Fair Lawn Library Con offers Five Levels of Fun for Comic Fans

By Justin Portelli, Maurice M. Pine Library with Jennifer Heise

Inspired by New York Comic Con and Library Cons around the country, the Maurice M. Pine Library in Fair Lawn has held two successful biennial Library Cons, and their patrons are already looking forward to the next one.

The Fair Lawn Library building’s five levels make for a great event space. The Library hosts two other annual building wide events: Haunted Library at Halloween, and a Vendor Fair arranged by the Friends of the Library. Library Con fits in well with other popular library events, including the board game club, Escape Rooms, and a “how to write comics” seminar.

Library Con offers a variety of activities on different levels, such as a session on “How to be a Jedi” which morphed into “How to be a Wizard” at the next Library Con; crafts; an “Artists’ Alley” and vendor area; and food trucks outside. There’s a video gaming section with flat screens and gaming consoles where tournaments are run, as well as a board/tabletop gaming section. Cupcake Wars, a costume contest, a specially created Dungeons and Dragons campaign, Escape Rooms, and a coding workshop fill out the four-hour weekend day event.

Justin Portelli, who spearheads the event, says it is “always my favorite day of work.” Library Con is scheduled once every two years: the first was held in November 2017 and the second in April 2019. The most recent Library Con had about 1,000 attendees over four hours. For comparison, the three-hour annual Haunted Library, the library’s wildest program, averages 700-800 people (continued on page 2)
per hour. (Fair Lawn’s 2018 population was around 33,000 according to the US Census Bureau’s 2018 Population Reports.)

Library Con aims to feature two headliners/Guests of Honor: one artist headliner, and one non-artist. Both are paid honoraria and encouraged to set up sale tables in the Artists’ Alley. In 2019 the headliners were Erica Schroeder, a voice actor who has worked in Pokemon, Yu-Gi-Oh! and other animated series and video games; and Nicky Soh, a comic artist who has worked on Adventure Time and other series. Erica Schroeder ran Create & Voice Your Own Pokemon Panel, and Nicky Soh offered two art demos and draw-alongs for kids. In 2017, comic artists Dave Roman and Mark Mariano and Nancy Silberkleit, Co-CEO of Archie Comics (https://archiecomics.com/), headlined the event.

The first year of Library Con offered programs targeting older fans, such as “So you want to be a Youtuber,” “Budget Cosplay,” and panels on Anime, Marvel vs. DC, superhero movie rankings, and several trivia contests. There was a Kids Publication Panel and Nancy Silberkleit offered a seminar on the comics business. Some of these programs were sparsely attended, and planning for the second Library-Con emphasized family-friendly cosplay and events, such as crafts, to attract kids and teens.

Crafts are very, very popular. Every attendee leaves with something special from the event. There are also many small giveaways, such as emoji stress balls and donated comics. If one activity is under-attended, making an announcement that there is a giveaway at it will bring an additional 20 or so attendees. The single Escape Room created and run by staff member Alex Mendez in 2017 had huge lines. We offered two in 2019, which drew in many people who waited patiently in lines nearly as long.

Vendors have been very happy to attend. The library doesn’t charge a vendor or table fee to participate, and vendors report mostly kid-

(continued on page 3)
related merchandise sales. One of the star vendors is Eastside Mags (https://www.eastsidemags.com/) from Montclair, NJ. Other vendors included Ingenious Edge and Microworld Games.

The vendors did much better in 2019 than in 2017. One reason is that the library offered raffles—all attendees received 5 raffle tickets upon entry—redeemed at the end of Artists’ Alley, increasing foot traffic through the area. Raffle prizes included donated Broadway show tickets and a variety of Lego sets purchased by the library. Artist Mark Mariano (who unfortunately could not attend that day) offered a raffle prize of a one-on-one cartooning lesson.

