Spring 2000

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Merrill-Cazier Library
Utah State University

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Several weeks ago Max P. Peterson, Director of Library and Information Services, announced his intention to retire from Utah State University on the 30th of June 2000. Each of us will reflect on Max’s many contributions and impact on the University, the library profession, on the lives of others and on ourselves. A common theme to those reflections will be the understanding that Max has developed and sustained a sterling record of leadership; achievement; vision; and most importantly, service to the university, the community, the state and the library staff for nearly 36 years.

A hallmark of Max’s career and legacy is his remarkable ability to empower individuals. The net result of this unique leadership quality is that he has provided literally hundreds of individuals the opportunity to grow; develop; contribute and gain recognition in areas that have benefitted personal and professional lives, the library profession and society. One of his colleagues recently wrote, “Just as important as everything Max does is how he does it. He recognizes the worth of every individual; he stresses commitment to service in every employee; students, colleagues, staff, and community are treated with great warmth and respect. With his staff he is quick to note talents and aptitudes, and he makes sure that those qualities are allowed to grow and be cultivated. The loyalty that Max inspires translates into commitment and energy.” This testimonial of Max’s leadership, commitment to service and genuine value placed on individual worth and participation can be transferred to all of the individuals, areas of interest and projects he is associated with.

Max began his library career as a cataloger, where he immediately demonstrated talents, skills and energy that would lead his professional contributions and assignments from cataloger to Head of Circulation Services to Associate Director and to Director of Library and Information Services.

Since 1981 Max has been a member of the governing board of the Utah Academic Library Consortium (UALC), advocating equal participation and representation of all libraries regardless of mission, budget or size.

He also played a major role in convincing the Utah Legislature to examine the physical facilities needs of academic libraries throughout the State resulting in a multimillion dollar funding program where every higher education institution received funding to either build a new library or expand and renovate existing libraries.

Max was the leading force in organizing and bringing to the state a Utah Chapter of the Association of Research Libraries. He recognized the importance and necessity of a strong professional development program in the Libraries allowing library staff to participate and serve in leadership positions within the library profession at all levels and on a state, regional and national basis.

Max was one of the chief investigators in a Kellogg Foundation Grant that funded history graduate students to collect oral histories from older community members in Utah and surrounding areas. These histories were
customized census maps

The Documents Department in the Merrill Library is developing a substantial collection of demographic data on CD-ROM. The Department uses this data in conjunction with mapping software to produce customized thematic maps for students, teaching faculty and for the larger community of Cache County. The documents page of the Library’s Internet Home Page provides many examples: (http://www.usu.edu/~library/Res/Govt/toc.html).

The collection contains all of the summary tape files (STFs) from the 1990 Census of Population and Housing, the most recent Economic Censuses and important census related databases, such as USA Counties. In addition, the collection includes 1997 estimates and projections for years 2002 and 2007 for every United States block group, the lowest level of census geography. The estimates and projections are available for 50 demographic variables including race, age, household income, educational attainment, marital status and broad occupational categories. In December, as they become available, the Department will begin to add all files associated with the 2000 Census of population and Housing.

—John Walters
Documents/Maps
Merrill Library

then transcribed and deposited in libraries, preserving local history, values, and customs. He was also instrumental in the establishment of the Fife Folklore Archive at Utah State University. Max had the vision to integrate folklorists Austin and Alta Fife’s extensive research into an archive which is now world renowned.

Locally, Max has probably done more to popularize cowboy poetry and song than anyone. Further, he has assisted in bringing it to the forefront of academics and made it a viable part of our scholarly folklore program. When the Cowboy Poetry Gathering began in 1986, Max organized a “mobile library collection” and brought the cowboy poetry collection to the conference site in Elko, Nevada, giving participants direct access to this excellent resource. This on-site access was so well received and appreciated it has become an ongoing feature at each annual Gathering. USU’s Cowboy Poetry Collection has grown into one of the premier collections in the country.

Max also lent his support to the development of the annual Utah History Fair where students write competitive papers on Utah history. The program has aided students in understanding the importance of history and encouraged them to use library resources with their projects. Max has served as one of the judges of Utah History Fair papers for a number of years.

Max was responsible for the “Building Program” which resulted in construction of USU’s Cazier Science and Technology Library. This 100,000 plus sq. ft. state-of-the-art library is a tremendous asset to Utah State University and the State.

Max’s involvement with the National Agricultural Library established the National Agricultural Lending Cooperative. This national program provides individuals working “in the field,” rapid and inexpensive access and delivery of required information through the Cooperative.

Max initiated the Summers Seniors Libraries Program, now in its ninth year, providing lifelong learning activities to community seniors and exposure to the rich resources offered by libraries.

