

The Bookmark

Newsletter of Sheppard Memorial Library

Volume XXXIV—No. 9

November 2014

NOTES AND OBSERVATIONS FROM LIBRARY DIRECTOR GREG NEEDHAM

In this issue of *The Bookmark*, I would like to reflect on the history of our library newsletter, and also take a look toward its future. The Sheppard Memorial Library opened to the public in October 1930, and the newsletter began in March of 1981, so for the first 51 years, there was no newsletter. Willie Nelms began work as library director on February 16, 1981, and set to work straightaway putting innovations and improvements of all kinds into motion. In March of that year, the first-ever library newsletter of Sheppard Memorial Library was printed. That first installment, Volume I, No. 1, began with this text: "This newsletter is an experiment in communication. It will be issued on a monthly basis and will serve as a means for highlighting activities at Sheppard Memorial Library." The July 1981 issue, Volume I, No. 5, was the first to carry the title "*The Bookmark*," and this current issue for November 2014 is Volume XXXIV-No.9, which according to my calculations represents the 403rd issue of the newsletter!

The Bookmark has continued as a monthly publication, even as we have seen ever-evolving developments in communication, and I marvel at the variety of means of communication we now have at our disposal and routinely use to get the word out about library happenings. Of course, our patrons learn what's going on when they visit the main library, Carver Library, East Branch Library, Winterville Library, the Blount Library in Bethel, or the Bookmobile. We also have excellent media coverage from time to time, so *The Daily Reflector*, WNCT-9 and WITN-7, as well as City of Greenville's CityScene on Cable 9 and Pitt County's Pitt TV on Cable 13 all help us to share information. Our patrons also now use our main website, www.sheppardlibrary.org, and the separate children's page as well as our teen page. All of those web pages provide up-to-date information wherever there is internet access, which for many people means via a device on their person, whether smart phone, tablet, or laptop. We are well beyond the web pages themselves now, however, and our patrons also use our main Facebook page and the separate pages for children

and teens plus Pinterest, Twitter and Instagram. To make a long story short, we now have and use a variety of powerful means of sharing information with our patrons.

So *The Bookmark* is now by no means the only or even the first source for library information, and that fact has come together with a couple of other issues to focus attention on its monthly publication and mailing. There are changes to the U.S. Postal Service bulk mailing rules that make it needful for us to send the newsletter via first class rather than bulk mail, which would increase the cost significantly if the newsletter remained a monthly mailing. Also, Patricia Carter has been for years now the key library staff member responsible for producing *The Bookmark*, and Patricia is retiring effective January 1st. The time is right for a change away from the monthly production and mailing of the newsletter, and really it makes sense that our newsletter should be a special mailing that supplements all of our other means of communication that are more timely than the mail. After consideration, we have decided that this 403rd issue will therefore be the last monthly issue of *The Bookmark*, and going forward we plan to produce and mail the newsletter quarterly.

Producing and mailing the newsletter quarterly will represent a terrific cost savings for the library, including postage costs, materials, and staff time and labor. By the way, anyone who would like to help us save even more can elect to receive the newsletter via email; just contact us and let us know you would like to choose that option! There will be more concentrated exciting information in *The Bookmark* when it is produced quarterly. We will plan to send out *The Bookmark* in February, May, August, and November each year, and we will continue to provide all sorts of interesting information, including but not limited to the following: in February we can provide a book sale report, in May we will have pre-summer reading program information, in August we can provide a report on the results of the summer reading program as well as

Notes and observations cont'd . . .

information on the fall book sale and programs, and in November we can provide an annual report to wrap up the year. I hope you will enjoy *The Bookmark* in its new quarterly form!

I mentioned that Patricia Carter is retiring, but more deserves to be said, because she began her career at Sheppard Memorial Library in 1971, and has worked at the library for 43 years! Through work in a variety of departments and across the tenure of three different library directors, Patricia has been a dedicated and highly-valued employee who has a work ethic and ability that make her a role model for all other staff members. She will be missed very much by all of the staff, but who can begrudge her the chance to retire, with a record of 43 years of service? She has set an example for all of us to follow, and we will miss her. We wish Patricia all the best for a wonderful and well-deserved retirement!

As this last monthly Bookmark draws to a close, I would like to wish all of our Friends a safe and terrific holiday season! Many of you have taken advantage of the Holiday Book Sale which has been ongoing at the main library since November 1st. Please spread the word about the annual Friends Membership Drive. Thanks to you all for everything you do in support of your public library!



MEMBERSHIP DRIVE

The Friends of the Sheppard Memorial Library annual membership drive begins in December and is open to the public. The membership year is from January 1 through December 31.

A renewal notice is enclosed. You may also pick up an application from any facility of Sheppard Memorial Library or print one from our website at www.sheppardlibrary.org.

