



REFERENCE SECTION QUARTERLY

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[HTTP://WWW.NJLA.ORG/SECTIONS/REFERENCE](http://www.njla.org/sections/reference)

A MESSAGE FROM THE SECTION PRESIDENT

Hello and Happy New Year to you all. What an incredible winter we have had so far with below freezing temperatures and snowy conditions. I'm sure many of your libraries are busier than normal with the chilly economic conditions as well as the need for folks to be inside somewhere warm and dry. Hopefully, you are all staying nice and fired up with reference!

On Thursday, October 23rd at Seton Hall University, we had a very productive business meeting where we voted in two new Board Members. Please help me welcome Lisa Florio of the Springfield Public Library as our fourth Member-at-Large, and Glynis Wray of the Toms River Branch of the Ocean County Library (OCL) as our new Recording Secretary. The meeting

was followed by a lovely tour of Walsh Library. Thanks to Richard Stern for hosting us.

At the October meeting, we had one member call in to participate via speaker phone. It was our first attempt to include members remotely, which we were able to duplicate at our December meeting at Cherry Hill Public Library. After some initial snafus, we connected four of our members who had gathered at Nutley Public Library to call in. Hopefully, in the future we will be able to offer more remote access to members who cannot travel to the meetings since our members are all over the state. See the article below for a description of the tour of the lovely Cherry Hill Public Library and the presentation by Allan Kleiman.

We will be having another

business meeting on February 9th at the Toms River Branch of the Ocean County Library system. It will be followed by an exciting presentation about diversity programs and grants that you can read about on page 8. Please join us!

For minutes of our meetings, flyers for events, or other information about the Reference Section, please visit the NJLA wiki at: <http://njla.pbwiki.com/Reference>. If you have any questions, comments, suggestions, please feel free to contact me (lcoats@monmouth.edu or 732-923-4537). We welcome all new members or renewed involvement from old members!

Lisa Coats

"REFERENCE ABROAD: A VISIT TO CROATIAN LIBRARIES" AT CHERRY HILL PUBLIC LIBRARY

The Reference Section met at the Cherry Hill Public Library on December 16 for a tour of the beautiful Cherry Hill Public Library and a presentation by Allan Kleiman about his recent visit to the Croatian Library Association.

The informative and comprehensive tour of the Cherry Hill Public Library was conducted by Ginny Ciocci, Head of Reference Services. The library is 72,000 square feet, housing a collection of close to 140,000 books and over 500 periodicals. It is a beautiful structure that opened to the

public in December 2004, and it's well worth a visit when you're in the area. During your visit, be sure to check out the Friends' Store, the Reference Desk area, the Art Gallery, the computer lab downstairs, and the children's area upstairs, especially the craft room and storytelling area.

Our speaker for the meeting was Allan M. Kleiman, formerly the Assistant Director at the Old Bridge Public Library and now a full-time library consultant. Allan was

invited this past October by the Croatian Library Association and the American Embassy in Croatia to be a keynote speaker on "Senior Spaces," at their national library conference in Pula, Croatia.

Mr. Kleiman: "The experience in visiting Croatia and their libraries is one that I would highly recommend. Croatia is a beautiful country with library workers dedicated to provide the best they can to their clientele. Even for a

SECTION PROGRAMS AT NJLA

Making Sense of Business Reference
Monday, Apr. 27 at 1:00 pm

What's a Database Anyway?
Promoting E-Resources
(co-sponsored with PR committee)
Tuesday, April 28 at 9:00 am

Helping Your Patrons Understand
the Global Financial Crisis
Tuesday, April 28 at 11:00 am

Surviving a Genealogy Reference
Interview
(co-sponsored with History & Preservation
Section)
Tuesday, April 28 at 1:30 pm

One is Silver and the Other Gold:
Harmonizing Iconic and Iconoclastic
Librarianship
(co-sponsored with IT and Administration
Sections)
Tuesday, 4/28 at 2:30 pm

Reference Excellence Challenges:
Realities & Possibilities
Tuesday, April 28, at 3:30 pm

Radical Reference: Community
Librarianship with Free Software
Tuesday, April 28 at 4:30 pm

Tweet What? 6 Sweet Ways to
Connect with Your Customers in
140 Characters or Less
(co-sponsored with IT Section)
Wednesday, April 29 at 9:00 am

To Dewey or not to Dewey
(co-sponsored with Reader's Advisory
Roundtable)
Wednesday, April 29 at 11:30 am

Year's Best Graphic Novels
(co-sponsored with Reader's Advisory
Roundtable)
Wednesday, April 29 at 2:30 pm

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seasoned librarian like myself, I returned from the visit with a new perspective of the level of reference and information services in Europe."

