

**Collaborative Summer Library Program  
Annual Meeting**

Thursday, April 24, 2008

8:15 a.m. CDT

DoubleTree Hotel      Little Rock, Arkansas

Snyder (NE): Called meeting to order at 8:22 a.m.

Present

Alabama—Christine Bowman  
Alaska—Karen Davis, Sue Sherif, Sandra Strandtmann  
Arizona—Holly Henley  
Arkansas—Judy Beth Clevenger, Lisa Donovan, Deborah Edmonds, Mary Furlough,  
Dwain Gordon, Lolly Greenwood, Cathy Howser, Kay Taylor, Kathy Wright  
California—Pam Carlson, Cindy Mediavilla  
Colorado—Patricia Froehlich  
Connecticut—Susan Cormier  
Delaware—Marie Cunningham, Terra Hudson, Patty Langley  
District of Columbia—Yvette Davis, Audrey Fields  
Florida—Patricia Romig  
Georgia—Elaine Black, Linda Bridges, Teresa Jones  
Hawaii—not represented  
Idaho—Jan Wall, Karen Yother  
Illinois—Sheri Daun-Bedford  
Indiana—Michele Farley, Becky White  
Iowa—Judy Proksa, Karen Randleman  
Kansas—Marquita Boehnke, Julie Tomlianovich  
Kentucky—Carol Baughman, Nikole Wolfe  
Maine—not represented  
Maryland—Marisa Conner, Paula Isett, Elizabeth Rafferty, Ann Wisner  
Michigan—Jolee Hamlin  
Minnesota—not represented  
Mississippi—Kathy Buntin, Jennifer Smith  
Missouri—Marge Kudrna  
Montana—Cindy Christin, Cindy Patterson  
Nebraska—Karen Drevo, Sally Snyder, Beth Trupp  
Nevada—Kathy Biagi, Betsy Johnson, Marianne Thieme  
New Jersey—Susan Fichtelberg, Sharon Rawlins, Allison Santos, Michelle Willis  
New Mexico—Beth Crist  
New York—Karen Balsen, Christine Moesch  
North Carolina—Lori Special  
North Dakota—not represented  
Ohio—Ruth Metcalf, Laura Lee Wilson  
Oklahoma—Adrienne Butler  
Oregon—Katie Anderson, BJ Quinlan, April Witteveen  
Pennsylvania—Susan Pannebaker, Susan Slater, Margie Stern  
Rhode Island—Melody Allen, Susan Lepore

South Carolina—Felicia Vereen  
South Dakota—Jasmine Rockwell  
Tennessee—Betty Jo Jarvis, Bonnie Kunzel, Jane Pinkston  
Utah—Rose Frost  
Vermont—Grace Greene  
Virginia—Enid Costley  
Washington—Angela Nolet, Martha Shinnors, Tomi Whalen  
West Virginia—Shari Haskins, Suzy McGinley  
Wisconsin—Barbara Huntington, Rhonda Puntney  
Wyoming—Ian Lindeman, Mary Rhoads

Administrative Service Agency—Karen Day, Barb Shultz  
Upstart/Highsmith—Patti Sinclair (Highsmith)

Upstart/Highsmith—Heidi Green, Joann Lueck, Matt Mulder (present 4-25-08)

### Announcements

Howser (AR): Asked members to confirm their flight schedules for airport shuttles. Called the group's attention to the swap-and-shop table in the back of the room. Asked those on Saturday morning's driving tour to check with her about departure times. Will give directions about tonight's Clinton Library tour later today.

Sherif (AK): State library agency youth services consultants will meet at 5:15 pm on Friday in room D. Lori Special (NC) is taking names and e-mail addresses for the YSCON listserv. CSLP's annual meeting is now the largest gathering of state library youth services consultants.

### Budget and Finance Committee Report—Jan Wall (ID)

#### Attachment #1—Budget and Finance Committee Report

CSLP receives annual income from dues, manual sales, and approximately 10% profit-sharing rebate from Highsmith (by far the greatest source of income).

Dues structure will be changing. For calculating 2009 dues, CSLP will begin using the 2005 Federal State Cooperative Service (FSCS—name is about to change to Public Library Statistics Cooperative) definition of a public library. From year to year, as PLSC data change (based on reports by state library data coordinators), there will be slight variations in CSLP dues. ASA will send bills in June, and dues are payable by November 1<sup>st</sup>.

#### Attachment #2—Calculations for 2009 CSLP Dues

Charge for manuals has not changed. It was \$10.00 in 1999 and remains the same, though a teen manual and art CDs are now part of the manual package.

Reviewed the 2009 Proposed Budget

### Attachment #3—Proposed Budget

CSLP fiscal year parallels the program year—June 1 through May 31. Works well with annual meeting scheduled in the spring.

Drevo (NE): Why do we pay for only one ASA staff member to come to annual meeting?

Wall: It is in the ASA contract that CSLP pays for one and ASA pays for one.

CSLP Board of Directors adopted guidelines for gifts and recognitions last year.

CSLP has asked Highsmith to hold shipping costs at 8%. CSLP pays the difference between 8% and actual total shipping cost. This amount is billed to CSLP after all products are shipped.

CSLP currently has \$500,000 in certificates of deposit designated as a rainy day fund in case of problems, for example, the possible necessity of running a program without Highsmith for a couple of years.

Recognized and thanked Budget and Finance Committee members

Sherif (AK): Has volunteered to work on a CSLP organizational procedures manual. If a committee or individual has an idea of how to spend CSLP funds, how would she go about proposing a new budget item?

Howser (AR): Will explain a new procedure for this in the Long-Range Planning Committee report on Friday.

Greene (VT): **Motion** to accept 2009 budget as proposed Taylor (AR): Second  
Passed by voice vote

Snyder: Called attention to Guidelines for CSLP Annual Meeting Protocols

### Attachment #4

Snyder: Asked members to introduce themselves

### Presentation of the Slate of Officers and Committee Chairs—Shinners (WA)

### Attachment #5

Julie Tomlianovich (KS) has agreed to run for President Elect. Adrienne Butler (OK) has accepted the nomination for chair of Children's Manual Committee. CSLP bylaws require one week's notice of nominations before an election, so Tomlianovich and Butler will be elected by e-mail ballot to be sent to each State Representative by Baughman.

Rockwell (SD): **Motion** to accept the proposed slate of officers Yother (ID): Second  
Passed by voice vote

## 2008 and 2009 Manual Updates—Tomlianovich (KS)

### Attachment #6—Children’s Manual Committee Yearly Report

Committee is working on final formatting of the 2009 children’s manual. Highsmith has a new in-house graphic artist and members should be very pleased with the new manual graphics. The manual font will be larger in 2009.

It was discovered that CSLP had been working with two translators—one for the manual and one for the Diversity Committee. Now there is just one translator, and this has speeded up the manual production process.

Pam Carlson (CA) shared a great idea from another California librarian to categorize manual activities by age-level. The result will be a new age-group index for the 2009 manual.

