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Volume 92, No 1 ★ Spring 2016

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#txla16
Conference Information:
www.txla.org/annual-conference
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 central 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.

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 robocalls 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!
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.

15 b&w photos  | $16.95 hardcover

“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.

$21.95 hardcover

Another Year Finds Me in Texas
*The Civil War Diary of Lucy Pier Stevens*
By Vicki Adams Tongate

One of few women’s diaries from Civil War-era Texas and the only one written by a Northerner, this previously unpublished journal offers a unique perspective on daily life and the ties that transcended sectional loyalties during America’s most divisive conflict.

$29.95 hardcover

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.

285 illustrations  | $45.00 hardcover


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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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Stories from the Innovation Lab: MARKERS OF SUCCESS

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.

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
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 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 safety 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...”
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. 

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.
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 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.

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.

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.

Opportunities to participate in this process...

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<tr>
<th>Membership Survey June 2015</th>
<th>Task Force Meetings Assembly 2015</th>
<th>Chairs Training Assembly 2015</th>
<th>Hot Topics Session Assembly 2015</th>
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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 need and want 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**


See also:

“Are SMART Goals Dumb?” Blog post by Mark Murphy, LeadershipIQ. Available online at: http://tinyurl.com/h5qejfl


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.txla.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 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.

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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.
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/texshare/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 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.
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.

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 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 of Friends of the Dallas Public Library.

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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.

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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.

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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 exports, 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 RRKidz, 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.


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.

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www.candlewick.com

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**Capstone** .............................. 1621  
www.capstonepub.com

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**Carolrhoda Books** ............... 1212  
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cavendishsq.com

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**CERF - Curriculum Education Resource Finder** ................. 2423  
www.cerfinfo.com

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Child’s World Books .......................... 1809
www.childsworld.com
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Choice Partners .................................. 2236
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Chrismer, Melanie, Author ........... 2112
See Authors Sherry Garland and Melanie Chrismer

Chronicle Books ................................. 1644
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Cinco Puntos Press ............................... 1637
www.cincopuntos.com
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Claire Lynn Designs ......................... 2644
Custom Teacher tees and totes.

COI - College of Information, UNT .... 1313
See University of North Texas Department of Library & Information Sciences

Collard III, Sneed B .......................... 2016
See Sneed B. Collard III

CollectionHQ ................................. 1121
www.collectionHQ.com
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Compass Point Books ......................... 1621
www.capstonepub.com
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Conference for School Library Standards .......................... 2408
Legislative Mandate: Texas Education Code §33.021: The Texas State Library and Archives Commission, in consultation with the State Board of Education, shall adopt standards for school library services. A school district shall consider the standards in developing, implementing, or expanding library services.

Charge: The Steering Committee is revising the School Library Programs: Standards and Guidelines for Texas to align with the Texas Education Code, the Administrative Code, and national standards for school library programs, and to provide tools to assess and improve school library programs across Texas. Join us to give your input!

 Consortium, Texas A&M (Texas publishers) .............. 1437
See Texas A&M University Press

Consumer Financial Protection Bureau ....................... 2504
www.consumerfinance.gov
Government regulatory agency- Financial Education and Consumer Protection

CoolNerd Kiosk ................................. 1104
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**Cranium CoRE** 2444
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**Cultural Surroundings** 2131 www.culturalsurroundings.com
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**Darby Creek** 1212 See Lerner Publishing Group

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**DEAR Texas** 2336 See TxAuthors.com / Hamilton Troll

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**The Delusion by Laura Gallier** 2239 www.lauragallier.com
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**Diamond Book Distributors** 1630
See Publisher Spotlight

**Digital Knowledge Central** 2419 See Education Service Center, Region 20

**Digital Library Reserve** 1238 See OverDrive Inc.

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**DKC, ESC-20** 2419 See Education Service Center, Region 20

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H.W. Wilson ............................. 1219
See Grey House Publishing & Salem Press

Hachette Book Group .......................... 1504
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Hamilton Troll .................................. 2336
See TxAUTHORS.com / Hamilton Troll

Hank the Cowdog .......................... 2145
See Maverick Books, Inc.

Harcourt Outlines .......................... 1207
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Heinemann-Raintree .................. 1621
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Hidell Associates Architects ........ 1419
www.hidell.com
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Highlights for Children ............ 1508
See Boyd’s Mills Press

Highlights Press ......................... 1508
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www.hbook.com
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Julian Franklin-Library Rat ……… 1915
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KidHaven Press ........................... 2114
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See The Sam Houston Project / Kinderfable Press

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Library Furnishings.

