

2-2010

NEMO News, Volume 6, Issue 3

UNO Library Science Education
University of Nebraska at Omaha

Follow this and additional works at: <https://digitalcommons.unomaha.edu/nemo>

 Part of the [Higher Education Commons](#), [Library and Information Science Commons](#), and the [Organizational Communication Commons](#)

Please take our feedback survey at: https://unomaha.az1.qualtrics.com/jfe/form/SV_8cchtFmpDyGfBLE

Recommended Citation

Education, UNO Library Science, "NEMO News, Volume 6, Issue 3" (2010). *NEMO Newsletter*. 30.
<https://digitalcommons.unomaha.edu/nemo/30>

This Book is brought to you for free and open access by the Department of Teacher Education Publications at DigitalCommons@UNO. It has been accepted for inclusion in NEMO Newsletter by an authorized administrator of DigitalCommons@UNO. For more information, please contact unodigitalcommons@unomaha.edu.

NEMO NEWS

ADVICE FROM THE FRONT LINES

Ann Wills- Library Supervisor,
Metro Community College, Fort Omaha

What is your education/library/professional background?

I graduated in 1973 from Peru State College with a Bachelor of Science degree in English with minors in Library Science and History. I've worked in 3 different types of libraries: Public, Special and Academic. My first library job after college was in a Public Library as a Library Assistant. I worked as a Librarian in a Correctional Center Library for 4 years. I've been a Library Supervisor at Metropolitan Community College for 23 years. I started at the Elkhorn Campus Library and transferred to the Fort Campus Library about 10 years ago.

What is on your reading list: What are your favorites/your recommended/your want to read lists?

I can't be without a book to read so I always have a variety to choose from. Thanks to Harry Potter I now read a lot of fantasy and my favorite fantasy authors are Mercedes Lackey, Christine Feehan and Marion Zimmer Bradley. I have lots of favorite books but I think my top 3 are Cheyenne Autumn by Mari Sandoz, Mila 18 by Leon Uris and Black Like Me by John H. Griffin. I have a new favorite author and his name is Greg Iles. I got hooked on him when I read Turning Angel. Now I have to read all his other books. I also enjoy books by Faye Kellerman, Jonathan Kellerman, James Patterson and Patricia Cornwell. A book I want to read soon is Push by Sapphire.

INSIDE THIS ISSUE:



Advice from the Frontlines - Ann Wills

1-3



Important Dates and Reminders

4



Student Spotlight - Meg Curtiss

5



Congratulations

6



2010 Heartland School Library Conference

8

What professional journal or article have you read and would recommend? Why?

I don't really have a favorite journal but I'll list some of the professional journals that I like to read:

(continued on Page 2)

(Wills-continued)

Community & Junior College Libraries, Computers in Libraries, Journal of Academic Librarianship, American Libraries, Library Journal, Multicultural Review, Against the Grain and Campus Technology. Articles I'm interested in are ones about new technologies, what others are doing in their libraries, future trends and sustainability.

What do you do in your "down time"? Your hobbies/recreation, how do you relax?

I have 2 daughters in college right now so I spend a lot of my down time helping them by watching my 4 grandsons so my girls can work on homework, class projects, etc. I love spending time with my grandsons and spoiling them!! My son moved to Denver this past year so I try to go and see him every few months. I love going to flea markets, craft shows and thrift stores. I read whenever I can and I love to travel. I'm not much of a relaxer so I'm always busy doing something.

What deep dark secret would you like to share?

I thought I made a big mistake career wise after working at my first library job. I took a break from the profession and spent the next 6 years working as an employment counselor for a Private Employment Agency. After my older 2 children were born I saw an ad for a Librarian I and decided to apply. I interviewed and was hired for the position. I've been working in the library field since then.

Name one of your personal or professional qualities that make you, or will make you, a leader in 21st century library and information centers.

I'm a people person so of course I love working with our students, faculty and staff. I want our customers to always feel they can come to my library and ask for assistance so the library has to continue to be warm and inviting no matter what century we're in. No matter how much technology libraries have I still think the "personal touch" is important.

