



SLAWNY Direct

Meet the Board

President: Donn Riggi

Alden Middle School, Alden Central School District

President-Elect: Jim Clark

Windom Elementary School, Orchard Park Central School District

This summer, Jim officiated a wedding in Boulder, Colorado. The lucky bride was his niece!

President-Elect: Megan Moelbert

Hamburg Middle School, Hamburg Central School District

Megan spent a week going between Strong Memorial Hospital and Hamburg High School every day because her daughter was recovering from heart surgery. At the same time, she was holding JV Volleyball tryouts as the new coach.

Secretary: Lydia Wrobel

West Seneca West Middle School, West Seneca Central School District

Lydia taught a "How to DJ" class to 8-year-old girls at a summer camp in Chicago.

Treasurer: Pat Kotz

D.B. Bunce Elementary School, Pavilion Central School District

Pat went to a Yankees/Blue Jays game in Toronto and saw the Yankees win in the 14th inning.

BSLA Representative: Kathy Burr

Bennett Park Montessori #32

This summer, Kathy went to Lake George and Great Escape Park to ride the Comet again! Her picture was in the Bee.

DLIS Representative: TBA

Membership Chair: Tina Pierce

Arcade Elementary School, Pioneer Central School District

This summer, Tina ran her first 10K race and her first Duathlon (run, bike, run). She placed first in her age group in the Duathlon.

Past-President: Leslie Occhiuto

The Park School

This summer, Leslie tried kayaking at Letchworth!



L to R: Patricia Kotz (Treasurer), Leslie Occhiuto (Past President), Donn Riggi (President), Tina Pierce (Membership Chair), Lydia Wrobel (Secretary), Jim Clark (President-Elect), Megan Moelbert (President-Elect). Not Pictured: Kathy Burr (BSLA Representative)

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Think, Create, Share and Grow: Notes from the 2011 The Carol A. Kearney Education Leadership Retreat

-Charlie Kelly, SLMS Region VII Coordinator

Question...What has picturesque scenery, stimulating conversations, present and future leaders, and long lasting friendships? Answer...The Carol A. Kearney Education Leadership Retreat. The Education Leadership Retreat was held this summer on the stunning Cornell University campus in Ithaca. This year's conference "Think, Create, Share and Grow: Transforming Your School Library Leadership" featured library futurist Stephan Abram <http://stephenslighthouse.com/>, the Unquiet Librarian Buffy Hamilton <http://theunquietlibrarian.wordpress.com/> and School Library Journal's Josh Hardo http://www.libraryjournal.com/li/communityacademiclibraries/887522-419/the_pre-college_life_of_readers.html.csp.

124 people attended this year's education leadership retreat. Attending an education leadership retreat can be great way to gain leadership skills and stimulate professional growth. As a new school library media specialist, I have learned so much from the past two education leadership retreats. I

recognized so many friendly SLMSs from last summer. It is a great way to catch up with friends and see what other SLMSs are accomplishing in their school library media programs. By attending, I learned how to build a personal toolkit for leadership, was shown real life examples of innovative assessment, and was revved up for the new school year. We are in the middle of major changes in education and libraries with the introduction of the Common Core Standards and the APPR (Annual Professional Performance Review). By participating in learning exercises, I was able to work in groups and share my ideas on how to implement the Common Core Standards.

I listened to inspiring speakers from around the country and some from New York State. We were privileged to have many so many library advocates and leaders attend and speak at the education leadership retreat: Barbara Stripling, Paige Jaeger, Christopher Harris, Fran Roscello, Sara Kelly Johns, Sue Kowalski, John Brock, and the names go on and on. I learned about e-books from Josh Hardo and from Stephen Abram, tips and techniques for strategic thinking. The Unquiet Librarian Buffy Hamilton gave a motivat-

ing presentation on "Transformational Strategies for School Librarians." Cathie Marriott and Pauline Herr discussed how as SLMSs we are already using the Common Core Standards in the library. I learned about different Apps to use in a school library media center during "Is There an App for This? School Library Technology Smackdown." Seeing actual examples of how SLMSs use the Apps was very beneficial.

