

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director *edm*

DATE: November 21, 1995

SUBJECT: 1st Quarter Report to the State Library of California for the California Literacy Campaign Matching Funds Grant for Fiscal Year 1995 - 1996

BACKGROUND:

Attached is a copy of the District's 1st Quarter Report to the State Library of California for the California Literacy Campaign Matching Funds Grant for Fiscal Year 1995-1996.

Filing this report is required in order for the District to remain eligible for future California Literacy Campaign Matching Grants.

RECOMMENDATION:

Receive and file.

Quarterly Financial Report (Fiscal Year 95-96)

4th Quarter
April-June

3rd Quarter
January-March

2nd Quarter
October-December

1st Quarter
July-September

Placentia Library District
Name Of Library

Instructions:

- Submit one original plus two copies of this report with other reports required.
- Send to: California State Library, Fiscal Office, Room 215 - Literacy, PO BOX 942637, Sacramento, CA 94237-0001

BUDGET CATEGORIES	*BUDGET			EXPEND. THIS QTR.			EXPENDITURES YEAR-TO-DATE		
	(a) Approved CLSA	(b) Other*	(c) TOTAL For Year (a+b)	(d) CLSA	(e) Other	(f) CLSA	(g) Other	(h) TOTAL Expenditures (f+g)	
1. Personnel					7,384		7,384	7,384	
2. Library Materials									
3. Operations				990	1,167	990	1,167	2,157	
4. Equipment									
5. Indirect									
6. Total	8,391					990	8,551	9,541	

"OPERATIONS" DETAIL	BUDGET			EXPEND. THIS QTR.			EXPENDITURES YEAR-TO-DATE		
	(a) Approved CLSA	(b) Other*	(c) TOTAL For Year (a+b)	(d) CLSA	(e) Other	(f) CLSA	(g) Other	(h) TOTAL Expenditures (f+g)	
3a. Contract Services				-0-	-0-	-0-	-0-	-0-	
3b. Travel				-0-	-0-	-0-	-0-	-0-	
3c. Office Supplies				235	1,167	235	1,167	1,402	
3d. Printing				582	-0-	582	-0-	582	
3e. Instr. Resources				-0-	-0-	-0-	-0-	-0-	
3f. Communications				73	-0-	73	-0-	73	
3g. Other				100	-0-	100	-0-	100	
TOTAL				990	1,167	990	1,167	2,157	

Elizabeth D. Minter
Signature of Representative of Fiscal Agent or of Library receiving funds
Elizabeth D. Minter
Library Director
Title
Date
Charlene Dumitru
Contact Person
Admin. Ass't. (714) 528-1925
Title
Phone

*Sources of funds of \$200 or more attached.

4th Quarter April-June
 3rd Quarter January-March
 2nd Quarter October-December
 1st Quarter July-September

Placencia Library
 Name of Library

Instructions: 1. Submit one original plus two copies of this report with other reports required.
 2. Send to: California State Library, Fiscal Office, Room 215 - Literacy, PO BOX 942837, Sacramento, CA 94237-0001

	Church/ Service Groups	Business	Education	County/ Municipal	Foundation	Other	This Qtr's Total Resources	OTAL YEAR-TO- DATE	This Year's Goals
									GRAND TOTAL
a) Space				860			860	860	5,000
b) Materials									5,000
c) Equipment				84			84	84	500
d) Printing			375				375	375	500
e) Professional Services									500
f) Other									
COLUMN TOTALS FOR QTR			375	944			1,319		
COLUMN TOTALS FOR YTD			375	944					
TOTALS:									
2. VOLUNTEER HOURS									
a) Literacy Instruction							736	736	4,000
b) Talent/Support Services							264	264	2,000

Comments:

Double Check: The sum of Line 'QTR' and 'YTD' GRAND Totals
 MUST EQUAL the sum of Column 'QTR' and 'YTD' GRAND Totals.

Katie Matas
 Contact Person

Literacy Coordinator
 Title

[Signature]
 Signature of person submitting report
 Library Director
 Title

(714) 524-8408
 Telephone Number

CALIFORNIA LIBRARY LITERACY SERVICE

Adult Learner Activity Report (Fiscal Year 95/96)

Placentia Library District

Name of Library

1ST QUARTER
JULY - SEPTEMBER

2ND QUARTER
OCTOBER-DECEMBER

3RD QUARTER
JANUARY-MARCH

4TH QUARTER
APRIL-JUNE

Instructions:

1. Submit one original plus two copies of this report with other reports required.
2. Send to: California State Library, Fiscal Office, Room 215 - Literacy, PO BOX 942837, Sacramento, CA 94237-0001

QUARTERLY SUMMARY			TOTAL
1. Adult Learners receiving instruction at beginning of quarter (Same as #8 from last quarter's AL report)	1.	80	80
2. Adult Learners who began during quarter	2.	13	13
3. Adult Learners who left during quarter			
a. Learners who met goal	3a.	6	
b. Learners who became physically inaccessible this quarter	3b.	11	
c. Learners who left program for other reasons	3c.	10	
d. Learners who left program WITHOUT notification	3d.	0	
e. TOTAL (Sum of Items #3a thru #3d)	3e.		27
4. Adult Learners who received instruction during the quarter (#1 plus #2 minus #3d)	4.		93
5. Adult Learners referred to other programs (never instructed) this quarter	5.		3

CUMULATIVE SUMMARY			TOTAL
6. Cumulative total adult learners who received instruction this fiscal year-to-date (1st quarter = #4 above) (2nd, 3rd, 4th quarters = #2 above plus #6 from previous quarter)	6.	93	93
7. Cumulative total adult learners referred to other programs this fiscal year-to-date (1st quarter = #5 above) (2nd, 3rd, 4th quarters = #5 above plus #7 from previous quarter)	7.		3

END OF QUARTER STATUS			TOTAL
8. Adult Learners receiving instruction at end of quarter (#1 plus #2 minus #3e)	8.	66	66
9. Prospective Adult Learners awaiting instruction at end of quarter	9.		

Adult Learner Activity Report (continued)

Characteristics of Adult Learners receiving instruction at end of quarter.

*** BE SURE that TOTALS for ethnicity, age and gender EACH equal Item #8 on previous page. ***

10. Ethnicity	Asian	Black	Hispanic	Native American	Pacific Islander	White	Other	Unknown	TOTAL
	23	1	29	1	0	12	0	0	66

11. Age Distribution	16-19	20-29	30-39	40-49	50-59	60-69	70+	Unknown	TOTAL
	1	15	16	20	7	4	2	1	66

12. Gender	Male	Female	TOTAL
	21	45	66

Double Check:

Do Items #10, #11, & #12 = #8 on previous page?

Placentia Library District

Name of Library

Signature of person submitting this report

Library Director

Title

Date

Katie Matas

Contact Person

Literacy Coordinator

Title

714-524-

Phone

CALIFORNIA LIBRARY LITERACY SERVICE

Tutor Activity Report (Fiscal Year 95/96)

Placentia Library District
Name of Library

1ST QUARTER
JULY - SEPTEMBER

2ND QUARTER
OCTOBER-DECEMBER

3RD QUARTER-
JANUARY-MARCH

4TH QUARTER
APRIL-JUNE

Instructions:

1. Submit one original plus two copies of this report with other reports required.
2. Send to: California State Library, Fiscal Office, Room 215 - Literacy, PO BOX 942837, Sacramento, CA 94237-0001

QUARTERLY SUMMARY			TOTAL
1. Tutors instructing at beginning of quarter (Same as #9 from previous quarter's Tutor report)	1.		63
2. Tutors who began instructing during quarter	2.		9
3. Tutors who left during quarter		12	
a. Tutors who left with notification	3a.		
b. Tutors who left WITHOUT notification	3b.		
c. TOTAL tutors who left (#3a plus #3b)	3c.		12
4. Total tutors who instructed during quarter (#1 plus #2 minus #3b (without notification only))	4.		72
5. Number of tutors trained during quarter	5.		11
6. Number of pre-service tutor workshops offered during quarter	6.		1

CUMULATIVE SUMMARY			TOTAL
7. Cumulative total tutors who instructed this fiscal year-to-date (1st Quarter = #4 above) (2nd, 3rd, 4th quarters = #2 above plus #7 from previous quarter)	7.		72
8. Cumulative total tutors trained this fiscal year-to-date (1st Quarter = #5 above) (2nd, 3rd, 4th quarters = #5 above plus #8 from previous quarter)	8.		11

END OF QUARTER STATUS			TOTAL
9. Tutors instructing at end of quarter (#1 plus #2 minus #3c)	9.		60
10. Prospective tutors awaiting training/matching at end of quarter	10.		18

Tutor Activity Report (continued)

Characteristics of Tutors instructing at end of quarter

*** BE SURE that TOTALS for ethnicity, age and gender EACH equal Item #9 on previous page. ***

11. Ethnicity	Asian	Black	Hispanic	Native American	Pacific Islander	White	Other	Unknown	TOTAL
	4	0	6	0	1	49	0	0	60

12. Age Distribution	16-19	20-29	30-39	40-49	50-59	60-69	70+	Unknown	TOTAL
	0	10	14	15	10	7	4	0	60

13. Gender	Male	Female	TOTAL
	9	51	60

Double Check:

Do Items #11, #12, & #13 = #9 on previous page

14a. Number of public sites used for literacy instruction during quarter	2
14b. Number of private homes used for literacy instruction during quarter	10

15. Legislative districts in which instruction occurred during quarter

a. State Assembly District #(s): 72

b. State Senate District #(s): 33

c. U.S. Congressional District #(s): 39

Placentia Library District

Name of Library



Signature of person submitting this report

Library Director

Title

Date

Katie Matas

Contact Person

Literacy Coordinator

Title

714-524-8

Phone

CALIFORNIA LIBRARY LITERACY SERVICE

Quarterly Action Plan (Fiscal Year 95/96)

Placentia Library District
Name of Library

1ST QUARTER
JULY - SEPTEMBER

2ND QUARTER
OCTOBER-DECEMBER

3RD QUARTER
JANUARY-MARCH

4TH QUARTER
APRIL-JUNE

Instructions:

1. Submit one original plus two copies of this report with other reports required.
2. Send to: California State Library, Fiscal Office, Room 215 - Literacy, PO BOX 942837, Sacramento, CA. 94237-0001

1. What were your principal challenges for this past quarter?

1. Recruiting and retaining new tutors.
2. Providing support to the tutors and students in the program.
3. Promoting the use of computer software in conjunction with tutoring sessions.

2. How did you address these challenges?

1. Offered a 15-hour tutor training course.
2. Spoke at a local service club meeting.
3. Participated in the Chamber of Commerce functions.
4. Worked with an intern to begin surveying tutors about their ideas for program improvement.
5. Purchased a state of the art computer and software to be used by students and tutors.
6. Began working with a volunteer computer programmer to organize literacy software in an easily accessible way.
7. Began offering a monthly citizenship exam as a service to the community and a way of advertising the literacy program to a new pool of potential volunteers and learners.

3. Based on these actions, what do you see as the principal challenges you face in the next quarter?

1. Recruiting and retaining new tutors.
2. Providing support to the tutors and students in the program.
3. Promoting the use of computer software in conjunction with tutoring sessions.
4. Working with a local company to develop a workplace tutoring program.

4. What local alliance formation activities occurred this quarter?

1. Continued participation in the Placentia Community Network.
2. Continued communication with local businesses through the Placentia Chamber of Commerce.
3. Worked with local Adult Education to provide classes for students in the Families for Literacy Program.
4. Worked with California State University, Fullerton to provide internship opportunities for students in the Human Services and Communications departments.
5. Worked with a local homeless intervention shelter to include a library tour in their new resident orientation.
6. Was contacted by a local company to develop a workplace program.

5. What were your communication strategies for this quarter with respect to target audience, methods, and desired outcomes?

1. To include information on the literacy program in the city newsletter, the local cable TV channel, and in press releases to local newspapers.
2. To list tutor training classes in the community college adult education catalog.
3. To attend Placentia Chamber functions.
4. Contact tutors by phone to request monthly tutoring hours.
5. To attend Placentia Community Network meetings.

6. How were strategies implemented and what outcomes were achieved?

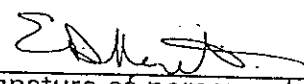
1. The city newsletter is distributed to every home in Placentia thereby providing every resident with information about the literacy program. The same is true of press releases in local newspapers.
2. Wide circulation of the Adult Education catalog gave the literacy program broad exposure.
3. Attendance at Chamber of Commerce functions provides the literacy program with visibility in the local business community.
4. Information sharing through the Placentia Community Network makes information on volunteer needs and resources available to the community.

7. Based on outcomes attained, what do you plan for next quarter?

1. Offer a 15-hour tutor training workshop.
2. Hold a tutor recognition and ideas program.
3. Attend Placentia Chamber functions.
4. Speak at various functions to civic and service organizations.
5. Continue to work with an intern to survey program participants about their ideas for program improvement.
6. Train literacy staff to instruct tutors and students in the use of literacy computer software.
7. Distribute flyers at Placentia's Heritage Days celebration.

Placentia Library District

Name of Library



Signature of person submitting this report

Library Director

Title

Date

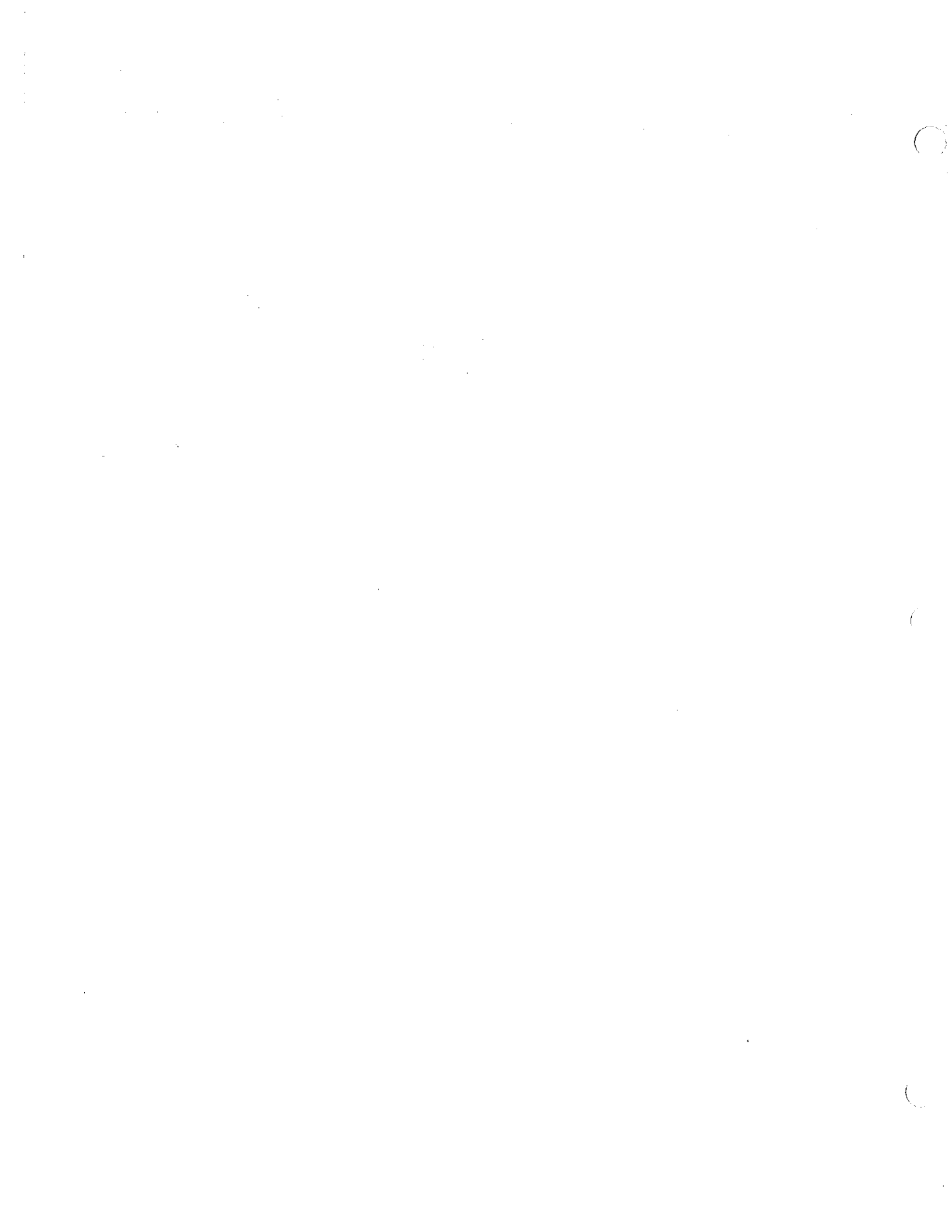
Katie Matas


Contact Person

Literacy Coordinator (714) 524-8408

Title

Phone



TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director 
DATE: November 21, 1995
SUBJECT: Travel Authorizations

BACKGROUND:

1. For Library Director Minter to attend the International Conference on Fund Raising sponsored by the National Society of Fund Raising Executives in Los Angeles, March 17-20, 1996.

Cost Summary

Registration	\$395.00
Local Transportation/Mileage/Parking	\$80.00
Meals	<u>\$120.00</u>
TOTAL	<u>\$595.00</u>

This registration was paid on October 23, 1995, to take advantage of the early registration rate.

2. For Literacy Coordinator Katie Matas to attend the Technology, Reading and Learning Difficulties Conference in San Francisco, January 19 - 20, 1996.

The Cost Summary is Attachment A.

RECOMMENDATION

1. Approve travel expense not to exceed \$595.00 from the General Fund for Library Director Minter to attend the International Conference on Fund Raising in Los Angeles, March 17-20, 1996.
2. Approve travel expense not to exceed \$786.00 from the 321 Department of Education Grant, for Literacy Coordinator Katie Matas to attend the Technology, Reading and Learning Difficulties Conference in San Francisco, January 19 - 20, 1996.

100
100
100
100
100
100

TO: Elizabeth Minter, Library Director
FROM: Katie Matas, Literacy Coordinator *KLM*
DATE: November 7, 1995
SUBJECT: Technology, Reading & Learning Difficulties Conference

Technology, Reading & Learning Difficulties (TRLD) will be holding its annual international conference in San Francisco, California on January 19 and 20, 1996. Placentia Library Literacy Services would like to send Literacy Coordinator Katie Matas to the conference with funds to be taken from the 321 Department of Education Grant. The conference includes an adult literacy strand with workshops on using technology with adult learners.

Place: Grand Hyatt San Francisco On Union Square
Dates: January 19 - 20, 1996
Registration: \$170.00 plus \$55 for a half-day workshop on optimizing the use of CD-ROMs
Meals: 6 meals approx. \$60
Travel: Airfare \$198 round-trip, bus from airport to hotel \$14 round-trip
Hotel: \$289 for the 2 nights

Total: \$786

(Note: The pre-registration deadline is December 15, 1995)



TO: Elizabeth Minter, Library Director
 FROM: Suad Ammar, Principal Librarian *SA*
 DATE: November 21, 1995
 SUBJECT: Program Committee Report for the Month of October 1995.

PLACENTIA LIBRARY DISTRICT		
PROGRAM STATISTICS		
DEPARTMENT	OCTOBER 95	
	# PROGRAMS	# ATTENDEES
<i>ADULT SERVICES</i>		
Placentia Pride	1	6
<i>CHILDREN'S SERVICES</i>		
Afterschool Special	1	28
Class Visits to the Library	2	61
Preschool Story Hours	14	274
<i>LITERACY SERVICES</i>		
Tutor Training	4	18
Citizenship Exam	1	2
Families For Literacy	4	57



TO: Elizabeth Minter, Library Director
FROM: Kay Schneider, Librarian II *KS*
DATE: November , 1995
SUBJECT: Children's Services Report for October

Fall Story Hours & After School Specials - 14 pre-school story hours were presented during the month of October to 274 children and parents. These were presented on Monday afternoons, Monday evenings and Thursday mornings. Also, the After School Specials began the last week of the month and was attended by 28 children who enjoyed making scarecrow mobiles and listened to a scary stories..

Displays - "Scary Stories" were displayed for the month of October and they went out very quickly. We looked for returned Halloween books each morning to keep the display full. They were very popular! A large bulletin board entitled "Scare Up a Good Book" used large book- reading ghosts to encourage children to read books during this holiday time.

Camp Library - The entire staff has been very busy preparing for the annual Library sleep over. This years participants will be singing songs with entertainer, Gary Greeno, learning Scottish dances from the Orange County Branch of the Royal Scottish Dance Society (provided by Elizabeth Minter), making giant turkeys, playing games, watching a play presented by El Dorado High School, eating lots of food and watching a movie. Everyone always has a good time and we have many families who return each year. This year we are having less activities that require breaking into many small groups so we decided to increase the number of participants from 50 to 62 children. There are a total of 117 people registered to come that evening including Board Member, Sandra Stark.

