

**CSLP Annual Meeting Minutes**  
**Friday, April 21, 2006**  
**Chauncey Conference Center, Princeton, New Jersey**  
**8:00 pm, EDT**

Children's Manual

Julie Tomlianovich began with discussion on the Paws, Claws, Scales & Tales manual. Many felt that it would be hard to comment on it before it had been used. Julie announced that at Wednesday's meeting there was a discussion about gathering manual feedback at the end of the summer rather than just before the Annual Meeting. This would also allow us to consolidate some of our surveying for opinions. She distributed a handout summarizing all of the comments she had received so far.

Children's Program Themes

After requesting email submissions for theme wording for 2008, she was able to get feedback on the top choices. They were:

- Catch the Reading Bug (19 votes)
- What's the BZZZ @ your library (15 votes)
- Backyard Safari (14 votes)
- Wings, Stings & Leggy Things (10 votes)
- Don't Bug Me, I'm Reading (10 votes)
- Buggy for Books (9 votes)
- Book a Backyard Safari (8 votes)
- Bug Out @ your library (7 votes)
- Buggin' Out @ your library (7 votes)
- Bee a Reader! (6 votes)
- The Good, the Bad & the Buggly (6 votes)
- Get Bitten by the Book Bug @ your library (5 votes)
- Inspect Your World @ your library (5 votes)
- Let the Book Bugs Bite (5 votes)

The question came up about how easy any of these would be to translate. Barb Huntington (WI) said that she will check with a translator afterward. Bonnie Kunzel (NJ) reminded the group that last year, we decided that we would not worry about how to translate a theme—that would be left up to the discretion of the translator. Our job was simply to pick an English theme that works well in English, and then allow the translator do their job, which is what they are trained to do.

Discussion followed about the benefits and drawbacks of the various theme wording selections. Julie Tomlianovich emphasized the importance of having the words "book," "reading," or "library" in the theme so that our message is clear from the start. A library that used a baseball promotional theme had difficulty in getting the audience to realize it was about books and reading, not baseball. There was also concern by some about themes that did not say "@ your library," but it was pointed out that that can be added or not, as the group decides.

Some felt that "Backyard Safari" would be difficult for city kids who don't have a backyard, but others thought that would not be a problem—they still know about backyards and go outside to parks and such. Ann Simon (NY) liked it because it suggested questing and searching.

Carol Baughman (KY) suggested that if we had a really wonderful artist, perhaps a reading bug mascot could be created to go along with the program, mimicking the central image on the poster. Margaret Miles

(NC) asked if the artwork could be more nature oriented rather than cartoon oriented, to help appeal to older elementary rather ages rather than younger kids only. She felt that a "cute" reading bug would appeal to kindergarteners but not 10-year-olds.

The firefly connection was appealing to many, but others said there were no fireflies in their area and they would not want to see us limit ourselves to fireflies only. Others stated that not all bugs buzz. It was mentioned that "What's the BZZZ" would have 1970s connections that kids would not understand. Another comment was that "buzz" could be misinterpreted by teens to suggest getting drunk. However, Minnesota used the theme "What's Buzzing at your library?" this year. Susan Pannebaker (PA) said that JanWay had recently used a theme with the word "buzz" in it (a tropical jungle with "What's abuzzin' at your library?"), and thought we needed to be careful about getting too close to other's themes. Susan also liked having the word "library" rather than books because libraries are more than just books. Julie Tomlianovich pointed out that many programs are not limited to reading books only.

Mary Cameron (IA) made a motion to take the top five choices from this list and do a weighted vote. The motion was seconded by Ruth Metcalf (OH). Ann Simon (NY) said she did not feel we were ready to do a final vote yet, and certainly did not think we should limit ourselves to the top 5 only. Upon vote of the group, the motion failed, and discussion continued.

Marquita Boehnke (KS) said that the reason much of this discussion happened before the meeting by email was to eliminate some choices from the six pages of ideas that were suggested, and thereby streamline the discussion at the Annual Meeting.

Carol Baughman (KY) made a motion to vote on any theme that got five or more votes online (i.e., the fourteen options listed above), and after the vote, only consider the themes that get five votes or more in the first round. This motion was seconded by Terri Wilhelm (ND). Sue Sherif (AK) asked for a friendly amendment to add the themes that inadvertently got left off the above list, and it was accepted. Martha Shinners (WA) said that some of the themes could be combined in various ways, and a few were so similar as to be different versions of the same thing. Carol Baughman (KY) thought that was right and retracted her motion so that they could be refined first. However, voting continued, and the motion passed 46 to 3.

Monica Harris-Brooks (MI) suggested that we combine similar themes before going further. Backyard Safari and Book a Backyard Safari were combined. Bug Out @ your library and Buggin' Out @ your library were combined. Buggy about Books and Buggy for Books were combined. Additions were:

- Bug Me Later, I'm Reading
- Bug Off! I'm Reading @ the library

The voting instructions were given: Each state was to choose 5 slogans that they wanted to see stay on the list. It would not be a weighted vote, but each state could send one person to mark their state's top five choices on the list.

