

MATERIAL MATTERS

U N I Q U E M A N A G E M E N T S E R V I C E S , I N C .

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Library Specialists

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Message from the President If You Miss The Joy You Miss It All

Lyle J. Stucki

How are you enjoying your job? Do you wake up each morning with enthusiasm and excitement for a new day? Do you find joy in doing what you do? These are all important questions relative to our attitudes. If the answer is no to any of the above questions, something needs to change and based upon my experience, it is usually our attitude.

Yes, in some instances we may need to change our situation by changing jobs, etc. However, most of the time, if we are not finding joy, it means changing our attitudes. I have had to make some of those adjustments myself. It usually starts by admitting that we are each individually responsible for our state of mind. The opposite of blame is responsibility. One of our first responsibilities is controlling our inner thoughts. Attitude is a choice. We determine what our attitude is. It is usually easier to blame and be defensive than admit and take responsibility. Attitude is something we give ourselves day by day. The great Earl Nightingale said: "You become what you think about all day long." We do become what we think about. So what are you thinking about?

If we want healthy bodies, we feed ourselves healthy food and exercise. If we want healthy minds, we need to feed our minds healthy thoughts and exercise our minds trying to apply those thoughts in our thinking. This can be done by associating with positive people and studying the thoughts and writings of some of the most positive people in the world.

Some of my favorites are: "How to Win Friends and Influence People" and "How to Stop Worrying and Start Living" by Dale Carnegie, "The Power of Positive Thinking" by Norman Vincent Peale, "The Strangest Secret" by Earl Nightingale, and of course the list can go on and on. I find my attitude is much more positive when I nourish my mind each day for a few minutes reading or listening to the thoughts of positive people like these.

Another question to consider is; "How much of your success is determined by your attitude?" In my opinion, the answer is, "almost all of it." Kemmons Wilson, the founder of Holiday Inn, has shared some tips for success that are directly related to our attitudes:

- "Work only a half a day; it makes no difference which half—it can either be the first 12 hours or the last 12 hours. Work is the master key that opens the door to all opportunities."

"...too often many of us forget the importance of nurturing a positive attitude and forget about the power of attitude in our lives."

- "Mental attitude plays a far more important role in a person's success or failure than mental capacity."
- "The secret of happiness is not in doing what one likes but in liking what one does."
- "Eliminate from your vocabulary the words, "I don't think I can," and substitute, "I know I can.""
- "A successful person realizes his personal responsibility for self-motivation. He starts himself because he possesses the key to his own ignition switch."
- "It is not how much you have but how much you enjoy that makes happiness."

Those are powerful thoughts. The kind of input our minds need.

Well, I am obviously not an expert on positive attitude. I am just an ordinary guy desiring the kind of attitude that will bring joy in life just like you. Nothing I have said or referred to is new. This is basic stuff. However, too often many of us forget the importance of nurturing a positive attitude and forget about the power of attitude in our lives. Maybe sometimes we forget about the connection between attitude and happiness or joy. We might even lose sight of the fact that we have choice and control regarding our attitudes.

I hope that each of us will feed our minds constantly with thoughts and ideas that are uplifting and positive. That we can picture ourselves as how we would like to become and pay the price each day to get closer to that desired image. The journey will include concentrating on solutions and thinking of problems as opportunities. It will include, speaking positively and yes, smiling a lot. In some cases, it will involve forgiving, forgetting and moving forward. It will include giving and serving, knowing that you will get whatever you want if you help enough people get what they want. A conclusion and statement made by many great people.

It is my hope that we will each find joy in who we are and what we do. Remember, if we miss the joy we miss it all.

Improving patron goodwill

Kenes Bowling
Manager of Customer Development

One of the hallmark features of UMS' material recovery service is the high priority we place on protecting the precious relationships between our clients and their patrons. Letters and phone scripts are carefully constructed to achieve that end, and our staff is carefully selected and trained to ensure uncompromising professionalism in all of our patron contacts. Still, an understandable concern often exists, especially with new or prospective clients, that somehow using a material recovery service to resolve delinquent accounts will result in "bad press" or a disgruntled patron community.

