

12-2004

## West Virginia Libraries 2004 Vol.57 No.6

Pamela Coyle

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# West Virginia LIBRARIES

Vol. 57 • No. 6

Local History & Genealogy Room  
Cabell County Public Library  
155 Ninth Street Plaza  
Martinsburg, WV 26101  
www.wvla.org

December 2004

## Stonewall Resort Welcomes WVLA!

By Monte Maxwell

Peaceful, slow, and quiet probably fell low on the list of adjectives people used to describe the West Virginia Library Association 2004 Fall Conference. Instead, people could be heard raving about sessions and activities being fun, exciting, interesting, and insightful.

The program hit the ground running with an inspiring keynote address from Nancy Davenport, president of the Council on Library and Information Resources. Davenport began her lifelong library career while a student worker at WVU and spent more than 20 years at the Library of Congress, where she was Head of Acquisitions before accepting her current position.

Davenport was followed by a packed program schedule that offered something for librarians and staff in all types of libraries.

There was "Storigami," a hands-on approach to teaching librarians how to use origami with stories, and there were discussion about different aspects of cataloging.

There was a book reading by West Virginia author Sarah Pritchard and a performance by Jerry Heller who reads for Recorded Books.

Premiering this year was "New Voices in West Virginia Libraries." The session, sponsored by Blackwell Book Services, gave three librarians who have received their MLS within the past four years a forum to share their thoughts about their field. The participants were selected from a field of applicants from around the state.

Presenters included: Heather Campbell, Cataloging Services Librarian, West Virginia Library Commission; Kelly Diamond, Reference Librarian, WVU Libraries; and Lynn Sheehan, Director of Library Services, University of Charleston.



But it wasn't all work.

Palinet sponsored a wine and cheese tasting reception at the Resort Wednesday evening. The next day, several people traveled to the local Lambert's Winery for a tour and another wine tasting. Trolleys also carried people to Weston for walking tours of the historic town and the Bennett Public Library.

At the awards banquet, librarian/film maker Ann Seidl talked about stereotypes of librarians in film, the topic of a documentary she's making.

Seidl shared the spotlight with a list of people receiving awards.

Betty Gunnoe, a cataloguer and acquisitions librarian at Martinsburg Public Library, received the Dora Ruth Parks Award, the association's top honor. Gunnoe was praised for her efforts as Federal Relations Coordinator over the past 12 years.

—continued on page 4

### Inside...

Successful Quilt Show .....	2
R.E.A.D.....	3
Legislative Update .....	4
Pugh Named President.....	4
Library/Individual Awards .....	6
Dora Ruth Parks Award.....	6
Films and Literary Map.....	7
Presentation Summaries .....	11, 14
Conference Evaluations .....	13
National Library Week.....	14
State of the State's Libraries .....	15
<b>Awards:</b>	
Literary Merit .....	6
Certificate of Merit .....	10
Dora Ruth Parks .....	10
Conference Photos .....	5, 8

## A Message from the President

Dear Colleagues,

The results are in and the overwhelming response is that this year's Annual Conference was a resounding success! I want to thank the Conference Committee, especially Penny Pugh (your new President), for her wonderful efforts. With her at the helm, we can surely expect smooth sailing over the next year. I also want to thank the many others whose participation in the conference ensured everything went according to plan.

I hope that everyone found this year's banquet speaker inspiring as well as informative. She's said that your response to her program was one of the best she's ever had for one of her presentations. I think she'll go far with her project, and I sincerely hope she finds the backing and support she needs to complete it.

That said, I'm hoping that each of you found something of interest, learned something new and took away from the conference as many fond memories as I did. My thanks to each of you who took the time to stop and tell me how much you enjoyed the conference. We are in the process of compiling the evaluations, but overall most seem extremely positive.

My best wishes to all of you in the coming year. Happy Holidays!

Sincerely yours,

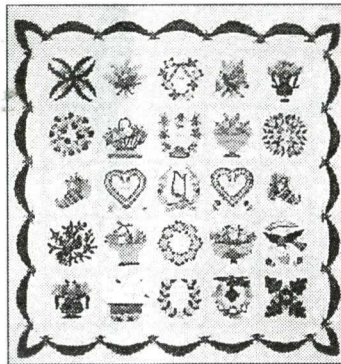
*Charley Hively*

President, WVLA 2004



## Successful Quilt Show

By Mary-Bess Halford



T.W. Phillips Memorial Library hosted its Second Annual Mountainside Quilting Fest this past summer on August 6, 7 and 8. Local quilting guilds, students, alumni, merchants and Friends of the Library helped us make this successful event, even bigger and better than the previous year.

Hundreds of quilts were on display in the Vintage, Best-of-the-Best, Ugly Fabric Quilts and the Napa Valley Trunk Shows. Full and half day quilting classes, hourly demonstrations by the members of the Fort Henry Piecemakers Quilting Guild, a 'Merchant Mall', raffles, a Friday night cook-out with live bluegrass music, Saturday evening banquet with keynote speaker and awards were all included in the weekend festivities.

Several Friends of the Library showed their heirloom quilts in the Vintage Quilt Show: Among the quilts that Jeanne Cramblet provided was her grandmother's quilt, "The Drunkard's Path", estimated to be nearly 140 years old. Bob Martin, class of '40,

shared several of his cherished vintage quilts. One such quilt, "Jacob's Ladder Variation", is estimated to have been made in the late 1800's to early 1900's. Although the quilter is unknown, the "Tree of Life" quilt, also owned by Mr. Martin, is an extraordinary example of the finest hand appliqué and quilting of the early twentieth century. Joanne Sykes, (retired Bethany College nurse), shared an impeccable, hand embroidered blue quilt, made by her mother, Mildred Fast and friends from 1925 to 1930. Marge Carty, retired Spanish

professor at Bethany College, had several heirloom quilts to display as well. One such quilt, "The Field Family Bride Quilt", dates back to 1880. This signature quilt was made by Susie Childe and friend of Leverett, Massachusetts.

The "Best-of-the-Best Quilt Show was comprised of the top award winning and juried quilts from tri-state quilt shows. Judges for this show were Kenn Morgan, Chairman of the Bethany Fine Arts Dept; Anni Donnahue, keynote speaker for the event; and Rita Fishel, nationally known quilting instructor. The Best of Show went to Sharon Whitecotton of Moundsville, WV for her miniature Baltimore Album Quilt. Buffy Schenkel of Oglebay, WV received the Judges' Choice Award for her Victorian Wheeling Sampler. Top People's Choice Award went to Becky Wetzel of St. Clairesville for her appliquéd quilt entitled, "Hometown".

—continued on page 12

# R.E.A.D.: A "Pawsitive" Program for Kids of All Ages



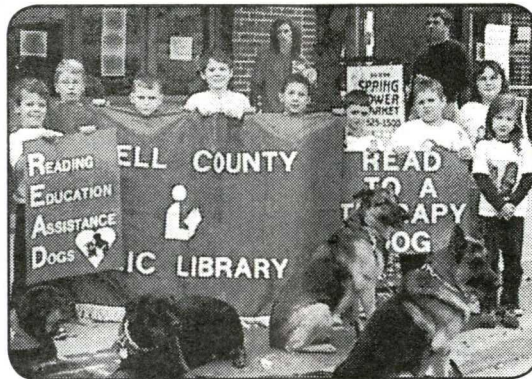
By Niza Uslan, Youth Services Coordinator  
Cabell County Public Library

In April 2004, during National Library Week, Cabell County Public Library launched R.E.A.D., a unique and highly effective reading program where children read to therapy dogs. R.E.A.D. (Reading Education Assistance Dogs) provides children who may have difficulty in learning to read and children who are good readers an opportunity to read stories aloud. The program's goal is to improve children's reading scores and to reinforce an interest in reading.