Library Design Systems ............. 2431
www.LDgroupusa.com
Library Design Systems provides both domestic and European furnishings, shelving systems, off-site hi-bay shelving storage systems and accessories for your library as well as relocating services. We offer a variety of furnishings allowing you to choose from traditional to contemporary lines. With over 25 years of experience we welcome the opportunity to assist with planning, project management, specifications and preparing budgets.
Library Interiors - Vance Hunt & Associates .......... 1017
www.vancehuntlibraries.com
Library shelving and furnishings planning, sales and service.

Library Interiors Of Texas .......... 2521
www.libraryinteriortexas.com
Library Interiors of Texas presents the ultimate in library furniture design. Uniting domestic favorites with the best of European vendors, we bring you the most comprehensive portfolio of library furniture and shelving available today.

Library Journal ........................................ 1345
www.libraryjournal.com
Library Journal is one of the oldest and most respected publications covering the library field. Library Journal reviews over 8,000 books, audiobooks, videos, databases, and Web sites annually, and covers technology, management, policy, and other professional concerns.

Library Rat ........................................... 1915
See Julian Franklin-Library Rat

The Library Store, Inc ........ 2321
www.thelibrarystore.com
For over 25 years, The Library Store, Inc. has been serving the needs of America’s Libraries and Schools. We offer a full range of Library and School products including: Book Repair Supplies, Audio Visual and Computer Supplies, Teaching Resources, Library Skills, Facility Supplies, and Furniture/Shelving products.

LibrarySkills, Inc .......................... 1705
www.libraryskills.com
Make finding books easy with our colorful library signs and holders! Products include Shelf Marker signs, Shelf Divider signs, Swivel shelf signs plus Shelf labels and holders. As well as full color library Posters and Bookmarks.

Libra-Tech Corporation - Shelving and Furniture
Recharge Lounge .................... Lobby D
www.libraryfurniture.com
Steel/Wood Shelving, A-Frame Shelving, Shelving Lighting and Accessories, Book/Media Display Fixtures, Computer and Technical Furniture, Service/ Circulation Desks, Indoor/Outdoor Book Returns and Depositories, Book Carts,

Library Signs, Library Space Planning and Specification. We are the proud sponsor of the TLA 2016 Recharge Lounges in Hall C and Hall D Lobby!

Listening Library ............... 1516 & 1517
www.booksontape.com
Nearly 60 years, Listening Library has been the leading publisher of unabridged audiobooks for children and teens. Our backlist includes the largest collections of ALA Award winners, plus a wide selection of classic literature and popular fiction.

Literacy for Texas ....................... 1209
www.literaryfortexas.com
Literacy for Texas provides custom makerspace curation and consulting for school libraries and classrooms. We equip customers with the latest information and resources available to provide quality makerspaces to students and educators. Literacy for Texas Makerspace Starter Kits include physical and digital makerspaces intended to get students making with minimal start up or effort. Starter kits are supported with STEAM based activities, materials, and curriculum supported activity, task and prompt cards. Unbox and make!

Little Bee Books .............. 1744
www.littlebeeebooks.com
Little Bee Books is a new US division of Bonnier Publishing. We are a small and passionate team dedicated to making beautiful and innovative books for children ages 0-12 distributed to the trade by Simon & Schuster.

Little, Brown Books for Young Readers .......... 1505
www.littlebrownlibrary.com
Quality hardcover and paperback, fiction and nonfiction books for children and young adults.

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

Lorimer Children & Teens ........ 2113
www.lorimer.ca/childrens
Our goal is to get all kids reading. That’s why we publish books that deal with contemporary social issues in a way that engages reluctant young readers. We want to grab the attention of children and teens with books that connect to the things they care about; we want them to discover the fun of reading about kids like themselves, who live in communities just like theirs. As part of that mission, we remain dedicated to publishing books featuring characters from diverse backgrounds.

Lucas Miller, Singing Zoologist .... 2037
www.lucasmiller.net
Author and songwriter Lucas Miller teaches about wildlife with rockin’ songs, hilarious stories, and amazing, multi-media presentations for schools and libraries. With more awards and rave reviews than you can shake a stick at, his presentations are sure to get your students laughing and learning (and your teachers smiling and complimenting)! Lucas has been sharing his love of all things wild with children ever since earning a BA in zoology in 1991. Booklist gave his new DVD, “Animals Rock Vol. 1,” a STARRED REVIEW and an Editor’s Choice for 2009 and he is also honored to be selected as an “American Masterpiece” by the Nat’l Endowment for the Arts.

