



A Desert Botanical Garden sunset in Phoenix, Arizona. Photo courtesy of Adam Rodriguez.

---

### **In This Issue**

From the President  
2012 Annual Conference  
Conference Registration Now  
Open!  
2012 Conference Travel Grants  
New SCELC Offer  
Member Product Loyalty Program  
Staff News  
Have You Heard?

## From the President Bylaws of Interest

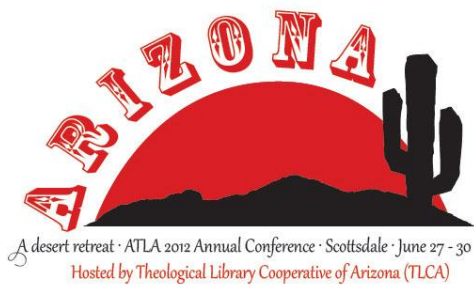


What do Collection Development, Preservation, Public Services, Special Collections, Teaching and Learning, Technical Services, World Christianity, and World Religions all have in common? For many of us, these are phrases that are part of our daily parlance -- fixtures of the library world we inhabit in theological and religious studies in seminaries, colleges, universities and other contexts. These are, of course, also ATLA Interest Groups that were formed by virtue of shared commitments and relationships among our members. They are interests and groups renewed annually through ongoing exchange of ideas and camaraderie, primarily at the conference. Like the Diversity Committee and the International Collaboration Committee, which are Committees of the Association, the Interest Groups are integral to advancing both the professional interests of ATLA members, and the broader ends of the Association.

The important roles of the ATLA Interest Groups and the Committees of the Association are clearly stated in the ATLA Bylaws. The proposed revisions to the ATLA Bylaws (which will be more fully described in upcoming weeks) maintain this importance, while also newly assigning oversight of the Interest Groups and Association Committees to the ATLA Executive Director. While it will remain important (and a Board policy) for members of the Board of Directors to meet and communicate with the Interest Groups, the revised Bylaws now accurately reflect the Executive Director's responsibility for advancing the ends of the Association through the recognition and support of Interest Groups, and also the formation and support of Association Committees. As I hope you will agree, the proposed revisions to the Bylaws are more consistent with our model of Board governance, and fully support the interests and collaborative groups within our Association.

--John B. Weaver

## 2012 Annual Conference



### Greetings from the Blooming Desert of Arizona

Urban Scottsdale is an oasis within the Sonoran Desert, spreading out over half of Arizona as well as parts of neighboring California and Mexico. Home to many endemic plants and animals, this beautiful desert offers various recreational activities to any nature lover. At this time of the year, the Sonoran Desert floor is usually green-padded, spotted with flaming orange, mighty indigo, and striking yellow flowers. Yes, wildflower season is here!

While most of the wildflowers finish blooming in the late spring, some native plants flower later, and you may have a chance to see them when visiting Arizona in June. The Ocotillo (*o-co-tee-yo*; scientific name: *Fouquieria splendens*) is one of them. This odd, tall shrub (10-20 feet) of spiny erect stems, dull-looking in the winter, grows elongated green leaves after rainfall and puts on an extravagant show of red flowers that may be seen as late as July.

The Saguaro (*suh-wah-roe*; scientific name: *Carnegiea gigantea*) is the largest cactus in the United States. It may live up to 200 years, growing as tall as 60 feet. A hallmark of the Southwest, this giant cactus features accordion-like stem that can weigh as much as 80 lbs. per foot when hydrated, and several arms when mature. The internal ribs of Saguaros are traditionally used in the local furniture industry. Saguaros bloom in May and June; their white, big flowers (3 inches in diameter) and bright red fruits attract birds, bees, and bats. In fact, Saguaros are indispensable plants in the ecology of the Sonoran Desert, as beautifully illustrated in the children's book *Cactus Hotel* by Brenda Z. Guiberson and Megan Lloyd (New York: H. Holt, 1993).

You can see these and other desert plants from all over the world in the Native Cultures and Plants of the Southwest excursion (June 27). The tour leaves in the early morning to allow for a cool hike and a cacti blooming spectacle at the Desert Botanical Garden in Phoenix. According to its site, "The Garden's living collections includes over 4,000 species and approximately 17,000 individual plants for which scientific records are kept. In addition to providing a stunning display, these plants provide scientists from all over the world with information and material for various research projects." The following selected sites feature images and additional information about Arizona wildflower, plants and parks.

Desert Botanical Garden, Phoenix, Arizona:

- Desert Botanical Garden. <http://www.dbg.org>.
- Flickr sets (Desert Botanical Garden). <http://www.flickr.com/photos/desertbotanical/>.

