



President's Column

W. Bede Mitchell

As I look over the slate of programs LAMA is offering at ALA's Annual Conference in Anaheim, I continue to be pleased with the range and quality of the professional development opportunities

available for LAMA members. Excellent continuing education programming has long been a LAMA hallmark, and the menu at this ALA Annual Conference extends the tradition.

Start with what promises to be an outstanding preconference on Friday, June 27: "An Inside Look at Leadership." LAMA has partnered with the Pacific Institute (www.pac-inst.com) to develop a special program around core leadership concepts and tools. Attendees can expect to

- improve thinking skills;
- heighten self-confidence;
- increase self-motivation;
- understand paths to career growth; and
- reaffirm as realistic career goals once thought out of reach.

Registrants will participate in facilitated in-depth group discussion and role playing and will receive a DVD providing detailed information on the key concepts discussed throughout the preconference. This is a wonderful opportunity to build leadership skills by learning from one of the leading leadership institutes in the world.

LAMA is also offering two other preconferences. From the Building and Equipment Section's (BES) Architecture for Public Libraries Committee, there is "From Castles and Coasters to Experience and Green (a Tale of Two Libraries)," tours of the City of Cerritos Public Library and Santa Monica's Gold Certified Green Main Library. Or you might be interested in the Measurement, Assessment, and Evaluation Section's "Living the Balanced Scorecard." This workshop will prepare attendees to apply this assessment technique in their own libraries.

I hope you will all attend the LAMA President's Program on Sunday, June 29, beginning at 1:30 P.M. In addition to honoring LAMA award winners, we will feature key-

note speaker David Horth, senior faculty member, program designer, and coach at the Center for Creative Leadership. Horth's presentation is titled "Visual and Verbal Literacy—Skills for Contemporary Leadership." The objective of the keynote is to have you think about and practice leadership in ways that might surprise you—leadership practiced at its confluence with the world of creativity. The basic question addressed is "What if effective leadership is about your ability to see, move, and be moved by people and things in ways that capture and expand your and their imaginations?" Horth is coauthor of the award-winning book *The Leader's Edge: Six Creative Competencies for Navigating Complex Challenges* (Jossey-Bass, 2002). Based on years of specialized research, *The Leader's Edge* outlines six distinct creative leadership skills that, while not traditionally associated with management development, have proven to be essential to modern leadership.

And be sure to check the conference schedule for the times and locations of the following excellent lineup of programs presented by LAMA sections and committees:

- **BES Safety and Security Committee**
"Security and Preservation of Rare Materials: Planning an Environmental Building Model"—the Institute of Museum and Library Services funded an "ideal" building project to house rare media in various formats at the State Library of Pennsylvania, with the intention of establishing a model for other libraries.
- **BES Buildings for College and University Libraries Committee**
"Tomorrow's Library in Today's Space: Redesigning and Repurposing Existing Library Spaces"—Case studies will illustrate service goals and redesign developed to meet those goals.
- **BES Architecture for Public Libraries Committee**
"PeopleSpaces in Libraries: The Community Off-line Experience"—Connects community use of library buildings (off-line) to taxpayer questioning of financial support of libraries.
- **BES Facilities Planning Discussion Group**
"Top Building Trends"—In rapid-fire format, will present latest trends in library buildings; what works and what doesn't work.
- **BES Architecture for Public Libraries Committee**
"Sustainable Libraries: Shades of Green"—An update

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on the evolving “green” opportunities for library buildings, including degrees of green.

- **BES Interior Design Awards**
ALA-IDA Library Interior Design Awards Reception—Wildly successfully biennial event first staged in 2006. Ticketed format.
- **BES Functional Space Planning Committee**
“Avoid Gray Hair! Jumpstart a Passion for Building: Three Steps to an Extraordinary New Library for Your Community or Campus”—A step-by-step strategy for a successful capital project.
- **BES Library Interiors, Furnishings, and Equipment Committee**
“Ergonomics in Libraries: Human-Centered Design for Library Facilities”—How ergonomic issues affect the design of furniture, equipment, and facilities, and how users and staff interact with the designed environment.
- **Fund Raising and Financial Development Section (FRFDS) Trends and Marketing Committee**
“Fund-raising in HD: The Effects of Marketing, Development and Communications”—Program will discuss best practices in marketing for academic, public, and special libraries.
- **FRFDS Fund Fare**
“Sharing the Wealth: Fundraising Tactics That Won’t Break Your Budget (LAMA Fund Fare)”—Collaborative efforts of sponsors and fund-raisers help ease the burden of fund-raising and cultivate community relationships.
- **FRFDS Program Committee**
“Turn Numbers into Facts: Using Data Analysis and Branding for Fund-raising Success”—Learn how to use the institutions’ data for donor cultivation. Discusses the importance of branding in fund-raising. Program proposes to provide a \$750 honorarium to primary speaker, a research consultant.
- **Library Organization and Management Section (LOMS) Financial Management Committee**
“Shift Happens: Aligning Financial Decisions with

Strategic Directions”—Will discuss the link between strategic planning and resource allocation among competing program needs.

- **Measurement, Assessment and Evaluation Section (MAES) Data Collection for Library Managers Discussion Group**
“And Now for the Good News: Appreciative Inquiry”—Approach to organizational change using principles of Appreciative Inquiry, developed in the healthcare industry, as applied to library organizations by engaging library staff in assessment.
- **Public Relations and Marketing Section (PRMS)**
“Are You in the Game? Harnessing Millennial Learning Strategies to Market Your Library”—This is a “Hot Topics” program that will feature an academic and a public librarian sharing experiences putting on gaming and Second Life programs in their libraries.
- **PRMS Swap and Shop**
“Swap and Shop: Hot Ideas for Cool PR”—Annual event that presents public relations tools that have been effective in libraries across the country.
- **Systems and Services Section (SASS) Management Practices Committee**
“You’ve Been Shopped: Mystery Shopping for Better Service”—Applying evaluation techniques used in banking and retail to library services.

LAMA has long played a critical role in developing library leaders. These programs represent an enormous commitment of volunteer time and energy to achieve LAMA’s mission statement: “The Library Administration and Management Association encourages and nurtures current and future leaders, and develops and promotes outstanding leadership and management practices.” I encourage current and prospective LAMA members to take full advantage of these professional development opportunities and check out the many avenues for getting involved in our division.

I look forward to seeing you in Anaheim!

ies as in corporate America, we are witnessing the passing of a generational baton, from Boomers to Gen X-ers and Millennials. In part two of their perceptive article on these differences, Pixey Mosley and Wendi Kaspar consider what must be taken into account when hiring across generations. Finally, our columnists also touch upon these topics. John Lubans, Bob Moran, Bonnie Osif, and guest columnist Denise Shorey write eloquently about changes they have witnessed in this field.

So, here’s what I think about this issue of “rightness.” I would rather get things right than be right. Alas, when it

comes to getting things right, I have found that my opinion alone is less helpful than the opinions of other people. Even if they *are* wrong!

Postscript: Your humble editor will soon leave his position as head of the science library at the University at Albany (SUNY) to become the dean of library and media services at Evergreen State College in Olympia, Washington. However, I will maintain contact information at my current institution until after I have relinquished editorial responsibilities to Eric Shoaf. I am thankful for LAMA’s support and can’t wait to get started at my new gig.