Results were as follows:

Backyard Safari / Book a Backyard Safari - 33  
Catch the Reading Bug – 20  
All Abuzz About Reading – 13  
Inspect Your World – 12  
Bug Me Later I'm Reading – 11  
Buggy for (or about ) books – 9  
Bug (or Buggin') out @ your library – 9  
Good, the Bad & the Buggly – 7  
What's the Bzzz – 7

Bug Off, I'm Reading / Don't Bug Me I'm Reading – 7  
Bee a Reader – 5  
Get Bitten by the Book Bug – 3  
Wings, Stings & Leggy Things – 2  
Let the Book Bugs Bite – 1  
Make a Beeline... = 1

Top 5 – Backyard Safari / Book a Backyard Safari  
Catch the Reading Bug  
All Abuzz about Reading  
Inspect Your World  
Bug Me Later, I'm Reading

Discussion was briefly interrupted to announce that Sally Snyder (NE) had just been notified that she passed her comprehensive exams for her library degree. She received a large round of applause and congratulations.

Julie Tomlianovich gave everyone a few minutes to comment on the theme choices.

Jasmine Rousey (SD) said she liked the Backyard Safari theme because it would work with all ages of children and perhaps entice some into the nonfiction section, which can often be overlooked in summer reading programs. She has heard of librarians who highlighted nonfiction and saw their circulation skyrocket. She prefers, however, to see the wording as "Backyard Book Safari." Ann Simon (NY) agreed that nonfiction will help make it more appealing to boys, who tend to prefer nonfiction to fiction, and she prefers "Backyard Book Safari" as well. Others who liked that theme want to be able to link it to an exploration of recycling, plants, botany, and other related topics.

Sue Sherif (AK) thought that the same benefits could be gained with "Inspect Your World" and it would give us an even broader perspective. She liked the idea of bringing in the world aspect. Rhonda Puntney (WI) thought that "Inspect Your World" would be too close to the previous years' theme "Get a Clue @ your library," and that would not give enough variety. Rhonda thought Backyard Safari was sufficiently different from what Minnesota used that we were in no danger of echoing their theme. Sally Snyder (NE) disagreed with the idea that Backyard Safari was not a repeat. She felt it was too similar to "Discover New Trails @ your library" which was used in 2004, and the expedition concept had been used.

Susan Pannebaker (PA) said that park and backyard are two separate things and Backyard Safari excludes children who don't have backyards. Patti Sinclair said she liked several of the themes but she did not think Backyard Safari would be a problem for children without backyards. She grew up in Chicago with no backyard, but as a child she would still look at ants on the sidewalk and observe nature in her neighborhood. The illustration could be used to bring in garden bugs, earthworms, etc. As an additional benefit, it might expose those children to new concepts.

Ruth Metcalf (OH) made a motion to vote on the top 5, seconded by Karen Drevo (NE). It was clarified that the vote on the motion would be made by the group, but the theme vote would be done as a weighted state vote. Upon vote of the group, the motion passed with some opposed.

The first weighted vote yielded the following results:

- Catch the Reading Bug (96 votes)
- Backyard Safari (87 votes)
- Inspect Your World (14 votes)
- All Abuzz about Reading (11 votes)

The second weighted vote was then conducted on these top 4 choices. The results were as follows:

- Catch the Reading Bug (121 votes)
- Backyard Safari (87 votes)

The theme for 2008 will be Catch the Reading Bug.

The group was dismissed for a morning break.

#### Comments from New Jersey State Librarian

When the meeting reconvened, the New Jersey State Librarian, Norma E. Blake, was introduced. She welcomed the attendees to the State of New Jersey. She gave brief comments on the important work that is being done by librarians who recognize the importance of reading and literacy. She said that the challenge is convincing policymakers on the importance of arts and education so that funding for these important activities continues. She stated that she applauds the work done by CSLP, and invited everyone to enjoy their stay.

Cathy Howser (AR) then made announcements about hotel arrangements and bus tour arrangements.

#### Continuation of Children's Program Themes

Julie Tomlianovich distributed a tan handout with possible theme concepts for 2009. Discussion followed on which ideas were best.

Sue Sherif (AK) made an appeal for a water theme. She said this idea has been suggested since 2000 without being chosen yet. This theme would appeal to nearly every library, who could celebrate their rivers, oceans, and lakes. She knows it would be popular in her state, and she liked the versatility of the theme.

Karen Drevo (NE) advocated for a spotlight on reading theme. Doing an arts theme is something quite different from anything we have done recently.

Bonnie Kunzel (NJ) said she gets repeated requests for a theme relating to water, beaches, frogs, lakes, and ponds, and for that reason, she supports a water theme. Jan Wall (ID) said that Idaho does not have a shore, but it has plenty of water. Mary Cameron (IA) also liked the idea of a water theme. Ann Simon (NY) said she likes a water theme, even though they did water in 2002 ("Splish, Splash, Read"). They have also done arts in 2003 and music in 2005. Carol Baughman (KY) said that they did a Summer Splash theme and found that rubber wading pools is all you need.

Julie Tomlianovich (KS) said she would like to see us do a world tour theme, something relating to other countries. It would give us a multicultural focus. Patti Sinclair said that she likes the idea of island hopping, but that could also fit into a water theme.

