North Carolina Libraries

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The *Forbes* Article Has a Point

In the early 1970s a group of library colleagues went over to visit the Provost to request that "librarians receive equal pay for equal work." Their thought was that librarians were in a primarily female profession and that they deserved the same salaries that higher paid colleagues received in other departments in the university. The Provost, whom I have to admit now, was a wise old sage, did not provide the response my colleagues were wishing for. He noted that teaching was rarely the realm of large salaries and that if my colleagues were interested primarily in money they would be better advised to seek employment in other areas such as medicine, law or accounting. At least one colleague promptly applied the next year for law school and has since had, I hope, a higher paying career as a North Carolina attorney.

Flash forward, as they say to 2012, where Forbes reporter Jacqueline V. Smith (B.A. Univeristy of Arizona, M.A. Journalism, Hofstra) writes a series of "the Best and Worst" articles. The first deals with the "best and worst-paying sales jobs", the second the "best and worst master's degrees for jobs." http://www.forbes.com/sites/jacquelynsmith/2012/06/08/the-best-and-worst-masters-degrees-for-jobs-2/. Other columns deal with the "world's most reputable companies" and the "happiest jobs in America." For those of you not familiar with the article, Smith basically suggests that "the low pay and estimated growth rank make library and information science the worst master's degree for jobs right now." We join English, music, education, biology, history and chemistry in the low ranks for job success and pay with a master's degree. Not surprising, degrees in fields such as nursing and computer science have brighter prospects. It looks to me like not much has changed in some forty odd years.

Maureen Sullivan writing in a recent issue of American Libraries counters: "While it is true that for some individuals these factors are the principle focus (referencing here the Smith article), for librarians the primary motivation is job satisfaction derived from the opportunity to make a significant difference in the lives of others." Very few people join the Peace Corp to make lots of money. The same can be said for many other professions. In short the old Provost was right, if lots of money is your game, then becoming a librarian is probably not the first route you should choose. Are accountants, doctors and lawyers the happiest professions? Not according to Smith in her other article http://www.forbes.com/sites/jacquelynsmith/2012/03/23/the-happiest-jobs-in-america/. The happiest jobs (rated by something called Career Bliss) are: software engineer, executive chef, property manager, bank teller, and warehouse manager! Now I don't know if you have been a property manager or not, but I have, and I can tell you that the various tenants I have had to deal with would in no way contribute to my bliss. Some were very nice of course, but many were late pay, slow pay, no pay, or simply vanished into the night leaving their life behind. Librarianship on the other hand enables me to make that difference in others people's lives that Sullivan is talking about. I recall fondly the patrons who over the years have brought tokens of appreciation for a job well done (you have never lived until you have had a happy/grateful library patron bring your staff a gallon of ice cream at 8PM in a very hot non-air-conditioned library during a summer heat wave!) Listening to Clint Eastwood's (insert your favorite word here) address at the 2012 Republican National Convention in Tampa made me think of the Dirty Harry phrase "Go Ahead, Make my Day." Librarians do truly make many happy days for our users and I think it's a great profession for all of us.
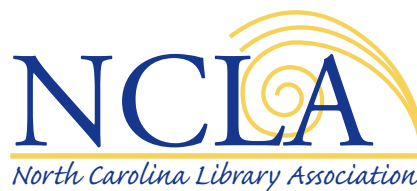
NCLA
North Carolina Library Association

The NCLA 59ᵗʰ Biennial Conference

Life Membership Award

Dr. Beverley Gass retired as Dean of Student Success Services at Guilford Technical Community College in Jamestown, NC. Prior to that position, she was the Public Services Librarian, Coordinator of Library Services, Director of Learning Resources, and the Dean of Learning Resources at the college. Before coming to North Carolina, she was an elementary school librarian in Chattanooga, TN, and a children's librarian in Memphis.

Beverley Gass with the Life Membership Award

Gass has been a member of NCLA since 1973, serving as President from 1997-99, and has held various other positions, including Chair of the Finance Committee, Registration Chair for the Conference Committee, and Director of both the Library Administration and the Management Section and Community and Junior College Libraries Sections. Dr. Gass is a member of the American Library Association and the Association of College and Research Libraries. She has been a member of ACRL's Publications Committee, New Publications Advisory Board, Chair of the Colleagues Committee, and Chair of the Research and Publications Committee of the ACRL Community and Junior College Libraries Section.

She is the North Carolina Community College representative to the NC LIVE Librarians Council and has been a member of the LSTA Advisory Committee and the State Library Commission. She was a two-time president of the North Carolina Community College Learning Resources Association, founding member of both the Council on Community College Library Administrators and the North Carolina Community College Association of Distance Learning, and was instrumental in hiring NC LIVE's first executive director.

Distinguished Library Service Award

Dr. Robert Burgin was a faculty member of the School of Library and Information Science at North Carolina Central University from 1984-1999 and again from 2001 until his retirement in June 2008. He taught in both the Masters of Library Science and the Masters of Information Science programs, served as Associate Dean of the School of Library and Information Science, and has published more than 50 articles on information retrieval, library automation, and library management.

Robert Burgin with the Distinguished Library Service Award

From 1999 through 2001, Dr. Burgin served as the Assistant State Librarian for Information Technology with the State Library of North Carolina. Having earned his Master of Science in Library Science and his Ph.D. from the University of North Carolina, in 2003 Dr. Burgin was named one of 15 Distinguished Graduate Alumni in Information/Library Science. He is a former President of the North Carolina Library Association and continues to serve in a variety of capacities, including leading the recently restructured and continually evolving NCLA web presence. Today he serves on the Executive Board as Webmaster.

Prior to his work at North Carolina Central and the State Library, Dr. Burgin served for more than nine years in public library administration in the following roles:

- Associate Director of the Forsyth County Public Library in Winston-Salem
- Director of the Wayne County Public Library in Goldsboro
- Associate Director of Onslow County Public Library in Jacksonville.

Currently he is the President of his own consulting firm, RB Software & Consulting, Inc.

Honorary Membership Award

Ruth Holleman served on the Wake County Library Commission from 1992-2004 and was Chair of the Commission from 1994-2004. She was appointed an Emeritus member until her death on May 16, 2011 at the age of 86.

During her term as chair, the county constructed eight new libraries, renovated three libraries, put bookmobiles back in service for children with limited access to libraries, upgraded to computerized cataloguing, and installed personal computers for the public. In addition, it was with her generous donation that Wake County Public Libraries was able to establish its first audio book collection. Her efforts also lead to the creation of the Wake County Public Libraries Trust Fund, which will serve the community for years to come.

Mike Wasilick, Director of Wake County Public Libraries, with the Honorary Membership Award, on behalf of the family of Ruth Holleman

Biennium Reports

Archives

Denelle Eads expressed excitement to serve in the role of archivist and want ed to thank everyone who has turned in records for this past biennium. If you have not, please forward them to Kim Parrott at the NCLA office, or, if you have electronic copies, send to me as soon as possible (Please ensure reports are dated). A copy of the 2011 biennium report should have been obtained from the preceding officer or committee chair. If you are unsure of what you need to submit, refer to Appendix I. NCLA Archives Committee Records Retention and Disposition Schedule or contact me directly.

Committee Members

- Charlene Johnson, North Carolina Central University:
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College and University Section

During the 2009-2011 biennium, the College and University Section (CUS) & the Community College & Junior College Section sponsored a one-day conference, "Library Instruction at the Point of Need." Held Friday October 29th, 2010, it was attended by more than 140 librarians. It was held at Davidson County Community College Convention Center in Lexington, NC, and the keynote speaker was Lauren Pressley from Wake Forest University.

For the biennial 2011 conference held in Hickory, NC, CUS sponsored several programs:

- To Fine or Not to Fine – Are Fines or Rewards More Effective Motivators? – presented by Anthony Chow, UNC-G; Chase Baity, UNC-G; David Rachlin, NC A&T; Christian Burris, Wake Forest University
- Event Planning Without Tears – presented by Randall Bowman, Elon University; Dale Cousins, Wake County Public Libraries; Harry Frank, Carolyn Willis, Bryna Coonin (moderator), ECU
- Continuing Instruction Education for Library Staff – presented by Kim Vassiliadis & Emily Daly, Duke University; Suchi Mohanty (moderator) UNC-Chapel Hill
- Meet Addie: Designing Successful Learning Outcomes – presented by Amy Gustavson, East Carolina University; Amy Harris Houk & Jenny Dale, UNC-Greensboro

- Just What Does a Person Have to Do to Use a Computer Here? – presented by Jill Ellern & Robin Hitch, Western Carolina University

The CUS interest group, Biblio-graphic Instruction Group (BIG), sponsored a year-long Teacher Librarian Academy in various venues across the state.

The newly formed Distance Learning Group (DLG) sponsored several workshops:

- Camtasia vs. Captivate vs. Free: A comparison of screencasting alternatives
- Meeting in a Virtual World: Free Hands-on practice with Appalachian State's Immersive Collaboration Environment
- Hands-on Screencasting Workshop, East Carolina University

New officers for 2011-2012 were elected.

NCBIG officers include the following:

Co-Chair	Amy Gustavson, East Carolina University Amy Harris, UNC-Greensboro
Steering	Jenny Dale, UNC-Greensboro David Hisle, Carteret Community College

The CUS Executive Board includes the following:

Chair	Lisa Williams, UNC-Wilmington
Vice Chair/ Chair Elect	Randall Bowman, Elon University
Past Chair	Carolyn Willis, East Carolina University
Secretary/ Treasurer	Amy Blake, North Carolina Wesleyan College
Director	Lisa Nickel, UNC-Charlotte Gerald Holmes, UNC-Greensboro
Ex-Officio	Suchi Mohanty, University of North Carolina-Chapel Hill

DLG officers include the following:

Co-Chair	Angela Whitehurst, East Carolina University Beth Filar-Williams, UNC-Greensboro
Steering	Megan Johnson, ASU Nina Exner, NC A&T Dave Trudeau, Vance-Granville Community College
Website	Gwen Exner, NC Knows

Respectfully submitted by
Carolyn Willis

Finance Committee Report

The 58th Biennium was challenging financially. Poor economic conditions beginning in 2008 led to a less-profitable conference in 2009 and lower membership revenue. The operating budget dropped from $86,466 in 2009 to $65,775 in 2010 and $56,657 in 2011. Despite significant cuts in expenses, we initially did not have adequate income to balance the budget in 2010. Consequently, in 2010, the Finance Committee proposed (and the Executive Board ultimately – albeit reluctantly – approved) a transfer of 34% of the funds from each section and round table to balance the operating budget. By 2011, the situation had improved somewhat and membership revenue had partially recovered. We cut the operating budget further by moving *North Carolina Libraries* to an online-only format. We also began using endowment distributions to fund operations, especially Legislative Day, which was deemed by the Board to be a vital project in line with the mission of the endowment.

In concert with the Endowment and Scholarship Committees (and with Board approval), the scholarship funds were removed from CDs and re-invested in the endowment in an effort to earn more interest. These funds will be accounted for separately from the main endowment. The 2011 Conference was highly profitable, so the financial outlook is good for the next biennium.

Carol Cramer
Finance Committee Chair

Government Resources Section

The current officers are Chair Lynda Kellam, UNCG, Vice-Chair David Durant, ECU, and Secretary-Treasurer Lisa Watson, Elon University.

We have continued with our webinar series entitled "Help! I'm an Accidental Government Information Librarian." Since the last report in April, we have had one webinar in May and one in June. We had one scheduled for July, but the presenter was ill and it has been rescheduled for August.

We held our annual meeting on June 1 at Elon University. We had 27 people in attendance at the workshop. Jennifer Davison gave an update on programs at the State Library of North Carolina, and

Beth Rowe provided an update on the Federal Depository program. Bryna Coonin from East Carolina University presented on the historical development of the US Census. John Burger from ASERL and David Durant from East Carolina University gave presentations on the ASERL Collaborative Federal Depository Program, which won the GODORT Documents to the People Award this year. We closed the day with a business meeting.

We have explored the possibility of electronic voting for our officers in 2013. The Constitution, Codes and Handbook Committee has approved the language, and Lynda Kellam submitted the bylaw changes to the NCLA Executive Board leadership on July 11. The motion will be considered at the July 27th meeting (see below).

The next workshop and business meeting is planned for November 16 and will focus on changes with ProQuest Congressional. At this meeting, we will also vote on the bylaw changes to prepare for the 2013 elections.

Our membership holds steady, and we have had several volunteers to work with our section.

Date: 7/10/2012
To: Wanda Brown, Phil Barton, Kim Parrott
From: Lynda Kellam, Chair of Government Resources Section
RE: Motion from the Government Resources Section to amend the bylaws to accommodate electronic voting.

Prior history: Motion was submitted to Laura Davidson, Chair of the Constitution and ByLaws Committee on April 12. We received approval from the committee on May 18. The bylaw changes were discussed at a GRS business meeting and workshop on June 1.

Bylaw changes
Current language in Article VI: Elections
2. A majority vote of those attending an annual meeting shall constitute election.

Proposed language in Article VI: Elections
2. A majority vote of the Section members either attending and voting at the annual meeting or submitting proxy votes in advance of the annual meeting to any member of the Executive Board shall constitute an election.

Timeline for revision
- June 1: The Executive Board presented the proposal to the GRS membership at a business meeting. The proposal was also sent to the membership by email.

- July 27: We will present the bylaw change to the NCLA Executive Board.

- November 16: We will designate this business meeting and workshop as our annual meeting and vote on final bylaw change then. The changes would be in effect for the next round of elections in 2013.

Membership Committee

First Quarter 2010:

- School visits – committee member Jennie Meyer visited NCCU for its Library Science student orientation in December. She spoke about NCLA programs, initiatives, membership opportunities, and the mentoring program.
- Website progress – Brandy Hamilton worked with the website redesign committee on editing pages and helping create guidelines for web administrators. The new website went live in January 2009, and the membership pages were updated, including the new paraprofessional joint NCLA and ALA application.
- Membership committee guidelines – Brandy Hamilton will remain on the committee and will soon begin establishing guidelines for operation of the Membership Committee and chair responsibilities.

Second Quarter 2010:

- Jennifer Hanft staffed the membership table and spoke during lunch at Wake County Public Libraries' annual Staff Development Day to encourage NCLA membership. She also participated in a panel presentation at UNC's School of Information and Library Science to promote NCLA membership to graduate students. In addition, she attended the two NMRT Networking Dinners in the Triangle this spring.
- The committee moved forward with its work to help promote membership in NCLA's sections and round tables. We continued to offer $5 discounts on NCLA membership dues to anyone who joins or renews at an event (workshop, mini-conference, networking dinner, etc.), plus an additional free gift (NCLA t-shirt, mug, or tote bag) to first-time members.
- We are working with section/round table representatives to customize letters to emphasize section/round table benefits, events, and opportunities for involvement.