Lucent Books ...................... 2121
See Gale Cengage Learning

Mackin Educational Resources .... 2023
www.mackin.com
Mackin is a one source K-12 acquisition service. We provide virtually any available book (all bindings), audio or CD-ROM in print, as well as many eBooks and Online Databases. All Mackin materials are provided fully cataloged and processed shelf-ready to the school’s exact specifications. Mackin offers free cataloging, free shelf-ready processing and totally free shipping on all orders. ($50.00 minimum order).

Mackin - Adult ..................... 1544
www.mackinlibrary.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.

Mackin Children’s Publishing Group ........ 1541
www.mackids.com

Macmillan Reference USA ....... 2121
See Gale Cengage Learning
Maco Manufacturing .................................. 1039
www.macomfg.com
Custom library products and layouts.
Casework and Science Lab furnishings. Ask about our new Vision Series mobile storage for media centers!

Magazine Subscription Service Agency ......................... 1912
www.magazinesubservagy.com
We are a small family owned independent subscription service which started in 1966. We handle over 150,000 publications and have over 3,000 satisfied customers. Our target markets are libraries, professional offices, schools and government agencies. We handle all subscription service problems and will provide free replacement issues to our customers when available. We accept all major credit cards.

Magic Wagon ................................. 1820 & 1821
www.abdopublishing.com
Magic Wagon, a division of ABDO, features illustrated picture books, graphic novels, chapter books, adapted stories, and leveled readers for grades K–8. All books available in reinforced library bound editions.

Majezza Jewelry Cleaner & PYT Styling Tools .................. 2542
www.majezza.com www.pythair.com
100% Biodegradable Jewelry cleaner and 100% Ceramic Styling Tools

Mango Languages .......................... 2209
mangolanguages.com
Mango Languages creates lovable language-learning experiences for your students and their families. And rave-worthy customer service experiences for your teachers and staff. For your students and their families: a fresh, intuitive, and flat-out fun way yo learn new languages at school, on-the-go, or together at home. For you and your staff: a stellar customer support team, downloadable promotional materials, and your very own client care specialist who can’t wait to help you get the most of your our Mango subscription.

Margaret Clauder Presents Mother Goose and THE Bookworm ........................ 2013
www.mcpshows.com
TCA Touring Artist. Children learn while they laugh! Accredited educational assembly programs for PK - 5th grade. Veteran performer/educator with 20+ years experience. TEKS available. Reading and science connections. Programs utilize storytelling, magic, puppetry, ventriloquism, and comedy to convey educational principles and to keep the audiences attention.

Mason Crest: National Highlights ........................................ 1813
www.masoncrest.com
Young Adult non-fiction school, library and curriculum product.

Maverick Books, Inc ................................ 2145
www.hankthecowdog.com
Hank the Cowdog books, CDs, t-shirts, plush, posters, board game, backpack, cards, and Riley Mc丹niels books.

McNich, Catherine .................................. 2245
See Catherine McNinch (C. Smiley)

Media Flex - OPALS - CERF ............ 2423
www.mediflex.net
OPALS Open-source Automated Library System is a powerful cooperatively developed, Web-based, open source program. This alternative technology provides Internet access to information databases, library collections and digital archives. The “total cost of ownership” of this standards-based, Web-based, feature rich software is demonstrably and undeniably sustainable.

Media Source .................................. 1345
See Junior Library Guild

Mergent, Inc ....................................... 2208
www.mergent.com
For over 100 years, Mergent, Inc. has been a leading provider of business and financial information on global publicly and privately listed companies. In addition to several other partnerships, Mergent is partners with Dun & Bradstreet to provide several online/print solutions. Mergent has been a trusted partner to academic, corporate, and financial professionals and institutions globally. Today we continue to build on a century of experience by transforming data into knowledge and combining our expertise with the latest technology to create new global data solutions for clients. From desktop applications, advanced data collection services to print manuals and customized data feeds, Mergent subsidiaries provide services in independent equity research and administration and tools for portfolio building and measurement. Based in the U.S., Mergent maintains a strong global presence, with offices in New York, Charlotte, San Diego, London, Tokyo, Kuching and Melbourne.