Scared about attending alone? Don't worry, there are plenty of people to meet and hang out with during the education leadership retreat. If you think you cannot afford the retreat, fear not! Apply for the Carol A. Kearney Leadership Retreat Scholarship. The charismatic Christopher Harris was the auctioneer for this year's Monday night auction which raised money for the scholarship. The deadline for next year's scholarship is April 12, 2012 <http://www.nyla.org/page/slms-carol-a-kearney-leadership-retreat-scholarship-349.html>. The education leadership retreat will be held next year, August 5-7, 2012 at Cornell University. I hope to see you there!



SLAWNY Stars



-Compiled by Maria Muhlbauer, Pioneer Middle School SLMS, SLAWNY Publicity Committee

On June 8th, 2011, **Erika Clapp** (Depew Middle School) hosted a visit from Tim Green, an author of sports fiction for children and former defensive end for the Atlanta Falcons. The message of Green's presentation was that "reading is weightlifting for your brain!" Green's outstanding presentation was well received by both students and staff. Tim Green would like to continue visiting schools in Western New York. For author visit information, contact Susan A. DeVaul via e-mail at SDeVaul@hblaw.com.

Karen Landau (Springville Middle School, Springville-Griffith Institute) received a \$600 grant from the Springville-Griffith Community Education Foundation to purchase Nook e-readers for the library.

The Pioneer School District has two new library media specialists this year. **Elizabeth Piatek** is the new librarian at Delevan Elementary school and **Stephanie Kosmerl** is the new librarian at Pioneer High School.

Donn Riggi (Alden Middle School) has organized a school wide read of *A Long Walk to Water* by Linda Sue Park. All students will read the book in their ELA classes (in addition, fourth and fifth grade students will have it read to them during library classes). Donn is also planning some pre-reading activities in the library to give students background knowledge of Sudan, the need for clean water, and Linda Sue Park. Water for Sudan is Alden Middle School's chosen charity and the school will be raising funds to build a well in Sudan. Linda Sue Park will visit Alden on December 6th, 2011.

Gretchen Seibert (Edison Elementary, Ken-Ton) is a member of the New York State Reading Association's Charlotte Award committee. On October 1st, 2011 she presented a program on the 2012 Charlotte Award, entitled "Quote, Promote, Vote!" at the Niagara Frontier Reading Council's conference at Medaille College.

Ann Marie Wik (Lancaster High School) will be presenting information about the High School to College Collaboration (HS2C) efforts at NYLA. HS2C has brought together secondary educators and undergraduate faculty and librarians to help students retain information literacy competencies as they move through the educational system. Ann Marie and Andrew Jaeger (Medaille College) will present on the topic "Creating and Preserving Information Literacy Skills in Students." Additionally, Ann Marie and **Bethanne Stancl** (Clarence High School) will be presenting about the HS2C Collaboration at the Exploratorium at AASL. Both presentations will be highlighting the DVD - *Take it from us!* that was produced through the efforts of the video subcommittee of the HS2C committee.

Coming soon!...

New York Library Association School Library Media Section

Your Library IS the Common Core! T-shirt

\$10 each in sizes: Small, Medium, Large & X-Large

Look for order forms to be posted on:

www.SLAWNY.org

The School Librarians' Association of Western New York

November Meeting & Workshop



Lightening Round Update –

e-Readers & e-Books

How they're "changing"
the school library world

Date: Wednesday, November 16, 2011
4:30 pm

Place: Kenmore West High School
33 Highland Parkway
Buffalo, NY 14223

Join host librarian, Nancy O'Donnell and SLS E2 Director, Sue Bartle as they present a brief overview on how e-Readers and e-Books are used in the school library world. Nancy O'Donnell will speak on the success Kenmore West has found adding MARC records for its e-Readers and e-Books, with high usage data on Gale e-Books and how they are heavily promoted in the library. Sue Bartle will be sharing how the e-Readers and e-Books are utilized in the Erie 2 system.



ChangingTimes@YourLibrary
www.slawny.org

News from UB

-Compiled by Sue Janczak, UB DLIS SLM Program Assistant

UB Department of Library and Information Studies Welcomes New Faculty Member!



Judy Donovan is a Clinical Assistant Professor of School Library Media and the Coordinator of the Online Cohort in the School Library Media MLS Program in the Department of Library and Information Studies at UB. She earned her Ed.D. in Instructional Technology and Distance Learning, has a MLIS, and two Masters degrees in Education.