I never ask my staff to do something that I'm not willing to do myself (except for shelving which I will do but only if I absolutely have no choice.) I feel staff respond better when I'm willing to do whatever I ask them to do.

What advice do you have for current Graduate Students?

Congratulations - you've chosen a wonderful profession. If you like variety, then I think this is the profession for you. Every day is different and usually brings a new challenge, sometimes small and sometimes large. If possible, try to get some experience working in a smaller library because you'll have a variety of duties.

What do you see as key future trends and challenges in LIS?

Technology and funding.

What do you think will be your legacy in this profession?

Right now my legacy is the new look for the Sonny Foster (Fort Omaha) Library. We have a new circulation desk, new carpet, accent walls and new paintings. It may not seem like much to anybody but my library staff and me but for us it's huge. The students and faculty love the new look.

(Continued on Page 3)

(Wills-continued)

Librarians touch lives each and every day and make a difference in people's lives and that will be my legacy.

Any Last Words?

I'm sure glad that I came back to the profession because I feel blessed that I get to go to work every day to a job that I love.

**FIRST DAY OF CLASS
Mizzou students in catalog class**



Janneane Gerot checks her syllabus for cataloging assignments.



Susan Yirak types an assignment in cataloging class.



Aimee Owen and Janneane Gerot take a lunch break before returning to note statements in class.



Debbie Aden and Sarah Baguyos log in to their computers at Criss Library on the Omaha campus.



JobsJournal.com

Reliable and Comprehensive Career Bulletin

2010/01/29

10 Powerful Lessons from a Turkish Rug Trader By Harrison Barnes

One day while on a trip to Greece and Turkey, I wandered into a rug shop, and the people there taught me how to sell rugs-and just about anything else. I made several friends and for some reason these rug traders took an extreme liking to me. One of them spoke very seriously about the prospect of opening a rug shop with me in the United States and called me several times once I had returned back to the United States to discuss this. I stayed with the rug traders for at least a week and learned a great deal from them about how to sell, and about people. This particular trip ended up being one of the most enlightening of my life. I wound up staying in Turkey for several days inside one particular rug shop. The lessons I learned there can benefit you as well.

1) Put Your Best Products Front and Center- "The Lesson of Rug Placement."

This rug shop always displayed its best two or three rugs so that a passerby could see them. Many other rug shops put their best rugs in the back. The store I went into that day had its very best rugs right out front and center. This attracted my eyes. This was all it took. You too need good "bait" to interest potential employers.

When you think about it, no other strategy makes more sense. When you see the best goods right out front, they are most likely going to attract your attention. Attracting attention is what it is all about. Do not be afraid to toot your own horn and show people what

(Continued on page 7)

IMPORTANT DATES & REMINDERS

Registration

Registration for Summer and Spring 2010 classes begins March 1. continues. Consult your Plan of Study and course schedules. Summer 2010 precomps meeting will be April 23rd from 3-4 p.m. Summer 2010 comps will take place from June 12-June 20.

Classes fill quickly on a first-come, first-served basis. So be ready to register on your assigned date and time! Visit

http://mudirect.missouri.edu/_catalog to complete your registration.

Graduation Ceremony – University of Missouri Hearnes Center Friday, May 14, 2010 8 PM

If you are graduating in Spring 2010 and planning to attend the ceremony in Columbia, you need to be making your travel arrangements immediately as hotels are filling NOW!

If there aren't rooms available in Columbia, there are also hotels in Boonville, Jefferson City, and Moberly.

School of Information Science and Learning Technologies ceremony- Friday, May 14, 2010, 2-4 PM.

SISLT has its own ceremony earlier in the afternoon in Townsend Hall. The SISLT faculty hosts a reception honoring library science graduates.

STUDENT SPOTLIGHT: Meg Curtiss

What is your education/library/professional background?