Yesterday the room was full for the Manual Committee meeting, and there was a great amount of input on the selection of the 2010 slogan. A comment that caught attention was “A slogan should convey action.” It should also convey reading and excitement.

### Attachment #7—Children’s Slogans for 2010

Rawlins (NJ): “Dive into Reading” is a Demco promotion.

Black (GA): “Books Ahoy” was the 2004 Georgia theme.

Tomlianovich: Children’s manual chair uses SurveyMonkey to collect slogans from state reps. State reps were given 6—8 weeks to submit five slogans—ample time to solicit suggestions from librarians within their states. State reps received two reminders to submit slogans.

Hamlin (MI): Thought “Plunge into a Good Book” had been eliminated.

Tomlianovich: Not according to her notes

Several new attendees requested explanation of how selection procedure works.

Tomlianovich: Caucus with other people from your state. Check first to see if any of the slogans from your state remain on the list. Discuss the overall list to determine which of the slogans best portrays your vision of the theme. Each state has three votes. All votes can be cast for one theme, or single votes can be cast for up to three slogans. There will be a roll call of states to tally votes. There will be an initial ballot. Then there will be a time for advocacy and discussion prior to a final vote on the slogans that received the most votes on the initial ballot.

Frost (UT): How close to “Dive into Reading” can we get without infringing on Demco?

Snyder: We’ll choose a winner and then have our lawyer check on availability.

Ten-minute break for attendees to discuss slogan preferences prior to first vote

Roll call of states eligible to vote

Tomlianovich: While votes were tallied, Tomlianovich asked the group to begin thinking of general programming topics for the 2010 water-themed manual.

RESULT OF FIRST VOTE—top five slogans

Make a Splash—READ—50 votes

Ride the Reading Wave—35 votes

Water Your Imagination—READ—9 votes

Dive In @ your library—8

Make Waves—READ—8 votes

Tomlianovich: Asked group to talk among themselves and plan which of the top five slogans they would advocate. Advocates were asked to come to the microphones.

Sherif (AK): Alaska, which has the most coastline of any state, speaks up for “Make a Splash” because our coastline is not surfable, so “Ride the Reading Wave” wouldn’t work so well for us.

Edmons (AR): Supported “Make a Splash”

Special (NC): “Water Your Imagination” will be important to states in horrible drought because it will lend itself to a green approach and will help to stimulate the imaginations of non-readers.

Wilson (OH): Agreed and respects Special’s opinion, but believes with “Water Your Imagination”, ‘imagination’ would be a more powerful message than ‘water’.

Howser (AR): Sees ‘imagination’ as part of next year’s art theme.

Shultz: Maybe “Water Your Imagination” could be a YA theme

Tomlianovich: Themes that aren’t used often become chapters of the manuals.

Huntington (WI): Wants “Make a Wave” because it’s more dramatic

Smith (MS): “Ride the Reading Wave” connotes more reading choices for kids.

Sinclair (Highsmith): In her workshops, librarians have told her that they want a theme that is easy to say—not one they will stumble over as they are promoting it. (applause)

Tomlianovich—Not only are the adults trying to say it, children are trying to say it. While we may laugh about it, and while it may be a great graphic, it may cause problems for children and problems in PSAs, songs, etc.

Taylor (AR): We have beach graphics for 2008, and the ‘wave’ would give us beach graphics again.

Moesch (NY): "Ride the Reading Wave" conveys the idea that the wave gets bigger and bigger as more kids join. Suggested "Title Wave" for the teen theme

Allen (RI): Several years ago RI did "Ride the Reading Wave", and no one had a problem pronouncing it, and no one complained.

Biagi (NV): Nevada has no oceans but has lots of waves, for example, in lakes. Please don't limit the concept to just the ocean.

Romig (FL): "Make Waves" would still allow the wave graphic.

Lindeman (WY): "Dive In" is short, kinetic, can hold a lot of subjects, and is an invitation to come to the library.

Caucus prior to second vote

#### RESULT OF SECOND VOTE

Make a Splash—READ—68 votes

Ride the Reading Wave—29 votes

Water Your Imagination—READ—9 votes

Dive In @ your library—8

Make Waves—READ—8 votes

Drevo asked for discussion of the way the theme will be written on graphic products.  
General agreement on

Make a Splash—READ!

General agreement that group would like the graphic to include an exclamation point that looks like a splash.

Froelich (CO): We can suggest this to Highsmith, but we can't require the artist to use it.

Ten-minute break

Snyder: Announced that there are 92 participants in this year's meeting, and 35 are first-timers. Six participants are named Karen.

Tomlianovich: Asked for brainstorming for ideas of overall concepts and program themes to be included in the 2010 manual.

Sinclair (Highsmith): This is why she comes to the meeting. She already has a list, but what does the group want to do with this theme? Your contributions and those from librarians in your state are very much needed and appreciated.

Tomlianovich: More complicated, in-depth ideas can be e-mailed to Sinclair (Highsmith). Please line up at the microphones to share your ideas.

Buntin (MS): Water as an essential element of life. Also sea life

Strandtmann (AL): Shells and puddles

Carlson (CA): Pirates, mermaids, fish and marine life, beach, beach party, luau, coral reef, shipwreck, submarine, surfing, swimming, geography, shells, ponds, ducks and geese, rubber ducks, fishing, ecology, sailing (Secretary could not recover entire list from recording.)

Johnson (NV): Water safety and water science

Greene (VT): Water science and experiments with water, pirates, pond life, rivers and streams. Please remember that many states are not on the ocean.

Rockwell (SD): Water sports, what water has done for us, what we have done with water, aqueducts, dams, agriculture, water power, hydrogen-powered cars

Taylor (AR): Bath tubs, bubbles, soap making, rain, boots

Slater (PA): Many forms of water transportation, at the water's edge, a day at the lake, a day at the pool, creek, pond, or beach

Crist (NM): Water conservation, why it's important and how to do it

Wolfe (KY): Water travel, fishing

Hamlin (MI): Contests for photos taken on or around water, stick figures to decorate with bathing suit parts and place on a mural

Anderson (OR): Many librarians have requested a script for a puppet show.

Sinclair (Highsmith): Fairy tales and myths of the sea

Smith (MS): Life-size aquarium out of a cardboard box, maybe to be used for a puppet show

Butler (OK): Forms of water, such as ice skating, snow, fog

Thieme (NV)—Water-making, how to make distilled water and mini-fountains

Sinclair (Highsmith): Beach balls, fishing poles, anchors, messages in bottles, water balloons, life preservers

Special (NC): Water-themed music or music that incorporates water, for example, Handel's Water Music or Beach Boys. Making music with water

Rhoads (WY): Rain gauges, thunder and lightening. At our library we've done reader's theatre with How I Became a Pirate.

Baughman (KY): Selkies

Tomlianovich: E-mail more ideas to Sinclair (Highsmith)

Teen Theme for 2010—Nikole Wolfe (KY)

2009 manual was reviewed in February and everything is on schedule.

