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A Recipe for a Successful National Library Week

By Daron Larson, Instructional Resources Librarian
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We spiced up our annual National Library Week (ALA) events this year at Franklin University to lure students and faculty into the library. Attendance for promotional events tends to be thin in academic libraries so we decided to get creative. All of our speakers volunteered their time so we were able to devote our very small budget to food and drawing prizes. Public Services Librarian, Carmen Byg, coordinated our efforts by managing an ad hoc committee with short, frequent meetings over several weeks which addressed specific decisions and responsibilities. We came up with three ideas that grew into four afternoons worth of activities.



Jeni Britton Bauer was polishing up her new cookbook, [Jeni's Splendid Ice Creams at Home](#), and we were thrilled when she agreed to help us kick off our event with an informal conversation about why she's such a fan of libraries. Jeni worked at the Upper Arlington Public Library back when she was hammering out the business plan for her artisan ice cream enterprise and sometimes draws [flavor ideas from reading books](#). She once created an entire collection of flavors inspired by reading the biographies of Marie Antoinette by Antonia Fraser and in anticipation of the film by Sofia Coppolla. Jeni even married a librarian. Her husband, Charly Bauer, has an MLS degree from the University of Illinois at Urbana-Champaign and worked for OCLC before moving into the family ice cream business full time.

Participants enjoyed sampling from a variety of macaroon ice cream sandwiches and had the opportunity to [ask questions about starting and growing a new business](#). We feel especially fortunate about the timing as the success of her bestselling cookbook has her busy on a national book tour.



Franklin University's own Communications Coordinator, Jonathan Knight, has followed Cleveland athletics over the years and has evolved into a leading authority on the city's sports history. He has published seven nonfiction books. His most recent, [Summer of Shadows](#), weaves together the story of the Cleveland Indians in 1954 with the investigation and trial of Dr. Sam Sheppard. Jonathan gave an inspiring talk about the [vital role libraries have played in researching each of his books](#) and how the library remains one of society's greatest and most valuable resources.

Several faculty and staff members volunteered to try out an engaging presentation format which has been [growing in popularity in Columbus](#) and around the world. [PechaKucha](#), which means chitchat in Japanese, constrains presenters to 20 slides with only 20 seconds to speak about each one. Representatives from [Mid-Day Toastmasters](#) took on topics such as [facing fears about public speaking](#) (Tracy Austin, Director of Student Coaching Services), being aware of how [communication back channels](#) such as Twitter and Facebook impact presentations these days (Dr. Brenda Jones, Chair of the Communications program), and [actively managing one's personal brand](#) online (Sarah Storer, Graduate Advisor). [Dr. Christopher Washington](#), Franklin University Provost and Senior Vice President for Academic Affairs, and several faculty members inspired others to experiment with building in constraints to hold an

audience's attention with their brief and colorful talks. The interest in this activity was so high that we had to spread it out across two sessions.



We also arranged free chair massages for patrons and collected book donations for the [Reach Out and Read Program](#) of Nationwide Children's Hospital. Students outside of the Columbus area were able to access all the presentations live online and participate in an [online scavenger hunt](#) to earn prizes. Over eighty people attended and the feedback was very positive overall. We're looking forward to coming up with [new ideas](#) for next year.

Finding Flavors in Favorite Books

Delicious reads selected by Jeni Britton Bauer, author of *Jeni's Splendid Ice Creams at Home*

Jeni Britton Bauer and her husband, Charlie Brown, founded Jeni's Splendid Ice Creams in 2002. There are currently seven stores in Columbus, Ohio, and one scheduled to open in Cleveland in 2015. Jeni and her ice cream have been featured in The New York Times, Bon Appetit, The Boston Globe, Chicago Tribune, Departures, and The Atlantic, among others.

It's Not How Good You Are, It's How Good You Want To Be: The World's Best Selling Book and Whatever You Think, Think The Opposite by Paul Arden
He emphasizes the importance of failure and going your own way on the road to success.

Choosing Chilly by P.M. Forni
Customer service is more than being cheerful. We employ the rules of chilly to contribute meaningfully to our community and to feel love to ourselves while we are doing it.

Fannie Farmer Cookbook by Marlin Cunningham
Each recipe reads like early 20th century American history.

Leaves of Grass by Walt Whitman
The beginning of our modern sense of sensory pleasures.

The Republic of Pirates: Being the True and Surprising Story of the Caribbean Pirates and the Man Who Brought Them Down by Colin Woodard
A history of warfare, naval expeditions on the open water, on governments not acting responsibly, but criminals behaving in organized democratic ways. The journeys across oceans and seas around the world—collecting clothing from each stop—created wild outfits and personalities... I think of how wonderful the flavors of these journeys would have been, from spices, to rum and India pale ale.

Marie Antoinette: The Journey by Antonia Fraser
The Court of Versailles was a place of extremes. France can take you there in many ways more vividly than other sensory experiences. Chestnuts and whole milk yogurt, whiffs, meerings, seven wifery... just close your eyes.



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[Download Jeni's Favorite Books \(PDF\)](#)

Books to Inspire Research & Writing

Inspiring reads selected by Jonathan Knight, author and Communications Coordinator at Franklin University

The Devil in the White City: Murder, Magic, and Mayhem at the Fair That Changed America by Erik Larson
A stunning real life thriller that served as a game-changer for historical nonfiction, combining the incredible backstory of Chicago's 1893 World's Fair and the chilling atrocities of serial killer H.H. Holmes just a few miles away.

Cooked: River Burning by Mark Winneberger
An epic yet understated novel by a wonderful writer combining fictional and real life characters in Cleveland between 1948 and 1969 as the city rose to national prominence and then fell to disgrace.

Summer of '69 by David Halberstam
The quintessential baseball book by one of the best writers of our time, examining the thrilling 1969 pennant race highlighted by some of the most iconic characters in the history of the game.

Death of a Salesman by Arthur Miller
Technically a play, this is still perhaps the most significant piece of American fiction of the 20th century—even today it reflects all that is good and bad about our culture.

Blood on the Moon: The Assassination of Abraham Lincoln by Edward J. Stearns, Jr.
Of the many books examining one of the most tragic and mysterious events in American history, this is the finest and most comprehensive.

Eight Men Out: The Black Sox and the 1919 World Series by Eliot Ainslie
Perhaps the first piece of genuine literature written about sport, investigating the many threads that weave together to form sport's most infamous scandal—so vivid it reads like fiction.

The Amazing Adventures of Kavalier & Clay by Michael Chabon
Technically a sweeping novel, but feels like nonfiction. Told the wondrous tale of two Jewish teenagers who create a superhero and launch the comic book industry, along the way not only witnessing America, but actually becoming America.



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