



ShelfLife

STAFF NEWSLETTER OF THE METROPOLITAN LIBRARY SYSTEM

April 2008

The **N**ext Leadership MLS Class

The participants of the next Leadership MLS class have been announced. It's a smaller class this time around, but that should allow for more active participation. What isn't smaller is each person's desire to find out more about the library system.

The new class will consist of: **Roy Ballou**, HUM — **Rondia Banks**, WA — **LaVetta Dent**, VI — **Jana Hausburg**, CAT — **Buddy Johnson**, DN — and **Kelley Riha**, OUT.

"I want to learn and grow with the library," said Outreach Community Information Coordinator Kelley Riha. "I want to help propel the library into this new millennium. We have to know the big picture so we can make the right kind of changes."

"It's one way to give back to the system that I feel has invested so much in me," added cataloger Jana Hausburg. "Plus, it pushes me a little out of my comfort zone."

Leadership MLS 2008 will last from March 20 to October 28. Each participant is expected to attend five different types of meetings (Commission, Ad Team, Tech Support, Managers, Materials Selection Division Managers, X-Change) during the months of class time.

Our congratulations to the Leadership MLS Class of 2008.



Classmembers Buddy Johnson, Jana Hausburg and Kelley Riha enjoy the MLS Leadership Class II welcome lunch.

The Daily Link

Is your office, department or library having fun with your Daily Link Service Principles sessions? Why not? You know, there are a lot of fun ways you can discuss the Principle of the Day, besides just accessing the template of suggested activities on the Intranet. We know that some of you have really creative and innovative ways to discuss the Service Principle every day, and ShelfLife wants to know what you're up to so we can

share your good ideas with others.

MLS has provided a way for everyone to tell the good folks in Planning how they their colleagues' juices flowing. You can access a dedicated e-mail from our Intranet page or you can send your ideas directly to Planning at planning@metrolibrary.org, or to **Kay Bauman** at kbauman@metrolibrary.org.

And while you're at it, let ShelfLife know what you're doing as well. Send your innovative, unusual, or just plain fun ways to discuss

your Daily Link to dbentin@metrolibrary.org for publication in ShelfLife.

What have we done? For principle number 7 (L.E.A.R.N. to Wow the Customer) we mined this scene from The Godfather: <http://www.imdb.com/title/tt0068646/quotes> (the second one on the page) for examples of ways to satisfy the customer. Think of it as making him an offer he won't want to refuse!

In this issue:

Leadership Class & Daily LinksPage 1
New MLS SignsPage 2
Credit CardsPage 3
Novelist PlusPage 3

Lending Library ReviewPage 4
Mystery Person.....Page 4
Staff Profile.....Page 4
Ralph Ellison and WA LibrariesPage 5

Belle Isle and Harrah Libraries.....Page 6
Tip of the Hat to Jonathan Shirley.....Page 7
MLS EmployeesPage 7
B-Days & Hire Dates Pages 8 & 9



A Q&A With Donna

From Executive Director Donna Morris

Q-I hear that all of the libraries are getting new exterior signs. Is this true?

A-It's in our plans to develop new exterior "monument style" (or a similar style appropriate for the location) signs for all the libraries. This will help achieve a look of consistency for our customers who will recognize them and know that the library is part of the Metropolitan Library System. It will also help establish the MLS brand and logo within our community.

Of course, these signs cost significantly, so we have to do them in stages. We will begin the first set

of exterior signs in the next few weeks starting with The Village Library and Warr Acres Library. Following soon after that will be the Belle Isle Library and Southern Oaks. All signs will be in the approximate same locations as the older signs but will be updated with our MLS logo and the name of the library. We are extremely excited to finally get a sign for The Village (and so are our customers!). This sign will be located just east of the library, right off of Penn. It will be the same distance from the road as the rest of the signs in that

neighborhood (Hertz, Loves, etc.). For the Belle Isle sign, barring any permitting regulations, we hope to have it where the existing sign is, but facing the traffic NW/SE— to be easily be visible while driving.

Next fiscal year, we are looking into to doing

*We will begin the first set of exterior signs in the next few weeks starting with **The Village Library and Warr Acres Library.***

exterior signs for Midwest City Library and Del City Library, as well as two others.