She was a library media specialist for ten years, serving at the middle and high school levels. Donovan also served as a

district library media supervisor. While most of her PK-12 career was in a rural district, Judy has also taught English and math in a high needs area of Los Angeles and in a suburban school.

Judy has taught higher education classes in Michigan, Indiana, Minnesota, and Georgia as well as many online classes. This fall she is teaching the first course in foundations (LIS 505) to the new MLS LMS online cohort, as well as the Curriculum Role of the Media Specialist course (LIS 532). She is also supervising school library students in their student teaching experiences, and is looking forward to meeting current librarians in their re-

spective school libraries.

Judy is serving as the Research in School Libraries program chair for the 2012 American Educational Research Association and as program chair and incoming president of the School Media and Technology division of AECT. She looks forward to getting involved with New York library associations, as she has always been active in state associations wherever she has lived and worked.

For fun, Judy likes to read (of course!), play tennis, kayak, and travel. She loves Western New York so far, and believes the natural beauty may even surpass her native Michigan!

Win a Kindle!

Just for being a part of SLAWNY

Earn a Kindle raffle ticket....

TICKET ° First-time members earn a ticket for being "brand new" to SLAWNY

TICKET ° Pay your SLAWNY dues (still only \$ 20!) by October 15, 2011 - the day of the Fall Sharing Conference

Tickets will be distributed at Fall Sharing.
The winning ticket will be drawn during the luncheon,
and the winner must be present to claim the Kindle.

Networks and Groups

-Maria Muhlbauer, Pioneer Middle School SLMS, SLAWNY Publicity Committee



SLAWNY offers a variety of networks and groups that meet periodically throughout the year to discuss issues in school librarianship. These groups are located throughout Western New York and are open to any SLAWNY member.

Currently, there is no formal middle school network. If you are interested in coordinating a middle school network, contact Donn Riggi, SLAWNY president.

Northtowns Elementary Network

Contact: Carole Brox - broxhawk@gmail.com

A discussion and interest group, this network meets on select Saturday mornings from 10:00 AM to 12:30 PM. Generally, the network meets for a total of 15 hours to complete a unit of in-service credit. Although the focus has been on elementary school librarianship, this network has transformed into a group that discusses different levels of librarianship. Meeting locations are yet to be determined.

November 19, 2011 - Technology: Its Many Forms and Many Uses
 January 7, 2012 - Library Integration: Planning with Classroom Teachers
 February 11, 2012 - Understanding APPR: Adapting to the Changes
 March 24, 2012 - Professional Collections: Building It and Selling It
 May 5, 2012 - Year Ending Procedures: Setting Priorities

Northtowns Elementary Network

*Contacts: Carol Palumbo - Central Avenue Elementary, cpalumbo@lancaster.wnyric.org
 Heidi Ginal - Heim Elementary, hginal@williamsvillek12.org*

This group is primarily composed of members from K-3 and K-5 schools. The network serves as a show and tell showcase for elementary school librarians. Discussion centers upon new books and resources members love, books members hate, lesson plans, and programming ideas. Meetings take place at various libraries across the northtowns. The schedule will be set near the beginning of the school year.

Southtowns Elementary Network

Contact: Jim Clark - Windom Elementary, jclark@apschools.org

This network focuses mainly upon elementary library topics. The network's first meeting will be held on Tuesday, October 25th from 4:30 PM to 6:30 PM at Windom Elementary. The remainder of our calendar will be set at that first meeting.

High School Network/YA Book Club

Contact: Sandy Eichelberger - West Seneca East High School, seichelberger@wscschools.org

The High School Network and the YA Book Club have merged! Meetings will now include a topic of interest to high school librarians as well as a time to discuss great books for school libraries. All meetings will take place from 4:00 PM to 6:00 PM.

Tuesday, December 6, 2011 - Electronic Devices in the LMC/Alex Award Candidates (Location: West Seneca East High School)
 Monday, March 12, 2012 - Copyright & Plagiarism/Best Reference Books (Location TBA)
 Wednesday, May 16, 2012 - Censorship & Selection Policies/Banned Books (Location TBA)

Elementary Book Suggestions



-Charlie Kelly, SLMS Region VII Coordinator

Check out these recent pictures books!

