



Military Libraries

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Volume 53 Number 4

Fall 2008

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MLD Website

www.sla.org/division/dmil

SLA Global Headquarters

331 South Patrick Street
Alexandria VA 22314-3501
Tel: +1.703.647.4900
Fax: +1.703.647.4901
Email: sla@sla.org



Notes From the Chair

Marybeth Dowdell, Division Chair, Military Libraries Division



Hope you are faring well in the New (Fiscal) Year. We have **SLA 2008 Seattle** successfully behind us and we are preparing for another busy conference season.

We are still encouraging green measures, so when you prepare for conferences, remember to print and carry what you will need. In keeping with local and SLA-wide initiatives, you will see more evidence of the green trend at MLW 2008. Bring your favorite MLW tote bag from a previous year and be ready for a competition for best vintage MLW tote bag as we seek to Reduce, Recycle, and Reuse

The **MLW 2008** website is available for online registration at <http://www.dtic.mil/mlw/2008>. Regular Registration runs from **October 27 through Tuesday, November 25** at 5 p.m. EST. On-site registration is available December 8-11, 2008.

Military Library 2.0: the Dawn of a New Revolution is scheduled for December 8-12, 2008 in Monterey, California. The Hyatt Regency Monterey, the conference hotel, is filling quickly. Please see more MLW information in this Newsletter. MLD will officially honor the **2008 MLD Distinguished Service Award winners** at MLW 2008: Greta Marlatt, Nellie Moffitt, and Carol Ramkey.

SLA 2009 in Washington DC will be a very exciting conference as SLA celebrates its 100th Birthday from June 14-17, 2009. Please mark your calendars now. There will be a number of MLD sponsored sessions to attend and some very exciting events planned for visitors to DC in June. For further information contact Pat Alderman at aldermanp@ndu.edu. Check out the [SLA Timeline](#) for some entertaining SLA facts. When SLA began in 1909, dues were \$2.00 and included a subscription to [Special Libraries](#).

For future planning, please note the dates for **MLW 2009** held in **Nashville** from December 7-11, 2009 and hosted by the Air Force. The local host team at the AEDC Library at Arnold Air Force Base is busy planning the conference. The Hilton Nashville Downtown will be the conference hotel. The team is planning the program now and we will have a preview at the MLW 08 Monterey. Please direct questions to Stuart Gaetjens at Allen.Gaetjens@arnold.af.mil.

The ballot for the 2009 slate of candidates for the **MLD Executive Board** was released earlier this month. If you have not voted yet, please do. The ballot is easy to use and contains helpful biographical information about each candidate. Please contact Nellie Moffitt at nellie.moffitt@navy.mil for more information. The confirmed candidates will be introduced at MLW 2008 and will assume office on Jan. 1, 2009. As always we are seeking volunteers to serve on standing committees, to serve as chairs of committees, and to run for Board positions in the 2010 election.

Call to MLD Members -- remember to send your ideas, suggestions, or concerns to: marybethd@library.nrl.navy.mil or call 202-767-7385.

Thanks so much for your support.

— Marybeth



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For Your Calendar — November 2008 to April 2009

[52nd Annual Military Libraries Workshop](#), Monterey, CA, December 8-12, 2008

[ER&L \(Electronic Resources & Libraries\) 2009](#), Los Angeles, CA, February 9-12, 2009

[ACRL 14th National Conference](#), Seattle, WA, March 12-15, 2009

[Computers in Libraries](#), Arlington, VA, March 30-April 1, 2009

[Army Library Training Institute 2009](#), Boston, MA, April 2009. Webpage not available. Keep watching for more information at <http://www.libraries.army.mil/>.

MLW Website provides helpful info, online registration

The Military Libraries Workshop 2008 Website is now up and running at <http://www.dtic.mil/mlw/2008>. A big thank you goes out to MLD Advisory Board Member and Webmaster Jim Dorsey for contributing his time and effort to launch the site. The website hosts the workshop agenda, an online registration form, hotel information, as well as helpful information about transportation, sightseeing, and special activities. The 52nd Military Libraries Workshop takes place December 8-12, 2008, in Monterey, California.

