

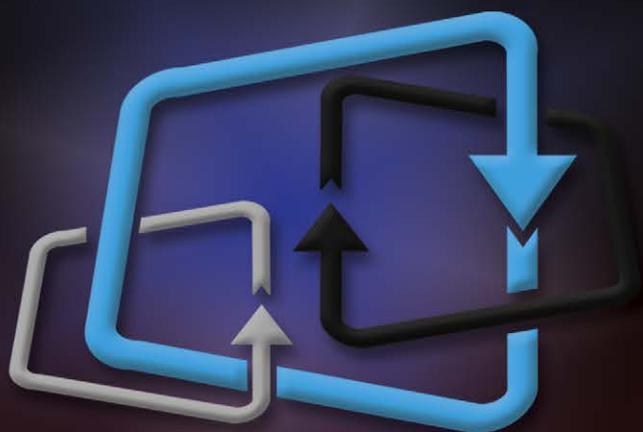
TexasLibraryJournal

VOLUME 92, NUMBER 1

SPRING 2016

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Journal Staff

- Editor Gloria Meraz
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- Layout/Graphics Mary Ann Emerson
- Advertising Mgr. Kasey Hyde
- Printer Capital Printing

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Texas Library Journal (ISSN 0040-4446) is published quarterly in spring, summer, fall, and winter by the Texas Library Association, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Periodicals Postage Paid at Austin, Texas. POSTMASTER: Send address changes to Texas Library Journal, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Subscription price: to members of TLA, 94 cents, included in annual dues; to nonmembers, \$25 per year for domestic, \$30 out-of-country. Single issues: \$7.

Volume 92, No 1 ★ Spring 2016

President’s Letter: Objective and Factual: A Librarian’s Fortè.....2
Susan Mann

Editorial: Are We Modeling What We Expect? 5
Gloria Meraz

Stories from the Innovation Lab: Markers of Success.....6
Patrick Ferrell

Strategic Planning Is HARD 10
Sherilyn Bird and Edward Smith

Ideas Powered - It’s What We Do 12
TLA Staff

Texas Statewide Resource Sharing Summit 2015: Executive Summary..... 14
Texas State Library & Archives Commission Report

Newsnotes 15

TLA 2016 CONFERENCE CONTENT

OPEN LIBRARIES • OPEN OPPORTUNITIES 17
Gloria Meraz

Corporate Sponsors 18

Exhibiting Companies 19



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Conference Information:
www.txla.org/annual-conference

TLJ 92:1 ADVERTISERS

Albert Whitman & Company9

A Voice: Texas Legal Services Center 16

Baker & Taylor*Inside Front Cover*

Biblionix.....*Outside Back Cover*

Oasis Audio 3

Raising La Belle5

University of Texas Press4

Your Beautiful Escape Retreat 14

Zondervan *Inside Back Cover*

I am proud to live in a country that values libraries and the benefits they bring to our society. Advocacy for libraries has been a center part of my participation in TLA for many years. I am passionate about politics and libraries; it is only natural that I have worked to meld the two together. As I am writing this piece, we are coming off the primary voting season — a very ugly primary voting season with no end to the ugliness in sight.

First and most importantly, I hope you voted! Voting is the single most important task we undertake as a citizen living in a democracy. Your responsibility as a citizen is to be an educated voter. Please never go to the polls without researching all of the candidates and issues.

Objective and Factual: A Librarian's Fortè

This year was an extremely long political season in my community. I live in a small rural area, and each day I received at least two – and as many as five – expensive mailers filled with accusations and innuendos. I can't even count how many robo calls were received and ignored over this election period. Over \$3 million was reportedly spent on an election to put one candidate in the Texas House of Representatives, a job with a salary of \$7,200 annually. I don't know about you, but that math just does not add up. What I find most troubling is that my small rural district is relatively poor. I am certain the money used for this election was not from this district.

I tell you this for several reasons, including my strong belief that you and I can make a difference in elections in our great state and nation – not just by voting, but by being librarians. The following are things we can do every day that can make a difference.

First, be an informed voter – know the issues that are important to you. Use the skills you have learned as a librarian. The facts are at your fingertips. Check out what is being said and check if it is accurate or tainted. Look deep, don't do what some students and patrons tend to do: "Google" it to find the first and fastest answer, which they unconditionally believe to be completely true. Seek the truth in authoritative sites!

Second, educate your students and users on what good citizenship looks like. Help them do fact checking, encourage them to utilize authoritative sites, not those that are chiefly full of rhetoric and accusations.



Third, provide good quality resources for your users. The League of Women Voters produces an excellent document for every statewide election. The group asks questions of each candidate and reprints their answers verbatim as submitted. They do not favor one party or candidate. It is truly a non-partisan document.

I urge you to make your institution the go-to-place for quality, authoritative election information. Create your own local voters guide by sending candidates questions that are important to your area and widely distribute the information.

I have been told many times that we have the government we deserve, and I believe we deserve much, much better than the current climate in Austin and Washington. Don't be a part of the problem by being uninformed or spreading untruths and false rhetoric. Be the key to knowledge in your community.

Libraries have an important place in the future of this country and the world. A library's impact stretches far beyond being the fact checker in continuous elections, but it is one of the critical services that we are already positioned to provide.

As I enter my last days as TLA president, I am amazed at how fast the time has moved. It has been an amazing experience for which I will always be grateful. TLA is full of amazing, creative, and intelligent people. It is humbling to be the leader of an organization of this caliber.

I know for a fact that TLA's greatness comes because it is an organization of its members. It is not a "top down" organization. The strength of TLA is not its leadership; it lies in its outstanding membership. YOU!

Evidence of the quality of our organization can be clearly shown by what was accomplished in this short year since I became president.

Look to Houston and our 2016 Open Libraries, Open Opportunities conference. This year a tremendous number of programs, events, and fun are being offered. Two committees have been working tirelessly to bring you quality programs and a rewarding conference experience.

This year the new Public Relations campaign "Ideas Powered – It's What We Do" will be launched at the Grand Opening and Welcome Party on Tuesday evening of the TLA Conference. At this launch and throughout the conference, you will see samples of tools you can use and adapt for use in your own library. It has been a lot of hard work and a labor of love by the PR and Marketing Committee, and they should be very proud of this fantastic, usable campaign.

The new TLA Strategic Plan will be presented to members and voted on at Council II. The plan was created with input from all areas of the association. This document is one in which we can all be proud and can move us forward. It is a nimble, robust working document that gives our association direction but allows creativity and agility.

Leadership in TLA is being taken to the next level with the Executive Leadership Immersion Program that is

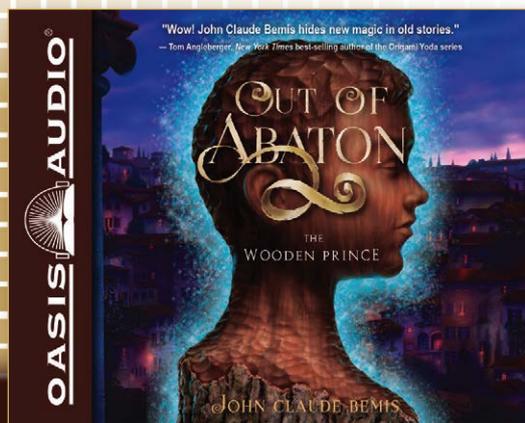
being led by our own ALA President-Elect Julie Todaro. This program has been a dream and discussed for many years and is now becoming a reality. Our new leadership program is like no other. It is an intense and focused experience to transform individual and organizational leadership.

TLA will host the best conference in the nation, and it is because of our volunteers and staff that such an incredible event is possible. Conference 2016 promises programs that will fill your continuing education needs and also be entertaining. You will learn a lot and have some fun in the process. My wish for you is to learn something new and useful while you enjoy your time at conference. Be sure to say "hey" if you see me. That is my favorite part of TLA – seeing and meeting new people.

Thank you for allowing me the honor of serve as your TLA President 2015-2016. It was a great ride! ☆

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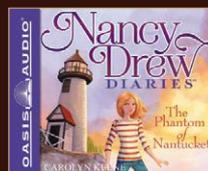
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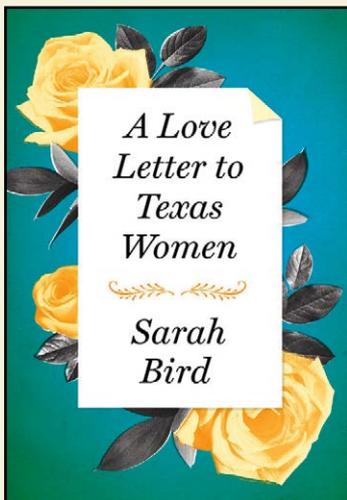
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A Love Letter to Texas Women

BOOTH# 1916

BY SARAH BIRD



In her inimitable style, Sarah Bird pays tribute to the Texas Woman in all her glory and all her contradictions. She humorously recalls her own early bewildered attempts to understand Lone Star gals, from the big-haired, perfectly made-up ladies at the Hyde Park Beauty Salon to her intellectual, quinoa-eating roommates at Seneca House Co-op for Graduate Women. After decades of observing Texas women, Bird knows the species as few others do. *A Love Letter to Texas Women* is a must-have guide for newcomers to the state and the ideal gift to tell any Yellow Rose how special she is.

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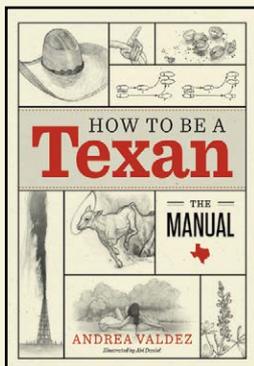
“Sarah Bird is a true eccentric, but one with a straightforward gift for explaining the human heart. . . . A Lone Star girl-legend.”

—Boston Globe

How to Be a Texan

The Manual

BY ANDREA VALDEZ



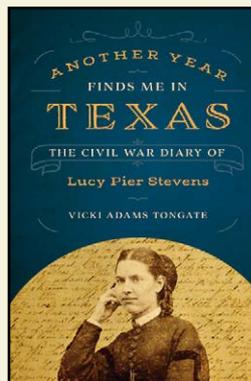
With easy-to-follow steps and illustrations for dozens of activities, this friendly guidebook provides all you need to be an authentic Texan, whether you've recently arrived in the state or you just want a refresher on the finer points of Lone Star lore.

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The Civil War Diary of Lucy Pier Stevens

BY VICKI ADAMS TONGATE



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The Jemima Code

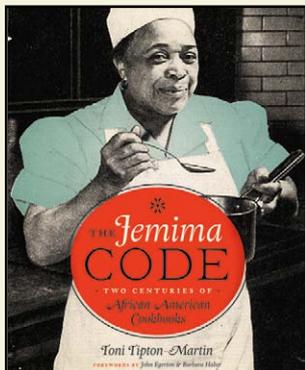
Two Centuries of African American Cookbooks

BY TONI TIPTON MARTIN

Showcasing one of the world's largest private collections of African American cookbooks, ranging from rare nineteenth-century texts to modern classics by Edna Lewis and Vertamae Grosvenor, this lavishly illustrated collection speaks volumes about America's food culture.

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“The Jemima Code is no ordinary book. It's a heaping helping, a long overdue acknowledgment...”—The New York Times Book Review



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Are We Modeling What We Expect?

The first rule of getting what you want: act as you expect to be treated. We hear it all the time. Want to be treated with respect? Respect yourself. Want to be with successful, happy people? Be successful and happy. The logic is simple and unassailable. You get what you give.