I have a BA in History from Hastings College and an MA in Early Modern European History from Auburn University. While living in Alabama, I was looking for a job to get me by until I was finished with my degree. I quickly realized that substitute teaching was not my life calling and started checking the want ads in the paper. The local public library was looking for a Youth Services Librarian and I thought, "I love kids' books. Sure." My only library experience at that point had been as a patron/student, so upon starting the job I got a crash course in library vocabulary, running summer reading programs/story times, and managing teen volunteers. I loved all of it and was there for two years until my son was born and my husband's job moved us back to NE. I was a stay-at-home mom for two and a half years and then took a job at my alma mater as the Interlibrary Loan Assistant at Hastings College's Perkins Library. I am responsible for all Interlibrary Loan activities and do a fair amount of reference work with students working on large projects.



What is on your reading list? What are your favorites/your recommended/your want to read lists?

I am currently on maternity leave and am reading mostly light hearted mysteries that I can easily pick up or put down on demand. In the past five weeks, I've plowed through all of the *Spellman Files* novels by Lisa Lutz and the *Body Movers* mysteries by Stephanie Bond as well as *Healthy Sleep Habits, Happy Child* by Marc Weissbluth which is my very favorite parenting/infant care book.

(I read it repeatedly counting on the promises it makes that my daughter will eventually begin sleeping regularly. The book I cannot recommend enough is *Last Child in the Woods* by Richard Louv. No parent, grandparent, teacher, aunt, or uncle should miss this marvelous book about the importance of introducing children to the wonder of nature and play.

What professional journal or article have you read and would recommend? Why?

The most recent professional article I have read was "Increasing Efficiency and Decreasing Waste by Overhauling Interlibrary Loan Procedures at a Small Community College" by Christopher Sweet in *Journal of Interlibrary Loan, Document Delivery & Electronic Reserve, Volume 19 Issue 2 (2009)*. When I get back to work Feb. 1, I am planning to begin streamlining some of my ILL practices and hope to make a few changes to increase efficiency. Much of this article was a "no brainer," but it had a few suggestions on how to decrease paper use and improve time management that I found quite informative.

What do you do in your "down time"? Your hobbies/recreation, how do you relax?

In my down time, I love to garden and read. This past summer my greatest joy was planting a sunflower garden with my five year old son and two year old daughter. The sunflowers took over a huge portion of the backyard growing to about twelve feet high and turned into the children's personal adventure land/jungle/magical kingdom.

What deep dark secret would you like to share?

I have never read *Tess of the d'Urbervilles*. Or all of *Les Miserables*. Or *Twilight*.

(Curtiss – Continued)

Name one of your personal or professional qualities that make you, or will make you, a leader in 21st century library and information centers.

I love doing research and finding information for people. I am becoming increasingly skilled at helping patrons find materials for themselves. No matter what changes befall libraries, the need for accessing quality information will never leave us.

What advice do you have for current Graduate Students?

Procrastination is bad. (Trust me; I prove it to myself regularly.)

What do you see as key future trends and challenges in LIS?

I think that library professionals will continue to be challenged to view *information* itself rather than information materials as the basis for our activities. Although electronic sources have been with us in increasing quantity for several decades, I think many of us still prefer the physical format of print. I find that my patrons, increasingly, do not differentiate between books and blogs. I must control my knee jerk reaction that all non-print sources are inferior. Information should be judged based on its merit not its format.

What do you think will be your legacy in this profession?

I hope that my legacy will be patrons who feel welcomed at their library and are better readers/researchers than they were before we met.

CONGRATULATIONS to our successful colleagues!

Micki Dietrich was promoted to full-time Library Specialist at the Saddlebrook Branch of Omaha Public Libraries. She was previously part-time Library Specialist at Benson Branch, OPL.

Kathleen Wingard received a Learning Leadership Grant from the National Education Association to further collaborative studies with librarians.

Sam Shaw's job was recently combined with that of the department of corrections library coordinator.

Martha Grenzeback started a full-time Library Specialist job at the Willa Cather branch of the Omaha Public Libraries. She says "So far, I love it!"

