



# LAMS Letters

A Newsletter of NCLA's  
Library Administration & Management (LAMS) Section

## Conference Time is Just Ahead Make your Pre-Conference Plans NOW!

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### LAMS/Leadership Institute with Adair Cates - \$25 (includes 2 books)

The morning will start off with a workshop on basic emotional intelligence principles as demonstrated in last year's NCLA Leadership Institute. This will lead into the afternoon session with Adair Cates.

Adair came into this world with a clear and forceful intention to fully live her life and share her experience to inspire others. Her devotion to the passionate life has resulted in an impressive list of accomplishments: She held teaching positions in several schools from middle school to college where her enthusiasm and communication skills transformed the learning experience. Her love of learning prompted her to start her own business designing and delivering workshops and motivational speeches to increase satisfaction in work and life. To support her mission to inspire others to their best lives, she wrote *Live With Intention: Ten Steps to Creating the Life of Your Dreams*, a book that prompted Jack Canfield (*Chicken Soup For the Soul*) to write, "If you're ready to create something new in your life, this book is for you!"

As if all of that were not enough to do before the age of thirty, Adair went on to share her passion for language as a Product Implementation Trainer and corporate sales professional for Rosetta Stone. Currently she is doing what she loves and loving what she does as a Leadership Learning Consultant at a large healthcare organization where she equips colleagues to be the best they can be and develops the next wave of the organization's leaders. During all of her professional posts, Adair continues to be a sought after speaker at conferences, organizations, businesses, and forums.

Adair's boundless energy is matched only by her insatiable desire to learn. She already holds a BA in Journalism and Spanish from the University of North Carolina at Chapel Hill during which she lived and studied abroad. And she holds an MA in Spanish Education from Appalachian State University and an MS in Training and Performance Improvement from Capella University.



## **Market and Competitive Analysis for Libraries**

**July 25, 2013 2 pm to 4:30 pm**

**UNCG' s Jackson Library**

**Hodges Reading Room**

**"FREE " to NCLA LAMS and BLINC Members**

Visiting Professor Ragna Seidler-De Alwis will speak from her published work regarding Market and Competitive Analysis for Libraries.

Topics include:

- What is market and competitor analysis
- Goals of market and competitor analysis
- Why market and competitor analysis in libraries?
- Market analysis in libraries
- Competitor analysis in libraries
- Information sources

*This will be a 40 min. presentation plus Q&A then a break followed by a workshop with group case studies regarding how market and competitor analysis be applied in the individual organizations and libraries .*

Although libraries are non-profit-organizations it does make sense to apply major parts of market and competitive analysis in libraries. Market and competitive analysis offers libraries a systematic approach to analyze their market including their customers/patrons and their competitors. With this approach it is possible to figure out the opportunities, threats and trends of a specific library and or a library branch.

**RAGNA SEIDLER- DE ALWIS**, Professor at the Institute of Information Science at the Cologne University of Applied Sciences, Germany since 2003.

Visiting scholar at UNC-Greensboro, Department of Library and Information Studies.

Research work has covered competitive intelligence, tacit knowledge within knowledge management; market & competitor analysis and customer analysis. -15 years of industry experience at an International Management Consultancy (A.T. Kearney) in Düsseldorf and London





## Time to Elect New Officers

### LAMS—Secretary/Treasurer

#### Deana Cunningham

Branch Manager  
South Branch Library  
Granville County Library System

#### Education:

MLIS, Wayne State University, Detroit, MI  
BS in Political Science, Syracuse University, Syracuse, NY



#### Library Experience

I began my library career in Michigan as Assistant to the Children's Librarian at the Cadillac Wexford County Public Library in 2000. I spent several years in this library system in various positions including circulation and solo librarian at a branch housed in a public school library. After completing my MLIS I was hired as Director of the Harrison Community Library (now Harrison District Library) in 2004. In 2007 my husband (also a librarian) received a job offer from the Durham County Library System so we relocated to North Carolina. In early 2008 I was hired as the Adult Services Librarian for the Granville County Library System in Oxford, NC. From there I was promoted to Branch Manager for the South Branch Library when it moved to its new location in October 2011.