The volunteer dog owners and their dogs have all successfully completed the Delta Society's Pet Partners Program. A person and his pet can register as Pet Partners when the animal has successfully completed a health, skills and aptitude screening, and the person has completed volunteer training requirements. Use of the Pet Partners Program assures us that the volunteer dog handlers who work in the library are well-prepared and that their animals have been carefully screened. Once the animals are registered

therapy dogs they are backed by one million dollars liability insurance.

We currently have 30 children, ages 6-12 years, enrolled in the program. We offer it three times a week. Each child reads 20 minutes to a R.E.A.D. team (dog handler and dog). As the child reads, the



dog lies or sits next to the child, or, if it's a small dog, sits on the child's lap. The dog handler assists the child in reading if necessary. A file is kept on each child's progress.

It has been documented that pets can provide acceptance, motivation to learn, and someone to talk with who will listen. We have found all this to be true in the R.E.A.D. Program. Reading to a non-judgmental audience enables children to relax and become less anxious when reading. Reading becomes a pleasant experience thereby fostering a desire to continue to read. We have found that the children who participate in the R.E.A.D. Program have become much more positive about the library. They check out books, read them and look forward to coming to the library.



**Editor**

**Pamela Coyle**

Martinsburg-Berkeley Co. Public Library  
101 West King Street  
Martinsburg, WV 25401-3209  
304-267-8933

**Associate Editor**

**Pam Mann**

Morgan County Public Library  
105 Congress Street • Berkeley Springs, WV  
304-258-3350  
pmann@martin.lib.wv.us

**Circulation Editor**

**Barbara LaGodna**

Evansdale Library, WVU  
P.O. Box 6105  
Morgantown, WV 26506-6105  
304-293-4695 x5103  
blagodna@wvu.edu

**Advertising Editor**

**Kelly Funkhouser**

Morgantown Public Library  
373 Spruce St. • Morgantown, WV 26505  
304-291-7425 (W) • 304-291-7437 (FAX)  
funkhous@hp9k.clark.lib.wv.us

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# Pugh Named President

By Monte Maxwell

Penny Pugh, Head of Reference for the Downtown Campus Library, was named president of the West Virginia Library Association during the organization's fall conference at Stonewall Resort last week.

In the post, she will guide the group that represents librarians and staff from public, academic, K-12, and special libraries around the state.

"It's very challenging and humbling to be president of this organization," Pugh said. "The association represents libraries of all types and gives us an opportunity to work together toward common goals, which ultimately serve the citizens of West Virginia."

Pugh comes aboard with a full agenda already on her plate. The WVLA succeeded last session in securing funding from the Legislature to acquire statewide electronic database licenses for hundreds of libraries.

Nationwide concerns exist about a disparity in access to electronic information. Nearly all public and K-12 libraries lack the extensive electronic resources available at most colleges and universities. College students grow accustomed to a wealth of easily retrievable information while on campus but then after graduation find that the information sources are not available outside the academic setting.

Pugh and others in the WVLA leadership see this statewide contract as part of a remedy to this societal problem. The goal now is to encourage the Legislature to continue funding. Pugh's mission is to convey to state lawmakers the positive impact realized by the swell of resources now available at public and school libraries.

"From kindergarten through the rest of your life, you should be able to have access to electronic or digital information, Pugh said. "This project, being coordinated by the West Virginia Library Commission and funded by the Legislature, is one that I think will stay on the association's legislative agenda for a long time."

WVU Libraries Dean Frances O'Brien called Pugh a devoted advocate for librarians and a knowledgeable professional.



Penny Pugh

She expects 2005 to be a good year for libraries in the Mountain State with Pugh at the helm.

"Penny's experience has earned her the respect of her colleagues across the state, and she will be very effective in leading collaborative efforts among the different types of libraries," O'Brien said. "I believe her year as WVLA president will bring significant advances in library service to citizens of West Virginia."

Myra Lowe, Associate Dean of the WVU Libraries, shared similar praise and optimism. She has supervised Pugh since she joined the staff as a reference librarian in 1989 and highly regards her efforts as a librarian.

Lowe called Pugh a leader at the WVU Libraries in terms of electronic resources, explaining that the libraries rely on Pugh's judgment in identifying what electronic  
—continued on page 12

## LEGISLATIVE UPDATE:

### School Libraries Seek Support

On Sunday, December 5, 2004, Pat Ramsburg and Ginny Frank traveled to Charleston, as the chair and chair-elect of the School Division of WVLA, to speak to the Education Subcommittee B (the joint committee on public education) on the Study on Improving School Libraries (see House Concurrent Resolution 63). They distributed copies of "School Libraries Work" which contains "position statement from a variety of organizations and findings from nearly a decade of empirical studies that cite the measurable impact of school libraries...on learning outcomes." It can be accessed in pdf format at [www.scholasticlibrary.com/download/slw\\_04.pdf/](http://www.scholasticlibrary.com/download/slw_04.pdf/).

Myra Ziegler, from the Summers County Library, spoke in favor of school libraries from a public library point of view. JD Waggoner, Executive Secretary of the WV Library Commission, also spoke in support of school libraries. The WVDE sent Donna Miller, Virtual School Coordinator, as its representative. She spoke about the initiatives that the Department of Technology have that include school libraries, i.e. staff development. —continued on page 7

## Stonewall —continued from page 1

The 2004 Literary Merit Award went to Keith Mallard, the author of nine novels, one book of poetry, and countless essays. The Wheeling native lives in Vancouver, British Columbia, with his wife and two daughters and teaches creative writing. He is currently working on a new novel, which is set in the coalfields of southern West Virginia.

Certificates of Merit were awarded to:

Joel Beane, who served for 30 years as Director of the Kingwood Public

Library.

Alma L. Cummings for her dedicated 20-year career with the Lincoln County Libraries.

The West Virginia Library Commission Network Staff for their work effecting libraries around the state.

The first ever Frederic J. Glazer Award went to the Pocahontas County Free Libraries. The main library and its three branches serve over 9,000 residents living in 950 miles of mountainous terrain.

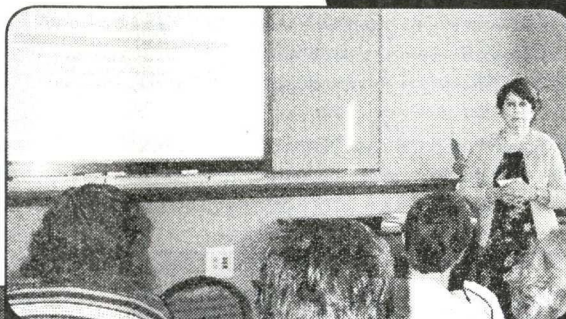


Katy White of WVLC relays her enthusiasm about reading to Sharon Mazure of Fairmont State College.