Needs more people to review the 2010 manual. Please sign-up. If state consultants know of good teen librarians who could participate, please e-mail their contact information to Wolfe.

In yesterday's Teen Manual Committee meeting, 122 slogans were narrowed down to 28 slogans:

**Insert Teen Slogans for 2010**

Frost (UT): "Rock the Boat—READ" was supposed to have been left on the list.

Wolfe (KY): Will retain "Rock the Boat—READ" and "Rock the Boat @ your library" for consideration

Break for state caucuses to discuss teen themes prior to the first round of voting

RESULT OF FIRST VOTE

Liquid Lit—44 votes  
Rock the Boat @ your library—20  
Title Wave @ your library—18  
Make Waves—READ—10  
Dive In @ your library—8

Discussion

Rawlins (NJ): Liquid Lit is edgier and leaves theme open to more interpretation. Implies that reading is fluid, and not everyone is reading the same thing. Implies fluidity, motion, artistic interpretation, and poetry. Relates to fluidity of graphic novels

Howser (AR): What do you see for graphics?

Rawlins (NJ): Mood rings, lava lamps, 1960s, transformative comic book heroes

Balsen (NY): Glad to hear comments for 'Liquid Lit' because without explanation it seems related to drinking and drugs. Believes teens in NY will see it that way. Also kids will think librarians are just trying to be cool.

Sherif (AK): Saw 'Liquid Lit' as more poetic and didn't think of darker connotations. 'Title Wave' is a registered trade name of Follett. One of the biggest book stores in Alaska is called Title Wave—would create a commercial conflict for Alaska libraries.



Romig (FL): Cast three votes for 'Liquid Lit' because she sees Inka Essenhigh's art work as good for this theme because it is ethereal and flowing. Didn't think of anything negative

Wolfe (KY): We don't yet know who the illustrator will be.

Rawlins (NJ): Thought 'lit' was associated with literature. We know teens will always think of other things.

Cormier (CN): People in Connecticut don't want anything related to school for summer programs, and 'lit' is too academic.

Anderson (OR): 'Title Wave' can be discerned only when you see it in print. In Oregon people have very real concerns about "tidal" waves.

Sherry ?? (WY): 80% of our advertising comes through social networking sites. Believes 'Liquid Lit' would work well on Facebook and My Space.

Frost (UT): Opposed to 'Liquid Lit' because of the connection with drinking

Hardwick (MD): We need action words in teen slogan also. 'Liquid Lit' seems more like the 60s and drugs. Likes anything but 'Liquid Lit' and 'Title Wave'.

Lindeman (WY): 'Rock the Boat' should also be out because of crack references.

Sinclair (Highsmith): Would like to hear some positive things for some of the other slogans. Is there some passion for any of the others?

Black (GA): Opposed to anything remotely tied to drugs and alcohol

Smith (MS): What if you put a period behind 'Lit'?

Taylor (AR): Support for 'Make Waves'

Witteveen (OR): Support for 'Dive In'—got the most votes from Oregon teen librarians

Hamlin (MI)—Support for 'Make Waves'—more grown-up version of kids theme—encourages rebelliousness when it's for doing something good. With this theme, we would not be adults trying to sound too cool.

Rockwell (SD)—'Liquid Lit', 'Rock the Boat', 'Make Waves' were suggestions that probably came from teens when librarians in the trenches asked them for suggestions. Sometimes teens are mischievous. It is imperative that CSLP and those librarians in the trenches promote whatever is selected as a positive theme for the benefit of teens at our libraries and for reading.

Lindeman (WY): Agrees with Rockwell and can find something scornful to say about any theme. Ultimately, our actions will make summer reading a positive experience.

Sinclair (Highsmith): What always happens, the art work makes or breaks a theme and adds meaning, defines, and crystallizes the slogan. When manual and art come together that's what makes it work.

Balsen (NY): Just spoke on the phone to someone who deals with troubled teenagers who said kids will not respect adults who are trying to be cool and that kids will associate 'Liquid Lit' with drugs.

Rawlins (NJ): In New Jersey libraries, 'Rock the Boat' was the favorite of several libraries. About 'Liquid Lit', the kids in alternative lifestyles are not generally the ones participating in summer reading programs anyway.

Farley (IN): 'Rock the Boat' sounds too much like 'Rock the Vote'

Rockwell (SD): In defense of 'Liquid Lit' and for positive things, there is a big problem in South Dakota with Native American alcoholism. Why give in to the negative? Why not spin it for good?

Kunzel (guest): At my first CSLP meeting everyone like 'Towering Reads' but it was too close to 9/11 for people from New Jersey, so the theme was withdrawn. One of our members has a legitimately serious problem with a theme and suggests that it be withdrawn, and we need to think about that.

Frost (UT): It's two states—New York and Utah.

Baughman (KY): It's certainly possible to spin these themes in positive ways, but very few of us are qualified to deal with drug and alcohol issues professionally. We are not social workers or drug counselors.

Santos (NJ) ????: We can't be held hostage by the lowest common denominator in our society. Every state has a drug and alcohol problem, but we are libraries—we deal in literature. We can't be responsible for every possible connotation.

Caucuses prior to second vote

#### RESULT OF SECOND VOTE

Make Waves—46 votes  
Dive In @ your library—40 votes  
Liquid Lit—34 votes  
Rock the Boat @ your library—4  
Title Wave @ your library—0 votes

Discussion of form slogan will take. General agreement on simply 'Make Waves'

Howser (AR): Advocated adding something that indicates it is a library poster, and it doesn't have to be prominent.

Rockwell (SD): Yesterday Pennsylvania pointed out that teens are being tired of told to read by our posters. They already know that's what we want them to do.

Wolfe: If '@ your library' is included, it doesn't have to be prominent on the poster.

Taylor (AR): But will kids want it on a tee shirt?

Anderson (OR): '@ your library' tells them where to go, and we're trying to get kids into the library. But it's not shouting READ!

Lindeman (WY): Likes small '@ your library'. Is trying to get kids into his library

Greene (VT): Our librarians really hate the @ sign, so could we spell out the word 'at'?

Hardwick (MD): The slogan is not going to bring teens in or keep teens out. We're the only ones who care.

Cristin (MN): If content of the manual remains strong regardless of what we call the theme, librarians will still use the program.

Sinclair (Highsmith): It's now noon, do you want to brainstorm for manual ideas after lunch? (general agreement) Please think about manual content during lunch.

Snyder: We'll also vote about @ or 'at' after lunch.

Break for lunch

Reconvened at 1:10 p.m.

Howser (AR): We need your flight departure times rather than the times you want to leave the hotel. Re: tonight's dinner at the Clinton Center. Mode of transportation is the streetcar. It stops directly across the street from the hotel. Use the green line and take \$1.00 correct change. Kay Taylor will meet you at the streetcar stop with dollar bills. Schedule: our reservation is from 6:00 to 10:00. There will be self-guided tours from 6:00 to 8:00 p.m. Dinner is at 8:00 in Café 42, lower level of the Clinton Center. Return to the hotel on the streetcar beginning at 9:30. Two trips will be provided.