A master teacher, Max’s love of teaching has had a tremendous influence on students as they begin their academic careers. As a regular instructor of Strategies for Academic Success, Max places special emphasis on the value and importance of libraries.

There are a number of areas where Max has contributed to the community. He is particularly interested in service relating to the blind. Max has been a member of the International Lions Club, serving as Chapter President and Zone Chairman. He is currently involved with the Foundation Fighting Blindness.

Valuing cultural diversity has always been an important issue with Max. He has been active in the support of community and library staff awareness and appreciation of diversity. He has led by example, shaping a library staff that incorporates, when possible, cultural, mental and physical differences.

Max P. Peterson represents the very best there is in terms of continuous achievement; positive impact and giving to the university, library profession, community and state. Max is leaving each of us a permanent legacy of humor; love of life; high standards; unconditional interest in all; and demonstrated commitment to provide quality library services, information and learning resources and lifelong learning opportunities.

This Cowboy/Librarian is unique, and we are all better for it. A long time staff member expressed our feelings about Max: " He is going to be missed....And that perhaps is his greatest legacy: no one will ever be to the Libraries what Max Peterson has been for the last 30 years. Others will fill the void, even admirably; but Max is truly one of a kind."

Though we will deeply miss Max when he retires, we also celebrate this time with him. He has waiting interests to explore, more things to learn, more stories to tell and much more to share.

—Robert G. Murdoch
Deputy Director,
Library & Information Services
LaDell Hoth bids farewell to Audio Visual Services

From 16mm film to DVD technology, he’s seen it all evolve. “Directing Audio Visual Services for 30 years has been a dramatic challenge,” says LaDell Hoth of USU Libraries. “During this time, Audio Visual Services has seen many changes. Change has been constant and is the only thing of which we have been sure. The rate of change has been increasing and Audio Visual Services has faced the challenge of meeting the needs of campus instruction, extension and distance education. All of this has been accomplished with limited budget, personnel and facilities. Projection equipment has become more sophisticated and expensive, the computer and the Internet are having an ever increasing impact on the way AV serves the instructional needs of the University... As technology changes teaching strategies in the campus classroom and at extension sites throughout the state, the support role and distribution methods of Audio Visual Services will experience even more change in the future.”

One of those changes will be in personnel. LaDell C. Hoth, Associate Director for Media & Audio Video Services at USU Libraries will retire in June this year. LaDell started at USU Libraries in 1965 following receipt of his MLS at Pratt Institute in Brooklyn. After one year as a cataloger, LaDell became Social Science Librarian under the then divisional library system. In 1970 it was determined that Audio Visual Services should become part of the Library, serving the USU campus in the same tradition. LaDell accepted the challenge to set up a program that provided rapid response to the teaching needs of the faculty. LaDell made a dramatic career change and went to work. The result is a noteworthy performance including a term as national president of the Consortium of College and University Media Centers, the professional group for audio visual service.

LaDell Hoth has directed the program, constantly adjusting to the promise of new technology, that serves USU faculty and the state of Utah. He has supported the revolution of service to “off campus” users from automobile or airplane delivery to electronic access via the Internet.

With LaDell’s retirement the Libraries and USU will lose a true professional who never lost sight of the mission for us all—to serve, in the very best way, the learning needs of our students.

—Max Peterson
Director, USU Libraries

"The Library is both our museum and our laboratory. It is the place to which we go for the process of creation, reflection, introspection, making over what the scholarly mind does in the course of its daily work."

John T. Casteen, III
In May of 1999, Professor Arthur Frietzche honored the Utah State University Libraries with an exceptional gift: a collection of over 2000 music CDs, along with hundreds of videos, cassettes, books and journals valued at over $14,000. Frietzche, who passed away in California within days of his gift’s arrival, was a former USU English professor who devoted much time honing and perfecting his collections. He was very generous to USU over a period of years, and his last gift to the Libraries is a legacy of good taste and a refined ear.

The compact disc collection is particularly notable, providing a fine circulating selection of music for USU Libraries. Containing mostly — but most definitely not exclusively — classical music, it is very apparent that Frietzche was most cognizant of quality, selecting only the most optimal recordings available.

Delving into the collection is a delight. Commencing with the very beginning of tonality, the assembling of works by J. S. Bach define the quality of this collection. Included is material from the lush Baroque era with works from Handel, Rossi, and Vivaldi, to name just a few, as well as multiple examples of Messiah and Water Music.

Proceeding into the more sterile, yet truly elegant Classical era, works by Mozart stand out with piano and horn concertos and full symphonies. Opera is also prominently represented with such fantastic works as The Magic Flute and Gluck’s Orpheus ed Euridice and in a lighter vein, Gilbert & Sullivan’s The Mikado. Examples of Beethoven’s works are extensive, bridging the Classical and Romantic eras with nearly all of his works represented in this remarkable aggregation.