Member News

U.S. Air Force Academy McDermott Library news

Rita Anne Jones, Chief, Cataloging Branch, McDermott Library, United States Air Force Academy Libraries, retired as of 3 October 2008. Jones retired after 40 years of federal service, 38 years at the Air Force Academy and 2 years (1972-1974) in Tahkli, Thailand during the Vietnam War. Her replacement has not yet been announced. Jones said she plans to stay active and enjoy her free time by volunteering around Colorado Springs and traveling.

Ms. Charmagne Moss, Electronic Resources Librarian at McDermott Library, retired 5 September 2008 after 10+ years of federal service.

Dudley Knox Library Appoints New Librarian

Valerie Moulé joined the Dudley Knox Library, Naval Postgraduate School, as Associate University Librarian in September 2008 following completion of a national search. Val brings an incredible amount of energy, knowledge, and a breadth of business acumen to this new role. Her experiences as naval officer, military graduate student, dot-com employee as well as a variety of administrative experience in IT and continuous learning organizations fully prepared her for the transition to the Library. She can be reached at vmoule@nps.edu.

Military Libraries is published electronically four times a year by the Military Libraries Division of the Special Libraries Association. The newsletter is posted online at www.sla.org/division/dmil. The electronic archive (1998-current) is maintained at <http://units.sla.org/division/dmil/newsltrs.htm>.

Chair: Marybeth Dowdell
marybethd@library.nrl.navy.mil

Editor: Michael McNulty
michael.mculty@eur.army.mil

Submissions

Please submit all material to the Editor. Please include permission to reprint copyrighted materials with your submission. All submissions must be approved by the Division Chair and are subject to editing.

Submission Deadlines: 2009

Winter	March 15, 2009
Spring	May 15, 2009
Summer	July 15, 2009
Fall	October 15, 2009



Military Libraries Workshop Update

Eleanor S. Uhlinger, Dudley Knox Library, Naval Postgraduate School



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Your colleagues in Monterey look forward to welcoming you to the scenic community for MLW 2008, December 8-12. Please register for the conference, reserve a hotel room and make your travel plans soon to participate in this great training opportunity.

The program is full of rich Web 2.0 content featuring terrific speakers. We also have a variety of opportunities for you to interact with our sponsors and exhibitors, while you meet and greet first-time attendees and old friends and colleagues. We've planned a 'green' conference so please check the website for more information. You'll notice there are service meetings and pre-conference workshops scheduled on Monday, December 8. Also, perhaps you'll consider staying an extra day or longer to enjoy the Monterey and Big Sur region. We will offer signups at the conference for optional tours Friday, December 12 (free and for-fee; some space-limited), including:

- Tour of the historic Hotel Del Monte (now NPS), 17-Mile Drive, & Shopping in Carmel-By-the-Sea
- Monterey Bay Aquarium
- Whale Watching on Monterey Bay
- Walking Tour of Historic Monterey & Shopping in Monterey
- Scenic Movie Tour & 17-Mile Drive
- Wine Tasting
- Golf
- Surfing

For more information about MLW 2008 visit <http://www.dtic.mil/mlw/2008/>.

For more ideas of fun things to do in and around Monterey/Big Sur visit <http://www.montereyinfo.org/> and <http://www.bigsurcalifornia.org/>.

Have You Booked Your Hotel Room for MLW?

Only a few days left!
Book your room by 6 November to receive the special MLW rate (negotiated federal per diem) at the Hyatt Regency Monterey!

[Reserve your room now](#)

Military Libraries Blog Helps Keep Members Current

MLD Webmaster Pat Alderman launched the [Military Libraries Division Blog](#) last May. It now hosts more than 50 informative and interesting entries with new items added regularly. The blog is just one more way people working in military libraries can keep up with relevant news and other information.

Alderman's first entry reads "welcome to the Military Libraries Division Blog. We hope that you will find this blog a useful source of information on information, trends, and events that affect military libraries and information centers and the people that run or use them."