Creating Library Con is a lot of work, which is why it’s a biennial event. “It’s like having a baby,” Portelli jokes. “For the first year afterward all you can think of is how hard it was; after a year or so, you start thinking, ‘Hey, maybe we could do that again!’”

Serious planning starts six months before the event, with booking the lead attractions/headliners. The library funds Library Con out of its programming budget, so keeping to the budget is important. Space and scheduling are also important concerns for such a large project. Having someone from every department on the Library Con planning team makes the event work. The team includes the Director, the library’s business manager, staff from the Children’s Department and from the Young Adult area. Events are set up and run around the building by library staff and volunteers from the library’s Teen Advisory Board. On the day of the event, Justin’s role is circulating, problem-solving and ensuring that staff and volunteers are in the places they are needed when they are needed. Involving both full-time and part-time staff of a variety of ages in planning and running Library Con makes for a well-rounded event.

The Fair Lawn Emergency Management agency, next door to the library, allows the use of its lot for the food trucks. While very popular, the food trucks require a lot of planning. In addition to recruiting and scheduling vendors, we must verify that they have the correct food services licenses and permits filed for the township. Last year, the pizza truck was so successful it ran out of cheese, and the ice cream truck vendor had to call in backup staff to handle the crowds!

People are already asking about the next Library Con, so plans are afoot for a mini-con program, perhaps Star Wars-themed. Library Con has worked before with the NJ chapter of the Star Wars cosplay organization, the 501st Legion (https://www.501st.com/, https://www.501stner.com/), which makes community cosplay/family friendly appearances all around the state.

Other groups that have appeared at Library Con are the Montclair Gamer Symphony Orchestra (https://montclairgso.com/) and Generation Coders, a team of high school students from Bergen County Academies who travel around the state giving computing workshops. These special guests are not paid, but the library offers them snacks, water, and a chance at the Library Con prizes.

Overall, Library Con is a very successful event that the Fair Lawn patrons and visitors love.

Justin Portelli is a librarian in the circulation department of the Fair Lawn Public Library. He received his M.I. from Rutgers University in Spring 2019. He loves books, comics, games, and talking about them all day and calling it his job. He can be reached at: justin.portelli@fairlawn.bccls.org.

NJLA NEWSletter editor Jennifer Heise works at Plainfield Public Library and Middlesex County College, but lives in Fair Lawn. Email her at jenne.heise@gmail.com. Her family loves attending Library Con.
Cherry Hill Public Library’s Crypto Con

By Beth Cackowski, Cherry Hill Public Library

In 2018 Cherry Hill Public Library hosted the first ever library Crypto Con! We advertised it as a day of celebrating Cryptozoology, a pseudoscience that aims to prove the existence of entities from folklore. Our sessions focused on Sasquatch and the Jersey Devil, mostly, but we also had an artist from Hog Island Press talk about all of the cryptids reportedly around the United States.

Our first session was Is Bigfoot Real? In it, a biologist presented information about the possibility of the existence of Sasquatch. The presentation looked at photographic “evidence,” and listened to 911 calls and stories of sightings. Attendees also left with a list of where to go for more information so they could make their own assessment.

Our second session, called Making the Monster Map, was a Q&A with the creator of Monsters in America: A Cryptozoological Map of the USA. We discussed all of the research that went into the undertaking of discovering all of the cryptids depicted on the map, plus his trip to meet Loren Coleman, father of Cryptozoology! The map was also available for sale.

Our third session was with a New Jersey legend himself, Dr. Angus Kress Gillespie! Dr. Gillespie, a professor of American Studies at Rutgers University, presented on The Legend of the Jersey Devil. He has been studying the folklore of the New Jersey Pine Barrens for 40 years. During the time of the fabled Jersey Devil’s reign of terror, South Jersey residents were truly frightened. How the accounts were reported on and the folklore that developed was discussed during this session.

Our final session of the day was on Sasquatch in Native American Folklore. In this program a member of the Comanche nation from the tribal area of Oklahoma described legends of Sasquatch in Native American folklore. Attendees discovered that Bigfoot sightings have been happening for much longer than they thought.