Karen Correa (FL) said that having a fine arts & music theme would make a great program for older children and teens. Music is a big thing with them and there is a lot that could be done with that. Nancee Dahms-Stinson (MO) said that she is in favor of something relating to the arts. She also likes the wide age appeal, and her librarians would especially like to see a focus on music. Deb Bacon-Ziegler (MI) said that a fine arts program would give lots of opportunity for partnership with arts agencies. Danis Kreimeier (CA) suggested that music could be multicultural by including world music and music in different languages. Sheri Daun-Bedford (IL) said that Illinois had a music theme in 1990 that was very popular. Many libraries saw huge increases in the number of kids participating, and they used neon colors that were really appealing.

Jasmine Rousey (SD) said that as much as she likes the beach idea, she thought the fine arts concept would be better at helping us to promote our entire collections, including multimedia, audiobooks, and DVDs. Further, it would be most likely to hold appeal for teens. Kim Patton (KS) said that she supports spotlight on reading (or spotlight on the arts), and especially a "Rock the Shelves" idea that was already discussed by the Teen Manual Committee. Cory King (NV) also threw his support behind a music & arts theme. He felt that it would be more distinctive from past programs than the other proposed ideas. Candace Kopperud (AK) would like to do a water music theme. She feels that we are losing some of the older kids when we do younger themes, and vice versa. However, Cathy Howser (AR) did not want to see us combine water and music, because that eliminates the possibility of doing either of them separately. She would rather see them be two distinct programs. Cory King (NV) suggested the possibility of having a chapter on music as it relates to the ocean in a water theme, however.

Karen Yother (ID) made a motion to vote on the water theme and fine arts theme, one for 2009 and one for 2010. The motion was seconded by Nancee Dahms-Stinson (MO). Julie Linneman (KS) said that in previous years, it was customary not to vote further than three years ahead on our CSLP themes, so that new state representatives and new state members had an opportunity for input. Nikole Wolfe (KY) asked if it could be a friendly amendment to vote for 2009 only, but the motion was then withdrawn.

Nancee Dahms-Stinson (MO) made a motion to vote between a water theme or a fine arts theme for 2009. Karen Drevo (NE) seconded the motion. Upon vote of the group, the motion carried unanimously.

Upon weighted vote of the states, the result was:

- Fine arts/music (144 votes)
- Water (70 votes)

The 2009 theme will involve fine arts (including music). Those who favored the water theme vowed to keep trying until it wins.

#### YA Manual

Kim Patton (KS) distributed a handout with manual feedback she has received on the YA manual. The issues were much the same as with the children's manual, namely, that it cannot be evaluated until it has been used.

#### YA Program Themes

Kim Patton (KS) said that she received very few themes to go with the bug concept. The ones received were:

- Splat!
- Get Buzzed
- Catch the Buzz
- Get Buggy for Books
- Bugzilla
- Don't Bug Me
- Reality Check
- Get Real / Get Reel

Ruth Hyatt (AR) said that the "Get Real / Get Reel" theme would overlap the concept already selected for 2009, and "Reality Check" is still very close to fine arts. She made a motion that we eliminate the final two themes due to how closely they mirror the 2009 theme. The motion was seconded by Jasmine Rousey (SD).

Sue Sherif (AK) asked if it was true that the YA Manual Committee did not like the bug theme, and Kim affirmed that that was true. Kim thinks that the two suggestions she received here were nothing close to what she would do with a fine arts theme, and they could be very different. Stephanie Stokes (CA) explained the concept of Reality Check @ your library. The chapter suggestions were get real, making movies, a room of my own, crafts to decorate your space, and buggy for blogging.

Nancee Dahms-Stinson (MO) said that she and Kim Patton had come up with the idea for Splat!, which could stand for "Summer Programs for Libraries and Teens" as an acronym.

Carol Baughman (KY) said that she was concerned that reality shows might not be hot anymore in 2008. Kim said that the series "Real Life" has been on MTV for fifteen years, and she believes it will still be popular. Tami Chumbley-Finley (IA) was concerned that these themes seem unrelated to books, reading, or libraries. Kim attributed that to trying to simplify the process. She said that "@ your library" can be added to any one of them, if it is the choice of the group.

Ruth Hyatt (AR) amended her motion to only eliminate "Get Real / Get Reel" because of its similarity to fine arts. Upon vote of the group, the motion carried with two opposed.

Kim Patton (KS) then opened the floor for additional suggestions. Mary Kay Dahlgreen (OR) thought that Reality Check might really work well. If the bug concept were combined with professional photos of bugs and certain events along the lines of Fear Factor, it could all go together really well. Kim assured everyone that regardless of the theme that is chosen, we will relate it back to bugs in some way.

Karen Drevo (NE) made a motion to vote upon the theme suggestions. The motion was seconded by Marquita Boehnke (KS). Shari Daun-Bedford (IL) thought it was still too early to close the discussion of ideas. She wanted to add two new suggestions:

- Swat
- Metamorphosize Your Mind

Deb Bacon-Ziegler (MI) thought that Metamorphosize was cool and could be challenging to teens.

One person added that they would not like to see us use a teen theme with the word "Buzz" in it. Danis Kreimeier (CA) agreed, saying it could be construed as a reference to getting drunk.

Bonnie Kunzel (NJ) liked Splat!

