

# Newsletter

## In Memoriam: Dr. Dennis A. Norlin



The American Theological Library Association (ATLA) remembers the life of Dr. Dennis A. Norlin, retired ATLA Executive Director. Dennis passed away on Friday June 7, 2013, after a serious illness.

Please join us in offering his family and friends our sincerest condolences during this sad time.

Dennis will be remembered and missed as a colleague and friend, and we thank him for his fifteen

years of loyal service to ATLA.

A memorial service is being planned by the Norlin family, tentatively set for late June or early July. Please visit [ATLA's web page](#) for more information.

ATLA members and colleagues are invited to share their thoughts and memories to be compiled by ATLA staff for Dr. Norlin's family and friends. To add your own reflections about Dennis, please visit the [ATLA Remembers site](#).

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## From the President Transitions



June has always been a month of transitions, especially growing up in the family of a Methodist preacher. Even within theological librarianship many of us have witnessed (if not facilitated) the graduation of students within our institutions in the past weeks. We may have also celebrated faculty, staff, and other colleagues who are retiring or otherwise departing at the end of the academic or fiscal year. Budgets, statistics, licenses, and other aspects

of our work may have transitions in this time. While marking departures, we may be already anticipating new faculty, staff, and students that will be starting their work in the coming weeks and months.

The ATLA Annual Conference also marks a number of transitions. At the opening reception, new members will have an opportunity to mingle and be introduced. During the Thursday business meeting, we will recognize new and departing board members. New interest group chairs and leadership will be discovered and elected over the course of the conference. On Saturday, we will recognize and pay tribute to those theological librarians who have passed away this last year. We will also pause to show our appreciation for our retirees and for their years of service to the profession and ATLA.

Finally, an incoming President will be elected and announced as I relinquish the gavel (and grave!). It has been my deepest honor to serve the association as President during this past year. While the majority of the "Presidential" duties have been related to the work of the Board of Directors, I have treasured the opportunities to engage with ATLA members and staff in a variety of settings, as well as meet a variety of people who relate to, work with, or simply admire ATLA.

Whether or not you are able to join us at the Annual Conference in Charlotte, blessings on your transitions during this season. And please know that you are supported and joined by all of your colleagues in ATLA.

Andrew Keck  
President

## ATLA Committees

ATLA members further the association's organizational ends through their service on ATLA committees.

The 2013 Conference will mark the end of one committee year and the beginning of another.

Our thanks go to those who are completing their terms, including:

- Leslie Engelson (2011-2013) - Annual Conference Committee
- Steve Perisho (2012-2013) - Annual Conference Committee \*
- Robert Mayer (2010-2013) - Annual Conference Committee
- Stephen Sweeney (2012-2013) - Diversity Committee
- Richard A. Lammert (2010-2013) - Education Committee
- David Mayo (2012-2013) - Education Committee
- Terry Robertson (2009-2013) - International Collaboration Committee
- Eric R. Stancliff (2010-2013) - Professional Development Committee
- Dan Kolb (2010-2013) - Publications Committee

*\*Steve Perisho's term on the Annual Conference Committee was limited due to his election to the ATLA Board of Directors.*

Next year's committees will welcome several new members and the formation of a new committee, the Conference Committee, out of the previous Annual Conference and Education Committees. The Annual Conference and Education Committees are being merged into a single Conference Committee to help improve efficiencies and engage both groups around the work of the conference.