In addition to Alderman, MLD members Rachel Kincaide and Greta Marlatt contribute to the blog. Marlatt supplies material for Greta's Links, a recurring feature with up-to-the-minute information on Homeland Security, intelligence, and other defense and military issues.

If you want to submit a blog entry, contact Pat Alderman at aldermanp@ndu.edu. The blog's web address is sla-divisions.typepad.com/sla_military_libraries_bl/. Don't forget to bookmark it. Or, click on "subscribe to this blog's feed" if you want to receive content updates in your news reader.



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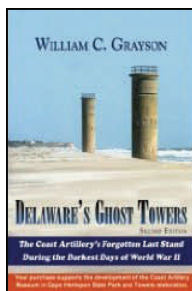
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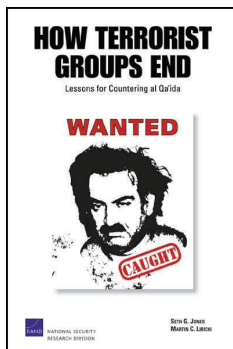
Sharon Lee Butcher, AEDC Technical Library, Arnold AFB, Tennessee



Grayson, William C. *Delaware's Ghost Towers*. Second Edition. Aug. 2008. 147p. ISBN 9780741449061. \$17.95.

U.S. coastal fortifications prior to the attack on Pearl Harbor had not been emphasized. After that brutal attack, the 261st Coast Artillery Regiment was formed to provide defense capabilities to the waterways in and around the eastern coast of Delaware across to Cape May, NJ. Although no German vessels penetrated this area, so vital to the shipping of both Wilmington and Philadelphia, the 261st stood ready to thwart any German naval activity in those coastal waters. Mr. Grayson examines the 11 observation towers which were located on both sides of Delaware Bay, Fort Miles which served as the central base of operations, the various guns within, the ammunition bunkers, command and control bunkers, battery casemates, as well as the inception of this military unit. Copiously illustrated, the book includes numerous pictures of towers, terrain, maps, etc., as well as illustrations showing how difficult it was to sight a moving vessel at sea from a tower and engage the enemy. Well-indexed, Mr. Grayson's book addresses the dearth of print materials about this little known, yet very important, defense effort. The book is recommended for collections dealing with mid-Atlantic history (especially Delaware and New Jersey), military/naval history, engineering/construction, littoral defenses, and maritime subjects. Because many of the towers/facilities remain, in varying degrees, tourists and history buffs will find it a complementary adjunct to other guides of the area. Many an hour with children or grandchildren can be spent productively and educationally exploring these sites. Mr. Grayson has designated total proceeds from sale of the book to support the Coast Artillery Museum in Cape Henlopen State Park and towers restoration.

Melanie A. Blau, Reference Librarian, AFRL Technical Library



Jones, Seth G. and Martin C. Libicki. *How Terrorist Groups End: Lessons for Countering al Qaeda*. July 2008. 252p. ISBN 9780833044655. \$33.00. Electronic book available online at http://www.rand.org/pubs/monographs/2008/RAND_MG741.pdf

In their new book, Jones and Libicki analyzed 648 terrorist groups in existence between 1968 and 2006. Their purpose was to answer the question, "How do terrorist groups end?" in an effort to uncover what might be the best strategies for dealing with al Qaeda today. The "End-of-Terror" data set they developed includes; organization name, operating dates, peak size, economics, regime, type, goal, and (how it) ended (some haven't ended, of course, and they are marked appropriately). The data, presented at the end of book, is very interesting.

There are chapters that summarize the data and draw conclusions and chapters which focus on one particular terrorist group that ended by certain means. For example, Chapter Three, entitled "Policing and Japan's Aum Shinrikyo" discusses how this group was gradually and thoroughly dismantled by means of an active and tenacious police force. Aum Shinrikyo was the terrorist organization that used chemical weapons to attack and kill people on commuter trains in 1995.

Jones and Libicki make a convincing argument for spending our energy, time and financial resources in a way that is more likely to see results based on prior successes in a wide variety of situations. A thought-provoking read.

Seth G. Jones is a political scientist at RAND and an adjunct professor at Georgetown University and at the U.S. Naval Postgraduate School.