Summer Reading Program 1996 - The children's board of SLS has chosen Camp Read S'More as the theme of next summers program. We have already begun preparing materials and Jeannine will begin sending out letters requesting donations to local businesses in January.



TO: Elizabeth D. Minter, Library Director
FROM: Cheryl Willauer, Library Assistant *W*
DATE: November 13, 1995
SUBJECT: Publicity materials produced for October 1995.

Information on the Placentia Library cable channel #53:

1. Placentia Library Trustees.
2. Location and hours of the Library.
3. Storytime for pre-school children
4. El Dorado presenting skits for families in the meeting room.
5. Afterschool specials for children ages 7-12.
6. Special evening storytime for families during month of October.
7. Placentia Pride legal seminar.
8. Placentia Library Literacy Services asking for volunteers to become tutors.
9. North Story Circle of the South Coast Storytellers Guild featuring workshops and storytelling.
10. Quotes for the month of October.
11. Placentia Library Literacy Services offering INS approved citizenship exam.
12. Friends of the Library Bookstore and asking for volunteers.
14. Sign-ups for Camp Library now being taken.

Newspaper articles published:

1. Virtual Libraries: Vast but fragile.
2. Library fights for life as cities check out.
3. Government critic says people don't need public libraries.
4. Work by members of the Placentia Wood Carving Club on display at the Library.
5. Pre-school story hour offered at the Library.
6. Orchid Species Society of Southern California meeting.
7. Skits from favorite children's book performed by El Dorado Drama Class.
8. Understanding Living Trust Seminar.
9. Storytellers meet to tell tall tales.
10. Just for fun; An Island Named Placentia.

Placentia Library Newsletter:

Attached are the copies of the two pages published in the Winter edition of the Placentia Quarterly.

COLUMN ONE

Virtual Libraries: Vast but Fragile

Digitizing books and papers opens up a trove of culture to anyone with a modem. But archivists worry about what happens when the power fails.

By ROBERT LEE HOTZ
TIMES SCIENCE WRITER

The electronic archive at Washington University is a library without walls for books without pages—a wonder of the nether world called the Internet.

Operated from the school's St. Louis campus, the archive may be the world's largest public

computerized information source—so indispensable that an average of 45,000 people reference it every day; so besieged with requests that another 60,000 people daily are turned away.

None of them actually has to set foot in St. Louis.

The archive, housed in a small computer on a folding table, is a fledgling example of what proponents call a virtual library, in which international computer networks and automated databases replace traditional book repositories. A modem serves in lieu of a library card.

The advent of the virtual library may be the most significant change in the nature of the public library in centuries, experts say.

With several hundred thou-

sand files of text, software and images available instantaneously worldwide, the 60-gigabyte Washington University archive is a tentative step toward a time when electronic libraries will make books seem as archaic as clay tablets.

So the consternation was understandable one morning not so long ago when the archive vanished—vaporized when the computer's memory failed.

In their digital bindings, the books of that virtual library were as vulnerable to a flipped bit or a power surge as monastic scrolls were to the barbarian's torch.

For library specialists and some computer scientists, the fragility of the St. Louis archive, which has since been painstaking-

Please see LIBRARY, A36

Continued from A1

ly restored, is a cautionary tale. Dozens of even more comprehensive electronic libraries are being planned.

Some experts worry that reliance on electronic archives may make humanity's hard-won knowledge more vulnerable and expose it to unexpected risks of technological obsolescence.

Computer equipment becomes obsolete so quickly that it may be impossible for historians of the next generation to study today's electronic records, documents or databases. As computers make it easier to store, catalogue and retrieve information, the information itself is becoming more fragile. Conventional type can withstand all but destruction of the page on which it is printed, but it only takes a stray magnetic field to kill an electronic file forever.

And when material of history and culture is electronic, what happens when the power fails? "We are very scared about the electronic media," said Peter Hirtler, coordinator of the electronic public access initiative at the National Archives, which is responsible for preserving valuable government records in perpetuity.

"The problems that are associated with long-term preservation of scanned, electronic material are immense," he said.

After all, almost no one requires special equipment to read a book.

Computer scientists, however, are used to thinking of memory in terms of nanoseconds, not decades or centuries. "Very few people in the computer science world have really thought much about the problem of longevity," said Jeff Rothenberg, an expert on computer storage and longevity at the RAND Corp.

The Lure of Digital Immortality

For researchers and archivists awash in hard-copy information, the immediate promise of electronic archives and libraries is a liberating one.

In the Washington area alone, the National Archives houses about 6 billion documents, 7 million pictures, 118,000 movie reels and 200,000 recordings. The 65-acre Library of Congress, the world's largest library, houses more than 107 million items, ranging from the papers of 23 U.S. Presidents to one of only three existing perfect copies of the Gutenberg Bible. Panicked over how to preserve what they have, federal archivists are watching their collections grow by more than 5 million items a year.

Confronted with such perishable mountains of material, the Library of Congress, the National Archives and the University of California and other major universities are investigating ways to transform their collections into digital computerized records that can be distributed as widely as possible.

The aim is to drastically lower the cost of warehousing books, manuscripts, photographs, maps, motion pictures and sound recordings, while dramatically broadening public access around the world to even the most obscure historical collections. With computerized indexes, scholars might even discover everything that is stored on the hundreds of miles of shelves and file drawers in the National Archives.

"There is no area in our library or any other library that will remain untouched by digitization and computers," said Suzanne Thorin, chief of staff at the Library of Congress.

This spring, the Library of Congress joined with 14 other major research libraries to begin a national digital library. As a start, they hope to have 5 million digital documents available to the public through the Internet and on CD-ROM by decade's end.

The National Science Foundation, the Advanced Research Projects Agency and NASA together are spending almost \$25 million at UC Santa Barbara, UC Berkeley and several other schools to construct and manage such mammoth interactive, electronic collections.

Law libraries and scientific publishers are hustling to get their reference works on-line. Art scholars are urging the creation of a 10-million-volume digital library. In France, the national library is committing the country's literary heritage to disk.

Even the 500-year-old Vatican Library is going digital.

In the short run, research libraries are embracing the Internet and electronic storage as a way to make their collections more accessible to scholars and students. But some experts hope that electronic storage can solve the preservation problems that make all present-day archival efforts a losing race with time.

The best-tended paper will crumble. Film will dissolve. Recording tape will quickly lose its voice. Even museum-quality photos eventually will fade away.

Digital is forever—at least in theory, experts say.

It offers the ability to make perfect copies of any

document, image, audio recording or film and it means that librarians can consolidate the different elements of their collections into one form, such as a CD-ROM disk.

The advantages of digital storage—even at the \$2 to \$6 it costs to scan a page of text into a computer—seem so compelling that some expect that one day it will replace microfilm as the major means of preserving texts and images.

But even if libraries go completely digital, others worry they will not escape all the problems that plague them now. Experts say digital archives will still last only as long as the physical material on which they are stored. Computer tape, floppy disks and hard drives last only a few years. Even sturdy CD-ROMs barely last a generation.

Writing in the *American Archivist*, Rothenberg and information storage expert Avra Michelson noted wryly, "The preferred media on which this digital information is stored—disk, tape and even CD-ROM—have far shorter shelf lives than acid-free paper or microfilm. Moreover these media tend to become unusable long before they reach their ultimate storage limits."

"It is only somewhat facetious to express this irony by saying that digital data lasts forever—or five years, whichever comes first," they said.

A Computer Age Tower of Babel

While that may not be so different from the preservation problems archivists already face, digital storage adds a new, and unsettling, wrinkle.

A conventional text can be translated from stone tablet to vellum to handset hardcover to mass-produced paperback to microfiche and still be recognizable as written text—even when the language itself is unknown, as with the ancient Rosetta Stone.

But once a document is converted to silicon storage, its meaning is submerged in a so-called "bit-stream" of electronic digital zeros and ones. The resulting digital file is meaningful only to the software that created it.

The stored bits in a digital file could represent a letter of the alphabet, a pixel dot in an image, an audio signal or a number. There is no way to retrieve it, or to be certain it even exists, except by reading it with the proper software and computer hardware.

"It is not a document anymore," said Rothenberg. "It is just a bunch of gibberish until you run the software that interprets it and puts the document up in front of you."

Even if the computer program that created the files is preserved, there may be no surviving compatible

In just two decades, mainframe computers have been replaced by mini computers, which have given way to networks of personal computers. Punch cards were overtaken by computer tape, which was in turn made obsolete by magnetic floppy disks. Floppies have been superseded by hard disks, which are giving way to optical storage and flash memory.

"Just what good will these records be down the line?" said Judy Moline, an expert on electronic information storage at the National Institute of Standards and Technology. "The machines will go away. The software will go away. We have to have a way to recover this material in years to come."

Already the National Archives has to contend with an electronic Babel of nine-track magnetic tapes, computer tape cartridges, analog videodiscs and audio compact discs. Last year, the archives started accepting government documents recorded on optical CD-ROM computer disks.

The Census Bureau alone manages 40,000 to 50,000 computer tapes.

"The thing that is really troubling about a computer tape is that you can't really tell something is wrong until you try to read it," said Fynette Eaton, acting director of the Center for Electronic Records at the National Archives. She tends digital files that date to World War II.

For now, conservators at the Library of Congress and the Archives are taking a judicious approach toward storing their collections on computer. The materials they want most to save are some of their most irreplaceable items. So there are no plans to throw away a manuscript or a photograph once it has been copied electronically.

"I am just enjoying the fact we have lots of possibilities," said Diane Kresh, director for preservation at the Library of Congress. "For years there was microfilming and nothing else. I don't even like to use microfilm."

Whatever they decide to do with their paper files, archivists have little choice about the increasing amount of information that originates inside a computer—either as a word processing file, digital image, spreadsheet or database. There is little archivists can do with them except to catalogue and store them.

At least 15 publishers already file their manuscripts directly to the Library of Congress by computer. It is only a matter of time—and copyright law—before all authors can submit electronic manuscripts and the library makes them generally available as a full text database.

While some archivists are most concerned about the fragility of the data, others are worried about the way multimedia computers are transforming the nature of documents themselves, said Hirter at the National Archives.

Consider the archival conundrum of electronic mail, which has become an indispensable but intangible record of the public's business.

Federal archivists decided in August that the millions of e-mail messages generated daily by federal employees be preserved in the proper archival computer format or, better still, printed out.

They were spurred by a lawsuit over the White House e-mail generated by former National Security Council aide Oliver L. North and others involved in the Iran-Contra scandal. About 6,000 computer hard drives, computer tapes and other backup files were impounded from the White House and turned over to the Archives to be deciphered.

Not surprisingly, they were in an unreadable format. "Because they are in a backup format, we can't read them. It can only be read on the equipment that created it," Eaton said.

So far, the effort to re-create the equipment needed to read the files is costing about \$16 million. Just to make accurate copies of the files cost the archives \$1.5 million. The effort took so much time that there now is a "huge backlog" of other electronic records that the center has not yet properly archived, Eaton said.

The Search for a Standard Format

Electronic mail is simple compared to multimedia texts and pages on the World Wide Web arm of the Internet, which can include graphics, audio and video.

Archivists today blanch at the prospect of preserving electronic memos embellished with spoken comments or images contained within the written text, as is increasingly common with multimedia documents. Spreadsheets pose similar problems.

To stock the shelves of new on-line "cybraries," electronic publishers are creating documents beyond the dreams of any conventional bookbinder—colorful, animated tomes that incorporate into their text electronic links to hundreds of other electronic volumes. A touch on a highlighted word leads the reader down a chain of cross-referenced texts, footnotes, illustrations and additional documents that themselves are linked to an expanding web of multimedia images.

Preserving these interactive texts and the image-rich, multimedia home pages of the World Wide Web is out of the question—even though the government is increasingly in the business of creating them.

"We don't accept image files," Eaton said with an ill-concealed shudder. There are just too many incompatible formats, too many technical issues, and too many copyright problems, she said.

Federal archivists today try to sidestep the problem of changing technology and incompatible computer files by accepting only the simplest standardized text files.

Archivists long ago embraced a simple, internationally accepted form of the digital alphabet called the ASCII standard. Now that rudimentary standard is being eroded by four or five more complex multimedia formats, which all allow information about a graphic in a document to be stored along with its text.

In the resulting confusion, archivists feel they are just one step ahead of national electronic amnesia.

So, to keep from being overtaken by decaying disks or evolving computer standards, the National Archives translates its electronic libraries into new standard formats as they are invented, to ensure that future readers can read records of the past.

Its oldest electronic files—surveys of returning war veterans—have been copied every 10 years since World War II, migrating in the process from the original punch cards to computer tape.

As computer documents become more complex, even electronic copying could become perilous.

"Unfortunately, copying without distorting or losing information is not as trivial as it sounds. Every time you translate a file [into a new format], it is going to introduce some distortion," Rothenberg said.

Imagine how the Iliad would read if the only existing text of the 2,400-year-old epic had been translated into every intermediate language that existed between ancient Greek and modern American English. How much of the original poetic descriptions of the Trojan War would be lost in the process?

"You might have something that might be recognizable but it would not be what we think of as the Iliad," Rothenberg said. "And it certainly would not retain the one thing that makes it worth preserving, which is the spark and the style and the flavor of whoever actually created it."

"You would lose exactly what you were really interested in as literature. You might never know that its poetical quality existed in the first place."

LIBRARY: Electronic Data

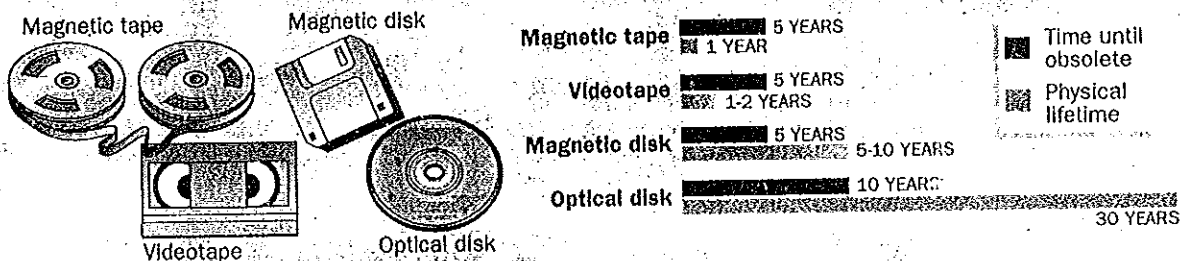
Storage Not Without Risks

Building the Virtual Library

The Library of Congress, the National Archives, university research libraries and museums are creating a foothold in cyberspace. To reduce costs, improve preservation and increase public access, they are turning their collections into digital files that can be shared easily on computers worldwide. But archivists worry about how long these records can survive.

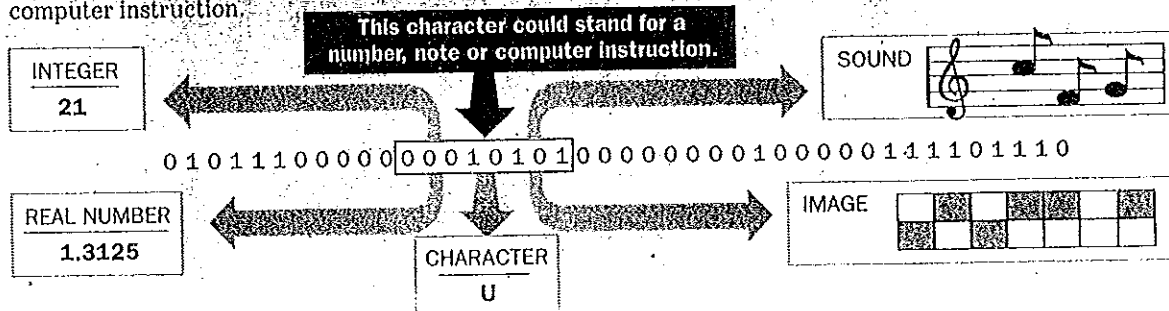
IT JUST FADES AWAY

Digital data is only as permanent as the material it is stored on. Computer tapes and storage disks don't last as long as books and microfilm. Stray magnetic fields can erase them easily. Computer technology changes so quickly that the tapes or disks usually become obsolete long before they physically wear out.



RISKING ELECTRONIC AMNESIA

Unlike regular written records, computer files store their meaning in a binary electronic code that often can be read only by the computer program that created it. Without the right equipment, a reader has no way of knowing whether the code represents a letter, a number, part of an image, an audio note or a computer instruction.



Source: The National Archives, Scientific American, Library of Congress

pacific clippings
post office box 11789
santa ana, calif. 92711

The Register
Daily **OCT 18 1995**

Library fights for life as cities check out

GOVERNMENT: Several cities threaten to pull their money out of the county system, saying they pay too much for what they get in return.

By ANN PEPPER
The Orange County Register

Consider what the Orange County library system is facing:
▶ Irvine is aggressively working to leave the system by July and take its \$2.8 million in annual property tax contributions with

it. It's urging other cities to join it.

▶ Mission Viejo has already negotiated its departure as of July 1.

▶ Costa Mesa is looking at options that include leaving the county system and contracting with its neighbor, Newport

Beach, to run Costa Mesa's two libraries as well as its own.

As the venerable county library system prepares to enter its 75th year, it is struggling to survive.

Some of the county's most affluent cities want to quit the system because they think they can afford to run their libraries better and cheaper.

County statistics to the contrary, these cities believe they are paying more into the system

than they receive in services, while cities with smaller property tax bases pay in less and get more in return.

The county library has been heading for deep financial trouble since 1993, when the state shifted some tax revenue from libraries to schools.

Money for county libraries plunged from a peak of \$27 million in 1992-93 to the current \$20 million. Sharply reduced hours,

Please see **LIBRARY Page 4**

LIBRARY: County system threatened by mutiny in

the cities

FROM 1

layoffs, many fewer purchases of books, magazines and materials, and reduced services resulted. This year, the county came close to shutting down half a dozen branches. Instead, it sold one, reduced five to two-day schedules and shed responsibility for maintaining the county archives.

What happens to the county library branches — particularly in cities not rich enough to go it alone — if wealthy cities bail out and funds continue to shrink?

No one questions that something has to give. And many fear the outcome.

"If everyone pulls out of the (system), the system breaks down and the rich cities get richer and the poor get poorer," Garden Grove City Manager George Tindall said. "If you ignore the people who can least afford the services you're going to get social unrest someplace down the line."

County Librarian John Adams hopes cities will stay aboard at least until March, when an independent consultant is expected to release a report on the system's

WHAT DO YOU THINK?

How well do you think you're being served by your county branch library? Call Register Infoline at (714) 550-4636, category 7254. Selected comments will appear in a follow-up story in the Register.

options.

The "governance study" will examine the pros and cons of: creating several subregional systems; creating separate municipal libraries; and establishing a countywide joint-powers authority similar to the one now administering county fire services.

Each city with a branch library will see a financial profile showing which option might best suit its needs. The study will also look at the effect any change will have on patron services.

March is too long to wait, Irvine Mayor Mike Ward said.

"Somebody has to make the move to get the other people off the mark," Ward said. "If I were

in (other cities') position, I'd come to the table with us right quick to work something out. I'm trying to save the library system of this county."

If Irvine does go it alone, it plans to ask for the county Board of Supervisors' OK to take its \$2.8 million in property taxes with it. By contracting for some services and reducing overhead, Ward thinks his city can provide better services and more books than the county.

"We've waited long enough for improvements," said Costa Mesa Mayor Joe Erickson. "Children get older day by day without getting an education" because of the poor condition of the county libraries.

Adams has figures that show the real "donor" into the system is neither Costa Mesa nor Irvine — but unincorporated places such as Cowan Heights and Lemon Heights.

Unfortunately, the mutinous cities are making decisions

based on anger and mistrust of government rather than facts, Adams said.

"The problem is the cities don't believe our numbers," he said.

The governance study, to be conducted by an outside consultant chosen by a city managers' committee, will provide independent numbers, Adams said.

"It's not been demonstrated to me that Irvine can do a better and cheaper job of running its library than the county can do," he said.

Tindall, whose city contributed about \$800,000 to the system and last year received about \$3 million in return, according to county figures, resents the implication that his city is getting more than its fair share.

"When Adams came out with his ... recommendation to close libraries without talking to anyone, he drew a line between the cities," Tindall said. "It didn't have to be that way."

COUNTY BRANCH LIBRARY COSTS

This chart shows how much each city contributes in property taxes and library fines and fees to the county library system and how much it actually costs the county to run the branch or branches in those cities. Numbers are for fiscal 1994-95. Operating-cost figures for 1995-96 were not immediately available, but would change somewhat because some branches have expanded hours and others have reduced hours. A number in parentheses after a city shows how many branches are located there. One of the Seal Beach branches has been sold to private interests. Mission Viejo has been approved to pull out of the system.