Midwest Tape .............................. 1909
www.midwesttapes.com
Hoopla digital content, Movies, Music, Television, Audio books, all in one app. We also sell DVD’s, Audio Books, and Music CD’s to libraries. We offer processing, OCLC cataloging, and standing order plans to libraries.

Millbrook Press .................................. 1212
See Lerner Publishing Group

Miller, Lucas, Singing Zoologist ....... 2037
See Lucas Miller, Singing Zoologist

Mitinet Library Services ..................... 2404
www.mitinet.com
A clean, efficient MARC record database improves circulation, saves time and makes the most of your most valuable asset, your library collection. Mitinet is the virtual library staff of your dreams. Tell us what you need to create and maintain your MARC record database and we do it, quickly, accurately and for the best possible price.

Mrs. Nelson’s Library Service & Bindery ......................... 2104
www.mrsnelsons.com/bookcompany

National Highlights .......................... 1813
See Mason Crest: National Highlights

National Library of Medicine .......... 2212
www.nlm.nih.gov
A World of Knowledge for the Nation’s Health. NLM provides FREE access to Internet health information ranging from elementary school level resources through academic. Free resources include MedlinePlus (consumer health); Tox Mystery (toxic chemical information for elementary school children); Genetics Home Reference (genetic conditions information for the public) and PubMed (MEDLINE).

Nature Conservancy ......................... 2037
See Lucas Miller, Singing Zoologist

NewsBank, Inc ............................... 1413
www.newsbank.com
NewsBank, Inc. provides unmatched coverage of over 360 Texas news sources. NewsBank also offers deep historical archives of newspapers from dozens of Texas towns, including Austin, Dallas, Houston and many more. These digitized titles unlock nearly two centuries of the Lone Star State’s unique history through detailed accounts of local, regional and national life. Throughout Texas and worldwide, NewsBank provides libraries with easy access to more than two billion current and historical informational articles from 12,000 global sources. NewsBank’s online resources feature information from a variety of sources, including newspapers, newswires, broadcasts, videos, websites and blogs, as well as historical, government and educational documents.
Nienkämper Library ..................... 2521
www.nienkamperlibrary.com/
Nienkämper Library is a furniture collection created to meet the demands of the library professional. The systems within this collection embody the quality, engineering precision and commitment to universal design principles that have been integral to our company’s enduring success.

Nobrow & Flying Eye Books ......... 1515
www.nobrow.net
Nobrow burst into existence in late 2008 as the joint creative endeavour of two friends and ex-St Martin alumni: Sam Arthur and Alex Spiro. Since its inception Nobrow Ltd. has sought to make great design, ground-breaking art and narrative, luscious production values and environmental consciousness central to its mission. We have striven both to bring fresh, young talent to wider audiences, as well as to remind the world of the great talents that have been producing stunning work for many years. We have sought to bring new stories to life, as well as to revive well-worn yarns for new generations of people. We have played with concepts, narratives, genres, formats, printing methods, production processes and design in ways that have come to redefine the standards of quality in visual publishing the world over.

Flying Eye Books ...................... 1515
See Nobrow & Flying Eye Books

Norwood House Press ................. 1845
www.norwoodhousepress.com
Norwood House Press is a children’s book publisher specializing in early readers and nonfiction for the school and public library. With over 300 titles in print, major series include iScience Readers by Emily Sohn, The Beginning-to-Read series by Margaret Hillert, and Team Spirit by Mark Stewart.

NovelList .................................. 2031
See EBSCO Information Services

Oasis Audio.............................. 1513
www.oasisaudio.com
Oasis Audio is a leading publisher of Christian and inspirational audiobooks for adults and children. We offer a line of over 1500 titles and publish over 100 new audiobooks annually. Our key genres include Christian living, spiritual growth, personal growth, human rights, business and self-help in the non-fiction category. Two of our award-winning titles are The Five Love Languages and Anne Frank Remembered. We offer affordable high-quality library packaging and an aggressive discount program.

OCLC..................................... 1113
www.oclc.org
Visit the OCLC booth to see solutions that help your users discover and access materials in your library and beyond. These include OCLC WorldShare Management Services, new WorldShare Metadata and Interlibrary Loan services, CONTENTdm for digitized collections, Dewey 23 and Abridged 15, plus a new user experience for online discovery.

