



#### April 2015 eNewsletter | Volume 2, Issue 4

Celebrate National Library Week April 12 - 18, 2015. First sponsored in 1958, National Library Week is a national observance sponsored by the [American Library Association](#) and libraries across the country. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support.

## Help Promote Phoenix Public Library in the National Medal Competition by Sharing Your Story on March 25

You've heard the good news by now, Phoenix Public Library has been named as a finalist for the 2015 National Medal for Museum and Library Service! The award is the nation's highest honor given to museums and libraries by the Institute of Museum and Library Services.



Show your support and cheer us on! The [IMLS Facebook page](#) is profiling a different finalist each day. Phoenix Public Library will be featured on **Wednesday, March 25**. We are calling on you to share your story and help us win. Tell them why you love Phoenix Public Library!

On March 25:

- Visit [Facebook.com/USIMLS](https://www.facebook.com/USIMLS)
- *Share* your story about how Phoenix Public Library has positively impacted your life (make sure to include our name in your post)

Thank you for your support. We are proud to serve you! Let's show [IMLS](#), and the world, how much pride we have as a community!

For more information, [click here](#) or call 602-534-2025.



## Restock Area Food Banks: "Food for Fines" 2015

Library customers can pay overdue fees and help restock the pantries of Valley food banks during Phoenix Public Library's annual "Food for Fines," April 11 - 25.

Do you have an abundance of canned food? During "Food for Fines," 50 cents will be deducted from your account fees for each non-perishable food item donated at any of the city's 17 libraries. A maximum of \$75 can be paid with donated food. Perishable, expired, beyond sell by date and homemade food items will not be accepted.

Donated food will be distributed to Desert Mission and St. Mary's food banks. Last year, the program collected nearly 70,000 pounds of food.

For more information, call 602-262-4636.



## hive @ central Business Expo

Stop in or spend the day at the first annual "hive @ central Business Expo," 11 a.m. - 3 p.m. Saturday, April 18 in [hive @ central](#) on the second floor of Burton Barr Central Library, located at 1221 N. Central Ave.

Join 40 small business owners and the community partners that have helped make [hive @ central](#) the first stop for entrepreneurs and new start ups. Enjoy light

refreshments and presentations every hour from 11 a.m. - 3 p.m. from motivational, leadership and marketing professionals. Speak with community partners that can help you with your small business success, network one-on-one with the hive “Business Roadmap” graduates, visit informational booths and learn about other free Library resources.



### **hive @ central Business Expo Schedule**

#### **The Business Side of Forensic Science:**

11 - 11:45 a.m.

There's more to the world of Forensics than lab science and crime scene investigation. Because of the unique nature of Forensics, there are also underutilized and even untapped business ideas that have not been developed. My presentation will explore specific business ideas and opportunities that are related to forensic science but don't require you to be a "C.S.I."

Presenter: Kimberly Kobjek, ASU Forensic Science Program Director, Associate Clinical Professor

#### **Leadership for Business Owners:**

##### **Leading through the Chaos**

Noon - 12:45 p.m.

Running a business can sometimes feel like chaos. We will show you how to prioritize and run your operation with excellent leadership!

Presenter: Dr. Barbara Baderman, President of Baderman Consulting

#### **Plan Your Digital Marketing Success**

1:15 - 2 p.m.

"Have a plan, and believe in it. Nothing happens by accident." These words from former NFL coach Chuck Knox apply to marketing as much as they do football. You have more options than ever but only so much time and money. This 45-minute session introduces the planning, platforms, execution and measurement of successful digital marketing.

Presenter: Phil McKeown, Digital Marketing Strategist of McKeown Marketing

#### **How to Get Customers and Keep Them Through Excellent Customer Service**

2:15 - 3 p.m.

Learn to develop your business and serve your customers with excellence.

Presenter: Elaman Rodriguez, Customer Service Consultant

For more information about the hive @ central Business Expo and to register, [click here](#).