Plants and Wildflowers in Arizona:

- Arizona Department of Agriculture: Protected Native Plants. <http://www.azda.gov/ESD/protplantlst.htm>.
- Arizona-Sonora Desert Museum Digital Library, an IMLS-funded Project. <http://www.desertmuseumdigitallibrary.org/public/species.php?c=plants&l=en&p=0>; Browse 6633 plant photos by English, Spanish, or scientific name; includes these additional indexes: Animals, Minerals, and Biotic Communities.
- Southeastern Arizona Wildflowers and the Plants of the Sonoran Desert. <http://www.fireflyforest.com/flowers/>; Search plants by name, color, and quality (even "Foul-smelling Flowers and Plants!").
- USDA: Natural Resources Conservation Service: Plants Database. <http://plants.usda.gov/java/stateSearch?searchTxt=&searchType=Sciname&stateSelect=US04&searchOrder=2&imageField.x=72&imageField.y=11>; Search plant names for full scientific information, images, distribution maps, and web links.



"Arizona Pincushion"  
Courtesy of Charlie Cobeen

State and National Parks in Arizona:

- Arizona State Parks. <http://azstateparks.com/index.html>.
- National Park Service. <http://www.nps.gov/state/az/index.htm>; A comprehensive list of National Parks in Arizona, including the Grand Canyon.

-- Rachel Leket-Mor, Local Host Committee Member

## **Top ten reasons why ATLA's Annual Conference is such a great value:**

1. ATLA's registration reflects an all-inclusive price for workshops, receptions, and special events and, unique to this year, a meal plan -- compared to the a la carte pricing of other associations offering a similar focus on theology, education, and librarianship.
2. We keep your lodging expenses down. Way down. Our negotiated rate for a destination city like Scottsdale, AZ, is \$60-\$75 lower per night for rooms that are currently available at our conference hotel.
3. We feed you during the day with an opening reception, breakfasts, lunches, snacks and closing fiesta.
4. We award travel grants to enable wider participation in the conference from those who don't receive institutional support.
5. The conference is designed by members for members, providing relevant networking opportunities for you at any stage of your career.
6. ATLA's education sessions are packed with content that can bring new efficiencies and cost-saving ideas to your job and your library.
7. Our local host committee researches special group prices for excursions to cultural and culinary hot spots.
8. We feature free pre- and in-conference workshops led by top scholars in the field of theological librarianship.
9. Our exhibit hall provides convenient, economical one-stop shopping face to face with the vendors that matter to you.
10. The conference venue is nestled in a prime residential area of Scottsdale. The Hyatt at Gainey Ranch has over 2.5 acres of swimming pools, a world-class spa facility, a workout/fitness center, 27 holes of golf and panoramic views of majestic mountains, palm trees and beautiful native flora which can only enhance "your desert retreat."

## **ATLA Announces a Pre-Conference Workshop - *Making Innovation Happen***

Jeffrey Cufaude, who describes himself as an architect of ideas, will lead a pre-conference workshop on Making Innovation Happen in Your Organization. Through a variety of exercises, discussions, and readings to build your capacity and confidence, this interactive and creative workshop will focus on three important contributions to making innovation happen: (1) creating the culture that supports innovation, (2) developing individual capabilities required to produce innovative results, and (3) implementing processes that support innovative outcomes.

What you will learn:

- What innovation is/isn't;
- The different types of thinking and contributions innovation requires and where your specific strengths and insights best align;
- The key cultural elements of organizations that consistently produce innovative results and what implications they hold for working within the culture of your institution;
- The process of moving from "we need to innovate XYZ" to actually doing so; and
- How to introduce and involve others in embracing an innovation commitment.



There is no additional fee for this workshop, but advanced conference registration is required. [Register for the 2012 Conference here.](#)

About the Presenter, Jeffrey Cufaude:

A former association executive and university student affairs staff member, Jeffrey Cufaude is an architect of ideas, building communities of ideas and idealists through his writing, facilitation, and speaking.

His areas of work include strategy think tanks that bring fresh eyes and innovative thinking to critical questions; conference workshops; volunteer and staff development sessions and retreats; and major keynotes.

He led the American Society of Association Executives Future Leaders Conference from 1998-2007, demonstrating his unique gifts in custom-designing and facilitating multiple day leadership and learning experiences. As a member of ASAE's Innovation Task Force, he created the global InnovationTalks campaign. His work is known for reflecting best practices in adult learning, and he often teaches presentation design and facilitation skills to subject matter experts.