Wolfe (KY): Took a vote of preferences for way slogan will be written. One vote per state

Make Waves at Your Library—31 votes

Make Waves @ your library—3 votes

Make Waves—7 votes

Wolfe: Called for brainstorming ideas for teen manual

Wolfe: surfing the Internet

Witteveen (OR): Can Highsmith get a bulk order of sea monkeys?

Sinclair (Highsmith): Do you want a wide open theme? Ecology?

Rawlins (NJ): Besides social activism, was thinking of volunteerism to help other community organizations

Sinclair (Highsmith): Do you want organizations related to water?

Rawlins (NJ): Was thinking of making waves like making change

Buntin (MS): Water your imagination—social issues

Lindeman (WY): Cool physics experiments

Strandtmann (AK): Radio waves and television waves—earthquake waves

Rawlins (NJ): Liquid Lit—poetry, art, watercolor

Butler (OK): Careers that deal with water—marine biology, oceanography—a toe dip chapter that encourages them to try new things

Kunzel (guest): In yesterday's teen meeting "ocean commotion" sounded like a great chapter title.

Buntin (MS): Extreme sports, rafting, kayaking, shooting rapids, etc.

Sinclair (Highsmith): Is this age group interested in pirates?

General agreement: no!

Rawlins (NJ): Regardless, they are interested in Johnny Depp and Orlando Bloom—ecology—mentioned the book Tracking Trash

Bowman (AL): Rafting, ship wrecks—dive into history—water your imagination

Balsen (NY): Importance of water—for desert states, plants that hold water—water in unusual places

Baughman (KY): Caves—water in unusual places

Shultz (ASA): Water experiments—distilled water—power waters now available--nutrition based on water

Wilson (OH): Archimedes Screw will make water go up—water in history

Farley (IN): Urban legends and water—Loch Ness Monster—Bermuda Triangle—ghost ships—alligators

Edmonds (AR): Difference between salt water and fresh water environments—tree rings showing rainfall in various years

Sherif (AK): Making things with the ubiquitous plastic water bottles if they are still available in two years—creative and clever things to do with them besides putting them in landfills

Huntington (WI): Plumbing and toilet science—invite a plumber to make a presentation

Rawlins (NJ): Cooking—salt water taffy

Butler (OK): Include a chapter on drinks with recipes for fun, non-alcoholic drinks

Special (NC): Need things for high schoolers—in Manga there is a whole genre about the dead wet girl—horror themes with water—Poseidon Adventure—Creature from the Black Lagoon—Jaws

Whalen (WA): Chinese/Japanese calligraphic characters for water are beautiful

Rockwell (SD): Speaking up for Louisiana's disappearing coastal wetlands

Rawlins (NJ): Manga Ramakon 1 ½--sea myths and monsters

Shultz (ASA): Myth-busters (show on Discovery Channel), for example, Diet Coke and Mentos

Crist (NM): Global warming, disappearing glaciers, sea levels rising

Wolfe (KY): E-mail additional ideas to Sinclair (Highsmith)

General Theme for 2011—Tomlianovich and Wolfe

### Insert Theme Suggestions for 2011

Tomlianovich: Reviewed broad list of general themes for 2011 and took a quick yes/no voice vote to eliminate generally undesirable or redundant themes. Themes remaining to be considered on the first vote:

- Adventure
- Dreams
- Ecology
- Fairy tales and fantasy
- Flight
- Food
- Games
- Space
- Travel and world cultures

Tomlianovich: Each state will have three votes.

Loren (FL)???: Why does the teen program have to be coordinated with the younger children's program?

Wolfe (KY): Makes it easier to create a manual.

Sherif (AK): In very small libraries there often aren't two separate programs. Similar themes also make it easier to decorate a small library one way for both programs.

Rockwell (SD): Don't be scared by general theme. We got 'Metamorphosis' out of the insect theme.

Tomlianovich: Sometimes it helps to have a broad theme

Bridges (GA): What is YNK?

Tomlianovich: Teen program for the mystery theme

Christin (MN): Reviewed list of themes used for the last eight years

Sherif (AK): In 2011 it will be 10 years beyond some of those themes.

Tomlianovich: This is for the 2011 program, another three years

#### RESULT OF VOTE

Travel and world cultures—50  
Ecology—21  
Dreams—16  
Space—13  
Games—9  
Fairy tales and fantasy—6  
Adventure—5  
Flight—3  
Food—3

Howser: Travelers should leave the hotel at least 90 minutes before their flights. Make reservations with the bellman.

Tomlianovich: Sign-ups for Manual Committee are in the back. If you were on this year's committee, please sign up again so information will be current.

Marketing and Public Relations Committee—Langley (DE) and Rockwell (SD)

Approximately half the group had not seen the PSAs, so they were screened periodically throughout the remainder of the afternoon session.

Snyder: Thanked Langley for taking on supervision of production of the children's PSA and Rockwell for taking over the teen PSA in the absence of Stephanie Stokes.

**Insert Summary of the 2007 Get a Clue PSA**

Langley (DE): Is concerned because very few state reps responded to the SurveyMonkey evaluation of the PSA. Perhaps some didn't receive it. Asked for suggestions to improve response rate for next survey.

Allen (RI): The CSLP SurveyMonkey evaluation wasn't well-coordinated with state library evaluations.

Anderson (OR): Many Oregon librarians interpreted questions so differently and responded so differently that the answers were not useful. They didn't understand the questions. Questions should be clarified next time.

Balsen (NY): People don't know how to use the PSA. Since PSAs sent to TV stations were played not in prime time, librarians didn't know when they were used.

Taylor (AK): TV stations are required to keep logs and can provide information about when PSA was aired.

Langley: In yesterday's Marketing and PR Committee meeting, sign-up sheet for committee volunteers was lost. Please sign up again today.

Rockwell: What is expected of committee members? We need workers, not lurkers. We issue RFQs to production companies. During that process, we have assistance from ASA and the CSLP lawyer with technical and legal issues. The company selected submits story boards for committee feedback. Then we see some stop-motion animation and hear some sound files. We work with the Diversity Committee to be sure translations are in place. We also entertain ideas for development of other marketing and promotional products.

Langley: Some recommendations from yesterday's committee meeting:

- Issue an RFP for a marketing consultant to work with CSLP on a plan for disseminating the PSA and for training librarians how to use it.
- Formats we're using now are no longer cutting edge. TV stations need high resolution DVD. We need a consultant to help us know the newer technologies.
- There was a discussion about the PSA being used with a fast food brand attached to the end. Heard about a local TV station that matches non-profits with PSAs with for-profits willing to pay for air time. Vendor Committee needs to consider this issue.

