



ShelfLife

STAFF NEWSLETTER OF THE METROPOLITAN LIBRARY SYSTEM

April 2010

News from the MLS Shelf



Heartwalk
page 2

Lending Library &
Healthcare
page 3

Libraries & Computers,
ShelfLife Quiz
page 4

Graduations,
Mystery Person
& Staff Profile
page 5

MLS Employees
page 6

Birthdays and Hire
Dates
pages 7 & 8

Northwest Library Groundbreaking March 30, 2010



From left to right, Executive Director **Donna Morris**, Carolyn Willis-C, Margaret Graham-C, Judy Smith-C, Penny McCaleb-C, Cindy Friedemann-C, Tracy McGehee-C, Hugh Rice-C, Matt Knight-Atlas Construction, Mayor Mick Cornett, Lt. Governor Jari Askins, Councilman Pat Ryan, Craig Foster-LWPB Architects, Councilman Gary Marrs, and Beth Toland-C. All MLS commission members have a C after their name.

On Tuesday, March 30, The City of Oklahoma City officials and members of the Metropolitan Library System Commission broke ground on the Northwest Library, 5600 N.W. 122nd Street.

Speakers at the groundbreaking were Donna Morris, Executive Director of MLS, Mayor Mick Cornett, Ward 8 Councilman Patrick Ryan and MLS Commission Chair Carolyn Willis.

I'm Walkin' Heart Walk—April 17



It's time to lace up those Merrells and start walkin'.

The 2010 Central Oklahoma Heart Walk struts its stuff on Saturday, April 17. Beginning at the Bricktown Ballpark, 1 Mickey Mantle Blvd., at 8 a.m., the event is OKC's annual non-competitive 5K walk to raise awareness of and money for the American Heart Association.

Pets are welcome, kids are welcome (I prefer pets), and entertainment will be supplied for both. In fact, you might want to keep your eyes open for a certain colorful mascot. 'Nuff said?

If you want some more information on walking the walk, contact **Heidi Port** or **Francie Pendleton**. Between them, they know everything.

SHOW BIZ

If you were hanging out at the Edmond Library around the middle of March you may have seen a film crew at work. Here's the story.

Not long ago a company called SweatEquityProductions asked for permission to film three TV commercials in the Downtown Library, including one featuring an animatronics ostrich special ordered from California. Don't ask. They took over the Marketing office for one day—"you just go on with your work and we won't get in your way," they told us, which is the same thing Sitting Bull said to Custer.

When they finished, we saw the spots and they did good work so we asked them to shoot a trio of 2010 ads for us. Now they're finished and we're awaiting the results. When they're available, we'll put them on the web so you can see them.



Just for fun, Director of Marketing and Communications **Kim Terry** filmed the crew as they filmed the commercials and has put together a "Making Of" short. Ah, the glamour . . .



Lending Library Review:

Bite-Sized Marketing: Realistic Solutions for the Over-Worked Librarian

by Nancy Dowd, Mary Evangeliste and Jonathan Silberman

Any of us would be willing to market our libraries, our events, and our system, but who has time enough to read and digest marketing advice from the pros when we're also the part-time outreach person, event planner, etc. that does not have the time or resources to plan large-scale marketing activities/events? Of course MLS has professionals in marketing, outreach and event planning, but the reality of working on the front lines is that sooner or later nearly everyone is called upon to fill those roles even if just for an hour or two.

Bite-Sized Marketing is written and designed to reflect the way people read today. It is structured to quickly impart simple and cost-effective ideas on marketing your library. Filled with contemporary marketing ideas, the authors provide * How-tos of guerrilla marketing * Cutting-edge digital marketing practices.

Visually compelling and easy to read, this book will challenge you to market your library in new and original ways.



WAY TO GO!

On Feb. 20th, Warr Acres page and Oklahoma Gazette contributing writer **C.G. Niebank** received two feature-writing awards at Oklahoma PRO Chapter of the Society of Professional Journalists annual banquet. Niebank was awarded 1st Place for an article about eco-friendly burial practices, and an Honorable Mention for a profile of rockabilly legend and longtime OKC resident Wanda Jackson, who was subsequently inducted into the Rock 'n' Roll Hall of Fame. Niebank has been a contributing writer for the Gazette since January 2004, and a page at Warr Acres since October 2004.