Above is a mock-up of The Village Library sign.



Have Your Credit Card Ready!

Jimmy Welch and the IT team have come up with another great idea to streamline monetary interactions with customers.

Beginning in FY 2008-09, customers will be able to pay for overdues, damaged items, lost items, rebinds and annual fees by putting the charges on their credit or debit cards.

"At first," Deputy Executive Director/



Technology **Jimmy Welch** said, "customers will only be able to use credit/debit cards to pay through CyberMARS. They can go to the Borrower screen, click on Online Payment, and follow the steps to pay without having any cash with them."

Jimmy said that no minimum amount of payment is too small, but we will suggest that only amounts of \$5 or more be handled

through credit cards. "This is strictly for customer service and we are not going to

make money this way, but MLS will have to pay a small service charge so we hope people will use this method to pay larger amounts."

Refunds will be available, but not cash refunds. The problems involved with that would be too much to handle. Discover, Visa, and Master Card will be accepted.

"We want to allow time for staff to get a feel for what is going on before we have a soft opening for this service," Jimmy added. "We won't actively promote it for a few months after it becomes a reality. We'll let customers find it for themselves before we do any marketing."

Look for more information later in April.

Novelist Plus

Did you know that MLS has a trial to the database Novelist Plus? This new version of Novelist, to which we already subscribe, has a different interface from the current one and also includes nonfiction works.

Here's the link: <http://search.ebsco-host.com/login.aspx?authtype=ip,url,uid&return=y>

After clicking on the link, scroll to the bottom right to locate this particular database trial. You can also try the Novelist K-8 to the left of Novelist Plus.

"We have this trial for one month," said MLS Materials Selector **Susan Ryan**. "The trial started on March 20 and will end on April 21st. Please let me know what you think of it."

Weeding RFID

Assistant Manager of Library Operations BI **Debbie Robertus** sends along this tip for libraries when it's time to weed items with the new RFID tags in them.

"I tried putting a large X with a ball-point pen, digging in deep, on the RFID tag to render it inoperable and it seems to work rather well - it eliminates tearing up the book by removing the tag and is much easier and safer to do than using a razor blade or other sharp tool to cut the tag."

Our thanks to Debbie for a neat tip.

Better Late Than Never

The British news agency Reuters recently reported the return of a library book to the Vantaa Public Library in southern Finland.

Big deal, right? It is if the book was checked out over 100 years ago.

It was a 1902 bound volume of Vartija, a once popular religious monthly periodical. There was a note attached saying that the fine would be ten cents a week for overdues. That's only \$520—a bargain.

"Finland," the article said, "is known for a comprehensive library network with more than 900 libraries for its 5.3 million inhabitants. In 2006, each Finn on average visited a library 11 times and borrowed nearly 20 books."



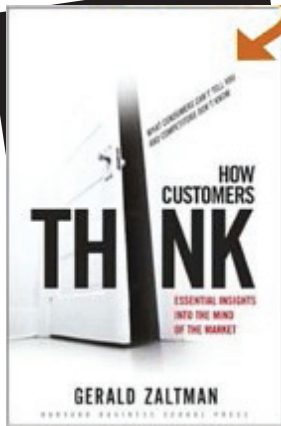
Lending Library Review: *How Customers Think*

by Gerald Zaltman

Harvard Business School professor Zaltman reports that 80% of new products fail in a free market because po-

tential customers don't think in the same way the producers of the product do. He claims that marketers and managers continue to believe that customers think in a rational way while in reality their selection process is affected by emotion and the subconscious. This means that customers don't think in words and trying to sell them a product through the use of language is self-defeating. Why do many products use humor and sentiment when they advertise? Take a look at

How Customers Think to find out.



• MYSTERY PERSON •

Another mystery person to identify.

Can you name him/her?