Third Quarter 2010:

- Membership had representation or a table at the following events this quarter: NCLPA Workshop, Joyner Library (ECU) Staff Day (6 NCLA applications received), ECU Paraprofessional Conference (3 NCLA applications), CUS NCBIG Workshop (8 NCLA applications), BLINC Quarterly Workshop, Cooperating Raleigh Colleges Library Workshop (6 NCLA applications), and Triangle Networking Breakfast (1 NCLA application).
- The committee discussed the possibility of economic vouchers and reduced workshop rates as membership promotions.
- The committee discussed the membership database, Avectra, and its limitations as well as lack of knowledge of the functionality. The committee discussed a plan for contacting librarians across the state to attempt to rebuild and update the database information.

Fourth Quarter 2010:

- Membership had representation or a table at several events this quarter that were successful in recruiting new members, including the NMRT-sponsored "Get Connected" event.

- We worked on creating an instructional guide to joining NCLA online for new members, as well as improving the instructions for existing members to renew online.
- We worked on securing new NCLA signage as well as sign stands to send out to NCLA events and display at Membership tables.

First Quarter 2011:

- Membership participated in several events this quarter that were successful in recruiting new members, including the CUS/CJCLS Library Instruction Workshop and the Leadership Unconference. We worked on visiting library schools for the spring semester and made contact with UNC's Student Chapter of the ALA.
- The committee asked for an increase in budget for 2011. We also submitted a motion to the Executive Board for the 2009 NCLA Conference Store merchandise to be transferred to the Membership Committee for use as membership incentives. In the past, funds from the committee's budget were used to purchase the remaining merchandise from the conference store, or funds from a Project Grant were used. Since the committee's budget was cut by two-thirds and Project Grants were eliminated in January 2010, the committee had no way of purchasing the merchandise and instead asked that it be transferred.
- The committee recommend against discontinuing Life Memberships, as they are currently part of the awards issued at the biennial conference.
- The committee advised that it was interested in pursuing the idea of joint membership with the Southeastern Library Association for $1.

Third Quarter 2011:

- The committee worked on scheduling its fall library school visits.
- We talked about better ways to utilize the NCLA Facebook group to market the association and the upcoming conference.
- The committee discussed staffing the Membership Table at the Biennial Conference. We planned to have gift baskets to raffle off, NCLA pins, volunteer and membership information, and possibly a "spin the wheel" giveaway promotion with prizes TBD.
- The Committee moved forward with the Membership Awards for the conference and created a nomination form to facilitate the nomination process. We investigated affordable options for awards and engraving.
- Brandy and Jennifer are working on a guide/timeline for Membership Chair responsibilities and hope to have it completed by October.

Fourth Quarter 2011:

- Biennial Conference – Membership table volunteers spoke to attendees about the benefits of NCLA membership including networking opportunities, scholarships, the NMRT mentoring program, etc. More than 80 new members joined NCLA at the conference. The committee held two raffles, unveiled a new display banner, gave away "Get Involved with NCLA!" pins to

the Executive Board, and had a great time talking with NCLA members. We also awarded the Distinguished Library Service, Honorary Membership, and Life Membership awards.

- School Visits – Jennifer Hanft and Jennie Meyer sat on a panel presenting on the benefits of NCLA membership and the NCLA conference at UNC's SILS Student Chapter of the ALA meeting in September.
- New Chair – Jennifer Hanft nominated Jennie Meyer for Membership Chair during the 2011-13 biennium.
- Membership Committee Guidelines – Brandy and Jennifer compiled guidelines for operation of the Membership Committee and Chair responsibilities.

Respectfully Submitted,
Jennifer Hanft, Chair

New Members Round Table

1st Quarter 2010:
- NMRT decided to continue with the Mentoring Program and area networking dinners, and to work with the membership committee to reach out to library schools and recruit new NCLA members. A liaison was set up between NMRT and Membership to facilitate collaboration.
- Members of NMRT hosted networking dinners in Charlotte, Greenville, Durham, and Greensboro with 39 people attending. A networking breakfast was also hosted for the first time in Cary with attendance of 9. These resulted in new members and new mentors.
- Maintenance of the NMRT section of the website became the role of the Vice-Chair. The Vice-Chair attended website training.

2nd Quarter 2010:
- NMRT put forward a motion to update the bylaws to those approved by NMRT's members in the last biennial election.

3rd Quarter 2010:
- NMRT discussed benefits of membership in the roundtable, and it was decided to limit enrollment in the Mentor Program to NMRT members only.
- Networking events were held in Chapel Hill, Raleigh, and Greensboro with good turnout and new memberships.

4th Quarter 2010:
- NMRT met virtually to cut down on travel expenses, using Elluminate software.
- NMRT hosted a Meet NCLA event (sponsored jointly with NCSLA) to allow new members and non-members to meet representatives of each round table and section and learn what NCLA offers. Membership helped recruit representatives, and attendance was around 25. This event was followed by a networking dinner with Sherwin Rice in attendance.
- NMRT added a new service for NMRT members only, a resume and cover letter review.

- Two other networking events were held in Fayetteville (a new location for us) and Greenville. Both had low attendance but quality interaction with people interested in becoming members.

1st Quarter 2011:
- NMRT hosted three networking dinners, in High Point, Raleigh, and Greenville.
- NMRT began making plans for the conference.

2nd Quarter 2011:
- NMRT hosted networking events in Chapel Hill, Fayetteville, and Charlotte

3rd Quarter 2011:
- NMRT conducted elections as per our bylaws.

4th Quarter 2011:
- Partnering with Membership, NMRT visited UNC-SILS
- At the conference, NMRT hosted Conference Mentoring, a Welcome Breakfast, and a panel of hiring managers to give tips to job seekers.

NCLA Strategic Initiative Team

The NCLA Strategic Initiative Team was charged with recommending ways to build the overall awareness of NCLA. Team members included Robert Burgin (Chair), Dale Cousins, Laura Davidson, Rodney Lippard, and Jennifer Meyer. We make the following recommendations for consideration by the NCLA Executive Board:

- That the Publications and Marketing Committee, currently a standing committee of NCLA, be renamed the Marketing Committee and that its charge include the following:
  1. To create a biennial marketing plan for NCLA, with the goals of encouraging membership in the association and informing library employees, supporters, governing bodies, and the general public about the work of the association.
  2. To carry out the activities outlined in the marketing plan.
  3. To support the creation of marketing plans for all sections and roundtables of NCLA, including drafting a template that sections and roundtables can use in developing their marketing plans.
  4. To promote membership in NCLA. [Currently assigned to the Membership Committee.]
  5. To recruit new members and encourage non-renewing members to renew their memberships. [Currently assigned to the Membership Committee.]
  6. To prepare membership brochures and other publicity materials to be used for recruiting members. [Currently assigned to the Membership Committee.]
- That the Marketing Committee include a representative from each section and roundtable and that the duties of each representative include the creation and implementation of a marketing plan for her or his section or roundtable.

- That the charge to the Membership Committee be redefined as follows:
  1. To work with the Operations Committee and the Administrative Assistant to ensure that member services are administered in an effective and efficient manner.
  2. To recommend membership categories and a dues structure for approval by the Executive Board and the NCLA membership.
  3. To recommend membership benefits for approval by the Executive Board and, where necessary, the NCLA membership.
  4. To periodically survey NCLA members to determine their satisfaction with NCLA membership and to invite recommendations for improving the work of the association.
  5. To periodically survey non-members to determine their reasons for not joining NCLA.
  6. To survey members who do not renew to determine their reasons for not renewing.
  7. To seek nominations for honorary and life membership awards according to established criteria, to make recommendations to the Executive Board for these awards by January 31 of the conference year, and to be responsible for all other aspects of awarding honorary and life membership to those selected. [Currently assigned to the Membership Committee.]
  8. To seek nominations for the North Carolina Library Association Distinguished Library Service Award, according to established criteria, to make recommendations to the Executive Board for this award, and to be responsible for all other aspects of making this award. [Currently assigned to the Membership Committee.]
  9. To work with membership representatives of the American Library Association and the Southeastern Library Association in providing membership information. [Currently assigned to the Membership Committee.]

- That the association's biennial marketing plan include the following elements:

  1. A statement that briefly describes the association's mission.
  2. A list of the major market segments that the association should target.
  3. A list of the needs of those market segments that the association could address.
  4. A definition of the primary marketing messages of the association for its target market segments.
  5. A list of marketing media for each target market segment.
  6. A list of marketing goals and measureable objectives for the biennium.
  7. A list of actions needed to achieve each set of goals and objectives.
  8. If needed, a budget to cover any costs associated with the implementation of the marketing plan.

North Carolina Library Paraprofessional Association

NCLPA Update
- 40% increase in membership
- Hosted 5 programs.
  1. Region 1 Workshop including four one-hour programs: Helping Patrons with Resumes, Quick Circ Desk PR, Customer Service and Reference Interview. April 2010 at Harnett County Public Library.
  2. ECU Paraprofessional Pre-Conference. Basics of Preservation and Customer Service: Beyond the Front Desk. May 2010 at J.Y. Joyner Paraprofessional Conference.
  3. Get Connected October 2010
  4. Staff Appreciation & Networking Social at Spring Lake Public Library
  5. ECU Paraprofessional Conference May 2011
- Members of the NCLPA Executive Board attended 28 programs representing NCLPA.
- Increased contact with members and prospective members.
- Increased postings on web site, including updated and revised promotional materials
- Continued using Paraprose, the NCLPA blog, to supply timely information and announcements of interest to the library community
- Provided ALA-LSSC updates to the members' Google Group to help promote staff certification opportunities.
- Utilized Google Group discussion forum to facilitate timely communication among Executive Board members
- The first week of each month an email or paper letter was sent from the NCLPA Chair to new members, renewing members, members who would expire at the end of the month and recently lapsed members. The letters were welcoming, thanking, or encouraging them to renew according to the target.
- Emails and letters were sent to members who joined using the ALA joint membership letting them know they have the option to choose a section or round table. The letters are not sent to encourage NCLPA membership but to welcome the new members to NCLA and to remind them they may choose a section or roundtable as part of membership.
- Issued ballot for election of 2012-2013 officers via Survey Monkey, saving NCLA office time and NCLPA money
- Utilized online meetings for NCLPA Executive Board meetings because of current economic downturn and travel restrictions. Added guidelines to the handbook for electronic meetings.
- Revised "A Manual for Officers and Committees" (NCLPA Handbook) and brought the by-laws up-to-date.

Activities and Programs:
- NCLPA table theme "NCLPA Roundup" with a western theme and a free raffle for ALA membership.
- NCLPA Business Meeting / Conference Luncheon
- Meralyn G. Meadows Conference Scholarship awarded to Jonda Sanders. Conference scholarship decreased to $100 due to decrease in funds.

- Door Prizes: ALA membership and ECU Paraprofessional Conference Registration
- Entertainment: Jeff Robbins – Mountain Music, Stories, and Dance
- Do you enjoy some good old mountain music? Join NCLPA for lunch with Jeff Robbins who brings traditional Appalachian music back into our hearts, intertwined with stories, history, and laughter. From the hills of southeastern Virginia, Jeff has listened to these sounds since youth and has performed in fairs and festivals, on television, and in schools and libraries throughout the United States
- Come on Down! Make a One String Pork & Beans Can Guitar! Jeff Robbins (Mountain Music, Stories & Dance) instructed participants in this hands-on workshop. All materials necessary to build this instrument were included! Each attendee left with his/her own Pork & Beans Can Guitar.
- E-Readers and You! Jeffery Hamilton presented a shortened version of the State Library of North Carolina's "E-reader Petting Zoo." Various e-reader devices were discussed and passed around for attendees to evaluate. The Kindle, Nook, Sony Pocket reader and the Kobo eReader. Was a great opportunity to gain insight on the e-readers and the "E-reader Petting Zoo."

Prepared by Jackie Frye, NCLPA, Past Chair
January 30, 2012

Reference & Adult Services Section

During the 2009-2011 biennium RASS sponsored a workshop held on September 24, 2010, and attended by more than 70 librarians. The theme was "Digital Reference Tools & Technologies" It was a one-day conference devoted to reference service in the digital age. The keynote presentation was the Maryland Model of reference service adapted for a digital age. Six concurrent sessions were held over the course of the afternoon.

For the biennial 2011 conference held in Hickory, NC, RASS sponsored three programs and a luncheon speaker.

- "Do You Have the Right Image for Success?" – presented by Mary Lane and attended by 50 people
- "Your Leadership Brand – What Image Do You Present to Others?" - presented by Kathy Schaftlein and attended by 71 people.
- "Patrons Left to Their Own Devices: Library Databases and E-readers" – presented by Amy Harris, Lynda Kellam, Lauren Pressley, and Mark Sanders, and attended by 68 people.
- "'Good Night and Good Luck': Television news from Murrow to Colbert" – luncheon speaker Geoffrey Baym. The event was sold out with 75 attendees.

For the 2011-13 biennium new officers were elected. The RASS Executive Board roster includes the following individuals:

Chair	Amy Harris, UNC-Greensboro
Vice-Chair/ Chair Elect	Crystal Holland, Forsyth County Public Library
Secretary/ Liaison to NCL	John Raynor, High Point Public Library
Treasurer (Director-at-Large)	Kristine Benshoff, Cabarrus County Public Library
Public Libraries	Dana Haven, Chatham Community Library
Special Libraries	Mary Lane, Lorillard Tobacco Company
Community College	Donna Windish, Randolph Community College
College and University	Lynda Kellam, UNC-Greensboro
Director-at-Large	Ted Labosky, Forsyth Technical Community College
Past Chair, Ex-Officio	Mark Sanders, East Carolina University

Roundtable for Ethnic Minority Concerns

During the 2009-2011 Biennium the following slate of officers were elected for the Roundtable for Ethnic Minority Concerns (REMCo):

- Evelyn Blount (Chair) – Guilford College, Greensboro
- Phillip Cherry lll (Vice Chair/Chair Elect) – Onslow County Public Library, Jacksonville
- Anne H. Coleman (Past Chair) – UNC Pembroke Library
- Tamika Barnes (Co-Director) – EPA Library, Research Triangle Park
- Alan Bailey (Co-Director) – East Carolina University, Greenville
- Shamella Cromartie (Secretary) – Fayetteville State University, Fayetteville
- Iyanna Sims (Webmaster) – North Carolina Agricultural & Technical State University, Greensboro

REMCo Highlights for the 2009-20011 Biennial:
- The REMCo Executive Board held meetings via teleconferencing using NCLA's ReadyTalk to conserve money and travel time.
- One major goal set during the past two years included challenging current members to recruit new membership for REMCo.
- Approval was granted at the January 2010 NCLA Executive Board Meeting for the revised REMCo bylaw regarding the replacement of any member if a vacancy occurred between biennial conferences.

- REMCo co-sponsored a workshop entitled "Career Wise: A Workshop for Library Professionals" on May 13, 2011, at Guilford College in Greensboro.
- Two REMCo Newsletters were published during the fall 2010 and 2011.
- Webmaster, Iyanna Sims represented the REMCo Executive Board regarding membership recruitment at the 2009- 2011 Networking events sponsored by the New Members' Round Table.