Huntington (WI): Maybe we can talk to Mulder (Highsmith) about this tomorrow because we can't work with Newspapers in Education and with commercial partners if we can't give them permission to use CSLP art on line.

Vereen (SC): Is involved in a partnership with her governor's oversight committee and NIE that needs summer reading art that can be put on line. Would it be possible to get CSLP images—maybe just one black-and-white and one color image—to be used on-line for these kinds of partnerships?

Drevo (NE): Asked Vereen to put this request in writing to be submitted to Mulder (Highsmith) tomorrow. Asked members to write down as many questions as possible for

Mulder. If he doesn't have time for all of them tomorrow, Drevo will forward his responses by e-mail after this meeting.

Huntington (WI): A suggestion that would help a lot of committee chairs: Initially RFPs were created by committee chairs. Suggested Board of Directors (BOD) relieve all committee chairs of responsibility of developing RFPs. Suggested the BOD chair work with the CSLP lawyer to develop all RFPs. This would reduce pressure on committee chairs and make the contracting process more efficient.

Rockwell: It's not just the Marketing and PR Committee that works on PSAs. Children's and Teen Manual Committees also work on them.

Langley (DE): Yesterday there was a suggestion that the Marketing Committee work with the Diversity Committee on additional audio PSAs. We could identify the top ten languages needed across the country and have audio PSAs translated.

Drevo (NE): Thanked Langley and Rockwell for stepping in at the last minute

Balsen (NY): New York and California are doing a lot of the translating now and could help the committee with this.

Allen (RI): Why is the producer's name not provided on the PSA cases? When trying to place the PSA, a visible company name would add credibility. Allen was able to place PSA on a loop shown in the lobby of an Imax theatre.

Web Site Committee—Ruth Metcalf

**Insert Website Report**

We're all pleased with the work of Dan Riefstahl, and we'll re-negotiate his contract in 2009.

Recognized contributions of committee members

Laura Lee Wilson (OH) will be taking over as committee chair in June.

There were 15 people at yesterday's meeting. Encouraged members to sign up for committee.

Diversity pages have recently been greatly expanded.

New log-in for members section is "act" and "out"

There was discussion during yesterday's committee meeting about expanding the section on adult summer reading.

Drevo will discuss Newspapers in Education in her Vendor Committee report.

Handout includes a report that shows web site hits and a link so members may access different parts of the web site usage report.



Looking into making the web site **bobby** approved??? Looking into launching a Wiki.

Introduced Laura Lee Wilson, new Web Committee chair.

Wilson (OH): Thanked Metcalf for her work on the site and in advance for her agreement to mentor Wilson. Asked members to sign-up for the committee

Diversity Committee—Rhonda Puntney (WI)

**Insert Diversity Committee Annual Report**

Recognized committee members and asked others to sign up

Showed the new baby signing video

Viewed children's PSA (finally downloaded after many problems)

Reviewed various types of resources available on the diversity pages of the web site

Reviewed committee's mission statement and goals

Future projects discussed in yesterday's meeting:

- Will continue adding information to the web site, for example, list of each state's contacts for Library for Blind and Physically Handicapped and other resource agencies
- Will survey state reps for the five-to-ten most-spoken languages in their states. Then will post themes in those languages on the web site.
- Will post translated, customizable reading records in Word format
- Will include options of for Brailled items and tactile pages
- Hope to include a bibliography of Spanish language books

Balsen (NY): Will audio PSAs be available on web site?

Puntney: Yes

Puntney: Will begin using LSTA terminology on the Diversity Pages.

Puntney: Please share ideas for things to be included in the Diversity Pages.

Viewed teen PSA

Recessed at 3:51 p.m.

## Attachment #1—Budget and Finance Committee Report

### **Budget and Finance Committee Report, 2007-2008**

The Budget and Finance Committee:

- Assists in preparing the budget
- Reviews expenditures, financial documents, and contracts
- Advises the Board of Directors on financial matters
- With the Board of Directors, approves expenditures that exceed current budget line items or are not authorized in the current budget
- Develops policies as necessary or as directed
- Meets quarterly by conference call, and by email as necessary

The Budget and Finance Committee worked on the travel policy, the budget request policy, and the new program policy. We finalized the 2009 budget, authorized the purchase of a recording device for the Secretary, and invested CDs as they came due. We also invested another \$150,000 in a new CD.

As CSLP has grown, so has our need for a financial ‘cushion.’ A goal of the Long-Range Planning Committee is to have the funds in the bank to run the organization for 3 years if we lost our main source of funding. With that in mind, the Budget and Finance Committee advised that we hold \$500,000 in reserve to make sure we have adequate resources to fund our activities.

CSLP Current Certificate of Deposits:

<b>Date Purchased</b>	<b>Financial Institution</b>	<b>Term</b>	<b>Amount</b>	<b>Interest</b>	<b>APY</b>	<b>Due Date</b>
11/30/2007	Farmer’s State	15 months	\$150,000	4.75%	4.84%	02/28/2009
02/25/2008	Farmer’s State	15 months	\$100,000	4.0%	4.07%	05/25/2009
03/13/2008	US Bancorp	24 months	\$150,000		3.8%	03/25/2010
10/29/2007	US Bank	50 months	\$106,619.97	4.64%	4.75%	12/29/2011

Attachment #2—Calculations for 2009 CSLP Dues

<b>DUES MEMBER STATE</b>	<b>Current # of libraries paid</b>	<b>Total Dues 2008</b>	<b>2005 FSCS (for use in calculating 2009 dues)</b>	<b>Projected 2009 Dues (\$65+\$2 per Sta. Outlet)</b>
Alabama	221	\$507.00	285	\$635.00
Alaska	90	\$245.00	106	\$277.00
Arizona	155	\$375.00	191	\$447.00
Arkansas	225	\$515.00	213	\$491.00
California	1152	\$2,369.00	1,093	\$2,251.00
Colorado	115	\$295.00	242	\$549.00
Connecticut	196	\$457.00	244	\$553.00
Delaware	35	\$135.00	33	\$131.00
District of Columbia	27	\$119.00	23	\$111.00
Florida	498	\$1,061.00	502	\$1,069.00
Georgia	382	\$829.00	370	\$805.00
Hawaii	51	\$167.00	51	\$167.00
Idaho	135	\$335.00	139	\$343.00
Illinois	143	\$351.00	143	\$351.00
Indiana	239	\$543.00	438	\$941.00
Iowa	560	\$1,185.00	563	\$1,191.00
Kansas	320	\$705.00	374	\$813.00
Kentucky	190	\$445.00	193	\$451.00
Louisiana			335	\$735.00
Maine	140	\$345.00	278	\$621.00
Maryland	178	\$421.00	178	\$421.00
Michigan	388	\$841.00	656	\$1,377.00
Minnesota	34	\$133.00	34	\$133.00
Mississippi	240	\$545.00	241	\$547.00
Missouri	2633	\$5,331.00	358	\$781.00
Montana	79	\$223.00	109	\$283.00
Nebraska	269	\$603.00	286	\$637.00
Nevada	88	\$241.00	85	\$235.00
New Jersey	311	\$687.00	453	\$971.00
New Mexico	92	\$249.00	114	\$293.00
New York	1100	\$2,265.00	1,068	\$2,201.00
North Carolina	382	\$829.00	383	\$831.00
North Dakota	78	\$221.00	91	\$247.00
Ohio	250	\$565.00	718	\$1,501.00
Oklahoma	224	\$513.00	204	\$473.00
Oregon	237	\$539.00	212	\$489.00
Pennsylvania	502	\$1,069.00	635	\$1,335.00
Rhode Island	52	\$169.00	73	\$211.00
South Carolina	184	\$433.00	185	\$435.00
South Dakota	113	\$291.00	144	\$353.00
Tennessee			286	\$637.00