We had a great turnout for the Crypto Con, many of the attendees were of those elusive library program go-ers of college students and men of all ages. If I do the Con again, I would like to add some documentary film screening featuring different cryptids such as Mothman and Chupacabra.

Beth Cackowski is Youth Services Supervisor at Cherry Hill Public Library and received the MLS from Clark Atlanta University. Beth can be reached at bcackowski@chplnj.org.
From the Executive Director

Meet Wanda Brown, ALA President

Well, it’s almost spring, and naturally activities in the NJLA office focus on the upcoming NJLA conference at Harrah’s on May 27-29. This is the biggest event of the year with tremendous programs, fabulous exhibitors, and terrific poster sessions and, of course, the ability to catch up with friends and colleagues from throughout the state.

The theme of the conference is “Know Your Why.” Tonya Garcia, director of the Long Branch Public Library, selected it before she had to step down from the presidency of NJLA because of health reasons. The conference planners have been true to her vision and that is most evident in the selection ALA President Wanda Brown as one of our keynote speakers.

I have only met Wanda briefly when she stopped at the NJLA booth at ALA Mid-Winter in Philadelphia. She exudes charm, energy and enthusiasm. Wanda is currently the director of the C.M. O’Kelly Library at Winston-Salem State University, a historically black public research university. She is the first librarian from a historically black college to become the president of ALA.

Wanda brings a unique set of skills and perspectives to the ALA Presidency. She is a past president of the Black Caucus of ALA (BCALA) and is currently in her second term as treasurer of that organization. Wanda has also been active in her state library association serving as president of the North Carolina Library Association from 2011-2013 so she knows the important roles that state library association play in promoting advocacy for library support and professional development to the library community.

As a candidate for ALA President, Brown told *Library Journal*,

“'My vision for libraries is that we remain at the heart of the communities we serve, connecting people with ideas, resources, and support. We are an essential link to developing and sustaining informed and well educated communities . . . We are social hubs where great minds come togeth-

er. We are constantly evolving as our users and their needs change. I embrace the challenge of defining our next phase.’”

On winning the election, Brown said in a statement,

“I thank you for the opportunity to lead. I look forward to working closely with the membership in advocating for libraries, fostering diversity and inclusion, and demonstrating our profession’s value.”

From these short statements, it is very clear that Wanda is a dedicated leader who “Knows her Why”.

It is very timely that Wanda will be with us at this conference. During that past year, NJLA has taken several significant actions to strengthen our commitment to inclusion and diversity within our association. They include:

- Adoption of the NJLA Core Values (https://www.njla.org/core-values-of-the-new-jersey-library-association)
- Sponsorship of diversity workshops given by representatives of the ALA Office for Diversity, Literacy and & Outreach Services
- Establishment of the NJLA Librarians of Color Roundtable

These actions by NJLA support the vision for the library profession, which is exemplified through Wanda’s ALA presidency.

It has been many years since a president of the American Library Association has spoken at an NJLA conference, and it is a great honor to have Wanda with us for a few days. Through her work, she speaks for all of us regarding the important role of libraries in the world today. Meeting with Wanda is a wonderful opportunity for NJLA to build on our recent accomplishments as an organization as we continue to be inspired by Tonya’s challenge to “Know our Why.”

Pat Tumulty
New Jersey Makers Day 2020 is Coming to Libraries Near You!

By Kate Jaggers, Highland Park Library and Kate-Lynn Brown, Piscataway Public Library

The 6th Annual New Jersey Makers Day will take place on Friday, March 20 and Saturday, March 21, with events throughout the state at public libraries, school classrooms and libraries, museums, colleges and universities, businesses, local community organizations, and more.

