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ADVICE FROM THE FRONTLINES: Kate Ostenrude

Kate Ostenrude is currently Director of the Neligh Public Library in Neligh, Nebraska.

What is your education / library / professional background?

BA Anthropology – 35 master credit hours (library science) various institutions 31 years of professional library experience.

Currently, I am the director of a rural library after working in schools for 20 years.

What is on your personal reading list?

My stage of life requires a great deal of self indulgence. I have read most of the classics, best seller lists and years of ALA notable books. These days my favorite authors are Charlaine Harris and Patricia Briggs.

My favorite all time books would include Frank Herbert’s Dune and Greek plays. Antígone is a special friend of mine.

What is on your professional reading list?

I involve myself in my community and am looking for ways to inspire and motivate people. I am reading Hug Your People, by Jack Mitchell.

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

Enthusiasm.

What do you see as a key future trend or challenge in 21st century libraries?

Ebooks will be a required format in all libraries. Service and “face recognition” will be the bedrock of all library sustainability.

What advice do you have for current Graduate Students?

Involve yourselves in your communities; it is essential to budgeting and survival.

What deep dark secret would you like to share?

I don’t like Nicholas Sparks.

CONGRATULATIONS TO OUR SUCCESSFUL COLLEAGUES

Congratulations to our colleagues and classmates on their promotions and transfers.

Sean Story is now Virtual Services and Research Librarian at the Biblioteca Almada Negreiros at NOVA University in Lisbon, Portugal.

Cally O’Brien is now Assistant Director at Schuyler Public Library in Schuyler, Nebraska.

Sarah VanRaden has been promoted from Teen Library Specialist to Technology Librarian at Omaha Public Library.

Marie Spomer has been promoted from Library Aide to Library Specialist at Omaha Public Library.

Congratulations, and good luck in your new positions!

If you have been promoted or changed jobs recently, please let us know! E-mail Karen Pietsch at nemogradassistant@gmail.com.
The 2010 Annual NLA/NEMA Conference was held October 13-15 in Grand Island, and several Missouri students were among the 500-plus conference attendees and presenters. UNO graduate student Deanna Reilly and Mizzou graduate student Karen Pietsch helped out at the UNO Library Science exhibit booth where they held a drawing for an iPod shuffle. Congratulations to Mike Calderero who won the drawing! Another congratulations goes out to Dr. R.J. Pasco, who received the Meritorious Service award for her work with library students across Nebraska.

Jake’s Take on the Conference

Missouri graduate student Jake Rundle facilitated a session called “Hey Kids! Look What We’ve Got! Effective Marketing for Teens and Tweens” and collaborated with recent Mizzou graduate Micki Dietrich on a session called “With Popcorn or M&Ms? The Public Library’s Mission to Entertain.” Here are some of his most memorable moments from the NLA/NEMA Conference:

1. Seeing standing room only for the afternoon session “Hey Kids, Look what we’ve got!” that covered teen and tween marketing and to learn great ideas for programs and marketing for that age group. Many librarians asked a lot of questions and even more librarians had a lot of ideas to share.

2. Losing the iPod to Mike from Norfolk.

3. The Google session on Friday afternoon from Michael Sauers at the Commission. The things he had to show using the amazing array of Google apps and Google docs will make librarians better users of the technology we have at our fingertips. It was very informative and very fun for the whole group.

4. The sexy librarian calendar. Awesome! There are some librarians making plans to do a Nebraska “guybrarian” calendar for next year. We are in need of a group to fund raise for.

Above: Deborah Aden and Sarah Haack smile in front of the UNO Library Science booth. Right: Michael Caldararo picks up some information from a vendor booth.
HOW TO HANDLE MISTAKES IN THE WORKPLACE

By Surajit Sen Sharma (Full article on jobsjournal.com)

We all know that to err is human, and none of us derive pleasure from committing errors. However, there are some, who allow their errors, or fear of making errors, immobilize their personal progress, and then there are some, who mull over past mistakes to the point of self-deprecation.

In fact, it is not uncommon to find people who use the instance of a mistake made long back in their past to explain away adverse situations caused in the present. Everybody has those long lists of “if I had been,” or “only if I had done” kind of regrets. The job is to rise over regrets and do what can be done now, and not waste time over what you can’t do anything about. While such analyses linking past errors to present situations may all be true, none of us possesses the ability to travel back to the past and rectify them. So, it’s a waste of time thinking over past mistakes unless you use the experience to actively help you in the present.

