Arianna Huffington was born and brought up in a one-bedroom apartment in Athens, Greece. "I spent an enormous amount of time in libraries; they were the heart of my life and my existence," she told attendees at the adult author lunch on Friday.

Huffington, author of fifteen books and famous for beginning the blog that turned into The Huffington Post, expressed that there is universal agreement that the vast majority of adults need between seven and nine hours of sleep. "People tell me all the time that they can get by on six hours of sleep and I say, 'I know you can get by, but do you want to spend your life like a zombie?'" She added that it is a genetic mutation to only need four hours of sleep. "You can test yourself to see how much you need, but you cannot train yourself to need less."

Huffington’s newest book, The Sleep Revolution: Transforming Your Life, One Night at a Time (2016), came about as a result of her own sleep deprivation. "I collapsed nine years ago and after seeing numerous doctors, I had to accept that I was burned out. I wondered if this is what success looks like, and I knew I had to change my lifestyle."

"How did we go from revering sleep in ancient Rome and Greece to scorning sleep and bragging about working 24 – 7?" asked Huffington. "Seventy-five percent of healthcare problems are stress related. That’s an amazing number."

Huffington told the audience to transform their lives one night at a time. Literally. "In order to operate at our best we need to disconnect. We take better care of our smart phones than we do ourselves. We know exactly how much battery is left on our phone and we start to stress out and look for a place to recharge when it’s less than a quarter."

Every day has challenges and obstacles, as well as good things, said Huffington. "It’s harder to deal with the challenges when you’re tired. "I become irritable and defensive and I don’t want to be around myself.”

### “Make it Extraordinary” Thirty-Day Challenge Starts Today

Just because the PLA 2016 conference ends today doesn’t mean that the learning and connections have to end too. In fact, the challenge starts today! We created a Thirty-Day Challenge to help you keep this extraordinary PLA 2016 conference momentum going. Check out pages 39-45 of your “Make it Extraordinary” guide to see the challenges we have in store for you on each of the next thirty days. And don’t forget to check them off as you complete them (on the inside back cover).

First Things First

To make the most of your Thirty-Day Challenge, you’ll want to join our Extraordinary Facebook group as soon as possible. We’ll add reminders and more details there each day of the challenge (facebook.com/groups/PLA30Day). Plus, we have planned a couple of Facebook Forums for the upcoming thirty days and you won’t want to miss those discussions! You can also use the Thirty-Day Challenge Facebook group to share your challenge(s), rehash your PLA 2016 experiences, tell us about your library, hear and share new ideas, and meet and chat with colleagues. We look forward to meeting you there.

Share, Share, Share!

As always, please tag all social media updates relating to PLA 2016 with the hashtag #PLA2016 and updates relating to the Thirty-Day Challenge with #PLA30Day. Be sure to connect with us online:

Facebook: facebook.com/groups/PLA30Day
Twitter: @ALA_PLA
Instagram: @ALA_PLA
Hashtags: #PLA2016 and #PLA30Day

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**Huffington: Revere Sleep to Build a Good Foundation**

By Deb Nerud, BS, MA, EMTP

Don’t Miss TIG Notaro at Today’s Closing Session

W rap up your conference week in the Belco Theatre with our guest, comedian Tig Notaro. Notaro, who writes, produces, and stars in the semi-autobiographical series One Mississippi for Amazon Studios, also appears in a recurring role on the lauded Amazon series, Transparent. In 2015, Notaro’s HBO stand-up special premiered along with Tig, the Netflix Original Documentary about her life. Her soon-to-be released memoir, I’m Just a Person, is a mordantly funny account of her life during 2012, which included severe medical issues and the loss of her mother. Don’t miss this moving and inspiring event.

