

California Library Association

2009-10 General Election

CANDIDATES FOR VICE PRESIDENT/PRESIDENT ELECT 3 YEAR TERM, 2009-2012



Carl Bengston
*Dean of the Library &
Learning Resource Center,
Cerritos College*

Education: BA, University of California, Berkeley; MLS, University of Oregon; Certificate in Library & Information

Studies, University of California, Berkeley; MBA, Dominican College of San Rafael.

Work Experience: Dean, Library & Learning Resource Center, Cerritos College, 2009-present; Dean, Library Services, California State University, Stanislaus, 1998-2008; Library Director, Dominican College, 1991-1998; Moffitt Undergraduate Library, UC Berkeley, 1983-1991; OCLC Western, 1980-1982.

Service to the Profession: Assembly Member, California Library Association, 2005-2007; Chair, Sierra Valley Library Network, 2000-2008; Evaluator, Western Association of Schools and Colleges (WASC), 2000-2001; President, California Academic and Research Libraries Association (CARL), 1999; CARL Member of the Year, 1994; CARL Delegate, ACRL Chapters Council, 1999-2000, 2004-2006; CARL Conference Chair, 1999, 2002

Statement of Interest: CLA is at a crossroads, looking back at a history of exceptional service to libraries and the profession of librarianship in the state of California, and looking forward to the challenges of a new era for library services, a new economic paradigm for the state, and a new organizational structure for the association. The challenges confronting CLA are not insurmountable, but it will take continued strong leadership and a commitment to sustaining and expanding the contributions every California library and library worker can make to the edification of the citizens and residents of the state. I believe that my experience

working in and with California libraries of all types and sizes and my active participation in the professional community over the last 30 years make me well qualified to provide some of the leadership CLA needs to survive and thrive in the 21st Century. It would be an honor and a privilege to expand my service to the association as an officer and my contribution to securing the future and vitality of our California libraries.



Paymaneh Maghsoudi
*Director, Whittier Public
Library*

Qualifications and Vision:

My career has the depth and breadth of experience necessary for the position of Vice President/President Elect. I

have been working in public and academic libraries for the last 27 years in a variety of disciplines and will bring a wide range of experience to this position. I have worked in small and large libraries and have had the opportunity to excel in my career. For the last 18 years I have had the privilege to work as Library director for two California cities, Azusa and Whittier. I have been involved with CLA in variety of roles, CLA Conference Chair, CLA Legislative Committee member for two terms, and CLA reorganization Task force. I have been serving on the Library of California Board since 2003 and was elected as the president of the Board for three years. I will bring 27 years of experience and passion for literacy, libraries and communities they impact. I will work hard to enhance the Association's roles in advocating for California's Libraries.

How would you utilize your experience to help formulate future policy for CLA?

CLA is in a significant transition and lots of hard work has been done by president and Board of

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Directors. As the Vice-President/President elect I will work with the president and Directors to revitalize the organization with the help of the new structure and the recent by-laws. It is vital for CLA to become a relevant and strong organization in order to help its members. We need to communicate to the members and create a dynamic and progressive organization which can facilitate change and lead innovations for libraries and provide an educational platform for library professionals to enhance their experience and leadership. I will use my experience, passion and creativity to help CLA gain its strength as a vital and relevant organization.

CANDIDATE FOR TREASURER
(Vote for One)



Jackie Griffin, *Library Director, Ventura County Library*

Qualifications and Vision

Jackie served on the Finance Committee for two terms for a total of 4 years. She has also served as ALA Chapter Councilor and has been an Executive Committee member. She demonstrated her leadership skills and integrity throughout her service in those positions. Her financial literacy, questioning mind, and creativity was a great resource to the Finance Committee. Jackie is very passionate about insuring transparency of all operations within CLA. She is dedicated to the concept of growing the membership and methods of participation within the organization.

How would Jackie utilize her experience to help formulate future policy for CLA?

Jackie's experience as a library director has honed her political skills and financial knowledge. She would be an excellent choice to lead the development of a long and short range business plan for CLA's financial stability.

CANDIDATES FOR BOARD OF DIRECTORS (VOTE FOR SIX)



Donna Bero
Executive Director
Friends of the San Francisco
Public Library

Qualifications and Vision: For many years, I have focused my career on building strong public/private partnerships that enhance the ability of civic institutions to thrive and to leverage private philanthropy to strengthen public support. I am very interested in building the potential for further support for libraries across the state by widening the audience for libraries and helping spread the message of their importance.