ODILO.................................... 1713
www.odilo.us
As one of the leading eBook solutions in Europe and Latin America, ODILO offers a comprehensive product suite for the discover, management, and distribution of library print and digital materials. Our solutions are currently being used in over 43 countries, with over 550 publishers and over one million titles available. ODILO is dedicated to working with our customers to develop the market’s most innovative and creative library solutions.

OPALS - CERF - Media Flex ......... 2423
cerinfo.com
The OPALS Open-source Automated Library System is a powerful cooperatively developed, Web-based, open source program providing Internet access to information databases and library collections. Many schools, churches, businesses and Union collections with ILL needs are successfully using OPALS. There is no need to install software or purchase expensive computer hardware for this powerful Internet access system.

Orca Book Publishers................. 1314
www.orcabook.com

OverDrive Inc......................... 1238
www.overdrive.com
Create your Virtual Branch! OverDrive enables you to offer bestselling eBooks, audiobooks, music and video from your library’s website. More than 33,000 libraries and schools worldwide rely on OverDrive for the best selection, best service and best user experience. With more than 2 million premium titles available from more than 5,000 publishers, OverDrive has the largest digital catalog for libraries. In addition, our support for all major devices, including i Pad®, Chromebook, Android and Kindle® (US only), has made OverDrive the #1 choice for libraries.

Overlooked Books..................... 1423
www.Overlookedbooks.com
Hard to find titles from small, regional, university and literary presses, which are all available in publishers hard cover or “Texas Bound”, our guaranteed library binding. We have brought together virtually every Texas related and Hispanic (Hispanic culture, Spanishlanguage and bilingual) title a school library might want (Elementary and Secondary). Overlooked Books has just about every Spanish and Bilingual A.R. title that is available -most of them are “Texas Bound”. Overlooked Books has the best selection of ghost stories available. We now give 5-20% in gift credit to spend in our gift store which includes all things Dr. Suess,Folkmanis puppets,Plush characters,Hats,Costumes,cool shirts+totes,Texas battle flags, and much more. You can also use this gift credit towards an Author or Illustrator visit for your school.

Oxford University Press............. 1415
www.oup.com/us
Oxford University Press is one of the world’s leading innovators in online academic research, publishing leading reference works and over 200 highly-cited journals. OUP publishes a suite of critically-acclaimed online products, including the Oxford English Dictionary, the revolutionary Oxford Bibliographies Online, the relaunched Oxford Scholarship Online, and the new cross-publisher e-book platform, University Press Scholarship Online. Stop by to learn more about our award-winning resources.

P.V. Supa Inc............................ 1938
www.pv-supaconline.com
Library Process Improvement Applications including AMH, RFID and extended library hours technology.

Pajama Press............................ 1630
See Publisher Spotlight

Palmeri................................. 2521
www.palmerifurniture.com
At Palmeri, we design and manufacture fine wood and metal furniture. We are committed to delivering innovative, high quality products to our valued customers as we build on over 40 years of experience in the industry.

Paragon.................................. 1017
www.paragonint.com
Melamine Library Furniture, computer stations, circulation /reference desks, study tables

Peachtree Publishers................ 1604
www.peachtree-online.com
Peachtree Publishers is an independent trade book publisher, specializing in quality children's and young adult literature; consumer references in health, education, and parenting; and regional guides to the American South. Our mission is to captivate and educate with well-crafted words and powerful illustrations.

Pelican Publishing Company........ 2331
www.pelicanpub.com
Convention Special: 20% off! Authors/ Illustrators autographing include Salima
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**Penguin Adult Library & Academic Marketing... 1516 & 1517**

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Penguin Group (USA) publishes trade fiction and nonfiction books through a wide range of imprints. Please visit our website for more information on our newsletters, videos, author podcasts and library contact information.

**Penguin Random House, Inc... 1516 & 1517**

www.penguinrandomhouse.com

Bringing the best in fiction, nonfiction and children's books.

**Penguin Young Readers... 1516 & 1517**

www.PenguinClassroom.com


**Perma-Bound Books............ 1923**

www.perma-bound.com

Perma-Bound Books offers over 60,000 English and Spanish titles in our guaranteed and patented bindings. Also, we can provide most K-12 library trade editions as well as over 165,000 eBook titles. 1st choice for teaching materials, differentiated reading texts, books with CDs, DVDs, thematic book sets, and customized classroom libraries to correlate with Texas state standards. Manage your library collection with Perma-Bound's online book matching program and CAP (Collection Analysis & Planning) service!

**PFAl............. 2305**

See Pro Forma Architecture, Inc.