In professional terms, let's parse that out. Want to be treated with respect, as a professional, as someone with valuable insight? What are you doing to treat your work (and stakeholders) with respect? Do you exude professionalism so as to leave no doubt about your skill and commitment? Do you offer – and I mean get yourself to where decisions are being made – valuable insights that serve the needs of your stakeholders?

I hear from many terrifically successful librarians and library directors. They have great programs and, through their work and professionalism, won the respect and support of their administrations. I also hear from many librarians (and directors) who are struggling, mainly due to tight budgets and tight-fisted budgeters (I'll allow myself the editorializing). These librarians focus on what they need to do to move the conversation forward, how to impress the powers that be with all that their libraries and they are contributing. I don't worry about these two groups.

I worry about the librarians who focus their energy on bemoaning what they do not have, how they are not respected, how they have too much to do, how little the library is valued. At the risk of getting hate mail, I'll tell you simply. The problem can largely be identified in the mirror.

I have seen library programs of all types. Success is not about size, location, and – to a great extent – even about money. Yes, I know that funding is essential, but excellence begins and ends with attitude and commitment. The real question is: are we providing dynamic service? Dynamic service can be offered with classic literature if nothing more. Dynamic service is about the how and the why.

Over the years, I've seen examples of librarians more concerned with keeping the status quo than engaging in the hard work of going beyond the library walls to build relationships with the community, teachers, faculty, partners, parents, and stakeholders. I've seen librarians unwilling to learn new technologies, because it was outside their comfort zones – never mind that is what the community/students needed most. I have heard some librarians complain about having to support workforce development efforts because that was “just one more thing to do without money.”

Believe me, I get the need for funding, but how on earth does anyone believe funding can and will be forthcoming when what the world sees is “poor us – we can't do better”?

Fortunately, we are field with many talented people who carry the flag and the day. We are far and away more than the lagging segment. But we must acknowledge – and I think we all do, because we have seen it – this no-can-do segment. Like it or not, as a profession, we can often be judged by a few examples. That negative judgment doesn't always happen. Indeed, the profession is often lauded. The problem is that we cannot be completely free of this weight.

So, we as a group must strive to correct unproductive behaviors and attitudes. Let us not silently bow our heads in commiseration when we are secretly thinking “s/he just needs to get on the ball.” When someone says at a meeting, I can't do that. You stand up and say what you can do. Let us force each other to our better professional selves. Let us set the standard for ourselves – and consequently others – that inertia has no place in our field. And, let us not sympathize with people who complain without taking action. It's a bit like complaining about elected officials and yet not bothering to vote. Let us be a profession that shows up and that doesn't turn a blind eye when colleagues excuse a lack of

commitment and professionalism with hard circumstances. Everyone has hard circumstances.

I heard a great TED Radio Talk that pointed out that really, there isn't “harder”; There is just “hard.” We all have hard, and we all must deal with hard. The work of colleagues and our professional group is to help us learn how to deal with the hard, channel what we've learned for the benefit of others, and champion our ability to overcome the hard for more support.

Remember, the profession is built on you; you are not built on the profession. You, the individual, the professional (whether you have a degree or not) are the brick. Hold us, yourself, and your colleagues accountable for creating the best working framework possible. ★

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The Project Stratosphere Flight Measurement Computer programmed, wired, and prepared for launch.

BY PATRICK FERRELL

Stories from the Innovation Lab:

MARKERS OF SUCCESS

Most importantly, the Innovation Lab fosters a community of volunteers and patrons who share a passion for tinkering, collaborate on projects, and value the library as a community resource.

In its first full year of operation, the Innovation Lab saw over 2000 hours of 3D printing, supported 180 reservations on the laser cutter, and offered more than 260 classes reaching 2000+ students. In addition to partnering with local organizations and schools for outreach events, the Innovation Lab launched a successful monthly meeting of local 3D-printing enthusiasts and holds advisory meetings with dedicated volunteers and supporters.

These measures demonstrate an active library program supported by the public, but the real success of the Innovation Lab is grounded in helping patrons recognize their own talent and assisting them to apply maker technologies in unique and creative ways. From patrons who simply want to repair a broken device to experienced engineers who are working on prototyping a new invention, the makerspace draws people to the library looking for resources they can't easily find elsewhere.

Not surprisingly, students have been discovering the Innovation Lab as a resource for science projects. Although some schools are introducing maker technologies (especially in school libraries), many still lack the resources or must limit student use of tools such as 3D printers. Most homeschool students don't have this as an option at all. By opening up access to tools and classes, the Innovation Lab has provided support to a number of exciting projects during this first year.

Stories of Success

Oil Spill Remediation

Karan Jerath was a high school senior working on a system to mitigate subsea oil well failures such as the 2010 Deepwater Horizon oil spill. With assistance from an industry mentor, Karan spent over 800 hours designing a simulated device that would sit atop a broken wellhead and separate the oil and gas from the ocean water, making cleanup easier and reducing the environmental impact of the failure. This was his second year working on the project, and he was looking for a way to help communicate his 75-foot, 300-ton design to the science fair judges. Karan learned from a teacher that the Freeman Branch Library had 3D printers available for public use, so he came to investigate printing a model of his design.

After taking the orientation class, Karan worked with the Innovation Lab staff to create a mechanical model from his simulated design. The model was constrained by the practical limitations of the library's printers but demonstrated the sufficient scale and detail required to illustrate the operation of the device. A satisfactory model was developed which nearly filled the volume of the printer. Two copies were printed and later painted to indicate various functions of the system. These products remain among the largest and lengthiest 3D prints on the Innovation Lab's Makerbot printers.

Karan's work won top awards at the district and regional science fairs, and he was invited to the 2015 Intel International Science and Engineering Fair where he won several honors, including the prestigious Young Scientist Award (a \$50,000 cash prize). In January 2016, Karan was named one of *Forbes*' 30

How We Came to Be

In recognition of the positive impact the library had on his life, patron Jocelyn H. Lee left the Clear Lake City-County Freeman Branch Library a very generous bequest on his passing. Freeman Branch Manager Jim Johnson wanted to use this money for some significant purpose, and providing the community free access to classes and tools in a makerspace was a goal worthy of Lee's generosity. In February 2015 after months of planning, construction, and preparations, the Jocelyn H. Lee Innovation Lab held its grand opening, becoming the first dedicated makerspace in the Harris County Public Library system.

While library makerspaces can take many forms and flavors, the Innovation Lab has a strong technology focus. Four to six "maker" classes are offered per week, providing patrons of all ages and skill levels an opportunity to practice fabrication techniques, learn new coding skills, and work with circuits, mechanical devices, and microcontrollers.

Under 30 in the energy sector. He is now attending the University of Texas while working to patent and commercialize his design.

Karan said that the 3D model was an ideal visual to present his project. “The makerspace was my primary reason for coming to the library,” he wrote. “There are so many different tools and software available that a school may not have access to. You also have the assistance of dedicated and talented people who are there to help you through the process.” Karan continues to visit the Innovation Lab, returning while on school breaks to use the 3D printers.

Project Stratosphere

Shawn Steakley was among two dozen homeschool students working to send a weather balloon to the stratosphere

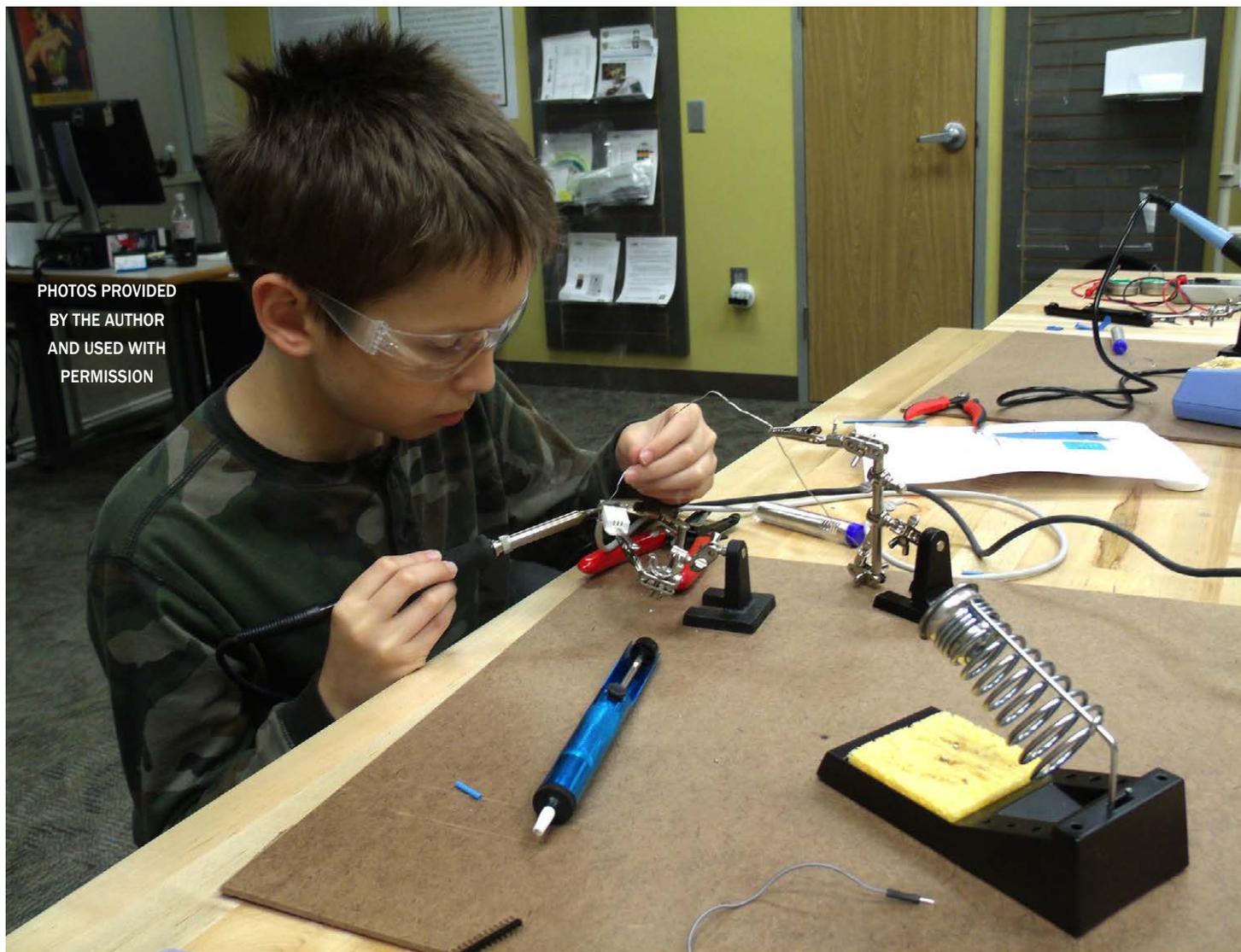
Shawn Steakley is soldering connections on a sensor to be carried aloft by a weather balloon for “Project Stratosphere”.

and had been selected as the lead for the project’s Science and Computer Team. The five-person team had responsibility to collect sensor data during the balloon’s journey and initiate an audible alarm to help locate the payload after descent. Shawn had taken an Arduino microcontroller class at the library, so he contacted the Innovation Lab to arrange for additional classes for his team.