**The 2013-2014 ATLA Committees, as of July 1, 2013, will include:**

*Conference Committee:* Tracy Powell Iwaskow (chair); Eric Benoy (2014 Local Host); Suzanne Estelle-Homer; Lisa Grover (2015 Local Host); Elizabeth Leahy (2016 Local Host); Michelle Spomer; Kyara St. Amant (2014 Local Host); Stephen Sweeney;

*Diversity Committee:* Lynn Berg; Jaeyeon Lucy Chung; Dan Flores; Stella Wilkins

*Endowment Committee:* Dan LaValla (chair); Marti Alt; Dennis Swanson; D. William Faupel

*International Collaboration Committee:* Christopher Anderson (chair); Tim Erdel; Cindy Lu

*Nominating Committee:* Joanna Hause (chair); Armin Siedlecki; Carrie Hackney

*Professional Development Committee:* Lugene Schemper (chair); Leland Deeds; Jennifer Ulrich; Nicholas Weiss

*Publications Committee:* Lisa Gonzalez (chair); Miranda Bennett; Brad Ost

## Social Gathering During ALA

ATLA is partnering with the Association of Jewish Libraries (AJL) and the Catholic Library



Association (CLA) to present a Social Gathering for members and friends during the upcoming ALA 2013 Conference. Light, kosher refreshments will be served.

Sunday, June 30, 2013, 4:00 - 6:00 p.m.

St. James Common  
Episcopal Diocese of Chicago  
65 East Huron  
Chicago, IL 60611

R.S.V.P. kindly requested no later than June 25, 2013. Respond to Rick Rybak, [rrybak@atla.com](mailto:rrybak@atla.com) / 312.775.9435. Please include your affiliation(s); AJL, ATLA, CLA. Information is available on the ATLA website - [click here](#). Also, a printable PDF, including a map and directions, is [available here](#).

## MTLA Regional Meeting

On Thursday, April 25, 2013, at Luther Seminary, the Minnesota Theological Library Association (MTLA) annual all-staff workshop was held with a theme of "Marketing Your Library in an Academic Environment." Leading the training was Chris Olson, Executive Director of the Metropolitan Library Services Agency (MELSA) and adjunct faculty member in the graduate program for library science at St. Catherine University.

Combining lecture, small group discussions and activities, the group explored a variety of marketing principles including: The 4 P's, "What's in a Marketing Plan", OCLC's Perceptions Study, and examples of successful marketing campaigns. It was a wonderful opportunity to think about an aspect of our professional work that is often overlooked, and a number of innovative marketing slogans were created.

MTLA received a Grant for Continuing Education Programs from the American Theological Library Association to help support the participation of the speakers. For more information on the [Grants for Continuing Education Programs](#), please visit the ATLA web site.

## NWILL Sponsorship Available

[The Northwest Interlibrary Loan and Resource Sharing Conference Committee](#)

is sponsoring the attendance of three ILL practitioners. Each recipient will receive \$500 to spend on their travel expenses to include room and board.



Applicants must demonstrate the ability to provide feedback during the conference as well as communicate what they hope to learn by attending the conference, and how they might share that information to others within their own library. Applicants must be able to demonstrate a true financial need.

Applications must be received by June 30, 2013.

[Please click here for the application form](#) .

## Theological Librarianship Course Made a Permanent Listing at UIUC

The Provost and Vice Chancellor for Academic Affairs at the University of Illinois at Urbana-Champaign approved the creation of LIS 568 Theological Librarianship as a permanent course. LIS 568 Provides an overview of the contexts, materials, services, and issues characterizing theological librarianship. Students interact with a number of librarians currently working in the field. The course is eligible for 2 or 4 credit hours. The new listing is available Spring 2014.

Congratulations to Dr. Carisse Berryhill for her work developing and leading this course.

For more information about this course, please visit the [ATLA website](#).

## ATLASerials® (ATLAS®) Reaches a Milestone

ATLASerials® (ATLAS), ATLA's online full-text collection, has reached a milestone of 250 journals. Brenda Bailey-Hainer, ATLA's Executive Director, commented,

"In 2001 ATLA launched *ATLASerials* with fifty journal titles selected by respected and accomplished religion scholars. I'm proud to announce that 250 distinct serials have now been digitized and will soon be available in the *ATLAS* collection. ATLA has also signed several licenses to digitize additional journals in coming months. I'm looking forward to celebrating this milestone with our members and publisher partners during the ATLA Conference in Charlotte."