CITY	CONTRIBUTION	COST TO RUN
Brea	\$ 301,674	\$ 603,090
Costa Mesa (2)	1,291,148	1,284,027
Cypress	359,994	857,435
Dana Point	609,538	682,033
Fountain Valley	446,807	920,448
Garden Grove (3)	821,887	2,957,889
Irvine (2)	2,891,693	3,264,618
Laguna Beach	588,774	708,701
Laguna Hills	524,905	no branch
Laguna Niguel	844,061	883,260
La Habra	380,669	853,365
Lake Forest	671,075	1,115,255
La Palma	115,915	499,056
Los Alamitos	143,815	739,803
Mission Viejo	1,032,595	1,005,586
San Clemente	698,418	719,509
San Juan Capistrano	400,867	1,521,976
Seal Beach (2)	301,036	970,687
Stanton	159,815	467,702
Tustin	601,569	975,409
Villa Park	99,921	299,279
Westminster	472,216	1,088,645
Unincorporated	2,062,552	1,331,416
Other revenue sources	9,837,815	

BRANCHES HAVE SEEN MANY CHANGES

Changes in the 27-branch Orange County library system during fiscal 1995's first quarter July, August, September:

- ▶ Expanded hours at most branches to five or six days per week.
- ▶ Reduced staffing from 366 to 323 positions.
- ▶ Ended service at Leisure World branch and Orange County Archives.

- ▶ Increased volunteer hours by 69 percent — to 23,817 hours — over the same period last year.

- ▶ Contracted with city government for expanded service at La Palma and Villa Park branches.

- ▶ Sold contributors 493 library "gold cards" at \$25 each.

- ▶ Increased circulation by 6 percent over the same quarter last year.

Source: Orange County Public Library

Government critic says people don't need public libraries

BY PEGGY GOETZ
STAFF WRITER

Linda Grau says she is not against libraries. She just thinks that government shouldn't be running them.

"There is no scarcity of private information sources in this information age. Even a building is confining, but if

most people want a central source, private, non-governmental control is the way to do it," she said.

Woodbridge resident Grau is familiar to those who follow City Council meetings. She frequently speaks up on community issues from her libertarian point of view and has spoken a couple of times on the issue of Irvine's libraries.

In an interview last week, she there are hundreds, if not thousands of private libraries in Irvine homes. She recently bought 17 books for only \$4 at a neighbor's garage sale. There are bookstores.

And if one goes beyond books for information, non-governmental sources of information are nearly limitless, she said.

If there were no taxpayer-supported libraries, Grau is confident that private citizens would fill the void in a number of ways.

Borrow from friends

If there were no public libraries, people would borrow books from their

neighbors. An added benefit would be increased feelings of neighbors getting to know each other, she said.

There are private research sources, like those provided for a fee by encyclopedia companies. In addition, the world of on-line computer networks opens up more information than most people would ever want to use, she said.

There are private libraries as well, she said. Many churches have libraries, as do private colleges and universities. Some newspaper libraries are also open to the public.

To use these sources, people have to take a different approach and let go of the idea of letting the government take care of their needs, said Grau.

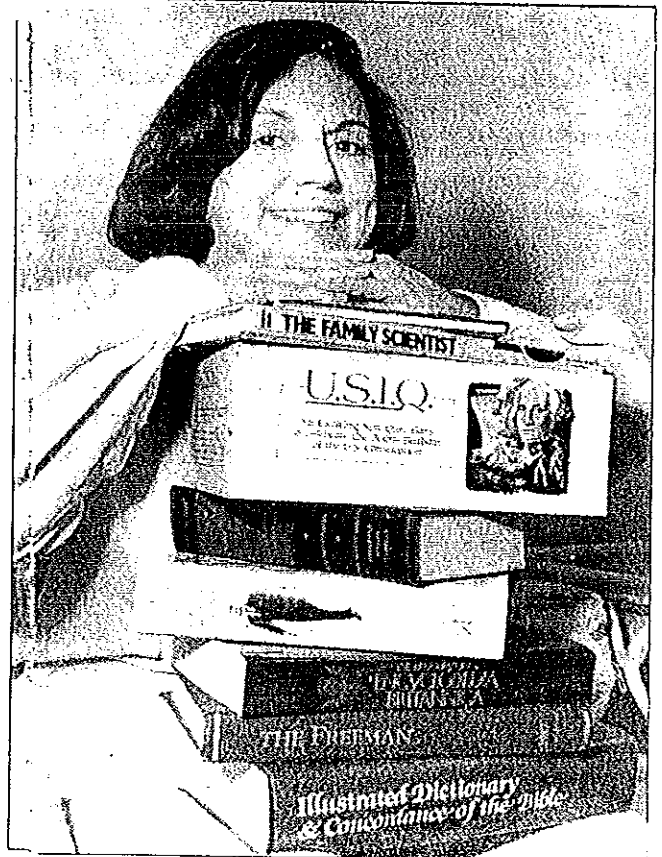
"We need more things in our society to bring people together, and having government do it is not a way to do that. Having centralized library buildings is a way of keeping people from coming in contact with each other," she said.

Has confidence in people

Grau said her philosophy is based on the confidence that people can be responsible for themselves without extensive government regulation. If government steps out of the library issue, Grau said people and private businesses will come forward and develop an information system that will be better than the public library.

Government and politics hamper libraries, she said. People will not benefit by having library funding connected with the city budget or any budget that is subject to manipulation by government and politics in any form, she said.

"In this age of information, there is no reason for government to have anything to do with controlling or determining what information is essential and available," Grau said.



STAFF PHOTO/MIKE SCHWARTZ
Garage sale library: Linda Grau says private libraries are the way to go. She bought 17 books at a neighbor's garage sale, just one private source for books, she says.

santa ana, calif. 92711

Los Angeles Times
OC Edition
Daily OCT 25 1995

Agenda Item 29
Page 10

pacific clippings

post office box 11789
santa ana, calif. 92711

Los Angeles Times
OC Edition
Daily OCT 19 1995

ORANGE COUNTY ALMANAC

An Island Named Placentia

Placentia was incorporated in 1926, but its name was chosen by townspeople nearly 50 years earlier. Resident Sarah Jane McFadden suggested that the original name, Cajon, be changed to Placentia. Observers later speculated that McFadden came up with the name after hearing her mother tell about visits to an island named Placentia in Maine.

Source: "Placentia, a Pleasant Place," by Virginia L. Carpenter

Placentia Library (411 E. Chapman Ave., Placentia, [714] 528-1906). Mon.-Wed., noon-8 p.m.; Thur. and Sat., 10 a.m.-6 p.m.; Sun., 1 to 5 p.m. Work by members of the Placentia Wood Carving Club, including Al Bengston, Oscar Davis, Phillis Eskew, Mel Grossman and Bob Knight. Ends Oct. 31. FREE

pacific clippings

post office box 11789
santa ana, calif. 92711

Placentia News
Weekly OCT 12 1995

pacific clippings

post office box 11789
santa ana, calif. 92711

Placentia News
Weekly OCT - 5 1995

pacific clippings

post office box 11789
santa ana, calif. 92711

The Register
Daily NOV - 2 1995

Storytellers meet to tell tall tales

³³² You can learn to enthrall your children with fascinating tales of adventure from the North Story Circle of the South Coast Storyteller's Guild. They meet from 1 to 1:45 p.m. the first Sunday of each month at the library, 411 E. Chapman Ave., to share storytelling techniques.

From 1:45 to 2:30 p.m. accomplished storytellers perform and share their expertise. Families are welcome to attend with their children. Both meetings are free.

For information, call 528-1906.

Library offers free preschool story hour

³³² A new fall session of preschool story hours began Sept. 25 at the library, 411 E. Chapman Ave., which will continue to meet Mondays at 1 p.m. and Thursdays at 10:30 a.m.

Children aged 3 to 6 will be entertained by stories, puppets, flannel boards, crafts and movies. No registration is required for these free programs, which last about 45 minutes.

For information, call 528-1906.

PLACENTIA ³³²

The library is offering special programs today. Preschool story hour, from 10:30 to 11:15 a.m., will teach children 3 to 6 about snakes with tales about the snake that couldn't slither and the baby Boa that ate the wash. The stories will precede a craft session. Then from 4 to 7 p.m. the library holds its annual members-only book sale. Memberships to the Friends of the Placentia Library also will be offered at that time. Call (714) 528-1906.

- Sharilyn Miller
(714) 704-3704

pacific clippings

post office box 11789
santa ana, calif. 92711

Placentia News
Weekly OCT 19 1995

pacific clippings

post office box 11789
santa ana, calif. 92711

Los Angeles Times
OC Edition NOV - 2 1995
Daily

pacific clippings

post office box 11789
santa ana, calif. 92711

Los Angeles Times
OC Edition
Daily OCT 14 1995

Living trusts discussed at free seminar

³³² Attorney Scott A. Bourdelais offers a free seminar on Understanding Living Trusts at 7 p.m. Oct. 26 at the Placentia Library, 411 E. Chapman. For information, call 541-9569.

TUESDAY ³³²

Skills from favorite children's books (Placentia Library, 411 E. Chapman Ave., Placentia, [714] 528-1906). Drama students from El Dorado High School perform skits from the California Young Reader Medal Nominees. 7 p.m. FREE

Orchid Species Society of Southern California: Second Sunday. Monthly at 2 p.m. at Placentia Library, 411 E. Chapman Ave., Placentia.

PLACENTIA LIBRARY DISTRICT NEWSLETTER

PROGRAMS FOR CHILDREN

Pre-School Story Hours *Favorite Friends in Books*

January 15 - March 7

Ages 3-6

Mondays, 1:00 - 1:45 P.M.

and

Thursdays, 10:30 - 11:45 A.M.



Children enjoy stories, crafts, puppets, flannel boards, movies and lots of fun.



AFTER SCHOOL SPECIALS

February 7 - March 6

Crafts, stories and games

Ages 7 - 12

Wednesday, 3:30 - 4:30 P.M.

Registration is required
and space is limited.

Call the Children's Department
528-1906

AN EVENING OF HOLIDAY STORIES!



The South Coast Storytellers Guild will
present Christmas and Hanukkah
Stories in the Meeting Room of the
Placentia Library on
Monday, December 11
6:30 - 7:30 P.M.

Children and parents are invited to come and enjoy
holiday stories told by professional storytellers.
Punch and cookies will be served after the stories.

Electronic Magazine Services Debut in November

Missing back issues and torn pages will be an irritation of the past as the Placentia Library debuts its electronic magazine in mid-November. Operated as part of the online catalog and using the same terminals, the new magazine service consists of three parts.



Magazine Index Plus

Provides indexing and abstraction to more than 400 general interest titles, plus indexing to the most current 60 days of the New York Times and the Wall Street Journal. Approximately 290 of these magazines are available in full text.



General Business File

Provides indexing and abstracting to more than 800 titles, plus the Asian Wall Street Journal and the Financial Times of Canada. Approximately 450 of these magazines are available in full text.



Company Profile

Provides directory information to more than 100,000 privately held companies and more than 50,000 publicly held companies. It also provides full text reports from brokerage firms in Asia, Europe, Australia and North America.



Health Index

Provides indexing and abstracting to more than 150 consumer health magazines, of which more than 130 are provided in full text. In addition, 500 medical pamphlets are provided in full text.

Articles may be read at the terminals in the Library or from your home via a modem.

The magazine system includes a high speed laser printer. For 10 cents per page you may make a copy of your article, complete with charts and graphics, for your personal use. Unfortunately, photographs are not available, either online or on the printouts.

The transition from having the magazine copy in the Library to having the text online may seem strange, but the amount and type of information available online will be greatly expanded from what is currently available in hard copy.

PLACENTIA LIBRARY DISTRICT

411 East Chapman Avenue
Placentia, CA 92670
Reference Services & Telephone Renewals
528-1906

HOURS

Monday - Wednesday..... 12:00 NOON - 8:00 P.M.
Thursday..... 10:00 A.M. - 6:00 P.M.
Friday..... CLOSED
Saturday..... 10:00 A.M. - 6:00 P.M.
Sunday..... 1:00 P.M. - 6:00 P.M.



Friends Bookstore Now Open

The new Friends Bookstore opened its doors in September and will be open every day during the regular hours of Library operation.

The Friends Bookstore is located in the Library entry vestibule adjacent to the old booksale tables. The Friends moved its receiving and sorting operations to the back of the Library in the old magazine storage room.

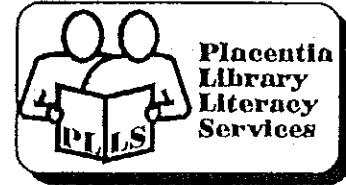
In addition to the "super-sale" priced items, the new Friends Bookstore has a larger selection of hardbacks and paperbacks. Other items of special value are also available. A volunteer is on hand to assist shoppers with finding the right treasure.

Library Volunteer Coordinator Gloria Clark is still recruiting volunteers to work two hour shifts throughout the week and on weekends. If you are interested in working in the bookstore on a regular or substitute basis, please contact Gloria at 528-1925. A short training program is provided to help new volunteers get started. Volunteers are also needed to help sort and price books in the storeroom.

ADOPT A MAGAZINE

Due to budget cuts, the Library will be dropping magazine subscriptions on over thirty titles effective January, 1996.

A Magazine Adoption Program is currently being offered for patrons who would like to have specific hard copy magazine titles remain in the collection. If you would like to adopt a magazine, please talk with the staff at the circulation desk or call Suad Ammar at 528-1906.



A new year is beginning. Is 1996 the year for you to help an adult learn to read, write and maybe speak English?

LITERACY TUTOR TRAINING

Placentia Library Literacy Services will offer a 15 hour training class for prospective tutors this winter.

The class will meet on Tuesday evenings from 6:00 to 9:00 p.m. beginning January 30 and concluding February 27.

Training is provided without charge to volunteers making a minimum commitment of six months to Placentia Library Literacy Services. Registration for tutors volunteering for other programs is \$30.00.

To enroll in the class or for more information about the program, please call the Literacy Office at 524-8408.

CITIZENSHIP EXAM

Since July 1995, Placentia Library Literacy Services has been administering basic skills exams to immigrants applying for U.S. citizenship, and will continue to offer the examinations monthly.

The test consists of 20 multiple choice questions and a writing section with two dictated English sentences which cover the history and government of the United States. Individuals who pass the exam are given an official "Notice of Test Results" to send to the INS with their application for citizenship.

Pre-registration costs \$24. Late and walk-in registration is \$28; however, admission is not guaranteed. To take the exam, individuals must be eligible to apply for citizenship in the next year, must have studied U.S. history and government, and must be at an intermediate or advanced level of English. The test is given only in English.

For more information or to pre-register for the exam, contact the literacy office at (714) 524-8408.

Exam Dates

-  Saturday, December 2 8:30 A.M.
Pre-registration by Nov. 5
-  Saturday, January 27 8:30 A.M.
Pre-registration by Jan. 2
-  Saturday, February 24 8:30 A.M.
Pre-registration by Jan. 28

TO: Elizabeth Minter, Library Director
FROM: Katie Matas, Literacy Coordinator *KCM*
DATE: November 21, 1995
SUBJECT: Placentia Library Literacy Services Report for the month of October

Program Statistics

Active tutors: 58

Active students: 74

Students waiting to be matched: 25

Percentage of tutors reporting (October hours): 81%

Tutoring hours reported: 264.5

Other volunteer hours reported: 315.5

Total volunteer hours: 580

Citizenship Exam. The citizenship exam was administered Saturday, October 21, 1995. Two people took the exam. The next exam is scheduled for Saturday, December 2. Eleven people pre-registered for the December exam.

California Literacy Conference. October 12 and 13, 1995, Literacy Coordinator Matas attended the Annual California Literacy Conference in Ontario, California. Workshop topics included workplace literacy, online networking and adult literacy, future funding for literacy, and demonstration of literacy materials.

H.I.S. (Homeless Intervention and Shelter) House. Literacy staff began giving library tours to new residents of H.I.S. House. New residents call the Literacy Office to schedule a tour. At the end of the tour, a tour check list is signed by the person conducting the tour and given to the resident to take back to H.I.S. House.

Tutor Training. A 15-hour tutor training workshop concluded Tuesday, October 24, 1995. Fifteen new tutors were matched with waiting adult learners.

Networking. Literacy Coordinator Matas represented PLLS at the Placentia Community Network and the Chamber Mixer. PLLS fans and flyers were distributed at the Placentia Heritage Day celebration.

QUESTION 1

1.1.1. The following table shows the results of a survey of 1000 people.

Age Group	Male	Female	Total
18-24	150	180	330
25-34	200	220	420
35-44	180	200	380
45-54	120	150	270
55-64	80	100	180
65+	50	70	120
Total	780	850	1630

1.1.2. Calculate the probability that a person chosen at random from the survey is:

(a) a male

(b) aged 25-34

(c) aged 25-34 and female

1.1.3. Find the probability that a person chosen at random from the survey is:

(a) aged 18-24 and male

(b) aged 18-24 and female

(c) aged 18-24 and female

1.2. A box contains 100 balls, numbered 1 to 100. A ball is chosen at random from the box.

(a) Find the probability that the ball chosen is numbered 10.

(b) Find the probability that the ball chosen is numbered 10 or 20.

TO: Elizabeth D. Minter, Library Director
FROM: Jeannine Walters, Families For Literacy Coordinator *JW*
DATE: November 21, 1995
SUBJECT: Families For Literacy Report for the month of October

Program statistics.

Attendance

October 6	5 adults	6 children	11 Total
October 11	7 adults	8 children	15 Total
October 18	7 adults	8 children	15 Total
October 25	8 adults	8 children	16 Total

Books Distributed

October 6 5 books

Lessons during the month included instruction in using the Library's computer catalogs and some basic English grammar.

A Halloween party was held on October 31 at the Backs Building. Mothers and children made trick-or-treat bags, and the children were given candy to take home.

Suad Ammar, Principal Librarian and Jeannine Walters, FFL Coordinator attended a meeting at Topaz Elementary School on October 26. An explanation of the FFL program was given and flyers were distributed to Topaz Elementary School and the Garnet Community Center.

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

1911

TO: Elizabeth Minter, Library Director
FROM: Suad Ammar, Principal Librarian ^{SA}
DATE: November 21, 1995
SUBJECT: **Placentia Pride Council Report for the Month of October, 1995.**

Legal workshops:

" The Durable Power of Attorney." was presented by attorney Keith deBrucky at 7:30 p.m. on Thursday October 19 to an audience of six. The well presented topic raised a lot of questions and immediately became a questions and answer session concentrating mainly on what the audience wanted to know.

" Protecting Yourself Legally and Financially in Relationships " is the last seminar in this series, it will be presented at 7:30 p.m. on Thursday November 30, 1995 by attorney Violet Woodhouse.

This presentation is specifically designed for those individuals who are interested in learning about the legal and financial issues that typically arise for those involved in a relationship with a significant other.

Violet Woodhouse is an attorney with Harrison & Woodhouse, she was named one of the Nation's top 60 financial advisors by Worth magazine. She is the co-author of Divorce and Money and she recently received the distinction as one of the hottest 25 people in Orange County by OC Metro.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This not only helps in tracking expenses but also ensures compliance with tax regulations.

In the second section, the author outlines the various methods used to collect and analyze data. These include surveys, interviews, and focus groups. Each method has its own strengths and weaknesses, and the choice depends on the specific research objectives.

The third section delves into the statistical analysis of the collected data. It covers topics such as descriptive statistics, inferential statistics, and regression analysis. The goal is to identify patterns and trends in the data that can inform decision-making.

Finally, the document concludes with a summary of the findings and recommendations. It highlights the key insights gained from the research and provides practical advice for future studies in this field.

The following table provides a detailed breakdown of the data collected during the study. It shows the distribution of responses across different categories and over time.

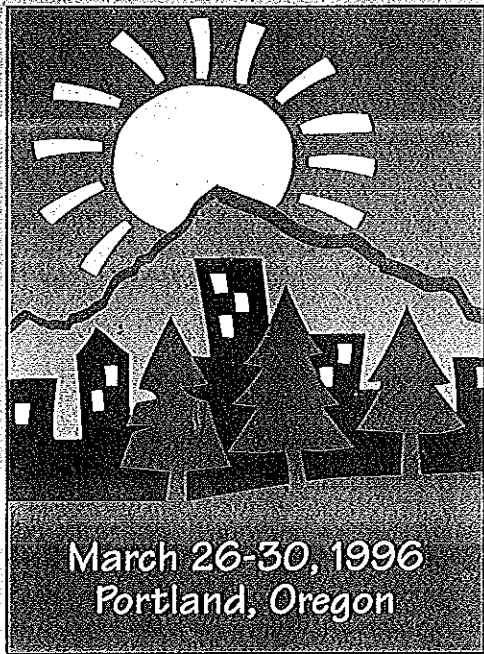
Category	Q1	Q2	Q3	Q4
Group A	12	15	18	20
Group B	8	10	12	14
Group C	5	7	9	11
Group D	3	4	5	6

The data indicates a clear upward trend in all groups over the four quarters. This suggests that the interventions implemented during the study had a positive impact on the measured outcomes.

Further analysis of the data reveals that Group A consistently performed the best, while Group D showed the most improvement over time. These findings are crucial for understanding the effectiveness of the different approaches used.

