

What's happening at

Holyoke Public Library

Fall 2011

www.holyokelibrary.org

Library Kicks Off Public Phase of Capital Campaign

By Nina Mankin, *Financial Development Agency*

June 9, 2011. It may have been nearly 100 degrees outside but that only added to the heat of celebration as a crowd gathered in front of the Library to officially kick off our *Next 100 Years Capital Campaign*. The Holyoke High School marching band circled Library Park with their boisterous good cheer and then led the beaming participants inside to the accompaniment of brass and timpani. As one bystander commented "Now this is a day to remember – a marching band *inside* the Library!" And it certainly was: not only were we able to announce that we are officially half way to our \$2.5 million campaign goal, but Mayor Pluta officially named June 9, 2011 "Holyoke Public Library Day." The invigorating musical fanfare was followed by congratulatory praise from a number of illustrious presenters including The Mayor, Library President Terry Plum, Honorary Capital Campaign Co-Chair Lou Oldershaw, and Jacqueline Charron of People's Bank who announced the Bank's generous leadership commitment of \$200,000 to the capital campaign. Honorary Capital Campaign Co-Chair Alice Newton Smith was also present at the proceedings.

Final schematic plans for the restoration and expansion were unveiled at the event and it was announced that construction is scheduled to begin later this year. The newly restored and expanded library will correct all space and facility problems in the 1902 building and create a state-of-the-art library and learning center for the people of Holyoke.

We could not have reached this point without the support of so many and we want to publicly acknowledge those who have contributed up to this point. They include:

Dr. & Mrs. Robert Abrams, Estelle J. Abrams, Christine Alger; Michael Baron; Mr. & Mrs. Thomas Barrett; Barbara C. Bernard; Matthew Blumenfeld & FDA; Jay Borges;

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City Hall to be Library's Temporary Home

With the City Hall Auditorium established as its principal location, Holyoke Public Library will soon be temporarily relocated to Holyoke's historic building for the approximately two years needed for the renovation and expansion of the library. Although it is only a short, few minutes, walk from the library to City Hall, the logistics of the move entail many details and extensive updating of facilities in order to provide the public with the services and conveniences to which they have been accustomed at the present library building. At this time, it is expected that the actual move to City Hall will take place by the end of this year with the library to be operating in its temporary quarters early in the New Year.



Volunteers from Monarch Life

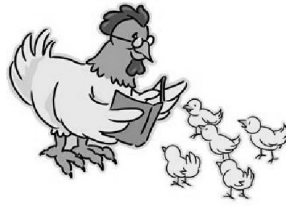
For starters, the Maple Street library building has some 10,000 square feet of usable public space available. At City Hall, space limitations allow for roughly 6,000 square feet. Working within that reduced area means that the children's and adult collections will, by necessity, be housed within the auditorium, each within its own distinct parameters. While space does not allow for a separate computer lab, public access computers will be available within the auditorium. There will also be a smaller, but workable, community room for meetings and special events. Periodicals and a comfortable reading area have been planned for what is the foyer of the auditorium.

Because of its multi-level design, plans do not call for the utilization of the auditorium balcony. Due to the limited depth of the stage, public access would be impractical. That space may, however be utilized for the storage of DVDs and CDs which can be retrieved by staff members when requested by patrons. Staff work areas and offices will be

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Fall Schedule For Children and Young Adults

By Nathan Hayes and Jason Lefebvre



The Children's Department is offering Story Time every Wednesday at 10:00 am. Children are invited to hear several stories each week, watch a short film and make a simple craft. They are also able to participate in several after school board game sessions on Tuesdays at 3:00 pm, plus a very active Lego Club every Thursday at 3:00 pm. In addition to these events Children's Librarians, Nathan Hayes and Jason Lefebvre are also available to visit local schools or daycare centers.

Other activities that will be available include Evening Story Time programs for preschoolers and other children up to the second grade level. These programs will be held in the Children's Room and have been designed especially to accommodate families with children who are unable to attend morning Story Time events. Evening Story Time sessions are held on the first and third Monday of each month starting at 5:30 pm. Each evening a selection of stories on the week's selected theme are read, children learn a related song and are able to make a simple craft project which they are able to take home. In addition, every Wednesday from 4 to 7 pm, the Children's Department offers Drop-In Crafts. All materials are provided by the library.