[www.ideaarchitects.org](http://www.ideaarchitects.org) - @jcufaude

### **Retraction**

The ATLA Conference brochure has been distributed containing incorrect biographical information for plenary speaker Dr. Norm Wakefield. Correct biographical information will be included in the Conference Program. ATLA regrets this mistake and apologizes to anyone affected.



## **ATLA 2012 Annual Conference Registration Now Open!**

Be sure to visit the conference website, (<http://www.atla.com/Members/conference/Pages/default.aspx>), where everything you need is just a click away. ATLA's official conference website contains comprehensive conference information, details about your conference hosts, and more. The conference website is updated frequently as a resource for you to plan your conference experience. This year's conference offers a wide range of workshops, presentations, and networking events to benefit your professional development. You can preview all of the many exciting options on our website here: [Register for the 2012 Conference](#). The conference webpages include useful links to conference housing, pricing, and other valuable information that can help you plan your visit to Scottsdale.

---

## **2012 Conference Travel Grants Available**

ATLA is pleased to offer grants of up to \$750 each to support attendance at the conference. Any ATLA Student or Individual Member who receives no financial assistance from their institution to attend the conference is eligible to apply. You may apply for a travel grant until April 17, 2012. Visit [www.atla.com/Members/conference](http://www.atla.com/Members/conference) to apply. Grants will be awarded on a first come, first served basis and approved recipients will be notified on or before Tuesday, April 24, 2012. Recipients must register for the conference before May 1, 2012, and will be required to stay at the conference hotel.

---

## **New Offer From ATLA/SCELC**

We are pleased to announce a consortial offer for the electronic books offered by Brill through the ATLA/SCELC Affiliate Program. Brill is offering ATLA/SCELC Affiliates a 20% discount off the purchase of its eBook collections. These eBooks are available by subject collection for the publication years since 2007, or the entire subject collections from years 2007-2010 can be purchased at an even greater discount of 50%. Among the collections included are Biblical Studies, Ancient Near East, and Early Christianity and Religious Studies, Theology, and Philosophy. The order form, including pricing information, is located [here](#). The deadline for this offer is March 30, 2012.

Please note that a one-time completion of the ATLA/SCELC Affiliate documentation is necessary to participate in this and future offers. The ATLA/SCELC Affiliate documentation can be found [here](#). SCELC charges a 5% fee for any purchases your institution adds from Brill through SCELC. In addition, SCELC adds a \$50 affiliate transaction fee for the administration of resources for non-SCELC members.

For more information about Brill's eBook collections, including a full title list for each collection, [click here](#). If your institution is interested in a trial to any of these resources, please contact Ellen Endres at Brill--[eendres@brillusa.com](mailto:eendres@brillusa.com).



---

## **Member Product Loyalty Program Claim Your Rewards**

ATLA Members can be proud of the distinguished line of resources produced by the Association. In turn, ATLA is proud to sponsor the Member Product Loyalty Program. This member benefit is designed to recognize and reward our current Institutional, International Institutional, and Affiliate Members who demonstrate their loyalty to ATLA through subscription to both the *ATLA Religion Database® (ATLA RDB®)* and *ATLASerials® (ATLAS®)*.

How it works: ATLA reserves a portion of funds garnered from product sales for distribution to eligible member sites. This year a maximum of \$300 per eligible site is available to be re-invested into ATLA Member Programs. Redeemable loyalty benefits include:

- a total of \$300 toward ATLA conference registration (maximum three registrations), OR
- up to \$300 toward one year of individual membership (maximum two memberships), OR
- a \$300 gift to the Scholarships and Grants Annual Fund.

The deadline to apply and redeem your benefits of the Member Product Loyalty Program is Friday, May 18, 2012. Please complete the form available [here](#).

---

## **Member News**

### **Wesley Theological Seminary Library Renovation Dedication**

On February 21, 2012, the Wesley Theological Seminary held a chapel celebration and dedication of their renovated library. Brenda Bailey-Hainer, ATLA Executive Director, provided the dedicatory address on "The Future of Theological Libraries."



Wesley Theological Seminary Library Staff,  
from left to right: Andy Klenklen, Hope Cooper,  
Bill Faupel, Christina Fairman, James Estes



Originally built in the mid-1950s, the renovated library features open, airy spaces looking out on a pleasant courtyard and has already seen dramatically increased usage by students, staff and faculty.

## **ATLA Director of Member Programs**

ATLA has re-opened the search for candidates for the position of Director of Member Programs. The position is located at the ATLA office in the Chicago loop area. You can read the complete job description [here](#).