Here are the clues of this person's favorites:

Fav Music:	Beatles, Elton John, Enya, Oldies
Fav Sports:	I love to watch gymnastics during the olympics and watch my son play basketball
Fav Vacation(s):	Destin, FL, and Tucson, AZ
Fav TV Show:	Lost, Heros, Brothers and Sisters, Seinfeld, Honeymooners, I Love Lucy
Fav Food:	Anything but seafood!
Fav Season:	Summer
Fav Hobby:	Cooking, baking, knitting and counted cross stitch
Cell Ringtone:	Nothing special
Fav Pets:	I used to have a parakeet that I trained to play cards with. His name was Birdie.
Skills:	Speaks two languages, fund raising, great haggler
Met Famous People:	Fergie (The Duchess of York), Henry Winkler (The Fonz), & Morgan Freeman

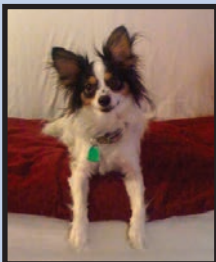
Wants to do before they die: A Trip to Venice, Italy.

See answer on page 7.



Fingerprints STAFF PROFILE

Kellie Bradford —Kellie is the Planning Services Specialist, and has a very diverse job. Describing it she says, "I'm basically the 'glue' for the Planning Services Department. I coordinate training activities and maintain the Training Website on



Coco, is Kellie's smiling Papillon.

the Intranet and basically help wherever I am needed with anything dealing with Planning Services."

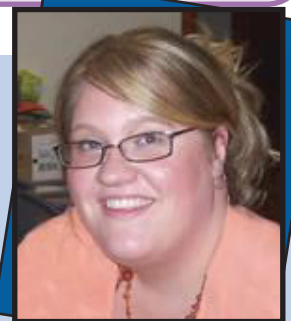
At MLS, she says, every day is different, "A new day to learn something new and be exposed to new people and new situations." She was a member of the first MLS Leadership class.

Kellie is an avid movie fan and has recently seen *The Other Boelyn Girl*, but "The last movie I saw that I enjoyed was Swee-

ney Todd: Demon Barber of Fleet Street (it was bloody great, no pun intended.)"

Her hobbies? "Anything dealing with pop culture (movies, music, theatre, tv, or web 2.0), to reading, shopping, spending time with the fam and close friends."

Kellie says of her True Colors color, she was a blue in the past but is now an orange, "so you could say I've come out as an orange!"



WHAT'S HAPPENING AT YOUR LIBRARY?

Warr Acres Library



Emily Williams passed along this photo and message:

"Janet (Brooks) and Julie (Ballou) have been encouraging the children's and YA librarians to use displays more to market the collection.

We asked them to send us pictures so we can see what they're doing."

Ralph Ellison Library

Kim Ventrella, Ralph Ellison Library, held an art contest in February. Below are the winners in the categories of children -up to age 11; teens, ages 12-18; and adults 19-older. Photos by Rena Gibson, RE.



Dorena, age 9, and her artwork, Dots.



Kamri Douglas, 12, & her artwork, Tranquility.



Gilbert, age 69, and his artwork, Young Patriot.

WHAT'S HAPPENING AT YOUR LIBRARY?

Harrah Library



JoNita White sent in this photo of Harrah Library dressed for Spring:

"Here is a picture of our spring bulletin board that our volunteer Winter Nicholson created. She used apple tree branches that came down in the ice storm. This summer spiders and bugs will hang in the branches for our summer reading theme," JoNita said.

Belle Isle Library

The photo to the right was sent in by **Barbara Johnson, BI.**

"I thought some might enjoy our scout troop picture. Dewey get it?.....I think we look like we do!"

"These scouts were introduced to the Dewey Decimal system at Belle Isle Library on a Monday evening March 24. The light separates into colors with these refractive 3-D glasses, kind of like the Dewey Decimal system separates the materials into categories for us. They enjoyed learning the system and Spoticus lined up also for the picture."





PROMOTION

Sharon Young.....	From Page, to Circ Clerk, ED
Christine Bassett	From Circ Clerk, BE, to Librarian, BI
Kim Cobb.....	From Circ Clerk, to Librarian, BI

TRANSFER

Terrie Thomas.....	From Librarian, HT, SO to Librarian, FT, BI
Brittany Barber	From Mat. Serv. Div Tech, PT, CAT, to ILL Tech, FT, ILL

GOODBYE TO

Helen Hoepfner.....	Circ Clerk, ED
Kenneth Daniel Hagy	Circ Clerk, ED
Sharon Taylor	Librarian, LO

SYMPATHY

To Terrie Thomas, BI, whose brother-in-law, James Musch, died March 2 in Billings, Montana.