And then, there are some of us who allow false egos to get the better of us and refuse to admit mistakes, though inside our minds, we recognize our actions quite clearly as mistakes. To make a mistake is part of ordinary circumstances and not outside the logic of a workplace or of life itself. However, to knowingly persist in a mistake just to save one’s self from embarrassment or loss of face is illogical to the extreme. It’s a mistake to make a mistake, though inside our minds, we recognize it as such. To make a mistake is part of ordinary circumstances and outside the logic of a workplace or of life itself. However, to knowingly persist in a mistake just to save one’s self from embarrassment or loss of face is illogical to the extreme.

Rectifying mistakes is an art and the mark of experts and successful people. All employers know that there are going to be mistakes in the workplace, and even that they themselves will be part of wrong decisions. However, the man who is prized in the workplace is the one who does not get perturbed by finding mistakes, but immediately gets to work on finding solutions and putting them in place, to mitigate or remove the effects of such mistakes. Such people view the consequences of every mistake just as problems to be solved, and do not waste time or energy in attributing blame, because blame attribution is unconstructive and distinctly different from a crime investigation.

There are only two kinds of action an employee might commit in a workplace to disrupt the workflow. The first, and more common, is unintentional and thus a mistake, and the second is intentional, and thus a crime. We are discussing mistakes here and not crimes. However, it is important to understand and outline the difference, because also in the workplace, we find people who try to interpret unintentional actions as intentional and cast blame on people, trying to show them up in a negative light. Be wary of such persons, because every workplace has its share of such fools and they are the most unconstructive of the lot.

The morale of this article is that there is no logic in being downcast by the commission of mistakes, but the logical thing to do is to rectify and mitigate the consequences of mistakes as soon as possible, whether in life or in the workplace. And if certain situations prove to be irretrievable, then move forward in life without allowing you to be obsessed by regrets.

THE BIG READ ACCEPTING APPLICATIONS FOR FUNDING

The Big Read is accepting applications from nonprofit organizations seeking funding to conduct month-long, community-wide reads between September 2011 and June 2012. The Big Read is a national program designed to revitalize the role of literature in American culture. Organizations selected to participate in The Big Read will receive grants ranging from $2,500 to $20,000, access to online training resources, educational and promotional materials, inclusion of your organization and activities on The Big Read Web site, and the prestige of participating in a highly visible national program. Approximately 75 organizations from across the country will be selected by a panel of experts. The deadline to submit applications is February 1, 2011.

The Big Read gives communities the opportunity to come together to read, discuss, and celebrate one of 31 selections from U.S. and world literature. The Big Read catalog includes the great American poets Emily Dickinson, Henry Wadsworth Longfellow, Robinson Jeffers, and Edgar Allan Poe.

To review the Guidelines & Application Instructions visit The Big Read Web site. Questions? Call Arts Midwest at 612.238.8010 or email TheBigRead@artsmidwest.org.

The Big Read is a program of the National Endowment for the Arts in cooperation with Arts Midwest.
What is your education / library / professional background?

I earned my Bachelor’s in Elementary Education with an endorsement in English Language Learners. During most of my undergraduate career, I worked as a circulation shelver at Love Library at UNL. Through that position, for one summer I was lucky enough to spend a few hours each week helping with miscellaneous tasks for the Dean’s Office. I also spent time during another season organizing an off-site storage location for Love.

After teaching professionally for a short while, I realized that my personality type is not one made for ordering others around, which was what teaching felt like to me. That explains why I’m here, in a nutshell.

What is on your personal reading list?

Right now I’m in the middle of Kiffe Kiffe Tomorrow by Faiza Guene and Crackpot by Adele Wiseman.

What is on your professional reading list?

Professionally, I would like to read Questioning Library Neutrality by Alison Lewis and Everything is Miscellaneous by David Weinberger.

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

A personal quality that will make me a leader in 21st century library and information centers is my passion for representing the “underdog.” This will manifest itself in a library setting when I make sure to collect materials for all types of patron viewpoints.

I want folks who’ve traditionally been left out of published conversations about their worlds to have the chance to read things that will ignite them.

What idea / experience / topic / speaker in your library science education journey has impacted your practice or thinking?

One of the first few books I read when deciding upon this program was Quiet, Please! Dispatches from a Public Librarian by Scott Douglas. I enjoyed it because of its playfulness but I loved it because of the ways a library can positively impact a community.

Recently, for a class project, a few classmates and I interviewed Ms. Joyce Neujahr, Director of Patron Services at UNO’s Criss Library. Ms. Neujahr stated something to the effect of… once someone turns their awareness on, concerning how details of the everyday world affect libraries, they cannot turn it off. I feel that she is spot-on with this opinion, as I find that there is so much to pay attention to regarding how best to serve patrons, that it is impossible to stop noticing ways to improve the outreach of librarianship. I was thankful she said this because sometimes I feel like my interests in library issues or possible library tools sometimes border on obsession.