**“Give ‘Em What They Want” Legendary BCPL Director Charles Robinson Dies**

Charles Robinson was born in Peking, China, in 1928, where his father was a medical missionary. He left China in early 1941 for Newton, Massachusetts. He graduated from the Hotchkiss School, then went to Colby College where he majored in history, government and economics. After graduation, he entered Simmons College, School of Library Science, graduating with a Master of Library Science degree in August 1951. Robinson then served as a
Face-to-Face Conversation Is Only Human
By Deb Nerud, BS, MA, EMT

Sherry Turkle began her research about conversation in 1994 when she started studying the psychology of relationships. A clinical psychologist and professor at MIT, she shared some of her research at the BIG IDEAS session Friday morning. In her book *Alone Together* (2012), she describes the “State of the Self” as “I share, therefore I am.”

“You need to share with someone about the way you feel so that you know who you are,” she said. “As [the book] project drew to a close I realized that there was something important I hadn’t explored.”

She said a phrase jumped out of the transcript of *Alone Together* — “I’d rather text than talk.” “People were saying that they preferred to keep their communications on screen, using social media to talk to friends, sending texts to the co-worker in the next cubicle, or involved in a courtship on Facebook. They were talking about flight from conversation,” stated Turkle.

People were finding ways around certain kinds of conversation including:

- Those that are open-ended and spontaneous
- The kind that allow you to play with ideas
- The kind that allow you to be fully present and vulnerable

“Face-to-face conversations are where certain kinds of creativity and collaboration flourish and intimacy thrives.”

Turkle went on to say that some of the most important conversations we have is with ourselves. We learn how to talk to ourselves during quiet times. “We have come to hesitate about the pressures of real time. A lull is the natural pause in any conversation, you need to reclaim the default mode pathway. Research is making it clear that a lull can act as a driver to reach within ourselves or into others to learn something new.”

People across generations engage in a romance with their phones, noted Turkle. “Eighty-nine percent said they took out their phone to look up something during a conversation with a friend and 82% said it diminished the conversation.”

Turkle concluded by saying that face-to-face conversation is the most human and humanizing thing we do. To reclaim conversation, you need to reclaim multitasking, and reclaim solitude. “It’s in solitude that we prepare ourselves to come to conversations. You need the capacity to be alone in order to have the capacity for conversation. If you don’t teach your children to be alone, they will only know how to be lonely.”

Huffington
Continued from page 1

Huffington suggested making microscopic, not big, resolutions when changing to better sleep habits. Begin with a time every night when you are going to turn off the lights. “Turn off all your devices and gently escort them out of your bedroom.” She also suggested to have “real” books that have nothing to do with work by your bedside. “It’s a great way to go to sleep, by reading a book and letting it drop to the floor. You wouldn’t do that with your iPad.”

She closed noting that to build a good foundation, you need rock not sand. “There is no way to build a foundation without sleep,” she said.
@himissjulie
“Themeless is seamless.” Get rid of summer reading themes, they’re stifling. #PLA2016

@jen_stock_reads
Heard today: Libraries, it’s where courage lives. #PLA2016

@maraebrian
I finally found someone I know here! And this trauma and resiliency workshop is my favourite of the conference so far. #PLA2016

@lmcfarlane29
Pair anecdotes with solid outcome results. Numbers alone don’t touch our hearts and anecdotes alone don’t reach our brains. #PLA2016

@fernwehtales
“Libraries are just not what we have for people, but what we do for people” #PLA2016

@mrsnicolesteeve
Simplify your help screen. WE know how to triage patron questions; don’t make them do it! #MyLibrarian #PLA2016

@MelissaZD
Storytime doesn’t just socialize kids, but the parents socialize each other, sharing knowledge and building social capital #ECRR #PLA2016
Intergenerational Makerspaces Fostered by Passion

By Deb Nerud, BS, MA, EMTP

Sandra Brown, Anythink Libraries, Brighton (Colo.); Janet Hollingsworth, Boulder (Colo.) Public Library; and Catherine Odson, Anythink Libraries; led an interactive session “The Studio Experience: Creating a Makerspace for Ages 0-108” on Friday morning.

“What makes a Makerspace is the people in it,” said Brown. “It’s a place where people can explore a question together and foster critical thinking skills.

