

IOWA STATE
UNIVERSITY

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BOOKMARKS

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Cover Photo:

A team of three ISU sophomores, Melissa Fallon, Emily Westhoff, and Allie Adams, took Best In Show with their diorama *Water for Elephants*, at our first Edible Book Festival. Photo courtesy of Mindy McCoy, Preservation Dept.

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From Olivia M. A. Madison, Dean of the Library

The University Library continues to be a place to Connect, Explore and Discover – within the Parks Library, the Veterinary Medical Library, the Design Reading Room or our newly redesigned e-Library.

As student registration numbers continue to rise, Iowa State is expected to set a new record this academic year, which we know we will draw more students to our library facilities. Our successes are in lock step with your continued support, and we look forward to this new academic year with great excitement and welcome the challenges that an expanded student population brings.

We understand that in order to be a magnet for increased traffic to the library, we must offer a variety of reasons for people to come through our doors, either to our buildings or to our ever-expanding virtual facilities online.


Over the past four years, we have seen an amazing 50 percent increase of students and faculty using the Parks Library. Students come to study and work in groups and to work individually – our collections, services and variety of spaces are clearly meeting their needs. In order to insure this trend continues, one of our primary goals

is to provide varied services and spaces. I am delighted to let you know that we are in the midst of constructing a new classroom, and we carefully narrowed our choices of carpet and furnishings with a color focus on cardinal and gold! The classroom is being built as part of the fourth floor adjacent to the Special Collections Department and near the Conservation Lab. This classroom (funded by the Roy J. Carver Charitable Trust) will overlook central campus and enable us to showcase our special collections materials and preservation role, expand workshop and outreach opportunities as well as broaden our teaching and learning facilities. The remaining study space will have new carpet, tables and chairs as well as two new display cases for items from special collections.

Our e-Library was just redesigned to provide more efficient access and resources to support campus learning and research. We now offer access to the full-text versions of all of our theses and the major national collection of theses dating to 1861, yes that is 150 years. This collection is the official digital archive for the Library of Congress. We have also been busy with digitizing unique and rare materials. Professor Emeritus Diana Shonrock worked tirelessly to develop and enhance the Iowa Community Cookbook Collection. With the permission of the family of Leanna Field Driftmier and due to a grant from a long-time library friend and supporter, Gladys Hertzberg, all issues of *Kitchen-Klatter Magazine*, an Iowa journal published from 1937 to 1986, will soon be available in digital format as part of the cookbook collection.

When you are in Ames, please visit Parks Library and see firsthand the results of our on-going effort to provide an attractive destination for students, faculty and the community.

Please allow me to express my gratitude for your support of our goal to highlight the University Library as a place to Connect, Explore, and Discover.



Olivia M. A. Madison

Those Radio Homemakers and the Iowa Cookbook Collection.

Who knew in 1926, when Leanna Field Driftmier and Kitchen-Klatter hit the air waves, that it would create a 60-year legacy of food and community for thousands of loyal listeners? Kitchen-Klatter began in 1926 as a half-hour radio show with Leanna sharing household tips, recipes, and child-rearing advice. The program aired from 1926 to 1986 making it the longest running homemaker program in the history of radio. Thanks to a grant from long-time library friend and supporter, Gladys Hertzberg, and with the permission of the Driftmier family *Kitchen-Klatter Magazine*, will soon all be available in digital format <http://cdm16001.contentdm.oclc.org/cdm/search/collection/p15031coll24/page/1> as part of the Iowa Community Cookbook Collection. The journal, which was published from 1937 to 1986, had a top circulation of 90,000 readers. Although not all the issues are accessible yet, the Preservation Department, headed by Hilary Seo, has completed a large number of editions and will continue until all the copies are available. The Iowa Cookbook Collection has also added a variety of other new materials from the family of Leanna Driftmier, with the

cooperation and assistance of her children and grandchildren. Over the past year, meetings and discussions have taken place with her daughter, Margery Strom, and granddaughter, Juliana Lowey, whose contributions are invaluable.