## Member News

### Richard Berg Retires After 25 Years of Service

After 25 years of service Richard Berg will be retiring June 30, 2013, from his position as Professor and Director of Library Services, Lancaster Theological Seminary, Lancaster, PA. During the 2013-2014 academic year, he will be working twenty hours per week at Philip Schaff Library cataloging 15th-19th century books and pamphlets from the library's original collection, completing the organization of the seminary's archives, and weeding the book collection. In summer 2014 he and his wife Judy will be moving back to the Cleveland, Ohio, area to be near family.

### Kelly D. Campbell Appointed Director of the John Bulow Campbell Library and Associate Dean

At its spring meeting, Columbia Theological Seminary's Board of Trustees approved Kelly D. Campbell as the new Associate Dean and Director of the John Bulow Campbell Library. Ms. Campbell is currently the Director of Library Services and Assistant Professor of Theological Research Golden Gate Baptist Theological Seminary in Mill Valley, CA, where she oversees general operations of five campus libraries in four different states.

### Job Openings

Are you in the market for a new position? Be sure to check the ATLA [web listings](#) to see who is hiring now.

### Positions posted this month:

- Golden Gate Baptist Theological Seminary, Mill Valley, CA, is looking for a [Director of Library Services](#).
- Gordon-Conwell Theological Seminary, South Hamilton, MA, is looking for a [Library Director](#).
- Logos Evangelical Seminary, El Monte, CA, is looking for a [Head Librarian](#).
- Meadville Lombard Theological School, Chicago, IL, is looking for a [Director of Library and Information Technology](#).
- Palmer Theological Seminary, St. Davids, PA, is looking for a [General Services Librarian](#).
- Wheaton College, Wheaton, IL, is looking for a [Resource Description Librarian](#).

### Routine Maintenance Reminder

Routine maintenance will be performed on ATLA systems on Monday, July 1, 2013. You may encounter a brief interruption of service between 5:00 and 6:00 p.m. (CST). Services that will be affected include ASE, listservs, the ATLA website, and member community sections. We apologize for any inconvenience and thank you for your patience.

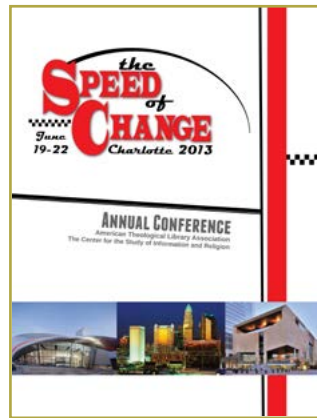
## 2013 Annual Conference News



### Opening Reception: The Mint Museum

The Opening Reception will be held at the Mint Museum Uptown on Wednesday, June 19, from 7:00 p.m. - 9:00 p.m.

Don't miss a minute of this reception. If your arrival in Charlotte gets you in just before the reception, feel free to go directly to the reception after checking into the hotel. Evening registration hours will let you register for the conference after the reception to maximize your time at the Mint.



### Conference Program Now Available!

[Download a PDF of the 2013 Annual Conference](#) and make the most out of your conference experience.



**Create your Charlotte Itinerary**  
Check out the [Attendee's Guide](#) and learn more about the must-see places in Downtown Charlotte.

This site includes lists of interest, restaurants, and drug stores. You can also use the interactive Google map!



Bethel Seminary Library, St. Paul, MN

## ATLA Calendar

### June

- 19 - ATLA Board of Directors Meeting, Charlotte, NC
- 19-22 - ATLA Annual Conference, Charlotte, NC
- 28-July 2 - American Library Association (ALA) conference, Chicago, IL. ATLA staff attending
- 30 - Social Gathering During ALA, sponsored by ATLA, AJL and CLA, ATLA staff attending

### July

- 4 - ATLA offices will be closed in observance of Independence Day

## Staff News

### ATLA Welcomes New Employees

We are excited to introduce four new ATLA employees.



Osvaldo (Ozzy) Flores recently joined ATLA as Information Services Assistant. He attended the University of Illinois at Chicago (UIC) and graduated with a B.S. in Information and Decision Sciences and a minor in Managerial Studies.