At the 2011 NCLA Biennial Conference in Hickory, North Carolina, REMCo sponsored/co-sponsored the following events:
- Pre-Conference Workshop on October 4, 2011 entitled "Skeleton in the Closet: Genealogical Resources and Research for Everyone" presented by Jamane Yeager and Janey Deal.
- REMCo Luncheon which featured author, archivist and library director, Nooma Monika Rhue who discussed her book entitled *Organizing and Preserving Family History and Religious Records*. Also at the REMCo Luncheon, the 2011 Roadbuilders' Awards were presented to the following recipients: Annie H. Coleman, Academic Librarianship and Agnes Ho, Public Librarianship.

REMCo Executive Board members elected for the 2011-2013 biennium are as follows:

Chair	Phillip Cherry III
Vice Chair/ Chair Elect	Avis Jones
Past Chair	Evelyn Blount
Co-Director	Alan Bailey Forrest Foster
Secretary/ Treasurer	Shamella Cromartie
Webmaster	Iyanna Sims

Submitted by
Evelyn V. Blount, Chair

Trustee/Friends/Advocates Committee

This committee has crafted a letter and a flyer and sent them to NCLA & NCPLDA concerning the upcoming June 13 Library Legislative Day event in Raleigh. We have collaborated with our Advocacy Task Force on June 13 events and the Library Rally in Raleigh.

We are also working with NCPLDA Legislative Co-Chairs Ross Holt & Jody Risacher. Secretary Linda Carlisle, State Librarian Cal Shepard will kick off the Rally on Hallifax Mall at 9:15 am. FREE ice cream, popcorn, NC Cheerwine, and storytelling on the mall are planned. NCPLDA is funding the day.

We have ordered hats for all attendees and are ready to rally. The task force generated originally from NCLA includes NCLA Public Policy Chair Brandy Hamilton, Carol Walters, Phil Barton, Ross Holt, Pam Jaskot, Dr. Anthony Chow (UNC-G), Brandon Lewter (UNC-G) and our website person. This has been wonderful because as a result you can now go and look at collected stories of lives changed by libraries in North Carolina.

As a side benefit, we have been able for the past 3 years to have libraries of ALL types on the bus traveling and working together. Hopefully, we can use these positive experiences to build a bridge for work that affects us all. It is such a pleasure to have the opportunity to do this important work for North Carolina Libraries.

Women's Issues In Libraries Roundtable

WILR held a luncheon meeting at the October Biennial Conference with speaker Carson Tate on finding a balance between work and life. The luncheon was well attended and presented valuable ideas for better balance between work and personal life. The Marilyn Miller Award for Professional Commitment was presented to Dale Cousins from the Wake County Public Library. WILR provided a basket for the auction for the closing session of the conference. Membership registration at the conference was significant with WILR having the highest increase in membership.

WILR and the profession lost one of its best members with the passing of Betty Meehan-Black from the University of North Carolina at Chapel Hill. She was a former WILR Chair and Executive Board member. Betty will be greatly missed.

WILR met again in January to begin planning a fall workshop for the 2012-2013 Biennium.

2012 WILR Officers:

Chair	Joan Sherif
Vice Chair/Chair Elect	Carol Laing
Past Chair	Jennie Hunt
Secretary	Jenny Barrett Boneno
Director	Ruth Hoyle Jahala Simuel Laura Weigand Mary McAfee
Web Design	Saray Jeong

Submitted by Joan Sherif, Chair

NCLA Strategic Initiatives Task Force: Improve Online Presence

July 27, 2012
Submitted by Laura K. Wiegand
Presented by Jennifer Meyer
Task Force Members: Emily King, Jennifer Meyer, Eleanor Cook, Michael Crumpton, Robin Jordan

The following is a series of recommendations for improving NCLA's online presence. Please note that these are initial recommendations that have not yet had the benefit of full consideration by this Task Force. Implications, procedural issues and final decisions on implementation have not yet been discussed. Feedback from the Executive Board would be much appreciated. Please send any comments about priorities, ideas, needs etc. to wiegandl@uncw.edu. They will be compiled and shared with Task Force members as we proceed.

1. **Web Committee Changes**
   a. We recommend that the Web Committee have its scope and name changed to "Web and Technologies Support Committee" to recognize that NCLA's online presence involves more than just the website. It also includes integrating and managing social media and other technologies.
   b. The Web Committee never had a mission/charge formalized. We propose that the mission of the renamed committee be written and potentially include:
      i. providing technical maintenance of the website, website training and content creation support
      ii. providing other technology support, such as implementation recommendations and training on technology and other related topics, such as webinars
      iii. administering various existing and future technologies (i.e., Facebook, Twitter, YouTube) by opening accounts, maintaining administrators, setting content policies and distributing participation. For example, one action would be to create an email account specifically to administer such accounts, and then giving appropriate people, including the NCLA Office Administrator, access to that account. This way password recovery,etc. will be centralized and not lost as members rotate responsibilities.
   c. Recruit technically-savvy committee members to provide support to the committee, the NCLA Executive Board, Sections & Roundtables, and promote the use of online technologies for reaching members. Membership of this committee should include a member of the proposed Marketing Committee.
   d. Utilize collaborative software like Basecamp to turn actions listed below into reality by breaking down actions and assigning them.
2. **Survey NCLA members**
   a. After the committee has been formalized and members recruited, launch a survey of our members on topics such as social media, website use, and communication preferences.
   b. Survey findings may influence the rest of the initiatives listed in this report, or reveal additional needs.
   c. Possibly conduct usability studies as major new features are added.
3. **Survey NCLA Executive Board**
   a. Also survey the Executive Board, sections and roundtables to determine technology support and communication needs.
   b. Survey findings may influence other initiatives listed in this report, or reveal additional needs.
4. **Improve nclaonline.org**
   a. Compared to other library associations, our website is in good shape. But it could be made better. Potential recommendations include:
      i. Changes to font and theme for a more modern feeling site
      ii. Find new pictures, additional graphics
      iii. Reduce number of events on homepage, making room for more information about what NCLA is and how to join
      iv. Put Facebook block and Twitter feed on homepage

    v. Better integrate website postings with mailing list emails

    vi. Provide better support to sections and roundtables for embedding videos, creating forms, customizing pages, etc.

    vii.Create a dynamic directory of the Executive Board, and streamline the Executive Board section so that it is more clear where content is located.

    viii. Use a feed aggregator to create a feed of library news from various organizations. Members can subscribe to feed.

    ix. Allow members to create accounts on the site, submit content, comment on content and get site notifications

5. Improve Facebook presence

    a. Switch from group to page (see http://www.johnhaydon.com/2010/02/facebook-pages-facebook-groups-ultimate-cheat-sheet/ for explanation)

    b. Embed profile and possibly other widgets on website

    c. Determine who should be page administrators, set content guidelines and updating recommendations.

    d. Create schedule of what regular postings should be made.

    e. Get sections and round tables involved with posting in Facebook.

6. YouTube

    a. Recover access to NCLA YouTube channel.

    b. Provide access and guidelines as appropriate. Encourage use of channel.

    c. Embed onto website.

7. Twitter

    a. Determine who should be feed administrators, set content guidelines and updating recommendations.

    b. Embed on website

    c. Perhaps integrate with Facebook to feed Twitter

    d. Regular postings should be made

8. Listserv

    a. Explore the possibility of creating a true listserv, without moderation.

    b. If done, consider removing forums from website.

9. Streamline online membership application process

    a. Investigate options which include moving to a host that allows https, investigate the use of PayPal or other online payment services, or implement CiviCRM.

10.   Image galleries

    a. Decide whether to use website or Flickr for photos. If use website, allow commenting and sharing. If use Flickr, embed feed onto website.

11.   Google+

    a. Need to investigate what is available for libraries/groups

    b. Embed profile on website

    c. Determine who should be administrators, set content guidelines and updating recommendations.

    d. Regular postings should be made

MELANIE WOOD / UNIVERSITY OF NORTH CAROLINA PEMBROKE

Summer Kids College at University of North Carolina Pembroke

Kids' College is a summer program offered by The University of North Carolina at Pembroke through The Regional Center for Economic, Community and Professional Development. The goal is to develop and expand students' interests, stimulate creativity, and provide unique learning opportunities on a college campus.
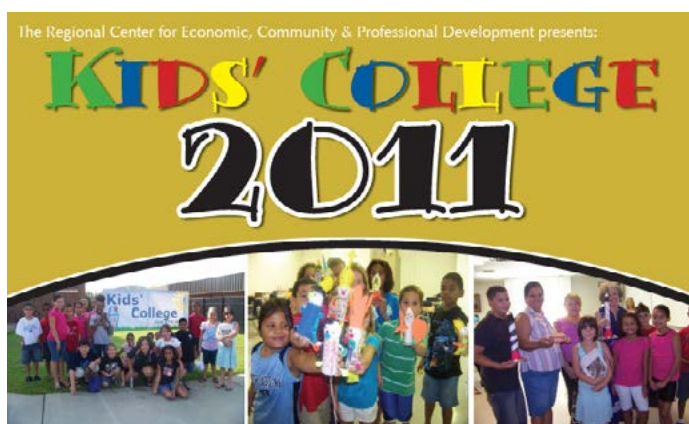
The University of North Carolina Pembroke hosts a Regional Center for Economic Development which reaches out to the community offering two sections of summer camp called Kids College and Teen College. We at the Library have sought the opportunity to contribute to the Information Literacy skills of these students, first through eleventh grades, by providing activity periods full of library action!

The activities for these camps last an hour and a half, so we get one or two sections of these groups per day. We outline a program for these young students in the spring, then hold on to our hats as summer comes, because we never know exactly when or how many students will drop in to participate. It is never more than twenty, but the age range is rather large.

The planning team for Kids College consists of four library staff members, who are composed of one former children's librarian, one former teen librarian, one former teacher and another who is young at heart. We put our expertise and emotional intelligence about children to work planning fun programming that is developmentally-appropriate for a large age-range group, intellectually stimulating and hopefully exciting! The challenges are great, because there are so many varying factors: we are not sure who exactly is participating, what their interests are, when they are coming to the library, and where would be the best place for this. Luckily the kids involved are very open-minded, do not yet have any prejudice against the library and in fact are very agreeable about the entire experience. I always dread a mass uprising of middle-school children who basically refuse to do "library activities," but in two years of doing this, that hasn't happened! In fact they

really enjoy themselves, give great feedback and provide suggestions for their eventual return.

The program lasts for two weeks; during the first week of Kids College we had the theme of *Dinosaurs Ate the Library!* For this we prepared four different days of activities, mostly structured like this: Read a picture book, quiz the students on their knowledge and interest in dinosaurs (and the library,) then split them into pairs and show them how to find books in the catalog. This is when the students get the most excited- when they are out on the prowl for their DINOSAUR EGGS! After being assigned a title of a book in our juvenile collection, students walk very quickly—(no running please!) to find out which dinosaur they will be researching. An egg, with the name of a type of dinosaur, is hidden in each of the titles assigned, then World Book

Encyclopedia or a dinosaur reference book was used to answer questions such as "When did your dinosaur live?" and "What did your dinosaur eat?"

After each group collects their answers from the print reference materials, they share the information with the rest of the group. The students were tempted to use the computers to find out the information, but they pretty quickly found that a lot of the stuff on the internet about dinosaurs can be laughably inaccurate. If there was time left over, depending on how quickly the students finished, we had them either draw, color or write a story about a dinosaur; creative inspiration was usually drawn from the earlier dinosaur story.

For the second week we changed the theme to *Castles and Countries*, studying the world and types of governments. Many students found it interesting that some countries still have monarchies. This was a little heavy material for the younger students, but had more broad appeal than the dinosaur theme. Quite nearly the same structure was used for this program being: Read a story about a prince, princess, dragon or even a fairy tale, then instead of search for a dinosaur egg, the students searched for a castle that gives a country assignment. The kids really enjoyed finding out more about their countries and took great pride in being able to use the encyclopedias well enough to find the information they needed such as "What is the most common religion in this country?" and "Tell us one interesting fact about this country." For an end of session time-filler craft, the students most enjoyed designing crowns and writing stories about what their kingdom would be like.

There was also a component of the Kids College for older students, which was called Teen College. The Teen College students worked with a couple of male colleagues for whom this program has been on their agenda for many years. Their preparation process seems to adapt a resource scavenger hunt that they have on hand for some of the pre-college students. This is a task of preparing students for the type of research skills they are going to need as first-year university students; using a dictionary, encyclopedia, library catalog and basic database resources.

The Teen College group was a smaller and slightly more experienced, since many of the students have been a part of Kids College or Teen College in previous summers. The opportunities for obtaining specialized information literacy concepts and searching skills were greater! The group of 10-15 teens met in various locations around the library to conduct research hunts using encyclopedias, electronic reference sources and other materials that most teens don't even know exist. Working together in groups and putting resources to work to find good information is a life-skill many adults would like the opportunity to have.

I feel that these programs developed the children and teens as intellectuals, gave them confidence in using a college Library and its resources, plus gave them a taste of the hustle of college life!

For more information about the University of North Carolina at Pembroke Regional Center youth outreach activities; http://www.uncp.edu/rc/youth/

Special thanks to my partners in this program, the librarians and picture books of Charlotte Mecklenburg Library and informationliteracy.org for sharing the wealth!

Submission requirements for North Carolina Libraries

Eletronic articles can be submitted online at http://www.ncl.ecu.edu

- To submit you must login; if needed you can register using the link in the header.
- We use the *Chicago Manual of Style* (15th edition, 2003).
- We have a rolling deadline, articles are juried when received.
- Publication of approved articles is in about 3-9 months depending on space available.
- For additional information, contact Ralph Scott scottr@ecu.edu.

Lisa Barricella, Eleanor Cook, Robert James, Jan Mayo, Mark Sanders, and Ralph Scott / East Carolina University

E-Book Readers Come to Eastern North Carolina

The authors describe a pilot project where Amazon Kindle and Barnes & Noble Nook e-book readers are provided for patrons to check out. Topics covered include start-up considerations, issues with selection and acquisition of content, cataloging approaches, circulation procedures, publicity strategies, and evaluation.

East Carolina University (ECU) is the third largest university in the University of North Carolina (UNC) system, with over 27,000 students and over 5,000 staff and faculty. ECU is considered a Doctoral/Research university in the Carnegie Scheme. J.Y. Joyner Library serves as the main campus and Laupus Health Sciences Library serves the medical campus.[1]

Joyner Library began a year-long pilot project to provide library users exposure to hand-held e-book readers in the spring of 2010. Prior to this pilot, the library had purchased a Sony Reader and an Amazon Kindle, and those devices were preliminarily tested in-house by selected staff. Starting in May 2010, one Kindle2, two first generation Barnes & Noble Nooks, and two first generation iPads were purchased. Over the summer of 2010, these devices were used by a wider number of staff to gain familiarity with them, get a chance to make comparisons, and provide a basis from which to plan for a public program to lend them to library users. Calls were made to neighboring academic libraries (specifically, Duke University and North Carolina State University) that already had similar programs underway, so reinventing the wheel could be avoided. Additional devices of each brand were purchased over the summer. In November 2010, Joyner Library began circulating six Kindles and six Nooks. Starting January 2011, ten iPads began circulating. In addition, four Nook Colors and 13 iPad 2's were purchased in the spring of 2011.

