

# Book Marks

South Dakota Library Association

Serving South Dakota since 1904

VOLUME 56, ISSUE 3

MAY/JUNE 2005

SDLA Conference 2005

## South Dakota Libraries: A Story Worth Telling

October 5-7, Pierre

### Conference Registration

Early registration due by September 16, 2005

Meals are included in the registration – please indicate any dietary concerns.

Questions? Contact Quynn Verhelst quynn.verhelst@state.sd.us

### Save the date!

As your summer calendar begins to fill with reading programs, vacation plans and other summer activities, don't forget to pencil in the SDLA Conference in October!

The conference begins Wednesday, October 5 with two pre-conference sessions and SDLN meetings. Thursday and Friday are filled with

fun and thought-provoking sessions including sessions by Camila Alire from ACRL, Jim Connor from ALTA, and Keith Curry Lance.

The annual conference also provides the Association an occasion to honor our peers during the Awards Banquet. Please take a moment and consider nominating those deserving individuals. Nomination forms are available

from the Annual Conference link on the SDLA web site – [www.usd.edu/sdla](http://www.usd.edu/sdla) Following the Awards Banquet, attendees will be treated to a dessert reception at the Discovery Center and Aquarium.

Look for conference program highlights in this (pgs. 1, 4 & 5) and forthcoming issues of Book Marks.

## Kathy Ross to present pre-conference session

Kathy Ross, author of craft books used by librarians, teachers, and children, will present the SDLA pre-conference, "Extending Children's Literature with Props, Crafts, and Activities." The pre-conference will be held Wednesday, Oct. 5 from 2:00-5:00 PM.



for 25 years. She decided to put some of her ideas on paper, never dreaming she would become a full-time author. Kathy has more than 40 books in print and several more in the works.

Ross also writes children's songs and has several selections included in the *Sing and Learn Series*. She has been a contributor to *Highlights for Children* magazine for many years and has served on its Board. Currently, she is the craft designer for the Studio One Web site, [www.realfamiliesrealfun.com](http://www.realfamiliesrealfun.com)

In the past, she has also assisted with the preparation of the New York State Sum-

mer Reading Program Manual.

Books by Kathy Ross include *The Best Birthday Parties Ever*; *Crafts to make in the Summer*; *Crafts from Your Favorite Children's Songs*; *Crafts for Easter*; *Crafts from Favorite Nursery Rhymes*; *K. Ross Crafts Triangles Rectangles, Circles, & Squares*; *Look What You can make with Newspapers, Magazines, and Greeting Cards*; and *Storytime Craft Book*.

Make plans to attend this creative and crafty pre-conference. Kathy Ross will also share hints for the 2006 Summer Reading Program theme, "Paws, Claws, Scales, and Tales."

This program is supported by a grant from the Mountain Plains Library Association.

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# Book Marks

Volume 56, Number 3  
May/June 2005

The Newsletter of the South Dakota Library Association is published bi-monthly by the Association. Members receive it as part of their membership dues. Other subscriptions: \$15.00 per year.

This newsletter is printed on permanent, recycled paper. If you have questions, comments or suggestions concerning the editorial content of *Book Marks*, contact the editor.

Lisa Brunick  
Mikkelsen Library, Augustana College  
2001 S. Summit Avenue  
Sioux Falls, SD 57197  
605-274-4921  
lisa\_brunick@augie.edu

If your address changes or you need information about your subscription or to obtain a back issue, contact:

Brenda Hemmelman  
Executive Secretary  
SD Library Association  
PO Box 1212  
Rapid City, SD 57709-1212  
605-394-4171 ext.501  
bkstand@rap.midco.net

## DEADLINES

January/February issue	Dec. 1
March/April issue	Feb. 1
May/June issue	April 1
July/August issue	June 1
September/October issue	August 1
November/December issue	October 1

## ADVERTISING RATES

Full page	\$200.00
Half-page, 6 issues	\$80.00 each
Quarter-page, 6 issues	\$40.00 each
Half-page, 3 issues	\$90.00 each
Quarter-page, 3 issues	\$45.00 each
Half-page, single issue	\$100.00
Quarter-page, single issue	\$50.00
Column inch	\$9.50
Business card ad	\$25.00 each