In addition to the issues of *Kitchen-Klatter Magazine*, staff have digitized some cookbooks from the the Iowa Cookbook Collection including *Mrs. Welch's Cook Book* (1884) <http://cdm16001.contentdm.oclc.org/cdm/compoundobject/collection/p15031coll26/id/712/rec/3> by Mary B. Welch, wife of Adonijah Welch, the first Iowa State President and the first head of Domestic Sciences, which would become the College of Home Economics/Human Sciences. The *Suffrage Cook Book* (1915) <http://cdm16001.contentdm.oclc.org/cdm/compoundobject/collection/p15031coll26/id/160/rec/2> and *Woman Suffrage Cook Book* (1890) <http://cdm16001.contentdm.oclc.org/cdm/compoundobject/collection/p15031coll26/id/160/rec/2>, which include entries from Iowa State suffragette, Carrie Chapman Catt, are available, as well. Historical cookbooks are truly moving into the digital age.

During the past year, with the assistance of undergraduate research assistant, Madalyn

Schuman, the Iowa Cookbook Collection webpages have grown considerably; and visibility of the collection will be expanded due to Schuman's efforts to develop new and up-to-date webpages, that can be found at: <http://www.lib.iastate.edu/spcl/exhibits/iowacookbook/home.html>.



Kitchen Klatter Magazine, June 1941

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Library receives Lawrence H. Skromme Agricultural Machinery Literature Collection

The Special Collections Department recently received a rich assortment of agricultural machinery product literature, the Lawrence H. Skromme Agricultural Machinery Literature Collection (RS 21/7/227). The collection (1838-1999) contains catalogs, advertisement cards, price lists, and other ephemera relating to agricultural implements and machinery. The collection is a great addition to the department's other agricultural and rare book collections.

In addition to information on a particular implement, the product literature can be used for a variety of research purposes such as advertising, agricultural iconography, and attitudes towards farming. The product catalogs often contain descriptions of the company and its implements, how they can be used, and sometimes brief histories of the machinery. The cover art of each company's product catalogs changes



Buckeye Mower and Reaper catalog cover, 1874

over time, emphasizing different aspects of the agricultural implements sold and the wants and needs of the company's customers. In addition, the literature in the collection was made for a variety of audiences. For instance, a few of the catalogs were probably for immigrants, as several of them are written in German and Norwegian.

The presentation of the agricultural implements as the Industrial Revolution progresses is also interesting. For instance, the cover image of Adriance Platt and Company's Buckeye Mower and Reaper catalog from 1874 pictures an almost idyllic country scene of the horses pulling a farmer calmly along a road next to a field. The 1896 cover image is quite different. The farmer is pictured in the middle of his field, stopping briefly while hard at work to wipe his forehead. Pictured in the background is a shipyard and factories spewing smoke. The Daniel Webster quote, "When tillage begins, other arts follow. The farmer therefore is the founder of human civilization," was placed near the farmer – alluding to this important relationship with industry and trade. Incidentally, the Grant Wood murals located in Parks Library use this Daniel Webster quote.

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Edible Book Festival

Iowa State University Library

The International Edible Book Festival was first established in 2000 by book artists Judith A. Hoffberg and Beatrice Coron as a celebration of “the ingestion of culture.”

On April 1, 2011, the Library Preservation Department, assisted by the Library Staff Association Executive Council, hosted the first Edible Book Festival at Iowa State University Library. The festival is traditionally held on or around April 1, the birthday of French gastronome Jean-Anthelme Brillat-Savarin, renowned for his witty meditation on food, *Physiologie du goût* (The Physiology of Taste). The celebration has spread across the United States and the world, with many universities and cities holding local versions of the event each year. The same, simple guideline applies to all of these events: using edible materials, participants construct a book structure or a diorama inspired by a book.

Iowa State University Library conceived the Edible Book Festival as a design competition to celebrate two fields for which ISU is well known: design and food. Participants constructed edible dioramas inspired by some aspect of a book – either its title, cover, characters, or story line – and then submitted their entries on the morning of the festival.

The 24 entries were on display in the Bookends Reading Room at Parks Library, and drew over 300 spectators. During this time, the public was invited to view the entries, vote for favorites, and enjoy free cookies and cupcakes donated by Hy-Vee and the Cupcake Emporium. ISU Catering Pastry Chef Ed Astarita donated his entry, a large cake decorated to look like open pages of the book *Alice in Wonderland*, for consumption by the crowd after the event.

Nine lucky attendees won door prizes, including CDs and a book donated by Borders bookstore and gift



certificates donated by McDonalds, Fareway, and Dutch Oven Bakery.