Relating how the Anythink Libraries Makerspace (The Studio) is arranged, Brown said it is welcoming, inviting, and conducive to making. It is where people are connected with tools to help them express themselves and create.

“We believe everyone is creative,” said Brown. “We do projects that are exciting and that the staff is passionate about. None of us are experts at everything, so collaboration allows us to take risks in programming and keep the spark alive for enjoyment in our work.”

“The process of creating is just as important as the tools,” added Hollingsworth. “You can do a lot with cardboard, scissors, and tape.”

Brown said that institutional support allows for success, and part of that is due to the framework in place at Anythink Libraries. Their core values include:

- compassion for customers and for each other;
- passion for our product (whether in stacks or The Studio);
- eagerness to learn;
- optimistic attitude; and
- everyone is free to be expressive.

“These values allow us to create connected learning and support sustainability,” stated Brown. “It is important to have a network of people that share values. Even with staff turnover The Studio keeps going.”

Odson told the audience to think about what they are passionate about and how they can bring that into the library. “We provide opportunities for all ages. There are story time staples in this program as well as Maker time. This gives the young children a large set of foundational skills like how to share, how to manipulate, and how to solve problems.”

Odson said older children and teens like online interaction, sewing, or engineering with marshmallows and toothpicks. Hollingsworth added that how you frame the project is key.

Robinson

Continued from page 1

Sergeant with the 2nd Infantry Division in Korea, where he was in charge of battle casualty reporting and awards and decorations for the 38th Infantry Regiment.

Robinson began his professional career in 1953 at the Free Library of Philadelphia, where he was the administrative assistant to the director, Emerson Greenway, before moving to Baltimore County, Maryland. He joined the staff of the Baltimore County Public Library as the assistant county librarian on January 12, 1959.

When Director Richard D. Minnich died suddenly in 1963, the Board of Library Trustees named Robinson the director. Thus began a 33-year era of innovative, consistent efforts toward progress and development in library service in the state of Maryland and Maryland Library Association Honorary Membership in 1997.

In 1991, Robinson received a Public Library Association Presidential Citation in recognition of extraordinary service and commitment to the advancement of the Public Library Association. His exceptional contributions include a major role in the development of several publications considered vital to the good management of public libraries. They are Output Measures for Public Libraries, Planning and Role Setting for Public Libraries and the establishment of the annual Public Library Data Service Statistical Report.

Upon the occasion of his retirement, the Public Library Association, with funding from Baker and Taylor, established the Charles W. Robinson Award to be given annually to an outstanding practitioner in the library field who has demonstrated innovative and responsive leadership resulting in the improvement of public library service.

After retirement from Baltimore County Public Library in 1996, Robinson continued his involvement in the world of public libraries as the editor of the Library Administrator’s Digest until his health forced him to step down as editor in November of 2015. He forever changed the library world with his revolutionary (and controversial at the time) theory of “Give ‘em what they want,” focusing on providing the popular titles that customers wanted to read. He is considered one of the most influential librarians of the 20th century.
CONNECT WITH PATRONS
Young and Old

Create, send, and track stunning e-communications with Ingram Sendr.

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- Custom Templates
- Real-time Tracking and Analysis
- Now with 20,000 Sends Per Month

Get the conversation started—Ingram Sendr.
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Mesa County Libraries to Create Unique Wild Colorado Mobile App

Cindy Phillips
Manager of Library Materials Services
Arapahoe Libraries, Colo.

A good wildlife guidebook can weigh several pounds. A smartphone weighs a few ounces. Which would you rather take hiking? Wild Colorado, an innovative new app under development by the Mesa County Public Library Foundation in Grand Junction, Colo., will combine the strengths of guidebooks and smartphones by bringing the research power of the library to users’ smartphones in an interactive format. Wild Colorado will contain a searchable database of Colorado mammals, birds, fish, and reptiles that lets users identify wildlife they see while enjoying Colorado’s great outdoors. If they choose, app users will be able to personalize their wildlife-viewing experience by adding notes, taking photos, and sharing the information on popular social media.

