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Featuring guest speaker:

Michael Haley '65



Emmy Award-winning producer, director, and actor, Michael Haley has had a 40-year career in the film industry, which started in the late '60s after his graduation from UMass Amherst.

Mike has been recognized many times over for his impressive body of work, receiving many awards. His films include *Charlie Wilson's War* (2007), *Closer* (2004), *Angels in America* (2003), *Joe Somebody* (2001), *What Planet Are You From?* (2000), *Primary Colors* (1998), *Groundhog Day* (1993), and *A League of Their Own* (1992). He was nominated as Best Actor for his role in *Wilde Irish Women* at the Dundalk, Ireland Theater Festival in 2004. The list of directors that Haley has worked with includes Sidney Lumet, Sidney Pollock, Barry Levinson, Penny Marshall, Harold Ramis, and Mike Nichols. He has worked with some of Hollywood's premier actors and actresses such as Katherine Hepburn, Harrison Ford, Meryl Streep, and Tom Hanks.

Mike recently donated his papers to the UMass Amherst Libraries. Reflecting a diverse career in film, the Haley collection consists of scripts, photographs, memorabilia, diaries, notes, and correspondence. There are over 100 scripts, from films ranging from the *Godfather II* to *Charlie Wilson's War* and *Angels in America*.

Mike is currently writing a book about his career in the film industry and lives with his wife of 25 years, Joan, in Conway, Massachusetts.

THIRTEENTH ANNUAL FALL RECEPTION
 SATURDAY, OCTOBER 1, 2011
 2 - 4 P.M.
 CAPE COD LOUNGE



NEWS FOR THE FRIENDS OF THE UMASS AMHERST LIBRARIES

LIBRARY

ISSUE 41
 SPRING/SUMMER
 2011



A Gift of Global Proportions

The Mark H. McCormack Collection presents a unique opportunity to explore the rich history of the sport and entertainment marketing industry. The collection, which consists of 8,000 boxes of letters, writings, photographs, videos and memorabilia, will be housed on the 24th floor of the Du Bois Library. ...continued on page 3



Transcending Time and Place



Director of Libraries Jay Schafer, Du Bois Center Director of Development Brooks Fitch, and Reverend Calvin McFadden, Sr., of the St. John's Congregational Church, sign a partnership agreement between St. John's Congregational Church in Springfield and the W.E.B. Du Bois Center.

At social events when people learn I am the Director of Libraries at UMass Amherst, the most frequently asked question is “Why do we need a library since everything is now digitized?”

It is impossible to deny that networked computing has changed libraries, academia, and our society over the past twenty years. Google, Wikipedia, Facebook, and Twitter are just a few examples. The importance of social networking in the recent political unrest in Egypt and other middle eastern countries is further evidence of the global impact networked computing is having.

These changes make libraries more important than ever; with the exponential growth of available information on any given subject, librarians—who have always expertly curated information—are critical to information literacy.

The transition from a print-based environment to one that is increasingly digital, demands that libraries transform themselves. The role of libraries in the print world—collecting, providing access to, and preserving our cultural heritage—does not change as we move into a digital realm. The role of libraries remains the same but we must take on new challenges in determining how to fulfill this role.

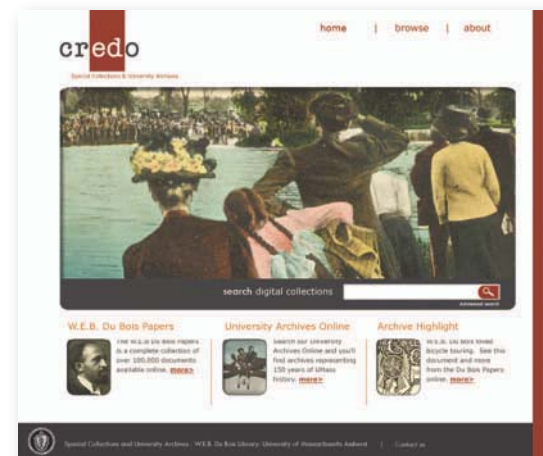
As you read the Newsletter, you will get a glimpse of the ongoing efforts being made by staff at your UMass Amherst Libraries to maintain the best traditions of the print-based world while transforming ourselves into a world-class 21st century digital environment. Your financial contributions and your donations of significant collections are essential to our continued success. As always, we are deeply grateful for your support.

Jay Schafer
Director of Libraries

Digital Du Bois

On June 16, the UMass Amherst Libraries officially open *Credo*, our online repository containing the digital collections of Special Collections and University Archives (SCUA). SCUA presently houses more than 30,000 linear feet of archives and rare books, the vast majority of which are available only to users who are able to visit our collections in person. In an effort to make these unique materials more widely and freely accessible, the Libraries began to develop *Credo* in 2009, with the goal of making the repository a central hub for exploring SCUA's collections from anywhere at any time.

With the generous support of the Verizon Foundation and the National Endowment for the Humanities, SCUA embarked upon the massive project of digitizing the complete papers of the African American intellectual and activist, W.E.B. Du Bois. When *Credo* launches, more than 40,000 digital objects from the Du Bois Papers will be available, with the remaining 60,000 items to follow in the next two years. SCUA will add significant content to *Credo* in the coming years both digitized and born digital.