Statistical snapshot:

October

39,401 items circulated

**633 new borrowers
registered
(71,147 total borrowers)**

**Public computer/
Internet use
(including Wi-Fi/laptop use)
15,343 sessions**

Friends of the Sheppard Memorial Library

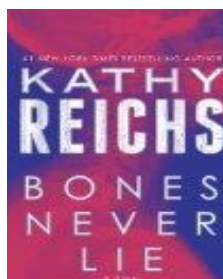
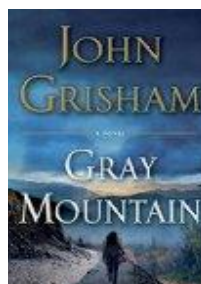
Board of Directors Meetings

**Monday, January 12th, 2015
5:30 p.m.**

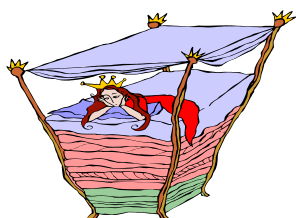
**Monday, February 9th, 2015
Annual Meeting
5:30 p.m.**

*The meetings will be held in the
Copeland Board Room at the main
library, 530 Evans Street, Greenville.*

***Adult patrons
are requesting***



FALL PUPPET SHOW



The Princess and the Pea

The fall puppet show will be presented on Tuesday, December 9, through Friday, December 12, at 10:45 a.m. in the Children's Library Program Room. The puppet show will also be performed on Saturday, December 13, at 11:00 a.m. There is no registration required for individuals, but we do ask school groups to register. For more information call Amber Winstead at 329-4581.

Holiday Closings

***Wednesday, December 24, 2014
through***

Friday, December 26, 2014

and

***Thursday, January 1, 2015
through***

Friday, January 2, 2015

and

Monday, January 19, 2015

Special Programs in the Children's Library

Holiday Toddler Story Hour

Tuesday, December 16, at 10:30 a.m.

For children ages 18 months to three years.

Holiday Preschool Story Hour

Wednesday, December 17, at 11:00 a.m.

For children ages three to five years.

Holiday Bedtime Story Hour

Thursday, December 18, at 7:00 p.m.

For families with children ages 10 and younger.

Make and Take Craft

Saturday, December 20, at 10:30 a.m.

For children ages 12 and younger.



Branch Happenings

Carver Branch Library

We are looking for groups to participate in the **2015 Community Black History Quiz Bowl**, which will be held on **Saturday, February 21, 2015**.

Story hour has ended and will resume on Thursday, January 8.

East Branch Library

Now is your time to catch up on your pleasure reading or look for new recipes for the holidays. Check out the book collection at the East Branch Library.

Story hour has ended and will resume on Tuesday, January 6.

Winterville Public Library

The **Healthier U Program**, sponsored by the ECU Laupus Library Health Sciences, is being offered at the Winterville Library to teach individuals how to surf the internet for answers about health issues. Join us on **Wednesday, December 10, at 3:00 p.m.** It is free to the public and class size is limited. Please sign up by calling 252-756-1786.

Story hour has ended and will resume on Wednesday, January 7.

Blount (Bethel) Library

We invite you to stop by the Bethel Library and check out our new arrivals and bestsellers. If the Bethel Library doesn't own a particular title, we can get it for you. If you are interested in bringing a group to the library please call 252-916-2834 to schedule a date and time.

Join us for our next
meeting of the
Sheppard Memorial Library
YA Book Clubs

December 6, 11-12 am

We're combining to discuss

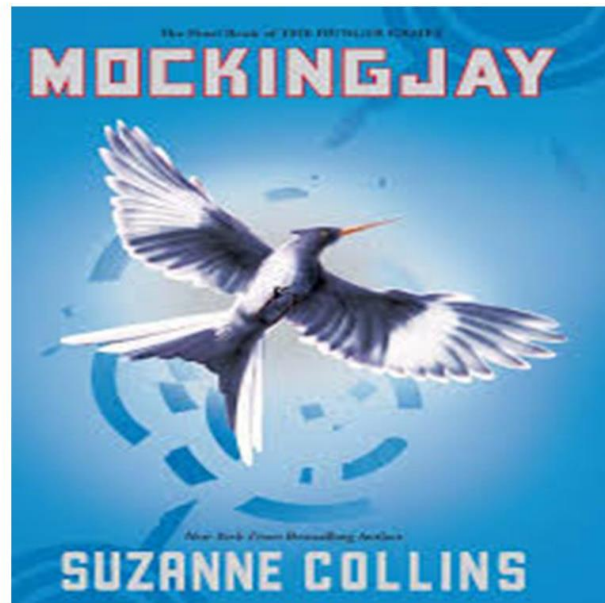
Mockingjay

by Suzanne Collins

(and all things

Hunger Games)

P.S. There will be treats



Any questions? Email Casandria Crane: ccrane@sheppardlibrary.org

Sheppard Memorial Library
Anime & Manga

Grades 6-12

Club!

Saturday, Dec 6, 2-6 pm

**We'll be playing games
and watching some cool
anime !**

**Bring a treat to share &
we'll provide the drinks!**



Questions? Email Casandria Crane: ccrane@sheppardlibrary.org



**Hop into your favorite Time Machine
& join us at Sheppard Memorial
Library for our annual**



New Year's Eve Party!

December 31, 6-8 pm



**Food, music, & games till
we time-travel to the New
Year !**

Grades 6-12



Any questions? Email me: ccrane@sheppardlibrary.org