## Great Reads You Might Have Missed

Collection Development is responsible for selecting materials for the Library's collection, everything from books and DVDs to databases and streaming services. Check out their recommendations for great books you may have overlooked.

["The Martian" by Andy Weir](#) is one of the best books I have ever read... and I usually don't care for science fiction. Mark Watney, part of an expedition to Mars, is left for dead when an unexpected storm sends an antenna through his space suit. He must be lucky and very smart to find a way to survive until he can be rescued; if he can be rescued. Weir has created a resilient and humorous character. The plot keeps the reader on the edge of their seat. Available in print, eBook and audiobook formats.

- Kathleen Sullivan

["The Psychopath Test: A Journey Through the Madness Industry" by Jon Ronson](#) I've always been fascinated by what makes people tick, especially those who think or act outside the social norm, but I find most titles on psychology to be dry and more informational than entertaining. This book isn't research material; it is an "easy read." Ronson looks at how the mental health industry categorizes and treats those diagnosed as a "psychopath". He has a dry wit and he treats a serious subject with a light, humorous touch. Available in print, audiobook, eBook and eAudiobook.

- Jeriann Thacker

["The Housekeeper and the Professor" by Yōko Ogawa](#)

This is one of my favorite books. Simple yet amazingly profound, this is a story about genuine friendship. A woman is hired as a housekeeper for an elderly mathematics professor whose memory only lasts for 80 minutes due to an accident he suffered years before. The evolution of their relationship, and the way the author uses mathematics and baseball to frame it, is wonderful. I don't really get either complex math or baseball fandom, but it all works. This is a deceptively simple, absolutely brilliant piece of work. Available in print and audiobook formats.

- Elsa Black

["My Stroke of Insight: A Brain Scientist's Personal Journey"](#) sounds like an intellectual read for researchers, but it's not. Sit back and watch as Jill Bolte Taylor, a neuroscientist, describes her experiences while having a massive stroke. Share her struggle as she passes back and forth from logical scientist ("I must get help



immediately”) to euphoric being (“I want to embrace this feeling of peace and never leave”). Our brains remain a mystery in so many ways. The author says, “through the eyes of a curious scientist, this was an absolutely rare and fascinating experience for me to witness the breakdown of my own mind.” She also shares her recovery and how this experience changed her life. Available in print, eAudiobook and audiobook formats

- Linda Kiecker

## What’s New with eResources: Greater Phoenix Digital Library’s New “Screening Room”

The [Greater Phoenix Digital Library](#) now has a feature called the [Screening Room](#). Phoenix Public Library is the first library to launch this brand new feature from Overdrive.

Screening Room allows users to browse streaming video titles from GPDL, as well as customized collections. This new browsing feature is similar to what you find on popular streaming movie sites.

Browse the Screening Room.



## Hoopla Has a New Look...

[Hoopla](#) is a one-stop shop for streaming Movies, TV shows, Music and Audiobooks. Check out its new, easy to use interface. For more information, visit “[Getting Started with Hoopla](#).”



## New Zinio App...

[Zinio](#), the world’s largest newsstand, gives you unlimited access to 350+ English and Spanish language magazines with unrestricted viewing 24/7. Magazines are displayed completely and in full color, just as you would see them in print.

You can now read magazines offline with the new app. Get it here--for [iPad](#) and [Android](#).



Key features:

- View your magazines by date, title, or what’s been downloaded.
- Bookmark your favorite articles.

- Manage your device storage easily by downloading only the magazines you want to read. Store the rest in the Zinio cloud, and access anytime!

For details, visit “[Getting Started with Zinio.](#)”

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[Phoenix Public Library](#) is a system of 16 branch libraries and the Burton Barr Central Library. Keep up with all the news. Follow us on Twitter at [twitter.com/phxlibrary](https://twitter.com/phxlibrary) and “like us” on Facebook at [facebook.com/phoenixpubliclibrary](https://facebook.com/phoenixpubliclibrary).