Adult & Young Events Coming Soon

By Carla Wessels

In an effort to assist young children in sharing in the pleasures and excitement that can be derived from books, the Library is looking for some energetic, dedicated and helpful teens who would be willing to read and help tutor younger children after school. They will be able to bring one of their own favorite children's books or use one found at the library. This program is held each Tuesday afternoon from 3:30 pm to 5:00 pm. Come and show kids how much fun it is to read and to learn!



Interested in capturing memories? On Thursday afternoons, from 1:00 to 2:00 pm, Scrap Bookers are encouraged to gather at the library. Come share your creative ideas, questions and projects with fellow Scrap Bookers. Show off examples of your work and have fun. Please bring your own scrapbooking materials for each class.

Let us know!

What other types of events would you like to see at your Holyoke Public Library? Among the events currently under consideration are basic computer classes, a Movie-of-the-Week, and peer group discussions for teenage mothers. Your suggestions for other subjects will be most welcome.

Our Staff

Library Director
Maria Pagan

Assistant Director
Carla Wessels

Reference Librarians
Michael Baron & Cheryl Livengood

Computer Coordinator
Jose Borges

Children's Librarians
Jason LeFebvre & Nathan Hayes

Historian/Archivist
James Massery

Financial Manager
R. Andrew Parker

Financial Manager Assistants
Florence Stefancik

Technical Service/Acquisition
Linda Kurowski

Technical Service/Cataloger
Martha Oliver

Technica; Service/Data Entry
Meg Haley

Library Assistants/ILL
Lucy Diaz, Anne Gorman, Jane
Frankel & Katherine Bowers

Evening Library Assistant
Mayra Rivera

Custodians
Mark Gadbourey & Tom Keeler

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Library Kicks Off Public Phase of Capital Campaign

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We would also like to publicly thank our Lead Gifts Committee, each of whom has been responsible for inspiring many of the above to contribute to this historic effort: Susan Carey, Carl Eger, Jack Ferriter, Tom Hazen, John Kelley, Steve Levine, Ellen Moriarty, Lou Oldershaw, Deborah Reidy, Bellamy Schmidt, Tom Schwab and Joan Steiger. Over the next 6 months our Lead/Major Gifts Committee will continue to meet with others whom we

hope will be eager to join in this esteemed number by giving their support to the new library. The campaign office will also continue to write grants and approach foundations as we reach toward our final campaign goal of \$2.5 million. We welcome your support!

"Evergreen" is Coming to Your Local Library!



At the present time, as the staff of Holyoke Public Library is preparing to move to temporary quarters while the building is completely renovated and expanded, they, along with all public libraries in Central and Western Massachusetts, must prepare to adopt a new electronic interface system, called "Evergreen."

C/W MARS, the Central/Western Massachusetts Automated Resource Sharing system is a library consortium dedicated to efficient resource sharing and rapid access to information. Approximately 155 member libraries circulate more than nine million items (books, CDs, DVDs, etc.) annually to over one million borrowers, using a shared online computer system and combined collections of more than six million items.

By December 2011, all libraries in the C/WMARS Consortium will migrate to the new system "Evergreen" program, with new interface and exciting new benefits. Among these benefits will be the opportunity to access one catalog that will include all C/WMARS libraries throughout Central and Western Massachusetts. Patrons will be able to have the option of creating their own user name to sign into the catalog. Patrons will also have the opportunity to create lists of titles that can not only be kept for their own reference, but can be published through RSS feeds and made available to the public. Possible uses include book club suggestions, genre specific and themed lists, and title recommendations.

The migration or changeover to "Evergreen" for academic institutions will also taken place by the end of 2011. That move will require C/W MARS to discontinue "holds" on items for all library patrons until the migration is fully complete. The final, total change over is currently expected to take place over the New Year's Day weekend.

Additional information regarding the introduction of "Evergreen" will be forthcoming in the weeks ahead and will be provided to local media, as well as being available online.