“Colorado is an outdoor state, and Mesa County is an outdoor county,” said Joseph Sanchez, director of Mesa County Libraries. “Rather than developing an app for a library service that is already available, we created an app for unmet needs in the community. Traditionally, Mesa County Libraries’ services to the outdoor demographic have been limited to reference books, maps, and the like,” Sanchez said. “With Wild Colorado’s unique mix of reliable information and social functionality, we are confident it will attract new library patrons and strengthen our libraries.

“Every Coloradan who downloads the app will experience the library in a radically new way,” Sanchez said. “The simple and intuitive interface will allow teachers and students to work together to enrich their learning experience, while hikers, biologists, rangers, and hiking clubs can collaborate in real time.”

Mesa County Libraries and the library foundation partnered with Colorado photographers, whose photos are licensed for use in the app, Colorado Parks & Wildlife, which is providing species-level information, and a database of Colorado mammals, birds, fish, and reptiles from Colorado Parks & Wildlife, Colo., will combine the strengths of the app and our society.”

Meet the 2016 ALA Presidential Candidates — A Public Librarian is Running!

PLA Past-President,
Christine Lind Hage.

Christine Lind Hage, director of the Rochester Hills (Mich.) Public Library, has been an ALA member since 1971. She is the immediate past president of United for Libraries (formerly the Association of Library Trustees, Advocates, Friends and Foundations – ALTAFF) and served as the 1998-99 president of the Public Library Association (PLA). She has served on numerous committees throughout ALA, PLA, and ALA/ALTAFF, including several terms as both at-large councilor (1999-2002) and PLA division councilor (2002-05, 2008-14). She holds a bachelor’s degree in English from Oakland University and an AMLS from the University of Michigan. Hage is the author/co-author of several books, including A Library Board’s Practical Guide to Hiring Outside Experts (ALA/ALTA, 2008); A Library Board’s Practical Guide to Finding the Right Library Director (ALA, 2005), and Public Library Start-Up Guide (ALA, 2004). In addition to her service to ALA, Hage was named the 1997 Librarian of the Year by the Michigan Library Association, of which she has been an active member since 1971. Hage is also active at the local level and served as the 2008-09 president of the Rochester (Michigan) Rotary and is a Paul Harris Fellow of the Rotary Foundation of Rotary International. She is on the board of Rochester Area Neighborhood House, a local social service agency. I only belong to organizations whose work I truly believe in and when I belong, I take an active and leadership role in the organization. I believe in being an embedded librarian in any organization I join,” said Hage. Hage has worked at all levels of public library service and successfully completed six library construction projects. She started the Clinton-Macomb Public Library from scratch by hiring the staff, developing public and service policies and building three buildings. Other candidates include:

Lisa Janicke Hinchliffe

Lisa Janicke Hinchliffe is professor and coordinator for information literacy services and instruction at the University of Illinois at Urbana-Champaign. Hinchliffe has been an ALA member since 1993 and served as the 2010-11 president of the Association for College and Research Libraries (ACRL). She has held numerous other positions within ACRL and also served on various ALA and division committees, including the International Relations Committee, School Library Implementation Task Force, and the Digital Literacy Task Force for the Office for Information Technology Policy. She also served on the National Expert Panel for the Office for Literacy and Outreach Services’ Libraries, Literacy, and Gaming Initiative. “I am honored to be nominated as a candidate for President of ALA. I joined ALA as an MLS student and have been a continuous member since that time,” said Hinchliffe. “I have learned so much from so many colleagues in the association. It would be a privilege to give back to the profession by serving in this role. As ALA President, my goal will be to enable all ALA members to benefit from their connection with the association in order to better serve their communities and strengthen our libraries. Together, we can improve and transform people’s lives and our society.”