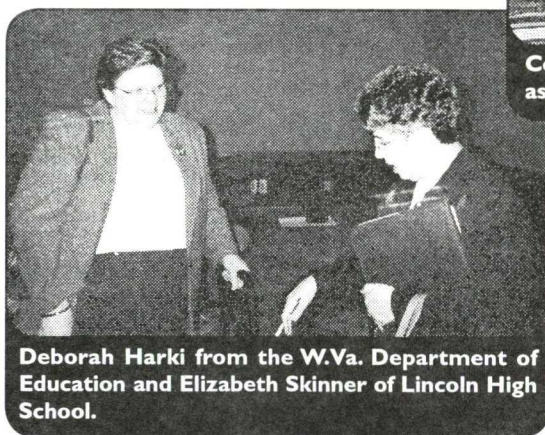
Photos on this page submitted by Vicky Davis, past chair, School Library Division



New Division Officers, from left: Secretary Kathy Bargeloh of Wood County, Chair Virginia Frank and Chair-elect Patricia Ramsburg, both of Harrison County.



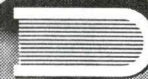
Celene Seymour of Marshall University discusses assessment of School Library Programs.



Deborah Harki from the W.Va. Department of Education and Elizabeth Skinner of Lincoln High School.

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Library Media Specialists hold discussions during the Content Standards and Objectives sponsored by the School Library Division.

## Gunnoe Receives Dora Ruth Parks Award

The West Virginia Library Association presented Betty Gunnoe with its prestigious Dora Ruth Parks Award during the 2004 Fall Conference held at Stonewall Resort.

Past WVLA President and West Virginia Library Commission Director, J.D. Waggoner, lauded Gunnoe for her expertise in the field and service to the organization.

"Betty Gunnoe is a committed volunteer and can be counted on when duty calls," Waggoner said.

Waggoner pointed to Gunnoe's work as the Federal Relations Coordinator and her work to organize efforts for the American Library Association's Annual Library Day in D.C. In that role for the past 12 years, she has guided more librarians through the maze of our nation's Capitol than anyone else in the association.

"Betty is WVLA's personal connection to our congressmen/women in Washington, D.C.," Waggoner said.

Gunnoe began her career as a page at the Martinsburg Public Library and worked her way through every aspect of library work including a brief stint as acting director. Currently, she is the library's cataloguer and acquisitions librarian.



## WVLA Literary Merit Awards

- 1954—Edgar B. Sims
- 1955—Cecile R. Goodall
- 1956—Jean Lee Latham
- 1957—Charles L. Repper
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- 1971—
- 1972—Ruth Ann Musick
- 1973—Marie Boette
- 1974—Brooks Wigginton
- 1975—Agnes Smith Parrish
- 1976—John A. Williams
- 1977—Louise Pease McNeill
- 1978—Davis A. Grubb
- 1979—James Gay Jones
- 1980—Meredith Sue Willis
- 1981—Mary Lee Settle
- 1982—Jim Comstock
- 1983—Ken Heckler
- 1984—Cynthia Rylant
- 1985—Charles E. Yeager
- 1986—Breece D.J. Pancake
- 1987—Otis Rice
- 1988—
- 1989—Ken Sullivan
- 1990—Pat Hussey
- 1990—Barbara Ferrero
- 1990—James Haught
- 1991—Phil Laska
- 1992—David Alan Corbin
- 1993—Marc Harshman
- 1994—Anna Smucker
- 1995—Laurence Yep
- 1996—Jayne Anne Phillips
- 1997—Denise Giardina
- 1998—Cheryl Ryan Harshman
- 1999—Homer H. Hickam, Jr.
- 2000—Stephen Coonts
- 2001—Irene McKinney
- 2002—John Cuthbert
- 2003—None given
- 2004—Keith Maillard

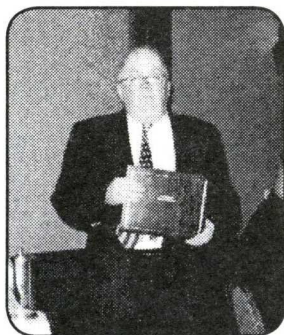
## Library and individuals awarded

The first-ever Frederic J. Glazer Library Innovation Award for demonstrated success in planning and execution of an innovative service, project, or program that has significantly impacted the patrons of the library was awarded. The award was given to Pocohantas County Library for its continued ability to promote libraries in this county of over 9,000 residents living in 950 miles of mountainous terrain. The Library system has garnered national recognition with an IMLS award for excellence in public library service. Sue Ann Heatherly, a Board of Trustees member for 10 years, and is its current Vice-President, accepted the award for the Pocohantas County Library.

Certificates of Merits were awarded

to Joel Beane for his long service to Kingwood Public Library as its director, to Alma Cummings for her service as a Board member of the Hamlin-Lincoln County Public Library, and to the West Virginia Library Commission Technicians for their ongoing support of the statewide network. Harlan White accepted on behalf of the twelve technicians.

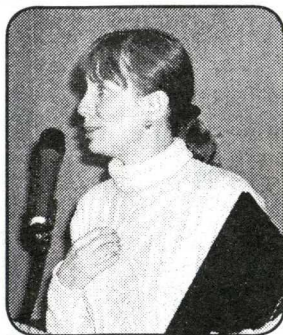
The Award for Literary Merit is given for an outstanding publication or body of work. It has been the Association's policy to present this award to a West Virginia author. This year's award went to Keith Maillard who lives in Vancouver, British Columbia. Gordon Simmons, a frequent speaker on all things West Virginian, accepted the award for Mr. Maillard.



Joel Beane



Alma Cummings



Sue Ann Heatherly

## Films Related to the Literary Map of West Virginia

By Steve Fesenmaier

Phyllis Moore of Clarksburg has produced the first map showing where 35 WV authors were born, using many resources inside the state. The map was supposed to be released on October 16th at the Fifth WV Book Festival in Charleston but was not. They are taking orders for it, costing \$6.00 + \$ 4 shipping that will be used to keep the map in print for hopefully a long time.

Of particular interest to film people is the inclusion of Daniel Boyd for authoring his three feature film screenplays and Larry Kasdan for writing the screenplays for the second "Star Wars" film and "The Big Chill" which he also directed.

Many other authors listed also wrote screenplays, most recently Pinckney Benedict for his Canadian film, "Four Days," (2002) and most productively, Clyde Ware. Famous films were made of novels by Davis Grubb and Pearl Buck, and recently, the film version of "Rocket Boys" by Homer Hickam Jr. They included Pare Lorentz from Clarksburg who won Oscars and other awards for his landmark documentaries. No filmmaker ever wrote a more poetic screenplay for a documentary than Lorentz did for "The River" and "The Plow that Broke the Plains."

There is a "lost film" about one author – Norman Jordan – called "Dead Ends and New Dreams" that I just sent Phyllis – two VHS copies are available from WVLC. There is also a fine film about Danske Dandridge, on the list, by Jefferson County filmmaker Jim Surkamp called "Immortal Essence."

The finest bio of a WV author is Donn Rogosin's "East Wind, West Wind -The Life of Pearl Buck." Hopefully someone will make a film version of Professor Thomas Douglass' bio of Davis Grubb – and also a film version of his study of Breece Pancake. (A new short doc on Pancake was a winner at the international Rural Routes Film Festival in NYC in August. See my Nov. Graffiti column.) There is a fine bio of a young Booker T. Washington, "Booker," that has been in print – its VHS – since it was made 20 years ago, showing Booker living in Malden and learning how to read, rather than working in the salt mines.