Martin C. Libicki is a senior management scientist at RAND whose most recent assignments include devising a strategy to maximize the use of information and information technology in countering insurgency. He is the author of many books including, *Exploring Terrorist Targeting Preferences* and a contributor to others such as, *Conquest in Cyberspace: National Security and Information Warfare*.



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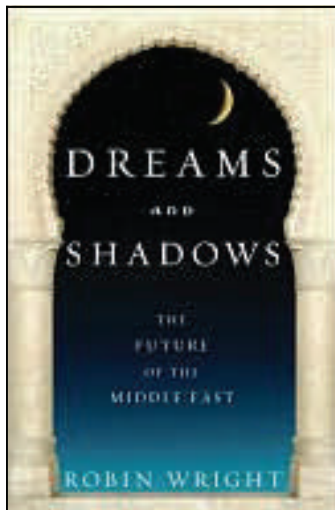
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Book Reviews

Melanie A. Blau, Reference Librarian, AFRL Technical Library



Wright, Robin. *Dreams and Shadows: the Future of the Middle East*. Feb. 2008. 480p. ISBN 9781594201110. \$26.95

Dreams and shadows: the future of the middle east covers the immediate past history and up to the present day (2007) of the following areas: Palestinian territories, Egypt, Lebanon, Syria, Iran, Morocco and the United States in Iraq. Not covered directly, Israel is referred to throughout the chapters as seen through the lens or in the context of, the chapter/group being discussed.

For each area, Wright covers the major players, what are their dreams, their aspirations for their movements, themselves and/or the region as a whole. She also discusses the potential problems with the different movements – the rivalries, and a veritable scorecard of who hates who and could become likely allies. If you want to be able to understand what is unfolding in the Middle East, or just fol-

low the nightly news coverage intelligently, I strongly recommend this book.

Wright covers U.S. foreign policy for the Washington Post and has traveled and reported from over 160 countries in her career to date. More information about her may be found online at <http://projects.washingtonpost.com/staff/articles/robin+wright/>.

Education and Training

Click University — sla.learn.com

An online learning community for the benefit of SLA members. Each month Click U offers a Course of the Month which SLA members can take free of charge.

Online Programming for All Libraries (OPAL) — www.opal-online.org/archivelis.htm

These free podcasts are available for listening to on your computer, MP3 player or iPod. A sampling of podcasts available includes: Wiki World, Library Services for Older Adults, and Gaming and Libraries.

Infopeople — www.infopeople.org/training/past/

Each of these free workshops includes links to a PowerPoint presentation, exercises and handouts. A sampling of workshops includes: Customer-Friendly is More Than Attitude, Increase Your Computer Competency – Practical Tips and Tricks, Living With Change: Coping and Stress Reduction in the Library Workplace, Practical Project Planning and Management for Libraries.

Internet Library for Librarians — www.itcompany2.com/inforetriever/

This free resource was designed to assist librarians in locating online information relating to librarianship.

SOLS Clearinghouse—Training Resources for Library Staff

— www.sols.org/links/clearinghouse/training/index.htm

These free resources include information on a variety of topics including Community Development Resources, Library Administration Resources, Literature and Fiction Resources, Public Services Resources, Technical Services.

SirsiDynix Institute — www.sirsidynixinstitute.com

These free webinars support the work of libraries and librarians everywhere. To participate in an online conference you can use the toll-free number to dial into the session.



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Bike-A-Thon Partners Library with Fitness Centers

Vicky Stever, Director, Hurlburt Field Base Library, Florida



Lilly Woods, Hurlburt Field library technician, celebrates surpassing the goal in the Hurlburt Field Library Fitness Cycle Marathon Challenge. Participants logged 2650 miles and 140 hours of exercise during the two-week event.

HURLBURT FIELD, Florida – They rode 2650 miles in 140 hours. When one person tired, another jumped onto the bicycle. No one got sunburned, or soaking wet, or stuck in traffic. That's because the entire grueling journey took place inside a library. It was the Library Fitness Cycle Marathon Challenge at U.S. Air Force Hurlburt Field, a unique collaboration between the base's library and fitness centers.