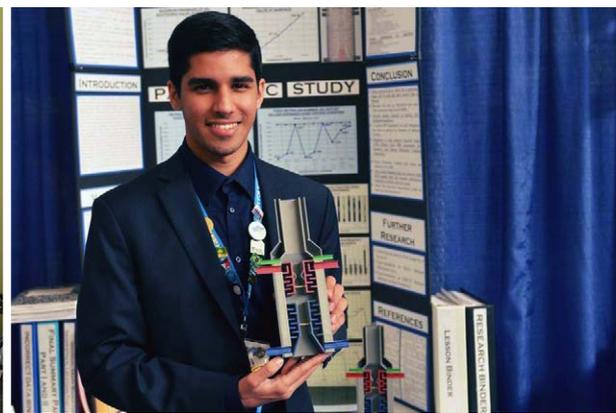
Between instructional classes and workshop sessions at the library and lots of work on their own, the team identified the needed components, wrote the required software, and soldered the electronic boards and connections. While everyone had a chance to practice the skills, the team members specialized just like many professional technical teams would – some students focusing on coding and others developing the knack for soldering connections and working with hardware. Bad weather and

schedule conflicts delayed the program, but Project Stratosphere was successfully launched in January 2016. The balloon reached a maximum altitude of 82,853 feet (15.7 miles) before finally bursting, and the payload landed 230 miles away in southern Louisiana where it was recovered with the electronics still functioning, and the data safely recorded.

Shawn remains active in the Innovation Lab, arranging programs in 3D printing and robotics for Cub Scouts under his leadership and using the printers for his own projects. His future plans include using the Innovation Lab to build his own 3D printer. Other members of his team have returned to the Innovation Lab as well. As one team member’s mother wrote: “It is very exciting that the library has expanded its resources to meet the current educational needs of our students and our community. As the parent of a homeschooled student, I am especially



PHOTOS PROVIDED BY THE AUTHOR AND USED WITH PERMISSION



Karan Jerath with his 3D printed models at the 2015 INTEL International Science and Engineering Fair where he won several honors including the “Young Scientist” award with a \$50,000 cash prize. In 2016 he was named one of Forbe’s 30 Under 30

High school student Karan Jerath uses the Jocelyn H. Lee Innovation Lab to build a physical model of a subsea oil spill containment device he had designed using industry-standard simulation software.

excited that our local library is bringing to life the things my son reads about in his books, magazines, and online!”

Navigation and Obstacle Avoidance

Carlos Figueroa attends a local science-magnet middle school and was inspired to investigate navigation and obstacle-avoidance systems for quadcopters as his science fair project. Carlos had participated in robotics and rocketry teams but had little experience with quadcopters or electronics projects of this scope. Despite the challenges, he was very enthusiastic about the topic, and his school librarian suggested he contact the Innovation Lab for assistance.

Carlos wanted to compare styles of distance sensors using a flying drone as a testbed. This would be a challenging project even for an experienced maker,

Carlos Figueroa won first place in the district science fair for his project comparing the performance of distance sensors using an Arduino microcontroller. He advanced to the regional competition.



so Carlos split his research into two lines. Through the Innovation Lab, he met a local quadcopter expert who explained the varieties of quadcopters available, requirements for navigation and control, and some basics about microcontrollers. Carlos also took classes in the Innovation Lab which helped accelerate his own independent study and provided the access and knowledge to design and 3D print custom brackets for a wheeled rover he built that could use a variety of sensors for obstacle avoidance.

Carlos successfully developed the hardware and software to test and compare the performance of the sensors using the rover. He won first place in his category at the district science fair and advanced to compete in the regional competition. With the experience he gained using microcontrollers and sensors, Carlos is already thinking ahead to drone navigation for next year's project.

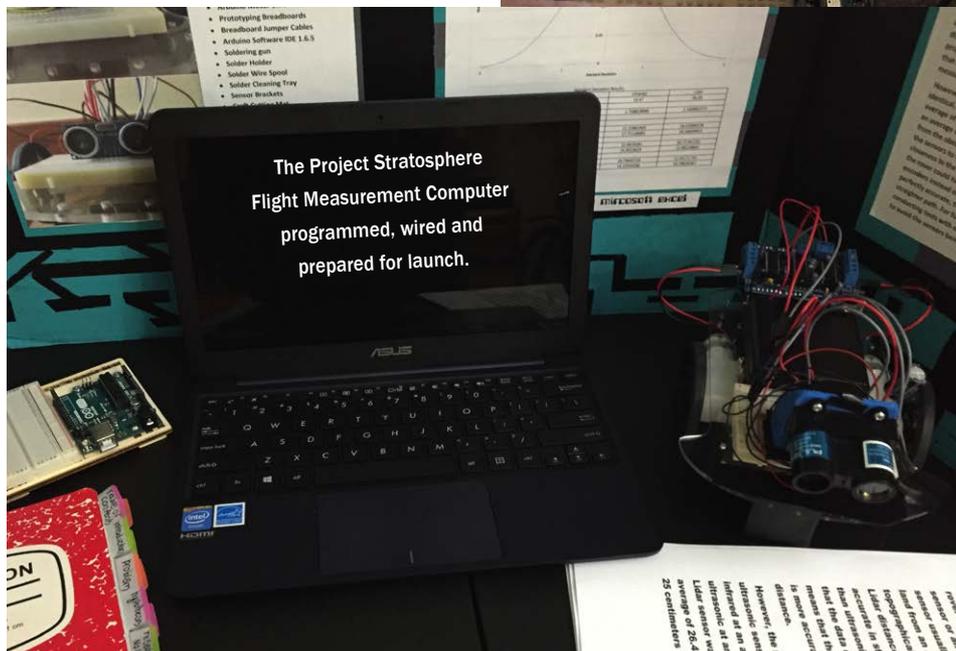
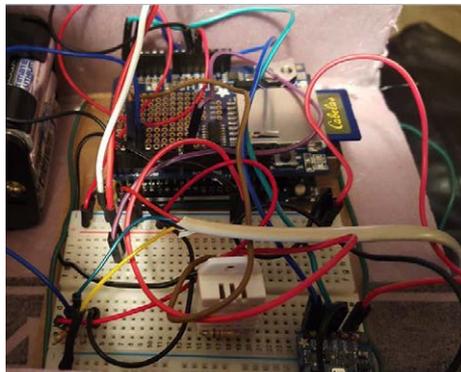
The Innovation Lab was able to provide Carlos with the tools and classes he needed to get started and be successful without the pressure of having his performance graded. "[The Innovation Lab] opened our eyes to a new world of technology, and if not more importantly, is a place where Carlos can be with other 'makers' that share his desire to learn about electronics, tinkering, etc.," wrote Carlos's father. "I can honestly say that it had been years since we last visited Freeman. Now we are rediscovering the library and its various resources."

Onward

The success of the Jocelyn H. Lee Innovation Lab should not be measured in the kilograms of 3D printed parts or the number of instructional contact-hours. It will be measured by the impact the makerspace has on the community, allowing patrons to explore new ideas and recognize their own potential for creativity and problem solving. We are privileged to play a role in our patrons' successes and remain grateful for Mr. Jocelyn Lee's generosity which launched this project and for the ongoing support from the Friends of Freeman Library which allows it to grow. ✪

Patrick Ferrell is the Innovation Lab trainer at Clear Lake City-County Freeman Branch Library, Harris County Public Library.

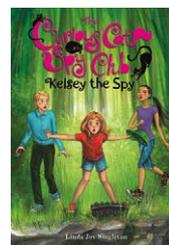
Carlos Figueroa credits the classes and tools available in the Jocelyn H. Lee Innovation Lab with providing a solid foundation for his science fair investigations.



Meet Our Authors at TLA!

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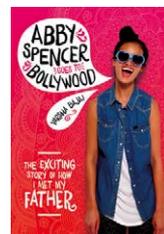
Wednesday, April 20



Linda Joy Singleton
11AM–12PM
The Curious Cat Spy Club #3: Kelsey the Spy

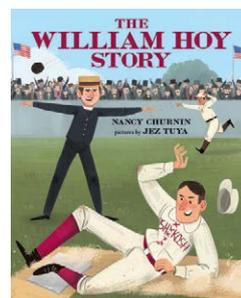
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Strategic Planning Is HARD

BY SHERILYN BIRD AND EDWARD SMITH

All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible. ~ ORISON SWETT MARDEN

In our article published in the Fall 2015 issue of the *Texas Library Journal*, we described the TLA strategic planning process as map-making. Strategic planning can help organizations chart a course to where they want to be in the future and how to get there. The TLA 2016 Strategic Planning Task Force, comprised of TLA's Executive Board members, four divisional councilors, and two co-chairs, has been working on charting that course since June 2015.

The question at top of our minds is how does our organization create a plan that reflects members' desires and ensures TLA will think and act strategically with great clarity around the organization's mission (what we do), vision (who we want to become), and values (how we do what we do). We want to deliver a plan that excites members about the future of our organization and our profession. We want to present strategic challenges that will stretch and grow us professionally to accomplish great things. To this end, member input was a critical component, and the process was designed to give every member an opportunity to participate.

There have been many opportunities for members to contribute ideas, review progress on the current plan, share perspectives, and consider possible futures. Between June 2015 and January 2016, the Task Force was in the critical phase of the planning process, gathering data which resulted in mountains of member feedback, amazing aspirational ideas, a thorough Environmental Scan conducted by members, and several fantastic conversations with key TLA units and member constituencies. The full list of

Opportunities to participate in this process...

Membership Survey June 2015	Task Force Meetings Assembly 2015	Chairs Training Assembly 2015	Hot Topics Session Assembly 2015
Aspiration Boards Assembly 2015	Online Aspiration Form July-Dec 2015	E-Scan Subcomm. Aug-Dec 2015	MVV Subcomm July-Sept 2015
E-Scan Feedback Dec 2015	2017 ProCo Oct 2015	2016 ProCo Nov 2015	2 New Member Webinars Nov 2015
TLA Staff Session Nov 2015	Stub Strategy Review Dec 2015	Action Item Ranking Dec 2016	Task Force Meeting Jan 2016
	Draft Plan Feedback Feb-Mar 2016	Final Plan to Council April 2016	

opportunities made available to the Task Force and all TLA members since June 2015 to participate and contribute is above.

As we move into the last steps to finalize language of the plan, the Task Force will be asking members to review and comment on the final plan before it is submitted in April to TLA Council for adoption.

In January 2016, the Task Force and TLA staff met to review the data and build a plan that reflects all that member input. The draft plan agrees on four foundational strategies:

Foundational Strategy #1: Demonstrating Value

TLA will continue to demonstrate the value of libraries and library personnel to stakeholders through advocacy and related actions at the local, state, and national level.

Foundational Strategy #2: Professional Development

TLA will continue its strong commitment to professional development of library personnel through conferences, events, and continuing education opportunities.

Foundational Strategy #3: Engaging Communities

TLA will strive to elevate local, state, and national discussions relating to topics of interest to libraries and library personnel to inspire our profession and communities about the future of libraries.

Foundational Strategy #4: Fostering Excellence

TLA will foster a vibrant and diverse workforce for Texas libraries, working with institutions to recruit and retain dynamic individuals representing the full range of demographic and skill sets needed to provide excellent library services to the people of Texas.

Establishing Strategic Goals Is HARD

Those foundational strategies birthed a number of specific strategic goals that the Task Force then subjected to a strenuous test: are these goals HARD (heartfelt, animated, required, and difficult)?

HARD goal setting, first postulated by Mark Murphy, best-selling author and CEO of Leadership IQ, is based on surveys of more than 4,000 people to determine which goals are most likely to drive great accomplishments. It is HARD goals that propel achievement. Although HARD goals take us outside of our collective comfort zones, the research says they will move our organization closer to its envisioned future, and we will have a greater sense of achievement.