Kathryn Kelley had been Materials Ordering Associate for the University of Nebraska-Lincoln Libraries. Starting February 8, she will be the Public Services Librarian at Bennett Martin Public Library in Lincoln.

Melissa Tiemann was promoted from Circulation Supervisor to Serials Librarian in January after receiving her MLS in December. She works at the College of St. Mary Library.



(JobsJournal- Continued from page 4)

you are capable of. Far too many people believe they need to hold back. People need to know what you are capable of.

The rug store was located in a corridor, and the corridor looked like it had been there for thousands of years. (I think it had, in fact, been there that long.) When people passed by, the inside of the shop was barely visible. The only things that could be seen were the rugs outside. Incredibly, most of the other stores nearby simply hid away their best rugs, apparently hoping that if customers came in, they could potentially interest them in the rugs. This was ridiculous. Think of the thousands of people who passed by these rug stores each day without ever seeing the best rugs.

Yet, isn't this what we do a lot of the time? We forget to tell people about our best benefits and why they should hire us. We fail to show our best selves immediately and show our inferior goods first. Lead with your strongest product. This will get your customer's attention.

As I got to know these rug traders over the next several days, they told me that the space they were in was exceedingly expensive for Turkey. They paid \$800 per month to be one of 1,000-plus shops in this corridor that tourists and others walked by when getting off cruise ships.

2) Watch for Every Opportunity Out There-
"The Lesson of the 'Eye Watchers."

When I walked by the rug store and made eye

contact with the beautiful rugs that were placed front and center, there were two salesmen watching me. The owner of the rug store had two boys working for him whom he trained to watch the eyes of tourists. If the tourists appeared to be looking at the rugs he would ensure that they immediately started speaking with them. Every glance at a rug was considered an opportunity to make a sale.

When I walked by the rug store and started looking at the rugs, they immediately came up to me and started to speak with me, smiling and talking enthusiastically until I responded to what they had to say. Had these boys not been watching me, I might have simply walked on by.

You can lose job opportunities if you do not notice potential opportunities out there. In this case, I could have simply walked by the store without stopping – and I most certainly would have, had the rug merchants not made immediate eye contact with me and approached me immediately. You need to be incredibly alert to every opportunity that is out there. Opportunities present themselves to people who are looking for them

3) Always Look Professional and Ensure That All of Your Salespeople Look Professional-
"You Need to Look the Part."

The men who approached me when they saw I was looking at the rug while walking by (along

(JobsJournal- Continued on page 9)

PLAN OF STUDY

If you taken four or more classes and have not yet done so, you must contact Dr. Pasco for a discussion about your plan of study. The University of Missouri Graduate School requires that all students have an approved plan of study on file in order to graduate.

If you have made changes to the curriculum outlined in your plan of study, you must submit a substitution form to your advisor. You cannot graduate if you haven't fulfilled the plan outlined in your plan of study. Do not procrastinate as these processes often take a while.

The Plan of Study Form (M-1) and the Program of Study Substitution Form can be down loaded from the SISLT website at: <http://education.missouri.edu/SISLT/sislt.forms.php>



**2010
Heartland**
School Library
conference

**June
14-15**

*W.H. Thompson Alumni Center
University of Nebraska at Omaha*

KEYNOTE SPEAKERS



Cassandra Barnett
President-Elect
American Association of School Librarians (AASL)

Pam Berger

Publisher and Editor of Information Searcher
& Author of Internet for Active Learners (ALA Editions)



Brought to you by the UNO College of Education School Library Media Programs
in partnership with the Nebraska Educational Media Association and the University of Nebraska - Kearney Library Media Program

Questions should be directed to

Dr. Becky Pasco, UNO School Library Media Program Coordinator, 402-554-2119 or 1-800-858-8648 x2119, rpasco@unomaha.edu



2010 Heartland School Library Conference

Registration Form

First Name: _____ Last Name: _____

School District: _____ Mailing Address: _____

Phone Number: _____ E-Mail Address: _____

Registration Fee: \$50

Registration fee is the same for 1 or 2-day attendance.
NO on-site registration. Lunch & dinner on your own.
Checks and Purchase Orders accepted. NO cash or credit cards accepted.