Elizabeth

PLA MEMBERS
SAVE MONEY
ON REGISTRATION!
FOR DETAILS SEE PAGE 3.



PUBLIC LIBRARY ASSOCIATION

SIXTH NATIONAL CONFERENCE

ACCESS FOR ALL: The Public Library Promise

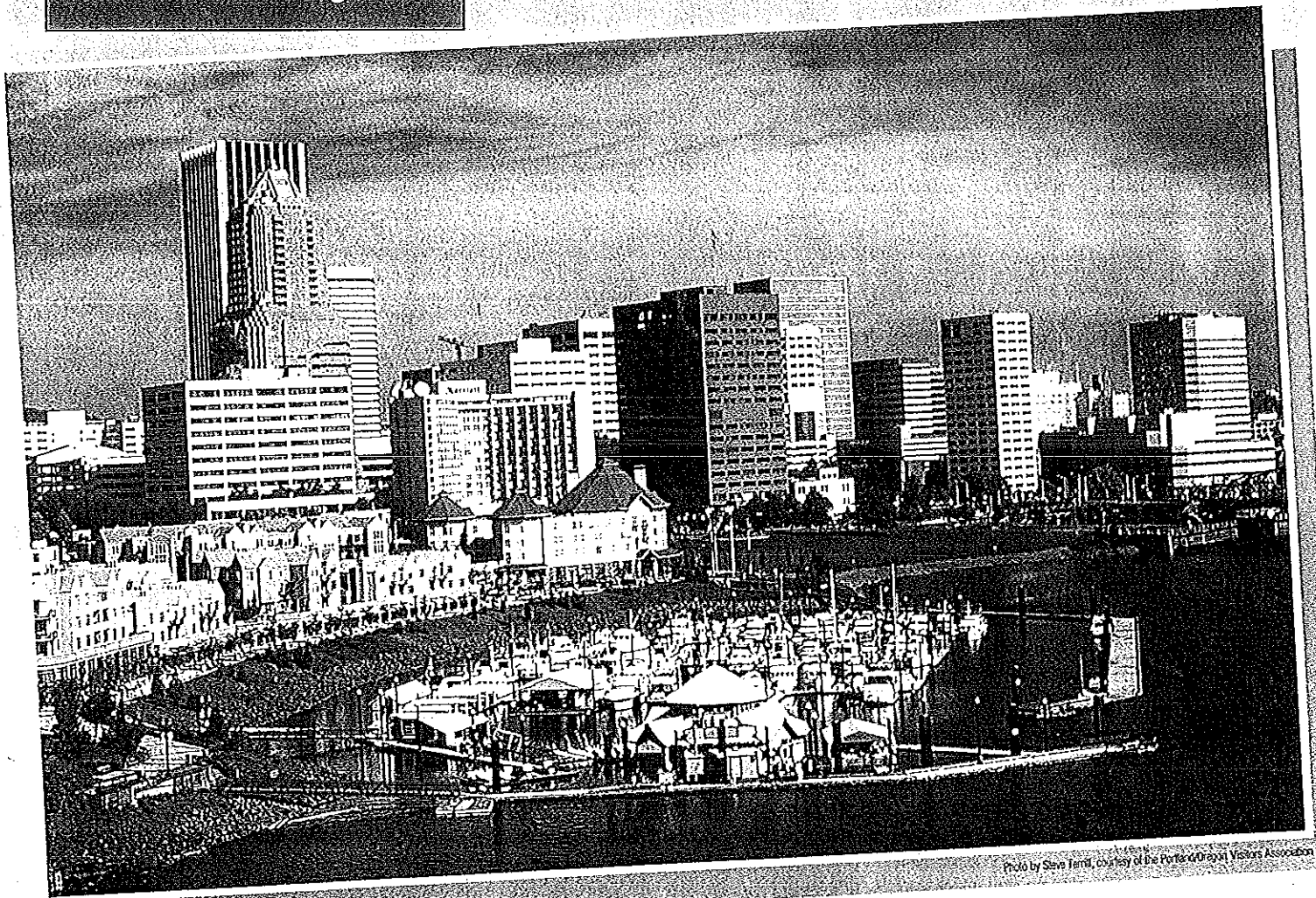


Photo by Steve Farni, courtesy of the Portland Oregon Visitors Association

“This Conference is a Winner!”*

"Wouldn't miss it!"*

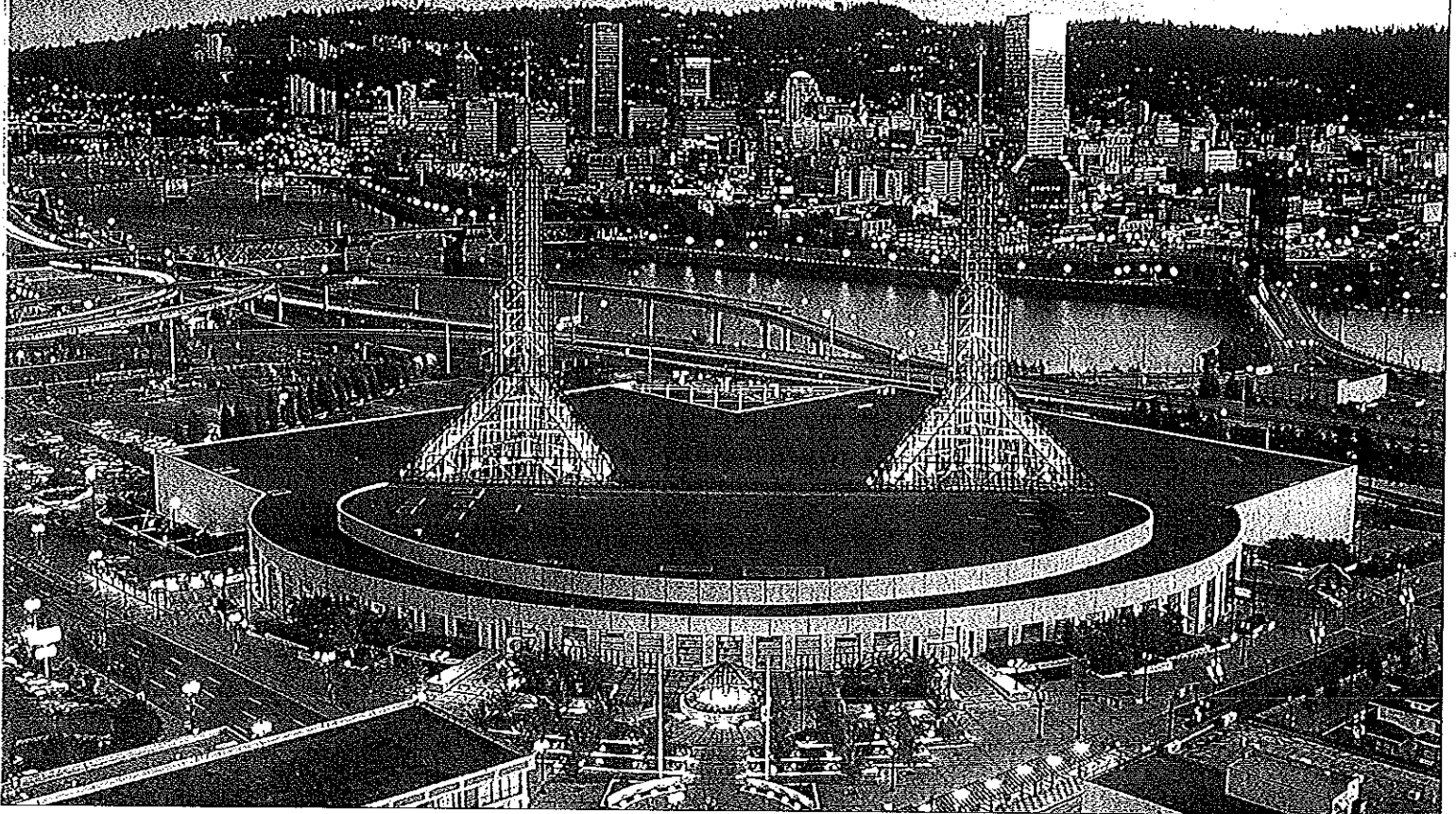


Photo courtesy of the Portland Oregon Visitors Association

PLA'S SIXTH NATIONAL CONFERENCE.

ACCESS the excitement. You'll love it. We PROMISE!

YOU CAN COUNT on PLA's Sixth National Conference for ACCESS to ideas, skills and information that will strengthen your library and your career. It's our PROMISE. Plan now to attend and you can build a schedule suited to your needs from more than 100 terrific programs. Programs will be organized into tracks to help you focus your learning time.

In addition to the great sessions you'll attend, be sure to leave time in your schedule to:

Attend a Preconference**

Six terrific sessions are planned! See pages 18-19 for details.

Take in the Opening General Session

A very special speaker will deliver the keynote address on Wednesday, March 27, from 2:00 to 4:00 p.m.

Explore the Exhibits

More than 280 vendors will be on hand to show you the latest in publications, audiovisual materials, technology, equipment, supplies and services.

Be sure to include the Exhibits Grand Opening and Reception in your schedule on Wednesday from 4:00-6:30 p.m. and don't miss the other special events taking place in the exhibits hall, including free coffee breaks, author signings and a Dessert Reception on Friday from 3:15-3:45 p.m.

In addition, this year PLA will feature a Combined Multimedia Exhibit. You will be able to explore hundreds of educational, children's, reference and how-to CD-ROM and software titles in one convenient location. (Sponsored by PLA, Ingram Library Services and the Combined Book Exhibit.)

The exhibits will be open Wednesday, March 27, Noon-6:30 p.m.; Thursday, March 28, 9:30 a.m.-5:30 p.m.; and Friday, March 29, 9:30 a.m.-3:45 p.m.

Enjoy the All Conference Reception

Join us Thursday evening from 5:30 to 7:00 as we eat, drink and be merry!

See the Sights

Get back to nature! Save some time to explore Portland's glorious surroundings and unique urban destinations; plan to take in one or more of the tours** that have been scheduled to take place before and after the conference. See pages 21-23 for details.

Yakkity, Yak

Please talk back! Each of the Thursday time slots will feature a series of Talk Table sessions. Talk Tables are semi-structured discussions of a chosen topic by 15 to 20 conference goers. Save some time to attend and share ideas with your colleagues.

* All quotes taken from 1994 PLA National Conference evaluation forms. ** Price not included in registration fee.

1. The first part of the document is a letter from the National Aeronautics and Space Administration (NASA) to the President of the United States, dated August 1, 1969. The letter discusses the progress of the Apollo program and the challenges faced by the program.

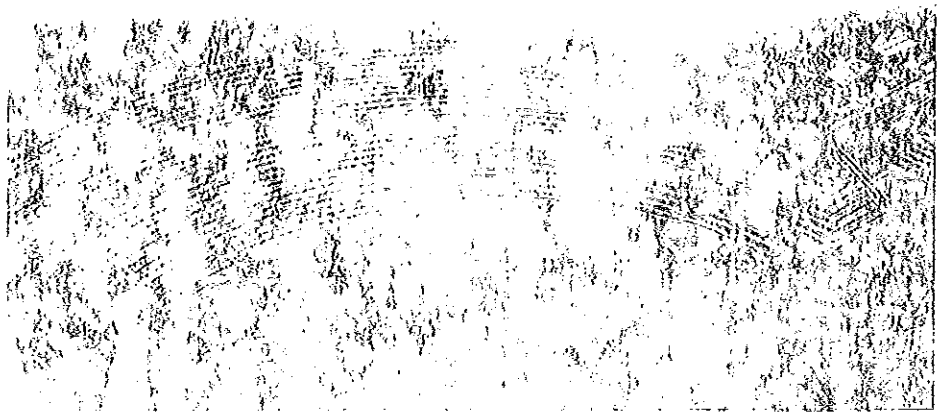
2. The second part of the document is a report from the Apollo 11 mission, dated August 16, 1969. The report describes the mission's objectives, the crew's activities, and the results of the mission.

3. The third part of the document is a report from the Apollo 12 mission, dated November 14, 1969. The report describes the mission's objectives, the crew's activities, and the results of the mission.

4. The fourth part of the document is a report from the Apollo 14 mission, dated February 22, 1970. The report describes the mission's objectives, the crew's activities, and the results of the mission.

5. The fifth part of the document is a report from the Apollo 16 mission, dated May 16, 1970. The report describes the mission's objectives, the crew's activities, and the results of the mission.

6. The sixth part of the document is a report from the Apollo 17 mission, dated December 14, 1970. The report describes the mission's objectives, the crew's activities, and the results of the mission.



Photograph of the lunar surface showing craters and terrain features.

Lunch with the Stars

Join us for two fabulous Author Luncheons** at the Red Lion Lloyd Center. Thursday's featured speaker is Jayne Ann Krentz (Amanda Quick), noted romance author; Friday's, Jean Auel, bestselling writer of the Earth's Children series. Use the Advance Registration Form to order your tickets.

Go out with a Bang

Don't miss the Closing General Session from 11:30 a.m. to 12:30 p.m. Saturday. Tours** will continue Saturday afternoon.

To Register

Simply fill out the form on pages 11-12 and return it to us. The advance registration deadline is February 26, 1996.

PLA MEMBERS — SAVE MONEY

PLA members who register on or before January 5, 1996, will receive a \$25 Early Bird discount. See details on the Advance Registration Form. To become a member, simply complete the application on page 4.



Photo courtesy of the Portland, Oregon Visitors Association

Minutes from downtown Portland, the Convention Center is conveniently located on MAX, the light rail system.

— **"My most favorite library conference!"** *



Photo courtesy of the Portland, Oregon Visitors Association

Known for its cosmopolitan flavor and small town friendliness, Portland has a lot to offer. Pictured is Pioneer Square.

For PLA Members Only

PLA members — be sure to watch for your copies of Public Libraries magazine. The next few issues are full of conference updates and additional information.

Housing

Accommodations are available at the conference hotels listed on page 14. All hotel reservations are handled by Travel Technology Group in Chicago. Feel free to contact them at 1-800-765-0010 with any questions you may have regarding housing. Please refer to the Housing Request Form for more information.

Need to Know More?

For additional information, phone the PLA National Conference Hotline, 1-800-545-2433, ext. 5PLA. Our office hours are 8:30 a.m. to 4:30 p.m. CST, Monday through Friday. If no one is available to take your call, please leave a message on our voice mail system, and someone from our staff will get back to you as soon as possible.

Also, check out our new National Conference Home Page at <http://pla.org> (PLA thanks Don Napoli, St. Joseph County (Ind.) Public Library, for development of this home page).

* All quotes taken from 1994 PLA National Conference evaluation forms ** Price not included in registration fee

1. The first section of the report discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is crucial for the company's financial health and for providing reliable information to stakeholders.

2. The second section details the various methods used to collect and analyze data. It includes a discussion on the use of surveys, interviews, and focus groups, as well as the statistical techniques employed to interpret the results.

3. The third section presents the findings of the study. It highlights the key trends and insights that emerged from the data, such as the increasing demand for digital services and the importance of customer experience.

4. The final section offers conclusions and recommendations based on the research. It suggests that the company should invest in digital marketing and improve its customer service to stay competitive in the market.

PRE

PL 96 B

APPLICATION FOR MEMBERSHIP IN PLA

Avoid Higher Registration Fees — Pay Less!

Become a PLA personal member, register for the conference on or before January 5, 1996, and take advantage of our lowest registration fee — \$135 — compared to \$215 for ALA members and \$270 for non-members.

Enjoy all PLA's Benefits — Get More!

PLA is the public library division of the American Library Association. Our goal is to provide you with the very best professional growth opportunities. Our programs and services are designed specifically to meet the needs of public librarians. Join PLA today, save on your conference registration, and enjoy access to:

CAREER ADVANCEMENT: Meet people you need to know; learn from their experiences and from sharing yours.

CONTINUING EDUCATION: National conferences, programs and workshops, six issues of Public Libraries magazine annually, discounts on publications and workshops, and much more!

UNLIMITED NETWORKING OPPORTUNITIES: Share ideas, job leads, success stories.

YES, I want to ACCESS PLA's benefits!

PERSONAL MEMBERSHIP CATEGORIES

- First-time membership in PLA and ALA (\$43 special rate for new ALA members and \$50 for PLA membership) \$ 93
- I am already an ALA member, but want to join PLA for \$50 ALA Membership No. _____ \$ 50
- Regular renewing membership in ALA (\$85) and PLA (\$50) \$ 135
- Non-salaried librarians, inactive librarians, retired librarians (\$30 for ALA, \$50 for PLA) \$ 80
- International librarians who do not hold U.S. citizenship and are not employed in the U.S. or U.S. possessions (\$51 for ALA, \$50 for PLA) \$ 101
- Student membership (enrolled at least half-time in a library science program— limit 3 years) (\$21 for ALA, \$10 for PLA) \$ 31
- Trustee membership (Friends and Advisory Board members) (\$38 for ALA, \$50 for PLA) \$ 88

PLA membership dues include free section memberships. You may join one or more sections at no extra charge. (Must be a PLA member)

- Adult Lifelong Learning (ALLS)
- Community Information (CIS)
- Marketing of Public Library Services (MPLSS)
- Metropolitan Libraries (MLS)
- Planning, Measurement and Evaluation (PLMES)
- Public Library Systems (PLSS)
- Public Policy for Public Libraries (PPPLS)
- Small & Medium-sized Libraries (SMLS)

PLEASE PRINT OR TYPE

Name _____

Home Address _____

City _____ State _____ Zip _____

Title/Position _____

Place of Employment / Institution _____

Address _____

City _____ State _____ Zip _____

Telephone: Work _____ Home _____ FAX # _____

E-Mail Address _____

Please send mail to: Home Work

METHOD OF PAYMENT — Include your application with your Advance Registration Form.

- Check enclosed (make payable to ALA -- may combine in one check with registration fee)
- Please charge my: VISA Mastercard American Express

Account No. _____ Expiration Date _____

Signature _____

Return to PLA, 50 E Huron St / Chicago, IL 60611-2795; FAX 1-800-864-1008



ADMISSION

Thursday, October 28

8:00 a.m.

COOKING FOR A CHANGE

Gallagher Center

10:00 a.m.

TO HARKITT MARKET

Market

2:01 p.m.

FUND RAISER

Hotel O'Connell

Phishporis

GOLF FOR A GOOD CAUSE

Conlin & Butler

MARKET FOR A GOOD CAUSE



Photo courtesy Public Library association

The PLA National Conference exhibits are a convenient venue for seeing all that's new in library products and services.

PROGRAMS BY CATEGORY

Please note that this is a tentative schedule; information may change before the conference date.

ADMINISTRATION

Thursday, March 28

8:30 a.m.

- COOKING UP A COMMUNITY ANALYSIS: How the Galloping Gourmet Trampled My Demographics

10:30 a.m.

- TO MARKET! TO MARKET? Deciding What to Market

2:00 p.m.

- FUND RAISING PHILADELPHIA STYLE: The Fund-Raising Campaign for the Free Library of Philadelphia

- GETTING HELP: Public Libraries, Politics and Coalition Building

4:00 p.m.

- KIDS AND LIBRARIES: Survival in the 21st Century
- THE PRICE IS RIGHT: Pricing Strategies for Public Libraries

Friday, March 29

8:30 a.m.

- ABSOLUTELY INDISPENSABLE: The Economic Impact of Public Libraries

10:30 a.m.

- CROSSING THE LINE: Measuring Cross-Use of Neighboring Libraries

2:00 p.m.

- YES, VIRGINIA, THERE WILL BE FEDERAL MONEY FOR LIBRARIES: LSCA Reauthorization

Saturday, March 30

8:30 a.m.

- BIG BOOKS, BIG BANG, LITTLE BUCKS! Family and Community Programming

10:00 a.m.

- WALKING THE TIGHTROPE
- WHAT'S NEXT? The Public Library Development Program

ADULT SERVICES

Thursday, March 28

8:30 a.m.

- THE PERILS AND PLEASURES OF GENRE STUDY: Skill Building for Readers' Advisors

2:00 p.m.

- NURTURING READERS' ADVISORS: Training Activities That Work

4:00 p.m.

- RETHINKING REFERENCE: The Implications of New and Emerging Technologies

* All quotes taken from 1994 PLA National Conference evaluation forms ** Price not included in registration fee

2020
LIBRARY
NOON
1 AUTHOR
BEST COPY
CHILDREN
SMB
SMALL
MOBILE
2020
LIBRARY
NOON
1 AUTHOR
BEST COPY
CHILDREN
SMB
SMALL
MOBILE

Friday, March 29

10:30 a.m.

- BUILDING RELATIONSHIPS TO MEET THE CAREER INFORMATION NEEDS OF YOUR COMMUNITY

2:00 p.m.

- TO KEEP OR NOT TO KEEP? Evaluating Adult Fiction Collections

3:45 p.m.

- READERS' ADVISORY GOES ELECTRONIC

Saturday, March 30

8:30 a.m.

- GEOGRAPHIC INFORMATION SYSTEM (GIS): Optimal Use in Public Libraries

10:00 a.m.