Two exercise cycles were set up in the library's lobby in view of all incoming customers. This surprising sight generated speculation and questions, a perfect lead-in to market the unusual event.

The initial challenge to customers was to keep a cycle rolling

every hour the library was open during a two-week period. Customers were invited to reserve an hour slot on a bike. As part of the local National Library Week celebration, the marathon kicked off on April 14, 2008.

Signing up volunteers was not always an easy sell. Staff from the library and fitness centers had agreed to fill-in the gaps between riders which gave them a vested interest in soliciting participation from customers. The goal of accumulating hours didn't inspire many volunteers, but accumulating mileage to reach a destination did catch their imagination. The primary goal changed to cycling 1149 miles to Cannon Air Force Base, New Mexico, Hurlburt Field's sister base in the Special Operations Command. The fitness bikes recorded mileage and daily totals were marked on a progress meter, along with the name of the city which had been virtually reached. This visible indicator of success spurred even more interest in helping the library achieve its goals.

To showcase the synergy of library services with a workout activity, participants were encouraged to read or listen to audio books as they cycled.

To showcase the synergy of library services with a workout activity, participants were encouraged to read or listen to audio books as they cycled. Fitness magazines, newspapers, books and audio books were displayed by the bikes.



Live music entertained riders in the fitness cycle marathon inside the Hurlburt Field Library. One rider stayed an extra hour because he enjoyed the tunes.

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Bike-A-Thon, Cont. from page 4

Vicky Stever, Director, Hurlburt Field Base Library, Florida



Customers continued to ride the bike after the conclusion of the marathon; the peaceful library setting provided a relaxing workout.



U.S. Air Force Airman First Class Jason Linney surfs the Internet on a library laptop during the fitness cycle marathon.

Fitness magazines, newspapers, books and audio books were displayed by the bikes. The library provided MP3 players for riders to test its new downloadable audio book service.

Riders enjoyed additional pastimes, too: talking on the phone, visiting with friends, singing along with music, studying for a test, eating lunch, watching cartoons on a phone, working Sudoku puzzles, even surfing the Internet on one of the library's laptop computers. One lunchtime, a keyboardist supplied live music to entertain the cyclists.

All riders were invited to countdown the final minutes of the last ride on April 28th. Amid music and cheers, revelers sipped Gatorade from champagne flutes and nibbled heart-healthy cookies as the totals were unveiled. Goals of both mileage and time had been surpassed. The accumulated 2650 miles took the bikers on a virtual trip to Cannon AFB and back to Hurlburt Field, then to Maxwell AFB near Montgomery, AL and back to Hurlburt Field. Because there were time slots in which both bikes were in use, total riding time was 140 hours in a 130-hour period. Sixty-six people, representing 22 different military units and DoD civilians, contractors, military retirees and family members, took part. The oldest rider was 76 years old and the youngest was 17.

In addition to cultivating new customers and increasing awareness of services, the library received unplanned benefits. Enthusiasm generated by the sense of accomplishment earned customer buy-in, with positive feedback and suggestions for next year's event.

The program was also a team-building exercise for staff, all eight of whom voluntarily filled vacant time slots to keep the marathon going. Due to a facility renovation, one of the cycles remained in the library for several months with librarians and customers continuing to ride the bike. Exercising the brain while exercising the body has become part of the local culture of "library fitness."



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Third time's the Charm for Bamberg Library

Trecia Wilson, USAG Bamberg Public Affairs



Library Director Karen Lazzeri displays bugs by children that attended the 2008 Summer Reading Program in Bamberg, Germany. The bugs were used to decorate Lazzeri's own Volkswagen "Super Bug" on the final day of the "Catch the Reading Bug" program.

Photo by Jocelyn Bright-Smith

BAMBERG, Germany – The-third-time-is-the-charm expression usually refers to someone finally accomplishing a goal after repeated tries – along with the joy that comes with it.