Romantic composers abound, from Chopin and Liszt to Strauss, Puccini, and Verdi, on through Brahms, Mahler, and Tchaikovsky. Hungarian Dances by both Brahms and Liszt can be found along with Wagner’s Das Rheingold and Berlioz’s Damnation of Faust, both complete. There is a full recording of Brahms’ German Requiem along with various other vocal and choral recordings.

The 20th century is well represented with the works of Schoenber, Barber, and Grieg with a wide variety of genre. Most of the modern composers are available including Grofe, Elgar, Ives, Bernstein and Rachmaninov. Full recordings of Mussorgsky’s Pictures at an Exhibition and Bizet’s Carmen are available. More popular music is also included: Kurt Weill or Wynton Marsalis or George Winston and the Windham Hill recordings. What record collection would be complete without Herb Alpert & The Tijuana Brass’s masterpiece, Whipped Cream & Other Delights—the one with the “yummy cover”—featuring the knock out arrangement of A Taste Of Honey? Eydie Gorme and Ella Fitzgerald are also available and folk singers Peter, Paul and Mary combine their talents in a collection of songs for children. The work of Joan Sutherland, Marie Callas and Kiri Te Kanawa is well-represented as are many of their operatic colleagues. There is a selection of Christmas music ranging from A Festival of Carols to a collection of Christmas radio programs originally broadcast in 1944. There are also several excellent recordings by the renowned Vladimir Horowitz, possibly the greatest pianist of all times. Surprisingly, the collection includes a wide selection of Hawaiian and Polynesian music as well as several examples of the Classical Kids Presents series.

One notable item in the collection is a group of recordings called The Art of Conducting. In this collection such conducting greats as Stokowski, Karajan, Menuhin, Bernstein and Toscanini lend their expertise both in music excerpts and lectures on what fine conducting really is.

While symphonies and operas from all over the world are represented, one noteworthy item is the celebrated recording by Maurice Abravanel conducting the Utah Symphony in works of Satie.

Whatever your tastes may be, the Arthur Frietzche collection is sure to delight — a generous gift that will continue to give the patrons of the USU Libraries great pleasure for many years to come. Many of the CDs are already available in the Art Book Room on the third floor of the Merrill Library. They can be checked out for a 7-day period with one renewal.

—Sarah Jane Clayton
USU Libraries, Acquisitions
During Fall Semester, students enrolled in English 3000, Period Studies/The Beat Generation, had the opportunity to be the first to use the Beat Collection, acquired last winter by USU Libraries as a gift from the Marie Eccles Caine Foundation. The course, taught by Roberta Stearman, introduced students to the major texts—such as Jack Kerouac’s *On The Road*, Allen Ginsberg’s *Howl*, and Gary Snyder’s *RipRap*—1950’s works which impacted on the counterculture and anti-war movements of the 1960’s and the environmental movement of the 1970’s. The collection also offered the students the opportunity to do research using the nearly 4,000 books, journals and works of literary history and criticism included in the Collection.

Students investigated and wrote reports on history-making journals, including *Big Table*, established by disgruntled staff members of the *Chicago Review* when the University of Chicago refused to publish beat writers. The first issue of this “underground press” was confiscated by the U.S. Post Office, an act that began the censorship debate which spread to other works and culminated in the landmark censorship decision in 1966 by Justice William Brennan. This decision established the criteria for judging obscenity in literature—a criteria still employed today. Journals such as *Kulture*, *Jugen* and *Origin* gave writers a place to publish before the works were accepted by commercial publishers. Students explored poetry collections—many which are first editions—and gave oral presentations to the class on their literary significance.

Along with the print texts, class members visited the Nora Eccles Harrison Museum to see works by famous beat artists such as Jess, Jay DeFeo, and Wallace Berman. They watched videos, including the only authentic Beat movie, *Pull My Daisy*—narrated by Jack Kerouac and featuring poets Allen Ginsberg and Gregory Corso playing themselves. The students also listened to newly re-mastered compact discs of writers reading from their own works. Drawing from USU Libraries’ diverse resources, students wrote literary criticism or cultural studies essays on subjects ranging from “The Commercialization of Beat Culture” to “Beat Women Writers” to “The Children of the Beats: Where are They Now?”