Peanut Butter and Homework Sandwiches by Lisa Broadie Cook Illustrated by Jack E. Davis

ISBN-13 978-0399245336

Martin is looking forward to seeing Harriet, his teacher's tarantula when he goes to school. But when he arrives, his teacher is missing! Instead he has a substitute teacher named Mrs. Payne who loves to give out homework. It turns out to be a long week for Martin. The dog eats his homework, the homework ends up in the washing machine, his backpack is switched, and the wind makes him lose his homework. Do you think Mrs. Payne believes what happens to his homework? Would you? Martin learns how to make the best of any situation and has a positive attitude in the end.

Gilbert Goldfish Wants a Pet by Kelly DiPucchio Illustrated by Bob Shea |
SBN-13 978-080373394

Gilbert the goldfish has everything he

needs to live a long and happy life. So why is he so unhappy and lonely? He wants a pet! But how does a goldfish get a pet? With witty humor, fun rhythmic text, and bright, colorful illustrations, Gilbert meets a dog, mouse, fly, and a surprise guest. Who in the end will be his pet? Children of all ages will be shocked and delighted when Gilbert finally meets his pet.

Detective Blue by Steve Metzger Illustrated by Tedd Arnold
ISBN-13 978-0545172868

Whether or not your students are familiar with Mother Goose nursery rhymes, they are sure to love Detective Blue. The book is in the format of a large graphic novel with Steve Metzger's humorous text and Ted Arnold's familiar funny illustrations. Little Boy Blue is all grown up and is working as a detective. Where is Miss Muffet? Detective Blue is on the case! The day starts off as any other day...the dish ran off with the spoon. On the copyright page, the reader is asked "How Many of These

Mother Goose Rhymes Can You Find in the Story and Pictures?" Before the students read the story, that question could be asked and there could be a competition to see who finds the most Mother Goose nursery rhymes between the students.

You Will Be My Friend! by Peter Brown
ISBN-13 978-0316070300

Lucy wants a new friend and today is the day it happens. In his second book featuring Lucy the Bear in her familiar pink tutu, she is on a quest to find a new friend. If you are familiar with the first book Children Make Terrible Pets featuring Lucy the Bear, you know how Lucy's good intentions do not always have successful results. She tries to become friends with frogs but when she tries to join them she ruins their pond! After a couple of more failed friendship attempts, she finally screams "YOU WILL BE MY FRIEND!" In the end, Lucy realizes that you cannot scream to get friends. This book can teach students about the meaning of friendship and determination.

SLAWNY is now on Twitter!

Check it out at:

<https://twitter.com/#!/SLAofWNY>

SLAWNY Fall Sharing ■ October 15, 2011

Windom Elementary School ■ 3870 Sheldon Rd. Orchard Park, NY 14127



7:30-8:00 Registration/Breakfast
 8:00-9:00 Keynote with David Warlick: *Patron 2.0: Our Students-Our World*
 9:15-10:15 Session 1

Common Core Support for ELA & Literacy with the SLS-supported TeachingBooks.net Database: Nick Glass

Join this session to learn how to use TeachingBooks.net to support two of the Common Core ELA & Literacy evidence-based pedagogical shifts. First, we will explore ready-to-use instructional support materials for using information texts at all grade levels (emphasizing the Appendix B Text Exemplars and supplemental booklists). Second, we will examine TeachingBooks' vast collection of lesson plans and novel units (17,000+) which offers reading questions that require knowledge and direct consideration of the text, which is another emphasis of the Common Core. Everyone will leave this session with a plan for using TeachingBooks.net to support Common Core and utilize this K-12 author and book resource for your school's library and reading activities.

Digital Citizenship: Ethics and Internet Safety: Sue Allen

Did you know that you are having information filtered daily on any computer, not just at your school? Did you know that playing Facebook games opens you to data mining of all types? What is digital citizenship, how can ethics and internet safety be implemented in my classroom, my school, my district? What are the NYS expectations? What learning standards address these topics? What about the NYS Internet Safety Program Evaluation which is a response to NYS Education Law - Section 814: Courses of study in internet safety. The main take away from this will be access to a plethora of materials that could be used in program integration or creation.

School Librarians and Special Education Teachers: exploring Untapped Professional Opportunities and Sharing Expertise: Anne Perrault and Sue Janczak

In this interactive session, participants will explore how a partnership between school librarians and special education teachers can offer professional enrichment and growth through the sharing of expertise, resources, and teaching strategies. Join us in considering how this key relationship can improve library services for all students. A special education teacher will be co-facilitating the session.