Alberta Pierson Hannum wrote the novel and screenplay for "Roseanna McCoy" which is once again available on VHS. Bernie Casey wrote screenplays, including one for "The Dinner," an African-American version of "Dinner with Andre." —continued on page 12

## Legislature

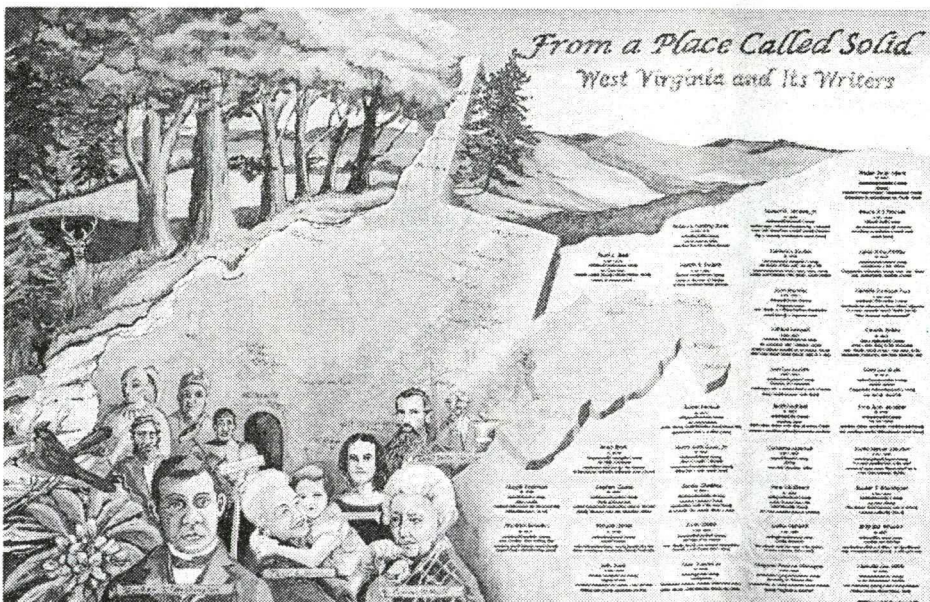
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The legislators were very attentive for the most part, even though Ginny got carried away and spoke over the time limit set. The Legislators who came up after the meeting used words like "shocked" and "surprised" by some of the remarks made and statistics quoted. One of the questions was "If you could have only one of your recommendations instituted, what would it be?" Ginny replied that a representative is desperately needed at the WVDE. Pat added that that person should also be responsible for School Library Media Centers getting a share of all of the federal dollars being spent on reading initiatives.

The School Library Division of WVLA and other members or interested parties can not rest at this point. Everyone should contact their own legislators to make sure that something is done during the regular legislative session.

For more information or if you have questions, or wish to offer support of any kind, or if you have problems that need support, please let Ginny know. You can email Ginny Frank at [vfrank@access.k12.wv.us](mailto:vfrank@access.k12.wv.us) or call her at the number below.

Ginny Frank  
Library Media Specialist  
Bridgeport Middle School  
413 Johnson Ave.  
Bridgeport, WV 26330  
304-326-7143



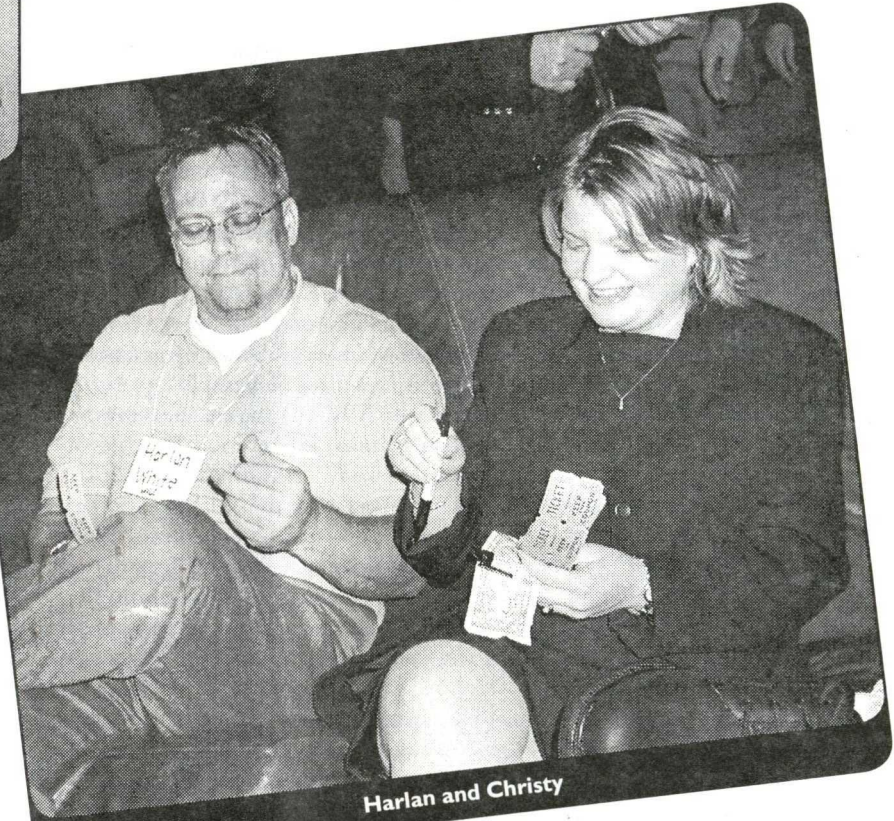
## Spring Fling

The Spring Fling Committee is now accepting proposals for programming for the conference on April 7 and 8, 2005. If you would like to be a presenter or vendor or have suggestions for programming, please contact committee chair Erika Reed, Marion County Public Library, 321 Monroe St., Fairmont WV 26554, by March 4. You can also contact by email: [library@westvirginia.net](mailto:library@westvirginia.net) or by phone, 366-1210.





Ann Seidl with WVLC posters.



