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a monthly newsletter of the Minnesota Educational Media Organization

### President's Message

I have learned so much in the two months as MEMO president. My most important discovery has been in what MEMO represents. I have been asked countless times to explain the MEMO acronym. Like most members, I have responded *Minnesota Educational Media Organization*. However, I have quickly realized that MEMO is much more than an acronym. Instead, it is a network of professionals working tirelessly to provide support to everyone involved in the media profession and support for the delivery of quality school library and technology instruction.

Here are a few examples of our membership at work:

- Regional Meetings – members gather within small clusters to hear author presentations, review online resources, share best practices, and discuss current issues in the field.
- Promotion of the Organization – members have been attending conferences of the teacher organization, the administrative organizations and school board association to promote the profession and offer MEMO as a resource to these groups.
- Legislative Action – members have lobbied and met with law makers to provide the necessary tools for the delivery of quality information literacy instruction. Some examples of action taken last session include \$95 per pupil in new funding that can be used over a two year period for technology purchases, an increase in telecommunications equity aid, the

formation of a task force to establish technology standards for schools, and a substantial increase in Minitex funding making it possible to continue providing schools with quality online resources.

- Intellectual Freedom and Copyright – members stay abreast of issues in the areas of intellectual freedom and copyright in order to provide the membership with support.
- SID's (special interest divisions) – members work to provide schools with information on grants, federal mandates, emerging technologies, cooperative purchasing programs, and peer networking opportunities. There are SID's in the areas of technology, literature, and vendors.
- Vendors – many of the vendors that you see at conferences are also MEMO members. Vendors participate at board meetings and are very supportive to school library media.

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- MDE – staff from the Minnesota Department of Education are members. These members are very active in the delivery of library and technology services.
- Conference Committees – MEMO typically holds three conferences per year. Each year, members step up to serve on conference committees. A tremendous amount of work gets accomplished in a short amount of time due to the collaboration that takes place within these groups.
- Projects and Task Forces – members have served or are serving within groups that make or recommend policy for our school library media programs. Members have been involved in the creation of the scope and sequence of the information literacy standards, represented MEMO on the Minnesota K-12 Academic Standards committees in the areas of mathematics and the arts, worked with Metronet on projects, served on Board of Teaching taskforces to address licensure issues, served on legislative task forces to develop a common technology standard for schools, developed project calculators, and worked with our affiliates in a variety of areas.

This list is not inclusive of all of the day to day work of our MEMO membership. Instead, it is a snapshot of the strength of an organization with individual members passionate about providing opportunities for students in the area of school library media.

Please know that there is a network of fellow professionals that you can call on at any time. Anyone wanting to become involved in any of the activities described above can contact me at [gary.ganje@isd742.org](mailto:gary.ganje@isd742.org).

Thank you to each of you for your contribution to the field. I am very proud to be involved with such a fine group of professionals.

*Gary Ganje, MEMO President*

## MEMO Calendar

October 25-28,  
AASL National Conference, Reno, Nevada

September 19  
Southeast Region Meeting, Rochester

December 8-11  
TIES annual Technology Conference,  
Minneapolis

### *Editor's note:*

*MEMO retirees Lyn Lacy and Helen Stub share their "retirement projects" in an article on pages 4 and 5. If you are retired and have a story to tell please submit it to Mary Alice Anderson, MEMORandom editor, [maryalicea@mac.com](mailto:maryalicea@mac.com)*

Submit information for the November MEMORandom to Mary Alice Anderson, MEMORandom editor by October 27. Send to [maryalicea@mac.com](mailto:maryalicea@mac.com)

## MEMO Leadership 2007-2008

### Officers

**President 2007-08**

Gary Ganje  
St. Cloud

**Treasurer**

Margaret Meyer  
Becker

**Past Presidents 2006-07**

Gina Light  
Shakopee

**President-Elect 2008-09**

Leslie Yoder  
St. Paul

**Secretary** (filling in for 2007-08)

Deanna Sylte, Administrative Assistant  
St. Paul

Barbara Theirl  
Anoka-Hennepin

### Region Chairs

**Northwest Region**

Glenn Heinecke  
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**Southwest Region**

Susan Halvorson  
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**West Central Region**

vacant

**East Central Region**

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**South Central Region**

Amy Lorenz  
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Melanie Haugen  
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**Northeast Region**

vacant

**Metro Region**

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Spring Lake Park

Gwen Toppe  
Big Lake

Diane Jewison  
Mankato Area Catholic Schools

Sandy George  
Rochester

### Special Interest Division (SID) Chairs

**Commercial**

Monte Kuehl  
Rainbow Book Company

**Information Technology**

Gary Ganje  
St. Cloud

**Literature**

Brook Berg  
Detroit Lakes

Dana Millaway  
Holdingford

For full contact information, visit [www.memoweb.org](http://www.memoweb.org)

## MEMO Retirees Start OxCart Productions



Lyn Lacy and Helen Stub, 2007

When Helen Stub, the first president of MEMO, retired in 1980 as a Minneapolis Public Schools media specialist, she founded Heritage Productions, Incorporated, with friend and fellow MPS media specialist Helen Ryberg (1933-1999).

The goal of Heritage was to produce educational audiovisual materials, including Helen Stub's "American Historic Trails" series –the first of which was to be a production about the Santa Fe Trail, and "live" audiovisual shows of anniversaries and special events based on primary source materials, including oral histories, period music, and photos.