- WHEN BUSINESS SPEAKS, EVERYBODY LISTENS: Serving Your Business Community

AUTHOR TRACK

Thursday, March 28, A FINE ROMANCE

Noon

- AUTHOR LUNCHEON** FEATURING JAYNE ANN KRENTZ (AMANDA QUICK), ROMANCE NOVELIST, "All the Right Reasons: Romance Fiction in the Public Library"

BUILDINGS

Thursday, March 28

8:30 a.m.

- BUILDINGS FOR THE 21ST CENTURY: What Every Trustee Must Know

10:30 a.m.

- TO BUILD, ADD OR RENOVATE, THAT IS THE QUESTION

2:00 p.m.

- BUILDING BETTER LIBRARIES: Selecting, Hiring and Working with Architects

4:00 p.m.

- OWNING UP: What Makes a Good "Owner" from an Architect's Point of View?

Friday, March 29

8:30 a.m.

- TURN IT ON: Library Lighting and Wiring

10:30 a.m.

- ACCESS VERSUS SECURITY: Is It Possible to Have Both?

- THE METROPOLITAN CENTRAL LIBRARY: Phoenix Rising?

3:45 p.m.

- IN THE ABSTRACT: Public Art in Libraries

Friday, March 29

10:30 a.m.

- INTO THE LION'S DEN: Access to Religious Materials in Public Libraries

2:00 p.m.

- THAT'S NOT THE WAY WE'VE ALWAYS DONE IT! Centralized Materials Selection

3:45 p.m.

- OUTSOURCING CATALOGING: How? When? Why?

Saturday, March 30

10:00 a.m.

- VIRTUAL REALITY: Technical Services in the Electronic Age

CUSTOMER SERVICE

Thursday, March 28

10:30 a.m.

- CONTROLLING THE CONFRONTATION IN THE 2000s AND BEYOND

- SERVE 'EM RIGHT: Steering Staff to Super Service

Saturday, March 30

8:30 a.m.

- CUSTOMER SERVICE WITH CLASS

10:00 a.m.

- KNOW THY PATRON: Maximizing Customer Satisfaction in Libraries

— "Appreciate the emphasis on realistic, practical topics."*

4:00 p.m.

- ROMANCE IN THE STACKS

Friday, March 29, THE LITERARY LIFE

8:30 a.m.

- LITERARY LIFE IN THE GREAT NORTHWEST

Noon

- AUTHOR LUNCHEON** FEATURING JEAN AUEL, BESTSELLING WRITER OF THE EARTH'S CHILDREN SERIES

3:45 p.m.

- SMALL LITERARY MAGAZINES OF THE NORTHWEST

Saturday, March 30, AUTHOR, AUTHOR

10:00 a.m.

- WORKING WITH AUTHORS: Successful Programming

Saturday, March 30

8:30 a.m.

- NECESSITY IS THE MOTHER OF INVENTION: How to Retrofit a Building for On-Line Technology

10:00 a.m.

- KID PLACES, KID SPACES: Designing for Children's Services

COLLECTION MANAGEMENT

Thursday, March 28

8:30 a.m.

- DDC 21: Dewey for the 21st Century

10:30 a.m.

- GETTING REAL ABOUT MAKE-BELIEVE: Why Subject Access to Fiction Matters

4:00 p.m.

- SO YOU WANT TO BE A TECHIE? New Technologies Along the Information Highway

Thursday, March 28

10:30 a.m.

- ELECTRONIC DOCUMENT DELIVERY: Providing Access for All?

- "WHAT HAPPENS IF I HIT THE WRONG KEY?" Training Staff for New Technology

2:00 p.m.

- ACCESS FOR OHIO: Ohio's Public Libraries Deliver

Friday, March 29

8:30 a.m.

- TERMINAL TERROR: Guiding the Public into the World of Electronic Information

10:30 a.m.

- LIBRARY CABLE NETWORK: Your On-Ramp to the Information Highway

2:00 p.m.

- ELECTRONIC EQUITY: Digital Information for Everyone

*All quotes taken from 1994 PLA National Conference evaluation forms **Price not included in registration fee

100

100

100

100

100

100

100

100

100

100

100

3:45 p.m.

- CENSORSHIP IN CYBERSPACE: A Whole New Ballgame?

Saturday, March 30

8:30 a.m.

- AND THE WALLS CAME TUMBLING DOWN: Providing Off-Site Access

INTERNET

Thursday, March 28

8:30 a.m.

- LOOKING FOR THE ON-RAMP: Connecting Your Library to the Internet
- OBSCENITY COPS, THOUGHT POLICE AND THE VIRTUAL COMMUNITY

10:30 a.m.

- GETTING TO KNOW YOU: Community Information on the Internet

4:00 p.m.

- TAKING CONTROL OF THE INTERNET AND MAKING IT WORK FOR YOU

Friday, March 29

8:30 a.m.

- SEVEN STEPS TO TECHNOLOGICAL SUCCESS

2:00 p.m.

- PUBLIC ACCESS TO THE NATIONAL INFORMATION INFRASTRUCTURE: A Case Study

3:45 p.m.

- PLEASED TO MEET YOU: Introducing the Internet to Your Business Community

Saturday, March 30

8:30 a.m.

- MASTERING THE INTERNET JOB SEARCH

10:00 a.m.

- WE'RE ALL CONNECTED: Internet Access through Regional Multitype Cooperatives

SPECIAL POPULATIONS

Thursday, March 28

8:30 a.m.

- INTERNATIONAL BOOK FAIRS AND PRIZE WINNERS: Tools for Building an Outstanding Language Collection

10:30 a.m.

- STREET LANGUAGE AND PIDGIN ENGLISH: Programming for Teens in Multi-Ethnic Environments

2:00 p.m.

- COME TO THE LIBRARY! Opening Your Doors to the Literacy Community

4:00 p.m.

- CHILL OUT AT THE LIBRARY: A Family Research Skills Program

Friday, March 29

8:30 a.m.

- THE LIBRARY SPEAKS YOUR LANGUAGE: Serving Non-English Speaking Patrons

10:30 a.m.

- OUTPUT MEASURES AND MORE: Evaluating Library Service for Young Adults

2:00 p.m.

- KEEPING THE PROMISE THROUGH COMMUNITY OUTREACH

3:45 p.m.

- ASSISTIVE TECHNOLOGY: Making Library Services Accessible

Saturday, March 30

8:30 a.m.

- DEVELOPING COLLECTIONS FOR NEW AMERICANS

10:00 a.m.

- PARTNERSHIPS AS AGENTS FOR CHANGE

STAFFING

Thursday, March 28

8:30 a.m.

- HOT TOPICS IN TRAINING AND DEVELOPMENT

2:00 p.m.

- JUST DESSERTS: Strategies for "Serving Staff Right"

4:00 p.m.

- ALL ABOARD: Keeping Your Training on Track

Friday, March 29

8:30 a.m.

- PEOPLE MAKE IT HAPPEN, MACHINES DON'T: Managing Your Human Resources in Times of Change

10:30 a.m.

- PLANNING AND MEASURING WORK FOR OPTIMUM PERFORMANCE

2:00 p.m.

- THE RIGHT PERSON FOR THE JOB: Behavior-Based Interviewing for the Non-Psychologist

3:45 p.m.

- BUILDING SUCCESSFUL TEAMS: Surviving the Challenging '90s

TRUSTEES / FRIENDS / VOLUNTEERS

Thursday, March 28

8:30 a.m.

- WORKING WITH VOLUNTEERS: Strategies for Success

2:00 p.m.

- WHEN YOU JUST CAN'T DO IT ALL: Using Volunteers to Extend Children's Services

4:00 p.m.

- LOOKING FOR LEADERS: Getting the Best Candidates for Your Board

Friday, March 29

8:30 a.m.

- ADVOCACY NOW

- FRIENDS OF THE LIBRARY: Moving the Library to a Higher Profile

2:00 p.m.

- DIRECTORS ARE FROM MARS, TRUSTEES ARE FROM VENUS: Learning to Avoid the Black Holes of Trustee-Director Relationships

Saturday, March 30

8:30 a.m.

- LOBBYING FOR YOUR LIBRARY IN THE INFORMATION AGE

VISIONS

Thursday, March 28

2:00 p.m.

- PUBLIC LIBRARIES IN A CHANGING WORLD: Who, What and How Do We Manage?

Friday, March 29

10:30 a.m.

- HALF-WAY TO THE INFORMATION AGE: Reinventing Libraries for the 21st Century

2:00 p.m.

- INTO THE LOOKING GLASS: Can You Really Plan Your Library's Future?

Saturday, March 30

8:30 a.m.

- VIRTUAL COMMUNITIES: The Most Important Cultural Transformation We Aren't Hearing About

10/10/2017

1

2

3

4

5

6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100

YOUTH SERVICES

Thursday, March 28

8:30 a.m.

- BABIES LOVE LIBRARIES: Library Service to Infants and Toddlers

10:30 a.m.

- GO WITH THE GUIDELINES! A Youth Services Revolution

2:00 p.m.

- PUBLIC LIBRARY/PUBLIC SCHOOL PARTNERSHIPS: Six Ideas That Work

Friday, March 29

8:30 a.m.

- VISIONS FOR THE FUTURE: What Do Kids Need from Libraries Today?

10:30 a.m.

- GET OFF YOUR SOAPBOX: Using Data to Advocate for Children's Services

2:00 p.m.

- PUBLIC LIBRARIES: Partners in Achieving School Readiness for Our Nation's Children

3:45 p.m.

- GET SLIMED!: Make the Science and Invention Connection
- WHEN THE CHEERING STOPS: In the Aftermath of Successful State Legislation for Children's Services

Saturday, March 30

8:30 a.m.

- DISCOVERY ZONE: Kids and the Internet

10:00 a.m.

- KIDS WHO READ SUCCEED: Public Libraries and Educational Reform

Special Needs



If you have a special physical or communication need that may affect your participation in conference activities, please check the box on the Registration Form on page 12 and append a statement regarding your special need. Someone from our staff will contact you prior to the conference to discuss accommodations. We cannot ensure the availability of appropriate accommodations without prior notification of need.



Photo courtesy of the Portland/Oregon Visitors Association

Getting around Portland is easy on Tri-Met, voted "America's Best Transit System," featuring MAX, a light rail system that stops at the Oregon Convention Center 162 times a day! And right across the street is the Coliseum Transit Center, where buses make more than 1,000 daily stops. Check with the Local Arrangements Desk on site for more information.

PRELIMINARY SCHEDULE OF EVENTS/PROGRAM DESCRIPTIONS

Please note that this is a tentative schedule; information may change before the conference date.

TUESDAY, MARCH 26

All Day

TOURS** AND PRECONFERENCES**

WEDNESDAY, MARCH 27

TOURS** AND PRECONFERENCES**
CONTINUE

9:00 a.m. - 5:00 p.m.
REGISTRATION

Noon - 6:30 p.m.
EXHIBITS OPEN

Noon - 2:00 p.m.
EXHIBITS NO CONFLICT TIME

2:00 - 4:00 p.m.
OPENING GENERAL SESSION

4:00 - 6:30 p.m.
EXHIBITS GRAND OPENING AND RECEPTION

THURSDAY, MARCH 28

7:30 a.m. - 4:00 p.m.
REGISTRATION

8:30 - 9:45 a.m.
BABIES LOVE LIBRARIES: Library Service to Infants and Toddlers
Learn how to present infant lap-sits, toddler storytimes and other programs and services for your youngest patrons and their parents.

BUILDINGS FOR THE 21ST CENTURY: What Every Trustee Must Know
Discover how facilities of the next 30 to 50 years should be designed and how they will function.

COOKING UP A COMMUNITY ANALYSIS: How the Galloping Gourmet Trampled My Demographics
Come discuss what should be included in your community analysis "recipe" and how to turn the results into a workable marketing or service plan.

DDC21: Dewey for the 21st Century

Come for a sneak preview of the latest Dewey Decimal changes, including some exciting ways that it may be used to extend library shelves into the World Wide Web.

HOT TOPICS IN TRAINING AND DEVELOPMENT

INTERNATIONAL BOOK FAIRS AND PRIZE

WINNERS: Tools for Building an Outstanding Language Collection

Multilingual collections are here to stay! Join us for information on the world's largest international book fairs and how they can help you build your collection.

LOOKING FOR THE ON-RAMP: Connecting Your Library to the Internet

It's all anybody talks about these days — come learn what the Internet is all about, what it has to offer and how to get on-line.

OBSCENITY COPS, THOUGHT POLICE AND THE VIRTUAL COMMUNITY

According to The Nation's columnist Alexander Cockburn, the obscenity cops are on the alert, prowling through libraries in the name of community standards and child welfare. Join the journalist as he explains how he feels censorship sterilizes thought, regulates opinion and undermines democracy.

9:45 - 10:30 a.m.

EXHIBITS NO-CONFLICT TIME

10:30 - 11:45 a.m.

CONTROLLING THE CONFRONTATION IN THE 2000s AND BEYOND

Have your verbal arsenal well stocked to answer tough questions from funding sources, patrons and citizens about libraries and the technological revolution.

ELECTRONIC DOCUMENT DELIVERY: Providing Access for All?

Providing a greater number of patrons with more information is the goal of electronic document delivery systems; learn how well they have worked for our panel.

GETTING REAL ABOUT MAKE-BELIEVE: Why Subject Access to Fiction Matters

When catalog records include genre and subject headings, patrons are better able to identify books; come learn more about this movement.

GETTING TO KNOW YOU: Community Information on the Internet

Come see a demonstration of access to bulletin boards for community information and learn how to set one up for your library.

— "The program content was wonderful!"*

THE PERILS AND PLEASURES OF GENRE STUDY: Skill Building for Readers' Advisors

You can't "sell" a book unless you know its special appeal — genre study will help you identify the qualities your readers are looking for.

TALK TABLES

WORKING WITH VOLUNTEERS: Strategies for Success

Volunteers are not "free;" learn how to use your volunteer resources to their and your best advantage.

9:30 a.m. - 5:30 p.m.

EXHIBITS OPEN

Refreshments Served 9:30 - 10:30 a.m.

GO WITH THE GUIDELINES: A Youth Services Revolution

Find out how Wisconsin libraries developed their vision for youth services into a concrete call for action. This ground-breaking concept will alter everything you do!

SERVE 'EM RIGHT — STEERING STAFF TO SUPER SERVICE

Do you need to deliver excellent customer service to demanding and ever-changing communities? If so, get in on staff training methods used in three metro-Atlanta systems.

STREET LANGUAGE AND PIDGIN ENGLISH: Programming for Teens in a Multi-Ethnic Environment

Gain five years' worth of programming experience geared toward disenfranchised teens, plus tips for tailoring such programs to your local audiences.

* All quotes taken from 1994 PLA National Conference evaluation forms ** Price not included in registration fee

TALK TABLES

TO BUILD, ADD OR RENOVATE, THAT IS THE QUESTION

Learn the key issues to consider in making facility improvements.

TO MARKET! TO MARKET? Deciding What to Market

Learn to use community analysis to develop programs and services that best meet the needs of your community.

"WHAT HAPPENS IF I HIT THE WRONG KEY?": Training Staff for New Technology

Come discover tested ways to train staff on computers, the Internet and a wide variety of automated reference products.

Noon - 1:45 p.m.

AUTHOR LUNCHEON FEATURING ROMANCE NOVELIST JAYNE ANN KRENTZ (AMANDA QUICK), "ALL THE RIGHT REASONS: Romance Fiction in the Public Library"**

2:00 - 3:15 p.m.

ACCESS FOR OHIO: Ohio's Public Libraries Deliver

Come hear how Ohio's libraries, schools and universities are all linked on the same statewide telecommunications network and about the benefits of this arrangement.

BUILDING BETTER LIBRARIES: Selecting, Hiring and Working with Architects

Discuss tips for hiring and working with the architect that's right for your project.

COME TO THE LIBRARY!: Opening Your Doors to the Literacy Community

FUND RAISING PHILADELPHIA STYLE: The Fund-Raising Campaign for the Free Library of Philadelphia

Learn how to plan a major fund-raising campaign, promote it and communicate the role of fine staff in its overall success.

GETTING HELP: Public Libraries, Politics and Coalition Building

Librarians in California recently got more political when their institutions were hit with severe budget cuts. Hear what they learned about coalition building at the state level so you can do the same.

JUST DESSERTS: Strategies for "Serving Staff Right"

Explore service celebration suggestions, tips for implementing rewards, means of fostering peer praise and ideas for involving the public in recognizing staff successes.

NURTURING READERS' ADVISORS: Training Activities That Work

Learn how to organize an effective readers' advisory training plan for beginners and more experienced staff, in addition to how to incorporate it into your reference service plan.

PUBLIC LIBRARIES IN A CHANGING WORLD: Who, What and How Do We Manage?

Come hear nationally known consultant Susan Baerg Epstein give her vision of what public libraries can be.

PUBLIC LIBRARY/PUBLIC SCHOOL PARTNERSHIPS: Six Ideas That Work

Explore the benefits of library/school cooperation and how to avoid its pitfalls.

TALK TABLES

WHEN YOU JUST CAN'T DO IT ALL: Using Volunteers to Extend Children's Services

Extending services by using volunteers brings dividends beyond service. Come discuss training, maintaining quality control and building community through your program.

3:15 - 4:00 p.m.

EXHIBITS NO-CONFLICT TIME

4:00 - 5:15 p.m.

ALL ABOARD! Keep Your Training on Track

Attend and learn a systematic approach to training that identifies desired performance, measures skills before and after training and allows for job-specific training to ensure transfer of skills.

CHILL OUT AT THE LIBRARY: A Family Research Skills Program

Design a scavenger hunt that encourages the entire family to explore all your library's departments.

KIDS AND LIBRARIES: Survival in the 21st Century

It is essential that public library administrators acknowledge the role of children's services in maintaining the library as a viable community institution. Learn how to make it happen.

LOOKING FOR LEADERS: Getting the Best Candidates for Your Board

Come discover ways to interview board candidates with greater success, develop a "real" trustee job description and explore the division of responsibilities between board and staff.

OWNING UP: What Makes a Good "Owner" from an Architect's Point of View?

Go from inception to completion and beyond in discussing the role and responsibility of the "owner" during the development of a construction project.

THE PRICE IS RIGHT: Pricing Strategies for Public Libraries

Facing the need to examine your library's values and charge fees accordingly? Come explore some of the issues involved.

RETHINKING REFERENCE: The Implications of New and Emerging Technologies

Come see how to move into the electronic age without sacrificing customer service by learning how to make technology work for, rather than against, you.

ROMANCE IN THE STACKS

Come explore the romance genre and its place in your collection.

SO YOU WANT TO BE A TECHIE? New Technologies Along the Information Highway

Identify the new technologies that you'll need to develop new collections, specifically CD-ROM, multimedia and laser disk.

TAKING CONTROL OF THE INTERNET AND MAKING IT WORK FOR YOU

Make the Internet work for you by cooperating with commercial information providers, other libraries and community organizations.

TALK TABLES

5:30 - 7:00 p.m.

ALL CONFERENCE RECEPTION

FRIDAY, MARCH 29

7:30 a.m. - 4:00 p.m.

REGISTRATION

8:30 - 9:45 a.m.

ABSOLUTELY INDISPENSABLE: The Economic Impact of Public Libraries

What difference does your library make in the economic health of your community? How can you best present this information to improve your funding? Join us and find out.

ADVOCACY NOW

FRIENDS OF THE LIBRARY: Moving the Library to a Higher Profile

Friends can help your library's image and can help move the library to the center of community awareness. Come see how it's been done.

THE LIBRARY SPEAKS YOUR LANGUAGE: Serving Non-English-Speaking Patrons

Learn from successful programs that have brought Spanish, Russian and Romanian families into the library.

THIS PAGE MUST BE RETURNED INTACT; DO NOT CUT. PHOTOCOPY AS NEEDED.

ADVANCE REGISTRATION FORM

Please complete and return this form with your payment or charge card information so that it is received no later than February 26, 1996.

PLA MEMBERS: SAVE MONEY by returning your form on or before January 5, 1996 (see details below). To become a PLA member, simply fill out the membership application on page 4 of this brochure and return it with your registration.

Mail your completed registration form to: PLA/ALA Sixth National Conference Registration
50 E Huron St
Chicago IL 60611-2795

Or FAX it in by dialing: 1-800-864-1008
(Credit cards only; if you also mail a follow-up hard copy, please print "duplicate of FAX" on the form to avoid a double billing.)

We cannot accept telephone or e-mail registrations or process registrations submitted without payment. All deadlines refer to date of postmark or fax.

I. Badge Information

This information will be used to prepare your badge. Print clearly. Do not exceed the number of characters specified.

NAME

First (12 characters)

Last (16 characters)

ORGANIZATION
NAME

(23 characters)

ORGANIZATION
ADDRESS

Street (23 characters)

City (23 characters)

State (2 characters)

Zip (5 characters)

ALA MEMBERSHIP
NUMBER

DAYTIME PHONE NUMBER

Area Code

E MAIL
ADDRESS

JOIN PLA NOW AND SAVE ON REGISTRATION FEES!