Health Care & MLS

Like it or loath it, healthcare walks among us so we thought you'd like to know what impact it will have on the MLS Employee Benefit Plan. The good news is, according to Benefits Manager **Kelley Hoffman**, a provision in the current legislation postpones any immediate changes in the Library's Plan.

Kelley reports that there will be some changes to the Flexible Spending Medical Expense Reimbursement Plan. "However," she said, "the House reconciliation bill, currently under consideration, contains a request to delay the changes until 2012."

This is all as much about politics as it is about health, so remember that this is going to be a lengthy, ongoing process as the regulation writers begin deciphering the new law.

"The Benefits Office," Kelley added, "will continue to monitor the developing legislation along with the Library's legal counsel and benefits consultants. As more information becomes available, we'll communicate it to the staff."

The ShelfLife Quiz: April in the Garden

April is the month during which gardeners take planting and caring for their plants very seriously. Many MLSers are avid gardeners—I am an aphid gardener, which is not quite the same thing—so this month our quiz lists ten imaginary plants from books, movies and TV. See if you can match the name of the vegetation with its description. Descriptions:

- A. Vegetable Lamb of Tartary _____
- B. Walking Tree of Dahomey _____
- C. LashWeed _____
- D. Gillyweed _____
- E. Whomping Willow _____
- F. Athelas _____
- G. Audrey Jr. _____
- H. Blood Orchid _____
- I. Cleopatra _____
- J. Tanna _____

- 1. A large, violent tree that thrashes its branches at those who approach it. (Harry Potter)
- 2. Plant from outer space that insists on being fed human blood. (Little Shop of Horrors)
- 3. A healing plant with long leaves (Middle-Earth)
- 4. A mythical plant supposed by medieval thinkers to explain the existence of cotton (mythology)
- 5. A mystical herb which has the property of attracting and controlling mummies (Universal mummy movies)
- 6. A rare flower found only in the jungles of Borneo (Anacondas)
- 7. The legendary walking tree that can achieve speeds of up to 50 miles an hour (Monty Python)
- 8. A monster plant that grabs animals nearby and eats them (Dungeons & Dragons)
- 9. When eaten, this plant causes the user to grow gills and webbed feet and fingers (Harry Potter)
- 10. The carnivorous plant kept as a pet in The Adams Family series

Answers on page 6

Libraries and Computers Nationwide

Did you see the report that came out last week on a study that was paid for by the Bill and Melinda Gates Foundation and conducted by the University of Washington Information School?

It seems that about 77 million Americans—one-third of the population—“use public library computers to look for jobs, connect with friends, do their homework and improve their lives.”

Here is a summary of a news article as found in *The Huffington Post*.

“The report confirms what public libraries have been saying as they compete for public dollars to expand their services and high-speed Internet access: library use by the general public is widespread and not just among poor people.

“But researchers found that those living below the federal poverty line – families of four with a household income of \$22,000 or less – had the highest use of library computers. Among those households, 44 percent reported using public library computers and Internet access during the past year.

“Among those aged 14 to 24 in poor households, 61 percent used public library computers and Internet for education purposes, though young people were the biggest library computer users among all demographic groups.

“The most common uses for library computers included gaining access to government agencies, searching for jobs and filling out applications, doing homework, communicating with friends and family, banking, seeking health advice, running a business, completing online courses and seeking financial aid for college.

“In the health area, over 80 percent of the users said they made a change in their diet after using library computers, and one of the most unexpected findings is that two out of three of the people who use library computers said they are using the computers to help friends or family, such as scanning job databases or looking up information for others. Also, one in four Americans use public library computers while traveling.

ShelfLife

April 2010

Ready... Set...

Graduate!

Every May, ShelfLife likes to congratulate members of our MLS—and extended MLS—family for academic achievement, or at least for getting through school alive. To do that, we have to receive information from you about the upcoming grads from your library or office.

So if you know, at work or at home, someone who is graduating from elementary, middle or high school, university or grad school, send an email with: Person's name; your name; his/her school; name of degree (if applicable); and person's future plans, to dbentin@metrolibrary.org. We'll compile the information and publish your congratulations in the May issue of ShelfLife.