Heartfelt - Heartfelt goals are chosen because they represent values we care about and about which we have an emotional attachment or passion. Our zest for heartfelt goals fuels determination and pushes us to achieve them.

To test for heartfelt the Strategic Planning Task Force asked:

- Does the goal enrich the lives of somebody besides me – members, the community, etc.?
- Does it excite professional passion and/or invigorate professional focus and energy?

Animated - An animated goal is tangible and vividly described such that we can picture concretely how success will look and feel. A vividly pictured achievement enables us to see success and propels us closer to the desired future. Envisioning the achievement mentally prepares organizations to take the steps needed to achieve their goals. Seeing it, we believe it is possible, and the vision holds us accountable.

Members of the task forces asked:

- What does that achievement look like?
- Can I see the steps it will take to achieve it?
- Can we vividly picture how great it will feel when the goal is achieved?

Required - Required goals are the critical things our organization *needs* and *wants* to do. Required goals have an essential purpose. They are significant and inspire the discipline to achieve success. You could say they are core to mission, as essential as oxygen.

Questions asked to ensure the goals are required:

- Do we know the essential steps to achieve the goal?
- Will we treat these steps as compulsory?
- Is this goal absolutely necessary to help this organization?
- Is it based merely on membership input or is it driven by member needs?

Difficult - Challenging goals require us to leave our comfort zones, increase our skill levels, challenge our limits, and elevate performance. They are not overwhelming but HARD in the best sense of the word. When accomplished, they give us the greatest sense of achievement.

- Will TLA members have to learn new skills and stretch into new areas to achieve this goal?
- Will it challenge the organization, the members, and the profession?

Answering these questions paved the way for a lively discussion among Strategic

Planning Task Force members. The challenging questions inspired thought provoking discussions about members' visions for the future of our profession and our association.

Some readers familiar with traditional strategic planning processes might be asking, "What about outcomes?" and "What about measurements?" Those are excellent questions and are directly addressed by Mark Murphy when describing the process of making HARD goals. Measurements and outcomes are addressed in the "animated" part of the goal. As your goals become more animated (more vividly described), you will be making them measurable. Animated goals are not just numerically measurable, but emotionally and behaviorally measurable also. Because an animated goal pictures how success will look and feel, it defines the envisioned outcome as part of the goal and stipulates the measures necessary to achieve the goal. Animated goals do more than capture measurable outcomes. They go beyond also capturing the actions and feelings when the envisioned future is achieved. Those are the components that truly inspire us and propel us forward.

Murphy uses the example of Martin Luther King Jr.'s "I Have A Dream" speech. If King had articulated his goal in specific and measurable terms common to strategic planning, something like: "Our goal should be a reduction in hate crimes by 60% over the next 20 years," it is difficult to feel motivated by it, however worthy the goal may be. But because King presented his goals in a vivid description of a desired future, complete with emotional outcomes, we can imagine what it is like to join hands at the table of brotherhood and sing "Free at last!" We are challenged and motivated by this goal, no matter the difficulties involved.

Building the Future: Next Steps

We encourage members to ask HARD questions when they review TLA's strategic plan and to test their own strategic planning and personal goal setting with the HARD questions.

In the end, we can definitely say that working on the TLA strategic plan has been HARD! As we have facilitated this process over the past seven months, it has been *heartfelt*...and we are

impressed with the level of passion and commitment among TLA members to see our profession continue upward into new levels of greatness. It has been *animated*...with an almost endless river of creative, inspiring visions of how that greatness could look in the future. It has been *required*...for without a smartly charted course, we will never reach that destination. And it has most definitely been *difficult*...but great things that are worth doing are never easy.

It has also been energizing, motivational, and a lot of fun! We hope that is reflected in the plan.

Sherilyn Bird is the retired dean of libraries at Texas Woman's University. Edward Smith is executive director of Abilene Library Consortium.

References

Murphy, Mark. *Hundred Percenters: Challenge Your Employees to Give It Their All, and They'll Give You Even More*, Second Edition, McGraw-Hill Education, 2013.

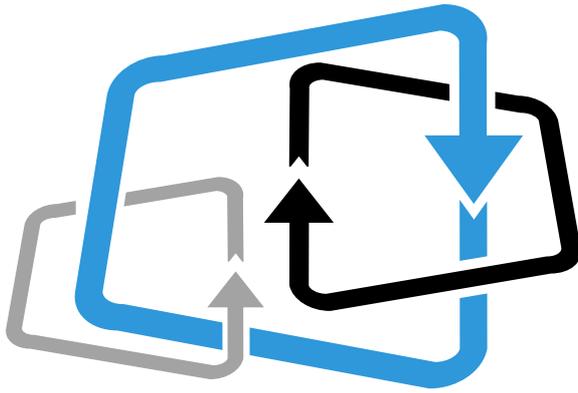
See also:

"Are SMART Goals Dumb?" Blog post by Mark Murphy, LeadershipIQ. Available online at: <http://tinyurl.com/h5qeifl>

"Use SMART Goals and HARD Goals and Achieve High Performance." Blog post by Alessio Bresciani. Available online at: <http://tinyurl.com/jqbw4ts> 🌟

The Task Force is currently reviewing the final draft of the strategic plan. It is posted on the TLA website for member review prior to annual conference. We encourage you to think HARD about the document and share your comments. See it here: <http://www.tsla.org/stratplanupdate>.

The final version will be presented to the membership and the TLA Council at Annual Conference in Houston, April 19-22.



IDEAS POWERED

IT'S WHAT WE DO

COMING SOON TO A TEXAS LIBRARY NEAR YOU!

TLA STAFF

TLA will unveil a new marketing campaign for Texas libraries at the TLA Conference in Houston. The formal launch will take place on Tuesday, April 19, at the conference Grand Opening Party.

The TLA PR & Marketing Committee developed the campaign to raise awareness about Texas libraries and the library profession. The aim was for the campaign to offer tools and a message that would appeal to all types of libraries and could be used for both internal and external rebranding.

The emphasis is placed on innovation and the technology-centered work being done in today's libraries. Libraries are places where the creation and cultivation of ideas happen, and the *Ideas Powered*

campaign highlights the many ways in which libraries have evolved to meet the demands of an ever-changing, fast-paced digital environment, revealing the many ways that libraries contribute to learning and healthy, vibrant communities.

Broad Objectives and Goals

Ideas Powered - It's What We Do seeks to broaden the awareness of library services to the public and provide resources to librarians working in the state in order to promote libraries as vital, technology-centered institutions in the community.

Key Messages

Messaging is centered on supporting library professionals in a re-branding effort to raise support and awareness of library services.

The campaign includes the following key messages:

- Libraries are essential to the creation and sharing of ideas in the community.
- Libraries are forward-thinking, technology-driven institutions, more vital today than ever before.
- What libraries do reflects a truly diverse field of information work, representative of the variety and scope of library services and librarians in the state.

Preview of Resources

TLA is working to have September 15, 2016 proclaimed Power Up at Your Library Day. We will use that event to send out information to the media and to provide resources so that you can celebrate and promote your library also. We have developed a public survey to gather input from Texans on how they use and value libraries. This information will be used to support publicity efforts for your library through the *Ideas Powered - It's What We Do* campaign.

We created a draft resolution you can tailor for your administrative body to endorse. The idea is to get your stakeholders on board celebrating your library.

We hope you use the summer months to plan events and programming to celebrate September 15 and to incorporate the marketing resources into your activities.

Stay tuned! Videos, templates, a tool kit, and much more premier at conference.

CAMPAIGN LAUNCH

Tuesday, April 19, 2016 | 5:30 - 7:30 pm George R. Brown Convention Center | Exhibit Hall C Entrance



Join TLA for the launch of *Ideas Powered - It's What We Do*, a public awareness campaign showcasing innovation and technology-centered work in today's libraries. Preview the campaign trailer, contribute to an interactive IDEAS WALL alongside

illustrators (Raul Garza, Greg Pizzoli, Don Tate), enter the raffle for a chance to win prizes, receive giveaways (while supplies last), and more. The event is hosted by the TLA PR and Marketing Committee and sponsored by Living Language.

DRAFT RESOLUTION:

In Celebration of Power Up at Your Library Day

WHEREAS Texas libraries serve the people of Texas and help support the incredible innovation and creativity that is a natural Texas asset for the people of our state; and

WHEREAS Texas school, public, university, and special libraries serve millions of Texans and promote learning, business and entrepreneurship, innovation, workforce development, and much more; and

WHEREAS the [name constituent group: people, students, faculty, entrepreneurs] of the [_____] Library have the potential to transform lives; and

WHEREAS libraries are places where the creation and cultivation of ideas happen and people are encouraged to make big dreams a reality; and

WHEREAS libraries are a resource for economic vitality and education in today's ever-changing, fast-paced digital environment; and

WHEREAS the [name your library] serves [#] of [target audience] through [list key services and programs]; and

WHEREAS the [name your library] has achieved [name a great achievement of your library has attained]; and

WHEREAS the [governing body – i.e., county commission, school board, faculty senate, etc.] support wholeheartedly the goals of education and opportunity; now, therefore be it

RESOLVED that the [governing body] proclaims September 15, 2016 as **Power Up at The Library Day** and encourages all of the [students, people, etc. fill in] of [name jurisdiction – i.e., ISD, city, county, college or university] to visit the library and participate by exploring a personal area of curiosity and innovation. ✪

Take a chance on art!

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TLA TEXAS LIBRARY DISASTER RELIEF FUND

Annual Art Raffle

On her website (www.carolynflores.com), Carolyn Dee Flores reveals that she “was a rock musician first. Then, a computer analyst. Then, a children’s illustrator.” To date, the artist has elevated five children’s books with her exquisite paintings; and a watercolor study for *Teresita’s Big Surprise* (Arte Público Press, Piñata Books) has been donated by Flores for this year’s art raffle at Annual Conference in Houston (April 19-22, 2016).

The bilingual picture book has a November 2016 release date; but if you hold the winning raffle ticket, you’ll get both the original masterpiece and an advance copy of the book. Tickets are only \$5 each (5 for \$20) and will be available on the TLA website and onsite in Houston. The drawing will be at the third general session on Friday, April 22, at 1:30 pm.

The annual art raffle benefits the TLA Texas Library Disaster Relief Fund, created to assist libraries in our state as they recover from natural disasters.

Texas Statewide Resource Sharing Summit 2015

Final Report by the Texas State Library & Archives Commission

EDITOR'S NOTE: *The following executive summary covers the two-day resource sharing planning session hosted by the Texas State Library and Archives Commission. The full report is available at: https://www.tsl.texas.gov/textshare/advisoryboardmeeting/strategic_2015.html.*

EXECUTIVE SUMMARY

This report is a summary of the Texas Statewide Resource Sharing Summit held in Austin, Texas December 3 and 4, 2015. The report reflects the results from the work done by the 83 participants, representing academic, public, school, and medical libraries, as well as library consortia and partner organizations. The Texas State Library and Archives Commission (TSLAC) sponsored the event, with support from grant funding received from the U.S. Institute of Museum and Library Services.

The purpose of the event was to provide a basis for formulating a high level strategic plan using the State of Texas' Strategic Planning Template. As a result, the Summit was designed not as a traditional conference with speakers and panels but rather as a working planning session. Using plenary, large group, and small group sessions along with specific exercises and templates, the facilitators guided participant effort towards identifying specific themes and issues and producing aligned goals, objectives and strategies.