New employee Amanda Page-Hoongrajok joins as Data Assistant in the Business Development Department. Amanda has a background in research, statistics, mathematics, and she is in the process of earning a M.A. in Economics from Roosevelt University. She will be involved in data analysis and product research initiatives.



Megan McCarthy recently joined ATLA as a Digitization Specialist. She attended Drexel University receiving a M.S. in Library and Information Science and a B.A. in Art History from the University of Florida.

She recently worked for the University of Florida Digital Library Center, which supports the Florida Digital Newspaper Library and the Digital Library of the Caribbean.



Valerie Rogers joins ATLA as a Digitization Specialist. She attended the University of Texas at Austin and graduated with a B.A. in Anthropology and Classics.

## Contact Information

We welcome your submission of news, photos, and other items of interest for the *ATLA Newsletter*. All submissions are due on the first business day of the month preceding publication.

Contact [newsletter@atla.com](mailto:newsletter@atla.com) with any questions or concerns or if you are interested in sponsoring an issue of the newsletter.

### Stay Connected



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ISSN 1946-1518

## From the Executive Director

### Dennis Norlin and His Legacy



I had the pleasure of meeting and talking with Dennis Norlin when he visited the ATLA office after I started. True to his reputation, he was warm and friendly and quick to make a personal connection with me by noting our common ties to South Dakota and music. Although Dennis is with us now only in spirit, evidence of his handiwork lives on in all facets of the Association.

In mid-1996 when he took over the helm as Executive Director, ATLA was in financial crisis. By making tough decisions including a serious downsizing of operations, he quickly regained ATLA's solvency and the organization was operating in the black again in less than three years.

The evolution of the information industry and its rapid adoption of technology created turbulence, potentially damaging to ATLA's products. But again, Dennis safely navigated those waters and was able to oversee the transition of products in print to CD-ROM to solely online, a difficult task while still preserving ATLA's revenue. Internally, he embraced technology to improve record keeping related to membership, going from notebooks filled with paper forms to a relational database that allowed ATLA to better understand and serve its members. In the early 2000's, he oversaw the selection of a new production system which would support MARC records. A version of that production system is still in use today.

Always one to dream of new ways to provide access to scholarly information in religion and theology, Dennis brought a proposal to the board in 1999. It was for something called "ATLAS" and was described as a three-year project to digitize 50 years of 50 journals. This "short term" project has grown into the *ATLASerials*® collection of full text, which now covers 250 journals and is still

growing. Another relatively new concept was implemented under his watch: ATLA's open access journal, *Theological Librarianship*, which will be celebrating its 5th anniversary at this year's annual conference.

One of Dennis' strengths was the ability to find funding, whether it was from federal grants to create microfilm for preservation purposes or from private foundations to assist with the cost of moving the office from Evanston to Chicago. This funding flowed out of his ability to build strong personal relationships with funders and leaders at organizations that operate in the same religion and theology space as ATLA. Dennis always balanced the creation of ATLA's products with support for developing strong theological libraries and librarians. Another of his accomplishments was the creation of the Wabash Teaching and Learning Colloquy on The Role of Theological School Librarians, which just graduated its 4th class. The Wabash Colloquy has produced many fine leaders who have served as ATLA board members and committee chairs and who have taken on the role of director at their institutions. Dennis had a strong affinity for cultivating international relationships and made many overseas trips to work with theological library associations around the globe, forging particularly strong ties with Bibliotheques Europeennes de Theologie (BETH). He championed diversity efforts within the Association as well.

But Dennis wasn't just about business and using technology to gain efficiencies. He was a warm and generous person who took the time to recognize the accomplishments of staff and members, learn about their personal situations, and mentor them in their careers.

As he planned for his retirement, Dennis often talked of bringing the ATLA ship safely into port in preparation for a new captain. He succeeded better than he realized and will be remembered for his tremendous legacy at ATLA.

Sincerely,

Brenda Bailey-Hainer  
Executive Director