The Real Volunteers of the Holyoke History Room

By Jim Massery, *Archivist*

With a group that he calls “The Real Volunteers of the Holyoke History Room,” History Collection Archivist, Jim Massery, is accomplishing a myriad of tasks associated with bringing Holyoke’s history up to date. “This group of truly dedicated volunteers provides an eclectic mix of experience, ages, interests and benefits that contribute greatly to the challenges of the History Room’s needs,” Jim said.

As a local resident, with a dual background spanning education as a teacher in the Holyoke school system with a family business which focused on real estate, **Patrick Woods** “is an encyclopedia of the residential and commercial developments throughout Holyoke’s history,” according to Jim. “In addition, Pat brings his experience of many years as a teacher in Holyoke schools. He also directs researchers in the History Room to the proper sources and resolves reference inquiries of all kinds.”

“**John Murphy** investigates and resolves email reference inquiries and also manages our volunteer email account. He frequently catalogs a variety of newspaper articles and scrapbooks which contribute to our efforts to index the Holyoke Transcript-Telegram.”

“**Jim Ubertalli**, a long-time volunteer, recently completed a multi-year preservation project of the Ella Merkel Dicarlo Collection. Ms. Dicarlo, a former Holyoke Transcript journalist and local historian kept diligent research notes which act as an invaluable resource for finding names, dates, and historical events.”

“For the past several months, **Jim Bronson** has worked with the World War II Veterans’ Collection. In addition to helping us preserve the articles and photographs of local and area veterans who appeared in the Holyoke Transcript-Telegram, he helps find candidates for the Purple Heart Hall of Honor at the Holyoke Soldiers’ Home, and chooses outstanding heroes to highlight in future exhibits.”

“**Ed Kennedy** has an overwhelming knowledge of the history of Holyoke, much of which he experienced first-hand. Ed was an art teacher in the Holyoke Public Schools. He connects with researchers and searches the city directories and microfilm to track genealogies, to catalog historic sporting news articles, and to find obituaries,” Jim noted.

“**Steve McClure** assisted in the processing and preservation of the White & Wyckoff Collection. This local company manufactured specialty paper products here in

Holyoke. The collection is large and consists of financial records, correspondence, newsletters, photographs, artifacts and much more.”

“**Charles ‘Chuck’ Abel** is a local photographer who is currently enrolled in the Simmons College Archives Management program at Mount Holyoke College. He processed the Holyoke Visiting Nurses Association Collection, which contains reports on local health and society, photography related to nurses activities, and scrapbooks of their medicinal and charitable activities. Chuck completed a finding aid for the collection, which includes a history of the organization and a catalog of the collection’s contents. He is currently working on a few other projects for the library and archives which will be unveiled in coming months.”

“**Edmund Bissonnette** and **Xaribel Colon** were the latest additions to our team, working hard for us over the summer months,” Jim reported. “Ed is a history major at the University of Massachusetts, Amherst, and Xaribel is a student at Holyoke High School. They helped index and catalog portions of our special collections.”

“That introduces our full team. We are enormously appreciative of their efforts and the endless hours they have contributed to the preservation of Holyoke’s history,” Jim commented.



Friends’ First Pasta Dinner Event at the United Congregational Church

E-Readers

By Jane Frankel & Katherine Bowers, *Library Assistants*

Electronic readers (E-Readers) are the new big thing, but what are they and are they going to replace books? Is it worthwhile having one? How do they fit into the library setting? The speakers in eReaderpalooza, a professional development workshop, held recently at the MLS (Massachusetts Library System) offices in Whately, were able to provide some insight.



Studies show that while the older generations are buying e-readers, the younger generations usually choose to read on their smart phones.

So what are they exactly? E-readers are devices that let you download electronic books. Electronic books (called **e-books**) are files that you can download onto your computers, hand-held devices such as your e-reader, smart phone or tablets, like the iPad. There are thousands of e-books to choose from and they are often much cheaper than buying an actual book. You can also find some for free.

The technology was intended for personal use. All the devices work well for *buying* books, it's just when borrowing from libraries where the models occasionally break down. The differences in e-readers are particularly important for those who wish to borrow library's e-books with their e-readers.