Sympathy also to Van Bielstein, VI, whose mother-in-law died the last week in February.

And condolences to Stuart Williamson, PLA, whose grandmother died March 8.

A TIP OF THE HAT TO JONATHAN SHIRLEY



ShelfLife would like to offer a tip of the hat to Warr Acres page **Jonathan Shirley** whose photo was recently on the front page of the Warr Acres Tribune on March 6. And for a good reason.

Jonathan is one of only two Putnam City students named to the Academic All-State Class by the Oklahoma Foundation for Excellence. He is one of the top 100 public high school seniors selected from 512 nominations state-wide. After being

nominated by his principal, Jonathan was selected on the basis of his academic achievement,

extra-curricular activities, community involvement, and an essay that he submitted.

He will receive a \$2,000 scholarship, a medallion, and be honored in Tulsa at the Academic Awards Banquet.

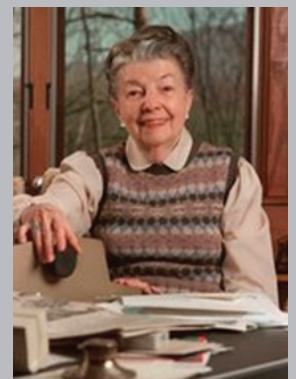
"Way to go, Jonathan!" wrote WA Librarian **Karen Litteral**, who let us know about Jonathan's well-deserved honor. "Warr Acres Library is proud of your achievements."

And so are we. Very cool, Jonathan. Very cool.

Novelist Phyllis Whitney dies at 104

Ann Meeks, BI, submitted this article on the death of Phyllis A. Whitney.

By DENA POTTER, Associated Press Writer, Thu, Feb 14, RICHMOND, Va. - Novelist Phyllis A. Whitney, whose romantic suspense tales sold millions of copies and earned her top accolades from the Mystery Writers of America, has died. She was 104. Whitney wrote more than 75 books, including three textbooks, and had about a hundred short stories published since the 1940s. Whitney's last novel, "Amethyst Dreams," was published in 1997. She began working on her autobiography at 102.



MARKETPLACE

9-in-1 Game Table

Asking \$125

Fun games for everyone in the family. Includes table soccer, table tennis, 4.5' pool table, glide hockey, shuffleboard, bowling, chess, checkers and backgammon. Already assembled.

13Hx31Wx58L. Call Debbie Robertus at 949-1645 after 5:30 p.m., or she can be reached at the BI Library phone # is 3202.





April Birthdays

KEVIN R. SENDALL	4/1
ANGELA K. RUPEL	4/2
JEANETTE C. MIRLL	4/2
DARLENE S. BROWERS	4/3
JOHN D. WOOD	4/4
EMILY R. WILLIAMS	4/7
CRYSTAL L. SUPPES	4/7
BREANNE L. FORD	4/8
KAREN J. DAVIS	4/9
KAYHAN N. YAZDANI	4/10
FRANCES V. HARBERT	4/10
LISA L. WALKER	4/14
ADELAIDA H. MADISON	4/16
KAREN L. BAYS	4/16
GERALD W. HICKMAN	4/17
ALESA MARIE CLYMER	4/17
KERI L. CLOUD	4/18
GREGORY W. BENNETT	4/18
STEPHEN SHENOLD	4/18
HEIDI M. JOHNSON	4/19
JOHN C. R. UTLEY	4/19
SHARON L. MAINE	4/20
MARK DANIEL VANCE	4/21
PATRICK D. WILLIAMS	4/21
JULIE A. SCHOFIELD	4/21
BRANDI E. GAY	4/22
MELISSA K. WEATHERS	4/22
DAVID L. MACK	4/24
JANET E. BOWEN	4/24
SANDRA LEA LANHAM	4/25
PAIGE ALLYSON NIFONG	4/26
SUSAN A. STINSON	4/26
JULIET M. ALAVICHEH	4/27
STUART H. WILLIAMSON	4/27
JOYCE L. TALLANT	4/27
CHRISTY M. O'BRIEN	4/28
MARIA E. WATKINS	4/28
TIMOTHY D. HANNA	4/28
THOMAS P. GALLAGHER	4/30