James G. (Jim) Neal

James G. (Jim) Neal, university librarian emeritus at Columbia University, New York, has served as the vice provost for information services and university librarian at Columbia from 2001-14. He holds an MLS and an MA in history from Columbia and a BA in Russian studies from Rutgers University. He also holds a certificate in advanced librarianship from Columbia. An ALA member since 1976, Neal has held numerous leadership positions throughout ALA and its divisions. He is currently completing his second term on the ALA executive board as an at-large member and served as the 2010-13 ALA treasurer. He has also served as a member-at-large on ALA council, 1994-2001. His ALA committee service includes the Budget Analysis and Review Committee (BARC), Endowment Trustees and various others. Neal’s division experience includes serving as president of the Library Leadership and Management Association (LLAMA) 1992-93, as well as multiple committees within the Association for College and Research Libraries (ACRL), including chair of the 2017 national conference in Baltimore. Neal is currently a member of the board of trustees of the Online Computer Library Center, Inc. (OCLC) and has also served on the board and as president of the Association of Research Libraries (ARL). He has chaired the National Information Standards Organization (NISO) and is the current treasurer of the Freedom to Read Foundation as well as the Metropolis New York Library Council (METRO). He is also an active member of the International Federation of Library Associations (IFLA). In 1997, ACRL named Neal the Academic Librarian of the Year and he was the 2007 recipient of ALA’s Hugh Atkinson Memorial Award and the 2009 ALA Melvil Dewey Medal Award. The University of Alberta presented Neal with the honorary doctor of laws degree in 2010. In 2015 he received the ALA Joseph W. Lippincott Award for “distinguished service to the profession of librarianship,” and was added to the Freedom to Read Foundation Roll of Honor also in 2015. “Libraries and library workers are fundamental to the vitality and success of communities, schools and organizations of all types,” said Neal. “Access to information, supportive services, and information policies in the public interest are the key ingredients. ALA is spearheading the charge through advocacy and education. I will bring strong leadership and extensive international experience to the ALA presidency.”

The 2016 ALA elections opened on March 15 and will close on April 22. Results will be announced on April 29. Visit http://www.alastor.html/governance/alaelection for more information.
Innovative Cloud Platform Transforms Library Workflows and Patron Experiences

Innovative Interfaces continues to transform library workflows and patron experiences by releasing cloud-based solutions built on the Innovative Open Library Stack (IOLS). Innovative launched an evolutionary approach to product development in 2015, with the IOLS serving as the backbone of all next-generation cloud solutions. A robust, shared services cloud platform, the IOLS allows for the cost-effective sharing and management of resources in a seamless, safe, and secure manner. By supporting the shift to web-based services, libraries are able to keep pace with technology advancements and dramatically improve the library experience for users and staff.

Since the launch of the IOLS last year, the company has shipped six releases, including three versions of Mobile Worklists, the MyLibrary mobile application, the Innovative Knowledge Base and Polaris to INN-Reach resource sharing. These strategic enhancements are all built using the IOLS, and library partners who adopt these and future Innovative products will benefit from:

• Increased efficiencies and improved workflows across all library operations
• Cost savings to redirect spending to content and other library services
• Timely access to IT functionality and automated software updates
• Greater opportunities for collaboration and access to a wider range of materials due to Innovative’s unique resource sharing tools
• Stronger engagement and an improved user experience for their patrons

“Multi-tenancy is valuable cloud functionality because it provides easier access to data, a simplified workflow, and reduced costs,” said Leif Pedersen, Executive Vice President at Innovative. “While financial peace of mind is important, we believe it goes far beyond that and the true focus should be on sustaining libraries. Sustainability is not just about cost savings today, but how you can run your library today and in the long-run.”

Most importantly, enabling these products allows library staff to shift resources from managing technology to focusing time and attention on their users.

Not Just Outside the Box, Outside the Lines As Well

By Deb Nerud, BS, MA, EMTP

Have you ever wanted to remake yourself? Now your library can do just that with the strategies offered in “Get Outside the Lines: Reintroducing Your Library to the Community,” a Friday afternoon session at PLA. Stacie Ledden, Anythink Libraries, Thornton (Colo.), and Dolly Goyal, East Palo Alto (Calif.), described an international grassroots initiative that gets people thinking and talking about libraries in a whole new way.