**Pharos Systems........... 2205**

www.tracsystems.com

Pharos Systems offers print optimization and management software that help organizations reduce print costs, print greener and enhance security. Pharos Uniprint Suite includes Uniprint, Off-The-Glass, and SignUp – a collection of software products in a tightly integrated system for libraries to manage and monitor network printer use, photocopier and multi-function devices and computer reservations – Presented by TRACSYSTEMS

**PHDesigns by Indeco Sales........ 1039**

www.nomadflexiblefurniture.com

Collaborative furniture for inviting, productive places. Teaming, break-out, study space, lounge, re-charge zone, group learning, dining.

**Picture Window Books......... 1621**

www.capstonepub.com

Bright, wholesome, fun fiction for your youngest reader. A Capstone imprint.

**Piñata Books ............... 1741**

See Arte Público Press

**PolyPrinter........ Innovation Lab-101 polyprinter.com**

Fast, Accurate, and Reliable 3D Printers

**Power Kids............... 1830**

See Rosen Publishing/Power Kids

**Praeger.................. 1721**

Praeger provides expert perspectives in both contemporary and scholarly nonfiction covering a range of topics and opinions in the social sciences and humanities. Our unique network of authors, scholars, researchers, and editors help to guide readers through complex issues and topics with ease. Serving both school researchers and general interest readers, our mission is to present multiple points of view on relevant topics of study to inform as well as advance inquiry.

**Primary Source Media........ 2121**

See Gale Cengage Learning

**Pro Forma Architecture, Inc... 2305**

www.proforma-inc.com

Pro Forma Architecture is a full-service, design-oriented firm catering to Clients who do not engage in frequent building programs. We focus on projects that enhance communities; hence, our particular interest in Library Design. Our services include needs assessment; programming; master planning; vision/brand development; architectural, interior & graphic design; audio-visual & technology consulting; and furniture/shelving layout & selection. Recent projects include the 8,500 SF Joann Cole Mitte Memorial Library (2011 D/IAA Community Design Award Winner); 43,000 SF Seguin Public Library; 25,000 SF Denison Public Library & Technology Center; 53,500 SF Allen Public Library & Civic Auditorium; 11,000 SF Lake Travis Community Library; Bee Cave City Hall & Library Master Plan; and Sammy Brown Library in Carthage.

**Progressive Rising Phoenix Press......... 1914**

www.progressiverisingphoenix.com

Progressive Rising Phoenix Press is an independent Publisher founded by authors. We publish fiction and non-fiction books by award-winning authors in most categories including children's, YA, adult fiction and non-fiction, educational and specialty books. Schools, libraries, non-profits, book clubs, retail and independent bookstores qualify for significant or wholesale discounts.

**Pronunciator Language Learning........................................ 2412**

www.pronunciator.com

A CHOICE “Top 10 Internet Resource,” Pronunciator is the world’s largest language-learning service, with up to 2 years of guided instruction per language, plus ESL taught in 50 non-English languages. Feature films, major label music, a Custom Course Designer, and much more complement instruction and provide for full-spectrum immersion.

**ProQuest.................................. 2005**

www.proquest.com

ProQuest is a trusted partner to people and organizations across the spectrum of research and learning. Committed to collaboration, it applies its expertise on research roles, content requirements and workflows to create information solutions that inspire endless possibilities for productivity and success.

**Prufrock Press.............. 1645**

www.prufrock.com

Prufrock Press offers award-winning products focused on gifted education, gifted children, advanced learning, and special needs learners. For more than 20 years, Prufrock has supported gifted children and their education and development. The company publishes more than 300 products that enhance the lives of gifted children and the teachers and parents who support them.

**Publisher Spotlight............... 1630**

www.publishersspotlight.com


**Publishers Group West......... 1431**

www.pgw.com

Publishers Group West is the largest exclusive distributor of independent publishers in North America. We represent over 150 independent publishers, who together are publishing some of the most topical, innovative, literary, and award-winning books available today. While some publish over 60 titles a year, others publish only a few. They are located in all regions of the United States, in Canada, and the UK. We distribute publishers that specialize in fiction, art, travel, health, children's and YA books, multicultural titles, business, gay and lesbian studies, drama,

Publishers Weekly .................... 1025
www.PublishersWeekly.com
Publishers Weekly is the international news platform of the book publishing industry. Founded in 1872 and published weekly since then, the magazine boasts 700,000+ Twitter followers, Facebook “likes” and other social media followers; publishes eight e-newsletters, PW Select (a monthly supplement), two blogs, a mobile edition, digital editions and apps; and features a thriving website that reached nearly 9 million unique visitors in the last year.