Collaboration across several functional areas was required in order to get the pilot up and running. Personnel in Library Technology (LT), Collections and Technical Services (CD & TS), the Circulation department (part of the Public Services division), and Library Administration (specifically the Marketing & Public Relations Manager) all had a hand in the successful launch of the pilot. A number of interested volunteers from other areas contributed as well.

 The actual roll-out to the public occurred in the fall of 2010 and winter of 2011 after a period of exploration and experimentation over the summer. Those involved in the pilot spent the summer becoming familiar with the devices and developing procedures for adding content. In August a "petting zoo" event was held to acquaint campus staff and faculty with the devices.

As the pilot progressed, a number of key issues were identified that needed further clarification and monitoring since it became abundantly clear that this technology was definitely in its early stages and was in great flux. The Assistant Director for Collections and Technical Services assumed a leadership role for keeping abreast of the changing landscape for this technology (during this time, a national search was ongoing for an Assistant Director for Library Technology).

What follows from this introduction is a summary of the key areas where we learned many valuable lessons about managing this technology, especially in how it impacts staff who are not necessarily equipped

initially to deal with it. Fortunately, this pilot proved mostly exciting and interesting to the personnel who were involved with it. Of course, naturally, there were frustrations and insights that led us to wonder what we had gotten ourselves into! The contributors to this article will in turn document and describe some of these challenges with the hope that the end result may be insightful to others in our state, region, and beyond who wish to embark on a similar program. It is important to note that our early adoption of this technology led us to make conclusions that may after some time seem out-of-date as the environment changes. But the process by which we proceeded with this experimentation, and the collaborative aspects of our efforts, may be the most useful part of the story. So let the story begin…

Device purchase, set-up, acquisition of titles and cataloging

It was during the initial months of the project that responsibility for each part of the workflow to acquire the e-readers, get them ready for circulation, add content, and make the catalog records accessible to patrons, was tested and finalized. Purchasing and readying the e-readers followed the workflow outlined below.

We decided to consider the e-readers to be pieces of equipment like laptops and digital cameras that the library circulates; therefore personnel in the IT Operations (IT Ops) section of the Library Technology division ordered the e-readers and paid for

them with a university credit card. Upon delivery, they unpacked and charged them, entered them into the library's equipment inventory, registered them with Amazon or Barnes & Noble, and put them in a carrying case with a charger and instruction booklet.

The IT Ops staff was also responsible for setting up the devices with the ability to tap into the university's Wi-Fi network. For some devices this was simpler than for others. For example, at the time we purchased our Nook Colors, we had to go off campus in order to set up and register the device. We needed a Web browser to view the authentication screen to log in to Joyner's Wi-Fi network, but we couldn't launch a browser until the device was registered. The IT Ops staff negotiated with campus Information Technology and Computing Services to waive the login requirement for these wireless devices; registering newly purchased Nook Color devices no longer has to occur off campus.

Should a device subsequently be reported as having equipment-related issues, it is returned to IT Ops where staff will troubleshoot the problem and take appropriate action. If a device is deemed as needing repair or replacement, then IT Ops staff makes arrangements with the vendor; prepares the device to ship out; and in the case of a replacement, removes it from the equipment inventory list.

Due to the nature of it being a pilot project and that requesting university email accounts can be a laborious process, we created unique Google e-mail (gmail) accounts to register the e-readers with their respective vendors and to manage the messages associated with purchasing content. One gmail account was created specifically for the Kindles; and because we initially believed that each device needed a unique email, two gmail accounts were created for each Nook. Upon discovering that a single email account can be linked to multiple devices if the same content is being loaded onto all of them, the second Nook gmail was deemed unnecessary and was deleted.

The e-readers then passed to personnel in the ILS Services section of Library Technology where barcodes and security strips are applied and a call number record for each device is appended to the equipment title record in the Library's online catalog. There is one equipment title record for the Nooks and one for the Kindles.

These equipment records represent one of the discovery points for patrons searching our catalog for the e-readers. The second discovery point is content title records as described later in the article. The equipment title records are created to serve several functions. The first is that it is styled after the equipment title records already present in our catalog for

laptops, digital cameras, and other non-book items available for patron check-out and it links to a circulation policy code that defines borrowers, loan periods, fines, etc. Another reason for the creation of an equipment title record is so that a patron who is familiar with the pilot project could search by the name of the e-reader, rather than any particular title loaded on it, see how many e-readers were available for check-out, and place a hold if desired. A final reason for the creation of an equipment title record is so that it can act as an umbrella title that the e-book titles are linked to via the online catalog's "bound with" feature.

Prior to the fall semester roll-out it, was decided that iPads would be removed from the e-reader pilot and would instead be circulated like laptops, with no paid content associated with them. This was because in order to purchase content, an iTunes account must be maintained. The amount and variety of content available through this channel is not as plentiful compared to that of the other two suppliers, and the pricing is different and oftentimes more expensive. As it is, there are more than enough differences between the Kindles and Nooks to keep track of! We also discovered that using the iPads to access Kindle or Nook content we had paid for only served to use up valuable licenses, so we did not offer that option. However,
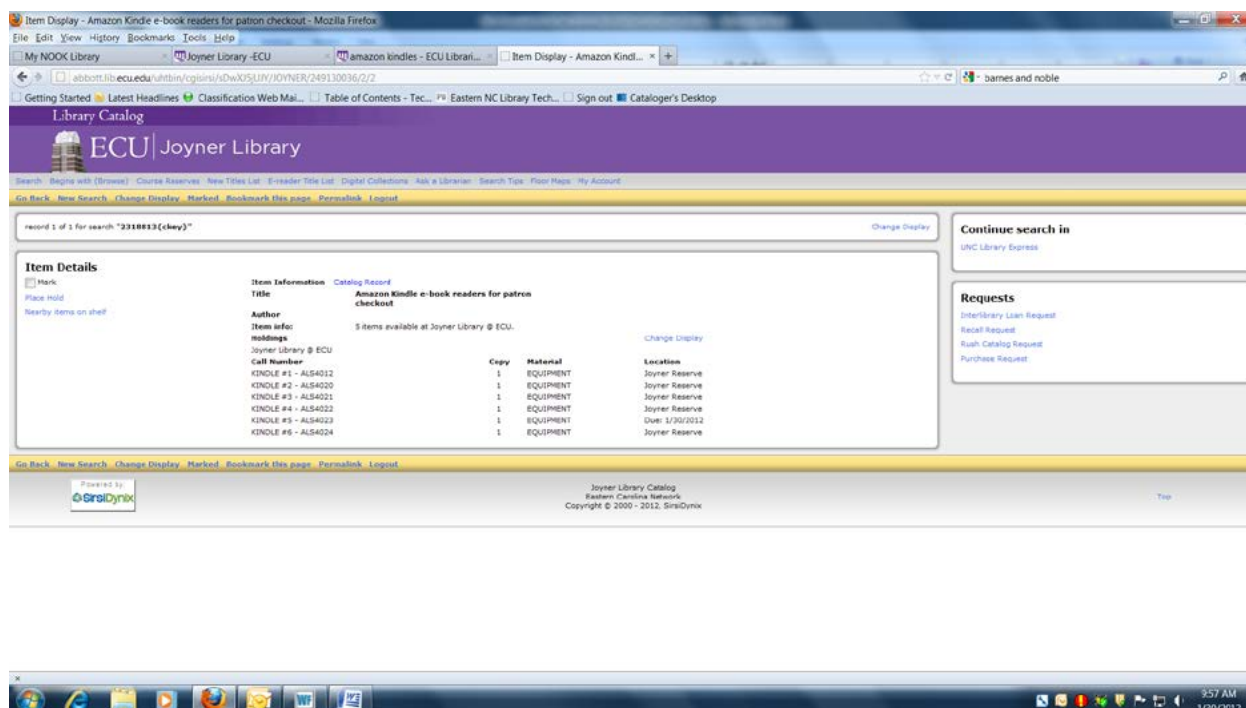
when patrons check out iPads they could access their own e-book content from their own Kindle or Nook accounts if they choose. When iPads are returned after circulating, their set-up is wiped clean and reloaded fresh to remove extraneous downloads and non-standard content.

Choosing content for the e-readers was the next step. The Collection Development and Acquisitions department heads met with the Assistant Director for Collections and Technical Services to discuss what types of content to purchase and how much money to spend on the pilot project. We chose titles similar to content selected for the library's Popular Reading Collection because the e-readers have a two week loan period, which is the same circulation length as the Popular Reading Collection, and because those titles were typically available from Amazon and Barnes & Noble for around $9.95 each. During the pilot project we purchased some titles that cost either a little more or a little less than $9.95; however, we calculated our initial budget for purchasing content by using $9.95 as our baseline price.

Having genre-based e-readers was briefly discussed; for example, a mystery Kindle or a science fiction Nook. This idea was quickly dismissed due to cost, decreased access to patrons, and account management complications. The pricing models for the content allow for titles to be loaded onto multiple devices. It costs the same whether we loaded a title onto one Kindle or six Kindles. With Nooks, the maximum number seemed fungible – we are managing 10 Nooks and are able to load titles on all of them. If a mystery title were loaded onto one device, the advantage of five or more other uses would be lost while at the same time limiting patron access. A patron would have to wait for a particular device to be available for check out rather than being able to check out any one of six Kindles or ten Nooks, all loaded with the same titles. Further, if different titles were loaded onto each, multiple gmail accounts would be needed, as described earlier, to register each device separately, and multiple Kindle and Nook accounts to purchase the titles separately. Keeping track of 12 (later 16) gmail accounts and their associated Kindle and Nook accounts was not practical. With the exception of nine titles available

for Kindle that were not available for Nook, the 16 e-readers all have the same content. As of December 2011, the Kindles and Nooks have a total of 81 unique titles offered on them. Since July 2010, the library has spent $707.72 on these titles (over a period of two fiscal years).

Since the beginning of this pilot project, it has been discovered that both Amazon[2] and Barnes & Noble[3] now offer schools different methods of managing content on institutionally-owned devices on a larger scale. Discounts can be had if managing many devices, but the pricing model in that case is strictly one-to-one.

One decision made early in the pilot project and then subsequently partially reversed was how to deal with free titles loaded onto the e-readers while they are checked out. One of the security pitfalls with circulating e-readers to patrons is their ability to add a variety of content to the device. While able to deactivate credit card information so that patrons cannot make purchases of content and charge it to the library, patrons can and do download free titles onto the e-readers they have borrowed. Later in this article, the process by which members of our Circulation Department remove content from the devices as well as load new content purchased by the library onto the devices is discussed. In regard to free titles added to the e-readers by patrons, our initial thought was that if the added title was appropriate and of interest to future patrons, we would leave it on the device and add the title to the catalog record. As described in the section on cataloging, the constant addition of free titles to the cataloging record soon threatened to make the records unwieldy, so we stopped doing that and removed most that had been previously added.

As regular users of the Amazon and Barnes & Noble websites to purchase traditional books for the library, we knew it was possible to tie a university credit card (Visa) to the accounts to pay for titles. However, we encountered two major frustrations when trying to buy content. The first of these is sales tax. East Carolina University is a state institution and has an exemption from paying state sales tax. When creating accounts to purchase traditional books from Amazon or Barnes & Noble, it was possible to provide

a copy of our tax exemption certificate, and then future purchases were automatically exempt. We did not have that option with the accounts for Kindle and Nook content, and the procedures are slightly different for the two suppliers. The library is charged sales tax on some Kindle titles and on all Nook titles. We can request tax refunds from Barnes & Noble. Requesting tax refunds involves multiple email requests, causes extra paperwork, and may take several weeks to be posted to the credit card statement. The inability to get tax refunds from Amazon not only causes extra paperwork, but also requires documentation to our university accounts payable office that we tried in good faith to obtain a tax refund but were unable to do so. Since beginning the pilot, the library has been given a special exemption from the university so that we do not have to repeatedly and fruitlessly request tax refunds from Amazon. At some point the university will batch the requests and ask for a single refund. Thus far the library has paid less than $20 in sales tax to Amazon, but having the exemption has made a huge difference in keeping the work flow manageable.

The second major frustration in the acquisitions realm is the one-title-at-a-time purchase model on the supplier websites and the inability to put multiple titles into a shopping cart and check them out as a single transaction. In order to buy four titles, one is forced to do four transactions with four different receipts. Separate transactions complicate the acquisitions workflow in two ways. One complication is that each separate receipt requires a coordinating separate invoice be created in our integrated library system's acquisitions module to track the expenditure of the funds. The other complication is that transactions on our credit cards require end of the month reconciling in a Bank of America software system. Each transaction to be reconciled involves verifying and/or editing information in three windows and multiple clicks of the mouse. It is a true annoyance that the ordering of Kindle and Nook titles cannot be streamlined in some way to allow for multiple titles to be purchased in one transaction. One of this article's authors, Eleanor I. Cook, has written a chapter in an e-book theme issue of *Library Technology Reports* which provides greater detail about the sales tax and one-title-at-a-time purchase

pitfalls facing institutional customers.[4] It is fair to say that the amount of extra manipulation caused by this arrangement has significantly slowed the number of book titles we are putting on the devices.

In spite of frustrations with the vendor websites for purchasing Kindle and Nook content, a variety of titles were purchased and were able to be reflected as expenditures in the acquisitions module of our integrated library system. In addition, as described below, the Cataloging department was experimenting with different types of bibliographic records and different ways to create discovery points for patrons. Standard practice at our library is for Acquisitions to download (when available) a full bibliographic record from OCLC at the point of purchase order creation and for Cataloging to later overlay it. Since it was unclear what type of bibliographic record Cataloging would eventually use, it was agreed that, for the purposes of the pilot project, order records would not be overlaid or otherwise linked to the final catalog record. To ensure that there were multiple ways to retrieve the cost and title information for the e-reader content, Kindle and Nook vendors were created in our ILS and were used to create one purchase order for the Kindle titles and one for the Nook titles. To populate the purchase order lines, brief bibliographic records were created that contained a 245 title field and a 590 local note field. In addition, content for these fields were standardized.

For example:

245 Picking Cotton (Nook Content)
590 Content for Nook

Likewise, for Kindles the records are as follows:

245 Picking Cotton (Kindle Content)
590 Content for Kindle

The brief bibliographic records are shadowed in the ILS so that they are not visible to patrons, yet Acquisitions staff members conducting pre-order searching can find them to avoid duplicate purchases. Each brief record creates a line in the purchase order where price and fund information are assigned. After the title is successfully downloaded onto the e-reader, the purchase order lines are marked as received and the receipt from the Amazon or Barnes & Noble website is used to invoice the title and mark it as paid in the ILS. Each purchase order is used for the entire fiscal year; as new titles are bought, additional brief records are created and a line is added to the purchase order. At the start of the next fiscal year, a new purchase order for each brand of device is created using the same criteria as outlined above.

