



The Old Cathedral, built in 1834 on the site of St. Louis' first church, is the oldest cathedral west of the Mississippi. © St. Louis Convention & Visitors Commission . All Rights Reserved.

## Member News

### ATLA Publications Committee in Chicago



The ATLA Publications Committee met in Chicago on Thursday and Friday, February 5-6. Committee members, left to right: Michelle Spomer, Beth Bidlack (chair), and Amy Limpitlaw.



### Special Committee of the Association for Diversity

Members of the Special Committee of the Association for Diversity came to Chicago for their meeting on Friday, February 21. Left to right, front row: Mayra Picos Lee and Cait Kokolus; back:

ATLA Executive Director Dennis Norlin, Susan Ebertz, and Diana Brice, chair. Not pictured: Serge Danielson Francois, whose flight was cancelled due to bad weather. Serge was able to participate by telephone.

### Routine Systems Maintenance

Routine maintenance will be performed on ATLA systems on Monday, April 6, 2009. You may encounter a brief interruption of service between 5:00 and 6:00 p.m. (CST). Services that will be affected include ASE and the ATLA Website. We apologize for any inconvenience and thank you for your patience.

### Job Postings Online

Whether you are looking for a new position or a new employee, the ATLA Job Posting web page is the place to look. Visit [www.atla.com/member/job\\_openings.html](http://www.atla.com/member/job_openings.html) to see what's new.

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### From the President

#### "Goodwill" as a Neglected Asset

I can't be the only one who finds the term "goodwill" a bit vague. It might connote several unrelated things (thrift stores?

"Peace on earth, good will ..."? something else?)

Other people, though, are apt to think of "goodwill" as an *accounting* term, having to do with "the value of a business over and above its net asset value." According to one glossary (<http://www.finance-glossary.com/define.php5?t=1737>), this kind of goodwill might include reputation, brand name, good customer relations, healthy morale, and other intangible but highly important contributors to an enterprise.

If this kind of goodwill is taken for granted, or ignored, or (yikes!) even presumed upon in our libraries, we'll soon see the results. For one thing, a shortage of goodwill is sure to have an effect on our other resources (try to picture a great library collection staffed by people with lousy morale); for another, when faced with hard choices, the way those choices are received will tell us a lot about whether we are in a goodwill surplus or a deficit.

An asset whose value is evident only when it's gone? Better to invest in its development than to let changing circumstances answer the question for us.

-David R. Stewart

## From the Executive Director



### How Can We Help?

This month we begin registration for the annual conference in St. Louis in June. I

am fascinated by the logo Sara Corkery designed for the conference. It's based upon the famous arch, of course, but its design seems to take us from the past into the future, and that is a very important reminder of our past and a source of hope for our future in these difficult economic times.



Each year at our conference we remember those members who have died since the last year's conference, and I am always touched by the memorial

portraits other members create of their former colleagues

We also honor those who are retiring from their active work as theological librarians and who are becoming lifetime members. We also, on occasion, honor non-members with lifetime membership in the Association to honor their support of and participation in the Association's programs and projects. This year the ATLA board proposes to honor Dr. Martin E. Marty as a lifetime member of the Association, and Dr. Marty will be coming to the conference for the presentation and to have dinner with all of the other lifetime members in attendance.

If you are planning on retiring in the coming year or know of an ATLA member who has died during the past year, please let me know so that together we can celebrate and honor those who have helped to build and sustain this remarkable Association as it moves into its seventh decade.

-Dennis A. Norlin  
dnorlin@atla.com

## 2009 ATLA Annual Conference Registration Now Open!

### New Registration Procedures

You'll introduce yourself to our new association management software when you register for the conference. All members received an email on March 2 which included their personal login information. Please contact the Member Services Department at [memberrep@atla.com](mailto:memberrep@atla.com) if you did not receive this email.

Once you log in to the ATLA website, you will also be able to access new features such as viewing your Member Profile or searching the enhanced membership directory. Links to your ongoing member benefits are also available.

This year's conference offers a wide range of workshops, presentations, and networking events to benefit your professional development at 2007 prices. You can preview all of the many exciting options on our web site ([http://www.atla.com/member/conference/conf\\_2009/conference\\_home.html](http://www.atla.com/member/conference/conf_2009/conference_home.html))

### Annual Conference Travel Grant Program

We know that the impact of the U.S. economic downturn has affected many ATLA members. In addition to new conference programming specifically geared to address this topic, we will offer another practical response in the form of increased financial aid. Reports of decreased institutional professional development support have prompted us to modify and expand the popular Travel Grant program to assist more ATLA members. Once again, generous gifts to ATLA from corporate and member donors make it possible for us to offer grants of up to \$500 each to support attendance at the conference. The program has expanded this year to provide additional grants for any ATLA student and individual member who receives no financial assistance from their institutions to attend the conference.