# From the President... Deb Hagemeyer

Last night, in my other life as the rapidly aging mother of teenagers, I was leisurely paging through my new May 2005 issue of *Better Homes and Gardens*, when I was startled by the words on the page. "Checking out the new library," the title read in a sleek font. There it was. Right there on page 182 was the unexpected proof that libraries are **HOT!** I quickly scanned the article and saw (with relief) that it was accurate and quoted a well-known librarian. I nearly swooned as I envisioned all the soccer moms, who control the checkbook, who vote, and who would read this article. It was one thing to read about libraries in the *Chronicle of Higher Education*,

the *New York Times*, or even *TechnologyReview.com*, but it was quite another to find the story right here in the midst of floor plans and perennials. These kinds of stories seem to be everywhere lately!

We know libraries are hot, ubiquitous, cutting-edge, and not only here to stay, but the digital portals to the future. We just need to take that message home to South Dakotans. I am pleased to report that SDLA is beginning a project with the marketing firm of Hot Pink Ink to do just that. Over the course of the next few months, we will be conducting focus groups to find out what people in South Dakota are saying and

thinking about libraries. Out of that effort, a message will be defined and developed. We hope to introduce our message to our targeted audience by next fall.

Also, looking ahead to fall, you will find our conference registration information enclosed with this newsletter. The Executive Board is planning an exciting program that you won't want to miss. We'll cover blogs to bulldozers, Hollywood glitz to graphic novels, info lit to mystery lit, and much more! Please join us for South Dakota Libraries: A Story Worth Telling.

## SDLA announces move to MemberClicks

The MemberClicks online membership database is now available from the SDLA website. Current and some past members of SDLA have been entered. Looking for an address of an SDLA member? Not sure if you have already renewed your membership this year? Now all you have to do is go online.

You don't have to wait for the yearly membership directory, although we will produce a directory at least one more year. SDLA members have each received a user-

name and password to access the database. There are editable fields so each member can go in and edit information if needed. How long have you been an SDLA member? We are looking for this information. Go into your profile and you can add it to the database. There are many features included in MemberClicks that will be utilized in the future. There is the capability to run reports for certain sections and committees, distribute renewal notices, and more. Want a list of members from a certain city in SD? You

can use the advanced search and add your own search criteria.

**Soon, the SDLA website will also move to a new home. The Executive Board approved a contract to have MemberClicks as our new host and we have also purchased a domain name for the Association. More information on this change will follow as soon as the new site is up and running.**

Questions? Contact Brenda Hemmelman at [bkstand@rap.midco.net](mailto:bkstand@rap.midco.net)

# SDLN Connection...

Steve Marquardt

## SDLN Advisory Council Chair

Once upon a time I worked with a colleague who did not believe in putting new parts into his aging car. He believed that a new part would operate so well that it would cause damaging wear on the older parts with which it would interact.

No, this is not a cautionary proverb of warning for the veteran BHSU colleagues of Ed Erickson, who will be retiring this summer, to be replaced by some young whippersnapper, but the concerns about new engine parts do relate to the staff and operations of SDLN.

We in SDLN have installed some new parts, being the hardware and software to run the new Aleph system, and we are finding that there is indeed increased wear on other areas of our engine. The need to add more cylinders, horsepower, or whatever, is more than evident. Fortunately, this SDLN's engine will not break down as fast as my analogy here is running out of gas. At least

that is my hope.

The last thing I want to do is replace any of the staff "parts" at SDLN. Too much of that has occurred over the history of the Network, thanks to low salaries and high workloads. The times now demand an increase in staff. Services and resources have long risen at a higher rate than the people available to service them all. The work that Gary Johnson has done in managing Network Operations, motivating his staff to help him serve more than 50 libraries of widely varying types, constituencies, needs, and levels of expertise and orneriness, has been little short of amazing. I'm no whippersnapper at my age, but on those less frequent occasions that I stop in the office on weekends to catch up on e-mails, I often get one back from Gary saying, "I noticed you were in the office, so I thought I'd ask ..." His staff members also put in many odd hours as required, within State

rules, to keep the system running for us.