The winners of the public vote and the Critics' Choice Award won prizes that included gift certificates from Chocolaterie Stam, Hickory Park, Cafe Diem, Dutch Oven Bakery, Fareway, and the Cupcake Emporium, as well as glossy, full-color cookbooks from Borders bookstore. The Preservation Department also awarded a handmade blank journal to the Critics' Choice winner.

Guest judges Paula Curran (Assoc. Professor in Art & Design), John Kramer (Lab Instructor at the Joan Bice Underwood Tea Room) and Diana Shonrock (Professor and Subject Librarian, Iowa State University Library) chose the winner of the Critics' Choice Award: Julie Hutson, a local baking entrepreneur. Her entry was designed to look like a film reel of the book *Green Eggs and Ham*. Honorable mentions went to Elaine Newell for *Grapes of "Raft,"* to Emma, Dakota, and Heather Lewin for *One Fish, Two Fish, Red Fish, Blue Fish* and to Betty Baker, Jeanie Kirkpatrick, and Mary Swander for *Girls on the Roof*.

Ames High School sophomore Alli Kroeger's *Lord of the Wings* won the Wittiest Entry category with a punny interpretation of Tolkien's *Lord of the Rings*.

ISU Dining Pastry Chef Ed Astarita won Best Book Structure with a cake decorated to look like the open pages of *Alice in Wonderland*.

A team of three ISU sophomores, Melissa Fallon, Emily Westhoff, and Allie Adams, took Best In Show with their diorama *Water for Elephants*.

The creativity of the participants made the show fun. We would like to thank our sponsors for their generosity in donating prizes and snacks and everyone who attended for supporting creativity and community at ISU Library.



Clockwise, from top of left page: *Grapes of "Raft"*, *Alice in Wonderland*, *Dead Sea Scrolls*, *One Fish, Two fish, Red Fish, Blue Fish*, *Members of the crowd consider their vote.*

Clockwise, from top of right page: *Green Eggs & Ham*, *Girls on the Roof*, *Tale of Two "Satays"*, *Kitchen Garden*, *Students checking out entries*, *Lord of the Wings*, *Zen & the Art of Motorcycle Maintenance*.



25 year Club

Reaching a quarter-century milestone is a momentous occasion, and for 76 years, Iowa State University has celebrated those employees who have achieved this service landmark. The ISU 25 Year Club was formally organized in 1934, by the late Harold E. Pride. Each spring, the club acknowledges employees who, by Dec. 31, had served the university for 25 consecutive years.

The following 10 members of the Iowa State University Library staff were among those honored at the 76th Annual ISU 25 Year Club Banquet on March 3: Richard Abell, mail clerk, business services; Jeanne Boydston, associate professor and cataloger, cataloging and metadata; Deborah Casey, library assistant, collections and government documents; Kim Gawley, library associate, cataloging and metadata; Terri Heinrich, library assistant, cataloging and metadata; Kathy Parsons, associate professor and department head, stacks and media; Danny Staedtler, systems support specialist, information technology; and Yen Vo, account specialist, business services.

Becky Jordan, library assistant, special collections; and Olivia Madison, professor and Dean of the library, administration; were recognized for having achieved 35 years of service.

The March gathering included a banquet with gourmet entre selections and dessert. A program that highlighted unforgettable ISU moments accompanied recognition of the honorees.

In 1985, a gallon of gas cost \$1.20, a dozen eggs was about \$.80 and the median household income was approximately \$23,600. Twenty-five years have passed and times have changed, but these enthusiastic people, and those who went before and will come after, remain invaluable to the library. This demonstration of loyalty sets an example for all of their colleagues, no matter how much time they have been here.

Steadfast employees are vital to the ongoing effort to provide outstanding service to students, faculty and other visitors to the library. Their length of service is a testament to the dedication and commitment each individual has to the university and the library.

Row 1: Olivia M.A. Madison

Row 2: Richard Abell, Jeanne Boydston, Terri Heinrich

Row 3: Becky Jordan, Kathy Parsons, Yen Vo

Not pictured: Deborah Casey, Kim Gawley, Danny Staedtler



Dinkelman, Andrea L., Ann R. Viera, and Danelle Bickett-Weddle. "The Role of Veterinary Medical Librarians in Teaching Information Literacy." *Journal of Veterinary Medical Education* 38, 2 (2011): 141-149.

Dinkelman, Andrea L., Co-authored paper (with Jenny Aune and Gail Nonnecke) received an award at the ISU Learning Community Institute this year.