Real life experience suggests quite the contrary. On average, only .5% (one half of one percent) of patrons who use the library, are ever turned over for collection. Of that number, 65- 70% respond as a result of our gentle contacts so they are not credit reported. The consistent response among the other 99.5% of the patron community is strong support for the library in its efforts to return materials to the shelves and to recover costs created by delinquent patrons. Clearly, the single patron who calls the library upset or embarrassed at having been contacted by UMS, does not speak for the entire patron community!

At the same time, we do not want to alienate any patron. Our goal is to return all patrons to good standing with the library as soon as possible where they will remain as customers for years to come. Toward that end, there are things the library can do to increase patron goodwill while maximizing the recovery of overdue material and fines. So, here are our Top Ten Recommendations for protecting goodwill in the material recovery process:

Top Ten Ways to Maintain Patron Goodwill

1. Inform patrons of the library's material recovery policy through language in the library's notices, signs at the circulation desk, bookmarks, news releases, newsletter articles, or through explanations given by circulation staff.
2. Be consistent with the application of policy so that patrons are treated uniformly and the library's expectations remain clear. For example, the waiving of fines or fees should be limited to truly exceptional circumstances. The perception of fairness is crucial to patron acceptance of library policy.
3. Train new circulation staff in the recovery process and help them anticipate queries from patrons. (What patrons are told and how they are told by circulation staff is often the difference between an understanding patron or an angry patron.)
4. Be positive! Remember, an effective material recovery process is good stewardship of community resources. The results of our material recovery process are a cause de celebre!
5. Use UMS Customer Service staff. We'll be happy to work with your staff if they ever need help with a particular patron.
6. Be able to explain credit reporting to patrons. You can tell the patron when they return materials and/or pay the library, their account will be updated with UMS and with the credit bureaus. It takes 6-8 weeks for the credit bureaus to show the account as paid, but UMS can send a Paid in Full letter to the patron to show the account as cleared.
7. Make sure all updates to accounts are processed in a timely way so we don't contact patrons who have returned materials and paid fines.
8. With automated systems, be sure updates are saved to history (procedures vary among vendors). Otherwise, the automated update process will fail to pick up the update and it will be lost before it is sent to us. Again, this will prevent patrons from receiving letters and calls after having paid their accounts.
9. When a patron has entered into a payment arrangement with the library, notify us immediately to have the patron's account suspended. This will prevent the patron from receiving letters or phone calls while paying off their account, as agreed.
10. Refer to the fee added to the patron's account when it is submitted to UMS as a "late fee" or "processing fee" rather than a "collection fee." The first two options correctly suggest that the fee has been added by virtue of the patron's delinquency; "collection fee" may connote a punitive action on the part of the library. The difference is small and semantic, but it may help the patron better understand the process.

“ We don't want to alienate any patron. ”

A Pebble in the Pond!

Bert Lumetta
Customer Service Specialist

The wind was howling and the rain was coming in level with the ground. My house was thoroughly soaked. The thunder cracked, and I was soon face to face with a frightened four year old. My daughter is terrified of thunderstorms.

Very soon, my wife and I had three little bodies huddled on the floor of our bedroom. Comfort, in their minds, comes by being close to Mama and Papa. It was then that my daughter uttered words that sent us into a frenzy of activity. She said, "I'm getting wet."

The culprits of the leak in our roof were small nails that were not pounded evenly when the house was built. These nails, over time, wore small holes in the shingles. The small amount of water that seeped into our roof during a normal rain turned into a large bulge in our ceiling during this storm.

The moral of the story is that small things can make a big difference.