Utah	115	\$295.00	114	\$293.00
Vermont	192	\$449.00	185	\$435.00
Virginia	358	\$781.00	343	\$751.00
Washington	343	\$751.00	329	\$723.00
West Virginia	97	\$259.00	173	\$411.00
Wisconsin	387	\$839.00	457	\$979.00
Wyoming	85	\$235.00	74	\$213.00

13,885    \$30,760.00            14,004    \$31,128.00

Attachment #3—Proposed Budget

**Collaborative Summer Library Program  
2009 Proposed Budget**

	CSLP Budget	2008 Program Budget		2009 Program Budget	NOTES
<b>ESTIMATED INCOME</b>					
<b>1</b>	<b>Dues</b>	<b>22,460</b>		<b>30,478</b>	
1a	46 states@\$65 base		2,990		
1b	13744 libraries @\$2		27,488		
<b>2</b>	<b>Manuals/Media</b>	<b>150,000</b>		<b>170,000</b>	
2a	17,000 manuals@\$10		170,000		
<b>3</b>	<b>Shipping &amp; Handling reimbursements</b>	<b>14,000</b>		<b>15,000</b>	Pass-through
3a	Reimbursable Shipping and Postage		15,000		
<b>4</b>	<b>Rebates &amp; gifts</b>	<b>250,000</b>	250,000	<b>250,000</b>	based on sales figures
<b>5</b>	<b>Interest</b>	<b>17,000</b>	17,000	<b>17,000</b>	CD's/Savings
<b>6</b>	<b>TOTAL ESTIMATED INCOME</b>	<b>453,460</b>		<b>482,478</b>	
<b>ESTIMATED EXPENSES</b>					
<b>7</b>	<b>Conference Expenses</b>	<b>77,050</b>		<b>76,888</b>	
7a	46 states @ \$174 x 4 nights		32,016		
7b	7 chairs @ \$174 x 4 nights		4,872		Comm Chairs: Children, Teen, Vendor, Membership, Web, PR, Diversity
7c	100 meals @\$100 x 3 days		30,000		
7d	additional equip. & conf expense		10,000		
<b>8</b>	<b>Office/ASA conf travel</b>	<b>10,500</b>		<b>9,576</b>	
8a	5 BOD/1 ASA Airfare @500		3,000		
8b	5 BOD/1 ASA lodging@\$174/4 nights		4,176		
8c	5 BOD/1 ASA meals @100/day/4 days		2,400		
<b>9</b>	<b>Accounting/Audit Expenses</b>	<b>2,000</b>	2,000	<b>2,000</b>	
<b>10</b>	<b>Professional Fees</b>	<b>8,000</b>		<b>8,000</b>	
10a	Legal Fees		7,000		
10b	Consultant		1,000		
<b>11</b>	<b>Administrative Fees</b>	<b>50,000</b>	52,500	<b>52,500</b>	
<b>12</b>	<b>Liability insurance/Board of Directors</b>	<b>1,500</b>	1,500	<b>1,500</b>	
<b>13</b>	<b>Office Operations &amp; Supplies</b>	<b>1,350</b>		<b>2,850</b>	
13a	Office supplies		500		
13b	Equipment/Software		1,000		
13c	Photocopies		850		
13d	Bank Charges		500		
<b>14</b>	<b>Postage and shipping</b>	<b>14,800</b>		<b>16,000</b>	
14a	CSLP office postage		400		
14b	Reimbu Shipping		15,000		Pass-through
14c	PSA shipping		600		

04/15/2008

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**Collaborative Summer Library Program  
2009 Proposed Budget**

<b>15</b>	<b>Marketing - PR</b>	<b>69,000</b>		<b>67,000</b>
15a	Children's PSA Vendor Contract		37,000	
15b	PSA's distributed to States		5,000	
15c	5 press releases @ 200 each			
15d	PowerPoint presentation			
15e	Teen PSA Vendor Contract		25,000	
<b>16</b>	<b>Diversity</b>	<b>4,750</b>		<b>5,250</b>
16a	Translator - theme		500	
16b	Translator - manual		2,000	
16c	Consultant		250	
16d	Baby signs/video/Braille		2,500	
	<b>Website/Logo development/maintenance</b>	<b>2,500</b>	<b>2,500</b>	<b>2,500</b>
<b>18</b>	<b>Board of Directors/Committee mtgs</b>	<b>13,225</b>		<b>11,725</b>
18a	Conference Calls		1,000	
18b	BOD Interim mtg Airfare 13 @ \$300		3,900	
18c	Lodging 13 rooms @ 150 x 2 nights		3,900	
18d	Meals 13 BOD x \$75/day x 3days		2,925	
<b>19</b>	<b>Misc. travel</b>	<b>500</b>	<b>500</b>	<b>500</b>
<b>20</b>	<b>Telephone</b>	<b>1,000</b>		<b>1,000</b>
20a	CSLP phone line		900	
20b	Replacement Calling Cards		100	
<b>21</b>	<b>Manual Production</b>	<b>127,500</b>		<b>153,000</b>
21a	Print 17,000 & produce 34,000 CD @\$9		153,000	
<b>22</b>	<b>Manual Design</b>	<b>16,000</b>		<b>16,000</b>
22a	Children's Manual		11,000	
22b	Teen Manual		5,000	
<b>23</b>	<b>Gifts, Memorials and Recognitions</b>	<b>8,000</b>	<b>5,000</b>	<b>5,000</b>
<b>24</b>	<b>Discount/Rebate enhancement</b>	<b>70,000</b>	<b>35,000</b>	<b>35,000</b>
25		<b>477,675</b>		<b>466,289</b>
<b>26</b>	<b>Estimated Profit (Loss)</b>	<b>(24,215)</b>		<b>16,189</b>
<b>27</b>	<b>CD Investments</b>	<b>350,000</b>		<b>500,000</b>

## Attachment #4—Guidelines for CSLP Annual Meeting Protocols

### **GUIDELINES FOR CSLP ANNUAL MEETING PROTOCOLS**

Most of the CSLP Annual Meeting proceeds rather informally. Many routine business issues are resolved with simple motions and voice or hand vote. Because of the size of the group, there will be a central microphone which members approach when they want to speak. Typically speakers will go in order, but the Chair may ask all the people who want to address the topic on the floor to speak before someone introducing a new topic. For less involved discussions, local arrangement people may help the Chair keep track of the order in which people indicated they wanted to speak, and pass hand microphones around the room.