## **Job Postings Online**

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

Several positions have been posted this month:

**Memphis Theological Seminary**, Memphis, TN, seeks a full-time [Technical Services Librarian](#) to begin between May 14, 2012 and August 1, 2012.

**Concordia Seminary**, St. Louis, MO, which serves church and world by providing theological education and leadership, centered in the Gospel, to form pastors, deaconesses, missionaries and leaders in the name of The Lutheran Church - Missouri Synod, is seeking a [Director of Library Services](#).

**The Moody Bible Institute Crowell Library**, Chicago, IL, is seeking qualified applicants to fill an immediate opening as [Theological Reference Librarian](#).

**Fuller Theological Seminary**, an evangelical, multicultural, multid denominational school located in Pasadena, California, is seeking a [Director of the Library](#).

**Lenoir-Rhyne University (LRU) and Lutheran Theological Southern Seminary (LTSS)** seeks applications for the position of [Associate Director of the Lineberger Library](#) on the LTSS campus in Columbia, South Carolina, beginning June 2012.

**The Feehan Memorial Library and McEssy Theological Resource Center at the University of Saint Mary of the Lake/Mundelein Seminary**, Mundelein, IL, the seminary for the Roman Catholic Archdiocese of Chicago, is seeking an [Electronic Services Librarian](#).

**Columbia Theological Seminary**, Decatur, GA, a graduate educational institution of the Presbyterian Church (U.S.A.), is seeking an [Associate Dean and Director of the John Bulow Campbell Library](#).

## **Routine Maintenance Reminder**

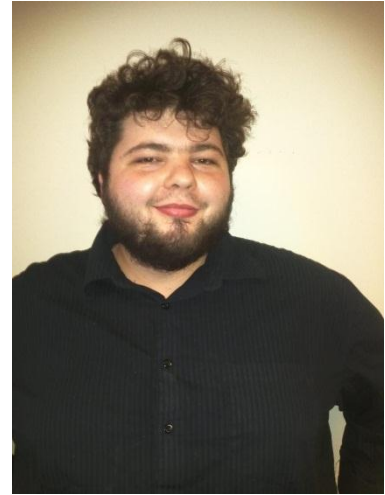
Routine maintenance will be performed on ATLA systems on Monday, April 2, 2012. You may encounter a brief interruption of service between 5:00 and 6:00 p.m. (CDT). Services that will be affected include ASE, ListServe and the ATLA Websites. We apologize for any inconvenience and thank you for your patience.



## **ATLA Staff News**

### **ATLA's Scott Carlson Departs**

You may not recognize him unless you've visited the ATLA office, but Scott Carlson has played a key role behind the scenes at ATLA for many years, most recently as Database Manager for Acquisitions. In late February he left ATLA to become the Cataloging and Metadata Librarian at the American University of Sharjah, near Dubai in the United Arab Emirates. Scott said of his experience at ATLA, "To call my five years at ATLA 'formative' would be an understatement. ATLA was the bedrock of my career. I will always treasure my time here, for without it, I would not have this new experience to look forward to." Scott's last day at ATLA was February 24.



### **ATLA Staffer Attends Anthropology Career Panel at the University of Chicago**

The American Theological Library Association (ATLA) was represented by staff member Lavonne Cohen at an Anthropology Career panel discussion for undergraduate anthropology majors at the University of Chicago on February 21, 2012.



Lavonne's presentation focused on librarianship as a career path and on ATLA as a professional membership organization appropriate for students interested in theological librarianship. She spoke about ATLA's products and services, her role in ATLA's Department of Business Development, and her pursuit of a career in the non-profit sector after a long stint in the corporate world. Lavonne also elaborated on how her undergraduate training as a cultural anthropology major taught her to be curious, detail-oriented, and to ask challenging questions, which was a perfect segue into librarianship.

The three other panelists included a practicing nurse midwife who also supervises nurse midwifery at a Chicago hospital system, a person with an MBA doing management consulting on organizational behavior, and a former lawyer turned doctoral candidate in anthropology who has done field work in cooperatives in Ecuador and Peru.

---

## **Have You Heard?**

### **Reading and E-Reading Survey Planned for April**

Academic reading for students and professors now includes reading e-content as well as print. In order to help ATLA members provide good service to their users as more e-content in religion and theology becomes available, an online survey about reading and e-reading is planned for deployment in early April. The survey is intended to be distributed by librarians to faculty and students, and questions will focus on the use of e-devices and reading e-content as well as ask about user preferences. Survey results will be aggregated both at the level of individual school and the broader ATLA community. Timothy D. Lincoln, library director at Austin Presbyterian Theological Seminary, has developed the survey based on input from many ATLA members. The ATLA Professional Development Committee has endorsed the survey and it will be administered by the ATLA office. Watch for it!