Day(s) Attending:

____ Monday ____ Tuesday ____ Both Days

Make checks payable to: **University of Nebraska at Omaha**

Mail Registration Form & Payment by **May 1, 2010**, to:

Deanna Reilly, College of Education, 534 Kayser Hall, UNO, 6001 Dodge Street, Omaha, NE 68182-0163

Check if you would like more information about how to get graduate credit through attendance at conference and related activities.

(JobsJournal- Continued from page 7)

with a crowd of other people at the very same time) were very well dressed compared to the others around them. They looked like they had just taken showers and were also wearing nice-looking shirts that appeared to have just been ironed. They were neatly shaven and looked very good.

What was so interesting about this was that later I learned that the "men" assisting me (who were young – only around 16 or so) were actually poor, uneducated Kurdish boys from the desert whose parents had persuaded the store owner to hire. The boys were paid no more than a couple of dollars per day and slept under a tarp outside of the store in the evenings. The store owner let them borrow money to look the part and gave them a very minimal commission for each sale that resulted from their efforts.

What this business understood – and what every successful job seeker understands – is that you always need to look the part and look your very best when attempting to get a job. The quality of the persona you put forward will determine the presumed quality of your products. Had these boys been poorly dressed (like poor Kurds from the countryside), they would not have aroused my interest and would have, instead, frightened me away.

How many job seekers make the mistake of not always looking the part? Potential employers want to be impressed by you and need to feel as if you will reflect positively on them. They want to be proud of the people selling to them because their decisions to do business with certain people say things about them, as well.

4) Do Not Ever Interrupt

Once I got inside the carpet shop, I was met

walking by. I started asking one of the salesmen numerous questions about the different rugs in the store.

The salesman could not answer most of my questions. I asked about dye, about whether the rugs were handmade, about how many knots there were per inch, and more. The salesman I was speaking to simply could not answer the questions. He eventually approached a man sitting behind a desk (the owner of the rug shop) and asked him for help answering my questions.

I noticed that the owner of the store never once interrupted his salesman when he was stuck. After a few minutes of speaking with the owner of the store, I realized that his knowledge and understanding of rugs was profound and that he could have talked at length for hours in response to my questions. However, he did not interrupt the salesperson while he was speaking and also did not give the slightest indication that he would. This was very important.

A boss who interrupts subordinates sends the wrong signals. Bystanders may think the company is disorganized. Additionally, people may simply get uncomfortable. Finally, the subject may feel demoralized. There is nothing worse than demoralizing a salesperson in front of a customer or making a salesperson feel as if he or she does not have any authority. This is never a wise tactic and undermines the strength of a sales organization at its very core.

You should never interrupt someone in an interview. Let whomever you are talking to finish whatever they are going to say. People hate being interrupted.

5) Constantly (Sincerely) Compliment People

From the second I walked by the rug store and made eye contact with the rugs displayed outside, I was complimented. First, the "spotters" complimented me on spotting the rugs, telling me

(JobsJournal- Continued on page 10)

(JobsJournal- Continued from page 9)

they were the very nicest rugs in the store –
"perhaps the nicest in the city."

"You have very good taste and an excellent eye for carpets," one of them said. This was quite powerful and lessened my defenses somewhat. "You have such good taste in carpet. If you like these, you will be even more impressed with these rugs."

When I finally started speaking with the owner of the store, his first instinct was to compliment me, as well. "I heard all of your questions. We've never had someone come in like you who sought to be so educated. You must be very smart."

This sort of complimenting naturally lessens the tension and creates an atmosphere of goodwill between the parties. These compliments were also insightful because they were about issues that I was susceptible to being complimented on.

How many people compliment their interviewers consistently? If you are not sincerely complimenting your interviewers, you are doing yourself harm.