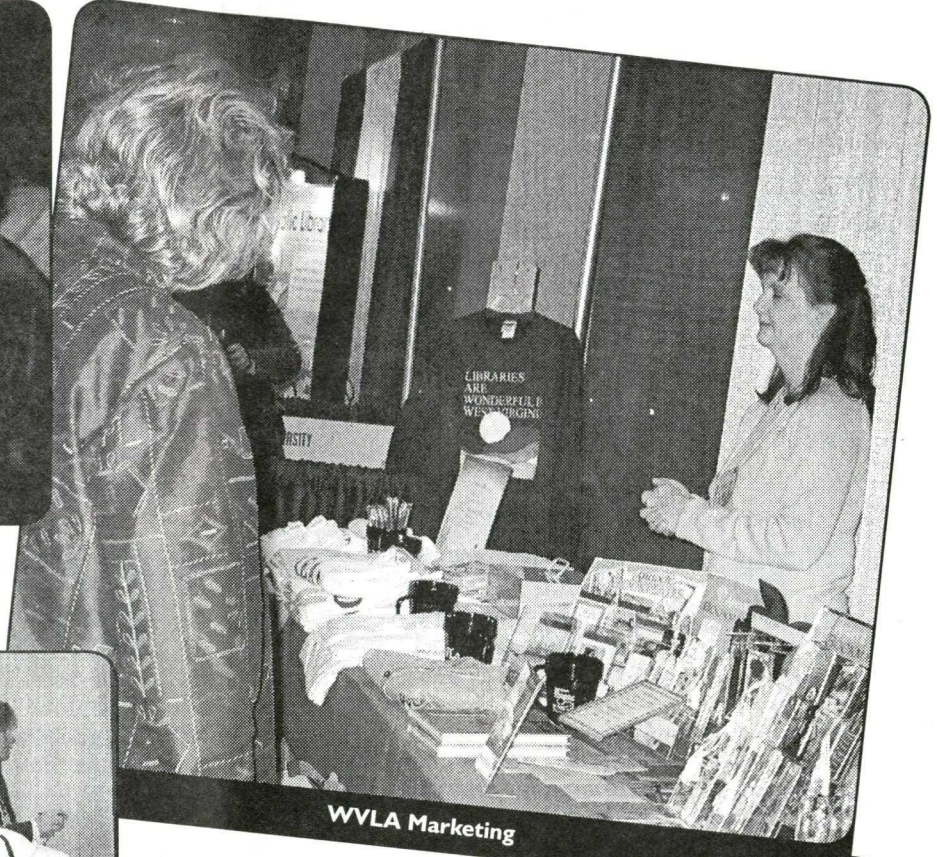
Harlan and Christy



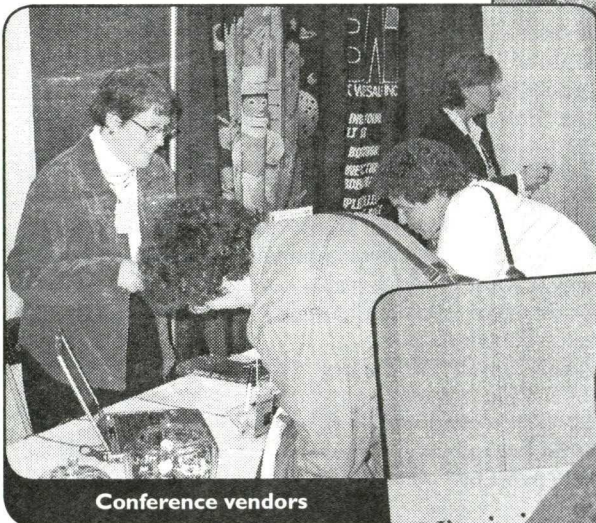
PAST PRESIDENTS



Ann Seidl and Merle Moore



WVLA Marketing



Conference vendors



Conference vendors

## WVLA Certificate of Merit Awards

- 1954—Perry Emmet O'Brien - Trustee/Jackson Co. Pub. Library  
Ethel Green - Clarksburg Public Library
- 1955—Mrs. Waitman H. Conway - Marion County Public Library  
John V. Ray - Trustee/Kanawha County Public Library
- 1956—Ida M. Peters - Parkersburg High School  
Cyril M. Reigh - Trustee/St. Albans Public Library
- 1957—Roy Bird Cook - Scholar, Historian/Kanawha County  
Emma Cobb Havener - Trustee/Morgantown Pub. Library
- 1958—
- 1959—
- 1960—
- 1961—
- 1962—
- 1963—
- 1964—William F. Dalzell - Trustee/Moundsville Pub. Library  
Margaret Virginia Ebeling - Ohio County Public Library  
James Arthur Jackson - West Virginia State Law Librarian  
Florence Katherine Reese - West Virginia University
- 1965—Dora Ruth Parks - West Virginia Library Commission  
Nellie Rider - Trustee/Morgantown Public Library
- 1966—Myrtle Banbrick - Weirton Women's Club
- 1967—Clarice Lorene Bailes - South Charleston High School  
Ora Peters - Concord College  
Earl Eiler Rich - W.Va. Library Commissioner-Chairman
- 1968—Rose Eleanor Lyne - West Virginia Library Commissioner  
William C. Myers - Mary H. Weir Public Library
- 1969—Harold William Apel - Marshall University  
Mary Louise Graham - Raleigh County Public Library
- 1970—Board of Directors - St. Albans Public Library  
Jennings Randolph - U. S. Senator  
C. E. Campbell Beall - West Virginia Library Commissioner  
Nicholas Winowich - Kanawha County Public Library
- 1971—
- 1972—Earl Core - Author, Trustee/Morgantown Public Library  
1972—Mary Guiney - West Virginia Library Commission
- 1973—Charlotte Murphy - Mannington Public Library
- 1974—Clifford Hamrick - West Virginia University  
Sam Harshbarger - Trustee/Cabell County Public Library
- 1975—John Edward Scott - Library Resources W.Va. State College  
Governor & Mrs. Arch A. Moore - Glen Dale, West Virginia
- 1976—Josephine Fidler - Marshall University
- 1977—Eloise Newlon - Kanawha County Schools
- 1978—Victorine Louistall - West Virginia University
- 1979—Larry Frye - Bethany College
- 1980—Betty Jane Wade - Shinnston Public Library
- 1981—Margaret Allen -
- 1982—S. Fred Natalie - Mary H. Weir Public Library
- 1983—Luella Dye - Craft Memorial Library
- 1984—
- 1985—
- 1986—Buddy Herzbern - Trustee/McDowell County Pub. Library
- 1987—Sarah Thompson - St. Albans Public Library
- 1988—
- 1989—
- 1990—Karney Tinney - Sissonville Public Library
- 1991—Karen Phillipi - Kanawha County Public Library
- 1992—Susan Reilly - City-County Public Library (Moundsville)
- 1993—Karney Tinney - Trustee/Sissonville Public Library

- 1994—Dr. Les Wilkerson - Friend/Lincoln County Public Library
- 1995—Jeff Deal - Trustee/McDowell County Public Library
- 1996—Gordon Simmons - Taylor Books  
Sam Colvin - Wayne County Public Library
- 1997—Pearl Jett - Trustee/Doddridge County Public Library
- 1998—Guy Laymond Nichols - Trustee/Paden City Public Library
- 1999—Friends of the Summers County Public Library
- 2000—Karney Tinney - Trustee/Sissonville Public Library
- 2001—Evan M. Rogerson - Trustee/City-County Public Library  
(Moundsville)  
Jack Kessler - Trustee/Putnam County Public Library
- 2002—Donna Morgan - Director/McDowell Co. Public Library  
Thomas A. E. Stepahn - Trustee/Ohio Co. Public Library
- 2003—Phyllis Wilson Moore - Advisory Board member/West  
Virginia Folklife Center
- 2004—Joel Beane - Director/Kingwood Public Library  
Alma Cummings - Lincoln County Public Library  
The West Virginia Library Commission Network Staff