How would you formulate future policy for CLA? I would like to focus on building membership and creating a broad network of strong, informed supporters who can partner with, and speak on behalf of, libraries to elected officials, donors and other decision makers to increase the level of support that libraries receive. ♦



Doris Lau
Membership Chair
(Southern Region)
CALTAC

Qualifications and Vision: Doris has been active in the library community through involvement and membership in various organizations for over 20 years. She will work towards developing a plan to enable all library stakeholders to rebuild CLA and improve communications throughout the library community. She is passionate about improving school and library services for children. Listed below are highlights of Ms. Lau's experience:

Library Commissioner: 2005 to Present
CALTAC Board Member: 2006 to Present; Southern Regional Membership Chair: 2007 to Present
VP National Treasury Employee Union (NTEU)
Legislative Coordinator & Membership Chair: 2005

to Present
Optimist International: 2001 to Present; President two terms; Lt. Governor three terms
LAMP Optimist Club: 2000 to Present
City of Monterey Park, Art & Culture Division: 2000 to 2009
NALEO and NALEO Education Fund, Member: 2004 to Present
Nominated Woman of the Year by Congressman Adam Schiff, 2008
Employment: US Customs Office (DHS) Customs Officer: 1995 to Present

How would you formulate future policy for CLA?: Doris has 20+ years of experience supporting education and libraries. She was involved in the planning and expansion of the Monterey Park Bruggemeyer Park library, has worked hard to promote collaboration among community organizations in support of libraries and has done fundraising through non-profit organizations. She has worked to obtain funding and support from federal, state, and local elected leaders. Doris feels that CLA should endorse policies that enable CLA, CSLA, CALTAC and other library organizations to work together and promote their goals. ♦



Hillary Theyer,
Principal Librarian Torrance
Public Library

Qualifications and Vision: I am actively involved in the field of Librarianship, though teaching the Public Libraries elective at the UCLA School of Education and Information Studies, teaching for Infopeople, participation in the Information Studies Think Tank, State Library grant projects, active discussion on CALIX and PubLib, user group participation for the Libris Design software, writing articles and editorials for the profession in American Libraries, Library Journal, and other publications. What I have not been actively involved in is the organizational structure of CLA, although I served on Assembly as the new bylaws went into

CANDIDATES FOR BOARD OF DIRECTORS CONT'D.

effect. The new organizational structure has reengaged me in CLA and I look forward to forming an Interest Group right away as well as participating in others. I envision assisting CLA in moving forward in this new, participative, and free-flowing direction while still upholding the traditions of an organization actively vested in advocacy, forward-thinking about the profession, and organizing the only professional Conference that I never want to miss.

How would you formulate future policy for

CLA?: I have a Masters in Public Administration in addition to an MLIS as well as an active interest in highly engaged and professional management of public institutions. I can use my teaching and writing skills to both promote the goals and values of CLA to the profession as well as address professional needs and concerns. I am an advocate for public libraries and the profession, and have extensive experience in communication in online forums or before groups. ♦

Barbara Flynn

Deputy Director

San Diego County Library

Qualifications and Vision: Since becoming a member of the California Library Association in 2002 (the year I came to CA), I have served on the CLA PR Committee where I was a member of the group that produced the Communications Toolkit. I was also a successful candidate for Assembly Representative in 2008. I am also active in the American Library Association and currently serve on the LAMA/LOMS Nominating Committee and the LAMA/LOMS Planning and Evaluation of Library Services Committee. I have also served on various PLA committees.

My work in libraries in both IL and CA have given me a broad range of experience; my years of serving on ALA, PLA, ILA (Illinois Library Association) and PLA committees have given me the opportunity to talk with colleagues from a variety of library settings; to share information, and to discuss common problems and challenges and their solutions.

For the future I see CLA as a potentially strong ally of California libraries, providing information, support, and resources to libraries as they work to serve their communities in both traditional and non-traditional provision of services. I also see CLA as an important member of the library team, working to increase recognition of the library as a destination of choice, staffed by skilled information professionals who reflect the demographics of their communities, ready, trained, and eager to provide the information services and programs needed by those communities. I see CLA as the place where we can come together to discuss our problems and find solutions as well as look to the future to find new and even better ways to serve our communities.

How would you formulate future policy for

CLA?: Having worked in libraries as large as the Chicago Public Library and as small as a branch library in CA, all the way from a part-time position as a library book shelper to Deputy Director of a large county library, I see us all engaged in a struggle with the same issues. Rural or urban, public or academic, we bounce between financial crises and identity crises brought about by changing needs and demands for service, increased need for professional development, and the reality of increasing demands and diminishing budgets and staff.