Karen Correa (FL) suggested another idea:

- De-Bug Yourself

Another suggestion made was:

- Metamorphosize Yourself (meaning to change everything)

At this point, there was a vote on the motion to do a weighted vote. The motion carried, 38 in favor and 9 opposed.

After a weighted vote, the top choices were:

- Metamorphosize (66 votes)
- Splat! (15 votes)
- Reality Check (7 votes)

Sue Knesel (WY) made a motion that we take a weighted vote to select from among the three top choices, and it was seconded by Karen Yother (ID). Upon vote of the group, it passed unanimously.

Results of the weighted vote were as follows:

- Metamorphosize (159 votes)
- Splat! (49 votes)

Carol Baughman (KY) suggested that next year, we could choose the teen theme before the children's theme, and it might help balance the amount of time spent on each. She said that the one which is chosen first seems to get more time and energy for discussion. Cathy Howser (AR) said that the children's theme might need more time because we serve a lot more kids with the children's program than the teen program.

Susan Pannebaker (PA) said that when we don't put in something about libraries, the public doesn't make the connection. She wanted to propose that we add "@ your library."

There was also a suggestion to play around a bit more with the word itself, as some were not satisfied with the form. Suggestions followed, from "The Library: Metamorphosize Your Mind" to "Read: Metamorphosize Your Mind," but there was little agreement. A great deal of discussion followed on whether libraries or books needed to be a part of the theme name. Sue Sherif (AK) said that metamorphosize would not have to apply just to books, but other ways that teens can change. She believed that what we want to do is get them to come closer, catch their eye so they will look more closely, and see that it is from the library—an intriguing enough word would not need to say "Library."

Bonnie Kunzel (NJ) said that the word "metamorphosize" does not need "your mind" and it only makes it sound awkward. If we were to just add the "@ your library" to the word, it would be clearer.

Melody Allen (RI) asked if the theme chosen previously for children, "Catch the Reading Bug" was going to have "@ your library" on the end, and the answer was no.

Deb Bacon-Ziegler (MI) asked if we could change the word to "metamorphosis," and initial reaction was negative.

Nancee Dahms-Stinson (MO) agreed that we should have "The Library: Metamorphosize" or "Metamorphosize YM @ your library" so that MYM really stands out. Sue Knesel (WY) said that she likes having "your mind" in the phrase and did not have a problem with the length of "MYM @ your library." Ruth Metcalf (OH) said she feels that "metamorphosize" is too long, but others disagreed. Karen Drevo (NE) did not believe that metamorphosize was a word, but she offered "Morph" as an alternative, which was not popular. Another person suggested "Manifest," but this was rejected as well.

Linda Williams (CT) said that she thought the word "metamorphosis" was a good idea because of its connection to literature and bugs. Margaret Miles (NC) said that in scientific terminology the term would be "metamorphose," but "metamorphosize" could be considered a colloquialism and that works fine for slogans. "Morph" is a just a shortened form of the same terms. Shari Haskins (WY) agreed, saying that she likes fantasy, where made up words are used all the time, and anime uses them as well. She felt this would not be a hurdle for teens at all. Mary Cameron (IA) said that we ought to be running this idea past teens themselves, prior to getting to the Annual Meeting to see their reaction to a theme being chosen for them. Jasmine Rousey (SD) said that this hair-splitting about terms, which was done during the selection of the children's theme as well, is counterproductive. She did not think it would matter to teens whether the grammar is correct or not, and something kookier would catch their attention better.

Carol Baughman (KY) said that she would not want to see us get too far away from the “metamorphosis” word itself, because then we lose our connection to Kafka and literature.

Due to the length of the theme name and the graphic design perspective, Stephanie Stokes (CA) asked if it would be a problem for the poster to be printed horizontally rather than vertically, and some stated that horizontal would actually work better for some libraries.

Margaret Miles (NC) said that another benefit of “metamorphosize” would be all of the connections with the “-size” part of it, using it in terms of expanding the mind, expanding knowledge, and all of the other things libraries can offer.

Beth Trupp (NE) asked how it would be translated into Spanish, and no one felt that a Latin-based word like that would have any problems being translated.

Karen Drevo (NE) said that she believes the correct term should be “metamorphize.”

Nikole Wolfe (KY) said that “metamorphosize your mind” was what was voted on and that is what we should stick with. However, others pointed out that the “your mind” portion was an option, written in parentheses, meaning that it could go either way.

Cindy Christin (MT) made a motion that we vote on all variations of the theme name, and the motion was seconded by Linda Williams (CT). Sheri Daun-Bedford (IL) wanted to see “metamorphosize yourself,” so that it would not be limited to the mind.

Variations of the terms were voted upon with the top three vote-getters being:

- 1 – Metamorphosize Your Mind @ the library
- 2 – Metamorphosize @ your library
- 3 – Metamorphosis @ your library

Discussion followed. Monica ? (MI) supported “Metamorphosis @ your library” and stated that teens would get the connection to Kafka and the artwork could support that connection. Others said that short and sweet is better, and they were in favor of the shorter term “Metamorphosize @ your library” without “your mind.” Penny Peck (CA) said that teens know the word metamorphosis from MAD magazine and from science class. She supported the third option. Jasmine Rousey (SD) said that even if “metamorphosize” were not a real word, we have the power to create a word that we want to use.