6) You Need to Educate Your Potential Employers About Your Strength Excessively.

Salespeople who do a good job of educating their clients are almost uniformly the most successful. At the Turkish rug shop, I asked tons of questions about the rugs and did not stop asking questions for several days. I believe I spent at least five days with the rug traders in their shop asking them all sorts of questions. I became fascinated with the rug trade.

When a prospect has unanswered questions about a product, he or she is much less likely to purchase it. You need to educate your potential employers as extensively as possible. Tell your potential employer everything they could possibly want to know, and have information available to teach them everything they want to



know about you. The more people learn about something, the more they come to appreciate it.

You know your family extremely well. You know your friends extremely well. Most people do not start caring about someone or something until they begin learning about him or her or it. You need to educate your potential employer in excruciating detail about you, when offered the opportunity, so they will want to hire you.

When Steve Jobs was competing with Jean-Louis Gassée to sell his NeXTSTEP company to Apple and Gassée was trying to sell his own system, Jobs' team did far better. The result was the sale of a company for \$377.5 million versus no sale at all. In a biography of Steve Jobs, *iCon: Steve Jobs, the Greatest Second Act in the History of Business*, the story is told as follows:

Steve Jobs went first, and again was brilliant and compelling. "Pragmatic, specific, and precise," Gil later called it. Then he handed off to Avie Tevanian, his top technical guru. Tevanian had brought along a laptop to demonstrate that NeXTSTEP was not just an idea in progress but a functioning operating system. The two of them put on a gold-star presentation.

They were followed by Jean-Louis, who either misunderstood that this was a shoot-out and his final opportunity, or was so certain of a decision in his favor that he didn't think he had to do anything further than show up. He arrived alone, empty-handed, and not prepared to do anything much more than answer

(JobsJournal- Continued on page 11)

(JobsJournal- Continued from page 10)

questions. Gil wrote that "everything pointed to Steve Jobs and NeXTSTEP , but Jean-Louis had made it a no-contest. The vote for NeXTSTEP was almost a foregone conclusion." (Some insiders thought that Gassée's software would have been the better solution...)

As in many crucial events in history, the decision to educate the audience of buyers made a profound difference – in this case, it was worth more than \$350 million. Isn't this the same mistake many people make when selling themselves? Far too many people fail to educate their potential employers and lose jobs due to this. Far too many people are far too arrogant and feel as if they do not need to "wow" potential employers.

The owner of the rug store lectured me for hours. He brought out tea and talked about where he bought each individual rug. He had purchased numerous books about rugs from secondhand bookstores and had put paperclips on various pages to allow me to read about certain rugs. He had a photo album with pictures of his favorite rugs and notes beside each picture of a rug. The man even had a loom set up in his office where he could show people like me how the rugs were made.

The ability to educate people about who you are is of paramount importance. Educating people shows them that you have a passion for yourself. Educating people also gives them the knowledge they need to care about you in the way that you want them to – in a way that makes them hire you.

In the case of the Turkish rug trader, after attempting to sell me thousands of dollars worth of rugs and still seeing I was not entirely convinced, the man offered to take me on a 20-plus-hour car ride to the Turkey-Iraq border in order to purchase rugs with him. I almost took him up on his offer. A good salesperson will go

to all lengths possible to educate a client. So too should you in your job search.

7) Bond with Potential Employers and Be Human.

It is exceptionally important to bond with potential employers if you have the opportunity. The man who owned the rug store immediately served me tea and took me to a quiet part of the store (which turned out to be a sort of "rug cave") while he talked about rugs and answered questions. He introduced me to everyone working for him and told me personal details about them, such as where they were from and so forth.

The owner of the store even introduced me to his cousin and took me with him and a group of his friends to a Turkish casino. This level of bonding was fantastic and unlike anything I had ever seen before. I will never forget when he introduced me to his cousin. The cousin looked somewhat depressed. "His wife is like his mother," the rug store owner told me, laughing.