Gary's boss, Warren Wilson of Regents Information Systems, is confident that SDLN Operations will be able to add positions - if the Network provides the funding. State government has relaxed to some degree its tight restrictions on adding FTE. The funding must come from your library and mine, as members of SDLN. Over time, this will help solve some of the wear and tear problem, but it will wear into our local budgets as we reallocate to pay those increased dues. As we approach our funding authorities, we will need to demonstrate the superb bargain that SDLN has provided to libraries and citizens in our State. We will also need to articulate the enhancements that the new system, now that it's running mostly right, brings to knowledge seekers among us, and will bring in coming months as new features are added.

## New SDLA Members

Dale Gillogly - Dell Rapids

Dick Woolf - Dell Rapids

Katie Halverson - O'Gorman High School

Lori Meeder - Winner

Annie Sternburg - O'Gorman High School

Vicki Carlson - Wegner Health Science Center

Dale Johnson - Flandreau

## SDLA Treasurer's Report as of April 4, 2005

**CORRECTION:**  
In the March/April list of New SDLA Members, Robert Frieberg should have been listed from Beresford not Lennox.

Checking		Investment	
Wells Fargo	\$14,402.34	American Express	\$97,888.16
PO Trust	\$ 314.86	Security Bank	<u>\$24,443.37</u>
	\$14,717.20		\$122,331.53

Total Assets: \$137,048.73

## South Dakota Library Association 2004-2005 Officers

### President

Deb Hagemeyer, Augustana College  
Sioux Falls, SD 57197  
(605) 274-5354  
deb\_hagemeyer@augie.edu

### Vice-President/President-Elect

Kevin Kenkel, Dakota Wesleyan  
Mitchell, SD 57301  
(605) 995-2617  
KeKenkel@dwu.edu

### Past President

Dennis Nath, Mitchell School Dist.  
Mitchell, SD 57301  
(605) 995-3077  
denny.nath@k12.sd.us

### Secretary

LaVera Rose, SD State Library  
Pierre, SD 57501  
lavera.rose@state.sd.us

### Treasurer

Brenda Hemmelman  
PO Box 1212  
Rapid City, SD 57709-1212  
bkstand@rap.midco.net

### ALA Councilor

Jennifer Irwin, Rapid City Public  
Library  
Rapid City, SD 57701  
(605) 394-6139  
jirwin@rcrplib.org

### MPLA Representative

Colleen Smith, Huron Public Lib.  
Huron, SD 57350  
(605) 353-8530  
csmith@sdln.net

### Academic/Special Section Chair

Judith Howard, Augustana College  
Sioux Falls, SD 57197  
judith\_howard@augie.edu

### Public Library Section Chair

Peg Williams, Potter County Lib.  
Gettysburg, SD 57442  
pclibrary@sbct.net

### School Library Section Chair

Carol Riswold,  
Sioux Falls Lincoln H.S.  
Sioux Falls, SD  
riswocar@sf.k12.sd.us

### SDACT Section Chair

Dennis Nath, Mitchell School Dist.  
Mitchell, SD 57301

### Support Staff Section Chair

Crystal Gering-Nelson  
Good Samaritan Society  
cnelson2@good-sam.com

# 2005 Featured Conference Programs

## Joan Conger to present 2 programs

Joan Conger, MLIS, has been both a public services and technical services professional librarian and has worked most recently as an electronic resource manager at the forefront of customer service innovation. Joan has written the book *Collaborative Electronic Resource Management: From Acquisitions to Assessment* (2004, Libraries Unlimited). She is currently seeking a PhD in Organization Development with a focus on collaborative management in libraries and is a consultant, instructor and speaker in leadership, teamwork, planning, and change.

### **Market Library Services to Your Customers' Delight – Thursday, 10/6, 1:30-3:00pm**

Fulfill your library's highest value through your customer's delight in your services. Then discover a newfound delight in your own work and in the successful management of your library's future. Marketing goes beyond promotion to encompass the full spectrum of customer experience: understanding, influencing, attracting, and delighting the customer. All decision makers, from front-line service professionals to behind-the-scenes technical experts to formal library leaders will benefit

from this comprehensive overview of all 7 facets of the marketing process. The effectiveness of a library's marketing activities is a window into the effectiveness of a library's management strategy.