Ruth Metcalf (OH) made a motion to do a weighted vote on the three preferred options, with a second by Dawna McClendon (NJ). Upon vote of the group, the motion passed unanimously.

Results of the weighted vote by state were as follows:

- Metamorphosis @ your library (96 votes)
- Metamorphosize @ your library (67 votes)
- Metamorphosize Your Mind @ the library (51 votes)

Metamorphosis @ your library was the chosen theme wording for 2008.

At this point, the group took a lunch break.

### Chapter Selections for 2008 Manuals

The meeting reconvened at 1:17 pm. Patti Sinclair was introduced and led the group in brainstorming on chapter ideas for Catch the Reading Bug. She was looking for anything from categories or ideas to anything that would excite people. She knows from past manual feedback that librarians are looking for more ideas for 3<sup>rd</sup> to 5<sup>th</sup> grades.

She had heard the group talk about backyard critters, but wondered if underground critters, like worms, would count as a bug, and the consensus of the group was to include them.

Ideas and suggestions included:

- worms
- ecology
- gross-ology (e.g., bugs in everyone's eyelashes)
- extreme bugs
- beneficial bugs (those that help the environment)
- big bugs
- microscopically small bugs
- fireflies and what makes them glow
- mosquitoes and what makes them suck
- edible bugs
- turning bugs into food
- *Charlotte's Web* (spiders)
- *Girl of the Limberlost*
- *End of the Beginning* (by Avi)
- *Harry the Poisonous Centipede*
- *Secrets of Dripping Fang* series (giant ants taking over the world)
- *Gregor the Overlander*
- *Chet Gecko*
- Bug collecting
- Incredible edibles
- Butterfly gardens
- Waterbugs
- Metamorphosis (caterpillar to butterfly)
- *How to Eat Fried Worms*
- *Beetles, Lightly Toasted*
- Bugs I've Never Met – eyelash, exotic, invisible
- Cootie (game)
- Ants in your pants
- Lucky bugs
- Spiders
- *Taste of Blackberries* (dies from beesting)
- Killer bugs
- Things that eat bugs (food chain, frogs, bats)
- Fly fishing
- Bug jewelry – dragonfly wings, color, pretty bugs
- Paper butterflies
- Games – "Button, Button..." could become "Bug, Bug, Who Has the Bug"
- Movies – Arachnophobia; Antz; Charlotte's Web (new version); Bug's Life; Microcosmos (family friendly documentary)
- Legends and folklore – Anansi the Spider, Paul Bunyan
- Nursery rhymes
- Scientific observation/photography of bugs (children and teens)

- Entomology
- Bee dance / pollination
- Bug songs – Baby Bumblebee; Ugly Bugball; Old Black Fly; Shoo-Fly
- *Grasshopper Summer*
- Build a bug (make your own)
- Secret Life of Bees (older readers – mostly teens)
- Thumbprints – make into a bug, drawing
- Worm composting
- Mexican jumping beans
- Library spelling “bee”
- Ant farms
- Creepy crawlers
- Cocoons – grow into butterflies
- Ladybugs
- Praying mantis
- Names – official vs. popular
- Weighed and measured fishing worms (naming them, take them home for garden)
- Bug Jeopardy and Bug Bingo
- *My Brother Louis Measures Worms*
- *Butterfly Alphabet*
- Willy Ate a Worm Today (poem)
- Snack – ants on a log, cupcakes like ladybug
- Glowworms and luminescent bugs
- Unusual bugs in other countries
- State bugs or insects
- Transformers
- Spiderman

Patti invited everyone to email her with more ideas. Email is: [trishsinclair@sbcglobal.net](mailto:trishsinclair@sbcglobal.net).

For the teen program “Metamorphosis @ your library,” ideas included:

- Cocoons
- Makeover (yourself, your bike, your room) (“Pimp my...”)
- West Coast Choppers (remaking motorcycles)
- Blogging and technology
- *Ender's Game*
- Sci fi with insect or insectoid theme
- Heinlein's Starship Troopers (enemy aliens are bugs); book is better
- The Fly (film)
- Confessions of a Teenage Drama Queen (book and film)
- Slither (film)
- Jewelry
- Spider tattoos
- Computer software makeovers
- Transitioning teens to adults in the first job (on your own)
- Artistic/scientific observation of bugs / photography
- Alien books (microbes, parasites) – Invisible Allies
- Things that might touch on parasites – Scott Westerfeld
- Section on changing your world (community projects) – volunteering, service projects
- Strong bibliography on coming of age books for book discussions
- Vampire and werewolf books (for metamorphosis)

- Shapeshifters
- *My Evil Twin* (about a boy who transfers cross country, uses two names) – funny
- Teens as teachers
- Atwater-Rhodes. *Hawksong* (and sequel) – shapeshifters
- Time machine (go back in time)
- Jump man (series – back in time without changing anything – antimetamorphosis)
- Back to the Future (film)
- Job swap (buddy to work)
- Cosplay - anime thing (costume, dress like favorite characters, scifi, Star Wars)
- Sims competition
- Music that changed my life (play it, listen to it, talk about how it changed my life)
- Gross things for kids (eating bugs, killer bugs)
- Sports
- Food
- Extreme library game
- Magic
- Training for your fall sport (transformation)
- Picture of Dorian Gray (film)
- Skillbuilding can be transforming – sports skills, gaming skills, etc.
- *Dark Side of Nowhere* (transforms into alien)
- *Eyes of Kid Midas*

Email other ideas to Patti Sinclair at: [trishsinclair@sbcglobal.net](mailto:trishsinclair@sbcglobal.net).