Allan shared his impressions of his trip which, besides speaking at the conference, included visits to the National and University Library (NUL) in Zagreb and public libraries in Zagreb and Pula. The NUL is the largest library in Croatia, and is open 24 hours a day to anyone who registers as a library customer. Reference functions are on the first floor, with special collections of rare books, maps, art and music on the other floors. Three blocks away on the Zagreb University campus, a new state-of-the-art library is in construction to consolidate departmental libraries in one location. The building is to be completed by the end of 2009, and the exterior is de-

signed in the shape of a book. The public libraries around Zagreb and Pula that were visited were modern library facilities. Books in various languages can be found. Several libraries around the country "specialize" in collections in other languages that can be requested through interlibrary loan. With three library schools in this small county, this is a "push" not only to provide continuing education to those already working in libraries but to encourage library staff to go back to school for the MLS degree. The Pula Public Library is one of the newest in the country and includes a



cafe, art gallery, quiet study space, technology lab and merchandised shelving throughout. The American Embassy also sponsors four American libraries of books and magazines around the country.

The Croatian Library Association Conference is held every two years and alternates with a conference for public libraries. The conference was structured like any major American library conference. Allan was the keynote speaker at the preconference on library service to older adults. In addition to his presentation,

fifteen library staff members from around the country presented papers on their model programs. The other issues throughout the conference of access of service, technology, buildings and budgets mirrored worldwide library concerns. Two poster sessions included presentations on bookmobiles services for persons with disabilities. Many Croatian librarians were interested in innovations in United States library services, and Allan was "on-call" as a visiting librarian advisor. Several librarians had visited North America, most recently to IFLA in Quebec.

*David Calvanico
Head of Reference
Mount Laurel Library*

*Allan Kleiman
Library Consultant*

GOOGLE CLASSES AT THE NEW JERSEY STATE LIBRARY

Google may be designed for simplicity, with its easy-to-use interface and promise of speedy results. But anyone who has been overwhelmed by millions of results for a single query will undoubtedly ask, "Is there a better way?"

Usually, there is. Unfortunately, many users fail to take full advantage of the search options and shortcuts that Google provides to assist them in obtaining relevant information easily. The New Jersey State Library has developed a class called "Getting to Know Google." It is designed to help our customers take full advantage of those options, allowing for a more efficient searching experience. This training is an excellent idea for other libraries to replicate.

We've discovered the design of the class does not have to be overly complicated or technical,

as long as it presents thorough and relevant information. Simply going through options and highlighting useful tools with live searches is enough to stimulate questions and engage the audience. We show participants how to use the the Advanced Search options, which are often forgotten in Google searches. These are useful tools for limiting results and eliminating commercial or unrelated Web sites. Even those already familiar with the Advanced Search screen are often surprised by some of the new features that have been added, including searching within a numeric range or a specific URL.

Other Google shortcuts covered are calculator, unit conversion, and thesaurus tools that appear when certain phrases or punctuation marks are inserted. Explanations of these features can be found in the extensive

Google help pages through the "About Google" link or by Googling, "Web search help." The session also includes a discussion of Google Maps, which has undergone some changes in the past six months that have enhanced its capabilities as a research and mapping resource (see Douglas Baldwin's article in this issue for more details -- Ed.).

The "Getting to Know Google" class is not aimed at encouraging users to select Google over the library. Rather, it explains how Google works, highlights its advantages along with its shortcomings, and clarifies when the library would be a better source of information. Participants are often pleased to learn that they could request journal articles from the library instead of paying a fee for items they found on publishers' web sites through Google. An added

benefit for users is learning to formulate search strategies in Google's Advanced Search, a skill that can be transferred to database searching. The classes also open lines of communication, encouraging patrons to ask librarians for assistance in any tricky research situation.