## WVLA Dora Ruth Parks Awards

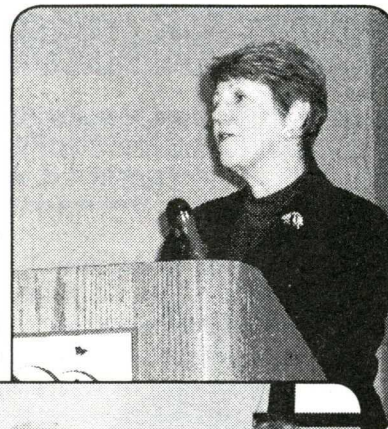
- 1971—Dora Ruth Parks - West Virginia Library Commission
- 1972—Olive Lewis - Parkersburg High School/Wood County
- 1973—Margaret Seidel Bobbitt - Marshall University
- 1974—Josephine Lehman Rosier - Fairmont State College
- 1975—Virginia Taylor Perry - West Virginia University
- 1976—Esther Powers - Marion County Schools/Fairmont  
State College
- 1977—E. Frances Jones - West Virginia Library Commission
- 1978—Elliott Horton - Morgantown Public Library
- 1979—Frederic J. Glazer - West Virginia Library Commission
- 1980—R. David Childers - West Virginia Library Commission
- 1981—David M. Gillespie - Glenville State College
- 1982—Jane Brugger - Marshall University
- 1983—George H. Campbell -
- 1984—Barbara Bonfili - Morgantown High School Library
- 1985—Judy K. Rule - Cabell County Public Library
- 1986—West Virginia Federation of Women's Clubs
- 1987—Harold B. Shill - W.Va. University/Evansdale Library
- 1988—Merle A. Moore - Clarksburg-Harrison County Public  
Library
- 1989—Ellen Wilkerson - Trustee/Hamlin Public Library
- 1990—Shirley Smith - West Virginia Library Commission
- 1990—Donna Calvert - West Virginia Library Commission
- 1991—Charles A. Julian - W.Va. Northern Community College
- 1992—Mildred Moyers - W.Va. University/Wise Library
- 1993—Josephine Fidler - Marshall University/Drinko Library
- 1994—Tom Brown - Concord College & Bluefield State  
College
- 1995—Martha Mae Danzig - Lewis Co. High School Library
- 1996—Yvonne Farley - Kanawha County Public Library
- 1997—Peggy Bias - Putnam County Public Library
- 1998—Judith Prosser - West Virginia Library Commission
- 1999—Karen Goff - West Virginia Library Commission
- 2000—Jo Ann Calzonetti - W.Va. University/Evansdale Library
- 2001—Rich Young - West Virginia Library Commission
- 2002—Judith Duncan - Kanawha County Public Library
- 2003—Linda Hedding - South Charleston Public Library
- 2004—Elizabeth L. Gunnoe - Martinsburg-Berkeley County  
Public Library

## Conference Presentation Summaries

By Keith Hammersla

• **Paradox and the Paradigm: Staying Relevant in the Age of Google**—Nancy Davenport of the Council on Library and Information Resources (CLIR) stated how the library's role in society has evolved into a bridge in the digital divide and as a social hub, providing local flavor to communities across the nation. She encouraged libraries to create content on the Internet, acting as publishers, to make their community's unique items accessible to everyone electronically, and to preserve the ephemeral, such as local newspaper archives. Moreover, as the symbol of intellectual freedom, that the main role of libraries is to promote information literacy, not just training persons to read and locate information but teaching them how to interpret and to use that information.

Nancy Davenport (right)



Cultural Diversity panel members (below)



• **Libraries and Ethnic Diversity: Creating Lasting Bonds within Your Community**—Panel members representing the Italian-American, African-American, and Native American told how the library is a focal point for persons who are searching for information to solidify their ethnic identities and how the library can be a place to preserve their cultures. Any library, which has diverse ethnic communities, has an opportunity and a responsibility to offer guidance for access to materials, to change inaccurate perceptions, to encourage library use, and to make a visit to the library a good experience for everyone.

• **Map Cataloging Basics**—Heather Campbell, cataloging instructor from the West Virginia Library Commission, focused on descriptive cataloging, how to record the scale of the map, determining access points, and creating subject headings. Sheet maps, atlases, celestial charts, and other cartographic materials were covered.

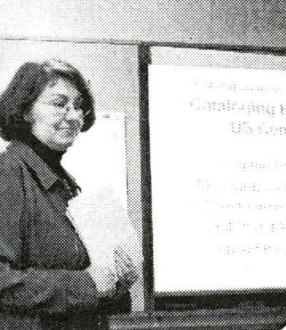
• **Cataloging Historical U.S. Census: How to Catalog Genealogy, Part II**—Sophie Bogdanski, monographs librarian at West Virginia University, presented her knowledge of cataloging census materials. She discussed the name changes of the Census Bureau and how they should be reflected in the cataloging record and dealt with construction of main entries, uniform titles, and subject headings for census publications and census data.

• **Library and Archival Projects on the Web**—Diane Shaw, special collections cataloger for the Smithsonian Institution, presented a sampling of various types of online projects done by libraries and archives as examples of how libraries can highlight their collections. Possible subjects for a project might include: library history (photographs, brochures, unique or unusual objects, architectural plans, blueprints) or a local cultural history (focus on a family or theme, use timeline approach, possibility to collaborate with other groups). Some good examples are the Smithsonian's "Galaxy of Knowledge" web page at <http://www.sil.si.edu>, "West Virginia History Online" from WVU Libraries at <http://www.libraries.wvu.edu/wvonline/wvonline.htm>, and the Digital Library of Appalachia at <http://www.aca-dla.org/index.html>.



Heather Campbell (left)

Sophie Bogdanski (below)



Diane Shaw (left)

—continued on page 13

## President

—continued from page 4

resources to purchase. She also stressed that Pugh runs a large and diverse department with the Libraries and is able to guide wide-ranging areas of responsibility effectively.

"I see Penny as an excellent leader," Lowe said. "Her expertise has already been valuable and will continue to be."

Pugh has previously served as Chair of the Academic Division of WVLA and as a member of the Executive Board. Prior to settling at WVU, Pugh was a librarian and library science instructor at Fairmont State College from 1986-1989. Pugh earned her Bachelor of Arts in English from WVU and her Masters in Library and Information Science from the University of Kentucky. She has been Head of Reference in the Downtown Campus Library since November 2000.

## Films

—continued from page 7

You can see Ed Cabell in the great film about WV musician Uncle Homer Walker in "Banjo Man." A fine film was made of Stephen Coonts' "Flight of the Intruder." A great film version of Christopher Janus' autobiographical "Goodbye, Miss Fourth of July" was filmed using WV actors Chris Sarandon and Conchata Ferrell. Margaret Prescott Montague had five films made of her novels including the Disney version of "Closed Doors," "Amy."

Caroline Gentry, given credit for co-writing WV's first Hollywood film, "The Key to Power" (or "The Romance of Coal") perhaps would have made the list if she had been known two years ago. She wrote the screenplay for the first compilation documentary ever made on Theodore Roosevelt – a ten-part film that was just recently shown in part at The South Charleston Museum for the first time.

This map was not meant to be all-inclusive, but it does show that WV is not a small state when it comes to authors. You can purchase a map by downloading a form at: [http://www.fscwv.edu/wvfolklife/literary\\_map/index.shtml](http://www.fscwv.edu/wvfolklife/literary_map/index.shtml).

You can also see the WV filmmakers' map I created earlier this year at: <http://www.ferrum.edu/AppLit/Bibs/WVFilmMkrsMap.htm>.

## Quilt Show

—continued from page 2

The Napa Valley Trunk Show was comprised of quilts that were featured in the book, "Wine Country Quilts". This show was supplied by keynote speaker, Anni Donnahue of Napa, California. Three of her quilts were included in this book.

Top honors in the Ugly Fabric Quilt Contest went to Elaine Fugate of Elm Grove, WV.