#### Vendor Relations Committee Discussion on Artists and Incentives

Karen Drevo (NE) then led the group in a version of the song, “If You’re Happy and You Know It,” but changed to “If You Love It and You Know It.” Karen Drevo (NE) added an element of surprise in recognizing her fellow “Karens” in the group – Karen Day, Karen Yother, Karen ? (FL) and ?.

Karen Drevo (NE) announced that the Vendor Relations Committee had narrowed down the list of possible artists to:

- Harry Bliss
- Denise Fleming
- Janell Cannon
- Tony DiTerlizzi
- Jim Arnosky
- Steve Jenkins
- David Kirk

For the YA art, selected artists include:

- Tony DiTerlizzi
- David Macaulay
- Chris Van Allsburg
- A graphic novel artist
- Photographs
- Anime
- Kevin Hawkes
- Jan Duursema (recommended by Bonnie Kunzel (NJ) – female graphic novelist)
- Cosmic Debris company
- Daniel Clowes (Ghost World, Art School Confidential)

After a preliminary voting round on each group, the rankings for children's artist were as follows:

- Harry Bliss (28 votes)
- Steve Jenkins (26 votes)
- Tony DiTerlizzi (16 votes)
- Jim Arnosky (16 votes)
- Denise Fleming (8 votes)
- David Kirk (6 votes)
- Janell Cannon (4 votes)

The ranking for teen artist was as follows:

- Graphic novelist (48 votes)
- Tony DiTerlizzi (20 votes)
- Photographs (10 votes)
- Manga (changed from anime) (9 votes)
- Chris Van Allsburg (5 votes)
- Kevin Hawkes (3 votes)
- David Macaulay (3 votes)

Bonnie Kunzel (NJ) made a request that we not use the same artist for both children and teens (i.e., Tony DiTerlizzi is on both lists).

Karen Drevo (NE) announced that Matt Mulder will be here from Highsmith/Upstart to address the wish list, talk about purchases, changes to individual products, changes to the CD and upgraded reading records, artwork, incentives, and illustrator recommendations. Karen also mentioned that she found out from them today that the money given to CSLP is not a tax write-off.

Other things to talk about with them included: packaging (2 CDs for children's services and 1 for teen services), copyright on the CD, modifying and customizing issues (so libraries can create calendars, reading records, etc.), what's possible and what isn't and why, clip art and line drawings and how certain elements can be isolated, and the need for more teen art.

The color poster art did not end up on the CD like it was supposed to due to the fact that Donna Broder left mid-year and, understandably, the staff person that took over did not understand all of the things that needed to get done that should have. The discussion will cover the multiple requests it took to get those things changed.

Further discussion will also include: the need for more full color graphics as well as black & white line drawings, whether or not the CD art could be in the members only section of our website, the document with feedback on incentives which causes confusion (e.g., what one member hates another member loves, and one member needs something that no one else wants). We also want to focus on general incentives for the future and then think about specifics to tell them to go with our 2008 theme.

In a brainstorming session for incentives, the following items were suggested:

- frosty bags
- vinyl teen banner
- mood pencils (wanted pencils for teens)
- coloring sheets with watercolor spots (Q-tip or paintbrush)
- teens want black or dark color shirts (NOT WHITE!) – edgy
- shirts for girls (women's sizes)
- iron-on T-shirt transfer – instructions should along with each one (not package only)
- finger puppets

- more larger size options in denim shirts
- shirts that are more generic from year to year (for children and teens), or two kinds of shirts
- mini Slinky, mini playing cards, mini paintshirts
- better fitted shirts for both men & women
- glow in the dark thread
- glow in the dark T-shirts
- less Oriental trading merchandise, better quality (libraries can order same things from them)
- not interested in junky things, but need some things reasonably priced
- bubbles every year, in a bottle that matches the theme (children only)
- water bottles that work! (same thing again and again) – one that doesn't leak
- puzzle pens, pens with hair
- multicolor pens

#### Bug stuff for 2008

- Folkmanis puppets – huge mosquito puppet and finger puppets
- antennas to wear (antenna head hats)
- expandable bugs that expand in water
- wind up bugs that swim in water
- spider rings
- bug box pencil sharpener (wooden box with pencil sharpener, open it to find bug) – under \$1
- Discount School Supply, has awesome bug box with magnifier
- Clickers
- Keychains with mini art sets

At this time, there were door prize drawings, and the group was moved to a different room.

The meeting reconvened at 3:00 pm.

#### Marketing and PR Committee

Stephanie Stokes (CA) thanked her committee and said that it has been a fun committee to work with. The committee includes all of the other committee chairs but also people who are in the trenches. This year, they have been trying to put everything online for maximum access. She also thanked Ruth Metcalf (OH) and the Technology Committee for a great website.