Various parts of the meeting are conducted by committee chairs and CSLP officers. During these presentations and processes, the CSLP President returns to his/her normal membership role and may choose to vote on the issues presented.

When significant issues are being discussed, a more formal process is used, including fairly basic parliamentary procedures. These procedures are described briefly below.

#### **President's Responsibilities**

The President of CSLP conducts the meeting and has the responsibility to manage a fair, orderly process. The President acts in good faith on behalf of the full membership and guides the meeting in difficult situations. This requires that the President be impartial and flexible. The President sets the Agenda with input from the Board and membership, and then manages the business of the meeting.

The President decides when discussions are to begin and when motions are to be accepted. During most of the meeting, members may indicate they would like to have the floor by raising their hand, and the President will generally give the person the floor. In certain situations the President may indicate that discussion and motions will be held until a specific presentation or activity is completed.

#### **Motions and Seconds**

The person who has the floor may make a motion, ask a question or, make any comments they wish. During formal discussions a member should not suddenly call out a motion or comment.

When a motion is made, the President will restate it to verify the exact wording for the group, and to assist the Secretary in recording it properly. Members should begin statements by giving their name and state to assist the Secretary. Motions should be worded so that they are clear and concise.

Anyone can second a motion without being acknowledged by the President, but if no one does, the President will ask for a second. Members seconding motions should give their name and state. If no one seconds a motion, the President will indicate the motion fails for lack of a second.

#### **Discussion of Motions or Business issues**

The President will call for discussion following the second of a motion. Only one motion will be allowed on the floor at a time. When a motion is on the floor, all discussion and questions should relate directly to that motion.

Individuals may request permission to make friendly amendments or re-word the original motion from the person who made the original motion. If a member has a question regarding a motion for which the President is going to call for a vote, just loudly say, "Question." The President will stop and answer that question right away.

Comments should be made respectfully and professionally in keeping with normal large group interactions. There should not be personal attacks, questions as to the motives of any member, expressions of disrespect, or attempts to interrupt the person who is speaking. The President may remind members to speak and act in an orderly and courteous manner and will appreciate the membership's cooperation. Members are asked to keep their comments as brief as possible. Once someone has had an opportunity to speak on a motion or topic, he/she is asked to hold any additional comments, until everyone else has had a chance to speak, unless another speaker asks him/her to answer a question. In general members are asked not to repeat what they have already said on a given issue, once they have had a chance to state it. Occasionally the President may request that a speaker summarize and complete their thoughts, or limit the time allowed for discussion to insure the group stays on schedule. Everyone shares the responsibility to keep the meeting moving along.

Members are asked to avoid side conversations as much as possible because they are distracting, and it is difficult to hear in a group this size. However, the President usually grants requests for a few minutes of small group discussion when needed.

### **Voting Process**

When the discussion is complete, or time demands that the discussion end, the President will call for a vote on that motion. Typically voice or hand votes are used. When a formal vote is needed, only the official state representative or designee votes, with one vote per state. Local arrangements staff will divide the room and count votes. The President will indicate if motion carries or fails. Depending on the situation the President may call for a roll call vote by state, but this is not done very often. The President usually does not vote unless there is a tie. The President will continue to call for motions and votes until the all issues are covered and the membership is satisfied that they have had the opportunity to speak. The President may at time ask for a show of hands to gauge interest in a particular issue without calling for a formal vote.

Decisions relating to substantive and programmatic issues including summer reading themes, incentives and manuals will be made using a modified Senate model system giving each State Representative 3 votes. These votes may be split between different areas.

Revised 2008

These guidelines are based in part on the procedures outlined in the *The Standard Code of Parliamentary Procedure* by Alice Sturgis, copyright 2001.



Attachment #5—Slate of Officers and Committee Chairs

**Nomination Committee Reports**

To: CSLP members  
From: Martha Shinnners, WA  
Nomination Committee Chair  
Date: April 15, 2008

Slate of officers and committee chairs for election at the 2008 Annual Business Meeting are:

President, Sally Snyder, NE  
**President Elect, vacant**  
Secretary, Carol Baughman, KY  
Treasurer and Budget and Finance Committee Chair, Jan Wall, ID  
Teen Manual Chair, Nicole Wolfe, KY  
Children’s Manual Committee Chair, Julie Tomlianovich, KS  
Marketing and Public Relations Committee Chair, Enid Costley, VA  
Membership Committee Chair, Grace Green. VT  
Web Site Committee, Laura Lee Wilson, OH  
Diversity Committee, Rhonda Puntney, WI  
Vendor Committee Chair, Karen Drevo, NE

Thanks to the nominating committee for their assistance:

Sue Sherif, Alaska  
Patty Langley, Delaware  
Susan Pannebaker, Pennsylvania  
Nicole Wolfe, Kentucky  
Barb Huntington, Wisconsin

Respectfully submitted,  
Martha Shinnners

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## Attachment #6—Children’s Manual Committee Yearly Report

### Children’s Manual Committee Yearly Report June 2007-April 2008

**Children’s Manual Committee List:** The names and contact information of those who signed up to be on the Children’s 2009 Manual Committee in Portland were submitted to the ASA for the new discussion list. After one last message to the 2008 committee members thanking them for their work on the *Catch the Reading Bug* manual, this discussion group was dismantled. An e-mail reconfirming those committee members who wished to remain on the committee was sent. Any one who did not respond to this or any other e-mail during the time the committee was asked to review manual chapters, was dropped from the committee and their name will not appear in the manual as being on the committee. See attachment “A”

**2009 *Be Creative @ Your Library* Manual:** Manual editor, Patti Sinclair requested ideas for the 2009 children’s manual. Requests were e-mailed September 11, 2007, along with the manual outline to the state representative, children’s manual committee and the full CSLP discussion list. Due date was December 15, 2006. Manual guidelines were also sent to the committee.

**2009 *Be Creative @ Your Library* Manual Chapters:** Chapter 3: I’ve Got Rhythm; Chapter 4: Ham It Up; Chapter 5: Now You See It; Chapter 6: Moving Around; Chapter 7: Free Play; Chapter 8: Adult Programming. Chapters were sent to the children’s manual committee for comments and suggestions to the children’s manual chairperson, compiled and forwarded to Patti Sinclair.