Creating classes for avid Google searchers provides a valuable service. Most importantly for librarians, it provides an opportunity to show Google in the context of how it relates to or complements existing library services or resources. If you would like copies of the slides or handouts from "Getting to Know Google", please contact Andrea Simzak at asimzak@njstatelib.org.

*Andrea Simzak
Library Associate
New Jersey State Library
Reference Services Section*

STUDENTS SCORE BIG IN BURLINGTON COUNTY LIBRARY'S BUSINESS IDEA

Despite the gloomy economy, which may turn people off entrepreneurship as a career option, Burlington County Library's first-time teen business idea contest was a great success.

Sixty percent of 13- to 18-year-olds surveyed by Junior Achievement last year indicated interest in becoming entrepreneurs. While down from 66% in 2007, that's still a substantial target market for a business services librarian!

The idea for the contest grew from my goal to market our library's strong business-serving capabilities to the entrepreneurs of the future – teens! Global Entrepreneurship Week (11/17 – 23/2008, see www.unleashingideas.org), a highly publicized, worldwide call to organizations to sponsor activities to inspire youth innovation, gave me a large scale tie-in.

With co-sponsorship from Friends of the Library (providing funding) and the Rutgers Small Business Development Center (providing judges), plus the dedication of a great staff committee – the contest became reality.

Email and mailings went to all Burlington County high schools through principals, librarians, and business course teachers. Enthusiastic response from several teachers boosted participation to levels beyond our expectations.

In October, 72 teams submitted business ideas on the "Globalocal" theme, meaning one that examines local needs or markets in ways that could potentially have an impact on a larger, even global scale.

The top 10 teams were chosen to take part in the December 13 finals, which included a

three-minute sales pitch contest before the judges – plus lunch!

Patrick O'Neil and John Trombino, eleventh graders from Bordentown Regional High School, won the \$1,000 first prize with their Project S.E.R.P.E.N.T. (Static Electricity Retro-fitted Planes Eco-friendly to Nations of Tomorrow). The concept involved retrofitting jets and harnessing the power of static electricity and water to boost fuel efficiency, reducing costs and pollution. Their faculty adviser was Chris Durling, the school's media specialist.

Tyrus Langston Ballard, a 10th-grader from the Life Center Academy in Burlington Township, took the \$500 second prize with "Minding Your Business - A Greener Way of Document Destruction and Eco-Tistic Recyclable Goods Store." His

idea combined a shredding service with a store selling recyclable goods and paper shreds. Life Center math teacher Peter Pace was Ballard's adviser.

Sponsors, teachers, students, and staff shared excitement at the outcome, and felt the effort was worthwhile in providing a fun and motivating educational experience, a chance to build a presence with teens, and a productive school-public library collaboration. Now that we've gotten one contest under our belts, we can leverage that effort into an even better competition next year!

*Joan C. Divor
Business Services Librarian
Burlington County Library System*

DR. JOSEPH JANES ON DIGITAL REFERENCE SERVICES

Rutgers SCILS and Rutgers University Libraries recently co-hosted a session with the always engaging Dr. Joseph Janes, reference guru and Associate Dean for Academics at the University of Washington's Information School. Dr. Janes, co-author of *Online Retrieval: A Dialogue of Theory and Practice*, spoke at Alexander Library in New Brunswick, NJ on October 24, 2008. While taking part in the online Rutgers SCILS MLIS program, I listened to a podcast of Dr. Janes' talk. Here are my key takeaways from his interesting lecture.

Dr. Janes spoke about digital reference services and offered four tips that can benefit librarians at any stage of their careers:

1. Be aware of current events that affect our lives and our jobs.

Print will not evaporate overnight, but do not get too attached to the way things are today. Print newspapers are an afterthought, as the newspaper is now born digital, and printed only for sake of tradition. Information delivery is in a state of change. As the tide of digitization rises, fewer and fewer organizations will maintain the print record, thus making the print record more valuable.

Google Book Search and digitization efforts are transforming the way older materials are used, allowing people to find items in special collections. As users discover the items in Google Books, yet are reluctant to read the text onscreen, they will seek out the print version, creating an increase in interlibrary loan for these special, rare items. Google

Books will help bridge the gap between difficult OPACs and the discovery of materials.

2. Be where the users are. People that are constantly texting/Twittering/Facebooking are in more than one place at a time; perhaps physically on a train commuting, but virtually with their friends. Be where the users are virtually too, so libraries are there, readily accessible. As our users spend more time in these online environments, we need to be in the position to meet their information needs on their terms, where they are.

