

## Shipping Out & Building Up Outsourcing & Renovating

### @ Spring Conference

By SHULAMITH BERGER

Archivist, Mendel Gottesman Library,  
Yeshiva University

These days, call a customer service rep and hear a voice from India. The trend toward outsourcing has permeated the business world, but even within our own circles, outsourcing can be a cost-effective measure. So when – and how – should this fit in with library operations? The NYMA Spring 2005 Conference “What to Do When We Can’t Do It Ourselves? Consulting and Outsourcing for Libraries and Librarians,” held June 8, 2005, at Congregation Emanu-El, addressed this up and coming issue. Librarians gathered to hear the delights and drawbacks of outside help.

### Hire & Fire

The first speaker was Naomi Steinberger, Director of Library Services at the Jewish Theological Seminary (JTS) Library. In “Pooling Resources: Knowing When to Use External Resources and How Best to Utilize Them,” Naomi discussed when it is appropriate to outsource, for example, when the library lacks the facilities, time, expertise, or other resources necessary to undertake the work. She reviewed a variety of outsourcing projects, using the JTS Library experience as a model, and compared and contrasted the pros and cons of working in-house versus using outside vendors.

The JTS Library has tried both approaches, hiring consultants and laborers in conservation, microfilming, exhibitions, publications, sales of publications, fundraising, web sites, and cataloging backlogs. Naomi emphasized that many of the projects are still in process. Moreover, the Library has not

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## Parting Words

It has been my privilege to serve as NYMA's president during the past two years. We have all worked very hard and can rightly be proud of our accomplishments as a chapter of AJL. After these eventful years, I'm looking forward to being a part of the committee which will be designing and launching a web page for NYMA . . . soon.

Election results were announced at the Spring Conference. Marlene Schiffman is stepping energetically into the job of NYMA president as I write. Look for exciting developments in next winter's newsletter. Marlene brings superb organizational skills and creative programming ideas to this office. Did you know that NYMA has not only gained a new president but also a poet laureate? Elana Gensler was elected Vice President/President-Elect. Elana has served on NYMA's board for 8 years and was co-chair of last year's convention. Elana is also National AJL Vice President for Publications.

Look for articles on the following pages about this year's workshops and conference. Many thanks to Elana Gensler and Roz Friedman, the Day School/ High School Workshop Coordinators, Marlene Schiffman, the Cataloging Workshop Coordinator, and to Ina Rubin Cohen and Rachail Kurtz, who coordinated the Reference Workshop, for providing stimulating and educational programming. We are also grateful to the presenters who donated their valuable time and expertise for our benefit. And, a big thank you to all the members of the board for their help and input.

NYMA is pleased to announce that we were able to award three scholarships to this year's convention. The three recipients, who met the criteria of donating significant time and energy to NYMA, were Steven Bernstein, Judy Fixler and Marlene Schiffman. Any profit earned by the entry fees to the workshops and conferences supports NYMA's scholarships.

The Oakland AJL National Convention was most enjoyable. I think nearly all the NYMA members in attendance noted at one time or another how relaxing it was to be a guest instead of a host at a convention. Look inside for the photograph, taken on Tina Weiss' camera, (we insisted she be in the picture). Marlene and I represented NYMA at the Chapter Relations Meeting, where we distributed copies of our excellent newsletter to the presidents of other chapters, along with other publicity material.

Thank you to the Board and Members of NYMA who made these two years so memorable for me.

**Elizabeth F. Stabler**

**Vanished Worlds  
Holocaust & Yiddish Lit Remembered  
@ Reference Workshop  
By RACHAIL KURTZ  
Librarian, Yeshiva of Flatbush**

*Shoah*. Holocaust. That chilling word evokes not only the impact of murdered souls, but of murdered worlds. Nevertheless, history lives on, preserved for future generations.

The atmosphere was equally thoughtful at the 2005 Reference Workshop, held Wednesday afternoon, April 6<sup>th</sup>, at the Jewish Theological Seminary of America (JTSA) and organized by Rachail Kurtz of Yeshiva of Flatbush, and Ina Rubin Cohen, of JTSA.