Come back next month to add your congrats.



• MYSTERY PERSON •

Here are the clues to this month's mystery person.

Fave Music:	Rock N' Roll
Fave Book(s):	SciFi, Diana Gabaldon's Highland History series
Fave Sports:	Football and NASCAR
Fave Vacation(s):	Hawaii
Fave Movie:	<i>When Harry Met Sally</i>
Fave TV Show:	Anything on HGTV
Fave Food:	Shrimp
Fave Season:	Autumn
Fave Hobby:	Handcrafts - quilting, crochet
Pets:	Shorty
Family:	Husband, 2 sons, 1 daughter, 2 grandchildren

Do you:

Text, Facebook, Twitter: No

What profession would you be in if you were not working in the library? *Working for the State*

Is there something you want to do or accomplish before you die? *More traveling*

Answer on page 6

STAFF PROFILE Fingerprints

Bev Cunningham is a part time librarian at Southern Oaks. She has worked at MLS for three years. Bev enjoys reading and crocheting on her off hours. The latest movie she watched was *Precious*. "It was great," Bev said.

Family includes her daughter, Bridget, and Phoebe

and Roscoe, her two dogs.

Bev likes the interaction with customers and she enjoys the challenge of reference questions.

She says working at the library there is always something new to discover.



ShelfLife

April 2010

HELLO TO

Patricia Widhalm Circ clerk, ED
Phill Jo Page, VI
Ruth Harder Circ clerk, BI
Jeanette Norris Page, MC

TRANSFERS

Debbie McPherson From PT, Librarian, DN; to FT Librarian, BE
JoAnn Walkup From HT to FT Librarian, RE

GOODBYE TO

Kim Ventrella Librarian, RE
Tim Hammond Page, ED
Twila Zuniga Page, MC
Brad McCoy Circ Clerk, MC
Laura Johnson Page, DN
Isabel Burns (death) Page, ED

SYMPATHY

Sad news from Edmond Library - staff member Isabel Burns died March 10.

And sympathy to Matt Cotter, IT, whose father passed away March 16.



Patricia Widhalm



Phill Jo



Ruth Harder



Jeanette Norris

Village Library Celebrates Dr. Suess

The Village Library celebrated Dr. Seuss' birthday March 2. Staff members Shanelle Jackson and Evelyn Brown, seen here with a customer, are all wearing Cat in the Hat hats.



MYSTERY PERSON IS:

Laura Tallant,
DN

Answers to ShelfLife Quiz


A = 4 F = 3
B = 7 G = 2
C = 8 H = 6
D = 9 I = 10
E = 1 J = 5

April Bulletin Board



April Birthdays

KEVIN R. SENDALL	4/1
JEANETTE C. MIRLL	4/2
DARLENE S. BROWERS	4/3
JOHN D. WOOD	4/4
CRYSTAL L. SUPPES	4/7
EMILY R. WILLIAMS	4/7
BREANNE L. FORD	4/8
SIOBHAN MORAVA	4/9
FRANCES V. HARBERT	4/10
KAYHAN N. YAZDANI	4/10
GAIL S. SLOOP	4/14
MARY J. GIGAX	4/14
LISA L. WALKER	4/14
MACEY RAE HERNANDEZ	4/15
ADELAIDA H. MADISON	4/16
GERALD W. HICKMAN	4/17
GREGORY W. BENNETT	4/18
KERI L. CLOUD	4/18
STEPHEN SHENOLD	4/18
HEIDI M. JOHNSON	4/19
JOHN C. R. UTLEY	4/19
SHARON L. MAINE	4/20
JULIE A. SCHOFIELD	4/21
PATRICK D. WILLIAMS	4/21
MARK DANIEL VANCE	4/21
MELISSA K. WEATHERS	4/22
BRANDI E. GAY	4/22
JANET E. BOWEN	4/24
DAVID L. MACK	4/24
SANDRA LEA LANHAM	4/25
SUSAN A. STINSON	4/26
PAIGE ALLYSON NIFONG	4/26
LEONDREA GATES	4/26
JOYCE L. TALLANT	4/27
MICHAEL ERIC OWENS	4/27
STUART H. WILLIAMSON	4/27
JULIET M. ALAVICHEH	4/27
TIMOTHY D. HANNA	4/28
MARIA E. WATKINS	4/28
RACHEL LYNN ALLEN	4/29
THOMAS P. GALLAGHER	4/30