Complete the Membership Application on page 4 and return with your Advance Registration Form

II. Advance Registration Fees: Check One

EARLY BIRD SPECIAL: Registration is only \$135 for PLA and Oregon Library Association personal members. Join PLA now and save! Only registrations postmarked by January 5, 1996, will be eligible for this special rate. Act now!

- | | |
|---|--|
| <input type="checkbox"/> \$135 PLA Personal Member — Early Bird Special Rate (ends January 5, 1996) | <input type="checkbox"/> \$160 OLA Personal Member (valid January 6 through February 26, 1996) |
| <input type="checkbox"/> \$135 OLA Personal Member — Early Bird Special Rate (ends January 5, 1996) | <input type="checkbox"/> \$215 ALA Personal Member |
| <input type="checkbox"/> \$160 PLA Personal Member (valid January 6 through February 26, 1996) | <input type="checkbox"/> \$270 Nonmember |
| | <input type="checkbox"/> \$55 Student (enrolled full-time in library program) |

COMPARATIVE RATES

ON-SITE REGISTRATION FEES
\$195 PLA, OLA Personal Member
\$245 ALA Personal Member
\$300 Nonmember
\$60 Student

SINGLE DAY ON-SITE REGISTRATION FEE
\$105 PLA, OLA Personal Member
\$130 ALA Personal Member
\$165 Nonmember
\$40 Student

Note: Advance Registration Form must be received no later than February 26, 1996 (or January 5, 1996, for Early Bird Special Rate). Early Bird Special Rate requests received after January 5 will be processed at the standard advance registration rate; forms received after February 26 will be processed at the on-site rate.

Written cancellations, requests for refunds and/or changes will be accepted until February 26, 1996, and are subject to a \$20 handling fee. Refunds will be processed after April 1, 1996. According to PLA policy, all meal events require preregistration. The above cancellation/change information applies to all meal events.

RETURN THIS FORM TO PLA

Registrant's name

First _____

Last _____

III. Preconferences

See pages 18 and 19 for complete details. Check ONE preconference and circle appropriate fee below.

PRECONFERENCE	PLA/OLA MEMBER	ALA MEMBER	NONMEMBER
<input type="checkbox"/> 1: BOARDS AND DIRECTORS*	\$125	\$160	\$200
<input type="checkbox"/> 2: PLANNING FOR TECHNOLOGY	\$125	\$160	\$200
<input type="checkbox"/> 3: HOW TO BUILD A PUBLIC LIBRARY	\$125	\$160	\$200
<input type="checkbox"/> 4: INTERNET/HOME PAGE			
Session One (Internet 101)	\$65	\$85	\$105
Session Two (Writing Your Home Page)	\$65	\$85	\$105
Both Sessions	\$125	\$160	\$200
<input type="checkbox"/> 5: MAKE CONNECTIONS	\$120	\$130	\$140
<input type="checkbox"/> 6: WORKPLACE ERGONOMICS			
Session One (Carpal Tunnel)	\$60	\$70	\$80
Session Two (Shoulders, Upper Back and Neck)	\$60	\$70	\$80
Both Sessions	\$105	\$120	\$135

* Cosponsored by ALTA; ALTA members eligible for PLA member price for this preconference.

IV. Meal Events

See pages 10 and 16 for further details. Check the meal events you will attend:

EVENT	COST PER PERSON	NUMBER OF TICKETS	TOTAL COST
<input type="checkbox"/> THURSDAY AUTHOR LUNCHEON Featuring Jayne Ann Krentz	\$25	_____	_____
<input type="checkbox"/> FRIDAY AUTHOR LUNCHEON Featuring Jean Auel	\$25	_____	_____
<input type="checkbox"/> I require a vegetarian meal.			

PLEASE NOTE: Meals are served at the beginning of each program. Out of courtesy to the speakers, no late meals will be served.

V. Tours

See pages 21-23 for further details. Check the tours you will take:

TOUR	COST PER PERSON	NUMBER OF TICKETS	TOTAL COST
TUESDAY, MARCH 26			
<input type="checkbox"/> Multnomah Falls/Columbia Gorge	\$28	_____	_____
<input type="checkbox"/> Mount Hood/Columbia Gorge	\$38	_____	_____
<input type="checkbox"/> West Side City Tour	\$20	_____	_____
<input type="checkbox"/> Deluxe City Tour	\$35	_____	_____
<input type="checkbox"/> Northern Oregon Coast	\$38	_____	_____
WEDNESDAY, MARCH 27			
<input type="checkbox"/> Timberline Lodge/Mount Hood	\$28	_____	_____
<input type="checkbox"/> Oregon Trail	\$28	_____	_____
<input type="checkbox"/> Portland Attractions	\$20	_____	_____
SATURDAY, MARCH 30			
<input type="checkbox"/> Multnomah Falls/Columbia Gorge	\$28	_____	_____
<input type="checkbox"/> Willamette Valley	\$38	_____	_____
<input type="checkbox"/> West Side City Tour	\$20	_____	_____

TOTAL _____

Special Needs



If you have a special physical or communication need that may affect your participation in conference activities, please check the box below and append a statement regarding your special need. Someone from our staff will contact you prior to the conference to discuss accommodations. We cannot ensure the availability of appropriate accommodations without prior notification of need.

Please contact me regarding a special physical or communication need.

PRE _____

PLEASE COMPLETE THE FOLLOWING:

PL96B

Total Registration Fees

- II Advance Registration Fee \$ _____
- III Preconference Fee _____
- IV Meal Events _____
- V Tours _____
- VI Membership _____

Complete the application on page 4 and return with your registration

GRAND TOTAL \$ _____

Payment

- Check or money order enclosed (Make payable to ALA)
- Charge my
 - VISA
 - MasterCard
 - American Express

Charge Card Number

Signature Required for Charge _____

Expiration Date _____

**PLEASE PHOTOCOPY BOTH SIDES
AND RETAIN FOR YOUR RECORDS.**

PLA Public Library Association
 A division of the American Library Association

THE



Growth in the
outside of Japan
Portland and its

THE
conference
Whether you
open on the
we've got
All four
Central
Which
cannot

OFFICIAL PLA HOUSING REQUEST FORM

Sixth National Conference
 March 26 - 30, 1996
 Portland, Oregon

ATTENDEE FORM

Mail or Fax to:
 PLA Travel Desk/TTG
 110 W Hubbard
 Chicago, IL 60610
 Fax: 312-329-9513

DEADLINE for submission: February 29, 1996

Instructions: Complete the entire form to ensure speedy processing. All hotels require a first night's deposit to hold your room. Complete the credit card portion of the form for the first night's deposit to be billed automatically. DO NOT send more than one copy of form per room - If sharing room(s) designate ONE person to send request.

PLEASE SEND CONFIRMATION TO:

Last name of person requesting room and confirmation _____ First Name _____

Name of company or firm _____

Street Address or p.o. box number _____ City _____

State _____ Zip _____ Country _____ Phone number _____ Fax number _____

Occupant(s) - Print last name first (bracket names of those sharing room) 1. _____ 2. _____ 3. _____ 4. _____	Arrival Date _____	SELECT ROOM TYPE DESIRED _____ Single (one person/one bed) _____ Double (two people/one bed) _____ Double/Double (two people/two beds) _____ Triple (three people/1-2 beds) _____ Quad (four people/two beds) _____ P+1 (parlor/one bedroom) _____ P+2 (parlor/two bedrooms) _____ Require handicap room
	Arrival Time _____	
	Depart Date _____	

Hotel Choices (Please print name and number of hotel as listed on page 2.)

1. _____ 4. _____
 2. _____ 5. _____
 3. _____ 6. _____

If none of my choices are available, in accepting another assignment I am more concerned with: _____ location _____ rate

Important Notes

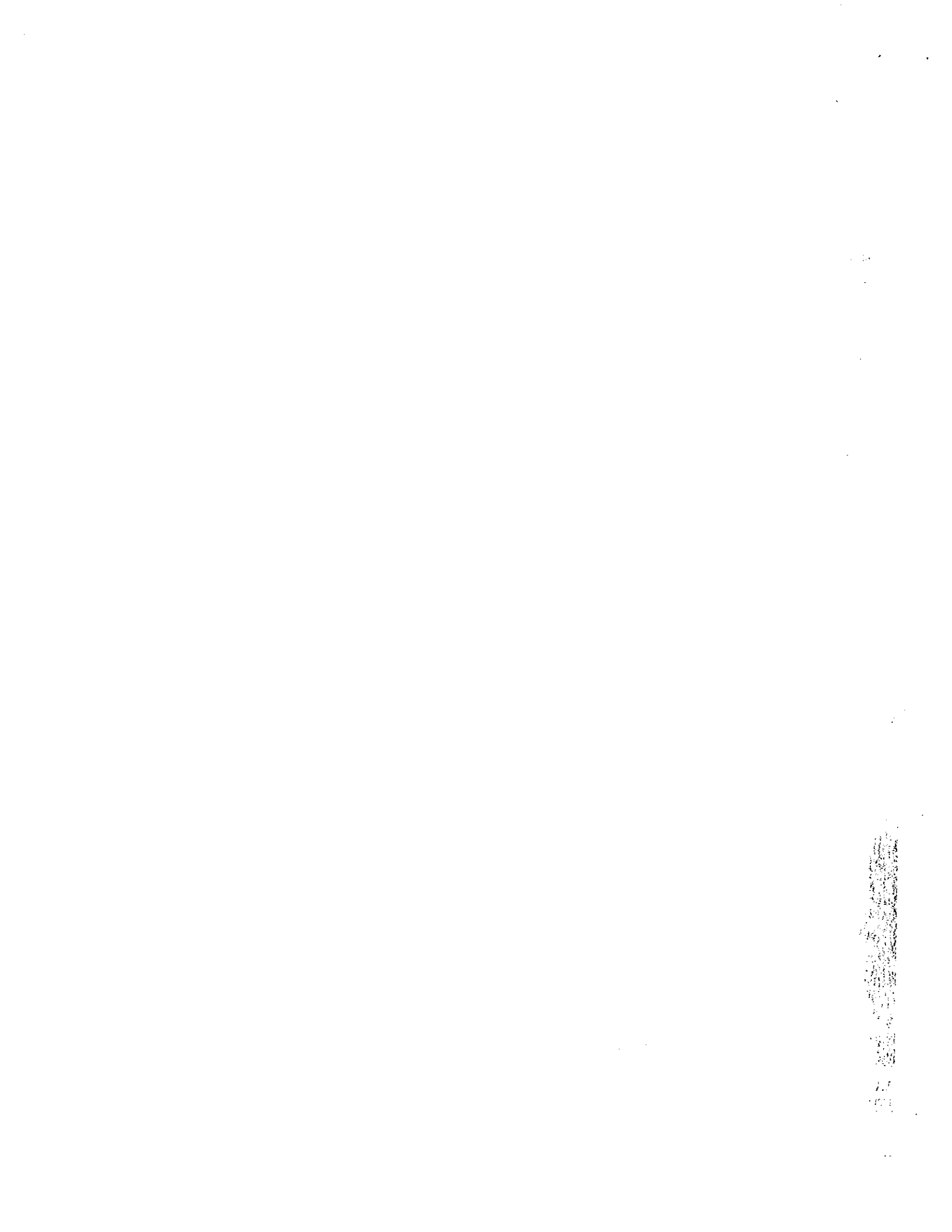
- Rooms are assigned on a "first come/first serve" basis and room availability for your arrival/departure.
- Photocopy this form if more than one room is required.
- All changes and/or cancellations must be made in writing to the hotel at least 72 hours prior to check-in. After February 29, 1996, you must contact the hotel directly.
- The PLA Travel Desk will confirm hotel reservation requests.

Guarantee - First Night's Deposit

Please charge to my credit card: Visa AMEX MasterCard

I have enclosed a check for one night's deposit. **Note: Reservations will not be accepted without a deposit.**
 (Please make check payable to Travel Technology Group)

Card Number _____ Exp _____
 Signature _____ Date _____



PROPERTY (See map on page 20)	Single	Double	Triple	Quad	Extra Person Charge
*Red Lion Hotel Lloyd Center (b,a,f,OCC 4, MAX adjacent)	1 bed \$105 2 beds \$117	1 bed \$105 2 beds \$117	2 beds \$132	2 beds \$147	\$15
Red Lion Coliseum (b,d,e,f,h,OCC 4, MAX 2)	\$77	\$77	\$92	\$107	\$15
Best Western Inn at the Coliseum (b,c,d,f,h,OCC 4, MAX 3)	\$77	\$77	\$77	\$77	
Travelodge Hotel (a,b,d,e,f,OCC 3, MAX 3)	\$79	\$79	\$84	\$84	
Holiday Inn Downtown (a,b,d,f,OCC 1/2, MAX adjacent)	\$88	\$98	\$108	\$118	\$10
Best Western Inn at the Convention Ctr (b,d,f,OCC 1/2, MAX 1/2)	\$65	\$65	\$65	\$65	
Red Lion Hotel Columbia River (a,b,d,e,f,g)	\$105	\$105	\$115	\$115	
Red Lion Hotel Jantzen Beach (a,b,d,e,f,g)	\$105	\$105	\$115	\$115	
The Portland Hilton Hotel (a,b,c,f,MAX 1)	\$120	\$142	\$162	\$182	\$20
Portland Marriott Hotel (a,b,c,f,MAX 6)	\$115	\$115	\$125	\$135	\$10
Days Inn City Center (b,d,f,MAX 6)	\$62	\$67	\$77	\$82	
The Benson Hotel (a,b,f,MAX 3)	\$110	\$130	\$155	\$180	
The Heathman Hotel (a,b,f,h,MAX 1)	\$120	\$135	NA	NA	
Hotel Vintage Plaza (a,b,f,MAX 3)	\$140	\$150	\$170	\$185	

* Headquarters Hotel

KEY: a = exercise facilities; b = restaurant/room service; c = indoor pool available; d = free parking; e = free airport shuttle; f = nearby shopping, theaters; g = free shuttle directly to Oregon Convention Center; h = guest pass to local health club available; # = number of blocks to the Oregon Convention Center (OCC) and number of blocks to the MAX Light Rail Transit System (MAX). The Oregon Convention Center is on the MAX Light Rail Transit System.

Travel Info:

Making your personal travel arrangements has never been so easy! As a PLA participant you can take advantage of special low rates. Simply call the PLA Travel Desk at 800-765-0010 and identify yourself as a PLA participant.

Save on all of your arrangements with just one phone call! The Travel Desk can book the most affordable airfare for you on numerous airlines as well as provide exclusive PLA rates for your hotel and car reservations.

Reserve your hotel room while discount space lasts! All reservations must be made before February 29, 1996, to receive the discount rate. Call today to reserve your place at a PLA hotel.

Our Travel Desk affords PLA the opportunity of tracking the amount of business our conference generates for a city and its hotels. This is most accurately tracked according to the number of hotel rooms used. This information is valuable in negotiating future low rates for our conference hotels. By making your reservations through the Travel Desk, you are assured of being counted and increasing the perceived value of PLA's conference business. Thank you for your cooperation!

Terrific Airline Discounts! The PLA Travel Desk has negotiated special air discounts exclusively for attendees of the Sixth National Conference. As an attendee, you can take advantage of fantastic airline savings with exclusive discounts on American Airlines of up to 5% off the lowest excursion fare and 15% off coach. Delta is offering discounts from 5% off the lowest excursion fare to 10% off coach. Deeply discounted zone fares will also be available.

Call the PLA Travel Desk Today at 800-765-0010

PLEASE COPY BOTH SIDES FOR YOUR RECORDS

NOTES:

All rates are subject to the prevailing state and local occupancy taxes, currently at 9%. (There is no sales tax in Oregon.)

First night's deposit or credit card guarantee required; check hotel confirmation for cancellation/refund policies.

All changes and/or cancellations must be made with the PLA Travel Desk by February 29, 1996. After that, please contact the hotel directly.

The PLA Travel Desk will confirm hotel reservations by mail within 24 hours of receipt of reservation.

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

18

LITERARY LIFE IN THE GREAT NORTHWEST

Come learn about the literary life in Portland, Oregon and environs.

PEOPLE MAKE IT HAPPEN, MACHINES DON'T: Managing Your Human Resources in Times of Change

Public libraries are spending millions on technology, but little on training; learn what a staff development program includes, why every library needs one and how to provide for it on a limited budget.

SEVEN STEPS TO TECHNOLOGICAL SUCCESS

Come discuss seven steps that will help your library become and remain a leader in information technology.

TERMINAL TERROR: Guiding the Public into the World of Electronic Information

Has the rapid pace of technological change in your library left your users dazed and confused? Then come and explore the library's role in training patrons to use new information technologies.

TURN IT ON: Library Lighting and Wiring

Discover how to plan for the special lighting and wiring your library needs for today and the future.

VISIONS FOR THE FUTURE: What Do Kids Need from Libraries Today?

The world is changing. How do these changes affect your plans for youth services? Join us as we sort through some of the questions and solutions.

9:30 a.m. - 3:45 p.m.

EXHIBITS OPEN

Refreshments Served 9:30 - 10:30 a.m.

9:45 - 10:30 a.m.

EXHIBITS NO-CONFLICT TIME

10:30 - 11:45 a.m.

ACCESS VERSUS SECURITY: Is It Possible to Have Both?

Learn how to design an inviting environment that is safe, allows staff to provide good public service and reduces materials loss.

BUILDING RELATIONSHIPS TO MEET THE CAREER INFORMATION NEEDS OF YOUR COMMUNITY

Discover how to recognize the different needs of job seekers, where to find resources, how to market your career services and when to build alliances with other organizations.

CROSSING THE LINE: Measuring Cross-Use of Neighboring Libraries

Learn how to measure and assign costs to cross-system library use.



Photo courtesy of the Portland/Oregon Visitors Association

The beautiful Oregon Convention Center will be home to many of the National Conference activities.

GET OFF YOUR SOAPBOX: Using Data to Advocate for Children's Services

Learn the most effective methods for using data to support decision making for youth services.

HALF-WAY TO THE INFORMATION AGE:

Reinventing Libraries for the 21st Century
Learn how libraries can take active roles as creators of an urban "info-structure" that will be essential if cities and suburbs are to remain centers of enterprise and culture in the Information Age.

* All quotes taken from 1994 PLA National Conference evaluation forms ** Price not included in registration fee

1981

1982

1983

1984

1985

1986

1987

1988

1989

1990

1991

1992

1993

1994

1995

1996

1997

1998

1999

2000

2001

2002

2003

2004

INTO THE LION'S DEN: Access to Religious Materials in Public Libraries

Come learn how to turn confrontation into collaboration: a minister and a librarian will present considerations for providing access to religious materials and meeting community needs in the face of competing demands.

LIBRARY CABLE NETWORK: Your On-Ramp to the Information Highway

Expose yourself to cable! Learn how to organize a network, extend the uses of in-house programming and explore the limitless possibilities of interactive cable.

THE METROPOLITAN CENTRAL LIBRARY: Phoenix Rising?

The continued existence of central libraries has been hotly debated in recent years yet significant funds have been raised to build them; our panelists will respond and also describe the means they've used to secure millions to support their facilities.

OUTPUT MEASURES AND MORE: Evaluating Library Service for Young Adults

Come be trained to use the latest tool from the Public Library Development Program to implement output measures for library service to YAs, conduct a needs assessment and plan for your library's future.

PLANNING AND MEASURING WORK FOR OPTIMUM PERFORMANCE

Noon - 1:45 p.m.

AUTHOR LUNCHEON FEATURING JEAN AUEL, BESTSELLING WRITER OF THE EARTH'S CHILDREN SERIES, INCLUDING "CLAN OF THE CAVE BEAR" AND "THE PLAINS OF PASSAGE"**

2:00 - 3:15 p.m.

DIRECTORS ARE FROM MARS, TRUSTEES ARE FROM VENUS: Learning to Avoid the Black Holes of Trustee-Director Relationships

Learn how conflicts can be avoided, to blend talents to create the best organization and to recognize danger signals.

ELECTRONIC EQUITY: Digital Information for Everyone

Learn how libraries have used technology successfully to reach typically underserved populations, especially in rural areas.

INTO THE LOOKING GLASS: Can You Really Plan Your Library's Future?

Where are libraries going? How can you best prepare for the next millennium? Come and see!

KEEPING THE PROMISE THROUGH COMMUNITY OUTREACH

Access for all means stepping beyond the library doors. A panel of community leaders from health, education, corrections and treatment programs will share their experiences with library outreach programs.

PUBLIC ACCESS TO THE NATIONAL INFORMATION INFRASTRUCTURE: A Case Study

The Montgomery-Floyd Regional Library in Virginia has provided free public access to the Internet since January 1994; come and discuss logistics, funding and merits of such efforts.

PUBLIC LIBRARIES: Partners in Achieving School Readiness for Our Nation's Children

Get prepared with strategies for redefining children's services in view of today's and tomorrow's social and environmental changes.