**Retrieving from Memory**

The first presenter was Dr. Julia Bock, currently founder and director of the Hungarian Jewish Cultural Center (formerly head librarian of the Museum of Jewish Heritage in New York). In "From the Depths of the Holocaust: Retrieving Resources for Holocaust Studies," she discussed the importance of keeping track of a continually expanding field. Handouts included a list of Holocaust bibliographies and archival sources.

Dr. Bock evaluated the sources by arrangement and accessibility, topics and materials covered, language of material, as well as audience and focus group for which each source is intended. Of particular interest were the listings of *yizkor* (town memorial) books, electronic books, CD-ROMS, and resources on Holocaust deniers. She also evaluated Holocaust encyclopedias and handbooks, indicating which were the most important for specific needs and collections. In addition to an exhaustive and inclusive list of resources, Dr. Bock provided the audience with excellent books to peruse, one of them *Last Letters from the Shoah*.

**Looking to the Sources**

The second presenter, Faith Jones, Head of the Literature and Languages Department at Mid-Manhattan Library (formerly Yiddish Bibliographer, New York Public Library Jewish Division), spoke on the topic "Resources for Yiddish Literature Studies." Following her handout of Yiddish literature reference sources, Ms. Jones explained the importance of having both earlier and more updated sources, and the idiosyncrasies of each source – which ones were more problematic, inclusive, in-depth, recent, or accurate.

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## Look What's Happening . . . .

### Live from NYPL

"In the Shadow of Liberty: John Hollander & Esther Schor revisit Emma Lazarus." On Tues., May 17th, John Hollander & Esther Schor, scholars of 19th century poetry and themselves prominent poets, brought to light this woman immortalized by the words "Give me your tired, your poor, your huddled masses, yearning to breathe free . . . ." The Joy Ungerleider Lecture, an annual program of the 42nd Street Library's Dorot Jewish Division, was made possible by the support of the Dorot Foundation and hosted by **Michael Terry**, Director of the Dorot Division of the New York Public Library.

### Happy B-Day, American Jewry, Redux

The Ivan M. Stettenheim Library of Congregation Emanu-El and the Herbert and Eileen Bernard Museum of Judaica co-hosted a series of lectures in honor of the 350th anniversary of Jews in America. On Wed., Apr. 6th: "Genealogy, Memory, Gotham, Origins, History." Kenneth T. Jackson, Jacques Barzun Professor of History and the Social Sciences and the director of the Herbert H. Lehman Center for the Study of American Jewish History at Columbia University, spoke about the contributions of NYC Jews to NYC and what about New York made this creative collaboration possible. On Tues., May 17th: "Assimilation and its Discontents: Untold Tales from the Early History of Reform Judaism." The speaker was Jonathan M. Hess, professor in the Department of Germanic Languages at the University of North Carolina at Chapel Hill, director of the Carolina Center for Jewish Studies (UNC-Chapel Hill), and adjunct professor in UNC's Department of Religious Studies.

### Sights on Sites

The Library of the Jewish Theological Seminary of America (JTS) has launched a new and expanded web site: [www.jtsa.edu/library](http://www.jtsa.edu/library). Some of the featured additions include:

\*Link to JTS LIBRARY TREASURES ([www.jtslibrarytreasures.org](http://www.jtslibrarytreasures.org)). A site featuring digital images of some of the Library's most outstanding treasures – The Rothschild Mahzor, the Prato Haggadah, the Esslingen Mahzor, and selected Geniza fragments representing and including texts by Maimonides and Judah Halevi.

\*New online exhibit – "Radical Visions: Graphic Satire in the Yiddish Press, 1894-1939";

\*Bibliographic Guides to Jewish Studies in Bible, Jewish History, Jewish Literature, Jewish Music, Rabbinics, and Jewish Communal Services, prepared by JTS Public Services Librarians.

\*Expanded access with guides to 88 collections in the general and music archives.

\*Access to our new and expanded online resources.  
\*And more. Enjoy!

