



President's Column

Andrea Lapsley

Fifty Years of History and a President's Program to Launch the Next Fifty Years

In 2007 LAMA is celebrating its fiftieth anniversary—quite an accomplishment and one we all can be proud of. Each

of us is part of that history, whether through membership, participation on a committee, serving as a presenter, writing an article, serving on the board, or donating to a fundraising effort. Thanks to all of you for being part of our history.

I hope that you have had an opportunity to look at the LAMA Web page (www.ala.org/lama) and read the organization's history. For fifty years we have had leadership from all types and sizes of libraries: people willing to work hard to make the organization succeed and grow and to deliver the services and programs that you, the members, want and deserve. To each of these people I say thank you for bringing us to this point. And for our future leaders, I am thanking you in advance for leading us into the next fifty years and continuing to put LAMA in the forefront.

Change is part of any organization and LAMA has had its share. Formerly the Library Administration Division (LAD), in 1978 the membership voted to change the name to Library Administration and Management Association. We have changed presidents every year and I am pleased to be LAMA's fiftieth. We've changed how we deliver programs and services to be more responsive to the membership and to incorporate technology. But through all the years, you, the membership, have always been the number one priority.

So what was going on fifty years ago? How much have things changed or stayed the same? Do you remember? The world population was 2.8 billion in 1957. Now it is more than 6.4 billion. The population of the United States was 171,984,130 in 1957; today it is 298,444,215. In world events, the U.S.S.R. started the Space Age by launching Sputnik I, the first earth-orbiting satellite. It was in 1957 that schools in Little Rock, Arkansas, were forcibly inte-

grated. President Dwight D. Eisenhower was starting his second term in office. Mao Tse Tung was in power in China and Juan Batista was in control in Cuba.

In the world of sports, the Milwaukee Braves defeated the New York Yankees 4-3 to win the World Series. Hank Aaron was the National League's most valuable player. The New York Giants moved to San Francisco and the Brooklyn Dodgers moved to Los Angeles. Bobby Fischer became a chess champion at the age of thirteen. The Boston Celtics defeated the St. Louis Hawks for the NBA Championship. Althea Gibson won Wimbledon. Auburn defeated Ohio State for the NCAA Football Championship, while North Carolina defeated Kansas for the NCAA Basketball Championship.

In the entertainment field, *West Side Story* and the *Music Man* debuted on Broadway. Steve Allen was the host of the *Tonight Show*. *Leave It to Beaver* and *Perry Mason* premiered on CBS. Popular television shows were *Gunsmoke*, *Father Knows Best*, *The Price Is Right*, *Lassie*, *The Lone Ranger*, *Wagon Train*, *American Bandstand*, and *The Phil Silvers Show*. The 1957 Chevy was the car of choice. The word "beatnik" entered the vernacular. Motown Records was founded by Berry Gordy Jr. with a \$700 investment. Songs that took over the charts were *Jailhouse Rock*, *All Shook Up*, *Bye-Bye Love*, *Wake Up Little Susie*, *That'll Be the Day*, and *Young Love*. The 1957 film *The Bridge on the River Kwai* went on to win the Academy Award for Best Picture, and Alec Guinness won the Best Actor award for the same picture. Best Actress honors went to Joanne Woodward for the *Three Faces of Eve*. Larry King's first radio broadcast aired in 1957.

It was also the year that Dr. Seuss wrote *The Cat in the Hat*, Jack Kerouac authored *On the Road*, and Ayn Rand's *Atlas Shrugged* made its debut. John Cheever penned *The Wapshot Chronicle*, and *From Russia with Love* by Ian Fleming was a bestseller. HarperCollins published its first I Can Read series title, *Frog and Toad* by Arnold Loebel.

