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## About the Contributors

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MARY C. BUSHING is Collection Development Librarian in The Libraries at Montana State University where she is a doctoral candidate in adult and higher education. Her responsibilities on the library faculty include all aspects of collection management. Ms. Bushing is active in state, regional, and national professional associations and is President-elect of the Montana Library Association. Her experience in public, school, and state agency libraries provides the background for her extensive activities as a consultant and continuing education instructor on topics related to collection management and cooperative collection development. In addition to numerous articles on collection management, Ms. Bushing is co-author of the fourth edition of the *WLN Collection Assessment Manual* (Lacey, WA: WLN, 1992). Her dissertation research involves the role of continuing education in establishing professional identity for nondegreed public librarians serving rural communities.

MARTHA E. CATT is presently the Director of the Hussey-Mayfield Memorial Library. Since becoming Director in 1990, Ms. Catt has helped the recently organized public library plan and expand into a new and greatly enlarged facility. Formerly Ms. Catt has headed a high school library, a Technical Services Department in a mid-sized public library, a library cooperative, and has been a public information officer at the Indiana State Library. She received an M.L.S. from Ball State University in Muncie, Indiana. She is a member of the American Library Association, Public Library Association, and the Indiana Library Federation. She has served on, as well as chaired, several Federal Committees and been Secretary of the Board.

LAURA CRAM is a faculty member in the School of Communication and Information Studies at the University of South Australia in Adelaide. She is the Coordinator of the BA in Library and Information Management and lectures on a variety of subjects, including marketing

management, reference and reader services, user education, literature, and information literacy. Recent research has led to the production of a report for the Australian Federal Government on community adult literacy provision in Australia.

BARBARA DIMICK received her Masters in Library Science from the University of Wisconsin—Madison. She directs planning and evaluation efforts at Madison Public Library as well as coordinating Youth Services. Ms. Dimick was a member of the joint ALSC/PLA committee responsible for *Output Measures for Public Library Service to Children*. More recently, she has collaborated with other Wisconsin librarians on a 1994 revision of *Wisconsin Public Library Standards* and is currently working on a Wisconsin Library Association Youth Services Section effort to produce guidelines for Youth Services public librarians in Wisconsin.

KENNETH E. DOWLIN is the City Librarian for the City and County of San Francisco. He directs twenty-seven facilities with a \$31 million operating budget. He manages a capital improvement budget in excess of \$160 million to create a New Main Library and to renovate twenty-one Branch Libraries. Mr. Dowlin has an international reputation in the field of library technology and has become one of the top leaders in his profession. He holds an M.A. in Public Administration and an M.A. in Library Science from the University of Denver, Colorado.

LINDA GORCHELS is Director of Executive Marketing Programs, Management Institute, The School of Business, University of Wisconsin-Madison. An experienced marketing trainer, she custom designs and presents training for Management Institute's public and in-house programs. Ms. Gorchels previously worked in product/marketing management positions in the private mortgage insurance industry and publishing industry. She also worked in new product development research in the office products industry. Ms. Gorchels has provided marketing instruction at Michigan State University, University of Wisconsin-Stout, University of Wisconsin-Eau Claire, and Cardinal Stritch College and has presented workshops in Eastern Europe. She has an MBA plus doctoral course work from Michigan State University.

PETER HAMON is the Director of the South Central Library System in Madison, Wisconsin. Over the past twenty-three years, he has worked as the Head of Extension Services for the Oshkosh Public Library in Oshkosh, Wisconsin; as a Public Library Consultant for the Wisconsin Department of Public Instruction; and as Director

of the Wisconsin Reference and Loan Library (for the Wisconsin Department of Instruction). Mr. Hamon is past President of the Wisconsin Library Association and has served several terms as the legislative advocate for that and other Wisconsin library organizations. His work has been published in the fields of anthropology, library science, and simulation gaming.

DIANE TOBIN JOHNSON is a member of the faculty at the School of Library and Informational Science at the University of Missouri-Columbia, where she also serves as director of the continuing education program. She received her MALS from the University of Iowa and is currently a doctoral candidate in communication. She has recently presented workshops on marketing and achieving quality in customer service in libraries for Solinet (Atlanta) and Capcon (Washington, DC).

KELLY KRIEG-SIGMAN received her M.L.S. from the University of Wisconsin-Madison and has been the director of a medium-sized public library since 1985. She made numerous appearances on the University of Wisconsin Educational Telephone Network's continuing education classes for librarians, where she has spoken on a variety of library marketing related topics.

JOHN V. NICHOLS is Director of the Oshkosh Public Library and Administrator of the Winnefox Public Library System headquartered in Oshkosh, Wisconsin. Mr. Nichols formerly held positions of Director of the Lewis and Clark Library in Helena, Montana, and was Public Relations Librarian for the Corpus Christi Public Library in Texas. A graduate of the University of Texas at Austin, his most recent publication was an article, "Cost Sharing and Public Libraries" for the book *Against All Odds*, which was edited by Linda Crismond. He speaks often on Library Board Development.

JANET E. POWERS is Director of Information Services and Technology at John G. Shedd Aquarium in Chicago, Illinois. The library is the largest aquarium library in the U.S. and supports the research, education, and public display functions of the aquarium. She is responsible for the development and leadership of the Consortium of Museum Libraries in the Chicago area and is currently working on a proposal to create a consortia of zoo and aquarium libraries. She holds a B.A. in Political Science and Speech from Indiana University, Bloomington, IN and an M.L.S. from Rosary College, River Forest, Illinois. Prior to working in libraries, she worked in marketing research.

DUNCAN SMITH is a Product Manager for CARL Corporation. Prior to joining CARL, he directed the North Carolina Library Staff Development Program, a state-wide continuing library education program administered by North Carolina Central University's School of Library and Information Sciences. He is currently the President of the American Library Association's Continuing Library Education Network Round Table (CLENE/RT). Mr. Smith has written extensively on the topics of continuing library education and readers' advisory services.

DARLENE E. WEINGAND is a Professor at the University of Wisconsin-Madison, School of Library and Information Studies, where she is Director of Continuing Education Services and teaches in various aspects of information management, including marketing. She is the author of twelve books and numerous articles dealing with library marketing, continuing professional education, distance education, and library management. She also serves as a consultant both nationally and internationally.

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