Among the most significant results of the Summit was the identification of five major themes: Expertise; Infrastructure; Access; Leveraging Resources; and, Outreach, and Marketing. These five themes served as the foundation for the development of the strategic plan. The subsequent elements of the plan (i.e. goals, objectives, strategies) were organized around each of these major themes. In selecting these five themes, participants were asked to contemplate which issues had to be addressed to



TEXAS STATE LIBRARY
AND
ARCHIVES COMMISSION

ensure the continued success of statewide resource sharing programs.

Working within these five critical themes, participants also developed goal and objective statements. The goals and objectives indicate the general and measurable desired end states that provide the direction for action that participants believe will most likely produce success. Finally, participants followed the themes down to the strategy level with specific recommendations for action.

The Summit produced a tremendous amount of participant input and associated high level strategic plan elements. These Summit results provide a critical starting point for TSLAC staff to continue and conclude its legislatively- and federally-required planning efforts.

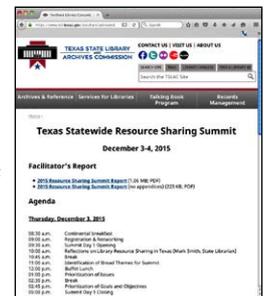
SUMMIT 2015 PURPOSE

Given the comprehensive nature of the upcoming planning processes and their impact on the Texas library community, the December 2015 Summit was designed to develop ideas that could support and take advantage of these upcoming statutory and legislative cycles.

TSLAC was particularly interested in a Summit that resulted in statements of

high level strategic direction. Gathering as much participant input as possible was the highest priority. While remaining open to all input and perspectives, the facilitated framework for the Summit endeavored to focus participant effort on:

1. Understanding and Valuing
TexShare and Resource Sharing by reaffirming the value and relevance of TSLAC resource sharing programs (TexShare, TexQuest and ILL) while acknowledging the differences in perspectives, needs, and roles and responsibilities of all partners and users in the Texas library community and the TexShare Consortium's and TSLAC's overall role in that community.
2. Building
Long-term
Capacity and
Sustainability
by considering
library resource
sharing more
broadly in
order to
identify
strategic issues meriting further
analysis by the TexShare Consortium
and TSLAC. 🌟



TLA Inaugurates Executive Leadership Institute

The Texas Library Association is proud to announce **Executive Leadership Immersion**, an exceptional new program designed to prepare current and aspiring administrators to excel in high-level leadership and senior administration.

Aimed at experienced professionals who are positioning for top administrative and leadership roles, **Executive Leadership Immersion** will provide a career-making opportunity.



JULIE TODARO

Nationally-recognized educator Julie Todaro and a team of expert leaders (brought together in discussion panels) offer a dynamic curriculum and an

executive experience guaranteeing energizing, concrete, and focused training on the skills and aptitudes needed to lead today's complex organizations. The curriculum will focus on evolving competencies, transforming organizational culture, vision and planning, interpersonal effectiveness, assessment, increasing institution visibility, and more.

The inaugural class will take place July 31 – August 4, 2016 at the Omni Barton Creek in Austin. For details on attendance, application submission, costs, and other information, see www.txla.org/executive-leadership. Participants should bring a work-related project to be developed.

Applications will be accepted through April 1, 2016. If you have questions, contact the TLA continuing education office.

Dallas Public Library, Friends of the Dallas Public Library and Parkland Health & Hospital System launched Books for Dallas Babies, their first joint literacy initiative, on January 1, 2016. All mothers who give birth at Parkland Health & Hospital System will receive a copy of the book "Read to Me," written by Judi Moreillon, an associate professor in the School of Library and Information Studies at Texas Woman's University. The book, written in English and Spanish, and English and Vietnamese, encourages mothers to read to their children from birth.

The partnership with Parkland is ideal, according to Dallas Public Library director Jo Giudice, because more than 10,000 babies are born at Dallas County's public hospital every year, many of whom come from low-income households. "Studies have shown that children born in low-income households are less likely to be ready for kindergarten than children born in higher income households," said Giudice.

"We hope to change that in Dallas through this program." Friends of the Dallas Public Library, the nonprofit organization that raises funds for materials and improvements for the city's 29 libraries, spearheaded the project with Dallas Public Library and local children's book author Trish Holland. "We are providing families with their first free book and sharing that a lifetime of free books awaits them at their local public library," said Kate Park, executive director

The Omni Barton Creek in Austin provides the setting for TLA's new Executive Leadership Immersion

BOOKS FOR DALLAS BABIES

of Friends of the Dallas Public Library. Park and Holland's combined passion for early literacy helped secure support from the Boone Family Foundation and the Mike & Mary Terry Family Foundation to make Books for Dallas Babies a reality.

For Parkland, Books for Dallas Babies represents another powerful community partnership to reach out to the patients it serves. "Giving a precious book to a new mom with a new baby is a gift that keeps on giving by providing the possibility of a better life through literacy promotion," said Donna Persaud, MD, Chief of Pediatric & Adolescent Medicine, Parkland's Community Medicine Division.

"I'm so excited the Dallas Public Library and Friends of the Dallas Public Library chose Parkland for this program. This is a great program to encourage parents to read to their babies. Reading to your baby has been shown to enhance language and speech development in children," said Jennifer Hill, RN, MHA, director of Parkland's Neonatal Intensive Care Unit. Friends of the Dallas Public Library will launch a second fundraising campaign this year.

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LITTLE FREE LIBRARIES

The Texas Center for the Book (under the Texas State Library and Archives Commission) teamed with Little Free Library founder, Todd H. Bol, to travel across the Lone Star State March 2 - 15, distributing Little Free Libraries, leading volunteers in library building events, and fulfilling the national nonprofit organization's mission to promote a love of reading and bring communities together through free book exchanges.

The tour included stops in Houston (March 2), San Antonio (March 6-7), Austin (March 10, 11, 12), and Plano (March 15). Between stops Bol visited established Little Free Libraries, checked in with volunteer stewards who take care of the free book exchanges, and met with other partners and organizations.

For more information, visit the Little Free Library Across America Texas Tour page.



2016 IMLS National Medal Finalist: DALLAS PUBLIC LIBRARY

Congratulations to the Dallas Public Library, a 2016 National Medal for Museum and Library Services honoree. Each year, the Institute of Museum and Library Services (IMLS) presents select museums and libraries with the nation's highest honor, the National Medal for Museum and Library Service, recognizing outstanding institutions

that make significant and exceptional contributions to their communities. Selected institutions demonstrate extraordinary and innovative approaches to public service, exceeding the expected levels of community outreach. The winners are honored at a National Medal award ceremony in Washington, D.C.



MARCH 29, 10-11:30AM CENTRAL TIME

New Digitization Grant Rules at the Tocker Foundation

DARRYL TOCKER AND ANA KRAHMER

The Tocker Foundation is opening up their digitization grant process to year-round! Find out more about the new changes in these grants from the head of the Foundation and Ana Krahmer of the UNT Newspaper Digitization Program. Register at <https://join.onstreammedia.com/register/80146595/tocker5reg>. FREE

APRIL 6, 10-11AM CENTRAL TIME

Job Hunting Tips for Library Science Students and New Grads

KERRY McGEATH

Discover how to tell your story in terms that fit a potential new position. From networking to cover letter to resume to interview, learn specific steps to maximize your chances for success. Register at <https://join.onstreammedia.com/register/80146595/jobtipsreg>. FREE

MAY 19, 10-11AM CENTRAL TIME

VolunTeen Basics: Recruiting and Retaining Teen Volunteers

CHRISSIE MORRISON

Are you looking to hit the ground running with a new Summer VolunTeen program this year? Or are you seeking some guidance as you restructure your existing VolunTeen program? Join Chrissie Morrison – presenter of the VolunTeens 101 CE at the 2015 New York Library Association Conference – for a crash course in recruiting, training, utilizing, and retaining teen volunteers at your library. Chrissie will cover both formal and informal VolunTeen programs that can be adapted to fit school or public libraries of any size. Register at <https://join.onstreammedia.com/register/80146595/volunteensreg>. FREE ☺

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WHEN LIBRARIES THRIVE, COMMUNITIES THRIVE.

The Texas Library Association's Annual Conference will take place in

Houston, Texas, April 19-22, 2016
George R. Brown Convention Center

Over 7,000 librarians, educators, authors, vendors, industry experts, and administrators will be on hand to network, learn the latest, and stock up for the year ahead.

TLA 2016 will feature an impressive array of keynote speakers.

LeVar Burton, Emmy-award winner and host and executive producer of the PBS series *Reading Rainbow*, will deliver the opening General Session. (Burton replaces Evan Smith as speaker.) Known for his work in the landmark 1977 television production of *Roots* and *Star Trek: The Next Generation*, Burton is also a committed reading and literacy enthusiast. In 2012 Burton launched R.R.Kidz, a digital educational publishing company. *Reading Rainbow* was reimagined to combine today's forms of media and technology with the goal of inspiring a new generation of children to love reading. The all-new *Reading Rainbow* is a digital reading service filled with over 500 children's fiction and non-fiction books, newly produced video field trips, and new content added every week.

Al Roker, nationally-acclaimed figure who has earned 10 Emmy awards for his work on NBC's *Today* show. He is also a bestselling author with many acclaimed works. His first book, *Don't Make Me Stop This Car: Adventures in Fatherhood*, spent weeks at the top of the *New York Times* best-seller list. One of his recent works, *The Storm of The Century: Tragedy, Heroism, Survival, and the Epic True Story*



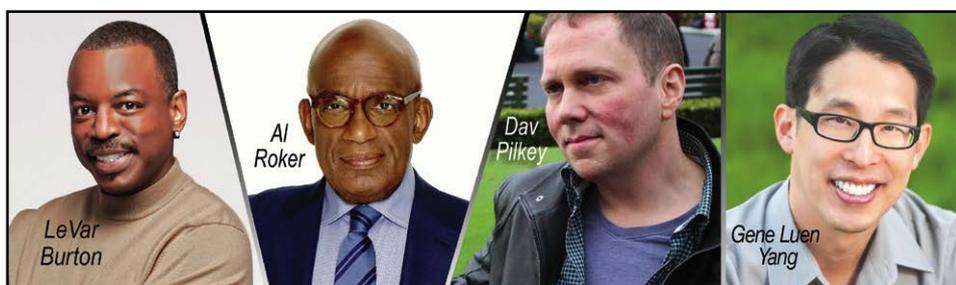
of America's Deadliest Natural Disaster: The Great Gulf Hurricane of 1900, is a riveting exploration of one of the most tragic events in American history.

The ever-entertaining creator of *Captain Underpants*, **Dav Pilkey** is a Caldecott Honor Award-winning author and illustrator of more than 50 books for children. He will deliver his message of "Reading Gives You Superpowers." Beloved by children and parents, Pilkey is known for his humor, inventiveness, and ability to subtly underscore kindness and friendship.

Gene Luen Yang, National Ambassador for Young People's Literature (2016-2017), will add TLA's Closing Luncheon as a stop on his Library of Congress Tour. Yang's critically-acclaimed graphic novels include *American Born Chinese* and *Boxer & Saints*, a National Book Award finalist and Printz Honoree.

We welcome you to participate in this great event. Please be sure to bring the winter issue of the *Texas Library Journal* as well as this current issue to conference with you. Together, these publications offer full program and exhibitor details. Of course, you can certainly use the TLA mobile app for conference information. We just know how many librarians like to have a printed program on hand! Attendees will receive a copy of the *Pocket Program* at registration.