—Prof. Roberta Stearman
U.S.U. English Department
**USU Libraries Library Week 2000**

**April 9 - 15, 2000**

April 9 - 15, 2000. National Library Week, a time to "read! learn! connect! @ the library" and celebrate all that our nation's libraries have to offer. The libraries at Utah State University have a big celebration planned with several events to highlight library programs and services, including:

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<tr>
<th>Date/Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>10 - 14 April:</td>
<td>Interior Design Students’ exhibit. Throughout week.</td>
<td>Merrill Library first floor</td>
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<td>11 April:</td>
<td>Student Recognition Day Book Sale: Friends of the Libraries Special Preview</td>
<td>Merrill &amp; Scitech Libraries</td>
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<td>All Day</td>
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<td>Merrill Library Basement</td>
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<td>11 April:</td>
<td>Annual Library Book Sale</td>
<td>Merrill Library basement</td>
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<tr>
<td>12 April:</td>
<td>Annual Library Book Sale</td>
<td>Merrill Library basement</td>
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<td>12 April:</td>
<td>Reception: Faculty Award Volunteer Award Edith Bowen School VideoCam Presentation</td>
<td>Cazier Scitech room 120</td>
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<td>13 April:</td>
<td>Freedom of Speech Forum</td>
<td>TSC Sunburst Lounge</td>
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<td>14 April:</td>
<td>A River in the Desert: April Haws Film &amp; Lecture on Father Liebler Collection</td>
<td>Cazier Scitech room 120</td>
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<td>14 April:</td>
<td>Staff Reception: Publication Awards Staff Awards</td>
<td>Fac Tippetts Art Gallery</td>
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This year the University Libraries will offer several events to highlight library programs and services. Interior Design students will exhibit their semester projects in the Merrill Library all week with Library resources in interior design and the applied arts also featured. The annual Library Book Sale will be held Wednesday, April 12th and Thursday, April 13th with a special invitation only preview the evening of the 11th for Friends of the Libraries who donate $25.00 or more annually. Our Freedom of Speech Forum will discuss censorship in Libraries and will include Kenneth Godfrey, Mike Sweeney, Rita Reusch, Director of the Quinney Law Library and Rod Decker of KUTV 2News as moderator. The Forum is sponsored by the Caffe Ibis of Logan.
Jerry Tarkanian, Fresno State's men's basketball coach, has a winning program beyond athletics. He and his wife, Lois, recently made a donation of $100,000 to establish a Book Fund to purchase needed books for Fresno State University's Madden Library. This year, with another generous contribution of $5,000, the Tarkanians launched a fund-raising program for the Library called "Baskets for Books." The program allows the basketball team and the community to contribute directly to the Library. Individuals and corporate sponsors are pledging a certain dollar amount each time Fresno’s team scores. With every basket the team makes, the sponsors are contributing to the Library’s book fund. Besides helping the Library while supporting the basketball team, sponsors are awarded positive publicity and promotion. The Library recognizes the sponsors with specially designed bookplates for the Baskets for Books Program purchases, as well as acknowledgment in the Library’s Online Catalogue and Internet homepage. Tarkanian believes the library is the center of any university and its information and resources are essential to the success of the students, as well as the entire community.

"I think this program will allow the library to access resources and obtain material it may not have been able to receive in the past."

Coach Jerry Tarkanian, Fresno State University

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College Libraries receive 2-cents of every dollar spent on higher education — down from 3-cents in 1980, and with the purchasing power deflated to that of a penny...

Source: The American Library Association

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Yes! I would like to join Friends of Utah State University Libraries!

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<tr>
<th>Category</th>
<th>Yearly Dues</th>
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<td>Student Member</td>
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<td>Associate Member</td>
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<td>Book-of-the-Year Club</td>
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<td>Semester Book Club</td>
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<td>Book-of-the-Month Club</td>
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<td>Benefactor</td>
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Yes, I (or my spouse) work for a matching-gift company. If yes, please enclose matching-gift form. (Or inquire about alternate USU employee payment plan)

Thank you for your support!
In conjunction with National Library Week, USU Libraries will hold their 25th annual Book Sale on Wednesday and Thursday, April 12th and 13th in the basement of the Merrill Library on the Utah State University campus. Sale hours are 9:00 a.m. to 4:00 p.m. each day.

The Merrill Library held its first book sale in 1974 and since then has sold over 57,000 volumes of surplus and duplicate materials. During that same period it has received over 160,000 gift books, of which over 90,000 were added to the Libraries’ collections. Most of the remaining books duplicated what was already on the shelves. Each gift book, for which a record is found in the Library’s catalog, is physically compared to the library copy found on the shelf and is often added as a replacement copy when it is in much better condition or added as a second copy for books in high demand. Redundant books are saved for the sale.

This year, in addition to a variety of books, hundreds of cassette tapes and LP’s featuring a variety of musical genres will be offered. Come browse, enjoy these great values and support the Libraries. Proceeds from the sale help support the gifts program but the lion’s share is committed to new acquisitions. The sale is open to the public and everyone is invited. If you have questions, please call 797-0668.