New Jersey Makers Day is a small-but-mighty non-profit organization with firm library roots—the organization was founded by a group of public librarians in Piscataway, NJ! Through annual events in March, New Jersey Makers Day highlights and showcases STEM and maker culture in libraries and other organizations to encourage lifelong learning and engagement.

"New Jersey Makers Day recognizes the importance of strengthening community efforts to bring STEAM, making, and other hands-on learning experiences to residents of all ages across our state," said Doug Baldwin, President of New Jersey Makers Day.

There are over 200 sites registered to participate throughout the state this year, representing almost every county; a filterable map (http://njmakersday.org/index.php/sitelocations/) shows all the locations for this state-wide celebration. Each site will have different activities planned at different times for their own unique New Jersey Makers Day events!

For more information on New Jersey Makers Day, visit https://njmakersday.org.

Kate Jaggers is the Director of Highland Park Public Library. She was part of the original planning team for NJ Makers Day and currently serves as Secretary on the NJMD Executive Board. She can be reached at librariankatej@gmail.com. Kate-Lynn Brown is a Teen Services Librarian at Piscataway Public Library and a member a member of the NJMD Site Support Committee. She can be reached at kbrown@piscatawaylibrary.org. Kate and Kate-Lynn each earned their MLIS from Rutgers University.
Children Enjoy Vineland Library STEM Program on NJ Makers Day

by Helen Cowan Margiotti, Vineland Public Library

Children ages 5 to 12 will once again enjoy an exciting morning of Science, Technology, Engineering, and Mathematics (STEM) learning at the Vineland Public Library during the “Saturday STEM Sampler: A New Jersey Makers Day Event” on March 21 from 10:30 a.m. to noon.

For the second year in a row, the Vineland Public Library is the recipient of the New Jersey Makers Day Mini-Grant sponsored by New Jersey Makers Day, the New Jersey State Library, and the PSEG Foundation.

Make & Move Club of Vineland, an after school non-profit based out of Cumberland County, NJ, will provide a fun-filled and educational program of hands-on activities to encourage children to learn about science, funded by the grant. Make & Move Club has provided activities for New Jersey Makers Day at the Vineland Public Library since 2016. They set up multiple STEM stations in the library’s Community Event Room so that children can direct themselves to a variety of learning activities and experiences. Stations in the past have included building with LEGOs based on a suggestion card (build a school, build something that flies, etc.), coding a mouse to move through a maze, music conductivity experiments, making slime, using a remote to control a robot, surface tension experiments, balance experiments, and operating a hydraulic arm. Volunteers describe the science behind each activity in an engaging way.

Making slime is always a hit; last year one of the little girls who made it kept running around and giggling while she stretched it out. The children also love driving the remote-control robot. The program works well because there are multiple activities going on at the same time, so there’s always something to do. There’s a lot of learning and laughing at this STEM event. Parents love the program too, because their children are having fun and developing valuable skills. Passersby coming in to use the library see a room buzzing with activity and are impressed by what is happening.

Vineland is a diverse, economically depressed area with a 17% poverty rate, and free activities that provide such a stellar selection of hands-on STEM activities are few and far between. We are only able to provide this program because of funding from the Mini-Grant. We are very grateful to have this opportunity.

Helen Cowan Margiotti is the Head of Children’s and Young Adult Services at Vineland Public Library. She holds a Master’s Degree in Public Librarianship from Rowan University, and has 24 years of experience in Children’s Services. She can be reached at hcowan@vinelandlibrary.org

Hey you! Yes, you! We want you to write for the NEWSletter!

The Theme of the Summer Issue will be Reports from NJLA. We are looking for members to send in short descriptions of programs/events/stuff they learned at the annual conference. Got an idea? Email newsletter_editor@njlamembers.org by June 15. We’ll need the writeup by the end of June.

Fall’s theme is You Can Count on NJ Libraries. Articles on Census efforts, election-related programming, and similar activities are especially sought. Winter’s theme is Winter Challenges—such as reading challenges, dealing with weather, and holiday/winter programming.