### Preservation

The Center for Jewish History (CJH) held a series of preservation workshops. For groups, instructions included preserving, maintaining, and storing techniques, and developing recovery plans in cases of disasters stemming from the environment, water damage and fire. For individuals, basic instructions were given in housing, maintaining, and storing photographs, documents and other family memorabilia.

### Also at CHJ

\*Printing the Talmud: From Bomberg to Schottenstein." Through Aug. 28.

\*"Greetings from Home: 350 Years of American Jewish Life." Through Sept. 15th.

"YIVO at 80: A Brief Encounter with Archives." Through Sept. 15th.

"Starting Over: Immigrant Experience of German Jews in America, 1830-1945."

### Take a Bow

**Bella Hass Weinberg** delivered her indexing expertise in "LIS 308 Book Index Structures: In Print and on the Web," held July 6-7 and sponsored by St. John's University.

### Mazel Tovs

To **Marlene Schiffman**, on the birth of her granddaughter, Sari Hannah. Parents Dovid & Leah Helfgott.

To **Edith Lubetski**, on the birth of her grandson Yitshak Immanuel. Parents Saul & Rebecca Lubetski.

To **Leslie Monchar**, on the marriage of her daughter Aliza to Josh Kroll.

To **Liza Stabler**, on the engagement of her daughter Carolyn Aviva Schaeffer to Scott Lewis.

To **Chaya Wiesman**, on the graduation of her daughter Shulamith with an MLS from Queens College.

May they all *schep nachas*.

### Condolences

To **Rachel Glasser**, on the passing of her mother, Leila Chernotsky.

To **Chaya Wiesman**, on the passing of her mother, Miriam Spitzer.

May they be comforted among the mourners of Zion in Jerusalem.



**NAOMI STEINBERGER, of JTSA**

**(Shipping Out, cont'd from Pg. 1)**

yet determined which method is superior, and different projects may require different approaches.

The saga of the cataloging outsourcing is a tale of “*Ud mutsal me-esh* – a brand plucked from a fire.” After the JTS Library received a major grant to catalog thousands of books salvaged from the library fire in 1966, the library decided to outsource the cataloging. However, a great deal of time was required to prepare the books to be sent. A cataloger at JTS cataloged the books which the outsourcing company was unable to work with. This approach emphasized quantity over quality, but provided access to material for which there had previously been no access whatsoever.



**CHAYA WIESMAN, of Ramaz**

**Building Anew**

The resurrection of the JTS Library from the 1966 fire also entailed the construction of a new library building in the 1980s. In a fitting pairing, the second speaker, Chaya Wiesman, Associate Librarian at Ramaz Upper School, led the topic: “Surviving Library Construction/Renovation: Some Pitfalls and How to Avoid Them.”

Chaya solicited submissions of experiences with library construction and renovation through Hasafran. She received many responses, all but one negative. Although many of the stories were amusing, the overarching theme was of wasteful, nonfunctional, and potentially dangerous libraries. Problems ranged from reference and checkout desks way too high for children to reach, curved shelves which don’t hold books properly, lack of wiring/electricity for work and computer areas, and poor lighting and raised floor sills. In the latter cases, the library was fined by OSHA and sued twice by patrons who tripped over the sill.



**LIZA STABLER, of Temple Emanu-El, receives a token of appreciation from the NYMA board.**

In general, the librarians complained that their input was ignored and that the institutional focus was on the libraries which “looked pretty, rather than on libraries which functioned well.” Chaya urged that for a construction project to succeed, the librarians should work closely with board members, architects, and interior designers who specialize in libraries, especially in the type of library in question. Building committee members should spend at least a few hours in the library to get a sense of how it is used and how it functions.

The lecture provoked comment and discussion. The topic of disaster planning was brought up; it may be a worthwhile subject for a future conference.

ference 2005 was an outstanding example of this tradition. Also honored was Liza Stabler, herself soon to be a "past president."