You may apply for a travel grant until April 17, 2009. Simply contact Barbara Kemmis by email ([bkemmis@atla.com](mailto:bkemmis@atla.com)) to express your interest. Grants will be awarded on a first come, first served basis and winners will be notified on April 24, 2009. Applicants not selected to receive a grant will be placed on a waiting list and will be contacted if a selected recipient cancels. If you are chosen to receive a grant, Barbara will contact you by email and you must be prepared to register for the conference shortly thereafter. You may register for the conference on the ATLA web site. In the interest of privacy, we will not announce the names of the recipients; however, we will announce that grants have been made.

ATLA values all our members. We hope that this support will allow those of you who might not otherwise be able to attend the conference to join your colleagues in St. Louis.

### Errata

In the recently mailed conference brochure, Jim Pakala and Allen Mueller should have been identified as co-chairs for the 2009 ATLA Annual Conference.

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## From the International Collaboration Committee

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E. Johnson La Feria  
Internacional del Libro de  
Guadalajara (the Guadalajara  
International Book Fair or FIL)  
takes place annually from  
the end of November to the  
beginning of December. The  
American Library Association,

in collaboration with the book fair, sponsors librarians to attend the fair through its ALA-FIL FREE Pass Program. Selected librarians receive three nights at a local hotel (six nights if you share with another sponsored librarian), three continental breakfasts at the hotel, registration fees to the fair, and \$100 to help with travel expenses.

Book publishers, bookstores, and distributors from around the world bring books and other media to sell at the fair. The majority of the exhibitors are from Latin America and Spain; however exhibitors from other countries such as Italy, Germany, Korea, India, France, Holland, Switzerland, United Kingdom, Canada, and the United States also attend.

Three days (usually the Monday-Wednesday of first full week) are open only to book-related professions such as librarians, editors, authors, and vendors. During these days, librarians have the opportunity to meet with publishers and booksellers to set up purchasing plans and/or purchase materials during the fair. This is also a time to network with fellow librarians and to attend professional development activities. During these three days, librarians may attend the Coloquio Internacional de Bibliotecarios (International Librarian's Colloquium) during which librarians share expertise on various topics with their international colleagues. The theme for 2008 was Información para el Cambio Social: el Papel de Las Bibliotecas (Information for Social Change: the Role of Libraries).

Every year, the fair invites a Guest of Honor (a place—a country, province, region, or city) to highlight. In 2008, it was Italy. In 2009, it will be Los Angeles. A variety of literary and cultural events take place during the fair, with a special emphasis given to the Guest of Honor.

Visit the bookfair website ([http://www.fil.com.mx/ingles/i\\_index.asp](http://www.fil.com.mx/ingles/i_index.asp)) for more information and be sure to check out ALA's Free Pass Program online at <http://www.ala.org/ala/aboutala/offices/iro/awardsactivities/guadalajarabook.cfm>.

-Elizabeth Johnson, International Collaboration Committee

## Have You Heard?

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### 2009 KALIPA Scholarship Available

The Korean American Librarians and Information Professionals Association (KALIPA) Scholarship Committee is now accepting applications for the 2009 KALIPA Scholarship. The KALIPA Scholarship will provide financial assistance to a student of Korean heritage who is enrolled, or has been accepted into a master's or doctoral degree program in library and/or information science at a library school accredited by the American Library Association (ALA).

#### Elegibility Requirements

- Applicant must be attending or admitted into a Masters or Doctoral program in library school accredited by ALA.
- Applicant must be in library school by Fall 2009.
- Applicant may be either a full-time or part-time student.
- Applicant must be of Korean heritage.
- Applicant must join and continuously be an active member of KALIPA.
- Applicant must be a citizen or permanent resident of the U.S.
- Applications must be received by 3/31/09. Go to <http://kalipa.apanet.org/> for more information.