Lewin, Heather. "Learning the Collection: a New Librarian's Experience in Collection Management." *Issues in Science and Technology Librarianship*, no. 63, Fall 2010. Available: <http://www.istl.org/10-fall/viewpoint.html>

STAFF — MAKING US PROUD!

Lewin, Heather. "The Impact of a Reading Room's Closure on Collection Development." *Issues in Science & Technology Librarianship*, no. 65, Spring 2011. Available at: <http://www.istl.org/11-spring/refereed2.html>

McKiernan, Gerry. "> AnyTime / AnyWhere > LEARNING: Education in the > iPhone Age >." Presentation delivered at Innovation for Libraries in the 21st Century Online Conference, Alliance Library System and Learning Times [<http://www.learningtimes.net/innovation/>], May 12, 2010. Available: <http://www.public.iastate.edu/~gerrymck/Innovation.ppt> (4 May 2011).

McKiernan, Gerry. "> M Is For Mobile > Information Services > In The iPhone Age >." Keynote address, The Ever-Changing User: Mobile Devices and Beyond, Lansing Community College - West Campus, Lansing, Michigan, May 20, 2010. Available: <http://www.public.iastate.edu/~gerrymck/MCLS-DC.ppt> (4 May 2011).

McMinn, H. Stephen. "Evaluation of Motor Vehicles, Aeronautics, Astronautics Collections Using White's Power Method of Collection Analysis." *Collection Management*, v. 36, no. 1 (Jan. 2011): p. 29-52. DOI: 10.1080/01462679.2011.531673 Available: <http://www.informaworld.com/smpp/content~db=all~content=a931346952~frm=abslink>

McMinn, H. Stephen. "Library support of bibliographic management tools: a review." *Reference Services Review*, v.39, no.2, pp.278-302. DOI: 10.1108/00907321111135493.

Olivia M.A. Madison, Professor and Dean of the Library, has been appointed by Iowa Governor Terry E. Branstad to serve on the Midwestern Higher Education Compact. Founded in 1991 and one of four interstate groups of its kind, the 60-member MHEC is comprised of higher education leaders, legislators and governors' representatives. Madison will serve on the Executive Committee. For information, visit mhec.org.

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Marupova attended conference on Distance Teaching & Learning

Thanks to a generous gift from alum Claudia Edwards, Rano Marupova, library associate in the instruction department, received funding from the Iowa State University Library, and attended the 26th Anniversary of the Annual Conference on Distance Teaching & Learning, which was held Aug. 4-6, 2010, in Madison Wis. Attending this conference added value to Rano's professional growth and increased knowledge about teaching at a distance. She connected with peers in the field and discussed innovative practices in distance education and attended a number of sessions where presenters shared successful approaches, strategies and techniques in distance teaching.

In addition to attending presentation sessions, keynote speakers' sessions, and discussions, exhibition sessions were offered, where in-depth information about the new products used in distance education was presented. Companies such as Adobe Systems, Articulate, Desire2Learn, Digital Campus, SoftChalk, TechSmith and Wimba provided the conference participants with information on the latest distance learning services, products, and technologies. Rano has had the opportunity to use some of these products in teaching Library 160 classes at ISU.



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Parsons, Kathy A. Elected as the Iowa Library Association's representative to the American Library Association Council. The Council is the governing body of American Library Association.

Passonneau, Sarah and Coffey, Dan. "The Role of Synchronous Virtual Reference in Teaching and Learning: A Grounded Theory Analysis of Instant Messaging Transcripts." *College and Research Libraries*, May 2011, 72 (3), 276-94.

Pedersen, Wayne A. "The Paper Divide" *The Serials Librarian* v.59, no. 3/4 (Oct./Dec., 2010), p. 281-301

Pellack, Lorraine J. and Kappmeyer, Lori Osms. "The Ripple Effect of Women's Name Changes in Indexing, Citation, and Authority Control." *Journal of the American Society of Information Science & Technology*, v. 62, no. 3 (March 2011): p. 440-448. DOI: 10.1002/asi.21469 Available: <http://onlinelibrary.wiley.com/doi/10.1002/asi.21469/abstract>.

Yungclas, Bill and Tedone, Melissa. "Digitizing Lantern Slides in the Warren H. Manning Collection," *MDR*, Vol. 40, pp.68-70, June 2011.

Continued from page 3, Cookbook Collection .