Establishing a certain level of familiarity and bonding with a client is necessary in order to create a human connection and ensure that the client feels comfortable with buying. A seemingly simple purchase can take on a whole new level of meaning.

Over the next several days, I actually made friends with the rug traders. I watched as the tax authorities came and frightened them into paying taxes. I watched them have internal squabbles. They introduced me to their friends and the places they liked to go to eat lunch during the week. They showed me how they sold stuff to tourists and won their confidence. The men talked about the tourist women they had struck up short-term relationships with while the cruise ships were docked. In all respects, the experience was fascinating and

(JobsJournal- Continued on page 12)

(JobsJournal- Continued from page 11)

meaningful. This showed me that people who are truly exceptional at sales bond with their prospects.

You need to bond with your potential employers if you have the opportunity. They need to realize and understand that you are human. Far too few people are able to bond with employers like this. The more human you look and the more you bond with a potential employer, the better off you will be.

8) Trust Your Potential Employers.

The rugs that the traders wanted to sell me cost thousands of dollars. After days of haggling and bonding I finally told them that while their rugs were beautiful, I could hardly justify paying the amounts they were asking for them without getting them appraised. Incredibly, the men told me to write them a check and that I could cancel it and send them the difference if I found out the rugs were worth less than they said they were when I got home.

I could scarcely believe it. This ended up really sealing the deal for me with these traders. I purchased several thousands of dollars worth of rugs from them. I would not have done this had I not trusted them.

As an aside, when I returned home, I discovered (after visiting numerous rug shops) that two of the rugs I had purchased were not worth what the Turkish traders said they were worth. I canceled my check (which they had not cashed) and, after several telephone conversations with the men, sent them a check for the value of the rugs. While this left a bad taste in my mouth, the trust did go both ways and I realized that there is a different method of doing business.

You need to telegraph to your potential employers that you can and will trust them. Negotiating aggressively over finer details

like health coverage, salaries and bonuses and so forth too aggressively can often result in you blowing a deal. You need to protect yourself but you also need to telegraph trust.

9) Love Your What You Are Doing.

Early one morning, I was sitting in the carpet cave with the Turkish rug traders, surrounded by rugs. I could not have anticipated at the time that I would soon learn one of the most powerful business lessons of my life.

We'd been drinking tea and Turkish liquor, Yaki, for hours and it was about 3:30 in the morning. One of the Turks was trying to explain to me the enthusiasm it takes to succeed in the rug business, but he was really talking more about life itself.

He went down a corridor and came back with a rug that was worth about \$40,000. It was the most beautiful rug I had ever seen in my life. The colors were so vibrant. It was a Kurdish rug, about 100 years old, and had been smuggled into Turkey from Iraq during the Gulf War.

The trader lit a cigarette, took a long hit, and took a sip of the Yaki. The eyes in the room were all glued to the rug. The rug really was something else. But this particular trader had his thoughts on something even more significant. He was looking toward the ceiling.

"You do not see it now," he said slowly. "But you will."

"What don't I see?" I asked.

"You have to love the rug," he said. "You have to love the rug."

The idea of loving the rug was so powerful. For the rug traders, the rug represented how they made a living. It was an art form and something that transformed lives everywhere--including

(JobsJournal- Continued on page 13)

(JobsJournal- Continued from page 12)

their own lives. Carpet, to these traders, truly was "magical."

If you think about it, how many merchants and salespeople truly love the products and services they are representing? When you love your product or service, everything changes. It changes for you and for the people you are doing business with.

You need to really love your profession and what you are doing. You need to love the value you bring to the world. Whatever you do for a living supports you and gives your life meaning. The more you love what you do the more meaningful your career will be. This was something the Turkish rug traders realized and the love of rugs and what they represented was something that I believe has been passed down probably for thousands of years. The rug represents life itself.

10) A Well-Sold Product or Service Has Long-Term Value.

Using considerable strength, I carted all of the rugs I had purchased from the rug traders back to the United States as luggage. There are two matching rugs in particular that I like quite a bit and have taken with me from place to place across the United States for more than a decade now. These rugs have always been on one side of my bed and have been with me through different relationships and numerous life changes.