Stephanie Stokes (CA) demonstrated that under “Learning Tools” on the webpage, there is a section called “Public Service Announcements,” where she has posted free audio PSAs. She played them for the group, in both English and Spanish. There are also PSAs for the Creature Feature program.

She has had good luck getting the PSAs on Disney radio, as well as some school PA systems. The only cost for the audio PSAs was the cost of translating the Spanish versions. Barb Huntington (WI) has access to a media department with a big studio, and they are ones who record them for everyone. Thanks, Barb!

Thanks also go to the North Carolina folks for the Newspapers in Education materials. They have Friends of the Library ads, and these created another gift for everyone to use. They are available in .bmp files (what newspaper folks ask for), .jpeg files (which can be used in MS Word and on a website), and .tif files.

Stephanie Stokes (CA) then reviewed the video PSA history and played each one for the group:

- 2004 – Discover New Trails – budget of \$25,000
- 2005 – Dragons, Dreams & Daring Deeds – budget of \$35,000 (actual cost about \$250,000)
- 2006 – Paws, Claws, Scales, & Tales –

This is the first year that they can be ordered from Highsmith/Upstart, and they come in Beta and DVD formats.

The RFP for 2007 is underway. They are sending out contracts. If anyone knows of a production company capable of producing a 30-second spot, put them in contact with Stephanie Stokes (CA) and she can get an RFP to them. One company expressing interest is Weston Woods, but they are looking for others as well. Weston Woods does traveling exhibits, gel displays, and children's films. The only issue with Weston Woods is the copyright of the music and whether we would need to pay for that. We like to use music in our audio PSAs. Devo did some of the music we have used in the past, but the timing has not worked out so far. We also must translate their work. Highsmith and Mark Teague, creator of Detective LaRue, have given permission to use the artwork and turn it into an animated PSA.

Stephanie was asked if libraries can put their own tagline on the PSA for credit. There are a few seconds available on the audio spots, but none on the videos. The tagline must be put in a letterbox. She was also asked if sponsors can be listed on the PSA, and she said that a sponsor could be added, but then the spot would not be treated as a PSA—it would become a "commercial" that must be paid for. Stephanie talked about the difficulty of getting airtime with corporate sponsors or branding. Even if your spot uses a well-known spokesperson from another network, the other networks won't play it.

This year, we did not do a widescreen version. Nancee Dahms-Stinson (MO) asked if we are asking for artists who respond to the RFP are being asked to submit samples of their work that will be returned to them (she highly recommended that). Stephanie Stokes (CA) did not know if we asked for that or not. Nancee Dahms-Stinson (MO) also recommended that proposals should contain a script, storyboard, video, or other means of conveying their artistic vision for the project. It would make the selection process more meaningful.

Stephanie Stokes (CA) said that she posted on the CSLP listserv that Warner Cable was wanting to place the PSA and they were asking for how to get a copy. She said that local cable channels are begging for this kind of thing, as literacy-related topics are at the top of the list for PSAs. Telemundo will be running the Spanish version.

Nancee Dahms-Stinson (MO) asked if there were time for making suggestions about marketing tools or PR tools that would help our libraries, and she agreed.

Suggestions for future products included:

- assistance with strong, sophisticated press releases; there are some in the manual but they lack pizzazz and more like what any one of us would write; they need some professional punch to make them appealing
- a school script; two years ago, Stephanie shared a wonderful school script and librarians need lots of help with this; the message often gets stale at schools and fairs and they need something strong, short & concise; some felt this had already been addressed
- sample letter to a school librarian, perhaps on video
- something for teens, maybe things already created by a teen librarian who would share
- a one- to two-minute skit who would be willing to share it
- besides the one-person presentations, a skit involving several kids, who could get the scripts ahead of time and be prepared to go on-stage
- video of a promotional puppet show
- a PowerPoint for schools and community awareness campaigns
- a talk show with puppets, commercial break, 30-second PSA, made digitally into a PowerPoint, with customizable fronts and ends

- someone suggested looking for the school visit section in the manual, which always contains scripts for one person and multi person, including jokes; for Get a Clue, Jim Oliver (SD) wrote a script; if the most popular ideas are shared from manual committee to Patti Sinclair, she will try to see that they get in there, but they would be needed by December 1, then after that, it could go on the website
- Sue Knesel (WY) recommended using graphics as screensavers in the libraries
- large school assembly program ideas, and other tools for large groups like that (e.g., PowerPoint)
- help in how to get cable and tv stations to play the PSA
- really good scripts to be able to take out to the schools to get kids excited about summer reading, and another good script to talk to the Kiwanis clubs
- need all of this stuff at the same time as the manual, so it can all be shipped at one time
- in addition, it could be incorporated into workshops by February
- the problem stated was that lots of stuff gets submitted, but few people actually use others submissions

Stephanie Stokes (CA) said that the work on this stuff will be done by December. Terri Wilhelm (ND) encouraged everyone to go to the webpage. She said that Stephanie is putting things there all the time that are really useful. Nancee Dahms-Stinson (MO) said she knows things are there, but she needs to use them sooner. Penny Peck (CA) offered to write scripts for the bug theme program, now that the 2007 manual is already complete.