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

Quimby & Sneet Kid’s Books .......... 2012
www.quimbysneet.com
Our books are works of art! Featuring award nominated, Texas history book titled “Tex The Mockingbird”! Additionally, we have a hilarious book of rhyme titled “The Trouble With Cavapos” and “Lilly Lightbug” about a pink light bug with special needs.

Rainbow Book Company ............ 2231
www.rainbowbookcompany.com
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Random House
Children’s Books .......... 1516 & 1517
www.RHTeachersLibrarians.com
Quality books from hardcovers to paperbacks, pre-school through Young Adult, including the imprints of Alfred A. Knopf, BlueFire, Delacorte Press, Doubleday, Ember, Golden, Laurel-Leaf, Random House, Schwartz & Wade, Step Into Reading, Stepping Stones, Wendy Lamb Books, and Yearling.

Random House Library & Academic Marketing.... 1516 & 1517
www.randomhouse.com/library
Random House, LLC. is the world’s largest English-language general trade book publisher and includes an army of prestigious imprints and distribution lines, publishing some of the foremost writers of our time. Please also visit our websites for high schools (http:// www.randomhouse.com/highschool) and for colleges/universities (http://www. randomhouse.com/academic). Read our blog for librarians at www.RandomHouseLibrary.com and find rhlibrary on Facebook and Twitter

Read-a-thon ............................. 2430
www.read-a-thon.com
Our reading fundraiser is the best way for libraries to raise a lot of money with little work and no volunteers.

Readers to Eaters ..................... 1431
www.readers-to-eaters.com
We publish books that give a fresh and fun perspective on what we eat and how we eat through good stories, beautiful writing, and a deep appreciation of food cultures. We also partner with community organizations to promote food literacy, such as One-City Read Programs.

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

Reading Rainbow/Destination Education, Inc ........ 1023
www.readingrainbow.com/school
Reading Rainbow Skybrary School is a powerful online supplemental reading service for grades K-3 featuring an award-winning library of books, real-world video field trips, standards-aligned lessons and easy-to-use teacher management tools. The emphasis on balanced literacy and its blended learning approach provides the ideal framework for developing literacy, learning skills and increasing collaboration both in the classroom and at home!

READsquared ............................ 1717
www.READsquared.com
The READsquared Enterprise Edition is comprehensive and highly-configurable software for developing, implementing, managing, and reporting on your Reading Programs (Summer, Fall, Winter and Spring too!) enabling librarians to create and administer programs that incorporate both traditional reading and other learning activities.

Recorded Books ......................... 1613
www.recordedbooks.com
Recorded Books is a leading provider of library services around the world, the largest independent producer of unabridged audiobooks, and a distributor of other audio products. Over 10,000 titles for adults, children, and young adults are narrated by professional award-winning actors. RBdigital from Recorded Books offers digital database services for downloadable audiobooks as well as continuing education courses, software training, online foreign language courses, digital magazines, independent films, and much more. The OneClickdigital platform delivers electronic product to both libraries and their patrons. eAudiobooks and eBooks from all the major publishers are available from OneClickdigital and a large collection of audio are simultaneous-access.

ReferenceUSA ......................... 1907
www.referenceusa.com
The premier source of information for reference and research, ReferenceUSA helps library patrons access the most accurate and reliable business and consumer data for reference and research purposes. No other big data provider goes to the lengths we do to ensure the data your patrons rely on is relevant, comprehensive, and up-to-date.

Renaissance ............................ 1704
See EnvisionWare

Renaissance Learning ................ 1312
www.renaissance.com
Renaissance Learning™ is a leading provider of cloud-based K12 assessment and learning analytics with a presence in over one-third of U.S. schools and more than 60 countries around the world. By delivering deep insight into what students know, what they like, and how they learn, Renaissance Learning enables educators to deliver highly differentiated and timely instruction while driving personalized student practice in reading, writing, and math daily. Renaissance Learning leverages top researchers, educators, content-area experts, data scientists, and technologists who create and perfect classroom-proven tools within a rigorous development and calibration process to deliver and continuously improve its offerings for subscribers.
The RoadRunner Press .......................... 2014
www.TheRoadRunnerPress.com

The RoadRunner Press is a small, traditional publishing house based in Oklahoma City, Oklahoma, specializing in thoughtful juvenile fiction and select adult nonfiction and fiction titles. We are committed to discovering new diverse voices in our region and bringing them and the stories of the Mountain and Plains area and the Native American nations that call it home to the world.