Except for Sony E-readers, other devices weren't originally intended for borrowing; and as public librarians, we're trying to make them fit in the library setting. At present, OverDrive stands without competitors as the lone media console by which libraries make electronic books available to patrons. OverDrive employs a physical library model in which electronic materials can be checked out for predetermined checkout periods, but **not all e-readers on the market are compatible with OverDrive.**

When determining which device to choose for reading e-books, the first decision is whether to buy a dedicated e-reader or a tablet computer. Here, the biggest factor is price; you sacrifice functionalities for savings. Certainly, even the most basic Kindle or NOOK comes with a picture viewer, music capabilities, and multiple file formats, but apps (applications) are very limited compared to, for example, an iPad.

Among dedicated e-readers, there are three major players worth noting. Amazon's Kindle was the first device on the scene. Its keyboard is unique, and its e-Ink mimics paper reading with a unique display that is back-lit --

a major selling point, particularly among older buyers.

On the other hand, Sony devices feature a touch screen that, while it compromises contrast to some extent, can prove convenient. Finally, **the NOOK Color, a Barnes & Noble product, stands as a compromise between e-readers like the Kindle and iPad-like devices.** It works better for graphic novels and picture books than other e-readers, and Barnes & Noble is establishing a reputation for outreach and training, so that it may emerge as the preferred vendor for libraries.

Other options for e-reading include devices like the Apple iPad or iPhone, whose LCD screens notoriously run through batteries, but offer diverse applications. **Another route is to equip your PDA with an e-reader app, thereby benefiting from its rugged construction and portability.**

Are dedicated e-reader devices a passing trend? Maybe, according to our eReaderpalooza speakers, but e-books seem much more enduring. If you want to know how to use OverDrive there are good brochures available from C/WMARS. Technology will continue to change and improve and we only need to take advantage of it.

Inkjet Recycling Program at the Holyoke Public Library



The Holyoke Public Library is now collecting empty inkjet cartridges for recycling. We receive up to \$4.00 for each cartridge recycled. Cartridges can be deposited in our collection bin located at 335 Maple Street.

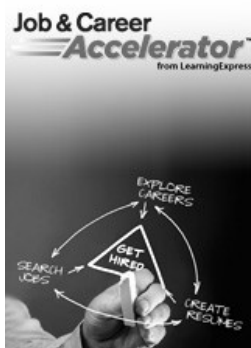
Simply place your old cartridge in a plastic sandwich bag and deposit it in our collection bin. Most businesses simply throw their empty cartridges in the garbage so check at work to see if they would donate their would-be garbage. No large laser cartridges are accepted with this program and will not fit through the holes on our collection box.



In addition to raising money for the Holyoke Public Library recycling inkjet cartridges has a positive impact on the environment. Consider the following: Nearly 1 million inkjets are thrown into our landfills everyday. Less than 5% of the cartridges produced are recycled. It takes 1000 years for the plastic to decompose.

Questions about the program can be directed to Maria G. Pagan at (413) 322-5640.

New Job Accelerator Program



Your library has added an exciting new JOB & CAREER ACCELERATOR guidance program that is now available to all Holyoke Public Library card holders, free of charge. "This powerful career guidance tool has become available to us at an ideal time to assist patrons in the difficult task of searching for jobs or advancing careers in our currently lackluster economy," said Library Director, Maria G. Pagan.

The JOB & CAREER ACCELERATOR program is a new venture from Learning Express, the organization that provides an extensive selection of online courses and test materials already offered by the library. The new JOB & CAREER ACCELERATOR program is a broad based career guidance tool that integrates virtually everything an individual may require to conduct a successful job search.

Within the program patrons can access some 5 million real-time job listings aggregated from all over the internet, along with over 1,000 occupational cards to help research different fields of work. Also included is an occupation matching feature that can match individual interests with specific careers, as well as providing a special college search and internship finder.