Among the shows were "They Came to Stay" a history of Rockford, Minnesota, "Built on a Rock" a one hundred year celebration of St. Peder's Church, and a whimsical program called "Respectfully Submitted," about the history of the Twin City Library Club

Meanwhile, another MPS media specialist, Lyn Lacy, was winner of MEMO's Project Development Awards in 1997, 1981, and 1982. There were grants available yearly at that time to MEMO members whose proposals were determined by the Commercial Special Interest Division to be of worth to MEMO and/or Minnesota media programs.

The \$200 Award in 1982 enabled Lyn to complete her slide-tape production of "A Minnesota Childhood: Maud Hart Lovelace" the first of a series she planned about famous children's authors with a Minnesota connection.

The next year, Lyn joined Heritage as a scriptwriter and narrator, with Helen Stub and Helen Ryberg as scriptwriters, researchers, producers, photographers, and business managers who overcame the hurdles required to transfer slide-tape presentations into sound filmstrips and (by 1986) VHS video. The Lovelace biography in the "Minnesota Childhood" series was produced with permission granted by the publisher of the Betsy Tacy books to offer the previously-limited slide-tape show commercially as a filmstrip.

The "Minnesota Childhood" series soon included a Heritage biography of Wanda Gág, as well as a two-part Heritage video series, "The Immigrant Experience" featuring Wanda's artist father Anton Gág and author Borghild Dahl, who was MEMO's 1982 Outstanding Author of the Year Award recipient. Dahl's original fairy tale "The Cloud Shoes" was also produced as a filmstrip, narrated by another MEMO member, Warren Gerecke.

Over the next decade, Heritage could not financially keep pace with rapid and expensive advances in film, electronic, and digital productions, and the small company was disbanded in 1995. In 1999, Helen Stub, Lyn, and countless other Minnesota media specialists were saddened by the death of Helen Ryberg.



Helen Ryberg (1933-1999), co-founder of Heritage Productions, Inc.

Lyn retired in 2002. In the winter of 2004, a chance conversation at a luncheon attended by retired MEMO members led Lyn and Helen Stub to start up the company again under the name OxCart Productions ("Heritage" had been taken by someone else).

Helen and Lyn realized they shared a dream to revisit the valuable research they had gathered over their 60 years combined experience working with teachers and young people. They wanted to add to that research, enhance the earlier work or Heritage by producing the old biographies in new

formats, and finish some other products with study guides to help educators teach to standards. They had a wealth of new ideas for more productions they would like to do.

They decided to begin again in memory of Helen Ryberg. They started by reissuing, as a DVD, the Lovelace biography, which continues to be popular as an introduction to children and young adults for MYRA's Maud Hart Lovelace Book Award ([www.maudhartlovelace.org](http://www.maudhartlovelace.org)). They re-issued the Wanda Gág biography as a DVD, which is equally as useful as introduction for the Wanda Gág Book Award sponsored by Minnesota State University Moorhead ([www.mnstate.edu/cmc/WandaGagBookAward.htm](http://www.mnstate.edu/cmc/WandaGagBookAward.htm)).

Lyn continued to put together new scripts and Helen worked steadily on "The Santa Fe Trail" which was transformed into a board game supplemented by a DVD

Four years later, OxCart has eleven products, and a board game will be released in 2008. The earlier Heritage filmstrips and videos "Shoes" has also been transferred to DVD, and the script for her biography is available as an audio CD for the visually impaired.

Two more DVD biographies have been added about the Gág family, written by Wanda's youngest sister, Flavia. Two stories for youngsters by Flavia have been produced as DVD and CD, and she illustrated one of the three stories on the DVD "A Christmas Medley."

For digital productions, Lyn uses a Mac G5 with Photoshop, Final Cut Express, Toast 6, and Photo To Movie. Cameras are Nikon D70 and Canon Optura Pi. Scanner is HP Scanjet 4070, and printer is HP Photosmart D5160.

The board game "Santa Fe Trail" has required not only an eye for graphic design but attention to historical accuracy as much as possible, game playing techniques, and above all a compelling 30-40 minutes of play. In the early 80's the two Helens and Helen Ryberg's husband Don took an extensive trip through western U.S., researching and taking photos of the many frontier trails – the Santa Fe, Oregon, Mormon, and Lewis and Clark.

OxCart's eleven products are purchased by school media centers, public libraries, and home schoolers around the country. They are also featured in programs at churches, historical societies, and senior citizen centers. They are offered by [www.oxcartproductions.com](http://www.oxcartproductions.com) and by MEMO member Mackin Library Media ([www.mackin.com](http://www.mackin.com)).

New projects are underway for 2008. Helen and Lyn are interested in hearing from anyone in MEMO who has an idea for a story with a good Minnesota connection, especially if it helps classroom teachers address standards in social studies and/or language arts. Contact OxCart at 612-724-6110 or learn more about what Helen and Lyn are doing by checking out their website ([www.oxcartproductions.com](http://www.oxcartproductions.com)).

MEMO, Heritage Productions, and memories of the wit, wisdom, and hard work of Helen Ryberg have all played their part in paving the way for many rich and fulfilling experiences today for two media retirees.

*Lyn Lacy and Helen Stub of OxCart*



Helen Stub and Lyn Lacy in 1982 (yikes!) doing research for Heritage about the Gág family in New Ulm.

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Submissions to the newsletter may be sent to Mary Alice Anderson, MEMOrandom Editor. Send to [Maryalicea@mac.com](mailto:Maryalicea@mac.com)  
Submissions in MS word processing are particularly welcome.

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**MEMO**

**Minnesota Educational Media Organization**  
*Serving school media and information technology professionals*

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