For Karen Lazzeri, winning for the third time in a row is more charming than the first. Why? Because while it's exciting to win anything initially, repeatedly being named the Army's top library for a medium-size post is a real challenge. You have to raise the bar and expect more of yourself.

Lazzeri and her staff at the Bamberg Community Library started their winning streak of Army Recreation Award library titles in 2006. To continuing doing so this year, Lazzeri had to show judges how events held at her library benefited U.S. Army Garrison Bamberg as a whole.

Labeling herself a library rat as a shy youth, Lazzeri said she always visited her hometown library because she felt safe there. Obviously, that turned into a lifetime of love for libraries and books – but Lazzeri doesn't believe a library today should be only about books. She still sees it as the place she remembers as a child: a safe haven for those who want to hang out and relax, read a book, surf the internet or meet with friends. Moreover, it should be the place everyone wants to visit.

But don't think Lazzeri is the stereotypical librarian who shushes you for being a little too loud. She's a very active person who realizes activity often begets noise. To make the library into the place where everyone wants to be, Lazzeri and her staff constantly search for ways to attract patrons. For example, last year they organized "Operation Scrap Book Support," which brought families together at the library to create scrapbooks for loved ones downrange. Another major part of Lazzeri's success comes from her efforts to partner with other Morale, Welfare and Recreation departments and various installation programs. By partnering with groups like the community theater and School Age Services, the library increases its number of visitors.

Other activities include supporting the Warrior Transition Unit. Monthly, the library staff supplies lunch for injured Soldiers along with arranging energizing activities. Scheduled events range from off-post tours to meals with guest speakers discussing medical care. The goal: providing Soldiers and their families with requested resources and information.

For the library overall, with ever-advancing technology, access to books and written information has progressed as well. In the past, such media was available via audio tapes – now it's all offered digitally (compact discs and computer audio files). As a result, many libraries have to choose whether to stay with traditional books, which limits customer service, or to grow with technology and welcoming the electronic age. Lazzeri and her staff – Wilson Delahoz, Willie Gore, Andrea Wittkamp, and Leonard Kuplinski – believe wholeheartedly that moving forward is the only way the library can succeed.

Accordingly, they have embraced technology in some very non-traditional ways. For instance, the Bamberg library offers books as well as DVDs, audio books and video games; their goal is not just to get people reading, it is to encourage visitation overall. And once people do come into the library Lazzeri said, they begin browsing until they find an item to take home.

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Marshall Center Library Tech Wins National Honors

Anne Fugate, George C. Marshall Center Public Affairs Office



Marshall Center library technician Jill Golden is the 2007 Federal Library Technician of the Year.

Photo by Karlheinz Wedhorn

GARMISCH, Germany - Marshall Center library technician Jill Golden was honored as the 2007 Federal Library Technician of the Year during a ceremony at the Library of Congress in Washington, D.C., Sept. 12.

The Library of Congress' Federal Library and Information Center Committee annually recognizes the best federal libraries, librarians and library technicians for their innovation in meeting customer needs.

Librarian of Congress James H. Billington presented Golden the award, which cited her exceptional commitment, innovative thinking and technical skills in serving an international community of users.

Overall, the Marshall Center Research Library provides services to military officers and civilian government officials participating in programs at the George C. Marshall European Center for Security Studies, a U.S.-German security and defense studies institute located on Sheridan Kaserne in Garmisch. In 2007, the library staff of nine worked with more than 800 course participants from 71 countries, along with visiting researchers and the center's multinational faculty and staff.

The library provides resources and services in the same three languages in which the center conducts its resident courses - English, German and Russian.

From her position at the circulation desk, the Russian-speaking library technician is invaluable in making first contact with many course participants, said Golden's colleague, systems librarian Kathryn Davis.

"By greeting participants in their native language and with her can-do spirit, she quickly puts even the most reserved at ease," Davis said. "And because of her Russian proficiency, she is often called upon to provide reference service to Russian-language participants, which she does as well as any professional librarian."

Golden, who has been at the Marshall Center since October 2004, said she enjoys working with such diverse patrons.

"I am always learning something, in engaging with people from Mongolia or South Africa or Slovenia," she noted, adding that she continues to be surprised by what course participants sometimes tell her of the difficulties in trying to find books in their countries.

