



# ShelfLife

STAFF NEWSLETTER OF THE METROPOLITAN LIBRARY SYSTEM

April 2011

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## Booksale Results!

So this reader, this book collector, and this bartender walk into a Booksale and the bartender says, "Wow, look at all the books" and then they, and a few thousands of their friends spend **\$237,000**.

That's it. And it's no joke.

That's how much money the Friends of the Library Booksale made this year. Not a bad chunka change.

"This is always a huge volunteer event," said MLS Development Coordinator **Siobhan Morova**, "and the truth is that the Friends couldn't pull it off without the eager cooperation of MLS staff. So on behalf of the Friends of the Library Board of Directors, the Booksale Committee, and Booksale Co-chairs Joe McReynolds and Larry Willrath, we thank you for your volunteer support."

The first Booksale was in 1981 and made a few thousand dollars. Since then, after paying expenses and taxes each year, the sale has allowed FOL to return to the library system over \$3 million to underwrite a variety of programs and projects.

So as FOL thanks staff for their support, staff thanks FOL for theirs. It's a 30-year, win-win partnership.

## Survey Says . . .

The stats of the 2010 telephone survey are available and we're looking good! The report is now accessible through the Intranet.

If the entire 39-page document seems a little daunting, watch for MLS Deputy Executive Director/Library Operations Kay Bauman and Researcher Stuart Williamson, who are making the rounds of the libraries and offices, to explain portions of the report that are of major interest to individual areas of concern. They'll be happy to talk with you about the document and what it means to MLS' future.



## Consumers/Lifestyles New Database Trial

We have a trial to the new Consumers/Lifestyles demographics module of Reference USA. Please take a look and let **Susan Ryan** in Materials Selection know what you think. Be sure to look at the custom search feature.

<http://www.referenceusa.com/Home/Home>

What is it? It's the answer to many libraries' questions. It uses Reference USA's business to business data to create a Consumer/Lifestyle module that starts with consumer preference data—the kind of information people provide through on-line purchases, by responding to survey questions, or by participating in a customer loyalty program. When this data is collected it begins to form a picture of customers as consumers. They can then move the data around to reveal groups of populations that can be useful for local businesses to determine marketing strategies, sites for new locations, and to better understand the local community. The first three people who give this a try and send their impressions to Susan Ryan get a surprise (and tell Susan you saw it in ShelfLife.)

Reference USA writes: "The second section, the Consumer Snapshot, does not link to individual profiles but rather serves to further enhance the demographics/psychographics of a given community or area with more precise data points. These results are then interpreted in table or chart form. To the business person knowing the tone and texture of a larger group of potential customers is of high value. Again, this information gives local, small business owners access to the same detail that large corporations use to stage marketing campaigns or determine best location for a new store."

Take a few minutes to explore the new Consumers/Lifestyles demographics module of Reference USA and let Susan know if you think it will be useful.



### Library Lit: Books to Help with Professional Growth

#### What They Don't Teach You in Library School

by Elizabeth Doucett



Elizabeth Doucett is the director of the Curtis Memorial Library in Brunswick, Maine, and knows what's going on the front lines of a public library. Her book is for those studying librarianship, anyone considering entering the field, and recent grads working on their first jobs. There's even a section for seasoned pros who are ready to develop new skills in marketing, strategic planning, facilities management, and more.

Here's the content description from the publisher: "MLS programs do a good job of teaching the basic skills of being a librarian - how to catalog books, how to clarify a reference request, how to run a story hour. But as any working librarian will tell you, that's not the half of it. A long-time library administrator, Elisabeth Doucett gives new librarians a full dose of practical advice and wisdom that remains between the lines of most library curriculum. Gleaned from years of experience, this book covers a variety of library topics that are truly relevant to the day-to-day job and shows how librarians can use practical business and organizational skills to do a better job and further their careers. It presents information in a grab-and-go format perfect that's ready to apply in the real world."

## A Pun? My Word!

**Tim Fisher**, Downtown Library Assistant MLO, contributed his own brand of pun and games to our April issue of Self-Life with this observation about one of our newest customer services:

**Question:** How soon can you download an electronic book from metrolibrary.org?

**Answer:** E-mediately!



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## Limber Up For the Heartwalk



Fans of the movie *Zombieland* can tell you that the first rule to follow in order to survive the coming Zombie Apocalypse is to keep that ol' cardiovascular system in good working order. Of course, there are a few MLS staff members who don't believe that the world could soon be overrun by ravening hordes of flesh-eating zombies—some of these staffers don't believe that Elvis is still alive, either—but even they will admit that having a healthy cardio system is better than not having one.