After the initial Kindle and Nook titles were purchased, Cataloging had to ensure that patrons could find them. At first, all the titles were purchased outside of the Acquisitions workflow. Since normal cataloging practice is to overlay existing order records in the online catalog, cataloging was delayed until the orders could be added to the ILS. For the short term, a contents note listing the individual titles was added to the equipment records for the Kindles and Nooks. This seemed a satisfactory solution at first, but the contents note field is not indexed in the title browse index in the online catalog and therefore these titles can only be found via keyword, making discovery difficult for patrons. To counteract this, alternate title entries (740 2) were added for each title. Since it is possible for patrons to download free titles to the Kindles, it quickly became apparent that adding an alternate title entry for each title was threatening to make the bibliographic records unwieldy.

After viewing NC State University's method of linking titles to their respective Kindles (using the same ILS that ECU uses), we contacted them to inquire how this was done. Vendor-supplied documentation for how this process works is so confusing that our colleague at NCSU created web pages, complete with snapshot illustrations, to help convey the convoluted process involved. After some experimentation in the ECU online catalog's test database, it appeared it would be less confusing for patrons if both the Kindles and the Nooks were linked to a single title record. The plan was to use vendor neutral e-book records and add fields to specify the need for an e-book reader and which kind was needed.

In the meantime, the determination was made not to worry about linking the orders to the catalog records. However, having to catalog titles sight unseen, without having an e-reader on which to view them, was problematic. It was possible to view information about each title on the Amazon and Barnes & Noble web sites, but that was not as good as actually seeing the title pages. Since the e-readers were circulating heavily, the cataloger chose to put a hold on one of the devices in order to see the information as a patron would see it. Since that time, it has been discovered that it is possible to view Kindle content through the Amazon web site, but Nook content is still only available using a Nook e-reader or a tablet e-reader application.

In order for the e-book reader titles to be discoverable in WorldCat, they would need to have ECU's holdings added in OCLC. However, revising a vendor-neutral e-book record to reflect our e-reader titles seemed misleading because it would require removal of the 856 link, additional information about a carrier (the e-book reading device) that standard e-books do not need, and often involved completely different publishers. To further complicate matters, there are significant differences between the e-readers for the same title. Such differences not only made the use of a vendor-neutral e-book record seem impractical, but also required the use of the same record for both Kindle and Nook e-books. At this point, it was decided to use separate records for all titles on both the Kindles and the Nooks, until such time as a provider-neutral e-book record for e-reader e-books was developed.

After beginning to catalog almost all of the Nook titles originally (which was unexpected), it was decided to re-examine the provider-neutral approach. The Provider-Neutral E-Monograph MARC Record Guide suggests that even e-books that require e-readers can use a provider-neutral record, which means there is no need for development of an e-reader provider-neutral record.[5] The provider-neutral record, as it already exists, de-emphasizes the differences in e-book publishers by concentrating on the content to be found in the record for the original, generally print, copy of the work. This has alleviated the necessity of looking at an actual title page to catalog these e-book titles; the descriptive information found at the vendor web sites provides enough information for

creation of a provider-neutral record. Also, a true provider-neutral record can be added to OCLC that contains no links or references to carriers. In re-searching the titles in OCLC, all but a handful had e-book records that could be reasonably edited for use with the library's titles. In a recently published article in *Library Resources & Technical Services*, catalogers at Oregon State University found that the provider-neutral record approach to cataloging e-book titles on e-readers seems like the best strategy.[6]

Locally, the following fields are being added to the records to bring out the need for the e-book reader at our library to access these titles:

250   Ebook reader ed.

538   Requires Barnes & Noble Nook [or] Amazon Kindle e-book reader [either or both depending on whether the book is on one or both readers]

710 2   Barnes & Noble.
[if applicable]

710 2   Amazon.com (Firm)
[if applicable]

This approach allows one bibliographic record to be used per title, even if the e-book is on both the Nooks and the Kindles, reducing the display confusion that can result from multiple records for the same title. To see an example, search Picking Cotton in ECU's online catalog. It was recently discovered that linking new titles to the equipment records for the Kindles and the Nooks was causing those e-book titles to appear first to patrons who were searching for equipment, which includes iPads and laptops, as well as the e-book readers. An editing trick applied to the equipment publication dates allowed the equipment to list first again. However, it appears that separate records for e-book titles might not be the best solution. Besides the problem with the equipment search, linking each e-book title record to as many as 16 e-readers is laborious and time-consuming. Equipment records with formatted contents notes that are properly displayed by the online catalog may be another option.

At the beginning of the pilot project, Collections and Technical Services members loaded all the titles on to the 12 e-readers prior to their being made available for check-out for the first time. After the initial rollout with a baseline collection of titles, the responsibility for downloading new content onto the e-readers was carried out by the Circulation staff member charged with e-reader coordination. Notification of new content purchased was communicated to all stakeholders by an email message from the Assistant Director for Collections and Technical Services to members of the Cataloging and Circulation departments.

Public roll-out of the devices

At the beginning of the rollout in the fall of 2010, the library had added a collection of approximately three dozen bestsellers on to each device, consisting of a mix of fiction and non-fiction. All e-readers circulated for fourteen days. Up to three renewals are allowed and patrons are able to place holds on e-readers. Normally only a few patrons were on the wait list for either device. A user guide, power cord/charger, and carrying case are included when an e-reader is checked out. A Circulation staff member reviews all of the items checked out with the patron who signs an agreement to return all items in good condition.

Between November 2010 and May 2011, e-readers went out with a paper questionnaire so that users could respond about what they liked and did not like about the experience. Data gathered from this questionnaire is discussed later in this article.

There is an important key distinction between Kindles and Nooks when managing the security aspect of content. With Kindles, it is possible for anyone to load free content from Amazon onto the device, even when the credit card information is deactivated from the account. This free content is usually classic literature in the public domain and games such as Suduko or Chess. With Nooks, any content, regardless of whether it is free or at a cost, cannot be loaded directly from Barnes & Noble unless the credit card is activated at the website. Because of this variation, there are slightly different routines associated with the upkeep of the devices. In addition, there are minor variations between the original Nooks

and the newer color versions in how they are manipulated, although they are all connected to the same Barnes & Noble account.

As Nook e-readers are returned, the E-reader Coordinator in the Circulation department logs into the Barnes & Noble account from a desktop computer. The staff member activates the default credit card, which is normally kept turned off so that patrons who have an e-reader checked out cannot purchase new content using the library's account. During these moments when the credit card is activated, anyone with one of the ten Nooks would be able to purchase and/or download material, but the chance of this occurring is almost nil. While the credit card on the account is activated, the E-reader Coordinator checks for new Barnes & Noble content which has been purchased by the Collection Development department. As the MyLibrary function synchronizes, new content is automatically pushed to the four Nook Color devices. However, this content must be synched individually to the six original Nooks. Once the new content is delivered, usually within a few seconds, the default credit card used by the library to purchase new content is then deactivated.

The process is similar for adding content to the Kindle e-readers. When devices are returned, the E-reader Coordinator logs into the account to check for new content. The biggest difference between the two brands of e-readers is that there is no need to log into the Library's Kindle account via a desktop computer; the account is able to be accessed from the device itself. Once a Wi-Fi connection is established, the Kindle is synchronized and new content is downloaded to the individual device, though not to all six of them at once.

Naturally, patron mischief and unintentional accidents are a concern. The Nooks have up to nine folders in the "My Files" directory variously named "Documents," "Music," "Pictures," etc. These unrestricted folders are able to hold mp3's, images, and other files such as PDF's and Word documents. The E-reader Coordinator must check the folders for any content loaded by the last patron and delete it. The original Nooks do not have to be tethered to delete content, but the Nook Colors must be tethered to a desktop computer to erase patron

loaded content. While the Kindle's ability for patrons to load content to folders is not as extensive as the Nook's, any PDF's or "My Clippings" loaded by patrons must also be wiped clean as devices are returned. Like the original Nooks, the Kindle does not have to be tethered to erase patron loaded content. However, an interesting feature of the Kindle is the ability for patrons to de-register and re-register the devices. Once in a patron's hands, the Kindles can be de-registered and then re-registered under a patron's personal account simply by visiting the "Settings" function. Once re-registered under a personal account, the Kindle can then be loaded with any patron purchased content. Once the device is returned and the E-reader Coordinator notices the registration activity, she can easily repeat the process of de-registering and re-registering the Kindle under the library's account. Thankfully, this has only happened three times. While all of this maintenance activity costs staff time, so far patron activity with loading content or de-registering devices has not been a significant problem; therefore, at the present time the library does not attempt to notify patrons that their "mischief" has been noticed and corrected. The E-reader Coordinator maintains a spreadsheet each time a device is returned with the date and any notes regarding reloaded content, software updates, or file deletions.

As noted in the section discussing acquisitions and cataloging of content, we were not quite sure what we wanted to do about free content that was loaded by patrons. At the end of the spring semester 2010, as we were assessing the pilot, we decided that selected free "classics" that were downloaded along the way were worthy of keeping on the e-readers. The Assistant Director for Collections and Technical Services ultimately determines which free content is kept and notifies everyone in the information chain who needs to know about new content. All other content that has not been intentionally chosen is deleted, either as a device returns from circulation or at the end of a semester.

Miscellaneous considerations for maintaining a circulating collection of e-readers include keeping a supply of spare parts and carrying cases. ECU's Joyner Library keeps back up chargers for both brands of e-readers. Circulation staff members are instructed to alert the staff in the IT Ops deptment if an e-reader is returned damaged, is missing equipment, or otherwise is not functioning correctly. To date there have been more than 250 checkouts and both the e-readers and ancillary equipment have been returned in good condition. Naturally, there have been some signs of normal wear and tear, especially with the power cords, which are fragile. However, as mentioned

previously, the amount of patron "mischief" related to content has also been minimal.

Publicity

Publicity for the e-book reader pilot service was coordinated by Joyner Library's Marketing and Public Relations Manager with assistance from her graduate assistant for graphic design. Emails with an eye-catching digital flyer were posted to campus listservs for students, faculty, and staff. These digital flyers were also loaded onto large plasma screens in the library and in the News & Events section of the library's Web page. Features ran in the library's e-publications; Joyner Library eNews and ALS Collections, the library's newsletter from Collection Development librarians to liaisons in the academic departments. Articles appeared in the student newspaper *The East Carolinian*, the campus publication *Pieces of Eight*, and Greenville's local newspaper *The Daily Reflector*. Publicity was also posted on the library's Facebook site and Twitter feed. In addition to running features in library and campus publications, in the summer of 2010, we held workshops and sessions where the e-readers were made available for hands-on use. Then at the beginning of the fall semester, a "Petting Zoo" was hosted where staff and faculty of the university were invited to come and check out the devices, with some demonstration, but mostly to get

some hands-on experience. Approximately 50 people participated in the petting zoo event.

In March 2011, Joyner Library co-sponsored an e-book/e-reader education exposition called See It! Learn It! Use It! Joyner Library partnered with Laupus Library on the medical campus and the university's Office of Emerging Academic Initiatives. Publishers, e-reader vendors, the university bookstore, and faculty shared their expertise and experiences. This event was open to all students, faculty, and staff.

The publicity that often matters most to library users is word of mouth. People on campus share with each other what they like about the Kindles, Nooks, and iPads they borrow from the library. Press releases, emails, flyers, and events are important, but the best publicity is a good user experience.

E-reader Evaluation

To gather feedback on use of the e-readers, we designed a brief evaluation for Circulation Department staff to give patrons to complete after returning a device. From 44 responses we learned that 52% borrowed a Kindle, while 48% borrowed a Nook. The reasons they stated for borrowing the devices were as follows:

* 80% Curiosity/Experimentation
* 41% Compare with another product
* 36% Test before buying their own
* 9% Read a specific book

No surprise that 95% of the users borrowed an e-reader to read a book. Only 5% used the device to listen to a book. E-readers were used in the following locations:

* 98% At home
* 23% Traveling (not commuting)
* 11% In their office
* 11% In the library
* 2% Commuting
* 9% Other

When asked, "Did the e-reader meet your needs and if so, what did you find most useful?" most Kindle responders expressed a positive experience. Comments included "the reader was great; nice display; book-like appearance; enjoyed its portability and size; read multiple books; I read faster and

smoother; good backlighting." However, there were some negative comments about the Kindles, including "selection somewhat disappointing; I will NOT rush out and buy one!" Positive comments about the Nook included "ease of use; met my expectations; easy on my eyes; easier to read than a book." Complaints about the Nook included "did not like it as much as the Kindle; would use for the most basic purposes; fine for trying out."

When asked specifically about e-reader problems, those who borrowed a Kindle said "highlight does not really highlight; lack of features such as custom zoom and text size; freezing and resetting; no backlight; navigation clunky." Nook users told us "navigation problematic; screen jumpy; slow, gave up trying to increase font size; heavier than the Kindle; hard to press the page turn buttons; not great for Internet." Recommendations for titles to place on the e-readers included fiction and non-fiction on more current events, Christian fiction, history, military history, thrillers, romance, science fiction, bestsellers, and classics. Several respondents requested e-books by specific authors such as Hannah Swenson, Janet Evanovich, James Patterson, Laurel K. Hamilton, Jane Austen, Diana Gabaldon, and North Carolina authors Lee Smith, Michael Malone, Reynolds Price, and Doris Betts. Of course, there was also a request for the Harry Potter series.

Closing comments and suggestions were overwhelmingly positive. A few respondents wanted more devices to choose from, including color readers. One person asked for access to e-books from the library's online catalog. A request for individual student accounts for downloading free e-books was intriguing. Many people used this section to express their appreciation for the trial.

Forty-eight percent of the evaluation respondents were students, 20% were faculty, 30% were staff, and 2% were retired staff.

E-book Reader Awareness Survey

During the Fall 2011 semester university students, faculty, and staff were sent an online survey to assess the impact of our pilot e-book reader loan service. SurveyMonkey was used to conduct the study. Thirteen

percent of survey responders were students, 35% faculty, and 58% staff, which included paraprofessionals, non-faculty professionals, and administrators.

Sixty-seven percent of responders were aware that they could borrow Kindles, Nooks, and iPads from the library. However, 83% had not done so. When asked why they had not borrowed an e-book reader or tablet, 69% responded that they owned one. Seven percent said the waiting list was too long and 5% said they were not interested in the content provided. Respondents who did borrowed a device selected Kindles and Nooks equally (4%). Slightly more (6%) borrowed an iPad.

Thirty-one percent of those surveyed told us that using the library's device influenced their decision to purchase one. Twenty percent purchased a Kindle, 30% an iPad, 40% a Nook, and 20% another brand. The total purchases indicate that some of our users bought more than one brand of device.

The sample size of this survey was extremely low. Despite broad campus emails, only 46 people completed the survey. With a campus of over 1,000 staff, 5,000 faculty, and 25,000 students, the survey response should be much higher. Although we did offer a raffle of prizes as incentives, we need to explore other strategies for gathering data to assess user satisfaction with the e-book reader service.

What does the future hold?