Other new elements for the collection include completion of the cataloging of hundreds of pieces of cooking ephemera from Iowa companies and organizations, a list of some of the historical cookbooks held by historical museums around Iowa, and an expanded view of how food and cooking have been part of the Iowa State curriculum and campus life.

For information about Iowa community or family cookbooks or to make a donation, contact Tanya Zanish-Belcher, Associate Professor and Department Head Special Collections, Iowa State University, Ames, IA 50011, tzanish@iastate.edu

Continued from page 3, Skromme Collection .

The collection's finding aid is available at: <http://www.lib.iastate.edu/arch/rgrp/21-7-227.pdf>. A more detailed description of the collection can also be found at: <http://wp.me/pOzVg-7P>.

For information concerning resources and services in the Special Collections Department or if you have items you wish to donate, contact the Department at (515) 294-6672 or spclref@iastate.edu.

Collection Enrichment Fund "Wish List"

Collection Enrichment Fund

Support for the collections is an important part of the University Library campaign, so the subject librarians formulated a "Wish List" of expensive resources that would be quite useful to have added to our collection.

If you would be willing to assist the Library in acquiring one or more of these items, please contact libraryfriends@iastate.edu. Any of these important research collections would make a wonderful year-end gift to the University Library!

Sciences:

Encyclopedia of Neuroscience
(Elsevier, 2008)\$3200

Social Sciences & Humanities:

Second Language Acquisition:
Critical Concept in Linguistics
(6 volumes, Routledge).....\$1950

Nonconformist Women Writers,
1720-1840 (Pickering & Chatto)
Part 2. Vol. 5-8 (Sept 2011):\$625

International Studies Encyclopedia
(Wiley-Blackwell)\$3,000

Le Corbusier Plans:
the Reference Collection
(DVD-ROM set)\$9600

Underground Press Collections
and Supplements
(microfilm, 1963-1985).....\$50,260

US Government Serial Set
1980-1989\$21,000
1990-2003 \$5000

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Donor generosity from near and far allows for revitalizing public space, new acquisitions and staff recognition/development

Campaign Iowa State: With Pride and Purpose, an \$800 million fundraising effort, began on July 1, 2003, as a University-wide endeavor under the leadership of President Gregory Geoffroy and the Iowa State University Foundation. At the conclusion of the campaign, the Library Fund received more gifts than any other academic unit on campus. This represents giving of over \$6.3 million, with an average donation of around \$300. Pledges and bequests came from near and far, all fifty states and the District of Columbia and from around the world from Australia, Botswana, England, Indonesia, Poland and the Virgin Islands, among others.

The Library is one of the most visible and used buildings on campus. Over the past four years the usage of Parks Library has increased by 50 percent. No doubt, the library is a place where students come to work together or by themselves to use high-tech multi-media tools or unique archival collections. Funds raised supported many renovation projects in Parks Library including the innovative Learning Connections Center with its highly used multi-media tools and classroom, the beautiful transformation of the Special Collections Reading Room, rededicating space to create the Bookends Reading Room to align with the Bookends Café and our Iowa newspaper collection, and the merging of four public desks to create the Media Center.

The acquisition of materials for the academic and research needs of Iowa State as a whole is a high priority. Donors have responded to our wish lists to purchase a vast array of subjects including sports injury management, teaching science fiction, architecture, economics, cyber

warfare and cyber terrorism and modernism, as well as children's literature. Of growing importance is the need to purchase electronic journal backfiles to provide seamless access to our current journal collection that is available almost 90 percent electronic only.

While donors have responded to the need for building expertise and recognition of our staff and student workers, they have also supported graduate education. The preservation department established an annual 10-week, paid, graduate paper conservation internship. Five interns have been brought to Iowa State (from Texas to Austria) with the latest being Martha Lincoln, a conservation student at the Camberwell College of Arts, London. Martha was hired this year to work on the conservation treatment of fragile older drawings including blueprints, linen drawings and sepia drawings. This work remained after the completion of the salvage of thousands of architectural drawings damaged in the August 2010 flood. Lincoln completed her internship in July.

In conclusion, students, faculty and staff come to the library for a variety of reasons – through the physical doors and our electronic Library. Whether here to study, conduct research, or discuss the topic of the day, we strive to provide the tools and physical spaces necessary to benefit everyone. As one of the top research libraries in the nation, your continued financial support plays a critical role in our day-to-day operation.

You are vital to our efforts to make the Iowa State University Library a place to **Connect, Explore, and Discover.**