Ruth Metcalf (OH) said she believes librarians do not understand how to use the PSA. There should be more sharing on the email list about how to use it. There is a piece of this information on the website, but more is needed. Some agreed that they needed to hear more "best practices," like putting the PSA on the JumboTron at the local baseball stadium during games. Martha Shinnars (WA) said that in many libraries, it is the Public Relations person who decides where these will go. Librarians need suggestions on how to sell it to their administration as part of the larger good. Stephanie said that it might help to take them to the website directly. Another idea would be to use the audio PSAs for telephone "on-hold queue" messages. Ruth Metcalf (OH) said that she knows it is sometimes directors who need to know, but at workshops she finds that she gets a lot of blank stares on what the librarians are supposed to do with it.

Dawna McClendon (NJ) asked if the scripts available in November 2006 will be for the summer 2007 program or the summer 2008 program. Stephanie clarified that these will be for the 2007 program (which is AFTER the manuals have already arrived).

One person mentioned that a good PR tool might be bumper stickers.

Carol Baughman (KY) said that there is a timing issue with the manual distribution. Some libraries do not have computer access and they need a hard copy if they are to get the scripts we are discussing. Even if they were not bound into the manual, as long as we could get a master script at the same time as the manual, each state could choose to reproduce them and send them out with the manuals. Stephanie said she would work on that. She said they could be done as a .pdf file, but states would be responsible for the printing of their own copies. Patti Sinclair said there was no reason they could not be put into the manual for 2008, if they are completed early enough. It is certainly possible to meet the earlier deadline, as the teen audio PSAs were done in 3 weeks by e-mail.

#### Technology (Website) Committee

Ruth Metcalf (OH) expressed her appreciation to those who came to the committee meeting. She distributed a blue handout citing this year's accomplishments. The new logo design was created by Deb

Neu. Dan Riefstahl is our webmaster, and he is doing a fabulous job. When Ruth sends something to him, he generally has it on the website within 48 hours, and that is far better than most webmasters!

The last copyright update was done last fall. The membership section was updated one month ago (when Hawaii and future members were added). We updated the "How to become a member" section. The FAQ section is updated, and it contains a link to Karen Day (ASA) for further information. The members only area has generated lots of questions.

TO GET TO THIS SECTION: The username is: MEMBER  
The password is: READS

All of the minutes from 2004 and 2005 can be found there, and they can be downloaded as a .pdf file or a MS Word file.

Karen Day (ASA) said that state reps may get forwarded messages from her. Sometimes she receives requests for more information on CSLP from people living in existing member states. In these cases, she forwards the message to the state rep to answer their questions. Some people think the "members only" area contains something that is extra-secretive and special. However, Karen Day (ASA) requested that a box be added for "agency name" to help us separate requests from librarians from requests from the public.

The members only area contains current committees and rosters, and what these committees do. If a diversity committee is added next year, it will be added in at that time. There is also Annual Meeting registration information. No one had further questions about the members only area.

The past programs are archived on the website and images are now copyright protected. The 2006 program will be archived soon. These archives will be kept in the members only area.

The website contains Adult Summer Reading information that was compiled from the Michigan Center for the Book. Monica Harris-Brooks (MI) was thanked for the work they do.

There are intergenerational program ideas on the web, including *Martha Speaks* from PBS Kids. The literacy section has been beefed up. Susan Pannebaker (PA) got it started last year using headers from the Dragons theme. The links now include research on family literacy, benefits, etc.

There is a section on pet-related summer activities, including library cats. Anne Simon (NY) agreed to let us use some information from their website on their statewide Summer Reading Program to prove the effects of SRP on student achievement.

The Services to Children with Disabilities has links as well, things from different libraries around the country.

The Resources section has submission guidelines. The Board made a decision not to post commercial links. There is no endorsement of the anything posted here. If anyone is interested in submitting something, it is recommended that they read the guidelines first. Nothing will be submitted that is state-specific, because it must then be edited before we can post it.

The Links section is based on the manual, and many of the links came from the manual. PSAs can be ordered online from the site.

There is also contact information.

After this meeting, Ruth Metcalf (OH) said that she will be involved with sending an RFP for the webmaster contract. She is hoping that Dan Riefstahl will want to stay. His contract ends in April 2007. It was to end in October 2006, but it was extended to April 2007.

Ruth Metcalf (OH) asked the group if the Members Only area should be renamed, but most thought that it was pretty clear already. Cathy Howser (AR) said that in spite of what people think might be there, it is used for minutes, and will be used for posting budgets, and will contain internal discussions of a sensitive nature. Vendors would really like to see the minutes of our meetings, but the information could be used to gain advantage in contract negotiations. All were in agreement that the name "Members Only" should stand.

Sue Sherif (AK) thanked the committee for the hard work they put in. She said it helped us all a lot, and the website has come a long way.

Ruth Metcalf (OH) stated that at the committee meeting, they realized there are not enough YA folks on the committee. They would be highly interested in recruiting more YA folks to their committee to get balance, for ease of use, and to make sure they are addressing everyone's needs.

#### Other Business

Barb Huntington (WI) made an announcement that she had contacted a translator on our 2008 theme wording, and the themes could be translated as follows:

Catch the Reading Bug = Atrapa el bichito lector

Metamorphosis @ your library = Metamorfosis @ su biblioteca

After announcements about evening dinner arrangements, the meeting was adjourned at 4:25 pm.