## Tools for a Tough Economy

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### Enrollment Trends in Tough Times

An article by Lisa Miller entitled "Divine Refuge in the Storm" in Newsweek examines the rise in applications to seminary and divinity school. Miller quotes ATS Dean Daniel Aleshire and Barbara Wheeler (who studies enrollment trends at Auburn Seminary), among others. (<http://www.newsweek.com/id/183715>)

### Practical Advice

In Avoiding Knee-Jerk Reactions to a Crisis, Becky Andrews, Marketing Manager for the Fieldstone Alliance, provides checklists and resources of things to do and questions to ask when faced with looming budget changes. ([http://www.fieldstonealliance.org/client/client\\_pages/tools\\_you\\_can\\_use/09-05-07\\_avoid\\_knee-jerk\\_reaction\\_to\\_crisis.cfm](http://www.fieldstonealliance.org/client/client_pages/tools_you_can_use/09-05-07_avoid_knee-jerk_reaction_to_crisis.cfm))

### Education and the Stimulus Package

The Hechinger Institute on Education and the Media of the Teachers College at Columbia University will present a webinar entitled Beyond Politics: What the Stimulus Package Means for Your State Government and Campus on March 12, 2009 at 1:30pm EDT. Scheduled speakers include Molly Corbett Broad, American Council on Education; David Longanecker, Western Interstate Commission for Higher Education (WICHE); and David Shreve, National Conference of State Legislatures. The webinar will focus on the impact of the stimulus package as "states reel from cuts in education budgets and colleges grapple with record tuition increases and endowment losses." (<http://hechinger.tc.columbia.edu/default.aspx?pageid=2303>)



## ATLA Member Profile

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Andrew J. Sopko, PhD



Institution: Kenrick-Glennon Theological Seminary  
Title: Director of the Library and Professor of Bibliography  
Years as a theological librarian: 18

*What have you enjoyed about serving on the Local Host Committee for the 2009 ATLA Annual Conference?*  
Brain-storming with other committee members about the many things we take for granted here in Saint Louis but which many conference participants would more than likely find of interest.

*What would you like ATLA members to know about St. Louis?*

That it has a surprisingly vibrant cultural life. While professional sports receive far too much attention here (as elsewhere in America today), some of our professional symphony, opera and theatre organizations can compete not just nationally but internationally. Right now, we have access to not only three home-grown opera companies but also travelling companies that bring operatic productions to town.

*How did you become involved in the field?*  
I had been teaching a rather heavy load of theology courses to enormous classes and I felt that there had to be a better way to do what I loved rather than facing academic "burn-out" at an early age. My current situation provides me with the best of both worlds: Administrative duties as a theological library director as well as a teaching load that does not overwhelm.

*What do you love most about your profession?*

As a layperson in the Orthodox Church, there were limited opportunities for me to find work in Orthodox institutions in the United States as these are few and far between. As a theological librarian, however, other doors were opened to me and I have enjoyed my time in both Protestant and Catholic institutions as "the honored guest". Furthermore, there could be no greater ecumenical experience in learning how "the other half" lives.

*What has been the biggest change and/or challenge you've experienced while working in theological libraries?*

Technology, of course, as both curse and blessing. As someone who was involved in a library automation program from scratch, I can't imagine anything more challenging but now, I have learned to enjoy the fruits of those labors. Even so, I often wonder how anyone keeps up with all the technological changes with which librarians are bombarded. Luckily, I have an exceedingly talented staff person who does.

*How does your institution benefit from its membership in ATLA?*

Theological seminaries can be very insular places whose staff often don't know where to turn for advice and help. From my own personal experience, I know that ATLA's Member Services can be a great help in this respect. And where would our patrons be without the ATLA Religion Database®?

*Would you recommend theological librarianship as a profession, and if yes, why?*

Of course. Even so, I can't imagine someone doing it without some type of faith commitment in his or her life. While intellectual curiosity is a great motivator, I don't think it is enough to bring ultimate meaning and satisfaction within such a context.

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## ATLA Calendar

### March

- 2 ATLA Conference Registration Opens  
Submissions for April ATLA Newsletter due on first business day of this month
- 11-16 L. Wrzesinski, L. Cohen attend ACRL in Seattle, WA headquarters
- 10-20 Membership Advisory Committee meets at ATLA headquarters
- 23-24 Professional Development Committee meets at ATLA headquarters

### April

- 1 Submissions for May ATLA Newsletter due on first business day of this month
- 17 Deadline for Annual Conference Travel Grant application

### May

- 1 Submissions for June ATLA Newsletter due on first business day of this month
- 15 Early Bird Deadline for Conference Registration  
Conference Housing Deadline

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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 Sara Corkery (right) with any questions or concerns or if you are interested in sponsoring an issue of the newsletter.