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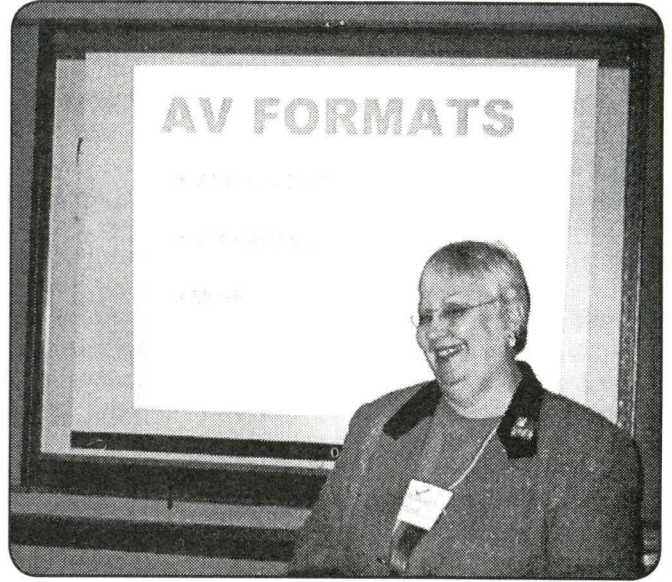
**Philadelphia, PA 19104-2801**

## Summaries

—continued from page 11

- **Audio-Visual 101**—Julie Spiegler, head of the Audiovisual Department at Kanawha County Public Library, presented tips on multimedia collection development and resources to order AV materials. She suggested adding DVDs to the library collection instead of VHS due to better durability and extra features included in DVD versions. Trends in audio technology were discussed: audiocassettes are on the way out—young listeners want CDs and MP3s. The next big thing may be eBook audiobooks. Some book titles are already available for digital downloading! Some good review sources are: the All-Music Guide at <http://www.allmusic.com>; the All Movie Guide at <http://www.allmovie.com>; and the Video Librarian at <http://www.videolibrarian.com>.

- **Electronic Serials Cataloging**—Heather Campbell, cataloging instructor for the West Virginia Library Commission, explained that the addition of electronic serials bibliographic records to online databases can help to provide access to a sometimes-forgotten source. She detailed how to find copy-cataloging records and to how to create original cataloging for electronic serials. One suggestion was to create an electronic Periodical Holdings List for your library which lists print holdings and includes hyperlinks to database content. This list could also be arranged so that it is searched by subject or topic through subject headings.

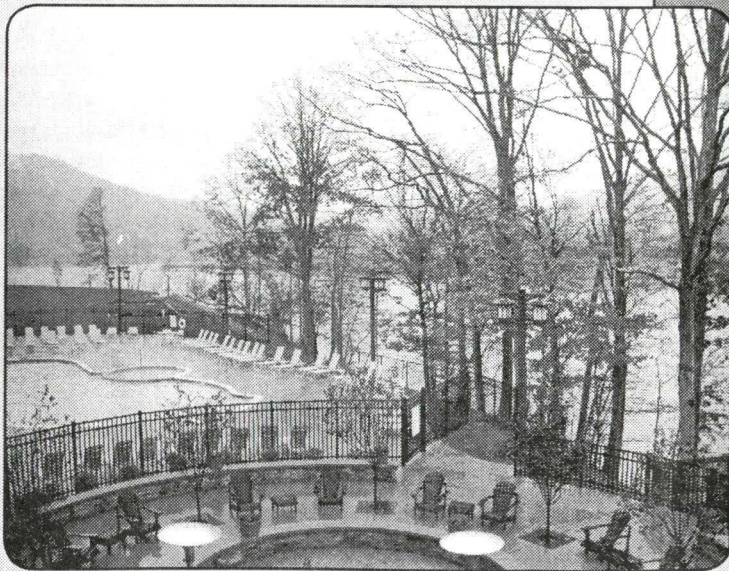
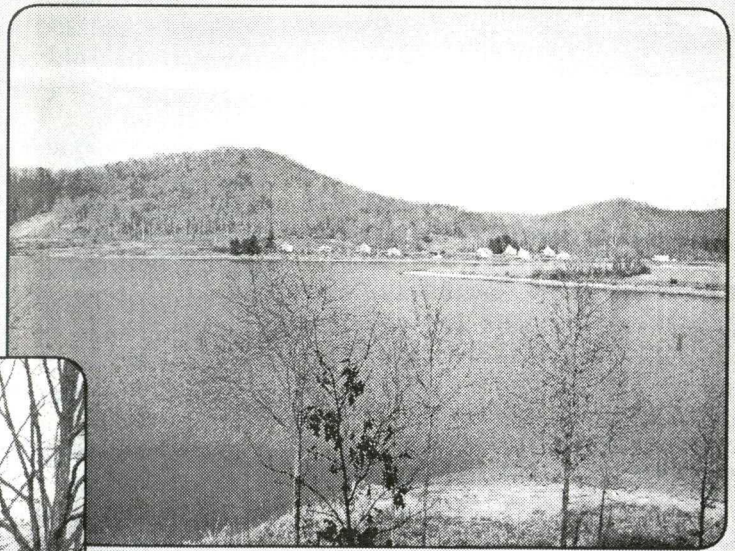


Julie Spiegler

## Conference Evaluations Indicate Success

The Conference Committee received a whopping 76 evaluation survey forms at the end of this year's annual meeting and is pleased to report that conferences rated all aspects of the meeting very highly. Among the sessions cited as most effective were:

"Pop Up Ads Driving You Nuts?", "Booktalks and  
—continued below



"Other Hooks," and "Google-oogle-oogle." Comments like "Charley, you did great!" and "... the best yet" indicate the enthusiasm of participants. There were 240 attendees at this conference.

In addition to commenting on this year's meeting, respondents provided excellent suggestions for future programming and for ways to improve annual meetings. The Committee thanks everyone who took the time to complete the surveys. The winner of the drawing for paid registration for next year's conference was Sheila McCutchan of West Union. Congratulations, Sheila!

## More Presentation Summaries By Margaret Demer

- **Marketing Your Library Using Demographics**—Marketing is about relationships and communication. Increasing business involves both.
  - Learn your current patrons. Ask, can we grow on the patron we are reaching and who aren't we reaching and why?
    - Survey your current patrons. Exit surveys involve staff asking exiting patrons questions from a form. Clipboard surveys do not involve staff but are answered by patron during visit. Informal tally survey involves staff asking several (2-3) questions as patron is checking out. Slash tally records responses.
  - Look for trends. Gather data on daily traffic. Survey enough patrons to get variety in time, days, etc. Cross-reference your results to find connections. Use some open-ended questions.
  - Determine your trade area using the zip codes of the responders. Your primary market is the area where 70-80% of your patrons live. Learn the people, businesses, organizations, and schools in your trade area. Use the local media in your trade area for articles about those in your trade area for insight into the prominent events, interests, and organizations in your trade area.
  - Form beneficial relationships with the key players in your area and build relationships with them. Form relationships with the media in your trade area. Keep relationships with patrons friendly. Smile, be friendly.
  - Use free advertising. Media is looking for human-interest stories especially on slow news days.
    - Create an events calendar for the coming year.
    - Record set annual events and community events that are popular.
    - Plan your events a year ahead.
    - The week before the event inform the media. The day after the event send the media a follow up story with photos.
    - Tie into already scheduled community events. Partner with organizations sponsoring community events. For a big library event try to partner with a media.
- Post your library newsletter on your website. Post staff book recommendations and the *New York Times* best sellers list so patrons know what to read next. Have the media publish a library column or recommended reads at your library. Form cross promotions partners, libraries with movie theaters for movies based on books.
 

**Conclusion:** Use free advertising as much as possible. Tie into community events. Build relationships with local businesses, organizations, and media. The best advertising is a satisfied customer. Build a warm relationship with your users. Smile.
- **GeoLibrary**—GeoLibrary locates all the public libraries in the United States and provides the collected statistical facts about each library and its community. This database is very helpful when seeking funding and justifying library changes.
  - Some highlights of the session were that this database:
    - Is useful in E-rate discussions
    - Can be used by local businesses and organizations
    - Shows the congressional districts and political boundaries

—continued on page 15

## National Library Week & School Library Media Month

Taken from the American Library Association web page

National Library Week will be observed April 10-16, 2005.