The metaphors abound:

The pebble in the pond

The vote that turned the election

The seed that grew into the great oak

Okay, this may be dramatic, but it is an interesting way to announce that we have made some small changes to our website. (www.unique-mgmt.com)

Some of the new features that you will see on our website include:

- ✓ Client access to other UMS sites
- ✓ A featured client library on the homepage
- ✓ New and updated White Papers describing aspects of our service
- ✓ New and updated client feedback
- ✓ The current month's newsletter
- ✓ A stunning photo taken at our last company picnic! (on the About Us page)

Info Link Account Access Site

In addition to the web site changes we have also developed a new website that will allow clients to get a secured up-to-date status on any account in our system. We call this site the Info Link Account Access and it will also appear as another tab on the monthly reports site. Through this site our clients will have access to view when letters that have been sent to a patron, when adjustments to the balance of an account have been made, and when an account has been credit reported. In addition, our clients will have the ability to make name, address and phone number changes as well as the ability to suspend and resume activity on any account with a balance.

The site is flexible so that each client can assign various levels of access to the secured site to any staff member at the library. There is also the ability to set future resume dates for accounts so that an account can have activity resumed automatically.

If you are a UMS client and would like to have access to this secured site, please contact your Customer Service Specialist to set up a time to walk through the site. Our goal is to better provide excellent service for our clients and to provide detailed information to those interested in learning more about our service. If you have any suggestions of ways to improve our website or any aspect of our service, we welcome them. Please visit the website at www.unique-mgmt.com and click on the Contact Us page. We hope that these small changes will lead to a big difference in our customers' satisfaction.

Fun Facts

1. Seattle, San Francisco, and other city library systems plan to track their books with microchips instead of the familiar barcodes. The system helps librarians track books, reduce theft, and speed up checkouts. The chips are supposed to be deactivated when books leave the library, but privacy advocates are concerned that they could be used to snoop on patrons. (World, 10/18/03, p.34)
2. One real sinking library in Sweetwater County, Wyoming, was built in 1977 on a site that had once been a cemetery. Though the firm hired to run soil tests on the proposed site certified the location as suitable for building, they were shortly thereafter proved wrong once the facility erected there began to sink. A 1988 suit filed against that firm was barred because of the 10-year statute of limitations on such claims. <http://www.snopes.com/college/halls/sinking.htm>
3. In 2001, Jeffrey Seiden, a third-year medical student at Yale University, was studying his electrocardiography textbook when he happened upon the following tucked away in the book's copyright notice:

Congratulations for your perseverance. You may win the car on page 46 by writing down your name and address and submitting it to the publisher.

Dr. Dale Dubin had inserted the note into his 50th printing of his "Rapid Interpretation of EKGs," putting his classic Thunderbird up for grabs. Of the 60,000 who last year bought the book containing the offer, only five spotted the hidden message and contacted the publisher with news of their find. The five names were placed in a hat, and Jeffrey Seiden's was chosen at random. The 1965 Thunderbird convertible was delivered to him on 4 December 2001 by Dubin's daughter, who drove it to Seiden's school.

The Joys of Travel

Dick Neal

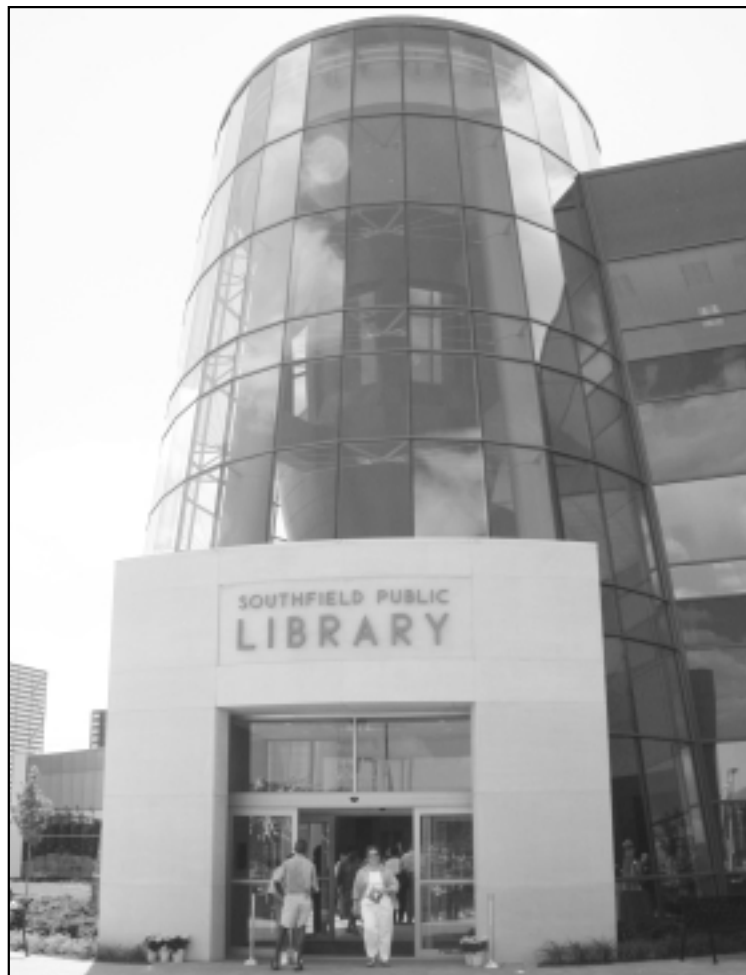
Manager Strategic Partnerships and Sales