## From the Executive Director Diversity Matters



Diversity is a longstanding area of concern to ATLA as well as to the broader library community. Organizational End 1.3 reads: "ATLA reflects the diversity of our communities and institutions, including but not limited to religious, racial, ethnic, and gender diversities." Other professional library associations, such as the [Association of College and Research Libraries](#) (ACRL) have created [diversity guidelines](#) or created special offices to foster diversity within the profession, such as the American Library Association's [Office for Diversity](#). But how can we actually measure ATLA's current progress toward achieving diversity within theological librarianship? One method is to compare our membership's diversity with that of the students and faculty we serve.

In a recent issue of *Theological Librarianship* (v. 46, no. 2), Daniel Aleshire, Executive Director of the [Association of Theological Schools](#) (ATS), noted that the make-up of students in ATS accredited schools has shifted over the last decade. In 1990, around 13% of students were persons of color, and that has now grown to more than 24%. Likewise, there has been an increase in the number of female students, growing from 29% in 1990 to 35% currently. The demographics of ATS faculty are shifting as well. People of color represented 8% of faculty in 1990, and now represent 15%. Female faculty members grew from 15% to 24% during the same time period (p.73).

The most recent survey of ATLA members was conducted in 2010, and it included several demographic questions. Of those responding to the survey, 89% reported their ethnicity as White, 2.6% African American, 2.6% Asian, and 1.8% Latino. With only 7% of total membership falling into these categories, ATLA is lagging behind ATS's 24% of students and 15% of faculty. Clearly there is more work to be done in this area. On a more positive note, with 54% male and 46% female membership, ATLA has a more equitable gender balance than either the population of ATS students or faculty.

What can ATLA do to improve diversity among theological librarians? ATLA's Member Services staff exhibited at the 1st [Joint Conference of Librarians of Color](#) (JCLC) to raise awareness about theological librarianship as a profession, and will do so again in September 2012 at the 2nd JCLC in Kansas City. The ATLA Board of Directors created the [Special Committee of the Association for Diversity](#) to gather information about the diversity efforts of other library organizations, plan conference programming, and create ways to welcome diverse members into the organization. The Committee was originally established for three years, and, at the June 2011 Board meeting, the Board determined that the Committee should continue its work.

The ATLA 2012 Annual Conference offers several opportunities to explore the topic of diversity, including the Diversity Movie and Discussion featuring [Rabbit-Proof Fence](#). The plenary speaker on Saturday, June 30, will be [Dr. Camila Alire](#), who will address the topic of diversity and organizational change. Dr. Alire is Dean Emerita of libraries at the University of New Mexico and at Colorado State University. She is active in [REFORMA](#) (The National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking) as both a past president and chair of several committees. She was named by *Hispanic Business Magazine* as one of the 100 Most Influential Hispanics in the country and is the author of *Serving Latino Communities* (2007). In the past, she has been named National REFORMA's Librarian of the Year and twice was given the Colorado Library Association's Exemplary Library Services to Ethnic Populations Award. I hope you'll join us at the upcoming Conference and learn more about strategies for increasing diversity among your staff and welcoming librarians from all backgrounds to theological librarianship.

--Brenda Bailey-Hainer

## **ATLA Calendar**

### **March**

- 1 Submissions for April *ATLA Newsletter* due on first business day of this month
- 1 2012 ATLA Annual Conference registration opens
- 15 Florida Theological Library Association conference, Brenda Bailey-Hainer attending

### **April**

- 1 Submissions for May *ATLA Newsletter* due on first business day of this month
- 11-13 Catholic Library Association (CLA) Annual Convention, Boston - Deborah Winarski attending
- 17 Deadline to apply for Travel Grant

### **May**

- 1 Submissions for June *ATLA Newsletter* due on first business day of this month
- 18 Deadline to redeem Member Product Loyalty Program benefits
- 18 Early Bird Registration deadline for ATLA 2012 Conference

### **June**

- 1 Submissions for July *ATLA Newsletter* due on first business day of this month
- 1 Housing deadline for ATLA 2012 Annual Conference
- 27-30 ATLA 2012 Annual Conference, Scottsdale, AZ

---

## **Contact Information**

Attn: Newsletter  
[newsletter@atla.com](mailto:newsletter@atla.com)

American Theological Library Association  
300 South Wacker Drive, Suite 2100  
Chicago, Illinois 60606  
888.665.2852

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.

© 2012 American Theological Library Association  
ISSN 1946-1518

Quick Links  
[ATLA Website](#)