<http://credo.library.umass.edu>

An Ace in the Hole for Libraries and Sport Management



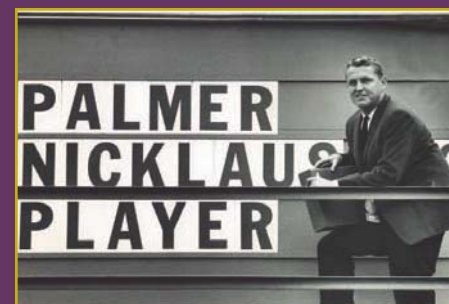
Soccer legend Pele signing with McCormack in the 1970s.



Pete Sampras



McCormack courtside at Wimbledon. IMG has produced the telecast and media distribution of Wimbledon every year since 1968.



McCormack in front of scoreboard for Arnold Palmer, Jack Nicklaus, and Gary Player, ca. early 1960s.



Arnold Palmer and Mark H. McCormack, ca. 1996

The Library has received the first shipment of 500 boxes from IMG (International Management Group), the marketing and management company founded by Mark H. McCormack. This collection encapsulates the founding of the multi-billion dollar, international, sport management industry. Mark McCormack's clients included professional athletes such as Arnold Palmer, Andre Agassi, and Tiger Woods, as well as entertainers, models, the Olympics, and even the Pope. The amount of material is extraordinary and the Library will be digitizing large portions of it, with the goal of having the material accessible to the public as soon as possible.

“It is a massive collection with massive research potential to understand the evolution of an entire industry of sport and entertainment marketing,” says Rob Cox, head of Special Collections and University Archives.

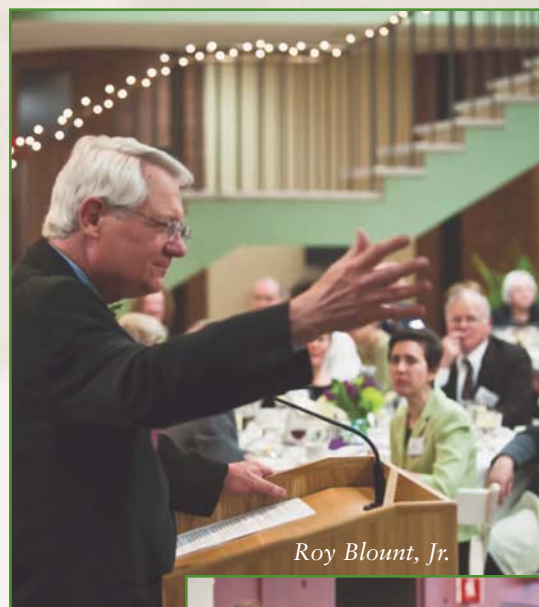
“McCormack was an innovator and developed industry and business practices and penetrated markets that no one had before,” says Kirstin Kay, sport innovation archivist. “This brings a new set of researchers to campus and it will be the cornerstone of new collecting areas for the library: innovation and entrepreneurship.”

The collection will be integrated into undergraduate and graduate curriculums in sport management, communications, economics, sociology, and women's studies, drawing partnerships between the Library and other academic units on campus. Several faculty members are interested in publishing a new sport marketing journal through ScholarWorks, the Library's open access scholarly digital repository.

“This collection offers the most significant documentation of the growth and development of the sport management and marketing industries,” says Lisa Masteralexis, head of the Mark H. McCormack Department of Sport Management. “We plan to write case studies based on the Collection and use them to teach current and future students, in addition to spearheading other initiatives that will grow out of this.”

View video about the collection:
bit.ly/video_mccormack

Ninth Annual Dinner with Friends



Roy Blount, Jr.

The Library's Ninth Annual "Dinner with Friends" in April sold out for the first time ever. This year's dinner featured NPR celebrity authors Roy Blount, Jr. and Gretchen Holbrook Gerzina. UMass Amherst Jazz students accompanied the champagne and hors d'oeuvre reception, followed by a gourmet dinner and book signing.

Chancellor Robert C. Holub and Director of Libraries Jay Schafer kicked off the evening by recognizing our business sponsors and special guests. Provost James V. Staros, Friends of the Library president Dodie Gaudet '73, and Library Director's Council co-chair Lorrey Bianchi '69, presented the Friends of the Library Undergraduate Research Award and the Emily Silverman Book Collecting Award (at right).