Let us hear from YOU. We’re listening!

Jenne Heise, NEWSletter Editor
From the President
Conferences, Webinars and Courses, Oh Why?
Making the case to attend the NJLA Conference

Library services have changed undeniably over the last decade. This change was community driven and necessary. From state departments to chambers of commerce, nonprofits to private universities, faith based organizations to cultural museums; we have fostered innovative partnerships and become community leaders. Libraries not only have a seat at the table, but are setting it. The question then becomes, are we ready to fulfill the role of community leader?

Are we adequately trained to do so? If not, then how can we possibly assess relative outcomes accurately and fairly? How can library administrators evaluate outcomes such as stakeholder value, visitor success rate, brand loyalty and partner retention when there are no established standards for staff individually or as a whole? Additionally, how do we fairly evaluate the staff (including directors) that were hired over ten years ago yet have received little or no additional training in these new arenas?

If we do not adequately invest in our staff, we are inadvertently setting ourselves up to fail. It’s imperative that we invest in professional development by encouraging staff to attend conferences, take courses and be coached. It’s imperative library degree programs offer courses that teach project management, sustainability, community engagement, public speaking, strategic planning and cultural competency. Though I realize budgets and staffing are a factor, I am of the mindset that where there is a will, there is a way. For instance, wish as I might, I do realize I can’t send my entire staff to attend NJLA. Therefore, I request that any staff member who wants to attend first identify the workshops which would directly benefit their role here at the library. With this knowledge, I then prioritize the requests — doing everything in my power to assure they do. I also reimburse staff for their membership costs if they agree to be active in the association. Lastly, I allow flex time whenever possible for staff to take trainings via online or in person. It is imperative to invest in staff. We are champions of literacy by our very nature and nothing demonstrates this more than when we invest in our staff.

Literacy is the foundation that leads to the fulfillment of basic human needs and literacy in all forms is “our” bottom line. Libraries transform lives, having a direct impact on the communities they serve. Therefore, it’s our duty to be decision makers and our responsibility to invest in our staff. Collectively we desired a seat at the table. Now that we have it, we must continually work to maintain it by investing in our own.

Voltaire said it first: With great power comes great responsibility.

Tonya Garcia

Know Your Why.
New Jersey Library Association

NJLA Annual Conference 2020
May 27-29, 2020
Harrah’s Waterfront Conference Center
Atlantic City, NJ.
https://njlaconference.info/
Online Registration Deadline: May 15

Advocacy, Budgets & Coalitions: Public Policy Update
FRIDAY, MAY 29
11:30 A.M.
WILDWOOD 14-15
College & University Section to Offer Many Exciting Programs at NJLA Conference

By Alyssa Valenti, Raritan Valley Community College

Are you an academic librarian or are you interested in knowing more about what academic librarians are up to? The CUS is sponsoring several programs, but there are also a great number of programs at the 2020 NJLA Conference that will be geared towards academic librarians and their work. Since librarianship is so multi-faceted, some of the CUS programs focus on different elements of this librarian specialty.

“Know Your Why” is an important theme for academic librarians! A practicing librarian can be at many stages during their career.

Know Your Why: Set Your Intention is a conference session which will outline the importance of setting your intentions and “Knowing Your Why.” This session will share simple techniques for everyday mindfulness, stretching, and relaxation to clear your mind, and a goal-setting activity. Leave this session with a realistic timeline and strategy for achieving at least one goal in line with “Your Why.”

Remembering Your Why During Challenging Times asks attendees if they remember why they became a librarian. If you’re early career, maybe it’s easy. If you’re mid-career or late career, it may be harder. Regardless, we all go through challenging times throughout our careers. Challenges may be personal, work-related, or something completely unexpected. This interactive session will explore ways in which you can recognize these challenges and work through them by boosting your support network, practicing self-care, and explicitly remembering your why.