3. Work with the IT Departments. When people think of information, they should be thinking of libraries. When interfaces to access materials are developed, librarians should be at the table to bring their knowl-

edge of searching and information seeking behavior to the project. Ensure the library's place in the planning and implementation process and find ways to collaborate to better serve the users.

4. Be creative. Find new ways to use Wikipedia, YouTube, blogs, Twitter, etc. The idea of the library is bigger than the building. The library is anytime, anywhere, any method the people use to interact with the stuff you put together or support. According to Dr. Janes, we must "cross the digital threshold. We need to be better online than in person." We need to be more effective, more efficient, and more attractive online than in person.

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THE CRANBURY INTERACTIVE COMMUNITY MAP: A DIGITAL PROJECT USING GOOGLE MAPS

Google Maps is a free Web-based interactive map application, most often used for obtaining driving directions or finding specific locations. An interesting tool associated with this application is My Maps, which can be accessed with a free Google account. Features of My Maps include the ability to embed personalized maps on any Web page, plot your own points of interest with text and images, allow others to edit your maps, and leave comments.

Some libraries have been using My Maps to create interactive reference tools. A recent article in the October issue of *Library Journal* (<http://www.libraryjournal.com/article/CA6602836.html>) highlighted the efforts of the Franklin Park Public Library in creating two reference maps to highlight historical locations and points of interest in their community. Reading this, I saw even more potential in My Maps beyond its use as a traditional reference tool.

When we decided to create a custom map for Cranbury, it was with the intention of initiating a project that the entire community could be a part of. It would be a visual collage of pictures and information; a way for contributors to tell their story, with their own words and images. It would also be a way for the library to

engage the community in an interactive and creative way. With these hopes and goals in mind, we set about the actual project itself.

The first step was creating an initial map and populating it with pictures and descriptions. We felt that if we could show people how the interactive map works, they might be more likely to contribute to it themselves. The creation of the map itself was a relatively easy process. The editing tools provided are fairly easy to use. You can name your map, add reference points, and customize them with text and digital images. For a *Library Journal* screencast tutorial on creating a map with My Maps, visit: <http://www.libraryjournal.com/article/CA6605383.html>.

Part of this initial process also included reaching out to local groups whom we thought might have photographs of the community readily available for inclusion. We contacted our local historical society, who provided us with several hundred digital images to choose from. We also reached out to our local digital photography club and did a brief, well-received presentation about the project. Once this was done, we announced the project to the community and invited their involvement and contributions.

Early on, we realized that for people to participate, the process would have to be made as patron-friendly as possible. Unfortunately, Web-based technology can be a bit overwhelming for some. I decided that we'd offer technical assistance for non-tech-savvy patrons who wanted to add pictures and info to the map.

For instance, one issue was the hosting of digital images that would be used with our plot points. With Google Maps, inserting images with the plot point editor requires that they be accessible somewhere on the web, whether that is a photo sharing site like Flickr, a file sharing site like Box.net, or a Web server. We decided to inform our patrons about the use of file or photo sharing sites. However, for those less comfortable with using such sites, we also offered to host the pictures on our Web server.

Along these lines, we also offered two choices to our patrons in regards to creating the actual plot points on the map. They could either do it themselves using their own Google account (if they were comfortable doing so) or they could simply email the digital photos and information and we would add them to the map. It is important that all patrons feel a sense of inclusion in the project, and we do not want technology

to be a barrier to anyone's participation.

As of this writing, we have received several submissions which we have added to the map. We are careful not to use full names (we use first names and last initial) when providing credit to patrons' submitted photos and descriptions. This also went for the photos granted to us by the historical society, which we carefully made sure to provide credit for. We have been able to color-code points on the map to represent photos that are historical, contemporary, or representative of our town's historic walking tour.

Whether being used as a reference resource or a collaborative community project, Google Maps is a powerful tool for any library. I would strongly encourage other libraries to take a look at this resource and think about how you could incorporate it into your services. If you would like to see how our project has come along, you can visit our map at <http://www.cranburypubliclibrary.org/map.htm>.

