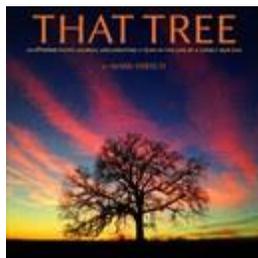


Good Morning! Today in EYE-OPENER November 23, 2015

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**1) That Tree Photographer Exhibits At Law Library:** Throughout December, Iowa Library Services is hosting a photography exhibition by Mark Hirsch, photographer and author of [That Tree](#). The exhibit will be held in the State Law Library; while the main library hosts “Visiting Artists” each month, this is the first art exhibit ever held at the Law Library.

Some of you eagle-eyed *Eye-Opener* readers may remember I wrote about [That Tree](#) last year, suggesting that it would make a great purchase for any library collection—and it would! *That Tree* has been featured in local and worldwide media, from the *Des Moines Register* to *NBC News* to the *UK Daily Mail*. So imagine my surprise to learn that Mark Hirsch is December’s featured photographer—it prompted a retelling of the book’s backstory.

Hirsch is from my hometown of Platteville, WI and for 19 years he worked as a photo journalist with the Dubuque Telegraph Herald. He had a favorite bur oak tree along his commute from Platteville to Dubuque and one day had an idea. What if he took a picture of that tree each day for one year? And that’s exactly what he accomplished, using only his iPhone camera. One photo each day, in every season, in all kinds of weather, at various times of day and night, his photographs culminated in [That Tree](#). And as his photo journey was progressing, so was his following, thanks to Facebook and a website where he sells the book, calendars, and prints <http://thattree.net/>

From Amazon *“...before sunrise, after sunset, anytime really, he was there waiting and watching, taking note of the simple beauty he had missed...a nest of eggs beneath her branches, a darting blackbird, the sun setting on the horizon. [That Tree](#) became for Hirsch a foreign land full of strange and wonderful discoveries, it gave him patience and dedication, it gave him healing and inspiration...”*

Iowa Library Services will host an open house on December 2<sup>nd</sup> (1:00-5:00PM) when visitors to the Law Library can meet Mark Hirsch and enjoy refreshments while browsing the photographs. Copies of [That Tree](#) will be available for purchase during the open house and throughout the exhibition at the Law Library Reference Desk. Or if you won’t be in the neighborhood, there’s always Amazon 😊



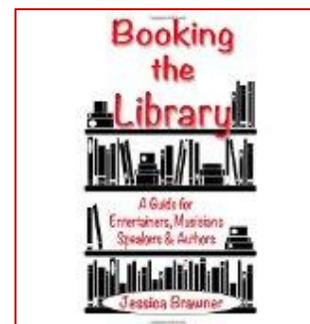
**2) EBSCO Insights E-Newsletter:** There have been several opportunities in recent weeks to become better acquainted with **EBSCOHost**. Both Dickinson County and Pocahontas County chose an **EBSCO** overview for their fall meetings. Earlier this month, IaLS offered a webinar to introduce the new search interface **EXPLORA**. And coming in December, catch another webinar titled “**Get the Most From EBSCOHost**” (Dec17, 18, 22...various times, see c.e. catalog for choices <http://www.statelibraryofiowa.org/cqi-bin/cecat/index.cqi> )

This training points to meeting a need for library staff to use **EBSCOHost** more effectively, as well as a need to continually promote the value of **EBSCOHost** to library patrons. Another easy way to learn more about these products is by subscribing to an e-newsletter called **EBSCO Insights**. The November issue includes these stories:

- ✓ One-Hour Webcast: Creating a New Online Customer Experience for Public Libraries (Dec9)
- ✓ Everything You Always Wanted to Know about Sears Subject Headings But Were Afraid to Ask
- ✓ Shelf Talkers Are Everywhere. This article would be especially helpful for libraries that subscribe to Novelist “...*shelf-talkers are everywhere -- in venues such as bookstores, groceries, and many retailers. This kind of point-of-purchase promotion makes great Readers' Advisory sense. Why? Potential readers who may never approach the desk will be led to finding their next great book, author, or series through eye-catching visuals that provide a context for this serendipity...*” This article displays sample shelf-talkers and pointers for designing your own.
- ✓ Reminders about plentiful **EBSCO** tutorials and webinars

Using **EBSCOHost** to greater effect starts with refreshers and taking time for hands-on practice. Subscribing to **EBSCO Insights** is another way to raise awareness about all these products have to offer—click here <https://www.ebsco.com/who-we-serve/public-libraries>

**3) Booking Performers? There’s a Book for That:** Many of you attended the **Performers’ Showcase** in September, many more attended the **Summer Reading Workshops** in October. At both events, conversation swirled around scheduling performers and sharing the cost. A book published in 2015 should help this effort: Booking the Library: A Guide For Entertainers, Musicians, Speakers, and Authors. Author Jessica Brawner writes with the performers in mind, but it’s good information for libraries looking to scheduling them.



The author writes this description: "...this book outlines the basics of touring and booking programs at public libraries for entertainers. It is intended as a resource for musicians, storytellers, puppeteers, authors, speakers, and other 'living wage' entertainers. If you fall into one of these categories (or know someone who does!) this book is for you, to aid in finding new markets, new fans, and new ways of making your living.

*In Booking the Library you will find*

- *sample phone scripts, contracts, and emails*
- *detailed instructions on finding library contact information quickly and easily*
- *suggestions on best practices*
- *information on performer showcases*
- *and many more tips and golden rules to help keep you happy, healthy, and sane as you pursue your passion....*

Find more information at the author's website [www.jessicabrawner.com](http://www.jessicabrawner.com) and ordering options at Amazon [www.amazon.com](http://www.amazon.com)

**4) Library101 Offered in December:** New directors, staff, or trustees—take note ☺ The next **Library101** is scheduled for **December 8 (9:30-11:30AM)** Sponsored by Iowa Library Services, **LIBRARY 101** is typically offered four times each year. This 2-hour online program introduces newly hired directors to library support systems and services in Iowa. It's a friendly, helpful orientation: you'll meet the staff at Iowa Library Services—at least virtually—helping you match names with faces. We'll discuss public library service standards and provide explanations of popular statewide programs, with plenty of time to answer your questions. People new to support staff positions, as well as trustees, are encouraged to attend. Look to the c.e. catalog to register for **Library101**—<http://www.statelibraryofia.org/cgi-bin/cecat/> Doing so ensures that you will receive follow-up email with the link to the Adobe Classroom.



**5) Meetings / Events This Week:** Like you, our thoughts have turned to prepping our Thanksgiving feasts. **All Iowa Library Services offices will be closed on Thursday and Friday this week for the Thanksgiving holiday.**

While your turkey is basting, you could catch one final webinar in November. Find registration instructions here <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/other-conted>

**November 25. 10:00-11:00AM. *Life After MARC: Cataloging Tools of the Future*** sponsored by Nebraska Library Commission <http://nlc.nebraska.gov/scripts/calendar/eventlist.asp?Mode=ALL>

**Wishing you a wonderful time spent with family and friends!**



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