One of the more intriguing things about traveling from state to state is how libraries fit the personalities of their different communities. Those of us at Unique Management Services recognize that each library has its own “uniqueness” yet at the same time, the same objective of serving their communities with respect and honor.

I just recently visited the newly constructed Southfield Public Library in Southfield, Michigan. Like I always do before entering the library, I go over my presentation to make sure that I have everything in order and prepared to answer any questions that might arise. Much to my delight, I was surrounded by a beautiful new library.

The thing that most impressed me was the “Worlds of Wonder.” Granted, I am far from being a child, but not too far from being child like. The Tree house reading area made me want to sit down next to the tree and just read a story about Huck Finn. In the Storybook Castle, hearing the sleeping dragon conjured up all sorts of ideas in my mind. Yes, I wanted to crawl right in there and see if the dragon really was sleeping. Helga McCann scurried me away before I could fulfill my desire.

To all of our clients and future clients out there, we want you to know how much we enjoy visiting your individual libraries. We know our service plays an integral part in helping libraries keep their shelves stocked. We recognize how important it is to treat your patrons just like you do, with respect and honor.



The New Southfield Public Library, Southfield, Michigan Yours to Explore

Helga McCann

Southfield Public Library

The New Southfield Public Library opened its doors to the public on June 16, 2003. Serving an inner ring suburb of Detroit with a population of over 70,000, this self-described "Library of the Future" has three floors amassing over 125,000 gross square feet. The notion of discovery is an indelible part of the Library design. The idea that visitors would always find something new and different was carried masterfully into the entire design of the new Library.

One of the main features of the new Southfield Public Library is the artfully designed youth services floor, the "Worlds of Wonder". The Worlds of Wonder has a treehouse reading area, Storybook Castle with animated sleeping dragon, a Storytime Space Station with flashing lights and astronaut, and an outdoor garden area. The Worlds of Wonder engages children's imaginations with the excitement of learning and discovery.

The Library has fifteen group study rooms, three outdoor terraces and gardens, over 100 public access computers, areas for displaying art, a fireplace on every floor, state-of-the-art Meeting Room and Auditorium, and a collection of over 100,000 books, magazines, newspapers and multimedia materials. The new Southfield Public Library is a destination for information, culture and recreation.

Growth Brings New Branch

Jill Williams
Assistant PR, Hancock County Public Library

Another chapter has been added to the Hancock County Public Library's rich history with the opening of a new branch in New Palestine. The Sugar Creek Branch started at its newly remodeled building on June 9, 2003. The original location for the Sugar Creek Branch was a



100-year-old storefront at 11 E. Main St., with 800 square feet of space. It will now house a museum of local history. The new site, originally a CVS drugstore, is located at 5087 W. U.S. 52, just a few blocks from the old site.

The new branch has 7,480 square feet, giving plenty of room to browse the shelves or chat with a friend on the Internet with 1 of the 12 computer stations. The new branch also has 47 parking spaces, including several handicapped spaces.