*Douglas Baldwin
Systems Administrator
Cranbury Public Library*

A VISIT TO THE VALE CONFERENCE

On Friday, January 9, 2009, the Virtual Academic Library Environment (VALE) celebrated its 10th anniversary with its annual one-day conference for academic librarians. The theme was "Ten Years of Experience, A Future of Possibilities." Multiple posters were displayed in the Rutgers

University Busch Campus Center, some of which were reference-related, such as "Virtual Reference in NJ Academic Libraries: Past and Future." There were also 18 Break-Out Sessions on topics including natural language databases, open source library systems, and library in-

struction. For photos, video and more information about this conference, please visit: <http://www.valenj.org/newvale/>

*Lisa Coats
Reference and Instruction Librarian
Monmouth University Library*

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NOTES FROM THE FRONT LINE: A STUDENT INTERN AT RUTHERFORD PUBLIC LIBRARY

Interning at the Rutherford Public Library in Rutherford, New Jersey has been as much of a learning experience as attending my Library Science classes at Rutgers University. I began my internship in July 2008 and will continue to work as an intern until the summer of 2009.

The most important thing that I have taken from my experience working at the reference desk is the satisfaction of knowing that I have made the right decision by choosing to become a librarian. I taught high school English for four years, and I knew from the first day that a career in teaching did not quite suit me. Every day I tried to fit a square block into a round hole, and I wound up exhausted at the end of every class. The school library media specialist at my last job was very enthusiastic about her career, the program at Rutgers, and a particular professor. Thanks to the encouragement of this media specialist, I began studying at Rutgers.

Collection Development and Management has proven to be one of the most valuable classes I

have taken so far. While taking the class, I felt overwhelmed with the amount of information about public library organization, budgeting, weeding, and supporting the needs of the public. However, I realized how much I had learned the first day my mentor, Rhoda Portugal, of Rutherford PL showed me the ropes at the reference desk. I clearly remember thinking, "so that's how a cooperative works." We even had discussed in class the issue of the homeless in public libraries, which is something I have encountered during my internship.

Recently, Ms. Portugal was working on the budget for the reference collection and we talked about the shift to digitized books. This topic was discussed in several classes, including Principles of Searching, Reference Sources and Services, and Collection Development and Management. Discussing this shift away from print to e-resources in class, then seeing how it really affects libraries, has made me realize the importance of such decisions. I have found that pa-

trons prefer the digitized versions of reference books since they can conveniently peruse the information at home, and at any time of day. Because of this, I spend any opportunity I can showing patrons how to use our databases.

Though I have given up on teaching in a school as a career, I have found that my instruction skills are invaluable in the library. I have taught middle school students how to properly use MLA format for their reports, older patrons how to set up e-mail accounts, and local college students how to search Rutherford's databases. The satisfaction I feel when these patrons thank me profusely for my help is why I love my job as an intern. It makes up for all the times someone gets annoyed because the printer jams or the Internet does not work.

This spring semester will be my last at Rutgers, since I will be graduating in May 2009. I feel that I have much more to offer in class discussions this semester because of my experience working in a library. At the same

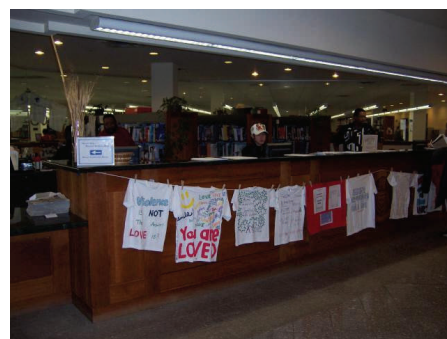
time, I am excited to see how the new information I will learn can be applied to my new profession. I have also learned a tremendous amount with the help and guidance of Jane Fisher, the Director of Rutherford Public Library, Joan Velez, the Assistant Director, and the wonderful librarians Rhoda Portugal, Susan Rappaport, and Marianne Sulling. I cannot thank them (and everyone at the Rutherford PL) enough for their genuine support and encouragement.

My internship will be over this summer, and I know by then I will have a steady foundation on which to build my new career. By the way, I'll be looking for a full-time job in reference then, so let me know if you have an opening for a go-getter like me ;)

Claudine Krystyniak
Reference Intern
Rutherford Public Library

REFERENCE SECTION VISITS SETON HALL'S WALSH LIBRARY

On Thursday, October 23rd, the Reference Section convened at Seton Hall University's Walsh Library. After a brief business meeting, attendees were treated to a tour of the building by Reference Librarian Dr. Richard Stern. Highlights of the tour included the Reference Desk (complete with dual-monitor co-browsing), the Valente Family Italian Library Collection, and the stunning Walsh Gallery.