THE RIGHT PERSON FOR THE JOB: Behavior-Based Interviewing for the Non-Psychologist

Learn the best ways to elicit meaningful information about your candidates' ability to do the job you're seeking to fill.

THAT'S NOT THE WAY WE'VE ALWAYS DONE IT! Centralizing Materials Selection

Come hear the pros and cons of one library's centralized selection process three years after its implementation.

TO KEEP OR NOT TO KEEP? Evaluating Adult Fiction Collections

Hear new findings from major research on evaluating adult fiction holdings and learn practical tips for evaluating your collection.

YES, VIRGINIA, THERE WILL BE FEDERAL MONEY FOR LIBRARIES: LSCA Reauthorization

Get the latest scoop from Washington — learn the potential effects of federal library proposals and what the new LSCA might bring over the next 50 years.

3:15 - 3:45 p.m.

EXHIBITS NO-CONFLICT TIME/DESSERT RECEPTION

3:45 - 5:00 p.m.

ASSISTIVE TECHNOLOGY: Making Library Services Accessible

BUILDING SUCCESSFUL TEAMS: Surviving the Challenging '90s

Learn how to maximize use of teams, including what makes them effective, how to put them together and five common stumbling blocks to their success.

CENSORSHIP IN CYBERSPACE: A Whole New Ballgame?

Computer networks create opportunities for public libraries and new challenges to intellectual freedom. Come explore recent legislative developments and learn how to write good policies.

GET SLIMED!: Make the Science and Invention Connection

Learn how to foster a love of science and reading with dynamic classroom presentations and hands-on library activities.

IN THE ABSTRACT: Public Art in Libraries

Public art is important in libraries; learn how to challenge artists to become members of your design team and about the legal and community pitfalls you may face in selecting art for your facility.

OUTSOURCING CATALOGING: How? When? Why?

Learn what outsourcing is all about and whether it's appropriate for your library.

PLEASED TO MEET YOU: Introducing the Internet to Your Business Community

It's important for libraries to become involved in economic activity — attend and develop the skills that will sell your library as a source for Internet expertise.

READERS' ADVISORY GOES ELECTRONIC

Understand how electronic tools can enhance your library's readers' advisory services through instant access to hundreds of titles.

SMALL LITERARY MAGAZINES OF THE NORTHWEST

Come learn about frequently overlooked sources of great literature and their place in your collection.

WHEN THE CHEERING STOPS: In the Aftermath of Successful State Legislation for Children's Services

Panelists from states where legislation has resulted in funds appropriated specifically for children's services will describe their lobbying techniques and their colleagues' reactions to their success.

*All quotes taken from 1994 PLA National Conference evaluation forms **Price not included in registration fee

SATURDAY, MARCH 30

8:00 - 10:00 a.m.

REGISTRATION

8:30 - 9:45 a.m.

**AND THE WALLS CAME TUMBLING DOWN:
Providing Off-Site Access**

Learn about two very different programs that provide off-site access, as well as the results of their recent evaluations.

BIG BOOKS, BIG BANG, LITTLE BUCKS! Family and Community Programming

Gather all sorts of new ideas for exciting programming with little or no money needed.

CUSTOMER SERVICE WITH CLASS

Find out about an innovative customer service training program, with levels of instruction appropriate for all staff.

DEVELOPING COLLECTIONS FOR NEW AMERICANS

Learn how one library identified the largest South Asian language groups in its service area, found knowledgeable buyers and reliable vendors, and purchased popular materials — all within five months!

DISCOVERY ZONE: Kids and the Internet

Dozens of gophers and web sites that were created just for kids will be discussed, as will techniques for effectively introducing them to the kids in your service area.

**GEOGRAPHIC INFORMATION SYSTEM (GIS):
Optimal Use in Public Libraries**

As more digital map information has become available, the optimal use and implementation of GIS has become an issue. Come explore the considerations for providing GIS-type services to your patrons.

LOBBY FOR YOUR LIBRARY IN THE INFORMATION AGE

Lisa Kinney, a librarian, lawyer and legislator, will discuss lobbying techniques and political roles for libraries in the Information Age.

MASTERING THE INTERNET JOB SEARCH

Come learn strategies for beginning an Internet job search, techniques for locating information desired and the best places to look for job and career information on-line.

**NECESSITY IS THE MOTHER OF INVENTION:
How to Retrofit a Building for On-line Technology**

Learn how to plan and coordinate an on-line installation, including how to determine electrical requirements for different types of hardware and the most cost-effective telecommunications strategy.

VIRTUAL COMMUNITIES: The Most Important Cultural Transformation We Aren't Hearing About

10:00 - 11:15 a.m.

KID PLACES, KID SPACES: Designing for Children's Services

Planning and designing library space for children requires a collaborative effort between children, parents, caregivers, architects, consultants and librarians. Join us and learn how it was done successfully in Denver.

VIRTUAL REALITY: Technical Services in the Electronic Age

Cooperation takes on a new meaning in the realm of electronic exchange; hear how to take advantage of the new environment.

WALKING THE TIGHTROPE

WE'RE ALL CONNECTED: Internet Access through Regional Multitype Library Cooperatives

Get a positive charge from hearing how Florida braved a complex environment to provide Internet access for all its public libraries.

WHAT'S NEXT: The Public Library Development Program

PLA just finished evaluating its popular Public Library Development Program tools. Find out what we learned and how the PLDP may change accordingly.

— *"The programs inspired me, gave me more confidence and made me wish I were six people instead of one."**

KIDS WHO READ SUCCEED: Public Libraries and Educational Reform

The U.S. Department of Education recently awarded a contract to Westat, Inc., for a two and one-half year study on the role of school and public libraries in support of the National Education Goals. Hear what's been done so far, and what's still to come.

KNOW THY PATRON: Maximizing Customer Satisfaction in Libraries

Improve your customer service satisfaction quotient! Discuss the most and least effective things you can do with limited resources, the six basic keys to improving customer service and how to deal with difficult patrons.

PARTNERSHIPS AS AGENTS FOR CHANGE

Learn how to build effective coalitions in your community, partnerships that will enhance the service your library can provide.

WHEN BUSINESS SPEAKS, EVERYBODY LISTENS: Serving Your Business Community

See a focus group in action as eight business-people discuss their information needs.

WORKING WITH AUTHORS: Successful Author Programming

Come learn the details on contracting with authors and tips for hosting their visits.

11:30 a.m. - 12:30 p.m.

CLOSING GENERAL SESSION

Afternoon

TOURS**

Special Conference Services

For your convenience, there will be a PLA Local Arrangements Desk, an ALA Placement Office, a Press Room and a PLA Store.

PLEASE NOTE:

PLA programs are offered on a cost-recovery basis. PLA reserves the right to cancel all or part of the National Conference if there is insufficient registration or for other reasons. Neither ALA nor PLA is responsible for cancellation charges assessed by airlines or travel agencies, or other losses incurred due to cancellation of programs. All information in this brochure is subject to change.

PRECONFERENCE** PROGRAMS

Preconference One

BOARDS AND DIRECTORS: GROWING TOGETHER

To accomplish the mission of your library, your board needs to operate at peak efficiency. Here's the perfect opportunity for trustees to learn how in a session designed with them in mind.

By attending, trustees will learn:

- The essential qualities of successful boards in the '90s — commitment, teamwork, ethics, business savvy, willingness to learn
- How to establish a baseline of board performance
- About a trustee's job description, including:
 - Planning for the library's future
 - Hiring and working with the director
 - Delegating the management of the library
 - Monitoring and evaluating the progress of the library's plan
 - Managing board liability
 - Duties of board officers
 - Becoming an advocate for the library

In addition, the session will include active participation and will be flexible enough to address local situations, so come with questions.

TARGET AUDIENCE: Trustees from all-sized libraries, directors and potential directors

PRESENTER: Dan Cain, The Dan Cain Consulting Group, Hawarden, Iowa

Cosponsored by the American Library Trustee Association (ALTA)

Preconference Two

PLANNING FOR TECHNOLOGY: MISSION IMPOSSIBLE?

Planning is a critical task in any public library, but planning for technology demands special attention. This preconference is designed to introduce you to the issues you need to consider in planning for technology — despite the ever-changing technological environment, only basic expertise and a limited budget.

By participating in this workshop, you will:

- Learn why you need to create a technology plan
- Identify various technological initiatives that might be included in such a plan
- Be ready to address issues of training and use by staff and the public
- Understand the financial planning that may enable you to implement your plan
- Discover opportunities for cooperative efforts with other libraries, government agencies and the private sector

TARGET AUDIENCE: Librarians, trustees and government officials from all-sized libraries

PRESENTERS: Ray Mulhern, Greene County Library; Lorna Truck, Public Library of Des Moines; Harriet Henderson, Louisville Public Library; Sandra Holderman, Kansas City Public Library; Robert Drescher, California Library Agency for Systems and Services; Craig Buthod, Seattle Public Library; Angie Stuckey, DeKalb County Public Library

Preconference Three

HOW TO BUILD A PUBLIC LIBRARY: A PRIMER FOR LIBRARIANS AND TRUSTEES

Building a new library may be the largest and most complicated enterprise that a board and director undertake during their careers in public service. The seeming immensity of a building project may be quite daunting if you have little experience with the construction process. That's where we can help. This preconference is designed to provide you with all the information needed to embark confidently on your building program.

- How to conduct a needs assessment, develop a financial plan and write a building program statement
- Effective ways to sell the program to your community
- About construction methods and the construction process

TARGET AUDIENCE: Librarians and trustees engaged in or planning a building project

PRESENTERS: Dan Armstrong, Director, Palatine Public Library District, Palatine, Illinois; Anders C. Dahtgren, Library Planning Associates, Inc., Madison, Wisconsin; Jim Mumby, Senior Design Architect, TMP Associates, Bloomfield Hills, Michigan

Preconference Four

INTERNET 101 AND WRITING YOUR HOME PAGE

This is a two-part preconference; you may attend one or both sessions.

Got a flat on the Information Superhighway? Then come and explore with us the potential for networking information in public libraries. Designed for the beginner, you'll find these sessions packed with solid information on what's out there in cyberspace and how to make use of it for you and your patrons.

By attending the FIRST SESSION, Internet 101, you will:

- Learn about the Internet's functions and tools — from the most basic to the highest of the high-tech
- Hear about the uses now being made of Internet resources in public libraries across the country
- See demonstrations of Internet tools and public library home pages

— "Outstanding and informative speakers!"*

By participating in this preconference you will learn:

- The basic steps of the building process from needs analysis through completion and opening
- Useful guidelines for each step
- How to establish correct working and contractual relationships with attorneys, building consultants, architects and contractors

By attending SESSION TWO, HTML 101: The Basics for Writing Your Library's Home Page, you will:

- Learn HTML basic tags
- See how to use these tags to put up a simple, attractive home page
- Actually have fun as you hear all this explained in plain English

TARGET AUDIENCE: Library staff and trustees with little Internet or HTML experience

PRESENTER: Gail Junion-Metz, Information Age Consultants, University Heights, Ohio

*All quotes taken from 1994 PLA National Conference evaluation forms **Price not included in registration fee



Preconference Five

**MAKE CONNECTIONS:
THE ROLE OF THE PUBLIC
LIBRARY IN COMMUNITY
NETWORKING**

Join Steve Cisler on an exploration of the public library's role in the community networks that are springing up throughout the country. We can play a leading role in establishing and adding value to these networks or can miss this unique service opportunity by being bystanders.

By participating in this workshop you will:

- Hear from national experts on community networking
- Learn from public librarians who are on the cutting edge of these developments
- Take part in break-out sessions for both novices and experienced networkers

In addition, hands-on demonstrations will allow you to experience what other public librarians are already doing to stake out a future that is wired, not tired!

TARGET AUDIENCE: Public librarians and trustees

PRESENTER: Steve Cisler, Senior Scientist, Apple Computer, Inc.

Sponsored by the Oregon Library Association, Oregon State Library and Apple Computer, Inc.

Preconference Six

**WORKPLACE
ERGONOMICS**

This is a two-part preconference; you may attend one or both sessions.

The shoulder-bone is connected to the elbow-bone, the elbow-bone is connected to the wrist-bone, the wrist-bone is connected to finger-bones, and they are all traumatized by the keyboard!

Does this scenario apply to you or your staff? If so, then this preconference has the help you need.

Session One, Carpal Tunnel Syndrome: How to Relieve and Prevent Wrist Burnout, will describe this condition, how we get it, what techniques control or stop it. Session Two: Shoulders, Upper Back and Neck: Free Yourself from Pain, will cover tendinitis, thoracic outlet syndrome, tension headaches, eyestrain, TMJ, golfer's elbow, tennis elbow and rotator cuff disorders.

By participating in these workshops you will learn:

SESSION ONE

- Methods to increase hand/wrist stamina
- Which wrist movements work best

- Prevention and relief through nutrition
- Self-massage routines for tight muscles

SESSION TWO

- How to evaluate and change a work station
- Early identification of symptoms
- Stretching and strengthening routines
- Ways to put less strain on the neck and back
- Methods to hasten healing of muscles and joints

TARGET AUDIENCE: Anyone who performs repetitive actions, uses a computer or supervises those who do.

PRESENTER: Rosemarie Atencio, Health and Wellness Dynamics, Inc., Veneta, Oregon

Sponsored by the Oregon Library Association

SPECIAL EVENTS

For information on the following Tuesday preconferences and ticketed special events sponsored by the OLA, contact Caroline Mann, 503-229-7820; fax 503-229-8016; e-mail cmann@linfield.edu:

- Feeding the Hand That Bites You: Libraries and the Religious Conservative Right
- A Morning with Northwest Authors
- Organizational Culture: Pathway to Success
- Using the Internet and World Wide Web for Technical Services
- Brew Pub Evening on Wednesday
- Bus Tour of the Ramona/Henry Neighborhood on Saturday
- Hike in the Columbia Gorge on Saturday

GENERAL PRECONFERENCE INFORMATION

Dates

1: BOARDS AND DIRECTORS, 2: PLANNING FOR TECHNOLOGY, 3: HOW TO BUILD A PUBLIC LIBRARY
Tuesday, March 26, 1996, 9:00 a.m.-5:00 p.m. and
Wednesday, March 27, 1996, 9:00 a.m. - Noon

4: INTERNET/ HOME PAGE
Session One (Internet 101)
Tuesday, March 26, 1996, 9:00 a.m. - 5:00 p.m.

4: INTERNET/ HOME PAGE
Session Two (HTML 101)
Wednesday, March 27, 1996, 9:00 a.m. - Noon

5: MAKE CONNECTIONS
Tuesday, March 26, 1996, 9:00 a.m. - 5:00 p.m.

6: WORKPLACE ERGONOMICS
Session One (Carpal Tunnel Syndrome)
Tuesday, March 26, 1996, 9:00 a.m. - Noon

6: WORKPLACE ERGONOMICS
Session Two (Shoulders, Upper Back and Neck)
Tuesday, March 26, 1996, 1:30 - 4:30 p.m.

Location

All preconferences will be held at the Oregon Convention Center.

Rates

1: BOARDS AND DIRECTORS, 2: PLANNING FOR TECHNOLOGY, 3: HOW TO BUILD A PUBLIC LIBRARY
\$125 for PLA and OLA personal members, \$160 for ALA personal members, \$200 for nonmembers
(ALTA personal members may attend BOARDS AND DIRECTORS for the \$125 rate

4: INTERNET/ HOME PAGE
Both Sessions
\$125 for PLA or OLA personal members, \$160 for ALA personal members, \$200 for nonmembers

One Session

\$65 for PLA or OLA personal members, \$85 for ALA personal members, \$105 for nonmembers

5: MAKE CONNECTIONS

\$120 for PLA and OLA personal members, \$130 for ALA personal members, \$140 for nonmembers

6: WORKPLACE ERGONOMICS

Both Sessions

\$105 for PLA or OLA personal members, \$120 for ALA personal members, \$135 for nonmembers

One Session

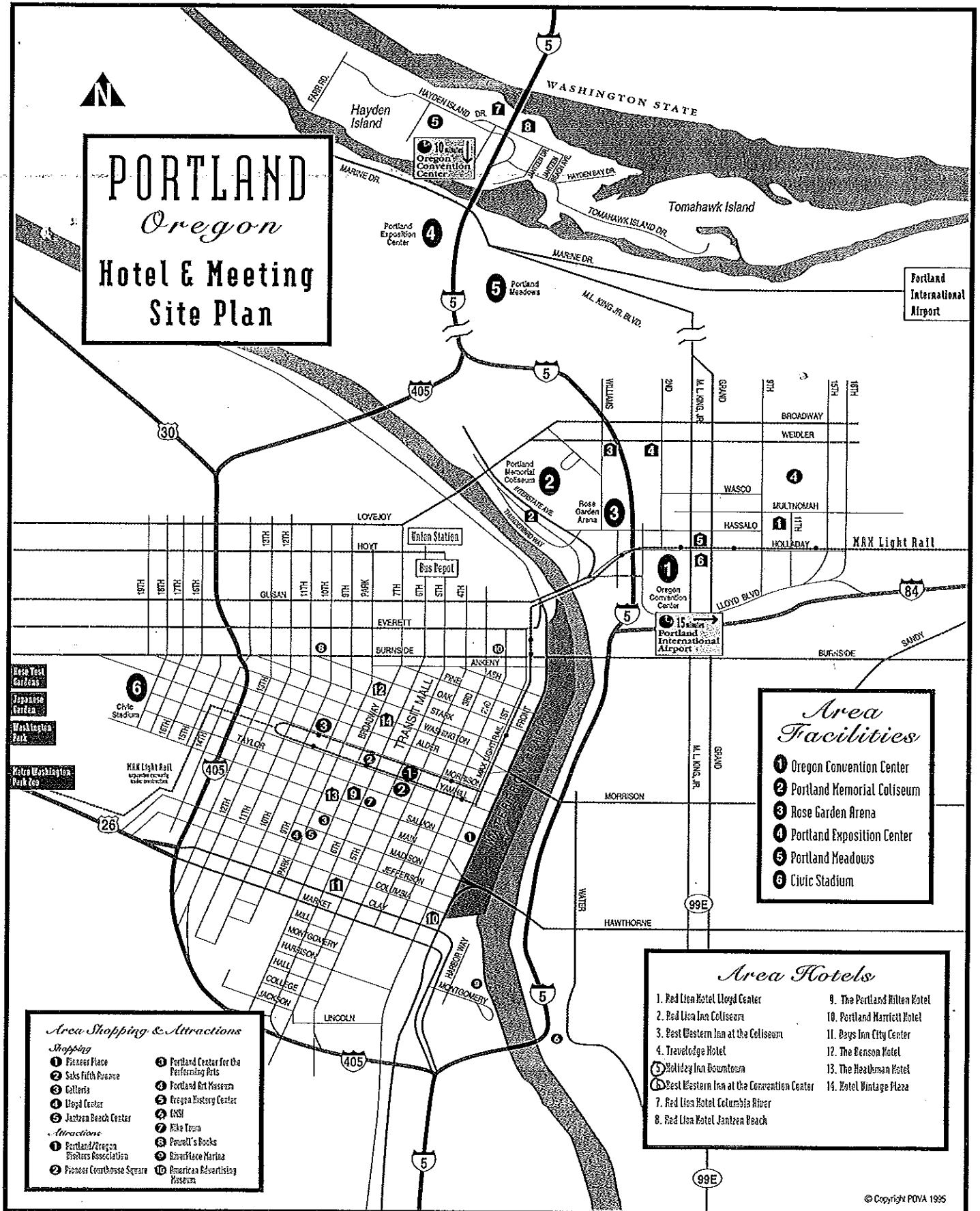
\$60 for PLA or OLA personal members, \$70 for ALA personal members, \$80 for nonmembers

Preconference Registration

Simply fill in the preconference portion of the Advance Registration Form on pages 11 and 12 of this program and return it to PLA. Preconference registration is limited, so please register early. The registration deadline is February 26, 1996 (January 5, 1996, for the Early Bird discount). For more information, phone the Public Library Association National Conference Information Hotline, 1-800-545-2433, ext. 5PLA.

Preconference Housing

Accommodations are available at the conference hotels listed on page 14 of this program. Our special conference rates are also available during the preconference. Don't be disappointed — register early to ensure a room for the preconference sessions! All hotel reservations are handled by the Travel Technology Group in Chicago. Please refer to the Housing Reservation Form for more information.