New and Notable Titles for 2011: Kerra Alessi and Mary Ann Budny

Two Buffalo and Erie County Public librarians will discuss the new books now available for children and young adults.

Secrets from the Magic Box: The power of Storytelling: Annemarie Jason

We all have stories. Explore why age-old art of storytelling is important for your students- and for all of us. Enjoy the shared experience of storytelling and learn ways to use it with students, family, and friends.

10:15-11:15 Vendor Time & Book Signing
 11:30-12:30 Session 2

Guess Who's Coming to Visit?: Pat Burgstahler and Kathy Witter

An author visit can be the highlight of a library program and in fact, a high point of an entire school year, if it is done right. Come hear how to plan (get a timeline), implement (draw on years of experience), and enjoy (reduce the stress) of an author visit. Take home ideas and resources.

Electronic Resources to Help Struggling Readers: Kristin Smith and Sarah Schurr

Participants in our session will explore electronic tools available that can provide access to print materials for students who struggle with reading and/or writing. Come and find out how Bookshare, ReadOutLoud, and CoWriter can boost student achievement and "level the playing field".

iPads in School: Cheryl Colpoys & Molly Clauss

We will share how we came to decide on using iPads at our school, the benefits to using the iPad and different ways they can be used with students. We will emphasize literacy/literature applications.

Copyright – Every Day Knowledge: Carol Tauriello

This session will highlight what a school librarian should know to be a resource to students, teachers, administrators, and staff.

School Librarians – Web 2.0 Leaders in your School: Stephanie Kreutter

As 21st century school librarians, we need to help our students become the most efficient and effective 21st century learners they can be, but in order to teach our students, we must first understand the tools ourselves. How do you find some good Web 2.0 tools to use? What do you do if your students are too young to legally use a Web 2.0 tool? In what ways can you use these tools with your students? Learn about some successful Web 2.0 research projects and what you'll need to start a similar project in your own library or classroom.

12:45-1:45 Lunch with David Warlick
 2:00-3:00 David Warlick: *A Gardener's Approach to Learning*

Fall Sharing 2011

Please register by September 19th.

Please print.

Name: _____

School: _____

District: _____

Phone No. _____

Please select your choice of wrap for lunch:

Turkey Ham

Roast Beef Veggie

Early Bird (must be postmarked by Sept. 19th.)

Members - \$35

Non-members - \$40

On-Site Registration & Forms Postmarked

After Sept. 19th (No Exceptions)

Members - \$45

Non-members - \$50

David Warlick pre-order (with payment)

Redefining Literacy # _____ x \$ 26.00 = \$ _____

Classroom Blogging # _____ x \$ 12.00 = \$ _____

A Gardener's Approach To Learning # _____ x \$ 12.00 = \$ _____

Raw Materials for The Mind # _____ x \$ 15.00 = \$ _____

Total amount included for books \$ _____

Please make checks payable to: SLAWNY

NO REFUNDS

Please mail registration & payment to:

Patricia Kotz, Treasurer

KEYNOTE SPEAKER: David Warlick

A classroom teacher, district administrator and author on instructional technology and 21st century literacy, David Warlick has written four books, including *Redefining Literacy 2.0* and *Classroom Blogging*. He has spoken to audiences throughout the world and created the website *Citation Machine*, which receives nearly one million hits each day. His keynote address will be "*Patron 2.0: Our Students-Our World.*" David Warlick will also be speaking at lunch, offering an afternoon session geared towards educators and be available to autograph books.

Pre-order your David Warlick books now!

Redefining Literacy 2.0:

\$26.00*
Redefining Literacy 2.0 examines the meaning of literacy in the 21st century, and seeks to expand on the traditional three R's to incorporate a more meaningful and relevant model for literacy in our classrooms. This book explores how we can teach students to construct meaning from a variety of online and multimedia information resources, how to use information for problem-solving, and how to express meaning using various resources. Additionally, readers can access an associated Wiki page that features presentation slides, blog entries, online handouts and web links that relate to redefining literacy for the 21st century.

Classroom Blogging: 2nd Edition

\$12.00*
Weblogs are about reading and writing. Literacy is about reading and writing. Blogging equals literacy. How rarely does an aspect of how we live and work plug so perfectly into how we teach and learn? Reading this book will give teachers important clues not only in how to become a blogger and to make their students bloggers, but also how this new avenue of expression is revolutionizing the information environment that we live in.