[www.txla.org/
annual-conference](http://www.txla.org/annual-conference) ★



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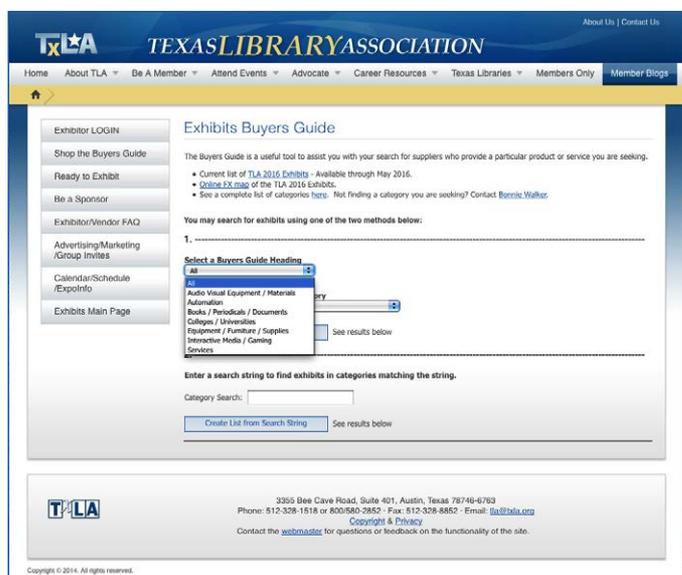
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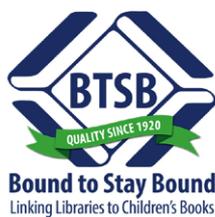
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Little, Brown Books for Young Readers..... 1505
www.littlebrownlibrary.com

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Living Language..... 1516 & 1517
www.livinglanguagelibraries.com

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Lorimer Children & Teens..... 2113
www.lorimer.ca/childrens

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Lucas Miller, Singing Zoologist 2037
www.lucasmiller.net

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Lucent Books 2121
See Gale Cengage Learning

Mackin Educational Resources..... 2023
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Macmillan - Adult 1544
www.macmillanlibrary.com

Adult trade titles in hardcover and paperback from publishers Farrar, Straus & Giroux, Henry Holt, St. Martin's Press, Griffin, Picador, Tor/Forge, and Minotaur.

Macmillan Children's Publishing Group..... 1541
www.mackids.com

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Macmillan Reference USA..... 2121
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Mason Crest: National Highlights 1813

www.masoncrest.com

Young Adult non-fiction school, library and curriculum product.

Maverick Books, Inc 2145

www.hankthecowdog.com

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McNinch, Catherine 2245

See Catherine McNinch (C. Smiley)

Media Flex - OPALS - CERF 2423

www.mediaflex.net

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Media Source 1345

See Junior Library Guild

Mergent, Inc. 2208

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Millbrook Press 1212

See Lerner Publishing Group

Miller, Lucas, Singing Zoologist ... 2037

See Lucas Miller, Singing Zoologist

Mitinet Library Services 2404

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National Highlights 1813

See Mason Crest: National Highlights

National Library of Medicine 2212

www.nlm.nih.gov

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Nature Conservancy 2037

See Lucas Miller, Singing Zoologist

NewsBank, Inc 1413

www.newsbank.com

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Nienkämper Library 2521

www.nienkamperlibrary.com/

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Nobrow & Flying Eye Books 1515

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Flying Eye Books 1515

See Nobrow & Flying Eye Books

Norwood House Press 1845

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Novelist 2031

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OPALS - CERF - Media Flex 2423

cerfinfo.com

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Overlooked Books 1423

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Oxford University Press 1415

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Pajama Press 1630

See Publisher Spotlight

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PFAl..... 2305

See Pro Forma Architecture, Inc.

Pharos Systems..... 2205

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See Arte Público Press

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Primary Source Media..... 2121

See Gale Cengage Learning

Pro Forma Architecture, Inc..... 2305

www.proforma-inc.com

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Progressive Rising Phoenix Press..... 1914

www.progressiverisingphoenix.com/

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Publisher Spotlight..... 1630

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Publishers Weekly..... 1025
www.PublishersWeekly.com

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Quarto Publishing Group USA..... 1940
quartoknows.com

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Random House Children's Books 1516 & 1517
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Random House Library & Academic Marketing.... 1516 & 1517
www.randomhouse.com/library

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Read-a-thon 2430
www.read-a-thon.com

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Readers to Eaters..... 1431

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Readex..... 1413
See NewsBank, Inc.

Reading Rainbow/Destination Education, Inc 1023
www.readingrainbow.com/school

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READsquared..... 1717
www.READsquared.com

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Recorded Books 1613
www.recordedbooks.com

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ReferenceUSA 1907
www.referenceusa.com

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Renaissance 1704
See EnvisionWare

Renaissance Learning..... 1312
www.renaissance.com

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The RoadRunner Press..... 2014

www.TheRoadRunnerPress.com

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Ronald McDonald House 2345

See Usborne Books & More/Educational Development Corp

Rosen Publishing/Power Kids 1830

www.rosenpublishing.com

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Rourke Educational Media..... 1215

www.rourkepublishing.com

Children's books in English and Spanish; Accelerated Reader; nonfiction. eBooks and Interactive eBooks for Grades K - 8.

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www.russwood.net/

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SAGE Publishing..... 1943

www.sagepub.com

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Salado Press 2337

www.saladopress.com

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Salem Press 1219

See Grey House Publishing & Salem Press

The Sam Houston Project / Kinderfable Press 2114

www.samhoustonsmovie.com

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Sam Houston State University - Department of Library Science 1740

www.shsu.edu/~lis_www

Library Education

SCBWI - Texas 1642

See Society of Children's Book Writers and Illustrators - Texas Chapters

Schirmer Reference..... 2121

See Gale Cengage Learning

Scholastic Book Fairs, Inc 1131 & 1231

www.scholastic.com/bookfairs

Childrens literature.

Scholastic GO 1130

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Scholastic Library Publishing..... 1808

www.scholastic.com/librarypublishing

Scholastic Library Publishing is a leading print publisher of children's fiction, non-fiction materials, which include products published under the prestigious imprints Children's Press and Franklin Watts.

Scholastic Library Publishing Digital..... 1130

www.scholastic.com/librarypublishing

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Scholastic Trade Books..... 1331

www.scholastic.com

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School Library Connection 1721

www.librariesunlimited.com

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School Library Journal 1345

www.slj.com

School Library Journal is the most influential publication serving the largest market for new children's and young adult books and is the only full-service publication serving the youth and school library market. Reaching over 35,000 elementary, middle/junior, and senior high school librarians and youth service librarians in public libraries, SLJ educates its readers to become leaders in technology, reading, and information literacy.

Sebco Books..... 2115

www.SebcoBooks.com

Sebco Books has dedicated itself to providing schools and libraries with the finest books and eBooks available. We believe our responsibility is to make our customers' job as easy as possible by helping to save time, money and work. Please check out our website for more information.

Self Represented Litigants Project..... 2445

TexasLawHelp.org

TexasLawHelp is a website dedicated to providing free and reliable legal information, forms, and more to low income Texans.

Shadow Mountain Publishing..... 2008

www.shadowmountain.com

Shadow Mountain is trade book publisher for children, young adults and adults, with a list that includes bestselling fiction like the Fablehaven series, Janitors series, and cookbooks by Six Sisters Stuff. Shadow Mountain is passionate about clean content and empowering values.

Sherry Garland, Author 2112

See Authors Sherry Garland and Melanie Chrimer

Shmoop 2413

www.shmoop.com

Shmoop is a digital publishing company with a point of view, offering online courses, online college readiness prep, and online test prep. Our goal in life is to take the friction out of learning. Test prep and learning should not feel like a root canal.

Silpada Designs Jewelry 2536

www.silpada.com

Hip-classic, .925 sterling silver, handcrafted from artisans worldwide.

Simon & Schuster, Inc 1438

www.simonandschuster.com

Aladdin Paperbacks, Atheneum Books for Young Readers, Libros para niños, Little Simon, Little Simon Inspirations, Margaret K. McElderry Books, Simon & Schuster Books for Young Readers, Simon Pulse, Simon Scribbles, and Simon Spotlight. Children's trade hardcover and paperback books, board books, novelty books, and book and audio packages for grades pre-K through 12.

SirsiDynix 1139

www.sirsidynix.com

SirsiDynix is the global leader in strategic technology solutions for libraries-vital institutions whose primary mission is to make sense of the vast world of information for people and communities. This is an exciting role as libraries assist people in discovering and using knowledge, resources and other valuable content for their educations, jobs and entertainment. In concert with key industry partners, SirsiDynix supports this strategic role for libraries by offering a comprehensive integrated suite of technology solutions for improving the internal productivity of libraries and enhancing their capabilities for meeting the needs of people and communities including library management systems (LMS) and search and discovery solutions. SirsiDynix has approximately 4,000 library and consortia clients, serving more than 300 million people through more than 20,000 library outlets in the Americas, Europe, Africa, the Middle East and Asia-Pacific.

SJB Productions 2137

www.sjbproductions.com

SJB Productions offers affordable educational DVDs about sea life, wildlife behavior and travels from around the world. "Exploring Bears," "Exploring Unusual Birds," "Exploring Whales and Dolphins" and "Exploring Frogs and Toads" are their newest releases. "Wonders of the Sea" and "Part 2" are oriented toward children and are about marine life. "Exploring Wildlife of Southern Africa" shows behavior of animals in their habitat. Travelogues cover India, Bhutan, Morocco, Vietnam, Thailand,

Cambodia, Kangaroo Island, Russia, Tibet, Jordan, Israel, Egypt, Namibia, Ecuador, Micronesia, Turkey and more.

Sleeping Bear Press 1831

www.sleepingbearpress.com

Sleeping Bear Press produces high-quality, beautifully illustrated picture books. Our goal is to provide books that enrich children's lives through stories that blend entertaining text with educational content.

Smart Apple Media 1837

www.jappleseedmedia.com

Smart Apple Media is a premier publisher of top quality nonfiction, grades K-8. and is distributed to the Texas market through Black Rabbit Books and its Direct Field force JAppleseed. Find us on Facebook (www.facebook.com search: Black Rabbit Books); become a fan and we'll send you a free book of your choice!

Smile Train 2545

See Frozen Light

Sneed B. Collard III 2016

www.sneedbcollardiii.com

Children's nonfiction and fiction books, school visits and workshops, teacher and library workshops.

Society of Children's Book Writers and Illustrators - Texas Chapters 1642

www.scbwi.org

The SCBWI acts as a network for the exchange of knowledge among writers, illustrators, editors, publishers, agents, librarians, educators, booksellers and others involved with literature for young people. We are currently more than 22,000 members worldwide, in over 70 regions, making us the largest children's writing organization in the world.

Sociosights Press 2440

www.sociosights.com

Sociosights Press is a woman-owned Texas publisher whose mission is "to transform society, one story at a time." This feminist press focuses on biographies of Texas women, Jewish-themed children's books, and diversity-themed poetry.

Sourcebooks, Inc 1645

www.sourcebooks.com

Sourcebooks is an independent publishing company dedicated to innovation and the belief that books change lives. We publish 300 new titles each year in the children, young adult, adult, nonfiction, gift, and education categories.

South Texas School Furniture 2510

www.texaslibrary.com

Library Furniture: Furniture design and layout. 25 year warranty on library furniture. All furniture includes delivery and installation by our trained professional staff

Southwest Book Company 1443

Direct Sales, (Novel Sets), Author Appearances, Sales, Consignments, Bookfairs

Southwest Solutions Group, Inc... 1205

www.southwestsolutions.com

Furniture, equipment and storage, cabinetry/millwork, RFID tracking, Install and repair

Spirit Monkey 2531

www.spiritmonkey.com

Spirit Sticks are the latest school yard craze and educators love them! Small embroidered patches students collect and display on their backpacks.