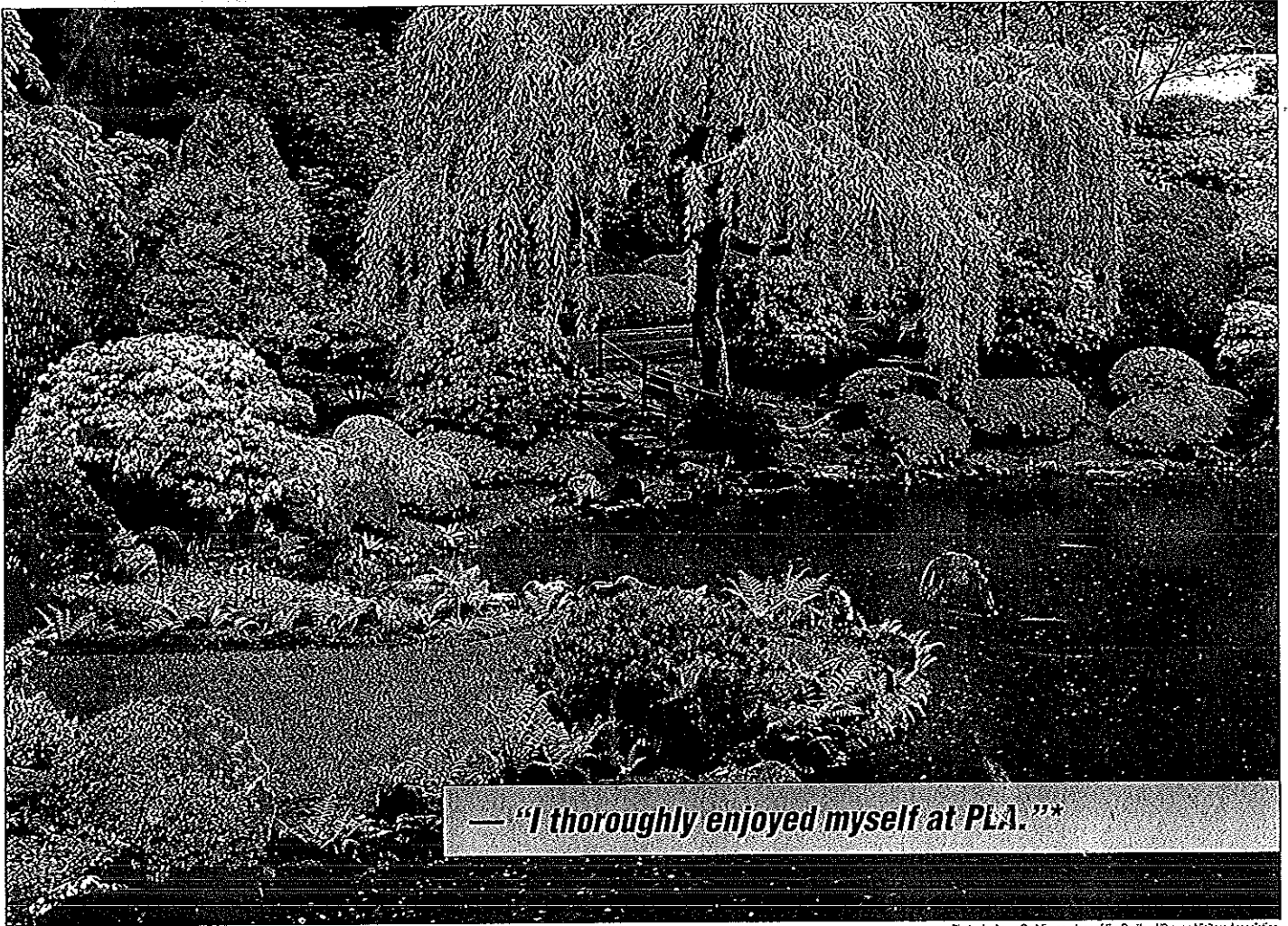
PORTLAND
Oregon
Hotel & Meeting
Site Plan

- Area Facilities*
- 1 Oregon Convention Center
 - 2 Portland Memorial Coliseum
 - 3 Rose Garden Arena
 - 4 Portland Exposition Center
 - 5 Portland Meadows
 - 6 Civic Stadium

- Area Hotels*
- | | |
|--|------------------------------|
| 1. Red Lion Hotel Lloyd Center | 9. The Portland Hilton Hotel |
| 2. Red Lion Inn Coliseum | 10. Portland Marriott Hotel |
| 3. Best Western Inn at the Coliseum | 11. Days Inn City Center |
| 4. Travelodge Hotel | 12. The Benson Hotel |
| 5. Holiday Inn Downtown | 13. The Heathman Hotel |
| 6. Best Western Inn at the Convention Center | 14. Hotel Vintage Plaza |
| 7. Red Lion Hotel Columbia River | |
| 8. Red Lion Hotel Jantzen Beach | |

- Area Shopping & Attractions*
- Shopping*
- 1 Finer Place
 - 2 Saks Fifth Avenue
 - 3 Calleria
 - 4 Lloyd Center
 - 5 Jantzen Beach Center
- Attractions*
- 1 Portland/Oregon Fishers Association
 - 2 Pioneer Courthouse Square
 - 3 Portland Center for the Performing Arts
 - 4 Portland Art Museum
 - 5 Oregon History Center
 - 6 ENSI
 - 7 Bike Town
 - 8 Powell's Books
 - 9 RiverPlace Marina
 - 10 American Advertising Museum

SEE THE SIGHTS



— "I thoroughly enjoyed myself at PLA."**

Photo by Larry Geddis, courtesy of the Portland Oregon Visitors Association

Crowning Washington Park in the scenic West Hills of Portland is a haven of tranquil beauty that has been acclaimed one of the most authentic Japanese Gardens outside of Japan. Five gardens and a Japanese Pavilion combine to recapture the mood of ancient Japan. The garden is living evidence of the alliance between Portland and its sister city of Sapporo.

ENJOY PORTLAND and its breathtaking surroundings on one of the tours** scheduled to run just before and after the conference.

Whether you prefer the city or the countryside, the ocean or the mountains, shopping or sightseeing, we've got the perfect excursion planned for you!

All tours will depart from the Oregon Convention Center. Return times listed are approximations. Whichever you choose, don't forget to pack your camera and plenty of film.

Tour One

MULTNOMAH FALLS/ COLUMBIA GORGE

Date: Tuesday, March 26, and Saturday, March 30
Time: Departs 1:00 p.m./Returns 5:30 p.m.
Cost: \$28

Take in the splendor of Multnomah Falls. Enjoy a motorcoach tour along the Columbia Gorge Scenic Highway, stopping at the Bonneville Dam Visitors Center and Fish Hatchery. Experience the wondrous beauty of the mighty Columbia River from the Crown Point Vista House.

Tour Two

TIMBERLINE LODGE/ MOUNT HOOD

Date: Wednesday, March 27
Time: Departs 9:00 a.m./Returns 1:30 p.m.
Cost: \$28

Enjoy Oregon's pristine beauty as you follow the historic "Barlow Trail" to Government Camp. When you reach the 6,000-foot level of the state's highest mountain peak, you'll stop at Timberline Lodge. You'll be inspired by the wide vistas of forests, lakes and snow-mantled peaks. As you tour the warm and inviting lodge, you can't help but enjoy its charm and marvel at the craftsmanship that created it.

*All quotes taken from 1994 PLA National Conference evaluation forms **Price not included in registration fee

1950

M

1950
1951
1952
1953
1954
1955
1956
1957
1958
1959
1960

1950
1951
1952
1953
1954
1955
1956
1957
1958
1959
1960

Division of
20 E. Park

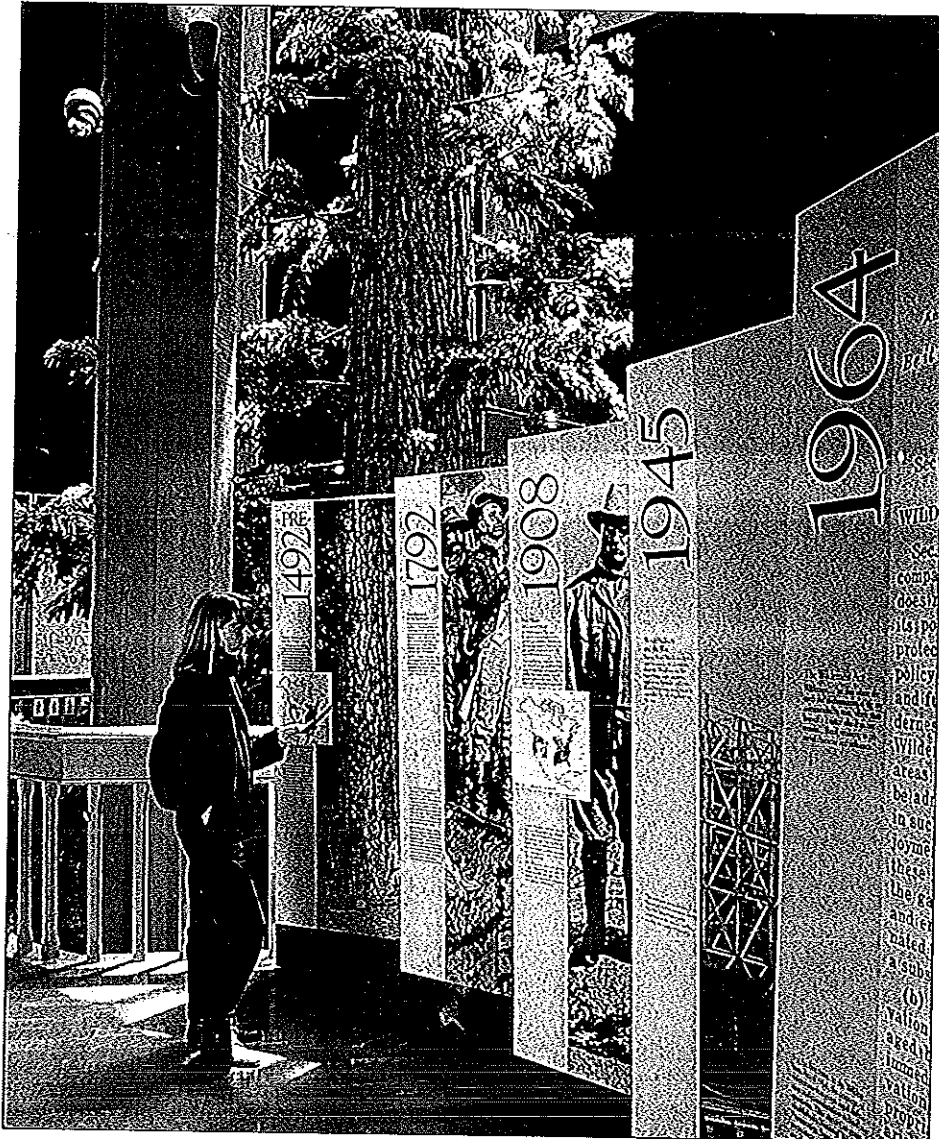


Photo by Larry Geddes, courtesy of the Portland/Oregon Visitors Association

The World Forestry Center is featured on Tours Seven and Eight, Portland Attractions and the Deluxe City Tour.

**Tour Three
WILLAMETTE VALLEY**

Date: Saturday, March 30
Time: Departs 1:00 p.m./Returns 6:00 p.m.
Cost: \$38

Known as the "Breadbasket of the West," Oregon's rich Willamette Valley runs south of Portland for nearly 150 miles. Visit Champoeg State Park. Continue through fertile farmland to Oregon's capitol city, Salem. View the historic capitol building. Continue on to Mission Mill Village, a charming historic park with 19th century warmth and romance. Return to Portland through the wine country, stopping at one of the valley's premier wineries for a tour and tasting.

**Tour Four
OREGON TRAIL**

Date: Wednesday, March 27
Time: Departs 9:00 a.m./Returns 1:30 p.m.
Cost: \$28

Travel east from Portland to the end of the Oregon Trail, historic Oregon City. You'll see the famous McLoughlin House, home of the "father of Oregon." After viewing several other historic sites in the city, enjoy the spectacular vista from the Willamette Falls Overlook. Next, visit the Clackamas County Historical Museum. Tour The End of the Oregon Trail Interpretive Center. Experience the thrill of the trail yourself via a multi-media dramatization.

**Tour Five
MOUNT HOOD/
COLUMBIA GORGE**

Date: Tuesday, March 26
Time: Departs 9:00 a.m./Returns 5:30 p.m.
Cost: \$38

Treat yourself to a scenic wonderland! Mount Hood dominates the horizon as you leave the valley and enter the forest-covered slopes of the Cascade Mountains. You'll follow the historic "Barlow Trail" to Government Camp. Now it's just a few miles to Timberline Lodge at the 6,000-foot level of Oregon's highest mountain peak. Next, we'll head for the famous apple and pear orchards of picturesque Hood River Valley. Then on to Multnomah Falls, cascading in a feathery plume 620 feet to the gorge floor. Next, we'll follow the old highway to Crown Point, where from high above the mighty river, you are treated to a 35-mile panoramic view.

**Tour Six
WEST SIDE CITY TOUR**

Date: Tuesday, March 26, and Saturday, March 30
Time: Departs 1:00 p.m./Returns 4:00 p.m.
Cost: \$20

The tour begins by winding through the streets of downtown, Old Town and Chinatown. Then it's just a few miles to the forested West Hills. In sprawling Washington Park, you'll visit the world-renowned International Rose Test Gardens. Next you'll tour the lovely Arlington Heights residential area and the Hoyt Arboretum. Enjoy a scenic ride to the magnificent Pittock Mansion, nestled in the West Hills. Tour this French Renaissance home built in 1909 and relish its panoramic view. Continue through the tree-lined streets of the Portland Heights residential area before heading back into downtown.

**Tour Seven
PORTLAND ATTRACTIONS**

Date: Wednesday, March 27
Time: Departs 9:00 a.m./Returns Noon
Cost: \$20

We'll begin with a narrated drive through the Lloyd Center/East Side area, visiting the World Forestry Center with its many unusual exhibits including the "Talking Tree" and the "Burning Forest." A short drive will take you to Washington Park, home to Portland's Japanese Garden, acclaimed as one of the most authentic gardens outside of Japan. There you'll meander through the five and a half acres of tranquil beauty, featuring five traditional gardens and an authentic Japanese pavilion.

*All quotes taken from 1994 FEA National Conference evaluation forms **Price not included in registration fee

12

12

12

Tour Eight **DELUXE CITY TOUR**

Date: Tuesday, March 26
Time: Departs 9:00 a.m./Returns 4:00 p.m.
Cost: \$35

See all the sites of the West Side City Tour -- downtown Portland, Old Town, Chinatown, West Hills, International Rose Test Gardens, Arlington Heights, Hoyt Arboretum, Pittock Mansion and Portland Heights -- and the Portland Attractions trip -- Lloyd Center/east Side Area, the World Forestry Center, Japanese Gardens plus a stop for lunch on your own downtown.

Tour Nine **NORTHERN OREGON COAST**

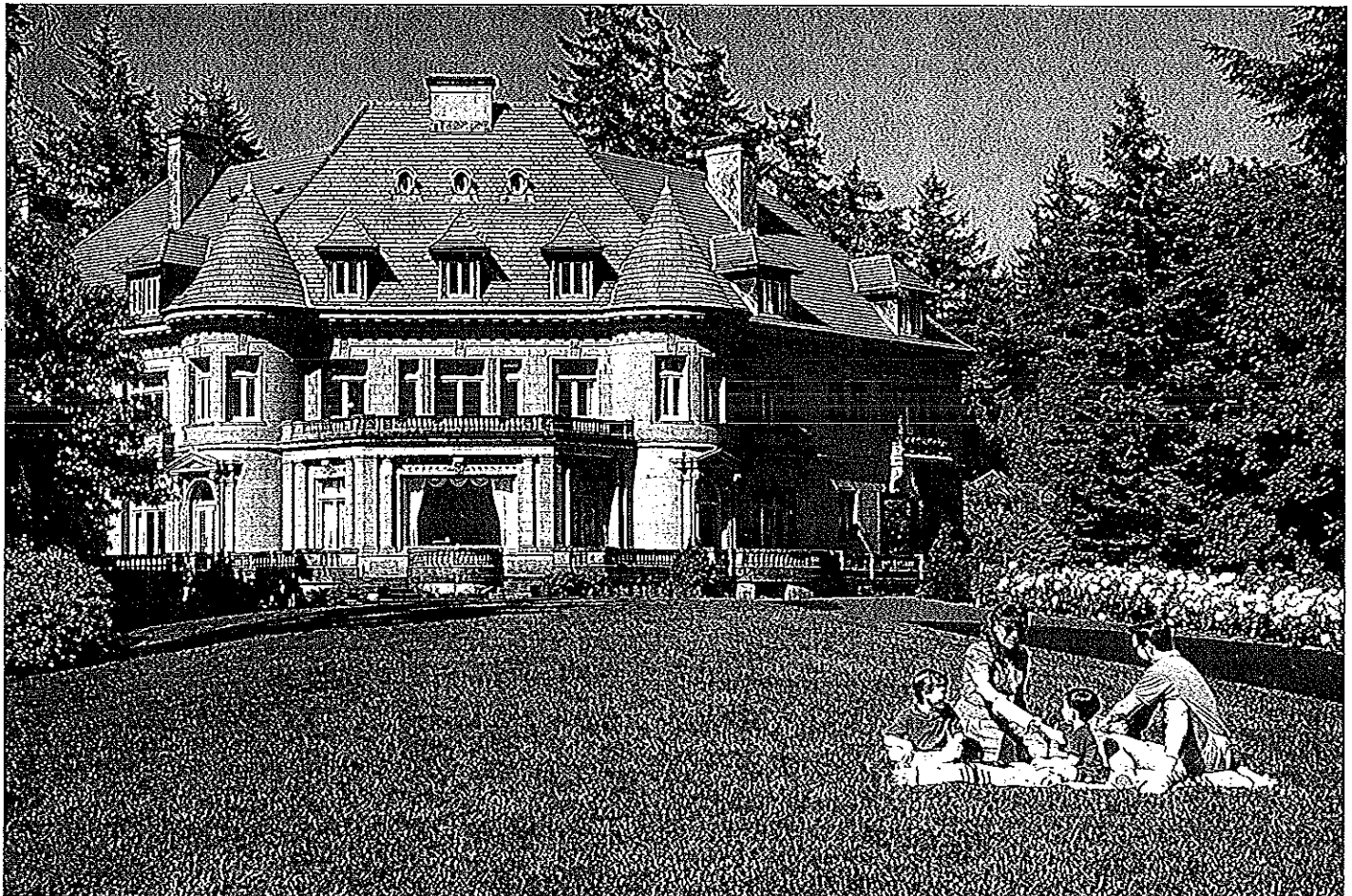
Date: Tuesday, March 26
Time: Departs 9:00 a.m./Returns 6:00 p.m.
Cost: \$38

The awesome coast is yours to enjoy. Traveling west from Portland, magnificent valleys flourishing with orchards and wineries come into view before you enter the towering Douglas Fir forests of the Oregon Coast Mountain Range. You'll visit Seaside, a charming resort community. You'll see the End of the Lewis and Clark Trail Monument, the site where the two explorers first saw the Pacific Ocean, and enjoy unique shops, attractions or just getting some sand in your shoes on the uncrowded beaches. While visiting Seaside, you'll also have

plenty of time for a leisurely lunch on your own in one of the many seafood restaurants. Your tour continues south on famous Highway 101 through Cannon Beach. This quaint artists' community, filled with galleries and shops, affords a spectacular view of Hayslack Rock, one of Oregon's most photographed sites. Continuing south to the historic Tillamook Bay area, the rugged scenery of the Oregon Coast is visible. You'll visit the fascinating Tillamook Cheese Factory, one of the Oregon Coast's most popular attractions, where you will have the opportunity to sample many tasty offerings.

TO REGISTER

Simply complete the tour section of the enclosed Advance Registration Form.



Take Tour Six or Eight and visit the beautiful Pittock Mansion, nestled in Portland's West Hills. This 1909 French Renaissance masterpiece features a breathtaking view.

Photo courtesy of the Portland Oregon Visitors Association

* All quotes taken from 1994 PLA National Conference evaluation forms ** Price not included in registration fee

1313

28

M

1314

1315

1316

1317

1318

1319

1320

1321

1322

1323

1324

1325

1326

1327

1328

1329

1330

1331

1332

1333

1334

1335

1336

1337

1338

1339

1340

1341

1342

1343

1344

1345

1346

1347

1348

1349

1350

1351

1352

1353

1354

1355

1356

1357

1358

1359

1360

DON'T MISS THIS CONFERENCE!

More Than 100 Programs
Talk Tables / Special Events
280-Plus Exhibits / Preconferences
And Much More

JOIN PLA TODAY

Get registration and housing information automatically
Be eligible for substantial discounts

And Receive...

Six issues of Public Libraries magazine
Discounts on publications, workshops, preconferences
Unlimited networking opportunities
And much, much more!

JUST LOOK INSIDE!

PLA Public Library
Association
A division of the American Library Association
50 E Huron St / Chicago IL 60611-2795

Non-Profit Organization
U.S. Postage
PAID
Chicago IL
Permit No. 3226

0035153026 D OB OH/PLBNS
Soad S. Ammar
Principal Librarian
Placentia Library District
411 E Chapman Ave
Placentia, CA 92670-6101

"The best conference I have attended."*

*All quotes taken from 1994 PLA National Conference evaluation forms.