A Gardener's Approach to Learning

\$12.00*
In the same way that a garden is a rich and intertwined ecosystem, today's emerging information landscape is an info-system, where content is produced, published, accessed, consumed, discussed, re-mixed and re-published. To be a "master learner" - to be a teacher - today, you must learn to work the info-system in order to cultivate new knowledge and skills from a continual flow of information. This book is a guide for teachers who seek to model for their students the practices of lifelong learning.

Raw Materials for the Mind:

\$15.00*
A Teachers Guide to Digital Literacy
In the last five years, a new digital economy has risen, where creative information artisans from across the globe are producing media products and marketing them through a new digital bazaar. The challenge of professional educators is to answer the question, "What are the basic skills of this information driven age, and how do we teach them?"

*Discounted conference price for SLAWNY members and Fall Sharing attendees

Sessions Include:

Secrets from the Magic Box = The Power of Storytelling

Ann Marie Jason
Spin-A -StoryTellers of WWY

Guess Who's Coming for a Visit?

Pat Burgstahler & Kathy Witter
Ken-Ton Schools

Digital Citizenship & Internet Safety

Sue Allen
Nichols School

New and Notable Titles for 2011

Kerra Alessi & Mary Ann Budny
Buffalo & Erie County Public Library

Teaching Books Webinar

Nick Glass
Teaching Books

Equal Access

Ann Perault
University at Buffalo

Ipeads in the Library

Jessica Stokes
Cheekowaga-Sloan

Librarians- Web 2.0 Leaders in Your School

Stephanie Kreutter
Grand Island

Copyright

Carol Tauriello
Erie 1 BOCES School Library System

Electronic Resources for Struggling Readers

Kristin Smith & Sarah Schurr
Alden



Writers needed!

Did you go to a great event? Do you have a lesson that is out of this world? Or do you have advice for a new school library media specialist? SLAWNY Direct would like you to write about it for our next issue! Contact the Publicity Committee for details!

Maria Muhlbauer, Pioneer Middle School, Pioneer Central School District

Kristin Frauenhofer, Maryvale Primary School, Maryvale Union Free School District

Tina Pierce, Arcade Elementary School, Pioneer Central School District

SLAWNY.Publicity.Committee@gmail.com

"Learning4Life@ your Library"

We're on the Web!
<http://slawny.org/>

Upcoming Events

Saturday, October 15, 2011

7:30am **FALL SHARING**
Windom Elementary School Key-note speaker is Technology guru David Warlick. Join your friends for a day of fun, food and inspiration!!

October 27-30, 2011

AASL National Conference & Exhibition. "Turning the Page" Minneapolis, MN. (<http://www.aasll.org/>)

November 2-5, 2011

NYLA Annual Conference, "New York Libraries ROCK!" Saratoga Springs, New York. Keynote speaker: Sonia Manzano - Television actress "Maria" on Sesame Street, fifteen time Emmy Award winning television writer and au-

thor of two children's books. Authors include Chris Bohjalian, Laura Vaccaro Seeger and Eric Luper. (www.nyla.org)

Wednesday, November 16, 2011

4:30 pm @ Kenmore West High School, 33 Highland Parkway, Buffalo, NY 14223. Host librarian, Nancy O'Donnell and SLS E2 Director, Sue Bartle will conduct a **LIGHTENING ROUND UPDATE** on ereaders and ebooks, and how they are "changing" the school library world.

November 20-22, 2011

NYSCATE Conference, "Preparing Future Ready Kids: Let Them Soar!" in Rochester, New York.

Tuesday, February 7, 2012 4:30 pm, Location TBA. Skype with au-

thor Tim Green. Join us for a discussion with New York Times bestselling author, Tim Green, now author of seven chapter books for kids, Tim is the real deal. He is a former NFL football player, Rhodes Scholar candidate, Father of five, Lawyer and Author. Watch for more details and mark your calendar for this one! Check him out at <http://www.timgreenbooks.com>

Thursday, April 19, 2012 4:30pm Barnes & Noble, 4401 Transit Rd, Clarence, 14221. Looking to lure students into your library? Find out how Barnes & Noble uses marketing tricks, and how we can utilize them to promote the joys of reading and increase participation in a school library.