### **E-Librarians: Taming Electronic Resources, Friday, 10/7, 8:30-10:00am**

The workflow generated by electronic resources touches almost every department in the library. Our profession is grappling with the evaluation, licensing, purchase, delivery, maintenance, use analysis, and tracking of the growing portion of our collections



provided to us electronically. Discover collaborative solutions to managing the turbulence of change. Share solutions discovered by your colleagues. Return to work with broadened perspectives, practical skills, and a renewed sense of control.



## Jean Patrick to speak at Author Luncheon

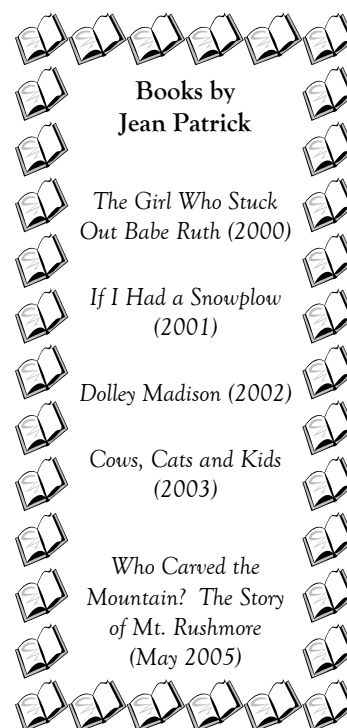
As a young girl, Jean Patrick loved summer, baseball, and reading. She dreamed of playing baseball for the Chicago Cubs and writing books for children. As an adult, she has honored her childhood dreams with her book *The Girl Who Struck Out Babe Ruth*. This book has won several awards including the S.D. Reading Council's Laura Ingalls Wilder Award.

Jean will be speaking at the Author Luncheon on Friday. Her presentation "Baseball and Bulldozers, Dolley and Dogs..." gives a behind-the-scenes look at her development as a writer, her survival as a writer, and

her discoveries about the power of the unpublished word.

Her books will be available for purchase during the Exhibits break Friday morning (10:00am-10:30am). Jean will be signing books after her luncheon presentation.

Following the book signing, Jean will host a session on "Writing for Publication: Getting Your Foot in the Door". This will be a hands-on informal session. She will share publishing opportunities for budding writers and unique insights about writing for children.



**Book Signing**  
**Friday, October 7**  
10:00–10:30am  
Exhibits Break

**Author Luncheon**  
**Friday, October 7**  
12:30–1:45pm  
"Baseball and Bulldozers,  
Dolley and Dogs"

# 2005 Featured Conference Programs

## Elizabeth Hagen to offer pre-conference

**“Take Control of Your Time”, Wednesday, October 5, 2:00-5:00pm**

Elizabeth Hagen is a dynamic and inspiring speaker who has motivated thousands to take action and get organized. Her mission is to ‘make your life easier’!

Elizabeth has spent the last 20 years developing systems and tools so that her clients and audience save time, energy, and money and have a lot less stress.

Do you want to simplify your life and increase productiv-

ity? Then attend the GO System: Get Organized for Life pre-conference workshop. The GO System is a proven, step-by-step process to help people get organized and stay organized. With the GO System you will:

- Improve your ability to focus and concentrate
- Gain more control over your workload
- Easily and quickly prioritize your workload



- Get more done in less time
- Increase your contribution to the bottom-line results of your organization

After the workshop you will be able to:

- Increase your productivity by 10% to 25% the first day after implementation!
- Decrease productivity-killing stress and anxiety
- Eliminate distracting

clutter

- Improve your ability to follow up and follow through on assignments
- Improve your ability to quickly recover from unexpected interruptions

Within a few hours of implementing the tools you learn at this workshop your work habits and organized workspace will advertise competence, confidence and professionalism.

Say “GO” for it!

**This program sponsored by the Support Staff Section.**

## Blogs & Libraries: What You Need to Know

In March of 2005, Aaron Schmidt was named as a “Mover & Shaker” by *Library Journal*. He is currently a Reference Librarian at Thomas Ford Memorial Library in Western Springs, Illinois. According to the article, Aaron “wants to help librarians understand the environment within which libraries must compete, including the commercial web. If we understand what our users get from those realms, and apply those lessons, libraries will have a future”.