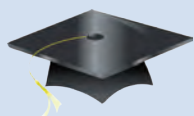
Which brings us, at last, to the 2011 Central Oklahoma Heart Walk. Once again MLS is sponsoring several teams of walkers, each team led by a team captain. (You can go to the Heart Walk page on the Intranet site to find a list of the captains.) The event will be held on Saturday, April 23, beginning at the Bricktown Ballpark at 8am.

But if you want one of the super staff volunteer tee-shirts, you need to sign up by noon on April 8.

Okay, just what is Heart Walk? First off, it's not a race—just a relaxed 1 or 3 mile walk. You may bring strollers, family members, even your dogs. There are sponsor tents along the way, and some entertainment. The goal is to raise money for the fight against heart disease and stroke. Hopefully, every team member will be able to recruit enough sponsors to raise \$100. If you can't walk, you can still be a part of this worthy endeavor by pledging your financial support to the team member of your choice.

Go to the MLS Intranet page and click on the Heart Walk banner to find out who the team captains are and chat with one of them if you have questions. You can also find entry forms at the site—but, surprisingly enough, no information about zombies. Well, maybe next year . . .

## Graduation Celebration



It's that time of year again when students and their proud parents and colleagues will be looking forward to graduation, and every May ShelfLife likes to congratulate members of our MLS family--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](mailto: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.

## Building a Reading City

We're still curious here at ShelfLife about what books MLS staffers are reading for pleasure, so take a couple of minutes to send us a list of titles you're currently involved in. Here are a few we found out about since our last issue:

**Jennifer Jones**, (CH): *Battlefield of the Mind* by Joyce Meyer, and *Developing the Leader Within You* by John C. Maxwell.

**Dana Morrow**, (OUT): *Nothing to Envy: Ordinary Lives of North Korea* by Barbara Demick, *The Search for God and Guinness: A Biography of the Beer That Changed the World* by Stephen Mansfield, *War* by Sebastian Junger, and *When Ireland Fell Silent* by Harolyn Enis.

**Lisa Wood**, (OUT): *Around My French Table* by Dorie Greenspan

**Doug Bentin**, (MaC): *Agents of Treachery* by Otto Penzler, *The Collector's Book of Science Fiction* ed. by David Stuart Davies, *Monster Hunter International* by Larry Correia

**Spoticus**, (MaC): *Mutts* by Sharon Montrose, *Lassie Come Home* by Eric Knight, *The Dog Who Bit a Policeman* by Stuart M. Kaminsky, *The Hound of the Baskervilles* by Sir Arthur Conan Doyle, and *Bitch Slap* by Michael Craft.





## The ShelfLife Quiz:

### What Is This, Some Kind of a Joke?

So here it is, April again, and time for April Fools. ShelfLife isn't going to pull some kind of complicated, pointless joke on you—that wouldn't be practical. We don't even have enough room to print some of our favorite So-this-guy-walks-into-a-bar jokes—well, just one: E-flat walks into a bar. The bartender says, sorry, we don't serve minors—

here are the punch lines to ten classic bar jokes. See how many of them you know.

- Not so tough tonight, are you Batman?
- Oh no—they got Martha, too!
- Yeah? You got a drink called Leonard?
- The bartender replies, "You better try just petting him first."
- No, but my sister has.
- Got any broccoli?
- At eight bucks a beer I'm not surprised.
- I know—it's driving me nuts.
- I'll try it, but only if you promise not to hit me over the head with the beer bottle.
- Wouldn't you know it. And I just became a Rotarian.