Dinner with Friends slideshow:
bit.ly/librarydinner2011



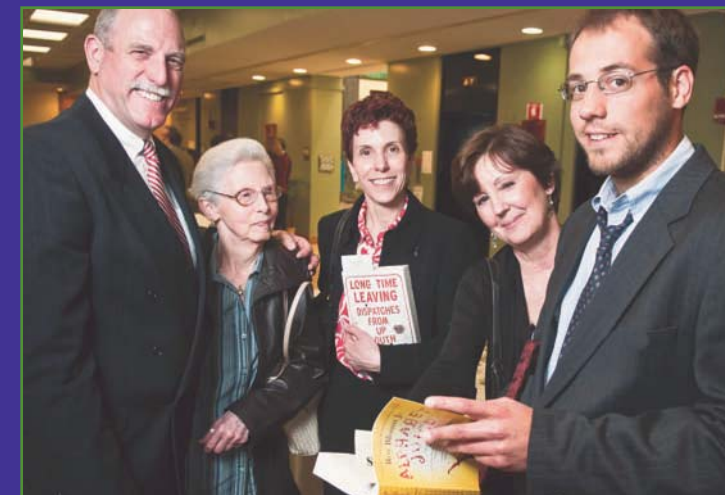
The second annual Emily Silverman Book Collecting Award went to Jonah Vorspan-Stein '13 (left) for "Contemporary Independent Literature," a collection of books published by independent publishers since 2009 in the undergraduate category and Nathaniel Otting '13 (right) for "Walser & Company," a collection of books by and about Robert Walser, the German-speaking Swiss writer in the graduate category.



A true "friend" of the library, Susan McBride (second from left) retires this year after 12 years of service to the Library and 24 total years of service to the university.



Gretchen Holbrook Gerzina



Christopher Russell '10 (far right) won the third annual Undergraduate Research Award for his senior honors thesis "A Tale of Two Cities: How the Government Caused and Maintained Racial Inequality in Oakland, CA 1945-1970."



THANK YOU TO OUR 2011 BUSINESS SPONSORS

All proceeds of the this year's Dinner will benefit the W.E.B. Du Bois Center

- Amherst Books • Brattle Book Shop • EBSCO • Elsevier • Gale, a part of Cengage • Hampden Bank
- Marcus Printing • MicroTek, Inc. • OFI Contract Interiors • Print Associates • ProQuest
- Rao's Coffee Roasting Co., Inc. • Taylor Rental • UMass Catering • Wiley-Blackwell



Provost Staros and President of the Friends of the Library Board Dodie Gaudet '73 present an honorary mention award to Marjorie Connolly '11 for "Anarchy to Activism: Italian Immigrant Politics During Boston's Great Molasses Flood."

2011

Mapping Hampshire County's History



IN APRIL, the Library unveiled a major gift of materials to Special Collections and University Archives, the Hampshire Council of Governments Papers. The collection consists of rare and valuable records dealing with Hampshire County business from as early as 1677.

The records include court dockets; road, railroad, and dam construction documents; censuses; maps; and more. Among the many valuable records in the collection is a large folio volume containing maps of roadways drawn by engineers in western Massachusetts more than 200 years ago. The Library plans to digitize much of the collection over the next two years.

The collection expands resources for legal studies scholars, genealogists, landscape architects, regional planners, developers and engineers.



View a slideshow of images from the collection:
bit.ly/hampmaps

appointments



JESSICA ADAMICK
Science Librarian for the Center for Hierarchical Manufacturing in the Science and Engineering Library



KIRSTIN KAY
Sport Innovation Archivist in Special Collections and University Archives



MEGHAN BANACH
Bibliographic Access and Metadata Coordinator in the Information Resources Management Department



JOHN LESENSKI
Interlibrary Loan Assistant



BROOKS FITCH
Director of Development for the W.E.B. Du Bois Center



REBECCA REZNIK-ZELLEN
Digital Strategies Coordinator in Library Systems and Web Management



REBECCA HART
Business Office Supervisor



JEREMY SMITH '94
Digital Project Manager, W.E.B. Du Bois Digitization Project in Special Collections and University Archives



PETER STERN presented "A Tale of Two Congresses: Artistic and Cultural Anti-Fascism in Mexico, 1934-1939" at the XIII Reunión de Historiadores de México, Estados Unidos y Canadá, in Querétaro, Mexico.



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It's a coffee mug, it's a mouse pad...No, it's a gift to the Libraries!

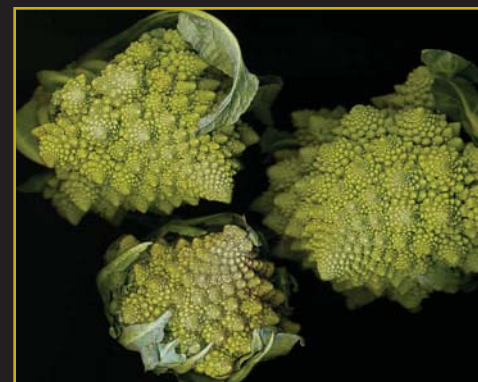
Now you can order t-shirts, mugs, note cards, magnets, hats, tote bags, cell phone and laptop covers, and more with images from Special Collections.

For the Library to receive a percentage of each order, please use the following URL (including the asterisk *): www.zazzle.com/umasslibrary*



exhibits

FINE ART SCANOGRAPHY FROM NATURE



The Library will host an exhibit by Easthampton, Massachusetts based artist/naturalist Marty Klein '72, G'94. Marty creates limited edition prints using a flatbed scanner as the camera and natural objects (most locally grown/foraged) as the subjects.

SEPTEMBER THROUGH DECEMBER 2011
SCIENCE AND ENGINEERING LIBRARY
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www.martykleinart.com