It is unlikely that Joyner Library will invest in additional e-reader devices for the time being, although the e-readers we do have continue to circulate regularly. Instead, it seems clear that libraries should be offering e-book content that can be read on a variety of devices that patrons own themselves. The Overdrive and 3M model works this way. Through such a platform, the library can provide content via the vendor interface, which supports almost every type of e-book reader and tablet. There continue to be several challenges, however. One challenge is limitations set by publishers. The decision by Harper Collins to limit library circulations to 26 times before the library has to buy a new copy of the e-book is one example. Several other major publishers have stopped making their current books available for library e-circulation at all. Another major issue for

libraries is whether or not they actually own the content they purchase. A recent interview with the Kansas State Librarian (as presented at the ALA Midwinter Conference in January 2012) suggests that librarians must pay close attention to their license agreement with content providers since platforms may be only offering leased arrangements where content is not actually owned. In the case of the Kansas State Library, quite a bit of effort was expended in order to move platforms so that they could maintain their purchased materials.[7]

Conclusion

The introduction of new electronic products into the marketplace has not always been easy for innovators. While many products become wildly successful, others are complete flops. The Library of Congress American Memory optical disk project of the 1990s, the Sony Betamax system, and the original Apple TV are examples of electronic products that failed to gain a toe-hold into consumer markets. The current crop of early e-book readers will no doubt be similar. Some platform types will survive while others will go the route of Sony Betamax. Chamodrankas has noted that these electronic device marketplaces "fail because their structure and mode of operation does not allow for the effective accommodation of multiple business models that could serve the interests of a critical mass of adopters."[8] Our research has verified the thesis of Chamodrankas in that the multiple e-book platform readers fail to accommodate various electronic e-book reader business models. As noted above, both the Kindle and the Nook have failed to provide libraries with an ideal platform model. The failure of the vendors to provide a business model that would enable a critical mass of libraries to adopt their structure and mode of operation will in the short run limit the development of a universal or "neutral" business model. Chamodrankas concludes that the development of this neutral electronic marketplace will "enhance the satisfaction of buyers and sellers by assisting them in the course of their decision making process."[9] If this were to happen it would certainly make the choice between a Kindle or a Nook easier because the electronic content would be liberated from the bonds of platform dependency. The lesson of the Sony Betamax System is there for e-book vendors to learn from.

Given these platform limitations, what did we learn from our e-book reader experience? First of all we learned that library loan of e-book readers can assist library users in the selection of a personal system for purchase. Both the Petting Zoo and Circulation desk loans of readers were accompanied by patron comments about features that they preferred about specific readers. These positive and negative comments undoubtedly influenced future purchases of devices. Second, we learned that vendors were not always as cooperative as they could be regarding the sharing of their e-book products across platforms and with multiple patron use. And third, while one vendor was willing to work with us on refunding sales tax, the other was not as accommodating and in fact would not establish a consistent routine for the refund process at all.

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NCLA

North Carolina Library Association

North Carolina Books

Eileen McGrath, compiler
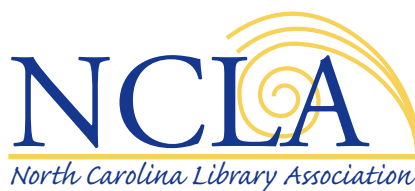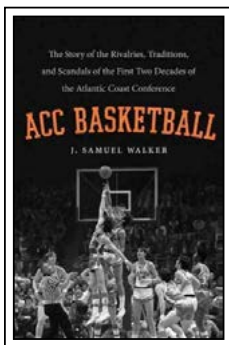
**ACC Basketball:
The Story of the Rivalries,
Traditions, and Scandals of the
First Two Decades of the
Atlantic Coast Conference**

By J. Samuel Walker. Chapel Hill: University
of North Carolina Press, 2011. 395
pp. $30.00. ISBN 978-0-8078-3503-6.

The Atlantic Coast Conference (ACC) was created in 1953 by eight schools as an answer to several years of scandals concerning grade fixing, recruiting violations, and less-than-exemplary academic standards that had plagued college sports up until that time. Comprised of the universities of Maryland, Wake Forest, Duke, North Carolina, North Carolina State, Clemson, and South Carolina, the ACC went on to create a strong legacy in college basketball.

ACC Basketball: The Story of Rivalries, Traditions, and Scandals of the First Two Decades of the Atlantic Coast Conference, by J. Samuel Walker, covers the years 1953-1972. These years coincide with major changes not only in athletics, but in society as well. Walker gives us the stories behind some of the game's most interesting coaches and players, but he also weaves a narrative of a conference struggling with two important challenges: balancing academic integrity with the role of college athletics and, in the 1960s, integrating its basketball teams. He covers all this while also giving attention to the many rivalries that have grown through the years between the early conference members.

One of the biggest issues the league faced was the integration of African American student athletes. Unfortunately, the conference was very slow in this effort. December 1, 1965, marked the day the first African American, Billy Jones from the University of Maryland, played basketball for an ACC school. This was not the latest date for an African American to suit up in any athletic conference (other conferences were slower); however, it was several years beyond integration efforts that had occurred in other collegiate sports and well beyond the integration of most major sports.

While scandals were not eradicated completely through the creation of a new conference, the ACC's first twenty years included an attempt to create a new, higher standard in college athletics. Walker gives us great insight into one of the ACC's most controversial academic rules: the 800 rule, requiring student athletes to score at least an 800 on the SAT. This rule ultimately resulted in the departure of the University of South Carolina in the early 1970s as a protest against the conference's enforcement of the 800 rule after the NCAA had established a lower standard that was used by other conferences.

J. Samuel Walker, who previously wrote P*rompt and Utter Destruction: Truman and the Use of Atomic Bombs against Japan* and *The Road to Yucca Mountain: The Development of Radioactive Waste Policy in the United States,* applies his skills as a historian towards a topic that is very near to his heart. Walker became a fan of ACC basketball as a graduate student in 1969 at the University of Maryland, and he also followed the University of Virginia when his brother Wally enrolled there on a basketball scholarship in 1972.

There have been several books written about the ACC, but many devote much of their prose to the intense rivalry of two of college basketball's most successful schools: the University of North Carolina at Chapel Hill and its close neighbor, Duke University. Left in the shadows are several schools with equally intense rivalries and entertaining stories to tell. Walker, however, uses his forum to give us a complete picture of the entire conference, taking us through each school's successes and failures. Here's hoping he continues his research and shares more stories of the ACC.

There is a very thorough bibliography and index, and this book should delight fans of the ACC and college basketball in general. It is recommended for all libraries.

*Calvin Craig
Gaston College*
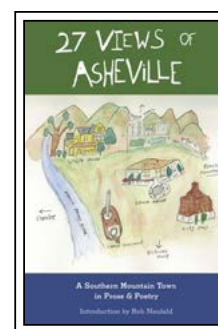
**27 Views of Asheville:
A Southern Mountain Town in
Prose & Poetry**

Introduction by Rob Neufeld
Hillsborough: Eno Publishers, 2012. 204 pp.$15.95.
ISBN 978-0-9832475-1-7.

27 *Views of Asheville* is the third in a series of "27 Views" by Eno Publishers, following works on Chapel Hill and Hillsborough. It provides the reader with vignettes on Asheville's past and present in fiction, nonfiction, and poetry. Asheville is a multifaceted town, and the authors touch on many aspects of the city's personality.

The historical sketches contain stories that will be nostalgic for Asheville residents and entertaining for readers who aren't familiar

with the city's lore. Gail Godwin recounts an experience shared by many Asheville children of a certain age: "My grandmother bends down and murmurs, 'That's old _____. Tom Wolfe wrote about him in his book, and not too nicely." Dale Neal discusses Thomas Wolfe, the Asheville of Wolfe's era, and the influence he still exerts on North Carolina authors. In "City of the Dead," Nan Chase, another author influenced by Wolfe, describes his final resting place, Riverside Cemetery.

Charles Frazier recalls a childhood roaming around downtown Asheville in the middle of the twentieth century, and Johnnie Grant describes that experience from the perspective of a black child wandering into the segregated downtown. Bruce Johnson details the city's architectural history, and Wayne Caldwell and Daniel Pierce cover the wars over urban development in the 1980s and '90s, with their effect on both architecture and communities. Pierce's "Hallowed Ground" describes the controversy over the closing of the Asheville Motor Speedway in 1999 to make way for riverside development. His account illuminates the culture wars that began, or rather renewed themselves, at the end of the twentieth century and continue into the twenty-first. Food and sustainable living are the topics in Rick McDaniel's "Farm to Asheville Table" and Thomas Raine Crowe's "A Mountain Garden."

There is a generous selection of fiction and poetry set in Asheville, excerpted from works by area authors. In his long poem "McCormick Field," Michael McFee recalls for readers the time that Babe Ruth came to town (and was reported to have died from an overdose of hotdogs). This is not a scholarly book with bibliographies or footnotes. It is, however, entertaining and richly anecdotal, and it is suitable for any library with holdings in North Carolina history or literature. Libraries that hold pictorial histories of Asheville will find this a good companion piece for those works.

Roberta Engleman
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Chapel Hill (retired)
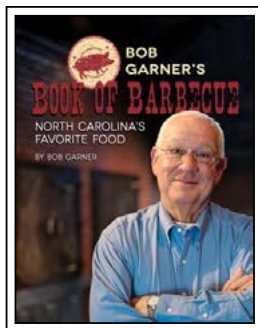
Bob Garner's Book of Barbecue: North Carolina's Favorite Food

By Bob Garner. Winston-Salem, NC: John F. Blair Publisher, 2012. 323 pp. $24.95. ISBN 978-0-89587-574-7.

Bob Garner, the accidental "guru" of North Carolina barbecue, was the only one who could have written this book. *Bob Garner's Book of Barbecue: North Carolina's Favorite Food* reads very much like a series of stories told around a campfire, or barbecue pit. That Bob Garner "fell" into this career path was part accident and part fate. In the process of launching a career in journalism, Garner found himself doing regular feature spots at UNC-TV about barbecue. Those spots were exceedingly popular. As his reputation grew, he was invited to appear on various other television shows, including those with Paula Deen and Bobby Flay, and offered the chance to do projects of his own, like the UNC-TV special called *A North Carolina Pig Pickin'*. Coinciding with Garner's growing professional experience, his personal life increasingly involved the world of barbecue. One of his earliest encounters with his future father-in-law, when he expressed his interest in marrying the man's daughter, took place "smack in the middle of a pig parlor containing hundreds of malodorous, loudly squealing hogs." Pigs would thereafter play an important role in his life.

Garner is an author of multiple other books, including *North Carolina Barbecue: Flavored by Time*, from which some parts of this current book were pulled. In this latest book, Garner uses his gift of storytelling to walk the reader through a brief history of barbecue, focusing on North Carolina but not ignoring other states. He discusses barbecue techniques and the history of barbecue, and includes reviews of 101 North Carolina barbecue restaurants. Garner weighs in

on the debate over eastern vs. western (or "Lexington") styles of barbecue and bemoans the state's "barbecue schizophrenia," which he sees as a kind of "mischievous family tussle." Wherever one stands on the subject of North Carolina barbecue, Garner argues convincingly that the history of North Carolina and barbecue are intertwined. Barbecue lent itself as the name for one church and played a central role in creation of a second.

One effect of this overt storytelling approach is a feeling of winding one's way through the experience, sometimes revisiting topics previously explored, but coming at them from a different perspective. Bob Garner takes the reader on a walk through the world of barbecue to help dispel some of the myths surrounding it (like the very origin of the word "barbecue") and to help build support for the world that barbecue represents. The resulting book is one of broad appeal. It is a very approachable non-fiction book for adult readers, told through the prism of the author's own extensive experience. Public library collections, especially, will find this a valued addition to the collection, as will any academic collection supporting culinary or North Carolina history topics.

Valerie Freeman
Johnson & Wales University –
Charlotte Campus
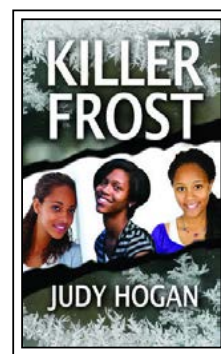
Killer Frost

By Judy Hogan. Wethersfield, CT: Mainly Murder Press, 2012. 237 pp. $15.95. ISBN 978-0-9836823-8-7.

Penny Weaver has been recruited to teach English composition at St. Francis, an historically black college in Raleigh. She feels nervous and just a little rushed. She's replacing a professor fired for incompetence several

weeks into the semester and she'll have to push hard to cover her material in the remaining time. Plus, her students are among the most academically challenged; many of them left high school without adequate reading and writing skills for college. What happily married sixty-four-year-old Penny didn't expect was to find herself attracted to Oscar Farrell, the new chairman of the English Department. She certainly didn't anticipate being drawn into a murder case involving the provost and a professor accused of sexually harassing female students.

What follows is a traditional mystery with little graphic violence or language. It does not focus on forensics or police procedures. It centers on the relationships Penny develops, especially with the students in her class who initially regard her, a new and white faculty member, with uncertainty. Campus politics also figure prominently, as students organize to protest dormitory conditions. Meanwhile, Oscar Farrell clashes with the administration over what he views as the school's culture of corruption.

Her attraction to Professor Farrell complicates Penny's personal life, as does a subplot involving her daughter and grandchild. Penny is able to draw on the support of long-time friends in the area, including fellow faculty member Sammie Hargrave and Sammie's husband Derek, who just happens to be a law enforcement officer. Penny's connections at both the college and within the local community give her unique insight into the case, and are crucial to solving it.

St. Francis will remind readers of Raleigh's Saint Augustine's College and Shaw University. The campus setting may appeal to fans of the Simon Shaw series by Sarah Shaber, also set at a fictional Raleigh institution, Kenan College. The subplots involving friends and family will call to mind the Deborah Knott mysteries written by Margaret Maron. Recommended for libraries where demand for these and similar series is high and where local interest warrants.

Judy Hogan has resided in North Carolina since the 1970s. She started the Carolina Wren Press in 1976 and helped found the NC Writers' Network, serving as its president from 1984-87. She has taught creative writing since 1974, including two years at Saint Augustine's College, from 2004 to 2006. She is the author of several collections of poetry, the *PMZ Poor Woman's Cookbook,* and a nonfiction work, *Watering the Roots in a Democracy.* *Killer Frost* is her first published mystery.

Janet Lockhart
Wake County Public Libraries
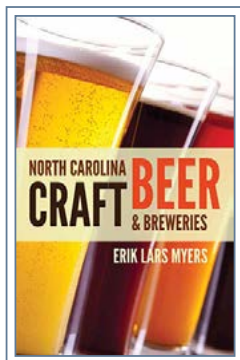
North Carolina Craft Beer & Breweries

By Erik Lars Myers. Winston-Salem, N.C.: John F. Blair, 2012. 285 pp. $16.95. ISBN 978-0-89587-571-6.

Perhaps it should come as no surprise, but North Carolina's beer lovers have the Germans to thank. In 1711 Christian Janzen, who had joined Baron Christoph von Graffenried in the Swiss and Palatine German settlement of New Bern, wrote to his European relatives requesting supplies for beer making. Janzen noted that "drink is very scarce here." There's no record of whether Janzen's relatives obliged, though by the late eighteenth century, North Carolinians were drinking beer.