**2009 *Be Creative @ Your Library* Manual Timeline:** A conference call was placed to clarify the timeline of the manual process. Those participating in the call were from Highsmith and CSLP chairs and the ASA Office. It was during the call that we realized there were two translators being used, thus duplicating the work and slowing the process. The Diversity Committee will continue to provide the translator. Delivery date of the final CDs and Final Lasers to the ASA office will be June 23, 2008. Complete timeline is attached. See attachment “B”

**Slogans/Themes:** This was the second year that the Children’s Manual Committee requested future slogans and themes through the use of Survey Monkey. Questions requesting suggestions for slogans for the 2010 Water theme and general themes for the 2011 program were e-mailed to the state representatives, November 12, 2007, asking them to pass the request along to the libraries in their state. Responses were due from the State Representatives February 14, 2008 and reminders were sent January 8 and February 6, 2008.

A total of thirty four (34) states responded. According to the survey thirty (30) states responded, but four states e-mailed their suggestions and these were added to the final list. The children’s slogan suggestions for 2010 and the 2011 theme suggestions, were sent as an attachment to state representatives, Wednesday, February 27, 2008. Included in this e-mail was a brief explanation of the upcoming selection process in Little Rock at the annual meeting.

A separate file for the Teen slogan suggestions was made and sent to Randi Eskridge, chair of the teen manual committee.

**Items on Website :** A suggestion was made for a more in depth sample planning timeline to be either in the manual or on-line. Several people from the committee offered suggestions to a timeline that was sent to the committee for comments. This is now on the CSLP website. Other files on the website are: 2008 manual outline and individual chapter bibliographies.

**Manual Programming Indexing Suggestion:** A suggestion was made by a committee member to have an added index arranged by age level. Example: preschool, K-5, and anything 6-up. Items to be included would be story activities, crafts, programs. Because the manual pages are a set number and already spoken for, I am suggesting that this is something that could be included on the website.

**2008 Manual Evaluation:** Will be part of the overall CSLP summer evaluation.

Respectfully submitted:

*Julie Tomlianovich*  
*Children's Manual Chairperson*  
*South Central Kansas Library System*  
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Attachment "A"

## Children's 2009 Manual Committee

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Attachment “B”

## **2009 CSLP Program Manual “Be Creative @ Your Library” 2008 Schedule**

First Set of Chapters at Highsmith	January 10
Art Direction to Illustrator	January 17
Art to Highsmith	January 31
Sample Chapter Layout Sent to CSLP	February 28
Sample Chapter Layout Approved by CSLP	March 13
First Set of Chapters Sent to CSLP	March 20
First Set of Chapters Approved by CSLP	April 3
Second Set of Chapters due at Highsmith	February 14
Art Direction to Illustrator	February 21
Art to Highsmith	March 6
Second Set of Chapters Sent to CSLP	April 3
Second Set of Chapters Approved by CSLP	April 17
Third Set of Chapters due at Highsmith	March 13
Art Direction to Illustrator	March 20
Art to Highsmith	April 3
Third Set of Chapters Sent to CSLP	May 1
Third Set of Chapters Approved by CSLP	May 15
Teen Manual due at Highsmith	April 10
Art Direction to Illustrator	April 11
Art to Highsmith	April 25
Teen Manual Sent to CSLP	May 22
Teen Manual Approved by CSLP	June 5
Manual to Copyediting and Indexing	May 20
Manual back at Highsmith	June 10
Teen Manual to Copyediting and Indexing	June 6
Teen Manual back at Highsmith	June 13
CDs and Final Lasers to CSLP	June 23

Important Schedule Notes:

Highsmith Staff out of office at PLA: March 24–28

Highsmith Staff out of office at TLA: April 14–18

Highsmith Staff out of office at ALA: June 26–July 2

Attachment #7

## Children's Slogans for 2010

*The number in parentheses at the end of the slogan, means that it was suggested that number of times.*

Ahoy Readers! Catch the Library Wave Catch the Reading Wave  
Anchors Away @ Your Library

Bathing Suits and Books  
The Big Green Read  
Book it to the Beach  
Books Ahoy! (2)

Catch A Wave (@ your library)  
Catch the Reading Wave (3)  
Catch the Wave @ Your Library (3)  
Catch the wave – read (3)  
Cool off at your library (2)

Dive In (@ your library) (3)  
Dive In...To a Good Book  
Dive into a Good Book (5)  
Dive Into a Good Book @ Your Library (3)  
Dive into Books! (2)  
Dive into Books @ Your Library  
Dive into Reading (9)  
Dive into Reading @ your library (6)  
Dive into Summer Reading  
Dive Into the Reading Pool  
Dive into your library (2)  
Dive/Jump in the reading's great!  
Don't be a Fish Out of Water- Read

Fish for a good book @ your library  
Fishin' for a Good Book  
Fishing for a Good Book  
Float Away @ Your Library  
Flood your mind with reading

Get in the Swim, Read  
Get into the Swim @your library  
Get Wet @ your library

In the Swim...In the Know @ Your Library  
Its raining books @ Your Library

Lazy River Reading  
Life's a Beach at your Library

Make a Splash – READ (4)  
Make a Splash @ your library (6)  
Make a Splash with Books (2)  
Make Waves at the Library This Summer  
Make Waves--READ! (3)

Make Waves to Your Library

Oceans of Adventure @ Your Library  
Oceans of Stories, Rivers of Words  
Oceans of Books, Rivers of Reading  
Oceans of Books, Rivers of Words  
Oceans, Rivers, Streams: Navigate the Water World @Your Library

Plunge into a good book @ your library

The Read Sea  
Reading is a Splash!  
Reading is Paradise  
Reading Oasis  
Reading Rapids @ your library  
Reading Streams Worldwide  
Reading Waters Your Mind  
Reading's A Big Splash  
Ride a Wave of Reading @ your library  
Ride Down the reading River  
Ride the Reading Wave (9)  
Ride the Reading Wave (@ your library) (4)  
Ride the Wave!  
Ride the Wave@Your Library;  
Ride the Wave to your library  
Rivers of Words, Oceans of Stories  
Run the reading rapids

Sail Away with a Book  
Sail Away @ Your Library  
Sail away in a good book  
Sail into your Library  
Sailing Through Summer @ Your Library  
Set Sail for the Library  
Slip Slide into Reading  
Soak Up a Good Book (3)  
Splash into Reading  
Splash into Reading @ your library (2)  
SPLASH into Summer--READ!  
Splash into Summer Reading @ Your Library  
Splash into your library  
Splish, Splash @ Your Library  
Splish! Splash! Read! (2)  
Splish, Splash, Read @ your library  
Splish, Splash Reading Bash  
Splish, Splash, Slide Into Books!  
Submerge Yourself  
Surf for books @ your library  
Surf the Title Wave @ Your Library  
Surfin' Through Summer @ Your Library  
Surf's up @ the Library  
Surf's up @ your library  
Summer Splash!  
Summer Splash@your library  
Swim Away With a Good Book  
Swim in a Sea of Words

Take a Dip Into Reading

Water Your Imagination...Read

Wet and Wild @ Your Library

Wet Your Imagination @ the Library

White Water River Reading

Wild, Wet & Wonderful...Summer Reading

Whale of a tale/ Cascades of fun