Employee's April Date-of-Hire

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
KERI L. CLOUD	4/29/2002
MELANIE DIANE LEVICK	4/26/2004
LINDA A. TEMPLE	4/25/2005
JULIANNA LOUISE LINK	4/25/2005
LONDON D. HOLMAN	4/3/2006
SANDRA LEA LANHAM	4/3/2006
BRADLEY S. MCCOY	4/10/2006
DOYLE K. WILCOX	4/24/2006
KEVIN R. SENDALL	4/9/2007
JEANETTE C. MIRLL	4/23/2007
JESSICA C. MORRIS	4/7/2008
ROLAND JUSTIN HERWIG	4/7/2008
CYNTHIA SELINGER	4/7/2008
SYDNEY MARIE ASHBY	4/9/2008
NANCY JEAN SLUSAR	4/14/2008
ERICA J. GOLDMAN	4/14/2008
ISABEL K. BURNS	4/28/2008
VICKIE L. ROSS	4/28/2008
JULIA ANA MCCONNELL	4/6/2009
HANNAH SAYRE RUDEK	4/13/2009
MAEGYN DOYLE	4/20/2009
CHAD M. MCNAUGHTON	4/20/2009
ROGER ALLEN BANKER	4/20/2009

May Bulletin Board



May Birthdays

NANCY JEAN SLUSAR	5/1
SUSAN E. RYAN	5/1
WILLIAM CHRIS SANZ	5/1
MACKENZIE STEPHENS	5/3
SHARON L. YOUNG	5/3
DEBBIE E. ROBERTUS	5/6
DONNA R. ADAMEK	5/6
ROSEMARY STAFFORD	5/6
TIFFANY L. BONNER	5/6
JESSICA C. MORRIS	5/7
ANNE G. FISCHER	5/9
JEANETTE NORRIS	5/9
AMANDA JO SAWYER	5/10
CHERYL A. MANN	5/12
DAVID WAYNE RUSHING	5/12
LINDA J. MORPHIS	5/13
RIC REA	5/13
MELANIE DIANE LEVICK	5/14
MARY ANN JOHNSON	5/15
STEPHANIE D. GERLING	5/15
ELIZABETH M. NEWLAND	5/16
KEVIN D. COLWELL	5/16
SHARON G. BISH	5/16
LISA M. WOOD	5/18
SUSAN J HUTCHINS	5/18
AMANDA DOWDING	5/19
REGINA D. FIELDS	5/19
DENNIS D. DELANO	5/20
LINDSAY JONES EGLE	5/21
TRACY C. STONE	5/21
AARON G. KILLOUGH	5/22
JACQUILYN LYNN RASH	5/24
TIMOTHY DAUBENSPECK	5/24
EMILY PEARL REYNOLDS	5/26



Employee's May Date-of-Hire

JESSIE C. BISHOP	5/13/1981
FRANK C. RAY	5/21/1984
MARILYN E. BACKUS	5/21/1987
REGINA M. WOLFINGER	5/29/1990
HEIDI A. PORT	5/12/1997
TINDLE J. ARNOLD	5/27/1997
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
MARYL BAIRD	5/22/2003
RENA M. GIBSON	5/16/2005
DANA M. PHILLIPS	5/26/2005
KENDRA WILLIAMS	5/2/2006
FELICIA ANN HAYES	5/8/2006
JERRY C. NANCE	5/27/2006
TIMOTHY DAUBENSPECK	5/22/2007
JERRY LEO O'HARE	5/5/2008
SUZETTE FELTON	5/12/2008
RACHAEL RAMSEY	5/11/2009
DOUGLAS P. BROWN	5/13/2009
JOYCE A. JACKSON	5/13/2009
DEBORAH ANN GOSSET	5/18/2009
EKS WYE POLLOCK IV	5/18/2009
EMILY PEARL REYNOLDS	5/18/2009