#### North Carolina Library Association Experience

Current Secretary of Library Administration & Management  
Member : Library Administration and Management Section

# Voting will occur at the LAMS general meeting during the Biennial Conference in October.

- Sandberg, Sheryl, "Leaning In"

This best seller is a refreshing, illuminating, and sometimes humorous book for women and men of all ages in all positions. Sandberg lends a new perspective about women in leadership and contends that women's voices are still not being equally heard in the decisions that affect our lives. She examines what is happened and some commonsense solutions using her own experiences. Sandberg is currently the chief operating officer at Facebook and worked as vice president of Global Online Sales and Operations at Google and chief of staff at the Us Treasury Department. She has also established Lean In, a nonprofit organization that encourages women to lean in to their ambitions.

Contributed by Joan Sherif



**LAMS - Vice Chair/Chair-elect**

**Mark Sanders**

Associate Professor  
Assistant Director for Public Services

East Carolina University

**Education:**

BA Spanish, University of North Carolina Asheville 1997  
MA Spanish Literature, Penn State University 2001  
MLS University of North Carolina Chapel-Hill 2003

**Library Experience:**

Outreach Librarian - Louisiana State University 2003-2005  
Outreach Librarian - East Carolina University 2005-2007  
Head of Reference - East Carolina University 2007-2011  
Currently the Assistant Director for Public Services-East Carolina University 2011-present

**North Carolina Library Association experience:**

Current member and former chair NCLA-RASS 2005-present



**LAMS Chair**

**Laurence Gavin**

West Regional Branch Manager

Cumberland County Public Library & Information Center

Cumberland County Government

Fayetteville, NC



**Education**

MSLS, University of North Carolina, Chapel Hill

BA in English/Creative Writing, CUNY College of Staten Island, New York

**Library Experience**

Cumberland County Public Library & Information Center (CCPL&IC)

8/2011 – Present: Librarian IV - Regional Branch Manager  
10/2009 – 8/2011: Librarian III - Community Branch Manager  
11/2007 – 10/2009: Librarian II - Information Services Manager  
10/2006 – 11/2007: Librarian I - Fayetteville Technical Community College  
Liaison / Spring Lake Campus  
North Carolina State University  
2/2005 – 10/2006: Library Associate / Special Collections

**North Carolina Library Association Experience**

Member: Library Administration & Management Section  
Member: Public Library Section  
Member: Reference and Adult Services Section  
Participant: 2012 NCLA Leadership Institute

My vision for the NCLA Library Administration & Management Section is to build upon existing initiatives to enhance the forum where seasoned and unseasoned leaders can share their thoughts and experiences for the benefit of their respective communities, the practice of library administration and management, and nurturing leadership in the library profession.

From our CHAIR:

Welcome LAMS members to this latest edition of LAMS Letters. It's hard to believe that it is already July, and our biennial conference will be here in three short months! These two years have flown by. I hope each of you have seen an increase in the value you receive, not only in your membership in LAMS, but in our association as a whole. I know the Conference Planning Committee is working diligently to provide an amazing event for us, with 140 concurrent sessions, and a target of at least 75 vendors.

And don't forget the raffle baskets! See below for a sneak peak of a few of the items that will be in the LAMS basket. Remember, for each ticket you purchase and put in, the section or roundtable gets half the proceeds. We are also going to have a table in the registration area this year for LAMS to recruit new members.

Please contact me at [lorrie.russell@highpointnc.gov](mailto:lorrie.russell@highpointnc.gov) if you would be available to help staff the table. Even an hour will be a help.

We will have our **general meeting** of the membership on **Thursday, October 17<sup>th</sup> at 5:15**. I hope each of you will make an effort to attend, and welcome our new officers. You will find bios and photos of each of the candidates in this newsletter.

Until September, I wish each of you a safe and happy summer!

Lorrie

