

FOR IMMEDIATE RELEASE

CONTACT:

Roxana Benavides, Chair

REFORMA Dr. Arnulfo D. Trejo Librarian of The Year (LOTY) Award & the Elizabeth Martinez Lifetime Achievement (LAA) Award Committee

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REFORMA Announces 2015 Lifetime Achievement Award (LAA) Winner

REFORMA is proud to announce the recipient of the 2015 Elizabeth Martinez Lifetime Achievement (LAA) Award, Loida García-Febo.

Loida's first job as a librarian was in August 1998.

She served as REFORMA President 2009-2010, during which she coordinated partnerships with ALA New Members RT, IFLA Latin America & Caribbean Section (LAC), SALALM and PLA to present programs during the annual conference. A book with presentations at the program with IFLA LAC was published by UNAM (Autonomous University of Mexico) during this time.

As part of INW (Information New Wave), she has lead efforts that have directly served more than 1,000 students, professionals and those providing access to information in Dominican Republic and Panama.

Since 2012, Loida García-Febo coordinates and develops IFLA's Continuing Professional Development and Workplace Learning Section (CPDWL) online continuing developing sessions for librarians and LIS students in Latin America & the Caribbean in Spanish and Portuguese in partnership with the University of Sao Paulo (1,700+ attendees), and in English in partnership with ALA.

From 2012-2013, she served as Chair of Legislative Committee, where she coordinated a joint webinar with the ALA Washington Office entitled "Taking Action: legal barriers to library services to immigrants & access to information."

Since January 2014, Loida has represented IFLA at the Post2015 development agenda meetings at the United Nations in New York where she advocates for inclusion of access to information in the Sustainable Development Goals to be launched in January 1, 2016. These guidelines are used by countries globally to move forward their own development. Therefore, we can see how her work has impacted from the local and regional to the global arena.



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REFORMA Announces 2015 Librarian of the Year (LOTY) Winner

REFORMA is proud to announce the recipient of the 2015 Arnulfo Trejo Librarian of the Year (LOTY) award, Madeline Peña (REFORMA LA, Los Angeles Public Library)

Madeline Peña has been an active member of REFORMA for over four years. She served as Co-Chair of the Marketing Committee for RNCV and was recently elected Chapter Representative for the Western Region. She is the current President of the Los Angeles Chapter.

Madeline completed degrees in Graphic Design and Marketing and worked for private businesses and governmental organizations mostly in product management and TV production in her *natal* Santo Domingo, Dominican Republic. After she moved to Los Angeles, she worked briefly in the marketing field until she found her true love and passion—public libraries.

In 2007 she started working in the Multilingual Collection Department of the Los Angeles Public Library (LAPL) and was mentored by an extraordinary librarian, Pat Cuesta, who motivated her to pursue a career in libraries and encouraged her to join REFORMA. Madeline completed the MLIS program from San Jose State University in 2012 and soon after was hired as a librarian to manage social media and digital marketing for the LAPL library system.

Fellow Reformistas say this about Madeline:

“Madeline has been an inspiration for Los Angeles librarians. It is evident that she loves her profession, and her creativity along with her positive attitude makes her a very talented librarian that Los Angeles and REFORMA are very lucky to have.” - Cynthia Bautista

“For the work and passion she puts in her work and outside of work through Reforma LA, she is truly a great role model for librarianship and deserves the Dr. Arnulfo D. Trejo LOTY



award. She has done so much in the time she has been president for Reforma LA and is always willing to volunteer with such enthusiasm.” - Alicia Rodriguez

“As a current (LA Chapter) President she is friendly, passionate and a big advocate for libraries (especially as a Librarian for the Los Angeles Public Library). She is a great inspiration. She has demonstrated that with passion and belief on what you do as a Librarian, you can be a powerful woman.” - Concepción Flores

The Arnulfo D. Trejo Librarian of the Year Award is presented annually by REFORMA to recognize a librarian who has distinguished himself or herself in the field of librarianship, promoted and advocated services to the Spanish-speaking and Latino communities, and made outstanding contributions to REFORMA.

Madeline Peña will be honored at the 2015 American Library Association (ALA) annual conference in San Francisco at the **2015 REFORMA GALA** on:

**Friday, June 26, 2015
6:30 – 11:00 pm.
San Francisco, CA
Mission Cultural Center for Latino Arts
2868 Mission Street,
San Francisco, CA 94110**

The REFORMA Dr. Arnulfo D. Trejo Librarian of the Year (LOTY) Award & the Elizabeth Martinez Lifetime Achievement (LAA) Award Committee

- Roxana Benavides, (Chair)
- Silvia Cisneros- REFORMA President
- Beatriz Guevara - REFORMA Vice-President
- Jean Hatfield
- Libbhy Romero

For more information about the LAA and REFORMA, visit www.reforma.org

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Fellow Reformistas say this about Loida:

“Chances are you would have seen her involvement in REFORMA in many capacities; speaking at conference about the importance of serving diverse communities; to appearing on the side of public transportation vehicles stating ¡Yo soy Queens Library!” And if that were not enough Loida has pushed the envelope once again. As a thriving consultant and President of Information New Wave she is ensuring that librarianship is embraced at the global level.” Salvador Avila

“More than anything she understands and works to develop the mission of REFORMA in an extensive and unparalleled strategy reaching out to the world.” Ninfa Trejo

The Elizabeth Martinez Lifetime Achievement Award (LAA) was created to recognize those who have achieved excellence in librarianship over an extended (over 20 years) period of service and who have made significant and lasting contributions to REFORMA, as well as to the Latino and the Spanish-speaking communities.

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