And there was beer aplenty in 1980, when another German arrived in the Old North State. But Uli Bennewitz yearned not for Budweiser or Coors, but rather for the pilsners, dunkels and bocks of his homeland. As the manager of a 300,000-acre Hyde County farm, Bennewitz knew a little something about grand plans and business, so he joined with a local restaurateur to open a brewpub. There was one problem: state law prohibited beer from being sold directly to consumers at breweries. Not to be deterred, Bennewitz met with state Alcoholic Beverage Control Commission officials to draft legislation permitting brewpubs. Six months later, on July 4, 1985, the North Carolina General Assembly made brewpubs legal. Thanks to that legislation North Carolinians can select their libation from more than forty brewpubs and breweries scattered around the state.

Janzen and Bennewitz are but two of the many characters Erik Lars Myers describes in this well-researched work on North Carolina beer and beer makers. At its most basic, *North Carolina Craft Beer & Breweries* is a guidebook to forty-five breweries and brewpubs that extend from Bryson City to Manteo. In vignettes of three to five pages, Myers details the stories and the people behind the founding of such breweries as Heinzelmännchen in Sylva or Mother Earth in Kinston. He also describes the brewery's equipment, the atmosphere of the pub (if there is one) and the business's future plans. (Note to reader: growth isn't always in the cards, nor should it be.) Each vignette is prefaced with a list of basic information, including Web and physical addresses, hours, and the names of the brewery's regular and seasonal beers.

Thankfully, Myers sought to produce more than just a basic guidebook. *North Carolina Craft Beer & Breweries* opens with a history of beer and brewing in North Carolina, where Janzen (whom Myers does not name, but simply refers to as a "colonist") and Bennewitz share space with Thomas Holmes, who ran a public house in Salisbury in the early 1820s and the Watts Bill of 1903, which prohibited the sale and manufacture of alcohol outside incorporated towns. Myers also provides a "Timeline of North Carolina Beer." Besides serving as a chronology of significant dates in the state's brewing history, the timeline attests to the risky business that is small-time brewing in North Carolina. Breweries are listed as opening one year and then closing the next.

A brewer, first at home and now as the "founder and C.E.O." of Hillsborough's Mystery Brewing, Myers knows beer making and the beer business in North Carolina. He has shared that knowledge on his blog "Top Fermented" since 2009. But whereas his blog reaches out to home brewers and industry insiders, *North Carolina Craft Beer & Breweries* is written for new converts—those who might confuse a dubbel with a doppelbock. The book includes a "Primer on Beer Styles" and even takes a crack at defining craft beer. Interspersed throughout Myers' book are one-and two-page sidebars

on such topics as hop farming, beer festivals, and "Pop the Cap," the 2005 campaign that resulted in the passage of a state law allowing for the brewing and sale of strong beer (up to fifteen percent alcohol by volume). Four appendices provide listings of beer stores, cideries and meaderies, contract brewers, and soon-to-open breweries. This last listing proving that the beer brewing scene in North Carolina is a rapidly-changing environment.

Myers acknowledges in the book's preface that "it's almost impossible to write a book about beer in North Carolina and keep it up to date." But, considering that his book is the first on such a topic and that it's rich with information, an investment in even a slightly out-of-date *North Carolina Craft Beer & Breweries* is a wise one for all libraries. After all, lovers of craft beer don't just flock around college campuses.

John Blythe
University of North Carolina at
Chapel Hill
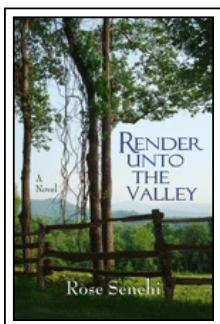
Render Unto the Valley

By Rose Senehi. Chimney Rock, NC:
KIM Publications, 2012. 288 p. $15.95.
ISBN 978-0-615-49995-6.

"How many times can you reinvent yourself? She got away with it once, but when her husband Joel died, so did Karen Godwell, leaving no one but the steely mountain girl she buried inside her the day she walked into the freshman dorm at North Carolina's Salem College."

When art curator Karen Godwell leaves New York City to return to her hometown of Fairview, North Carolina, she is forced to confront the demons of both her past and her present. Supported by her precocious nine-year-old daughter Hali, she sets out to wrest control of her grandmother's farm from her brother Travis. Travis is smart and good looking, and only Karen and her sister Amy know about his conniving and sadistic nature. As Karen and her sister fight to save their land, they learn that independence and loyalty, taken to extremes, can cause more damage than good. In the midst of this, Karen also realizes the importance of stories that link the past and the present with the future.

Two characters in particular serve as storytellers. Karen's cousin Bruce Whitaker, the local historian, regales Hali with stories about their family and the region. Through Tom Gibbons, a local land conservator, the reader hears modern stories: the ones that pit farmers against developers and transplants against locals. Tom also serves as Karen's romantic interest, a plot device which seems somewhat forced. Karen is recently widowed and considering how much she loved Joel, it seems unlikely that she would be actively seeking a serious romantic relationship so soon. Still, Tom's character is well drawn, and his harried schedule is the basis for some of the book's more humorous scenes.

Senehi weaves real people, places, and historical events into her narrative. She has a gift for creating a sense of place similar to what Margaret Maron achieves in *Bootlegger's Daughter* and her other Deborah Knott mysteries. Karen shares some character traits with Maron's titular character, as well: they are both smart and driven, but their curiosity and stubbornness sometimes gets them into trouble.

The book is a suspenseful page turner, but it's not a mystery. The reader is handed jigsaw puzzle pieces one or two at a time, and the backstory is released at an even pace that allows the picture to come together in a satisfying conclusion.

Render Unto the Valley describes the kind of family drama which anyone could imagine but no one wants to experience. This novel, Senehi's sixth (and her third set in the Blue Ridge Mountains), is recommended for public libraries (especially those with an emphasis on North Carolina or southern fiction), academic libraries which carry collections of contemporary fiction, readers who enjoy novels with a factual basis and a strong sense of place, and almost anyone who believes that you can go home again.

Arleen Fields
Methodist University
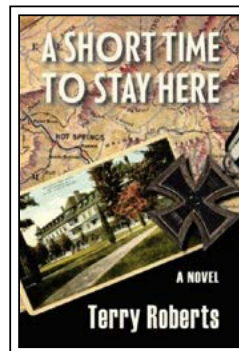
A Short Time to Stay Here

By Terry Roberts. Banner Elk, NC: Ingalls Publishing
Group, 2012. 268 pp. $17.95. ISBN 978-1-932158-99-1.

"Stephen Baird Robbins: hunter, hotel manager, drunk." The Inspector General of the internment camp at the Mountain Park Hotel in Hot Springs, North Carolina, describes himself thus. This work of historical fiction is based on the little-known but true story of the 1917 imprisonment of over 2,700 German sailors stranded in the United States at the beginning of World War I. Many of the characters in this novel did in fact live in the area during the time which Robbins, the fictitious narrator, describes. This includes the folk singer Jane Gentry and Major Jack Rumbough, owner of the Mountain Park Hotel and his family mansion Rutland, which is now the tourist vacation destination known as the Mountain Magnolia Inn.

"The novel has to do with love and war; and because of the war, it has to do with life and death. On a cultural as well as personal level, it concerns both imprisonment and escape. …These [are] very real, very paradoxical themes," according to the author in an email to this reviewer. The book's title, taken from a traditional ballad, appears suited to the work. Humans are only here for a very short time; love is often short lived; and the German soldiers were only in their hotel prison a short while.

Some special strengths of the novel include colorful characterization and vivid

description of the time and setting, as well as the intrigue and mystery portrayed. When Robbins meets Anna Ulmann, a photographer from New York, on the train on the way to the funeral of his late mentor and employer, Major Rumbough, we sense the beginnings of a romantic involvement. Ulmann is seeking independence from her rich husband, a physician who sees no need for her to have a career of her own. (This character appears to be based on Doris Ulmann (1884-1934), a photojournalist.) Intrigue is introduced early on with a plot by German prisoners to kill German officers, and then later when Robbins' cousin Roy, the local sheriff and a mean-spirited womanizer, uses a German prisoner as bait to attempt to murder Stephen Robbins himself.

Author Terry Roberts' ancestors have lived and farmed in Madison County, the story's setting, since the 1700s and both his parents were born in nearby Anderson Cove. This is his first work of fiction although he has written literary criticism and works on the educational program Paideia. Currently Roberts is Director of the National Paideia Center; he holds degrees from three North Carolina universities, including the University of North Carolina at Chapel Hill.

The author's attractive Web site (www. ashorttimetostayhere.com) includes special features which make this novel amenable to teaching and group reading: discussion questions, an historical timeline, a link to photographs of German detainees and the miniature village they built (including a church and a Swiss Alps house), a reader's guide, and a link to an article that gives much of the history on which the story is based.

Violence, death, and sex are dealt with tastefully; the book could be read by mature young adults and older readers. *A Short Time to Stay Here* is recommended for North Carolina collections which specialize in historical fiction. It also would be useful for teaching the use of primary sources as a basis for fiction works, as well as the teaching of research methods. And one can easily see this book as a movie.

Carol Truett
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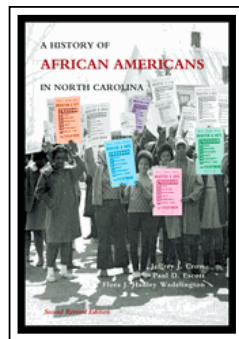
A History of African Americans in North Carolina, 2nd rev. ed.

By Jeffrey J. Crow, Paul D. Escott, and Flora J. Hatley Wadelington. Raleigh: North Carolina Office of Archives and History, 2011. 292 pp. $15.00. 978-0-86526-351-2.

This single-volume survey of black history in North Carolina is unassuming in nature, yet it takes its place among historical classics such as *Strength through Struggle* and provides context to works like *Blood Done Sign My Name* and *The Parchman Hour*. First published in 1992, *A History of African Americans in North Carolina* mapped the history of black North Carolinians from Colonial America to the 1990s. It has since been revised twice: once in 2002 to include a new chapter on the political influence of African Americans, and again in 2011 to include the 2008 presidential election and an updated index. This book is the finale to over two decades of research by the staff of the North Carolina Division of Archives and History and noted North Carolina historians. The canon of literature documenting the African American struggle for freedom and civil rights would not be complete without it.

The work is divided into ten chapters, each exploring a different era in North Carolina history. From the origins of slavery in the colonial era, to the controversy surrounding desegregation, and finally to the rise of black politicians, each chapter is broad and comprehensive. Ample photographs and illustrations illuminate the authors' narrative and enhance the reader's understanding of the material. Readers may also benefit from the appendices, which include lists of African American legislators in the General Assembly, 1868-1900, African Americans in major governmental posts from 1969-2011, and a chronology of congressional redistricting, 1991-2001.

Some may be disappointed by the book's deficiencies, the chief of which is the lack of footnotes. Those wishing to delve further into a topic will find themselves stymied by the absence of notes. Small appeasement is offered in the form of a suggested readings list found in the back of the book. Readers may also be frustrated by the book's lack of depth. While each chapter is comprehensive, nonetheless each is a historical survey, rather than an in-depth exploration of a particular topic. The book also lacks a central, unified thesis, which may be off-putting to those readers expecting a more sophisticated research endeavor.

Despite these deficiencies, *A History of African Americans in North Carolina* remains a singularly helpful and informative text. It is recommended for all public and academic libraries, particularly those which have an emphasis on North Carolina or African American History. While this book is affordable, the second revised edition does not vary much from the first revised edition, so forgoing this latest incarnation is justified. It is well-written, very easy to understand, and clearly expresses the history of a people who for centuries suffered a "silent rage for freedom."

Jennifer Townes
Saint Augustine's College

Twelve Notables in Western North Carolina

By Jack J. Prather. Hendersonville: Future Now Publishing, 2012. 400 p. $19.95. ISBN 978-1466276222.

Western North Carolina is known as a destination spot, a place of deep natural beauty combined with cheerful bohemianism, fierce independence of spirit, and profoundly inventive craftsmanship. Too often, though, the western third of the state is seen as a temporary stop, a place to recharge briefly and inhale cleaner air, visit

grand vistas, or patronize the varied artisans who cluster in the area, before returning to busy lives elsewhere. But, as this volume shows, the west can catch and hold people too, and both inspire and nurture their own native creativity, charity, and understanding.

The twelve "notables" in this volume represent a small but impressive sampling of some of the extraordinary individuals who have made western North Carolina their home. The book is a unique blend of oral history, photographic scrapbook, chronology, and testimonials. The chapters vary slightly from one individual to another, but each one generally includes highlights from the life of the person being profiled, photos of significant people or events, and appreciations from neighbors, friends, and even some celebrities. The bulk of each chapter, however, is given over to a transcription of a guided interview conducted by Jack Prather, which seeks to tease out events both great and small that have affected the life and the career of each interviewee. The format itself would seem too pedestrian to produce anything but the most prosaic results, but the author has chosen his subjects well, and his sympathetic technique–as well as the obvious friendship and interest he feels for his subjects–elicits details both harrowing and heroic.

Prather's eclecticism makes for rewarding reading, and covers a wide range of professions, disciplines, and life stories. The arts are, not surprisingly, richly represented, with profiles of David Holt (music), Glenis Redmond (poetry), Billie Ruth Sudduth (basket making), Julyan Davis (painting), and Richard Ritter (studio glass). Philanthropic and charitable endeavors, combined with or arising out of professional careers, are also represented, in the lives of Dr. Olson Huff (children's medicine), Captain Ray West (Moldovan Children's Fund), and the Reverend Dr. Dan Matthews (rector Emeritus, Trinity church). The remaining four profiles represent business (Joe Epley), law (Judge Harry Martin), education (Doug Orr), and emergency medicine (Dr. Matthew Hayes).

The work also includes a brief introduction to the geography and unique character of western North Carolina. It is self-published, and as such, the book could perhaps have used tighter editorial control, as misspellings appear periodically. Also, the book

betrays the author's obvious admiration for his subjects through ubiquitous and sometimes overwhelming lists of honors, press cuttings, and encomia that he includes. Nevertheless, the compelling narrative of these twelve lives, combined with fascinating glimpses into our collective history, makes this book a worthy addition to any collection of North Caroliniana. Suitable for grades seven and up.

Steven Case
State Library of North Carolina
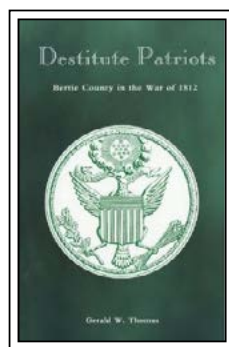
Destitute Patriots: Bertie County in the War of 1812

By Gerald W. Thomas. Destitute Patriots: Bertie County in the War of 1812. Raleigh: North Carolina Department of Cultural Resources, 2012. 233 pp. $15.00. ISBN 978-0-86526-412-0.