### • MYSTERY PERSON •

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

<b>Fave Music:</b>	Classic Rock
<b>Fave Book(s):</b>	<i>Lonesome Dove</i> . Most recent faves: <i>Room</i> , <i>The Passage</i> , and <i>Freedom</i> .
<b>Fave Movie(s):</b>	<i>Rear Window</i> . Recent: <i>The King's Speech</i> , <i>True Grit</i> , and <i>The Social Network</i>
<b>Fave Sports:</b>	Baseball, football
<b>Fave Vacation:</b>	Hawaii
<b>Fave TV Show:</b>	<i>Justified</i> , <i>Fringe</i> , <i>Parenthood</i> , <i>Mad Men</i> (yes, I watch too much TV)
<b>Fave Food:</b>	chocolate
<b>Family:</b>	2 adult kids, a husband and 4 grandkids
<b>Fave Season:</b>	Fall
<b>Fave Hobby:</b>	Yoga, gardening, reading, crossword puzzles
<b>Fave PC or MAC:</b>	PC
<b>Fave Pet:</b>	Cats: Rocky and Pearl
<b>Fave Text, Facebook, Twitter, etc?:</b>	Text and Facebook

**What profession would you be in if you were not working at MLS?** A novelist who writes one great novel and lives off the royalties forever!

**Do you have a 'Bucket List' and what's at the top of it?**  
I'm too young to think about a Bucket List.

Answer on page 5

## STAFF PROFILE Fingerprints

**Kassandra Dewbre-Burrows** works in the Human Resources office and has been with MLS a little over one year. She lists belly dancing, costuming, baking, reading, writing, biking, and yoga as her hobbies.

Kassandra is reading *Madame Tusaud* by Michelle Mora, one of her favorite authors of historical fiction. Another hobby Kass has is a computer game "I'm awesome at playing Zuma Blitz which is what occu-

pies some of her breaks and lunch time. And on another tech note, her favorite App is Pocket God.

As a Human Resources employee, she enjoys working with the Wellness Works! program. "Not only has it given me the opportunity to interact with co-workers that I might not have gotten to know otherwise, I have also gained a new perspective on my own health and fitness."







**MYSTERY PERSON IS:**

Tracy  
Stone,  
DN

## HELLO TO

Jacson Melvin ..... Public Comp. Spc., DN  
Sarinda Gibson ..... Proj. Spc., OUT

## TRANSFERS

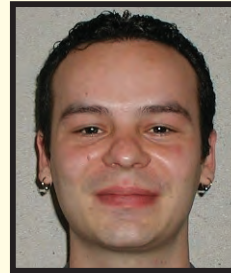
Nancy Slusar ..... From Circ Clerk PT, BI,  
to Circ Clerk, FT, WA  
Macey Hernandez ..... From Circ Clerk HT, CT,  
to Circ Clerk, FT, BE  
Anna Todd ..... Librarian, From RE to BI

## GOODBYE TO

Wendy Redwine ..... Page, ED  
Betty Scott ..... Acct. Tech., BO

## SYMPATHY

- John Rahhal, Bus. Ofc, whose mother passed away March 10.
- Kelly Dalrymple, WA, whose father Ralph Hollingshead, passed away on Sunday, March 20.
- Devon McDaniel, Harrah, whose mother, Mildred McDaniel, died March 27.



Jacson Melvin



Sarinda Gibson

## CONGRATULATIONS

To John Nguyen, WA, who welcomed Baby George on March 24th with girlfriend Traci!



## MARKETPLACE

Debbie Robertus, BI, wishes to sell the items at left.

1. Leaf rug: (green/dark blue) \$125.
2. Rug (Red/Dark blue) 7.5 x 10.5. Purchased it at Breechens and asking \$150.
3. Horse swing made from a tire - New, never hung it up. Sells for \$65 new, asking \$40.

Call Debbie at 606-3202 or her cell: 203-7733.





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## April Bulletin Board



### April Birthdays



KEVIN SENDALL	4/1
JEANETTE MIRLL	4/2
DARLENE BROWERS	4/3
JOHN WOOD	4/4
CRYSTAL SUPPES	4/7
EMILY WILLIAMS	4/7
BREANNE FORD	4/8
SIOBHAN MORAVA	4/9
FRANCES HARBERT	4/10
KAYHAN YAZDANI	4/10
MARGO ELLIS	4/11
LISA WALKER	4/14
MACEY HERNANDEZ	4/15
ADELAIDA MADISON	4/16
GERALD HICKMAN	4/17
GREGORY BENNETT	4/18
KERI CLOUD	4/18
SHANAE FOUTS	4/18
HEIDI JOHNSON	4/19
JOHN UTLEY	4/19
SHARON MAINE	4/20
JULIE SCHOFIELD	4/21
MARK VANCE	4/21
PATRICK WILLIAMS	4/21
MELISSA WEATHERS	4/22
DAVID MACK	4/24
JANET BOWEN	4/24
SANDRA LANHAM	4/25
LEONDREA GATES	4/26
PAIGE NIFONG	4/26
SUSAN STINSON	4/26
JULIET ALAVICHEH	4/27
MICHAEL OWENS	4/27
STUART WILLIAMSON	4/27
MARIA WATKINS	4/28
TIMOTHY HANNA	4/28
THOMAS GALLAGHER	4/30