LEARNING LINKOUT FOR LIBRARIES—INTEGRATING FULL-TEXT JOURNALS INTO PUBMED

What is LinkOut?

It's a question we get a lot at the Regional Medical Library. LinkOut is a tool from the National Library of Medicine (NLM) which allows libraries to integrate their full-text electronic collections into PubMed. It enables library users to quickly access full-text subscriptions while they are searching PubMed. LinkOut is beneficial to libraries as it can help increase use of electronic resources and "brand" the library for distance or remote users.

How does it work?

Libraries must register to participate in LinkOut. Once registered, they report their electronic holdings to NLM. They may do this by manually entering titles via a Web-based submission form or by working with a subscription vendor who reports

their holdings for them. Libraries mark the titles they license, the years subscribed, and the provider of the electronic content. Libraries can then create an "icon" that NLM will display in PubMed wherever an article the library owns appears. Lastly, libraries create a specialized URL which activates icons and holdings.

Whenever users access this specialized URL and perform a search, PubMed displays the icon on articles which have been reported by the library to NLM. LinkOut works best with IP-authenticated resources; for authenticated users, the icon connects them to the full-text version of the article from the provider indicated by the library.

What about print holdings?

Print serial collections can also be displayed in LinkOut. For

libraries which participate in DOCLINE, the interlibrary loan tool from the National Library of Medicine, it is as easy as registering for LinkOut and then reporting the library's LIBID via the submission form. LinkOut will then pull serial print records from the library's DOCLINE SERHOLD account. Libraries which do not participate in DOCLINE can provide an Excel spreadsheet with specific holdings information to NLM, which will then load the records into LinkOut. No matter the method, libraries are encouraged to create a separate "icon" to distinguish the articles they hold in physical print format. The icon will appear in PubMed and will connect users to an information window, informing them that their library holds the article in their print collection and directing them where to look in

the library to get the article.

Getting started and getting help
The Regional Medical Library (RML) offers regular training in LinkOut. This training is intended for both new LinkOut member libraries and for libraries interested in learning more about the program. To request training, e-mail the RML at rml@med.nyu.edu or call toll-free 1-800-338-7657.

For libraries already registered, but interested in getting help or who need to troubleshoot specific issues, please feel free to contact the RML.

Miguel A. Figueroa
Network Services Coordinator
National Network of Libraries of
Medicine Middle Atlantic Region

TOLL-FREE TIPS

Many of our patrons still request toll-free numbers when it comes to dealing with company or product issues. Some of them don't have computers, while others have already tried using e-mail or customer forms and have not received a satisfactory response. If you can't readily locate a toll-free number on the company's Web site, Reference USA, business directories, or Whois, try these:

1. Use the company site's search function to search for "toll free." It's amazing how much hidden content is available online.
2. Call the company and request the number. We called Sunkist Growers for a patron recently, and the operator readily provided the information. Our reference librarians do this on a

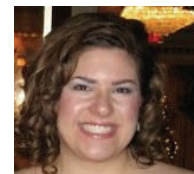
regular basis with excellent results.

When you obtain a toll-free number (especially from a book or database), call it before giving it to your patron. This little step costs your library nothing, and these numbers are frequently reassigned. You can also let patrons know whether to expect a human or an automated system. If you listen to the automated choices, you can save your patrons time and aggravation by telling them which numbers to press.

Lynne Olver
Chief Librarian
Morris County Library

**GEORGIAN COURT UNIVERSITY
WELCOMES NEW LIBRARIAN**

Georgian Court University is pleased to announce the appointment of Jaimie Donnelly on October 20, 2008 to the position of Access & Technical Services Librarian. Her position incorporates the functions of access services which include circulation, ILL and document delivery and technical services which include acquisitions and cataloging. Ms. Donnelly's position integrates both departments towards the library's main focus of providing timely access to scholarly research in a variety of formats. With this focus, management of print and electronic resources becomes the primary endeavor of this innovative position. Her duties also include reference and information literacy instruction. Ms. Donnelly graduated with a B.A. in art history from William Paterson University and obtained her Master of Library Science from SUNY University at Buffalo in 2005. She is currently pursuing her Master of Liberal Studies in art history from Fort Hays State University. Ms. Donnelly is married to a fellow librarian, Jeff, and they have a cat named Charlotte. She enjoys visiting art museums, watching independent movies, and hiking.