At the Thoms Ford Memorial Library, Schmidt has created their website using Movable Type and implemented an instant messaging

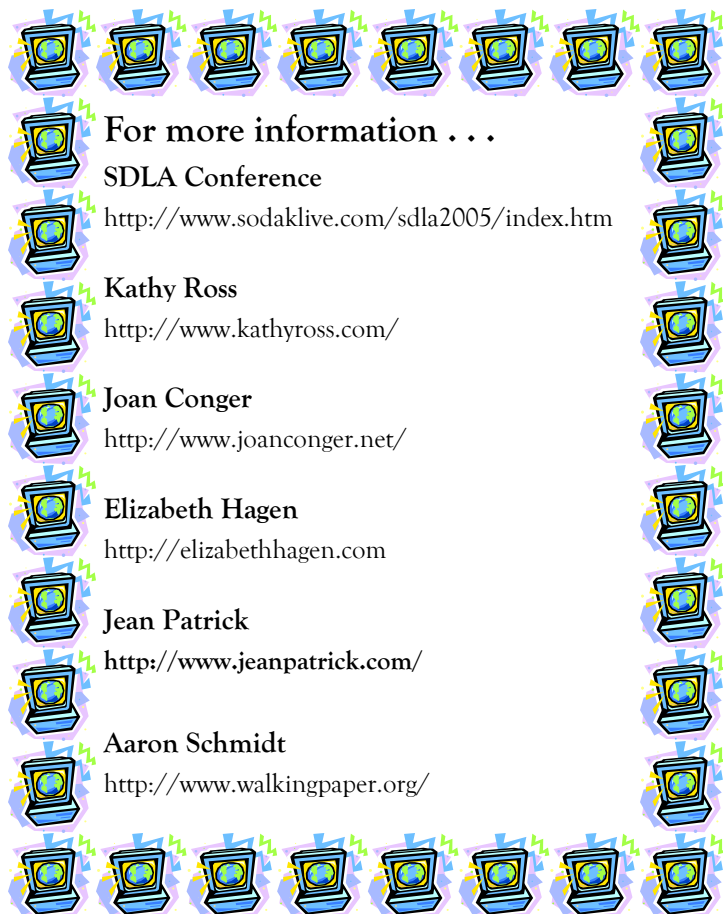
reference service. In the April 1, 2005 issue of *Library Journal*, Aaron and Michael Stephens (St. Joseph County Public Library) discuss the development and challenges of using instant messaging for reference.

Aaron has presented on a variety of technological issues facing libraries. There will be two opportunities to attend his session on blogs.

**Thursday, October 6**

1:30–3:00pm OR  
3:30–5:00pm

“Weblogs: Making Your Website Better and Easier to Maintain”



### For more information . . .

**SDLA Conference**

<http://www.sodaklive.com/sdla2005/index.htm>

**Kathy Ross**

<http://www.kathyross.com/>

**Joan Conger**

<http://www.joanconger.net/>

**Elizabeth Hagen**

<http://elizabethhagen.com>

**Jean Patrick**

<http://www.jeanpatrick.com/>

**Aaron Schmidt**

<http://www.walkingpaper.org/>

## Marketing for Librarians

The Library Administration and Management Association (LAMA) Regional Institute program will offer a one-day workshop on "Using Marketing to Enhance Library Performance." This LAMA session takes place on Friday, August 5, 2005 [9:00 a.m. to 5:00 p.m.] at the University of South Dakota's Al Neuharth Center in Vermillion. This institute is for both academic and public librarians.

Will Sannwald, the session's facilitator, defines marketing as "the social and managerial process of anticipating future events and conditions so an

organization can determine a course of action necessary to achieve its long range objectives." Behind every successful library is a vision for what it can and should be. This vision is developed by understanding the community it serves and developing creating products or services for satisfying one's individual or community needs.

This full day institute will take participants through a library marketing planning process. Participants will create a marketing plan that meets the needs and desires of their clientele. Anyone who has looked at,

worked on or simply has having an open mind about using marketing techniques in their libraries should consider attending.

The presenter, William Sannwald, was director of the San Diego Public Library for approximately 20 years (1979-1997). Sannwald is presently Assistant to San Diego's City Manager. He also possesses a MBA degree and is a frequent adjunct professor of marketing courses for San Diego State University.