Ronald McDonald House .................. 2345
See Usborne Books & More/Educational Development Corp

Rosen Publishing/Power Kids .......... 1830
www.rosepublishing.com

Award-winning K-12 nonfiction educational publisher offers print books, ebooks, Interactive ebooks, apps, games, and online databases. iPad and smartphone compatible resources support Common Core standards as well as 1:1 laptop learning, digital citizenship, financial literacy, STEM, reading and language arts, and bullying prevention. Learn more about how we help students be college-prepared and career ready at rosenpublishing.com and rosendigital.com.

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.

Russwood Library Furniture .......... 2043
www.russwood.net/

Design assistance through the job's entire process: pricing, specifications, layout design, installation, product questions, etc. Our products include, but are not limited to: circulation desks, custom desks, metal and wood shelving, Titan™ mobile shelving, tables with a variety of styles & shapes, computer furniture and workstations, display furniture, office furniture, teacher's desks, and a selection of seating and lounge furniture.

SAGE Publishing .......................... 1943
www.sagepub.com

Founded 50 years ago by Sara Miller McCune to support the dissemination of usable knowledge and educate a global community, SAGE publishes journals, books, and library products spanning a range of subject areas. SAGE remains majority-owned by our founder, who has assured that the company will remain permanently independent.

Salado Press .............................. 2337
www.saladoexpress.com

Author of 6 books pertaining to the life and adventures of Americans.

Salem Press ................................. 1219
See Grey House Publishing & Salem Press

The Sam Houston Project / Kinderfable Press ...................... 2114
www.samonhoustonmovie.com

Emmy Award winning documentary film on Sam Houston and educational web site for teachers. Award winning children's book on the life of Sam Houston.

Sam Houston State University - Department of Library Science .. 1740
www.shsu.edu/~lis_

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

Children's literature.

Scholastic GO ............................. 1130
scholastic.com/librarypublishing

Scholastic Library Publishing Digital is a leading digital publisher of fiction and non-fiction materials. Demonstrations for Scholastic GO™ will take place during the conference. Please stop by for a preview of this comprehensive resource. All Scholastic Library Publishing Digital product are aligned to the TEKS.

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

Scholastic Library Publishing Digital is a leading digital publisher of fiction and non-fiction materials. Demonstrations for Scholastic GO™, TrueFlix™, FreedomFlix and ScienceFlix™ Please stop by for a preview of these digital product that are aligned to the TEKS and Common Core.

Scholastic Trade Books ................. 1331
www.scholastic.com

Scholastic, the global children's publishing, education and media company, has a corporate mission supported through all of its divisions of helping children around the world to read and learn. Recognizing that literacy is the cornerstone of a child's intellectual, personal, and cultural growth, for nearly 90 years Scholastic has created quality products and services that educate, entertain, and motivate children and are designed to help enlarge their understanding of the world around them.

School Library Connection .............. 1721
www.librariesunlimited.com

School Library Connection is a next-generation suite of online professional learning, resources, reviews, advocacy, and more for school librarians and educators. School Library Connection addresses the challenges and opportunities in making today’s K-12 libraries vibrant, vital research, learning, and service environments.

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 Chrismer
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

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 travelogues 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.smartapplemedia.com
Smart Apple Meida 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, installation 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.suzyoungmusic.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, LEGO’s 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 Lead 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 / Kinderfaber Press

Texas Legal Services Center ...... 2443
www.tlscc.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.tlao.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.tlao.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.tlao.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.tlao.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.tlao.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, Starcake, 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-service payment kiosks, backed by unmatched service and support.

**Transfer on Death Deed Project... 2445**
www.tlc.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

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

Usborne Books & More/Educational Development Corp…….. 2345
www.edlibrarybooks.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.
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 CoatiCue [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 Boyd’s Mills Press

Workman Publishing Company ... 1512
www.workman.com
Workman Publishing Co. is an independent publishing company. It’s 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
ST Imaging is a leading worldwide manufacturer and distributor of microfilm scanners and other micrographic collection scanning solutions. Products include the ST ViewScan III Model Scanners and the Scanner ST 600 Overhead Book Scanner.

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