I look at these rugs every night before going to bed and step on them every morning when I get up. I will probably pass them on to one of my children when I die, and I will tell my children the same story about these rugs that I have told you today – they have that much meaning.

And this is the point of something that has been well sold. The good or service may not be worth a ton of money, but when the person selling it

imbues it with a ton of meaning, it becomes worth something to the buyer. This is significant.

The rugs to me are worth far more than any estimator could ever appraise them for. The reason for this is simple. They are priceless because of what they have come to mean and what the owner of the rug store stated they meant. He told me the rugs were from a family, that he had purchased them, and that they had been a wedding present. He held them under bright lights and almost cried when he spoke about them. The rugs are meaningful to me, and I will always consider them priceless because of what the rug trader made them mean. Your potential and current employer needs to see you like I see those rugs.

Entire article located at

http://www.jobsjournal.com/articles/312000704/10-Powerful-Lessons-from-a-Turkish-Rug-Trader?utm_source=WNW&utm_medium=Email&utm_campaign=20100128-15328-MinedAtomic-31200002



SCHOLARSHIP OPPORTUNITIES

There is funding available for students pursuing library studies. Please take advantage of these opportunities. These scholarships are waiting to be snapped up by deserving students like you. Please make the decision to apply. Your educational journey is worthwhile, but it's not free. Let NLC, NLA, and NEMA help!

For Nebraska Library Association Scholarships, visit:
<http://www.nebraskalibraries.org/scholarship.htm>

For Nebraska Educational Media Association Scholarships, visit:
<http://nema.k12.ne.us/mem.dir/award.scholar.html> for more information.

DON'T FORGET MIZZOU!

As Missouri students you are eligible to apply for a Missouri Graduate Scholarship. For more information and to download the application form, visit:
http://education.missouri.edu/academics/financial_aid/scholarships-graduate.php. Look for details on Spring Scholarship Deadlines in the next NEMO newsletter!

EMPLOYMENT OPPORTUNITIES

It's important for all of our students to keep up with the current library job postings. You never know when your "perfect" job might come along. We regularly send out an email with the current postings. Please read these! Even if you're not looking for a job, you may see something that you want to pass on to a classmate or colleague. In addition to reading these emails, take the initiative to check the website periodically. We only send out Nebraska postings, but you can view regional postings by accessing the website.

Visit:
<http://www.nlc.state.ne.us/nowhiring/jobsandcareers.asp>
 and check out who is looking to hire in Nebraska and in other states as well. Directions: Once you access this link, select "view by location", pick your state and then hit "GO". This site provides access to postings in Colorado, Iowa, Kansas, Missouri, Nebraska, South Dakota and Wyoming.

Useful Web Sites

Graduate Record Exam (GRE)---
www.gre.org

Graduate School---
www.missouri.edu/~gradschl

Graduate School Catalog---
www.missouri.edu/~gradschl/catalog

MU Direct---
<http://mudirect.missouri.edu/ind ex.shtm>

Semester Schedules---
<http://registrar.missouri.edu/registration-adddrop/index.php>

Transcript Request Procedures---
<http://registrar.missouri.edu/>
 (click on "Records, Transcripts, & Degree Audit")

NEMO NEWS CONTACTS

Dr. R. J. (Becky) Pasco
 Professor, College of Education
 Coordinator, Lib Sci Ed
 University of Nebraska Omaha
 Kayser Hall 514G
 6001 Dodge Street
 Omaha, Nebraska 68182
 402-554-2119
rpasco@unomaha.edu
 1-800-858-8648, ext. 2119

Karen Hein
 Instructor, Lib Sci Ed
 University of Nebraska Omaha
 Kayser Hall 522D
 6001 Dodge Street
 Omaha, Nebraska 68182
 402-554-3459
khein@unomaha.edu

Alyx Knight
 Graduate Assistant
nemogradassistant@gmail.com