In the world of science and business, the artificial heart was invented, as well as the internal pacemaker. Three U.S. scientists proposed a theory of superconductivity. Control Data Corporation was organized to produce computers designed by Seymour Cray, whose Model 1604 would be one of the first transistorized computers. Sweet'N Low company began developing its sugar replacement

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products. The Dow Jones was 436. It was the year that the bucket was born at Kentucky Fried Chicken. (It included fourteen pieces of chicken, five rolls, and a pint of gravy. The cost: \$3.50.)

When looked at from today's perspective, the price of things in 1957 is a real jolt to the system. A car would set you back \$2,100, with gasoline running twenty-three to thirty-one cents per gallon. The average home cost \$18,000. The price of a postage stamp was three cents. A loaf of bread could be purchased for nineteen cents, and milk was \$1 a gallon. A dozen eggs could be had for eighty cents. The minimum wage was \$1, and the average annual salary was \$5,500. Campbell's tomato soup cost ten cents a can, and bananas were twenty-seven cents for two pounds. A man could get an all-wool suit for \$28.90 and jeans for only \$2.49. When you think about the value of a dollar and how much the cost of items has escalated between then and now, it's a real bargain that LAMA's annual membership dues are only \$50 today.

The times they are a-changin' but look how much stays the same. We still see the TV shows on reruns or late at night. The music, movies, and books never die. Some of the same teams are still winning today. Through everything, LAMA has been consistent in delivering services and programs at an affordable price to its membership.

As we begin the next fifty years together, I am pleased to announce that Frances Hesselbein will be the President's Program speaker in Washington, D.C. Hesselbein chairs the board of the Leader to Leader Institute (formerly the Peter F. Drucker Foundation for Nonprofit Management). She serves on many nonprofit and private sector boards, including those of the Center for Social Initiative at the Harvard Business School and the Hauser Center for Nonprofit Management at the Kennedy School. She is chair of the national board of directors of Volunteers of America.

She was the chief executive officer of the Girl Scouts of the USA from 1976 to 1990. She was awarded the highest civilian honor in the United States, the Presidential Medal of Freedom, in 1998.

Hesselbein is the editor-in-chief of the quarterly journal *Leader to Leader*. She is the coeditor of the book of the same name, as well as of the best-selling *Leader of the Future*, which has been translated into sixteen languages. She also is the coeditor of *Leading Beyond the Walls* and *Leading for Innovation*, two books in the Drucker Foundation Wisdom to Action series. Her book *Hesselbein on Leadership* was published in 2002. Hesselbein's most recent book, *Leader of the Future 2: Visions, Strategies, and Practices for the New Era*, follows her previous work *Leader of the Future*. That title is one of the most widely distributed works on leadership. The newer book, published by Jossey-Bass in fall 2006, has twenty-seven insightful essays by some of the most recognized, thoughtful leaders of today.

Hesselbein has presented to leaders of national and international organizations from the public, private, and corporate sectors, including National Urban League, the World Bank, American Management Association, Eastman Kodak, Chevron Texaco, and Hewlett Packard. She has been featured on the covers of *Business Week* and *Savvy* as an example of managerial excellence, as well as in issues of *Fortune* and *Chief Executive* on leadership. Hesselbein appears in the management video, "The Leader Within," with Warren Bennis.

I hope you will mark your calendars for Sunday, June 24, and join me for an exciting program with this preeminent speaker. It will be an opportunity you do not want to miss.

As I look back over the last fifty years, one thing is apparent. No matter how the world changes, you can count on LAMA for the next fifty years.

issue provide a glimpse into what can be learned from focus groups. Allmang and Ouimette review their data to reveal some surprises about a user group they thought they knew well, and Stanley holds a mirror up to the profession, to make us see ourselves the way students see us. Each of their perspectives adds something unique to the changing big picture of contemporary librarianship.

So, if you are thinking about writing that article that resides in the back of your mind, take the advice of Don Riggs, as quoted by Rich Ackerman in this issue's installment of the ChangeMasters series: "When an opportunity arises, take it!" Here's an opportunity, readers.