What advice do you have for your fellow graduate students?

Honestly, I don’t feel experienced enough to give advice, but if I have to, I’d say we should all be keeping up with the trends. Technological and social media trends are coming and going like hotcakes. If we can keep up with these concepts and resources, we will be able to help our libraries earn the leading edge.

What deep dark secret would you like to share?

Sometimes I check out books for personal reading even though I have shelves of others unread at home.

Any Last Words?

I feel quite at home here (earning my MLIS), and I’m so glad I’ve begun this career change.
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 Grants: http://www.schoollibrariesrock.org/scholarships.html

For the P.E.O. Continuing Education Grant, visit: http://www.cgc.maricopa.edu/academic-affairs/cte/cont-ed/Documents/PEOGrant.pdf

DON’T FORGET MIZZOU!

As Missouri students you are eligible to fill out the Missouri Application for Graduate Scholarships. By submitting a completed Application for Graduate Scholarships, you will be considered for over 100 scholarships available through the University of Missouri College of Education.

The 2011-2012 application will be available to download on November 1, 2010, and completed applications are due March 1, 2011. This is a great opportunity to fund your education, so don’t miss out!

For more information and to download the application form, visit: http://education.missouri.edu/academics/financial_aid/scholarships-graduate.php.

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.
**New Membership**

If you have never been a member before and join after September 1, 2010, your membership is valid immediately and runs through the following December 31, 2011.

Name ____________________________________________

Title _____________________________________________

Institution _________________________________________

Preferred Mailing Address: ___________________________

_________________________________________________________________

City, State, Zip _____________________________________

Phone ______________________________________

Email ____________________________________________

*Note: ALL NLA correspondence is completed electronically. No email being given above will preclude you from receiving NLA communication.*

Check all that apply:

- I am also a member of NEMA.
- Please do not circulate my name.
- I do NOT wish to be subscribed to the NLA-Listserv

Check any committees that you have an interest in serving on:

- Auditing
- By-Laws & Handbook
- Citation
- Diversity
- Finance
- Intellectual Freedom
- Legislative
- Membership
- Nominating
- Publications
- Publicity
- Scholarship

**Basic Dues:**

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<td>Retirees, unemployed, volunteers</td>
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<tr>
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Subtotal: ______

**Sections:** Choose one section **free**. Each additional section is 25% of your basic dues.

- College & University Section
- Paraprofessional Section
- Public Library and Trustee Section
- School, Children & Young People’s Section
- Special & Institutional Section

Subtotal (if joining multiple sections) ______

**Round Tables:**

- New Members Round Table
  (1st year free to New Members) --- $5
- Information Technology & Access Round Table --- $5
- Technical Services Round Table --- $5
- Young Adult Round Table --- $5

Subtotal (if joining round table) ______

**Total:** Make check payable to Nebraska Library Association. ______

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Please consider making a tax-deductible contribution to furthering librarianship.

Louise Nixon Scholarship Fund: Please make check payable to Lincoln Community Foundation. ______

NLA Legacy Fund: Please make check payable to Nebraska Community Foundation. ______
NEMA Nebraska Educational Media Association Membership Application

____New  ____Renewal

Name_____________________________________  ____ Scholarship and Awards  ____ Elections
Position/Title________________________________ ____ Membership  ____ Finance
Institution__________________________________  ____ Program/Conference  ____ Publications
Business Address____________________________  ____ Board Member/Officer  ____ Liaison
City____________________________Zip________
Phone (    ) _________________________________
E-mail address______________________________
Home Address______________________________
City____________________________Zip________

Other organizations in which I am a member:
____AASL  ____ NETA
____AECT  ____ NLA
____ALA  ____ SCYP
____MPLA  ____ Other

Preferred Mailing Address: ___Business ___Home
Sign me up for the NEMA listserv ___Yes ___No
Already on listserv___

My contact information will be released in NEMA’s Membership Directory unless checked NO ______

Signature

I would be interested in serving NEMA:
____Scholarship and Awards  ____ Elections
____Membership  ____ Finance
____Program/Conference  ____ Publications
____Board Member/Officer  ____ Liaison

Dues: All memberships run October 1 to September 30.

3-Year Individual/Institutional ______ $75.00
1-Year Commercial ______ $35.00
1-Year Individual/Institutional ______ $30.00
1-Year Student ______ $15.00
1-Year Retired Individual ______ $10.00

Make checks payable to Nebraska Educational Media Association.
Mail to Jean Hellman, Executive Secretary
2925 Drawbridge Court
Lincoln, NE 68516