First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support. All types of libraries—school, public, academic and special—participate.

Many school libraries also celebrate the month of April as School Library Media Month sponsored by the American Association of School Librarians, a division of ALA, with the same theme as National Library Week.

The theme for National Library Week 2005 is "Something for Everyone @ your Library". Some programming ideas are listed below, with more available at <http://www.ala.org>.

Offer a career planning workshop for graduating college seniors that showcases the resources your library offers on career planning, resume writing, interviewing, etc.

Conduct a direct mailing or an emailing to new residents in your community or to new students and teachers

in your school or to new students and new faculty on information about the library's hours, programs, and services, how to obtain a library card or student ID to access the library's materials. Offer to take them on a tour of the library.

Host a scavenger hunt that introduces library users to the wide variety of collections your library offers or use it to promote electronic resources or the latest best sellers.

Reach out to the economically disadvantaged in your community. Collaborate with Head Start programs, social service agencies and campus, school and community groups to let people know about the free resources available at your library.

Feature the various special collections that your library maintains. If your library serves users of different ethnic backgrounds, showcase books, magazines, newspapers, videos and other materials developed in other languages.

If your library has a bookmobile or Cybermobile, highlight the unique services and resources it offers and how through this vehicle, your library is making information and materials

—continued on page 15

# State of the State's Libraries

November 2004 By J.D. Waggoner

Last year when I spoke to you at Conference West Virginia's public libraries and the Library Commission were facing a 9% cut in revenues. Estimates included a 5% reduction in grants in aid. At times during the Legislative session the Commission's personal services budget in General Revenue faced being cut in half. To illustrate the situation I used the Titanic. This year, although we are not riding as high in the water as we might, I can report the ship is stable and in some areas has actually picked up speed.

In a year of reductions the Grants-in-Aid for public libraries remained the same, showing zero loss. Sometimes breaking even is a win. Two first time line items are having a great impact in libraries. The first is the "Services to Libraries." For years we were forced to pull funds from Affiliate libraries grants-in-aid to support these services. This year through new funds the Library Commission was able to make direct support payments to Service Centers. This action immediately gave relief to our smallest and most rural libraries.

The beginning steps of a Virtual Library were realized with a new line item for Digital Resources. These funds went to support EBSCO for academic and school libraries. With federal funds providing these databases to public libraries, the Library Commission placed the foundation blocks for a true Virtual Library. Library Development has been preaching the gospel of this service at every opportunity. They are working with librarians, teachers and RESAs and the usage statistics are growing rapidly. These statistics will enable the Commission to seek additional funding for what we know will be a very successful program.

Hand-in-hand with these increases was the restoration of funds previously cut from the Statewide Library Network. The Gates Library Foundation came to West Virginia to announce the Staying Connected Grants. The reason Gates gave for coming here was the success of libraries in gaining additional funding.

However, even roses have thorns. While program funds were increased by 5%, the

agency's personnel budget was reduced by approximately \$200,000. The Library Commission has gone from a staff of 65 to a current of 51. Every department has lost personnel. I appreciate the West Virginia Library Association's Legislative Committee and the Executive Board approving a legislative agenda that includes strengthening the agency.

Libraries have also been successful in areas outside of state support. Again, the Bill and Melinda Gates Foundation awarded the Library Commission a "Staying Connected Grant" representing \$424,000. This grant has expanded T-1 lines in libraries, is putting a new circulation computer in every public library, and will also provide training dollars.

The federal funds have enabled the Library Commission to fund the continued upgrade of library automation software. I will take no credit or blame for the Mountain Library Network beyond acting like the dutiful husband. I stood back, holding their pocketbook, while these academic, public and school libraries in the consortium did the work, cleared the hurdles and fought the good fight. The Northern Library Network is in the early stages of conversion, but the federal funds have enabled these libraries to begin the process.

These new consortia, combined with those already in place, will greatly expand the ability of West Virginia libraries to share resources and better serve the citizens of West Virginia.

In closing let me give you the same advice I concluded with last year. We know our story. We know our successes. Still it is not enough for us to know. The year begins with a new administration in Charleston. Governor Manchin has spoken of his desire to give every citizen of West Virginia the opportunity to succeed. We know that opportunity means strong libraries, all libraries academic, public, school and special. Along with the new administration there are new Senators and new Delegates. Keep your story alive. Tell it to the local newspaper. If you have local television coverage, invite them to

library events. Tell your story to your Senators and Delegates before they come to Charleston. Then reinforce the story while they are there. When the Governor's mobile office is in your community, continue to preach the word. If they hear the same story in 100 different locations, it is all the better. The Library Commission, both Commissioners and staff, will help with the story but it is up to you to make sure 134 legislators know that West Virginia libraries are key to education, economic development, and an informed citizenry.

## More Summaries

—continued from page 14

- Is based on 1999 census data
- Will soon be able to search county and census tracks
- Allows reporting of changes directly to GeoLibrary via a feedback button
- Has the Excel program incorporated into the program so that a database for individual use can be built directly from GeoLibrary. Also allows for "what if questions" concerning proposed library sites.
- Can be searched by library, city and zip code.

## National Library Week

—continued from page 14

available to those who might not otherwise have access to the library.

Sponsor a series of study hall clinics in the school library to coach students, whether they are coming together to do research, a class project or to work on a homework assignment with friends. Have refreshments available during study halls and hold drawings for new books.

Showcase the variety of resources your public, academic or school library provides. Promote alternative formats such as large print books, Braille, ESL classes, bilingual programming, and assistive technology and materials for the hearing impaired, blind and learning disabled. Offer to host multilingual computer classes and provide tours of the library that showcase how the library is accessible. Offer ADA-related information to supplement your efforts.



**NOTE:**

West Virginia Library Commission meetings are set monthly and dates will vary.  
Please check the WVLC web site for the exact date, time, agenda  
and minutes each month at [www.librarycommission.lib.wv.us](http://www.librarycommission.lib.wv.us)

**JANUARY**

18-19 American Library Association Midwinter Meeting, Boston, MA

**FEBRUARY**

14 Happy Valentine's Day

**MARCH**

4 WVLA Executive Meeting  
Clarksburg, WV

14 Reception for Legislators  
Charleston, WV

15 Library Day at the Legislature  
Charleston, WV

17 St. Patrick's Day

**APRIL**

*School Library Media Month*

6-8 Tennessee Library Association Meeting  
Nashville, TN

7-8 WVLA Spring Fling  
Flatwoods, WV

7-10 ACRL National Conference  
Minneapolis, MN

10-16 National Library Week—  
"Something for everyone @ your library"

12 National Library Worker's Day

**A note from the editor**

*West Virginia Libraries* welcomes suggestions for articles from librarians, support staff, trustees and friends.

Articles may be submitted in writing, typewritten, by e-mail or on computer disk. If submitting material on computer disk, please use 3-1/2 disk and save your file to disk as an ASCII file and submit a hard copy (printout) of the material on the disk.

**Article Submission Schedule:**

January 15 for February issue  
March 15 for April issue  
May 15 for June issue  
July 15 for August issue  
September 15 for October issue  
November 15 for December issue

**WVLA Membership Information**

To become a member of the West Virginia Library Association, contact:

Olivia Bravo  
Kanawha County Public Library  
123 Capitol Street • Charleston, WV 25301  
e-mail: [olivia.bravo@kanawha.lib.wv.us](mailto:olivia.bravo@kanawha.lib.wv.us)  
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