Employee's Date-of-Hire for April

ERNESTINE F. CLARK	4/22/1976
LAVETTA KINSEY DENT	4/27/1979
HEIDI M. JOHNSON	4/30/1979
ANNE G. FISCHER	4/3/1981
CLYDE D. HERROD	4/13/1982
JEAN M. WILBURN	4/6/1992
LORETTA G. FRANTZ	4/25/1994
DANIEL E. FIELDS	4/2/2001
MARY R. MCELROY	4/5/2001
JUANITA M. MENDOZA	4/30/2001
KERI L. CLOUD	4/29/2002
KERRY STEWART HUBBS	4/12/2004
MELANIE DIANE LEVICK	4/26/2004
LINDA A. TEMPLE	4/25/2005
JULIANNA LOUISE LINK	4/25/2005
LANDON D. HOLMAN	4/3/2006
SANDRA LEA LANHAM	4/3/2006
BRADLEY S. MCCOY	4/10/2006
CORY JACK MIZE	4/17/2006
JOANNE E. HENRICKSON	4/24/2006
DOYLE K. WILCOX	4/24/2006
SHAYLA DAWN WRIGHT	4/2/2007
BENJAMIN D. MOUNT	4/5/2007
KEVIN R. SENDALL	4/9/2007
JEANETTE C. MIRLL	4/23/2007
HEATHER LE KITCHEN	4/30/2007



May Birthdays

SUSAN E. RYAN	5/1
JOANNE. HENRICKSON	5/2
SHARON L. YOUNG	5/3
SAMUEL G. WEEHUNT	5/4
DEBBIE E. ROBERTUS	5/6
ROSEMARY STAFFORD	5/6
JULIE GATHRIGHT	5/8
ANNE G. FISCHER	5/9
CAITLIN S. LUPARDUS	5/9
SUE E. FELLERS	5/10
MARY L. DAUGHERITY	5/11
CHERYL A. MANN	5/12
DAVID RUSHING	5/12
LINDA J. MORPHIS	5/13
RICHARD E. REA	5/13
MELANIE DIANE LEVICK	5/14
MARY ANN JOHNSON	5/15
STEPHANIE D. GERLING	5/15
SHARON G. BISH	5/16
KEVIN D. COLWELL	5/16
ELIZABETH NEWLAND	5/16
SUSAN J HUTCHINS	5/18
LISA M. WOOD	5/18
REGINA D. KIRKHAM	5/19
DENNIS D. DELANO	5/20
TRACY C. STONE	5/21
JOSHUA N. SCHELL	5/21
FREDERICK R. WILSON	5/22
AARON G. KILLOUGH	5/22
TIM DAUBENSPECK	5/24
LOGAN J. RIGGS	5/29

Employee's Date-of-Hire for May

JESSIE C. BISHOP	5/13/1981
FRANK C. RAY	5/21/1984
MARILYN E. BACKUS	5/21/1987
REGINA M. WOLFINGER	5/29/1990
HELEN J SHELTON	5/12/1992
HEIDI A. PORT	5/12/1997
TINDLE J. ARNOLD	5/27/1997
GENE E. CHAPPELL	5/26/1998
JOSHUA H. WELLS	5/15/1999
LISA E. MYERS	5/5/2000
TERESA GOGGINS	5/7/2001
CHRIS LARWIG	5/28/2002
DIANNA L. RUPP	5/28/2002
MARY J. SHOLLY	5/18/2003
MARY ANN HUGGINS	5/29/2003
RENA M. GIBSON	5/16/2005
DANA M. PHILLIPS	5/26/2005
FELICIA ANN HAYES	5/8/2006
JERRY C. NANCE	5/27/2006
WILLIAM KREMEIER	5/21/2007
TIM DAUBENSPECK	5/22/2007