**3-D & the Big 2-0**

NYMA's 20<sup>th</sup> anniversary was celebrated as well, during the Spring Conference. In honor of

Afterwards, everyone was treated to the exhibition "Traveling the Holy Land Through the Stereoscope," and a display of lantern slides by Elka Deitch, Senior Curator of the Herbert & Eileen Bernard Museum of Judaica at Temple Emanu-El.



**THANKS FOR THE MEMORIES** – (l. to r.) NYMA's first three presidents ESTHER NUSSBAUM (of Ramaz), AVIVA ASTRINSKY (of YIVO), and EDITH LUBETSKI (of Stern College for Women), honored at NYMA's 20<sup>th</sup> anniversary.

the event, Edith Lubetski, NYMA's first president, spoke, joined by her successors Aviva Astrinsky and Esther Nussbaum. Edith mentioned that "twelve golden spoons are mentioned in the week's Torah portion [*Naso*]," and that "NYMA presents golden opportunities to its members." The Spring Confer-

Donning special 3D glasses, viewers got a vivid glimpse of early 20<sup>th</sup> century Palestine. They later toured the grounds to view more old slides and photographs. Apparently you don't need outsourcing to feel transported. A *yasher koach* to Liza Stabler for a "timeless" event. ■



**OUT OF THIS WORLD** – Not your 1950s SciFi, but just the same, viewers were transported to early 20<sup>th</sup> century Palestine via 3D. (All photos by Tina Weiss)

## In Memoriam

### **Marcia Goldberg, A"H**

We at NYMA would like to express our sadness at the death of our colleague, Marcia Goldberg, A"H, lately at the University of Maryland, and formerly of Gratz College in Philadelphia, who passed away March 15, 2005.

She was known to us through her work, but also we greatly appreciated her sparkling personality. I roomed with her at the AJL Convention a few times, and she literally had us up quite a bit into the night with her wit and humorous remarks. She always sent the best jokes on the Internet.

Several times she lectured before our group at NYMA and she was always a hit. She knew cataloging and the automated RLIN system so well that she was a cataloger's cataloger. We are dedicating this [March 20<sup>th</sup> cataloging] workshop to her memory. We extend our sincere condolences to the family, her two sons Aryeh and Avraham, and their families. We will miss her as a friend and colleague and as an integral part of AJL.

**MARLENE SCHIFFMAN, Cataloger, Mendel Gottesman Library, Yeshiva University**

I had many occasions while serving as music librarian at JTSA to consult with Marcia about music matters. When I visited Gratz, she spent a great deal of time explaining their collection to me and showing me some of the materials that I had asked to see prior to my visit. I will miss her no-nonsense approach to librarianship and her generosity of spirit. May her family be comforted among the mourners of Zion and Jerusalem.

**MARION STEIN, Librarian, Abraham Joshua Heschel High School**

I met Marcia at Gratz College in 1989, and we worked together for seven years. Those years were very significant in the field of Hebraica cataloging. Marcia was very instrumental and enthusiastic about cataloging Hebrew books on RLIN, and she saw the value of contributing many records online. Through her work, Gratz College Library shared its collection with the academic world. She also took upon herself to establish many authority names for NACO. She felt that she gained an additional set of colleagues by participation in NACO.

I was always impressed by how she stood for quality in cataloging. She used to say: "You do it right the first time, and you do not have to do it again." She knew the balance between "doing it right" and cataloging as many books as possible, and the balance of quality versus quantity was perfected by Marcia.

When you work closely with people, you get to know them not only for their professional ability but also as people. Marcia had a strong set of values; she truly believed in *Am Yisrael* and *Eretz Yisrael*, and she believed in family and friendship.

I can write a chapter entitled: "My conversations with Marcia." They always were filled with humor, insights about life, strong belief in her way of life, but most of all her love for her children Avraham and Aryeh, her parents and her brothers. She was extremely proud of her family. My memoriam today is really meant for them.