For example, "One participant from South Africa (told me) that it is so hard for them to get these kinds of books in their ministry library, for budget reasons," Golden recalled. "I'm always surprised that books I take for granted, people are really pleased to have access to here."

Golden routinely looks for opportunities to improve customers' access to resources, said Davis, even when that means going beyond the library walls when necessary.

"Any good work I've done here is because I have a great boss and great colleagues that teach me." — Jill Golden, Marshall Center Research Library



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Marshall Center Library Tech, Cont. from page 9

"The library is frequently asked to purchase books for participants, but this is prohibited, and it is very difficult, nearly impossible, for them to purchase directly from the U.S.," Davis explained. "Jill coordinated with the local post exchange to stock course 'bestsellers,' giving participants a way to purchase the books locally."

Other projects that Golden worked on in 2007 included planning upgrades to library's Web pages found on the student network and compiling weekly resource alerts for participants in the center's main course, the three-month Program in Advanced Security Studies. These and other efforts showed students the holdings and services that are available to them not only while they are in Garmisch, but also after they have graduated and returned to their home countries.

Despite having volunteered in her hometown library when she was a teen and working in her college library, Golden did not originally plan to begin a career in the library sciences. After graduating in June 2004 with a bachelor's degree in Russian studies from Minnesota's Carleton College, she began focusing on putting her language skills to work, which the position at the Marshall Center certainly allows her to do. However, the work here proved so interesting that she began working on a master's degree in library sciences, which she will complete in December.

Library director Marcy Hampton said that Golden is undoubtedly the most impressive technician she has worked with in more than 30 years of federal service. Such credit, Golden said, goes to those around her.

"Any good work I've done here is because I have a great boss and great colleagues that teach me," Golden said. "Not many libraries let their technician write up plans for redesigning their Web site."

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Army Libraries Win Recreation Awards



Regular puppet shows at the Garmisch Library in Germany helped earn the library an Army Recreation Award this year. Garmisch won the best library program in the small garrison category for the fifth year in a row. Library Director Ailien Patail is shown at left reading. Other U.S. Army honorees include Bamberg Library in Germany which was the top library program in the medium garrison category (see story on page 8), and Schofield Barrack's Main Library in Hawaii which won best library program in the large garrison category.

Photo by John Reese



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Outreach in the Real World — Or — How I Learned To Stop Worrying and Love My Directorate

Melanie A. Blau, Reference Librarian, AFRL Technical Library

WRIGHT-PATTERSON Air Force base, Ohio — One of the prime directives I was given during my interviewing process at the Air Force Research Laboratory was to provide library marketing and outreach to my assigned Directorate. A Directorate is similar to a department at a University. I was warned that they had had their own library and librarian at one time and they were used to doing things their own way. This didn't seem like too much to overcome and in any case, I welcomed the challenge.

Once I started working, I read everything available about my directorate. I read up on the latest trends in library outreach, and subscribed to the Military Libraries Division and Science and Technology listservs. In addition, at the Special Library Association's annual meeting this year, I attended the SRO talk given by John Law and Mike Buschman about marketing and outreach. I stood in line at the end to give them my card in order that I could receive their Power Point presentations electronically.

Having gathered all of the information, I formed a plan. I discussed this plan with my boss and she liked it and gave me the go ahead. We presented it to our contract liaison in the government and she liked it too and gave the go ahead. So, I went ahead. And quite a few things went wrong. Some problems were related to IT glitches that could not be overcome. Some problems were related to misunderstandings about what I was asking people to do for me. Some problems were related to my having an incorrect impression about the physical layouts of where my customers work.

I had to adjust and adjust some more. I had to make some bold moves. I had to be polite and persistent.

Happily I am now giving several sessions each month to my people and getting to know my customers' interests, wants and needs. As I understand them, I share that understanding with my peers and feed their questions into broader marketing initiatives that support the entire constituency at our location.