Some academic librarians are serious researchers; in the session Digital Scholarship at the Community College: Initial Approaches and Future Plans, a librarian who attended the ARL Digital Scholarship Institute last summer will share what she learned and how she shared the information with faculty colleagues, how she demonstrated its relevance to community college pedagogy and research, and how she plans to further engage her campus community.

If you are interested in teaching and information literacy, you might want to attend one of these other academic library track sessions:

- Library Scavenger Hunt: Making Information Literacy Fun for Freshmen
- Library Instruction and Information Literacy: Experiences and Challenges With One-Shot Sessions
- Teaching Outside the PubMed Box: Biomedical Information Tools for Students and Faculty
- The Other Census: Data Beyond 10 Questions

In an annual tradition, the CUS sponsors two award forums; the Technology Innovation Forum and From Passion to Published: Research Award Forum & Panel. Attending these forums is a great way to get a glimpse at what is going on at multiple libraries and to see some of the best of the best!

Finally, plan to take a bite out of networking with your colleagues while enjoying a buffet lunch at the annual CUS Luncheon, The Academic Appetite. Meet up with new and familiar colleagues, learn about the "why" behind the College & University Section of NJLA (which is also the NJ Chapter of the ACRL), learn about academic librarianship, and maybe even win a prize! Be prepared to participate! The winners of the Distinguished Service, Research, Technical Services, and Technology Innovation awards will also be honored.

Alyssa M. Valenti is the Electronic Resources & Web Services Librarian at Raritan Valley Community College. She holds an MS in Information & Communications Technology from University of Denver and an MLIS from Catholic University of America. She can be reached at Alyssa.Valenti@raritanval.edu.
Get Real with Technical Services and Collection Development Section Programs at NJLA 2020

3D Collection Management: Demand, Donations, and Discards
Libraries large and small face the challenge of meeting patron demand for popular items, managing donations, and discarding deselected materials. Collection Development experts will discuss their experiences in these three crucial areas of print and electronic materials management.

Lawn Games, Cake Pans, and Hotspots, Oh my!
Cataloging and Managing Your Library of Things
Libraries are increasingly lending nontraditional materials such as tools, small appliances, passes to museums/cultural institutions, camping gear and even neckties. Join our panelists as they discuss how their libraries met the challenge of creating original catalog records to ensure find-ability and maximize circulation of these unique items. We'll also give suggestions on how to display, store, maintain and keep items clean.

History & Preservation Section Programs at NJLA 2020
You don’t have to be an archivist or local history librarian to check out all the interesting sessions sponsored by the History & Preservation Section this year! All Sessions on May 28.

11 to 11:50 am - New Jersey Women Vote [Wildwood 8 & 9]
New Jersey Women Vote: The 19th Amendment at 100 is a multi-faceted programming initiative marking 100 years of women’s suffrage in New Jersey. Lucy Beard from the Alice Paul Institute will moderate this panel of New Jersey Women Vote Initiative partners to share information about tools, projects, and events to help libraries and local communities commemorate the suffrage centennial.

12 to 1 pm - History & Preservation Section Meeting [Wildwood 12 & 13]
Find out what your H&P colleagues have been doing collection- and program-wise at their libraries and share your own updates!

3:10 to 4 pm - Finding Your Local Asset. Why Genealogy Can Thrive at Your Library [Wildwood 10 & 11]
As genealogy remains focused on databases that provide massive documentation, libraries can move beyond being database middlemen by discovering what local assets give researchers something more.

4:10 to 5 pm - Promoting Local History Collections [Wildwood 12 & 13]
Local history collections are among the most unique features of a public library's holdings. This program will explore different methods for promoting such materials to bring people into the library and to grow collections.

People & Places Around the State
Kate Jaggers is now Director of Highland Park Public Library. She was previously at Piscataway Public Library.

Somerset County Library System is celebrating its 90th year in operation!

Got an announcement for People & Places? Email newsletter_editor@njlamembers.org!