### Employee's April Date-of-Hire



LAVETTA DENT	4/27/1979
HEIDI JOHNSON	4/30/1979
ANNE FISCHER	4/3/1981
CLYDE HERROD	4/13/1982
JEAN WILBURN	4/6/1992
LORETTA FRANTZ	4/25/1994
DANIEL FIELDS	4/2/2001
MARY MCELROY	4/5/2001
KERI CLOUD	4/29/2002
MELANIE LEVICK	4/26/2004
LINDA TEMPLE	4/25/2005
JULIANNA LINK	4/25/2005
LANDON HOLMAN	4/3/2006
SANDRA LANHAM	4/3/2006
DOYLE WILCOX	4/24/2006
KEVIN SENDALL	4/9/2007
JEANETTE MIRLL	4/23/2007
JESSICA MORRIS	4/7/2008
JUSTIN HERWIG	4/7/2008
CYNTHIA SELINGER	4/7/2008
SYDNEY ASHBY	4/9/2008
NANCY SLUSAR	4/14/2008
VICKIE ROSS	4/28/2008
JULIA MCCONNELL	4/6/2009
MAEGYN DOYLE	4/20/2009
ROGER BANKER	4/20/2009
AFTON MARTIN	4/5/2010
HEIDI WELLS	4/19/2010
JENNIFER ENGLAND	4/19/2010



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## May Bulletin Board



### May Birthdays



NANCY SLUSAR	5/1
CHRIS SANZ	5/1
SUSAN RYAN	5/1
SARA ROBINSON	5/2
MACKENZIE STEPHENS	5/3
SHARON YOUNG	5/3
TIFFANY BONNER	5/6
ROSEMARY STAFFORD	5/6
DONNA ADAMEK	5/6
DEBBIE ROBERTUS	5/6
JESSICA MORRIS	5/7
KATHRYN KING	5/8
ANNE FISCHER	5/9
CHERYL MANN	5/12
DAVID RUSHING	5/12
RICHARD REA	5/13
MELANIE LEVICK	5/14
STEPHANIE GERLING	5/15
MARY ANN JOHNSON	5/15
KEVIN COLWELL	5/16
SHARON BISH	5/16
ELIZABETH NEWLAND	5/16
LISA WOOD	5/18
SUSAN HUTCHINS	5/18
AMANDA DOWDING	5/19
ANDREW RODRIGUEZ	5/19
REGINA FIELDS	5/19
DENNIS DELANO	5/20
LINDSAY JONES EGLE	5/21
TRACY STONE	5/21
AARON KILLOUGH	5/22
JACSON MELVIN	5/23
TIM DAUBENSPECK	5/24
EMILY REYNOLDS	5/26
LIZ KICKHAM	5/27
JON ROLLMAN	5/31



### Employee's May Date-of-Hire



MARILYN BACKUS	5/21/1987
REGINA WOLFINGER	5/29/1990
HEIDI PORT	5/12/1997
TINDLE ARNOLD	5/27/1997
JOSHUA WELLS	5/15/1999
LISA MYERS	5/5/2000
TERESA GOGGINS	5/7/2001
CHRIS LARWIG	5/28/2002
DIANNA RUPP	5/28/2002
MARY SHOLLY	5/18/2003
MARYL BAIRD	5/22/2003
RENA GIBSON	5/16/2005
DANA BEACH	5/26/2005
KENDRA WILLIAMS	5/2/2006
FELICIA HAYES	5/8/2006
JERRY NANCE	5/27/2006
TIM DAUBENSPECK	5/22/2007
LAURA WINTERS	5/23/2007
JERRY O'HARE	5/5/2008
SUZETTE FELTON	5/12/2008
JOYCE JACKSON	5/13/2009
DEBORAH GOSSET	5/18/2009
EMILY REYNOLDS	5/18/2009
KATHERINE BENTON	5/26/2009
COURTNEY COON	5/3/2010
KIMBERLY NELSON	5/6/2010
ASHLEY MEYER	5/17/2010