

Report from the President

At this writing, I have just returned from my fifth meeting concerning NCLA activities this fall. With more than six more to go before Thanksgiving I sincerely feel that the excitement and professionalism generated at these meetings have completely overcome my fatigue. I have yet to attend a session that has bogged down due to length or irrelevance. One of the most encouraging things has been that these sessions have had representatives from every section within the association.

This would seem to indicate that persons in the profession of librarianship, regardless of their present employment, have things in common. Too often in the past, we have felt that we were unique and that librarians in a different type of library or media center had nothing in common with us. I hope that we are now beginning to realize that it may be nice doing our own thing, but much more can be accomplished in unison. Particularly as we have modified and updated our management techniques and attempted to define our goals and objectives, we have discovered that many of them are quite similar if not identical to those of other libraries.

It is difficult to understand why it has taken us so long to think in terms of information, knowledge, and ideas rather than in terms of numbers of books or filmstrips. Much of this has probably been due to standards emphasizing quantity rather than quality. Peter Drucker says that: "Resources, to produce results, must be allocated to opportunities rather than to problems." All of us have been involved in surveys dedicated to identifying

problems. Now we are beginning to see that our time could have been better spent identifying opportunity areas for expanding our products. If the whole profession pulls together in this campaign, we will never become outmoded or our services will never be terminated. We are learning to spend our time communicating with our users and making plans or arrangements ahead of time rather than waiting for crises to come. No longer can we sit back and wait for things to happen.

The meetings which I have attended this fall have reflected this philosophy. The theme at each place has pointed toward information becoming the main com-



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modity of the future. It has been predicted that over fifty per cent of financial resources in the future will go toward the storage, retrieval, and dissemination of information. I encourage all of you to take advantage of these meetings, whether sponsored by your section or not, in order to stay contemporary and aware of what is happening within the profession. This is one of the best ways not to get left behind. In a profession that is changing as fast as ours, it is necessary to pursue every opportunity available and grow rather than become stagnated. We have been accused too often of being one of the most traditional professions and not moving with the times.

We should stay alert also to other opportunities that will be coming our way by being a member of our state professional organization. In the near future, you should be getting ideas and suggestions from a committee organized this biennium. Shearin Antonowicz is leading the Public Relations Committee and they have many exciting plans. The Education for Librarianship Committee is investigating the possibilities for setting up some type of clearing house for continuing education opportunities. Many programs are available in the state, but people in the field do not know about them. Other committees are involved in such things as a workable state document depository system, inter-library loan of audiovisuals, a legislative network, continuation of our battle for intellectual freedom, and many other areas having great meaning for all of us. I made an honest effort to have every section represented on all committees in order that every voice could be heard. I sincerely feel that this is paying off as I move around the state.

My congratulations go out to the organizers of the new Children's Services Section. Although approved by the Executive Board in July, they officially became organized at their first meeting September 24-25 in Greensboro. With Betty Pohl, Kay Taylor, and Emily Holman at the helm, they cannot miss. Mrs. Pohl was elected chairman and

is automatically the newest member of the Executive Board. Jane Wilson of the Division of the State Library and Mary Jane Anderson, Executive Secretary of ALA Children's Services and Young Adult Services Division, charmed the group. This special interest area should be appropriate for many of you.

NCLA is one of the few professional organizations left where multi-section membership is a bargain. If any of your associates are not members of NCLA, tell them what they are missing and have them drop a card to Mrs. Betty Norris, NCLA Executive Secretary, Box 212, ASU Station, Boone, North Carolina 28607 for membership forms.

I sincerely appreciate your support. Your efforts are not going unnoticed either inside or outside of the profession.

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