I would like to end with a story about how in NAAUG (North America Aleph User Group) 2001 meeting. I was asked by the Head of Technical Services at the University of Maryland Library to recommend a person to take charge of their Hebraica cataloging. It took me only a second to tell her to contact Marcia Goldberg at Gratz College. You all know how happy she was there, and I'll finish with quoting Marcia's short letter to me:

*"I don't know how many job 'shidduchim' you've made, but this one was the best, a real win-win situation. I've never had a job where I was so highly respected and appreciated . . . . Marcia."*

*Yehi Zikhra Baruch!*

**SARA SPIEGEL, Administrative Librarian for Technical Services,  
Jewish Theological Seminary**

### **Rita Blank, A"H**

Dr. Rita (Margarita) Blank, who passed away June 28<sup>th</sup>, served as Paper Conservator for 15 years in the Jewish Theological Seminary (JTS) Library. She was instrumental in the development of the conservation lab, from its naissance to its entry into the 21<sup>st</sup> century when JTS received a grant from the Andrew W. Mellon Foundation.

Before coming to JTS, Rita worked for close to 30 years at the Russian National Library in Leningrad (former USSR) as a senior scientist in the Conservation Department. She held a PhD in paper chemistry. Rita and her husband, Dr. Felix Blank, who works in the Technical Services Department of the Library at JTS, immigrated to the United States in 1989 and settled in Teaneck, NJ. She is also survived by two sons, Michael and Gregory.

Many people coming to the Library of the Jewish Theological Seminary and to the Conservation Lab benefited from Rita's work. She is sorely missed by her friends and colleagues at the Library. And their hearts go out to Felix and the family. May her memory be a blessing to her family, always.

**NAOMI STEINBERGER, Director of Library Services, Jewish Theological Seminary**

## Bring It On (Line)!

### Web vs. Print @ Day School/High School Workshop

By MARION M. STEIN Librarian, Abraham Joshua Heschel High School

In this day of sound-bytes and images, it's not enough to wend our way around the periodical racks and new acquisitions shelves. We school librarians must contend with students who are both highly computer-savvy and demanding of up-to-the-minute information, anywhere, anytime.

The growing domination and availability of online sources was the topic of the Day School/High School Workshop, held Wednesday, February 16<sup>th</sup>, at the new Abraham Joshua Heschel High School. In "Collection Development in the Age of Online Databases," the audience was provided with highly experienced librarians to lead a roundtable discussion. Heading off the discussion was Esther Nussbaum, Librarian of Ramaz High School. She spoke about e-books, which are just beginning to appear in school libraries.

Adele Bildersee of the Dalton School spoke about their extensive collection of databases and

how they complement the print collection. She focused on JSTOR, a database of full-text articles from scholarly journals that is now reaching out to the secondary school market.

Although most of the discussion centered on the needs of high schools, a few participants from lower and middle schools contributed to the discussion with their own ideas and experiences with their respective grade levels. Participants were also treated to a tour of the impressive Heschel High School building.

The meeting continued informally for at least 30 minutes past the proposed ending time, as librarians continued to chat with one another. This proves that when knowledgeable people get together, the formal program is only part of the experience; the more important part is having the opportunity to meet one another face to face. ■



SAY "CHEESE" – Our gang poses for the camera at AJL 2005 National Convention, held June 19-22, at Oakland, California. NYMA/NYC made up one of the best-represented chapters, and even included members of Avi Chai. (Photo by Tina Weiss)

**(Vanished Worlds, Cont'd from Pg. 2)**

Ms. Jones discussed which audience each source was geared to – especially in terms of language, Yiddish or English. In addition, she suggested how to help people use the material once it was found. A lively discussion followed, touching on the accessibility of Yiddish source information online.

A tour of “Radical Visions: Graphic Satire in the Yiddish Press, 1894-1939” – the current JTS

exhibition – followed. Its topic, Yiddish press, tied in neatly and somewhat poignantly with both presentations. It also highlighted the role of libraries and museums in keeping alive past memory. Thanks to the informative lectures, the general camaraderie and bonhomie, and most important, the hard work of Rachail Kurtz and Ina Rubin Cohen, the 2005 Reference Workshop will earn a rightful spot in NYMA history. ■