We are at a very crucial, challenging, and exciting time in the provision of library services. In California and all over the country libraries face increasing demand for library core services as well as new non-traditional services. Library budgets have seldom been large enough to support all the services needed and/or asked for by our communities. Now, in the face of lost jobs, housing foreclosures, loss of savings, and diminished circumstances for many members of our communities, libraries are in a position to step out side the box and provide services to help individuals and families survive in these severe economic times. I believe that I can bring my

CANDIDATES FOR BOARD OF DIRECTORS CONT'D.

experience to blend and mix with the experience of others on the CLA Board to help find solutions to our common problems and formulate ideas for dealing with both the here and now as well as the future. As a member of the Board I will use my years of experience and work for the betterment of libraries across the state, to make our association stronger and to find new ways to bring the message of our libraries to our communities. ♦



Richard Moore
President, CALTAC

Qualifications & Vision: As school librarian for 30 years, now retired, Mr. Moore has served Huntington Beach for 8 years as Trustee of the Public Library. He has written about

libraries for CLA, CSLA and CALTAC. CLA's future depends on engaging members at the local level in the effort to rejuvenate California's public libraries - first by extending service and second by meeting patron needs.

How would you formulate future policy for CLA?: Richard will utilize his experience from 30+ years with school libraries, working with public libraries and the process of building the Library of California network. Mr. Moore will also utilize public relations and advocacy support to help grow CLA. He believes that CALTAC workshops can be used as a model for what local folks can do to engage the public. ♦



Patricia Rivera, *Public Services Manager, Buena Park Library District*

Qualifications and Vision:

I believe an association is only as strong as its members so I have taken opportunities to become an active member of

CLA, YALSA and other committees as noted below:

Co-editor for the Children's and Young Adult Services Section (CYAS) Briefings newsletter 2007/2008 and 2008/2009 (CLA)

Incoming Chair for the Services Latinos Interest Group 2009/2010 (CLA)

Youth Participation Coordinator for the Young Adult Library Services Association (YALSA) of ALA 2008-2010

YALSA's Local Arrangements committee member for 2008 ALA Conference

Local Arrangements committee member for the 2007 and 2005 CLA Conferences (CLA)

California State Library's Get Involved: Powered by your Library Task Force Committee member 2008/2009

Santiago Library System's (now SCLC) Young Adult Committee Chair in 2006/2007

As a participant of the California State Library's Eureka! Leadership Program in 2008, I expanded our Latino Outreach efforts to meet the needs of our Spanish speaking community. This was a great opportunity for me to utilize and hone my leadership skills through outreach efforts within my community as well as to influence coworkers to tackle new duties and gain new skills to address our community's needs.

CLA has a big task ahead of it. California is a large and diverse state, and each library community has a

CANDIDATES FOR BOARD OF DIRECTORS CONT'D.

different need. CLA has to develop new strategies to be able to not only assist on the state level but to also become relevant to many library workers. I believe there are several different reasons why library workers do not take advantage of a CLA membership. We need to find those reasons and show them how valuable CLA is to them and to their library community. I see value in CLA and how it can promote and enhance libraries. I look forward to the new possibilities with CLA's reorganization. I think this will allow more groups to have a stronger voice, especially those groups who felt that they never had one.

How would you formulate future policy for CLA?:

As a Teen Services Librarian at the Yorba Linda Public Library, I initiated and developed new successful services and programs for teens. In my role as Public Services Manager and participant in the California State Library's Eureka! Leadership Program, I expanded our Latino Outreach efforts. It was crucial to reach out to this large segment of our population. I also introduced a program to help library staff learn Spanish so that they could better assist our Spanish speaking patrons. These two roles required me to be innovative and to take risks, as well as be informed on the varied interests of these audiences—especially with teens. These skills will be extremely useful as a CLA Board Member. In addition, it is important to find effective ways to communicate with not only members of CLA but non-members. California is a very diverse state with libraries that have very different needs. It is important to have people with different perspectives to help formulate future policies for CLA. As a CSL Eureka! Leadership Fellow, I have a network of peers throughout the state to receive input and feedback regarding their own issues, which will aid in the formulation of future CLA policies. Now is a great time for change, and I would love the opportunity to be a part of CLA while it redefines and strengthens its place within our California libraries. ♦



Mary George

*Assistant Director of Library Services
Placer County Library*

Qualifications & Vision:

Currently I work in Library Administration as an Assistant Director. One of my duties is to manage the day to day operations of twelve libraries and supervise the Branch Managers. I also oversee the Collection Development Budget and write and analyze library policy/procedure. I just finished managing the Summer Reading Program and writing a grant. I am also the primary liaison for the Friends of the Library groups.

My interest has been in Library Administration, however, I recently taught a class for two semesters at Sacramento City College on Library Operations and Management and loved it. I have been a Children's Librarian and Coordinator, substitute Bookmobile driver, Branch Manager, and Academic Reference Librarian. Many areas of Librarianship interest me and I'm always interested in a new challenge.

I have presented a few times at CLA and ALA Conferences on topics such as pay equity for librarians and in management forums. In 2002, I was named one of Library Journals Movers and Shakers for my pay equity work on behalf of Placer County Librarians.