What I wanted to do	Reason for success/failure	What I do now
Hang out in the various building cafeterias with a laptop, casually talking about the library and giving away pens, etc.	My customers' locations do not have big cafeterias. There is also no central hallway or other place to hang out.	Make appointments for short sessions (30 minutes) in a convenient to them conference room (in their building).
Take a preloaded laptop to different buildings and work with my customers on it. This was to support presentations but also 'live' searching in whatever database they wanted to use.	IT problems. Could not get this to work.	I go early to the conference room (30 minutes) and make sure that I can log on to the computer there. I set up my bookmarks ahead of time and take my presentation on a flash drive.
"Live" searches tied to my customers' topics.	They're shy! Or too busy, or aren't sure others will be interested in their topics or ?	So, I use the general research themes of the group which are available on our website and make up stuff from that.
Give presentation handouts.	Works great.	I also invite people to sign up for an electronic copy if they prefer. I send it the same day.
Handout my cards with the URL of our website prominently displayed.	Works great.	As an added incentive I tape my cards to a small piece of candy.
Have attendees fill out a brief evaluation form which includes a selection of more in-depth topics available for more sessions.	Works great.	Shows me what the most important elements of my presentation are. Also helps me plan future sessions that are truly responsive to my customers.



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Artist Brings Color to Garmisch Library

Jessica Roberson, USAG Garmisch Morale, Welfare & Recreation



Artist Peter Brown paints a mural in Garmisch Library's teen corner.

Photo by Shellie Hanson

GARMISCH, Germany - The Garmisch Library, a five-time recipient of the Army's recreation award for top library at a small garrison, has a colorful new teen corner thanks to volunteer artist Peter Brown's recently completed mural.

The library staff and Peter celebrated the completion of his mural on October 24 by inviting Garmisch youth to Meet the Muralist, a question and answer session with the artist.

The special event was the finish line of 50 plus long hours of work. This labor of love was completed with the goal of giving the teens a special place to relax and read with a unique, fun atmosphere that celebrated the arts and the local environment.

When the kids asked Peter for advice on how to start painting, he laughed and said "find someplace legal [to paint]," explaining that his painting "career" began as a graffiti artist. As a teenager in South Dakota, Peter had visions of painting on large canvasses on the scale of Leonardo da Vinci or Michelangelo. After struggling to find an area large enough to practice on, his parents let him paint his first mural on the inside walls of the family barn. He told the kids that he quickly learned the importance of

scale. Most importantly he learned the importance of ventilation when working with spray paint.

"I learned pretty quickly I had to keep the barn doors open," he said.

From there, Peter soon found himself volunteering to paint a mural at the library in his home town. At the end of last year's ski season, he approached Garmisch Library Director Aileen Patail and offered to paint the mural. Week after week, curious customers wondered what the final product would look like.

The painting reflects the local landscape with the summit of the Zugspitze in the foreground and as well as man-made wonders from around the world. The Great Wall of China weaves its way across the canvas between the pyramids of Egypt and the Statue of Liberty, all surrounded by a glowing sunrise.

Peter gave Meet the Muralist attendees some advice about getting started and some insight into who personally inspires him.

"I really admire Leonardo da Vinci because he wasn't just a painter. He sculpted and was an inventor as well," Peter said. "If I was going to suggest anything, I would say get yourself a sketch book and just draw your day, whatever you see in the world that inspires you, go home and put it on paper. After a while you'll find yourself building a portfolio."

Interesting words from a young man who isn't just a painter. Peter's day job with the Edelweiss Lodge and Resort in Garmisch finds him teaching snowboarding to soldiers and their families while surrounded by the same mountain vista that is now splashed across the library wall.

The finished mural is already attracting attention from patrons.

"I can see the Zugspitze," said local teen Calvin McGrail, as he walked into the library.

Peter said eventually he would like to extend his mural around the corner. The kids liked that idea and started offering ideas on what he could create next. So stay tuned! There might be more art to look forward to at the Garmisch Library.



Join the Team

Contact Division Chair Marybeth Dowdell or any of the advisory board members if you are interested in volunteering for one of the committees. Advisory board members serve a one year renewable term of office. Be active, make a difference!



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