To register and learn more about this August 5, 2005

workshop, contact Stephen Johnson, Business and Distance Education Librarian, at the University of South Dakota [605-677-5629 or [skjohnso@usd.edu](mailto:skjohnso@usd.edu). The cost for the session will be \$125.00 per participant.

For more information about LAMA's Regional Institute program, please contact Dollester Thorn at:

ALA/LAMA  
50 East Huron Street  
Chicago, Illinois 60611  
[dthorn@ala.org](mailto:dthorn@ala.org)  
800-545-2433,  
extension 5032  
[www.ala.org/ala/lama](http://www.ala.org/ala/lama)

## Deadwood to host Festival of Books

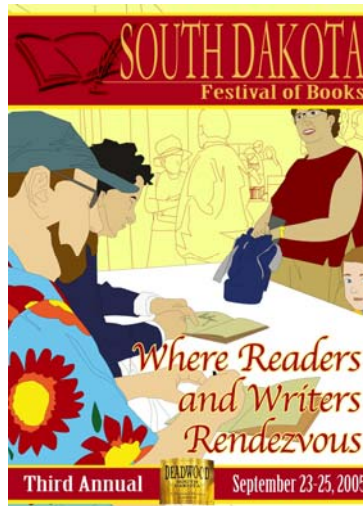
The South Dakota Center for the Books is pleased to announce the dates for the 2005 Festival of Books. The event will return to Deadwood and is set for September 23-25. The Festival of Books offers South Dakotans the opportunity to celebrate reading and writing.

The event, coordinated by the South Dakota Center for the Book, a program of the South Dakota Humanities Council, will allow people to meet over 75 authors, visit with publishers, listen to panel discussions, attend workshops and special events.

"What a wonderful networking opportunity for both authors and readers alike. I have met many new authors and had the opportunity to

visit with old friends. There is something for everyone, don't miss out on the fun," Tammy Barrows, manager of Border's in Rapid City, said. Among the confirmed authors to date

are Pete Dexter, Ted Kooser, Eric Rohmann, Kent Meyers, Vine Deloria and Candace Fleming. Dexter, a 1988 National Book Award winner, has written several fiction novels. He is the author of Deadwood, which will be released again in 2005. Ted Kooser is the US poet laureate. He was appointed to that



Dakota selection, The Work of Wolves. Deloria, a noted Native American author, has written several books. His work includes God is Red and Behind the Trail of Broken Treas-

ties. Deloria received the Wallace Stenger Award in 2002. Candace Fleming writes books for children and young adults. Her book Ben Franklin's Almanac was named the ALA Best Book for Young Adults. A full list of authors is available at [web.sdstate.edu/humanities](http://web.sdstate.edu/humanities)

The Center for the Book is happy to partner with The City of Deadwood and Deadwood Historic Preservation in presenting this annual Festival.

For more information about the South Dakota Center for the Book, contact us at 605/688-6113 or visit [web.sdstate.edu/humanities](http://web.sdstate.edu/humanities)

SDLA and the State Library will be co-sponsoring a booth at the S.D. Festival of Books.

Watch for more details on volunteering to staff the booth in the next issue of Book Marks!

# 2005 South Dakota Children's Book Award Winners

**Penny Lee and Her TV**, written and illustrated by Glenn McCoy, is the winner of the 2005 Prairie Bud Award. **Double Fudge** by Judy Blume is the winner of the 2005 Prairie Pasque Award.

Sponsored by the South Dakota Library Association, South Dakota Children's Book Awards encourage students in grades K-6 to read and vote for their favorite book of the year. The Prairie Bud Award is designed for students in grades K-3, while the Prairie Pasque Award is for fourth, fifth, and sixth graders. Both awards chal-

lenge students to read and vote for their favorite book from a list of fifteen nominated titles. Children who read at least five titles from the list for their grade level qualify to vote. Each award is given to the book receiving the most votes from students throughout South Dakota. 6,473 students in grades K-3 voted for a book nominated for this year's Prairie Bud Award; 1,943 fourth, fifth, and sixth graders took part in the Prairie Pasque Award voting.

A panel of educators and librarians selects the fifteen candidates for each award.

Nominated books are chosen for their quality and potential popularity with children. The Prairie Pasque Award was first given in 1987 to Ivy Ruckman for her book, *Night of the Twisters*. Other winners include Phyllis Reynolds Naylor for *Shiloh*, David Patenaude for *Someone Was Watching*, and Louis Sachar for *Holes*.