I would like CLA to offer and promote unique benefits to its membership. In the end, all librarians would want to join the organization because the affiliation would be crucial to their professional growth. My diverse library experience could help CLA face challenges to ensure that CLA remains relevant to librarians in the field. I welcome an opportunity to discuss how to attract new members and to actively engage current members.

How would you formulate future policy for CLA?:

Formulating future policy requires an ability to recognize future trends and understand the impact on library services. I was a member of the Statewide Reference Think Tank and the Stanford Institute for

CANDIDATES FOR BOARD OF DIRECTORS CONT'D.

21st Century Leadership where I was fortunate to learn policy skills from some of the best thinkers in librarianship. I would bring this knowledge to CLA policy and invite others to join me in addressing the challenges of the future with fun and enthusiasm. ♦



Sean Reinhart, *Interim Director, Hayward Public Library*

Qualifications & Vision: I am a successful library administrator with nine years of public and academic library experience in forward-

looking, community-centered library systems, with proven experience in Budget and Finance, Human Resources, Technical Services, Collection Development, Facilities and Security, Marketing and Communications, Library Operations and Public Services. In my work I have proven myself to be a highly effective project manager who successfully leads capital improvement projects including new and expanded public access computer centers; retail style renovations and display installations; and redesigned interior spaces to enhance the customer experience in the libraries I have served. I am also an innovator and change agent who brings customer-focused concepts of library service from blue sky to reality, including a new “fines free” circulation option at Hayward Public Library (pending November 2009) which eliminates patron late fees and due dates while enhancing revenues. In addition, I have proven myself to be an expert manager of library image, public relations and outreach projects including the creation of original TV programming, results-oriented promotional material and the orchestration of regional programs in conjunction with local, non-profit, government and corporate sponsors.

I have a proven interest and knowledge of complex library issues, as evidenced by the achievements

outlined above and others. I have a deep and abiding commitment to the library community and to CLA, having been a member of CLA, PLA, and ALA since 2005, and also having served on the CLA conference planning committee in 2008. I also contribute my knowledge and share my own library’s “best practices” with the wider library community, for example by presenting at the upcoming CLA 2009 and PLA 2010 conferences, and through my activities on various consortium committees including BALIS, PLS, and the recently formed PLP.

The future of CLA holds much promise, particularly in the areas of professional development, succession planning, and public image and branding of libraries on the statewide level. Partnerships and joint ventures also feature prominently in my vision for CLA in the future, in particular stronger partnerships with other statewide library associations such as CARL, CSLA, and SLA’s California chapter, to create more common ground between practitioners in public, academic, school and special libraries statewide.

How would you utilize your experience to help formulate future policy for CLA?

As an experienced library program manager, front-line customer service leader, library supervisor, and acting executive, I would apply my talents in a number of ways to help formulate future policy for CLA. In particular, I am deeply interested in the future of the library profession and the standing of public libraries in communities across the State, as user needs and expectations continue to change and evolve in response to a multitude of forces both internal and external to libraries. My experience demonstrates my understanding that although libraries (and by extension, their professional staff and associations) have adapted to many of these changes with such measures as leveraging technology to streamline operations and improve customer service; or by adopting successful retail

CANDIDATES FOR BOARD OF DIRECTORS CONT'D.

and business models in libraries, there still remains much ground to cover. In my experience, there can be no better response to an emerging trend than to listen to and to accurately measure what customers are actually saying and doing, right now, about what they need and expect, and to use this information to plan for the future. This is as applicable to a retail business as it is to a public library or a professional association. My experience implementing bold, creative solutions that work to bring library services closer to the future our customers have come to expect will be applied in my role as CLA Board Member to policy formulation, professional development, succession planning, and public image and branding, among the many other activities CLA leads and contributes to across the State.



Monica Schultz

IT Director

Peninsula Library System

Qualifications & Vision: I have obtained over 10 years experience in the technology field. Not only as a visionary but also understand how technology

works and what is required to successfully implement ideas. Prior to joining the library world I was a member/lead of an IT group for Moody's Financial Corporation where I lead large projects which impacted the future of the company such as SOX audit projects and CRM system implementation for sales teams. I also obtain great Project Management skills, I have a great track record for completing projects successfully on time and within or under budget by using the PMI process for Project Management which I have learned through courses, reading many PM books, as well hands on. My strength is to look at the big picture and improve processes and/ or increase productivity while creating a user friendly environment for clients and staff.

How would you formulate future policy for

CLA?: I would utilize my experience by listening to what members and staff desires in order to make CLA more productive and successful organization. With the acquired data I would research and provide recommendations as well as assist with Project Management and or implementations to achieve the desires of the organization's members and staff. Being one of the primary authors of the technology recommendations report to CLA created 4/2009, I am confident I obtain the knowledge and experience required to assist CLA with Technology challenges they may encounter.. ♦