DR. JOSEPH JANES*Continued from page 3*

Our in-person customers are already library users, so we must find new ways to serve the online community.

I found Dr. Janes' explanation of "technology" especially interesting, as it emphasized the rapid change in perception and expectations. Everyone defines technology differently, or, as Dr. Janes puts it, "Technology is anything invented after you were age 12." Few of us consider telephones technology, just as teens do not consider cell phones technology, just a part of their daily lives. Expectations of quality online services go hand in hand with these concepts.

Understanding our users better will allow us to improve services. Although some technological change is rapid, other changes bring us full circle, back

to print media. I thoroughly enjoyed the lively presentation, which has given me much to think about.

*Kelli Staley
Department Head
of Information Technology
Lansing Public Library*



**We're looking for a
few good articles.**

**Send your
Reference Section
news to**

mmaziekien@bccls.org
or
jlichtenwalner@scotlib.org

SECTION MEETING AT CHERRY HILL PUBLIC LIBRARY**NATIONAL NETWORK OF LIBRARIES OF MEDICINE OFFER ONLINE LEARNING**

Happy New Year from the Middle Atlantic Region! We are pleased to offer a number of online classes for Winter / Spring 2009. Classes are FREE. All you need is an Internet-connected computer and a telephone. To sign up for a class, e-mail us at rml@med.nyu.edu with the title and date of the class you wish to attend. Please include your name, e-mail address, and mailing address.

Thirteen classes will be offered—and three are new!

DOCLINE: Reports and Routing Tables
Thursday, February 5, 11 am-12 pm

DOCLINE for Beginners
Thursday, February 26, 11-12 am

Service Continuity Planning
Thursday, March 26, 10-11:30 am

What's New in PubMed
Wednesday, February 11, 2-3:30 pm

NEW! Logic Models
Tuesday, March 3, 10:30-11:30 am

NEW! Resources for Disaster Response
and Preparedness
Thursday, April 23, 10-11 am

Basic Nutrition Resources
Thursday, February 12, 11 am-12 pm

DOCLINE SERHOLD: Searching, Updating,
and Reporting
Tuesday, March 10, 10-11 AM

Introduction to TOXNET
Tuesday, May 5, 10-11 am

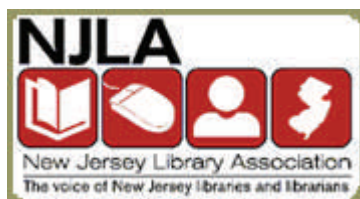
PubMed MyNCBI
Thursday, February 19, 10:30 am-12 pm

NEW! Licensing Electronic Resources
Thursday, March 19, 10-11 am

Copyright and ILL
Tuesday, February 24, 1-2 pm

Free Productivity Tools
Tuesday, March 24, 2-3:30 pm

*Miguel A. Figueroa
Network Services Coordinator
National Network of Libraries of Medicine
Middle Atlantic Region*



NJLA: REFERENCE SECTION

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Susan Lipstein
Hillside Public Library

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Summit Public Library

Lisa Florio
Springfield Public Library

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NJLA REFERENCE SECTION MISSION STATEMENT

The section fosters professional development and networking opportunities for reference librarians. Members plan continuing education programs, including a major workshop during the year, programs at the annual NJLA Conference, opportunities to interact with colleagues and tours of specialized libraries or collections.

It is the goal of this newsletter to provide a forum for New Jersey reference librarians, from public, academic and school libraries, to read and write about the issues that they face.



+ NJLA Reference Section
= Happiness

Check us out at flickr.com/photos/njlareferencesection

Focus On Diversity Monday, February 9th

2pm: Reference Section Business Meeting
3pm: Diversity Program

Learn about:

New Diversity Exchange resources available through Ocean County Library.
Diversity grants recently awarded to libraries in NJ's INFOLINK system.

RSVP to Glynis Wray at 732-349-6200 ext 5122

More information on our Wiki:

<http://njla.pbwiki.com/Reference+Section+Events>