“You can have the most glorious advertising in the world, but if it doesn’t meet the public’s expectations, it won’t do any good,” said Ledden. Outside the Lines (OTL) provides a framework for libraries to reshape and reconnect with their communities.

This year OTL will be a week-long celebration September 11-17, 2016 where:

• People will understand that libraries are changing into dynamic centers for engagement and we are there to support them.
• Libraries will better understand how to market themselves and find new and exciting ways to get the word out.
• Organizations can work together to demonstrate the creativity and innovation happening in libraries.

When you sign up to participate, your OTL must meet seven criteria, including:

• Be extraordinary and unexpected.
• Be active versus passive.
• Represent your local community.
• Highlight how your library is relevant to people’s lives.
• Showcasing the library in the community.
• Be extraordinary and unexpected.
• Most importantly, be fun

Go to www.getoutsidelines.org to sign up and find resources such as templates, logos, and archived webinars.

Goyal outlined the way her library went about starting OTL. “We started with brainstorming and talked about the must-haves. Then we came up with a plan.” They decided to put free books out in the community. They dropped piles of books by the beach, on hiking trails, at laundromats, bus stops, farmers markets, and a local pub, among other places, along with bookmarks of services and a sign about where the books came from.

“The initiative is very scalable,” said Ledden. “It puts the library at the forefront of people’s minds.

Growing Your Community Through Gardening and Prairie Reclamation

By Elena Rosenfeld
Associate Director of Public Services
High Plains Library District
Greeley, Colo.

Community gardens and public libraries are no longer an odd combination. It’s easy to assume that your library should host one to support education, food security, and community interaction.

Consideration should be given, however, to the interests, needs, and long-term support of such ventures. The High Plains Library District in Colorado currently hosts three variations of the community garden concept at our libraries.

Our newest location, the Riverside Library and Cultural Center, was built as a shared effort with the city of Evans. One of the key intentions was to revitalize a part of the community that was separated from most grocery stores and services by both railroad and highway. For this location, the community garden’s purpose is to serve as an opportunity for people to garden together, share the food produced, and learn how to cook what is grown.

The Carbon Valley location, meanwhile, is outstanding in its field (literally). The library was built in an open space, surrounded by random grasses. While the community had hoped to have the land filled by the library and a community complex, this has not happened. Library staff saw the opportunity to join forces with community organizations and businesses to replace invasive plants with those native to the area and build a storytelling nature trail for the community.

The third library of this story, the Farr Library, was approached by a student and friends who wanted to plant a variety of perennial xeric plants as an entry in the city of Greeley’s “Caring for Our Watershed” contest. After considering the risks—most notably that once the planting was done, the student would no longer support the garden—the manager agreed to host the garden. The district installed a low drip irrigation system to support the plants and our landscaping crew continues to maintain the garden.

All three possibilities are having different results. For the Riverside Library, the effort has led to staff membership in the Community Garden Collective which includes contacts from the city, the county health department, and organizations such as Master Gardeners and the Water Conservation District. They anticipate seeing some collaborative programming opportunities through working with these agencies and the library. For the Farr Library, they have a nice little garden of xeric plantings that has relevance to them. And, as we demonstrate relevance, we build a supporting community.

Finally, at the Farr Library, they have a nice little garden of xeric plantings that our facilities crew continues to maintain. An added bonus is they now have a group of teens who feel good about the project they shared with their community.

The lesson? Whether or not your library pursues a formal community garden, a restoration project, or simply hosts a one-time event, the fact that you are getting involved in a community-initiated project provides you with a chance to delve into larger conversations with those who might not see the library as a place that has relevance to them. And, as we demonstrate relevance, we build a supporting community.
Polaris is so easy to use and very intuitive for staff, and I love the customer service. There is so much available for the patrons to use and so much enriched content. While it can be highly customized, the OPAC is great right out-of-the-box. Staff and patrons alike love the Polaris system, and that's what it is really all about—a great system that people can use!

– Eileen R. Kontrovitz
Head of IT Department
Ouachita Parish Public Library