Spotlight 1820 & 1821

www.abdopublishing.com

Spotlight, a division of ABDO, features popular fiction titles for grades K-8 in reinforced library bound editions featuring 80# glossy paper for graphic novels and picture books, and acid-free commodity offset paper for chapter books and classics.

Stars Information Solutions 2518

www.starstek.com

The new ScanPro 3000 by e-ImageData brings Ultra High Definition scanning to microfilm with an unprecedented 26 megapixel camera, allowing for never-before-seen archival quality images from all forms of microfilm. The new camera capabilities are the highest of any microfilm scanner and the images will print at over 500 dpi on a letter page, making the ScanPro 3000 the highest optical resolution scanner with the clearest image

Starstek 2518

See Stars Information Solutions

State Standards Publishing 2437

www.statestandardspublishing.com

Books for Texas essential knowledge and skills.

Stone Arch Books 1621

www.capstonepub.com

Stone Arch Books - what kids want to read! A Capstone imprint.

Stop Falling Productions 2630

www.stopfalling.com

We specialize in wearable products for librarians, reading teachers, elementary teachers, and reading enthusiasts.

Storybook Theatre of Texas 1917

www.sbttheatre.com

2014 winner of the Excellent Play award, 4th Annual China Children's Festival in Beijing & 2009 National Endowment of the Arts "Best in the Arts" American Masterpieces award winner, Storybook Theatre is a high-energy touring childrens theatre group that brings stories to life! Costumes, props, exaggerated voices, and lots of interaction with the audience are standard in the performances. All stories are age appropriate for the audience, pre K-6th grade. An encouraging message or lesson enhances each program. Storybook Theatre will get your students excited about reading! If not, we will adjust your fee accordingly. Funding up to 50% available through TCA!

Sue Young, Bilingual Storyteller... 2116

www.sueyoungmusic.com

Bilingual storyteller and award-winning songwriter Sue Young entertains, educates and delights audiences pre-k through adults with her programs: "Cantos Y Cuentos - Tales and Tunes of Latin America" - traditional and popular songs and legends, myths and tales of tricksters, heroes and heroines, "¡Viva Mexico!" - stories and music from Mexico to celebrate 5 de Mayo and 16 de Septiembre; "Celebrations of Light" - a multicultural winter holiday program and "Texican Tales and Tunes" with cowboy songs, Mexican cantos and stories showcasing the diverse heritage of Texas, and an annual summer reading program. Sue composed the 2011 and 2009 theme songs for the Texas Summer Reading Program. She is a Texas Commission on the Arts and Mid America Arts Alliance Touring Artist. Sue performs at schools, libraries, festivals and conferences and provides workshops for children, teens and adults and in-service trainings. Drawings held for free copies of her award winning CD release "The Legend of the Quetzal - La Leyenda del Quetzal".

Super Readers 2336

See TxAuthors.com / Hamilton Troll

T2 Design..... 2521

www.t2librarydesign.com

T2 – A refreshing new approach to library furniture design. We pride ourselves on producing innovative, progressive, high quality products that not only meets, but exceeds the needs of today, by predicting the trends of tomorrow.

Take Care of Texas 2207

www.TakeCareOfTexas.org

Take Care of Texas offers FREE print materials to educate Texans of all ages on ways to conserve water and energy, keep our air and water clean, and reduce waste. Materials include activity books, bookmarks, field guides, stickers, posters, and more!

TAMU..... 1437

See Texas A&M University Press

TCEQ 2207

See Take Care of Texas

Tech Logic 1115

www.tech-logic.com

Tech Logic is an American owned family business focused exclusively on serving libraries through software, technology and automation systems. As the leader and pioneer in library automated material handling (AMH), we provide the most innovative, reliable and cost effective AMH & self checkout (SCO) library solutions. Our truly American designed, patented and manufactured products deliver safe, streamlined, people centric business value enhancing the user experience for all.

Techno Chaos Innovation Lab-102

techno-chaos.com

After five years of owning our own makerspace and initiating the Houston Mini-Maker Faire three years ago, we hope to inspire others to leverage various technologies like 3D printing, Minecraft, Arduino, Internet of Things, LEGOs and various other robotics, electronics and technologies to encourage design thinking and problem solving in an ever-changing technology world. Through starter programs, training and consulting we are focused on helping others implement their own makerspace education and project-based learning programs in their own community.

Tejas Storytelling Association..... 2017

See Elizabeth Ellis, Storyteller

TESCO Learning Environments.... 2420

www.tesco-ind.com

High quality library furnishings, including, circulation desks, shelving, tables, computer furniture & technical pieces. TESCO offers layout & design to assist customers with new projects & existing products. Greenguard Certified for Leed points.

Texas A&M University Press..... 1437

www.tamupress.com

Texas A&M University Press was founded in 1974 to support the university's goals of stimulating scholarly productivity and expanding the horizons of knowledge. Today we are count among the top public university presses in America. We are the leading publisher of books on the history, natural history, and culture of Texas and the Southwest. We also publish extensively in the fields of military history, presidential studies, borderland studies, architecture, agriculture, and anthropology. Many of our books are suitable for the classroom, and we publish many titles for the young reader audience. Call 800-826-8911 or visit our website to place an order.

Texas Authors Inc..... 2336

See TxAuthors.com / Hamilton Troll

Texas Christian University Press... 1437

www.prs.tcu.edu

TCU Press specializes in the history and literature of the American West, and is interested in women's studies, art history, and multicultural studies.

Texas Heritage League 2114

See The Sam Houston Project / Kinderfable Press

Texas Legal Services Center 2443

www.tlsc.org

Texas Legal Services Center Health Law Program provides assistance to low and moderate income Texans in accessing health care, including help getting Medicare and Extra Help coverage.

Texas Municipal Courts Education Center..... 2436

See Driving on the Right Side of the Road

Texas State Law Library..... 1616

www.sll.texas.gov

It is our goal of the Texas State Law Library to serve the legal information needs of all Texans. Our website provides access to [aggregates] a wide variety of primary law resources, plain language commentary, FAQs and research guides covering myriad everyday legal situations. In addition to the information on our website, Texans from anywhere in the state can register for an account with us – at no cost! Registered users can log into our numerous premium legal research databases and check out law related ebooks, from their home, office or public library. The library staff is available to provide assistance in locating information and using the resources by phone or our Ask-a-librarian contact.

Texas State Library and Archives Commission 2215

www.tsl.texas.gov

The Texas State Library and Archives Commission, created in 1909, makes quality library and information services available to all Texans. Services include: statewide reference, library consulting, grants, library resource sharing services, electronic resources, library service for patrons with disabilities, and a myriad of special collections, including the Library Science Collection.

Texas Woman's University - School of Library and Information Studies..... 2136

www.twu.edu/slis

The School of Library and Information Studies prepares students for leadership roles in the information professions, including careers in

librarianship and as information specialists in a variety of roles in private and public agencies. The school offers graduate programs including Master of Library Science, Master of Arts in Library Science, Dual Library/Health Studies Degree, School Librarian Certification, and Certificate of Evidence-Based Health Science Librarianship.

TexQuest 2419
See Education Service Center, Region 20

Texserve 1906
www.texserve.com

Texserve offers online instructional resources to school districts throughout the state of Texas at consortium/affordable prices. We also offer technology services to school districts, including managed internet services, infrastructure monitoring, & managed storage services.

The New Book Press 1634
thenewbookpress.com

The New Book Press publishes the WordPlay Shakespeare eBook series, which puts a filmed professional performance of Shakespeare's plays

Theatre, Storybook 1917
See Storybook Theatre of Texas

Thinkersize LLC 2444
www.craniumcore.com

Cranium CoRE (CC) is a gaming website that features collaborative intelligence (teamwork) gaming based on HOT (higher order thinking) questions about short segments of literature (chapters), often award winning books (SSYRA titles). The big advantage with CC is when you have the students defend the correct answer using the author's words. It is an open source, web-based vehicle that can be used with library books, textbooks, short stories, picture books, fiction, informational text (non-fiction), a field trip, etc.

Third World Newsreel 2237
See Tugg Educational

Thomas Nelson Publishers 1534
www.thomasnelson.com

Books that emphasize faith, character and moral values.

Thorndike Press 2121
See Gale Cengage Learning

Tim Tingle, Choctaw author 1441
See Authors Tim Tingle and Greg Rodgers

TLA 2017 San Antonio 2509
visitsanantonio.com

Get ready for TLA 2017! The San Antonio Convention & Visitors Bureau will be providing city information on things to see & do for TLA attendees.

TLA Black Caucus Round Table 2517
www.txla.org/groups/BCRT

"Promotes library services to African-Americans and promotes the participation of African-American librarians and paraprofessional at all levels of the profession and the Association. In San Antonio, the booth will focus on the membership and history of the TLA Black Caucus.

TLA Exhibitors Round Table (ERT) 2521
www.txla.org/groups/ERT

To better support TLA in bringing Texas library vendors and their representatives together with all librarians in the interest of fostering a better understanding of their mutual needs.

TLA New Members Round Table .. 2513
www.txla.org/groups/NMRT

The New Members Round Table is the unit within the Texas Library Association specifically for those new to the library profession or those who have been members of the Texas Library Association for five years or less.

TLA Public Library Division 2516
www.txla.org/groups/PLD

Provide a forum for communication among and a source of professional advice and assistance to all concerned with public library service in Texas. Facilitate cooperation between all types of Texas libraries and librarians as well as other related institutions and individuals in the interest of improved public library service in Texas. Encourage public librarians in Texas to continue their education in response to changing circumstances in public libraries. In accordance with TLA policies and regulations, to speak for the profession on matters pertaining to public libraries in Texas including but not limited to legislative matters at all governmental levels.

TLA Texas Authors & Illustrators RT 1421
www.txla.org/groups/TAIRT

Created in July 2012, the Texas Authors and Illustrators Round Table's (formerly TAIIG) purpose is to foster a relationship between Texas Authors and Illustrators and Texas librarians.

TLC - The Library Corporation 1007
www.TLCdelivers.com

TLC is a family-owned company with a singular commitment of serving libraries worldwide. From our innovative automation and cataloging solutions to our award-winning customer service and support, TLC is the one-stop resource for all your library automation needs.

TMCfurniture.com
Recharge Lounge Lobby D
See Libra-Tech Corporation

Today's Business Solutions, Inc. 2405
www.singelcard.com

TBS providers of high-tech library solutions; enhancing patrons experience with computer reservation, mobile printing, print management, scan stations, Fees/Fines Payment with PCI Compliant Credit/Debit Card solutions.

Tor/Forge Books 1546
www.tor-forge.com

Tor/Forge Books is a full category hardcover and mass market publisher specializing in science fiction and fantasy. We also publish children's and YA, mysteries, historical fiction, westerns, general fiction, horror, non-fiction. Imprints include Forge, Orb, Starscape, Tor Teen, and Tor Classics.

Total Boox, Ltd 2107
www.totalboox.com

More Reading For Patrons – Less Spending for Libraries. Total Boox is an ebook service that gives your patrons instant, unlimited access to thousands of ebooks from established publishers, including Workman, O'Reilly and Sourcebooks while the library pays only for pages read.

TRACSYSTEMS, inc. 2205
www.tracsystems.com

TRACSYSTEMS is a leading provider of print, copy & computer management & RFID systems for public & educational libraries. With 32 years of experience, we tailor custom solutions for your library to recover print/copy costs, manage computer reservations & offer self-service payment options. TRACSYSTEMS partners with leading software & hardware providers (Pharos, D-Tech, PaperCut, Deep Freeze & more), manufactures custom self-serve payment kiosks, backed by unmatched service and support.