In 1812, government officials in Bertie County, North Carolina, paid close attention to the growing tensions between the United States government and Great Britain. Specifically, the practice of "impressment," the forced removal of American sailors from their vessels and placement on British warships, was one contributing factor which led to the War of 1812. When hostilities did erupt officially in 1812, North Carolina officials expected men to sign up for military service. However, potential recruits in Bertie County did not see an urgent need to enlist since targets such as Wilmington or New Bern would be more susceptible to British attack. When a few Bertie County soldiers did join the United States Army and the North Carolina detached militia units, they encountered logistical problems such as a lack of adequate clothing, munitions, or ample food. During the war, Bertie County soldiers were not present at the major battles fought on the U.S.-Canadian border, but

they did encounter harsh conditions while encamped at the Norfolk, Virginia barracks in 1814. In the end, the servicemen were "destitute" because they were not paid by the federal or North Carolina government until 1816, two years after the conclusion of the War of 1812.

This book was written in order to commemorate the War of 1812 bicentennial. It is divided into five chapters: a "call to arms" by the North Carolina government once the war started on June 18, 1812; the perceived need for the defense of eastern North Carolina against potential attacks by British naval forces; the slow enlistment of eligible Bertie County male residents into the state militia units or U.S. Army; increased anxiety of state and local officials over the battle readiness of Bertie County or state militia regiments for possible attacks by British forces; and the plight of Bertie County soldiers who were stationed at the Norfolk barracks in 1814. Several illustrations are included, as well as maps and an extensive bibliography of both primary and secondary sources.

Gerald W. Thomas is originally from Bertie County, and spent several years as a congressional auditor. Besides *Destitute Patriots*, he has written or co-authored other published books, including *Divided Allegiances: Bertie County during the Civil War* (1996) and *Bertie in Blue: Experiences of Bertie County's Union Servicemen during the Civil War* (1998). Additionally, he co-wrote an article (with Weymouth T. Johnson, Jr.) in the *North Carolina Historical Review* (April 1995) entitled, "Massacre at Plymouth: April 20, 1864."

This book depicts the struggles of both the Bertie County and state militia regiments during the War of 1812. Because of its specific scope and subject matter, this work would be a perfect addition to any academic, public, or special library with a state or regional history collection.

David W. Young
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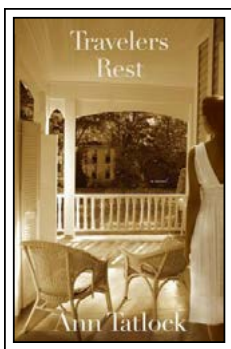
Travelers Rest

By Ann Tatlock. Minneapolis, MN: Bethany House, 2012. 344 pp. $14.99. ISBN 978-0-7642-0810-2.

In *Travelers Rest*, her ninth novel, North Carolina-based author Ann Tatlock reminds readers that hope can be found in the midst of the most difficult struggles.

Young schoolteacher Jane Morrow was planning a life with her fiancé, carpenter and National Guardsman Seth Ballantine. But while stationed with his unit in Iraq, Seth's spine was damaged by a sniper's bullet, leaving him without feeling in his arms and legs and with little hope of recovering their use. When Seth arrives at the Veterans Administration Medical Complex in Asheville, Jane is determined to support him in his rehabilitation and in charting a new course for their lives together. But Seth's injuries force him to question everything about his life, particularly his future with Jane. Jane remains committed to her fiancé, and when Seth breaks off their engagement, Jane is left adrift, questioning love and faith and turning to alcohol in order to forget her problems. As she continues to visit Seth in the VA hospital and tries to make sense of her situation, Jane crosses paths with retired doctor Truman Rockaway and blind lawyer Jon Paul Pearcy. Both men provide Jane with needed perspective and insight, and by the story's end all of their lives become further intertwined. The setting is contemporary, but a secondary storyline deals with repercussions from the racial turmoil of the 1960s and the question of forgiveness. Throughout the book the characters face serious struggles with faith, love, forgiveness, and grief, but this is ultimately a gentle and uplifting Christianity-infused story, tinged with some romantic elements.

Readers of inspirational fiction may already be familiar with Tatlock's work through her previous novels, including *Promises to Keep* and *The Returning*. With *Travelers Rest*, Tatlock sets a novel in the Carolinas for the first time, with several North and South Carolina locales featured prominently. The bulk of the story takes place in and around Asheville, and readers may recognize locations and institutions such as the Veterans Administration Medical Complex, Pritchard Park, the Basilica of St. Lawrence, and Grove Arcade. The book takes its title from one of its secondary settings, Travelers Rest, South Carolina, while Troy, North Carolina also plays a minor part.

While Tatlock does not proselytize, the story strongly espouses Christian ideals and will likely not be a suitable book for readers whose beliefs fall outside that spectrum. It is recommended for public libraries with readership interests in contemporary Christian fiction and it would certainly provide many avenues for discussion within a reading group.

Anna Craft
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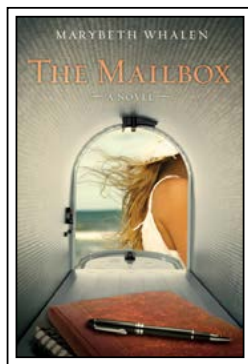
The Mailbox: A Novel

By Marybeth Whalen. Colorado Springs, CO: David C. Cook, 2010. 303 pp. $14.99. ISBN 978-0-7814-0369-6.

It is the summer of 1985 in Sunset Beach, North Carolina, when two teenagers, Campbell and Lindsey, meet and fall in love. Readers are introduced to them as the summer is ending and Campbell takes Lindsey to *the mailbox*. He tells her it's a special place and that it will always be *their* special place. He asks her to leave a note in the mailbox as her private message to the Kindred Spirit and says that they will always come back to the mailbox and share that special place. Then the book jumps to 2004. We see Lindsey again; her marriage is falling apart and she and her two children are heading for Sunset Beach—her favorite place in the whole world. Lindsey is leaving behind her cheating husband, and she is also returning to Sunset Beach with memories of a long-ago summer romance and the hope that the magic in the mailbox will help her find happiness.

The Kindred Spirit mailbox is a landmark familiar to residents and visitors at Sunset Beach. It's in the dunes on Bird Island, a mile and a quarter past the last public beach access on Sunset Beach. Visitors to the mailbox find empty notebooks, pens, and pencils, and they fill the notebooks with their stories, words of wisdom, and prayers, leaving their writings for other visitors to find and for the Kindred Spirit. Whalen uses the mailbox to connect Campbell and Lindsey even as their lives take them in different directions. The book alternates between past and present as it weaves the tale of these two lives. Lindsey and Campbell lose one another, but Lindsey returns to Sunset Beach each summer, always leaving a letter for the Kindred Spirit. The story is told in her letters and in snippets of their lives, interleaving pieces from 2004 with pieces from the intervening years. The patchwork helps hold readers' interest as bit by bit we find out about Lindsey and Campbell and their lives.

The Mailbox is the first of three novels by North Carolina native Marybeth Whalen, who has also written nonfiction for a Christian audience. *She Makes It Look Easy*, a novel about motherhood and friendship came out in 2011. In *The Guest Book*, just published in July 2012, Whalen again sends her leading character to Sunset Beach to try to heal a broken heart. *The Mailbox* is like a Nicholas Sparks novel, but with Christian appeal. While it is somewhat predictable, it is a heartwarming beach read that will appeal to women interested in Christian love stories. *The Mailbox* is suitable for public libraries.

*Katherine R. Winslow*
North Carolina Wesleyan College

Wired to the World

Ralph Scott

Pulse

Pulse ("News Reimagined") by Alphonso Labs, is an app that enables you to search the Web for articles of interest and arrange them in a series of tiles on your device. Pulse is available for download on Android, Apple, Kindle and Windows devices at either your app store or www.pulse.me. After signing on you get to select from a number of news feeds such as news, sports, men's health, catster (deals with cats), dogster (deals with dogs), etc. Each time you visit Pulse it downloads the latest articles of interest. You can then save them to your device for offline reading later. Pulse has been selected as one of the top 50 apps in Apple's App Store Hall of Fame. The articles are arranged on your phone, tablet, or computer in a series of subject-oriented bars that you can scroll to the left or the right. To refresh a feed you drag all of the stories to the right at which point an arrow appears. Once you see the arrow, you can let go and the feed will snap back with the refreshed stories. The Windows Web version has an "add new content" tab instead of the snap refresh feature. The colorful Pulse bars bring you a variety of news content from major newspapers, magazines, and blogs. In addition you can share the stories you like via your favorite social network. When I log on to Pulse, I log on using my Facebook account. Pulse was developed by two Stanford University graduate students, Ankit Gupta and Akshay Kothari, as part of a course. It is a very elegant solution to a problem the two had with arranging news and blog feeds on their mobile devices.

In the lower left-hand corner of the Windows screen there is a tab with your Pulse ID and a place to upload an image or photo. This tab also connects you with the Pulse settings menu where you can change your password and photo. Most of the left-hand side of the screen is taken up with a content bar. Clicking on the "add content"
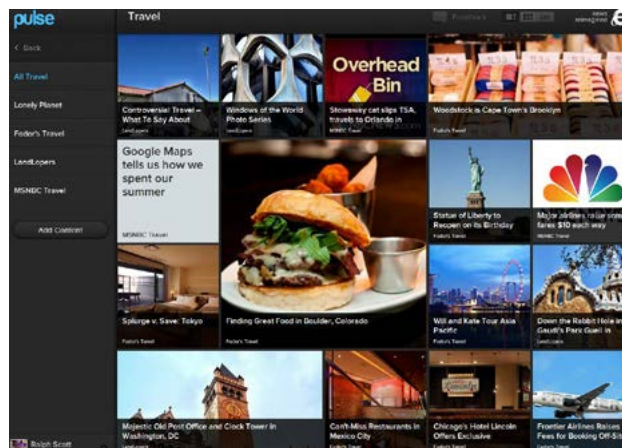
link brings up a list of available feeds. There are a number of feeds that are free as well as others that have value-added content for a fee (often around ninety-nine cents). To add a feed you click on the "+" by the feed name. To delete a page/category you tap the spokes wheel icon in the upper left corner which then reveals the set up screen. You can also send stories to several personal drop boxes in your Pulse.me account. You can create your own newspaper using a feature called "Instapaper," retain articles in a box called "Evernote," and drop the article in the "Read It Later" box. If you subscribe to one of the paid services, Pulse has a subscriber automatic renewal feature which renews the subscription unless it is turned off 24 hours before the end of the subscription period. You can turn it off through the account settings menu after your initial purchase. Pulse in short is a neat way to create your own mobile device periodical reading application. It has become very popular with mobile device users.

Looking for help with collection development?

If you want to expand your library's collection of novels set in North Carolina, you should visit the Read North Carolina Novels blog hosted by the North Carolina Collection at the University of North Carolina at Chapel Hill (http://www.lib.unc.edu/blogs/ncnovels/).

If your interest in North Caroliniana is more general, both the North Carolina Collection at East Carolina University and the North Carolina Collection at UNC-Chapel Hill regularly post lists of new additions to their collections.

The addresses for those sites are:
http://www.ecu.edu/cs-lib/ncc/profs.cfm
http://www.lib.unc.edu/blogs/ncm/index.php/whats-new-in-the-north-carolina-collection/

Lagniappe *

Robert Wolf

The Library in 2022

In my first article in NCLA Online I looked at predictions made in the late 1980s and early 1990s by librarians and information specialists concerning their vision of the library of the future. In this article, I'm going full circle and making my own, hopefully reasonable, predictions of the library in ten years' time. I chose ten years rather than twenty because I believe the pace of change is accelerating and to predict too far into the future would be an educated guess.

Many of you are probably familiar with Moore's Law, which essentially states that the processing power of computers will double every two years. So a computer built two years from now could potentially be twice as fast as the computer you bought today. This has also been true of network speeds, storage capacity, and hardware pricing. Which brings me to my first prediction. Most libraries will be dependent on cloud-based systems for their ILS and many of their other technical needs within the next ten years, as cloud-based services become more prevalent. Currently, most libraries rely on their own servers to maintain their ILS. This is done for a number of reasons, the most important being control of their system and speed of access. With the increased capability and speed of cloud-based technology, libraries will still be able to satisfy their basic needs without compromising on control and speed. This will allow them to free up personnel and capital, which was once needed to maintain their servers and focus those resources on providing more value-added content and services.

Cloud-based systems will not be limited to the ILS. Today many libraries already use "the cloud" even if they are unaware of it. If you don't host your own electronic reserves or interlibrary loan services but rather pay an annual access fee to have these services hosted by a third party, or if you use the increasingly popular LibGuides service, then you're already using cloud based resources. I believe this will be the new "normal" in the future, and those hosting their own systems will be the exception.

My second prediction is there will be a greater divide between the "have" and "have not" libraries. This classification is based purely on financial resources and not a reflection of the quality of the library or its personnel. The "have" libraries, those whose budgets allow them to spend beyond their basic subsistence needs, will be able to retain the more traditional role of the library as knowledge warehouse. They will be able to purchase ownership of ebooks, journals, data sets, streaming media, and other resources. The "have nots," whose budgets only allow for the minimum resources required to meet their library's mission, will increasingly rely on subscription access to resources without ownership. They will have less depth and breadth of coverage than the "haves," and their collection's future will be unstable and at the whim of economic factors to a greater degree than that of the "haves." This could of course be offset if there is greater cooperation among libraries or if, over the next ten years, the open access movement gains greater traction and a larger segment of the knowledge market share is made freely available.

My third prediction is that what is commonly called the Big Deal will collapse and morph into a number of smaller more customizable deals. In the past three or four poor budget years, the real weakness of the Big Deal has become apparent. During the boom times it sounded like a great idea to purchase a publisher's entire or nearly entire collection for a fee above and beyond what you were paying for access to a handful of their titles and promising to keep a certain spending level. However, once budgets tightened, libraries were forced to evaluate their collections and determine the true value of the Big Deal. Some titles in a package may be essential journals with low cost per use, while the package as a whole has high cost per use. This created a dilemma for many libraries. In the all-or-nothing environment of the Big Deal, this has caused many libraries to drop the Big Deal and pick up individual titles from the Deal at costs only marginally lower than the deal itself, losing access to hundreds of titles. It has also caused some libraries to abandon the Big Deal all together and to provide access to titles through direct subscriptions or on an on-demand basis. I believe this trend will continue and libraries will be forced to drop Big Deal packages in favor of more traditional collection development and/or patron-driven acquisitions. Hopefully, publishers will develop better more flexible subscription models that will allow for some cooperation between library and publisher that will benefit both parties.

My final prediction is that publishers will shift from providing their own unique search platforms and begin to rely more on third party platform providers. Currently, most of the larger publisher have their own search platform, which are not cross searchable with other platforms. This has left the library in the position of providing a means of cross platform searching via federated searching and, more recently, discovery services. I predict that a flexible open platform or platforms will be developed that allow publishers to provide access and search functionality to their resources without losing control over those resources. The film, music, and other media industries have already embraced a model like this. This will benefit both libraries and publishers. Libraries will benefit from a uniform search platform and ease of ordering, while publishers can reduce spending on platform development and focus on content and customer service.

Only time will tell which, if any, of these predictions will come true in the next ten years. New technology, or a shift in outlook or accepted practices, could prevent any one of these from happening; but I believe all are equally plausible and are, for the most part, positive changes for libraries.

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