The Prairie Bud Award was created by the Prairie Valley Reading Council and has been given annually since 1998. The Prairie Bud Award was first given to Patricia Rae Wolff for her

book, *Toll-Bridge Troll*. Other winners include Bill Grossman for *My Little Sister Ate One Hare* and Joan Steiner for *Look-Alikes*.

For more information about the Prairie Pasque and Prairie Bud Awards, contact:

**Jim Oliver**,  
SDLA Children's Book  
Awards Committee  
Siouxland Libraries  
201 North Main Avenue  
Sioux Falls, SD 57104-6002  
605-367-7117  
E-mail:  
jimo@siouxland.lib.sd.us

## Interested in Business Reference? Check out BRASS!

BRASS, the Business Reference and Services Section of the Reference and User Services Association (RUSA), is the only section within ALA devoted to business librarianship. Since 1988, BRASS has organized informative programs, workshops, and discussion groups; produced detailed publications and web content; and provided a forum for business specialists across the country to meet and collaborate. BRASS supports the work of all librarians and information specialists involved with business reference services.

Anyone with an interest in business information should take a look at the BRASS web site at [www.ala.org/rusa/brass](http://www.ala.org/rusa/brass). The content is designed to support the work of practicing business librarians, as well as librarians that provide business reference service, and includes; *Public Libraries Briefcase*, with pointers on topical business research, *Academic BRASS*, featuring columns by academic business librarians, *Best of the Best Busi-*

*ness Websites, Core Competencies for Business Librarianship, Documents and webcasts from BRASS events, Directory of current BRASS members* and much more!

Another way to learn from your colleagues is to join BRASS and RUSA, and to volunteer to help with the work of the organization. BRASS is always looking for new members with energy and ideas, and active participation is a very rewarding professional experience. You can also serve as a virtual committee member, participating without being required to attend ALA conferences.

You can sign up at:  
[www.ala.org/ala/rusa/rusaourassoc/rusavolunteers/brassonlinecommittee.htm](http://www.ala.org/ala/rusa/rusaourassoc/rusavolunteers/brassonlinecommittee.htm)

You will have the opportunity to learn about the latest developments in business librarianship, and meet and network with your colleagues.

## Digital Access to S. D. Historic Newspapers Focus of DAR grant

The Friends of the Huron Public Library was awarded an \$8000.00 planning grant to support the South Dakota Newspaper Digitization and Indexing Project. Grant funding for the SD Newspaper Digitization Project was provided by the Mary Chilton Chapter, National Society, Daughters of the American Revolution through the Mary Chilton DAR Foundation of Sioux Falls, South Dakota. The Friends of the Huron Public Library will provide the match needed for this grant project.

For more than a century, South Dakota newspapers have offered historical insights into the settlement of the state, the local significance of cities and counties, and the personal highlights of area residents. That historical detail has been buried in the pages of local newspapers for more than 100 years. Unless you know the exact date of an event, finding

that event in South Dakota newspapers has been nearly impossible. The South Dakota Newspaper Digitization and Indexing Project would make that search possible, fun, and easy.

OCLC Digital Collection Services will provide digitization consulting services for the project which could be divided into the following 3 sections. The Historical Newspapers prior to 1923 are in the public domain and will probably be digitized in the first stage of the project. The 1923-2004 Newspapers will form the second phase of the project. The third section of the project would include newspapers published from 2004 and into the future. Since 2004, the South Dakota Newspaper Association has been digitizing many local South Dakota newspapers and access is available, through a subscription, over the Internet or at your local library.

# Celebrating Support Staff

On April 20, nearly 25 library support staff gathered from the Sioux Falls area to celebrate the 6th Annual Library Support Staff Day. They mingled, ate, played games, and discussed upcoming events that would be of interest to support staff in the area. Door prizes, friendship, and food ensured that a good time was had by all.



Sioux Falls area Support Staff Luncheon

The Brookings Area support staff also held a luncheon on April 20th. There were 19 people in attendance from Briggs Library at SDSU, Brookings Public Library and Coleman-Egan School Library. Everyone had a great time and everyone left with a door prize!

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