Transfer on Death Deed Project... 2445
www.tlsc.org

The new Transfer on Death Deed allows Texas property owners to transfer their real property to heirs without the need for a will or for probate. The deed serves to unify title and to avoid the court costs associated with probate. Under current law, the deed also serves to exempt the property from Medicaid estate recovery (MERP). Transfer on Death Deed project is a grant based organization which can prepare deeds free of charge for low income property owners.

Transparent Language, Inc. 2105
www.transparent.com

Transparent Language builds language-learning software for consumers, educational

institutions, libraries, corporations, and government organizations. Working with language experts and native speakers around the world, Transparent Language is committed to helping millions learn new languages quickly, easily, and effectively.

Travels With Gannon & Wyatt..... 1630
See Publisher Spotlight

Trinity Library Resources..... 1617
www.trinitylibraryresources.com

Trinity Library Resources provides interior design and furnishings for library environments. Services include re-purposing designs to upgrade and modernize existing libraries, space planning, custom design capabilities, internal traffic flow and book collection/technology ratio management.

Trinity University Press 1431
See Publishers Group West

Tugg Educational 2237
edu.tugg.com

Tugg Educational believes film has the ability to empower educators and enlighten students unlike any other medium. Tugg launched in 2012 as a crowdsourcing platform that enabled individuals to create film screenings at their local cinema. After thousands of theatrical events, Tugg Educational was created to serve the needs of the Educational and Non-Theatrical communities. Now streaming, Tugg EVOD is the newest digital video-on-demand platform to connect educators, students, and libraries to relevant films and faculty-created videos through its wide variety of innovative features. Films from Tugg's library of award-winning narratives and documentaries are being used in classrooms all over the world to further spark the love of learning.

Twayne Publishers 2121
See Gale Cengage Learning

Twenty-First Century Books 1212
See Lerner Publishing Group

TxAuthors.com / Hamilton Troll... 2336
TxAuthors.com

The leading organization that represents Texas Authors and their Books. We schedule visits, book signings, book festivals and educational seminars.

Tyndale House Publishers..... 1641
www.tyndale.com

Tyndale offers a full line of faith based fiction titles from Francine Rivers and Randy Singer. We have nonfiction titles from NYT bestselling authors like Tony Dungy, Joel Rosenberg and Bill Hybels. A variety of kids fiction books from Chris Fabry and Dandi Mackall and more.

U*X*L..... 2121
See Gale Cengage Learning

U.S. Citizenship and Immigration Services..... 2406
www.uscis.gov

U.S. Citizenship and Immigration Services offers educational products and resources to welcome immigrants, promote English language learning and education on the rights and responsibilities of citizenship, and prepare immigrants for naturalization and active civic participation.

UDON Entertainment 1213
www.udonentertainment.com/blog/

UDON Entertainment is a publisher of manga, graphic novels and video game art books.

Um Products/Otto Trading, Inc.... .2636
www.unimedmassager.com

hand-held portable digital massager

University of Houston -Clear Lake 2339
www.uhcl.edu/soe

Providing literature regarding University of Houston-Clear Lake Graduate degree plans for Library and Information Science Programs.

University of North Texas College of Information..... 1313
ci.unt.edu/

Degrees in the College of Information are offered at the doctoral, masters, and bachelors levels. We also offer a variety of certificate programs – all designed to prepare students for information careers in educational, vocational, and professional settings. Some programs are delivered nearly 100% online, while others incorporate “blended learning” by offering “web institutes” onsite to provide opportunities for students and faculty to meet face-to-face.

University of North Texas Department of Library & Information Sciences..... 1313
lis.unt.edu

The Department of Library and Information Sciences at the University of North Texas prepares information professionals to meet the needs of the global information society. The department offers nationally recognized programs at the bachelors, masters and doctoral levels, as well as graduate academic and school library certifications – all designed to prepare students for information careers in educational and professional settings. The department offers flexible course schedules with some programs delivered nearly 100% online, while others incorporate “blended learning.” The ALA-accredited Master’s program is offered in cohorts in Texas and

various locations across the country, with Web Institutes that provide onsite sessions for students and faculty to meet face to face. Diverse faculty who are experts in their field contribute their individual strengths to help LIS graduates serve crucial roles in a variety of settings with increasingly sophisticated technological tools.

University of North Texas Press.... 1437
www.unt.edu/upress

The University of North Texas Press publishes books in the humanities and social sciences, with special emphasis on Texas history and culture, military history, western history, criminal justice, folklore, multicultural topics, music, natural and environmental history, culinary history, and women’s studies.

University of Texas Press..... 1916
www.utexaspress.com

The University of Texas Press publishes scholarly, trade and regional books.

University Products Inc..... 1904
www.universityproducts.com

Archival Preservation Supplies and Equipment. Public, College and School Library Supplies and Equipment.

Unshelved 1245
www.unshelved.com

Creators of Unshelved, the daily comic strip about libraries, books, and the people who love them.

Upstart 1223
www.upstartpromotions.com

Products and programs designed to foster a love of reading and the library. Upstart®: A diverse collection of unique reading promotional materials. UpstartBooks: Creative concepts for library and classroom learning. LibrarySparks Magazine: Engaging programming ideas for elementary school and children’s librarians.

Usborne Books & More/Educational Development Corp 2345
www.edclibrarybooks.com/m3067

Children’s books for all ages. UBAM offers book fairs, fundraisers, literacy and grant matching programs, reading incentives. Non-commercial products with many ‘teachable’ moments.

Van Show 1847
library.austintexas.gov/literature-live/van

Do you like learning new things and making new friends? Then you’ll love the Van Show! You’ll meet all kinds of new friends that write books, and find out cool stuff like what it’s like to be an author, where their ideas come from, and what is the grossest thing they can think of? Check out the author interviews, many from the TLA Conference, on our site.

Vance Hunt Libraries 1017
www.vancehuntlibraries.com

Everything for Libraries except the books and computers. Specializing in Libraries.

VIS Enterprises..... 2313
www.texasvis.com

VIS Enterprises provides:

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Wanfang Data / China

E-Resources..... 2344
www.wanfangdata.com

Wanfang Data, an affiliate of the Chinese Ministry of Science & Technology, is a leading provider of China e-resources, including China Statistics, Online Journals, Dissertations and Theses, Local Gazetteers, Conference Proceedings, etc.

Weigl Publishers Inc..... 1747
www.weigl.com

Weigl Publishers Inc. brings education to life by creating inspired learning resources that engage the minds of young readers. Dedicated to publishing nonfiction that captivates and enriches young imaginations, Weigl books are filled with eye-catching visuals and well-researched, trustworthy content.

West Texas Micrographics..... 1405
See Image Access, Inc / DLSG

Weston Woods/Scholastic Audio... 1134
www.scholastic.com/westonwoods

Audiovisual adaptations of outstanding children's literature

Whodunit Press, a Division of Mysteries by Vincent, LLC..... 1707
WhodunitPress.com, BuckleyandBogey.com

The Buckley and Bogey Cat Detective Capers books for kids and cat lovers everywhere, and The Daisy Diamond Detective middle grade novels, and more cat- and mystery-related books.

Wild Things Zoofari 1639
See Basch.

Wings Press..... 1706
www.wingspress.com

Wings Press is the oldest literary press in Texas, though its authors hail from all over the Americas. Recent awards include the American Book Award, the International Latino Book Award, El Premio Coatlicue [Mexico], the Tomás Rivera Award for Young Adult Literature, and the PEN Josephine Miles Award. Titles also have been short-listed for both the Dublin IMPAC International Literature Prize and the Neustadt Prize for International Literature. Wings Press authors include current and past poets laureate of seven states and the United States. "The best little publishing house in Texas." – Bloomsbury Review

The Worden Company 2521
www.wordencompany.com

We specialize in designing and manufacturing tables, study carrels, computer stations, shelving, end panels, circulation desks, and seating. But our real work is making the kind of space that invites people in, supports the way they work, and stands up to a generation of use.

Wordsong..... 1508
See Boyds Mills Press

Workman Publishing Company ... 1512
www.workman.com

Workman Publishing Co. is an independent publishing company. Its imprints include: Algonquin Books of Chapel Hill, Algonquin Young Readers, Workman, Artisan, Storey, Timber Press, and The Experiment.

The World Almanac® 1844
www.infobaselearning.com

The World Almanac® has been a publisher of award-winning reference titles since 1868. The World Almanac® brand includes iconic titles such as The World Almanac® and Book of Facts, the best-selling American reference book of all time, published annually. Two award-winning databases put the reference shelf staple – along with exclusive online-only content – at users' fingertips.

WT Cox Information Services 1618
www.wtcox.com

WT Cox proudly offers the best service standards in the industry. Our customers enjoy personalized print and electronic serials solutions as well as a host of additional services. We are committed to serving Academic, Special, Government, K-12 and Public libraries across the nation. Added offerings include Journal Finder - our exclusive A-Z, Link Resolver and ERM solution as well as over 3+ million eBooks. Allow WT Cox to evaluate your collection and provide the best solution for your library.

YBP Library Services..... 2004
www.ybp.com

YBP Library Services, located in Contoocook, New Hampshire, was founded in 1971 as a bookseller for academic libraries. For more than 40 years, YBP's guiding and unwavering principles have been to build close relationships with academic libraries and consortia while providing the best solution for their acquisition, collection development and technical service needs. We've grown from a small, one room business in 1971 to a global company of more than 300 employees. Today, we deliver print and digital content to libraries in more than 60 countries.

Zondervan/Zonderkidz/Blink 1536
www.zondervan.com

Zondervan, a HarperCollins company, is a world leader in Christian communications and a leading Christian publishing brand. Blink brings true stories and fiction to YA readers.

Zytron Imaging Service..... 1208
www.zytronimaging.com

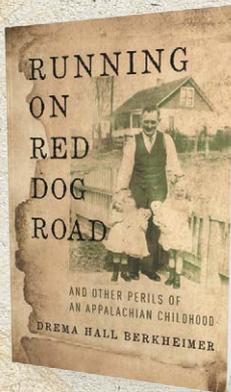
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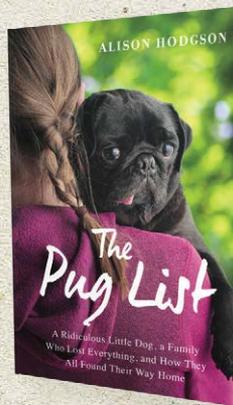


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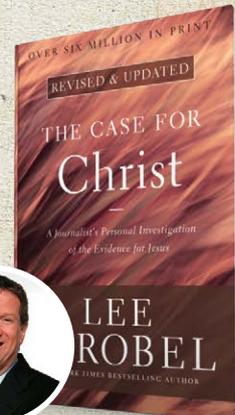
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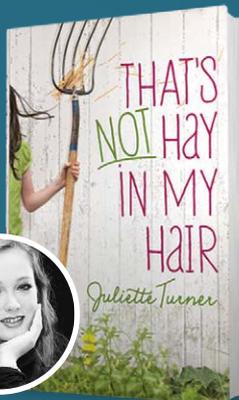
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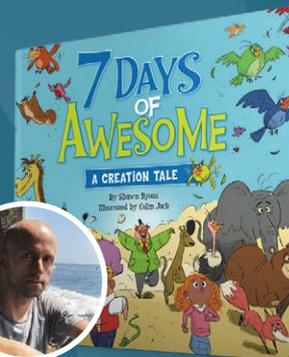
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