JOB & CAREER ACCELERATOR integrates interactive "wizards," which guide patrons through each step in the job search process, from exploring occupations and finding jobs, to preparing resumes, completing job applications, and improving job search skills. The job search and workplace skills offer 60 tutorials and e-books that are part of the Learning Express Library. Personalized job search portfolios allow job seekers to plan, tailor, and track multiple job searches while providing easy access to all of their saved information.

Job & Career Accelerator Components

COMPREHENSIVE CAREER INFORMATION is assured through the industry's most powerful Resume Builder, which features more than 120 models, 750 "action" words and nearly 25,000 keywords by specific classifications.

A LETTER BUILDER guide offers more than 20 detailed examples, expert tips and job seeker prompts for crating cover letters, interviewing "thank you" and follow-up letters.

OCCUPATIONAL EXPLORATION features over 1000 occupation profiles, allowing patrons to compare occupations in detail, including up-to-date wage and salary data, expected growth, key responsibilities, educational requirements, and more.

REAL-TIME JOB & INTERNSHIP OPPORTUNITIES offer an integrated database of over 5 million up-to-date job and internship opportunities, aggregated from leading job boards, classified advertisements, and other websites, allowing patrons to search job openings based on interests and location. They can even apply the "recent graduate" filter to search for entry-level positions.

TASK MANAGEMENT AND TRACKING DASHBOARDS enable individual job tracking, which allows patrons to create and manage tasks, including due dates and activate job alerts. The "My Accelerator" home page provides them with instant access to all of their saved work, and tracks and notifies users of pending tasks.

RECOMMENDED LEARNING opens the door to skill building resources, including more than 60 interactive computer training courses for most commonly used applications. JOB & CARTEER ACCELERATOR can be fully integrated with Learning Express Library's occupational practice tests and skills tutorials.

PROJECT A PROFESSIONAL IMAGE presents expert tips, interactive job application and interviewing tutorials, and helpful checklists, all of which help to make a great impression and project an outstanding professional image.

For additional information regarding this new JOB & CAREER ACCELERATOR program, please visit the library or check out the program online.



Friends Plan Annual Cocktail Party

The Friends of the Holyoke Public Library have announced preliminary plans for their annual cocktail party. This year's event will be held on Saturday evening November 19, from 6:00 to 10:00 PM at the Holyoke Public Library. While all the details are still being worked out, the event promises to be a very special, fun-filled evening. More details will be forthcoming soon, but for now just mark the date on your calendar, watch for more news, and be prepared for a memorable evening.



divided between several rooms adjacent to the auditorium on the third floor. Rest room facilities are being updated and a handicapped accessible rest room is to be installed. Access to the library area will be by elevator from either the basement or first floor levels of City Hall.

"Our objective is to provide the same quality of service to patrons at a minimum of inconvenience," said Library Director, Maria G. Pagan, during a recent tour of City Hall. "The people of Holyoke deserve no less. This is their library and we want them to know that we will be there to provide the materials, information, and services which they are seeking on the same schedule as though we were still at our Maple Street home. We recognize that we may hit some bumps in the road as we embark on this transitional period, but patrons can be assured we will make every effort to meet their needs whatever they may be."

Art to Build On

Through the loyalty and generosity of a dedicated patron, (who chooses to remain anonymous), the Holyoke Public Library is the recipient of an extensive collection of artworks which have been donated for the purpose of raising funds for the renovation and expansion of the library. The art works are currently on display on the library's mezzanine and are available at highly attractive prices.

Among the varied collection are several poster-prints including a MANRAY gallery poster, a DANMARK print, Mark Rothko's Guggenheim Museum poster, and Leonard Baskin's STORY OF RUTH from the Five Scrolls exhibit. Also included is a full size, three-sheet poster from the Broadway production of LES MISERABLES. One of the most unusual items in the collection is PRIMAVERA, adapted from Botticelli's original, as it was used in a poster for an exhibit at Florence's renowned Uffizi Gallery.



The exhibit includes a wide range of other works including an original oil piece entitled LA MANCHA, which features a windmill, and an artist's proof of GIFT FROM THE SEA, by E. Alsup, one of only four

numbered prints issued. A floral print by Renoir, a dynamic gallery poster by Corita, a pair of colorful prints of Persian Potentates, and a most unusual Van Gogh print, entitled BOOTS AND LACES, are among the more than 20 works



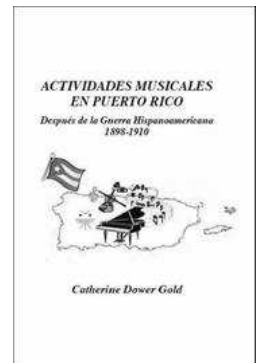
available, as of the writing of this article.

Some of the more unusual items are a 1911 elementary school diploma signed by members of the Boston School Board, a 1969 original vintage menu from a popular area restaurant of the period, Picot's Place, and a period map of Grenada.

All of the works mentioned above, as well as others not identified, are available on a "first come, first served" basis and must be paid for at the time of selection.

Puerto Rican Musical History Book Sales to Benefit Holyoke Library Building Fund

"Super Sleuth rewrites Puerto Rico's musical past" was how Beverly Peterson of the San Juan Star described the work of "Musicologist/Professor Catherine Dower" in her original review of Dr. Dower-Gold's authoritative history of the Musical Activity in Puerto Rico during the period between 1898 and 1910. Previously considered a musically barren period by many, Dr. Dower-Gold's research revealed a rich and vibrant musical life which she carefully chronicled in her book. The book, entitled, "Actividades Musicales en Puerto Rico," has also been published in an English language translation and is available on the Internet at Trafford.com/05-1712, as well as locally from The Friends of the Holyoke Public Library, as part of their fundraising effort to benefit the Library Renovation and Expansion campaign.



In her original review, Ms. Peterson commented that Ms. Dower-Gold's research "reveals for the first time that during the period 1898-1910 there was...a wealth...of composing activity on the island. The misconception about musical activity during 1898-1910...was that the music written during that era went unpublished owing to the depressed economy. The book...discusses musical tradition; the general consequences of the American takeover; music in the public schools, the Ateneo, band concerts, and music in the churches. Its longest chapter is devoted to Puerto Rican musicians of that time."

Dr. Dower-Gold served for many years as Professor of Music and Head of the Music Department at Westfield State University. Dr. Gold is contributing copies of her book to this effort. For additional information about "Actividades Musicales en Puerto Rico," please contact Dr. Dower-Gold via email at cdowergold@comcast.net.

Statistics Show Increase in Library Borrowers

By Terry Plum, *Board President*

“The fiscal year figures as of June 30, 2011 for Holyoke Public Library, showed an increase in the number of borrowers of close to 2,000 local residents. A major portion of this increase was attributed to larger numbers of Holyoke school students at both the elementary and high school



levels registering for library cards. A major contributor to this was due to Children’s Librarians, Nathan Hayes and Jason LeFebvre making personal visits to schools to acquaint students with the multitude of services and activities available to students at all age levels.”

“Figures for the past year, including books, CDs, DVDs and other miscellaneous materials, amounted to 75,399 items circulated. Through Interlibrary Loans, requests from other area libraries, Holyoke Public Library was able to provide 14,244 items on loan. The library handled 15,493 responses to reference requests. Computer use, measured in

one hour segments, totaled 17,587 hours, and website “hits” totaled 896,674.”

“A variety of both children’s and adult programs held during the year attracted 1,970 patrons , and “outreach” programs by Children’s Department personnel, reached more than 500 youngsters, primarily through preschool visits. Overall attendance at the main library on Maple Street exceeded 100,000.”

“As is our custom, annual figures reflecting circulation of materials, attendance at library events, and other relative activities, are maintained on an annual basis and are included in our report to the Commonwealth. At this stage, with the library headed toward temporary quarters for approximately the next two years, it is particularly important that this procedure be maintained in order to measure the effect of this move,” President Plum concluded.



Hours of Operation
(413) 322-5640
September - May
Monday thru Thursday
8:30 am - 8:30 pm
Friday and Saturday
8:30 am - 4:00 pm
June - August
Monday thru Wednesday
8:30 am - 6:00 pm
Thursday and Friday
8:30 am - 5:00 pm
Historical Collection at HCC
Call for hours
(413) 552-2842

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Holyoke, MA 01040

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