A special feature added to the Children's Room was a silk story time tree. The tree was funded by donations from local businesses and private supporters to make the story area an enchanted place to listen and learn. Also available now will be special programs for all ages, which could not be held with the limited space before.

The Grand Opening was recently held on September 21, 2003 with many guests taking time out to help celebrate. Some the dignitaries in attendance were Indiana Senator Beverly Gard, Building Architect Mike Montgomery, and Don Pearson of Eli Lilly and Co., as well as our Board of Directors.

The money to remodel and furnish the new building came from the Build Indiana Fund and operating funds that the library had saved for this project. Also, Eli Lilly and Company donated \$20,000 toward a wireless technology room and 40 new computers.

This is a twenty-five-year-old dream that has evolved for the southeastern part of Hancock County and signifies that you should never give up because if you work hard enough, wishes do come true. Eight hundred new patrons have registered for cards since its opening bringing the total to 6,000.

If you have comments, suggestions, questions or if you would like to be added to our mailing list, please contact us! We look forward to hearing from you.



By phone - 800-879-5453



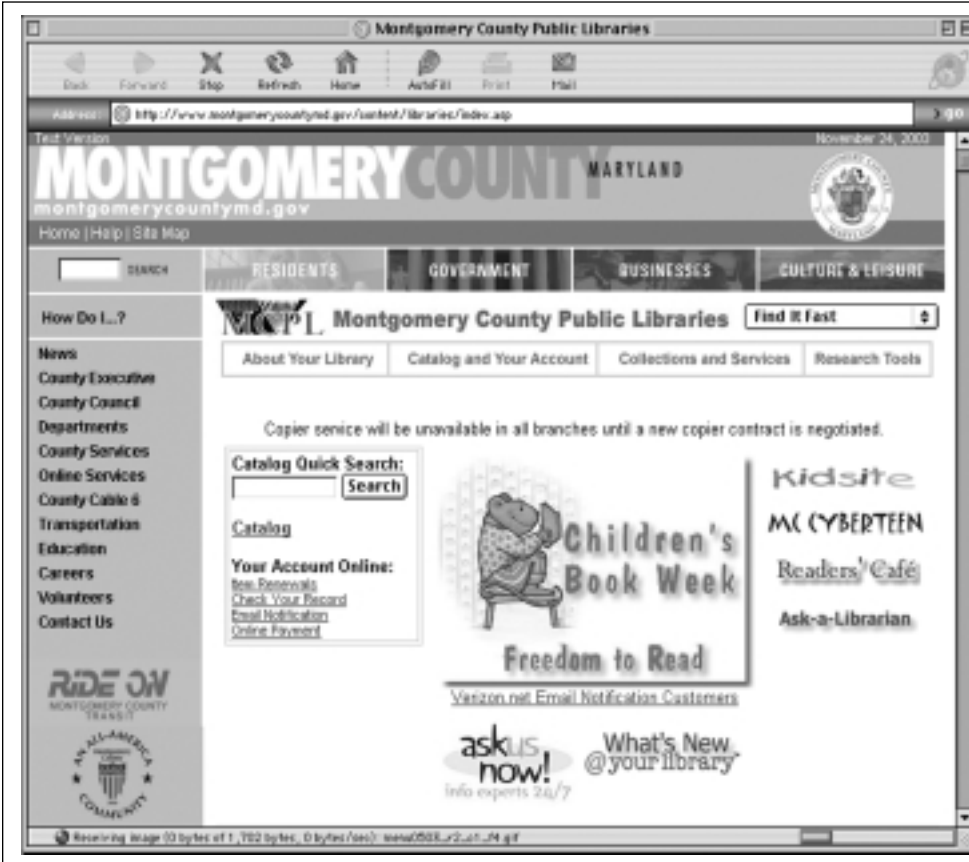
By mail - 119 East Maple Street, Jeffersonville, IN 47130.



By computer - nicole@unique-mgmt.com or the "Contact Us" page of our website: www.unique-mgmt.com

TEN COMMANDMENTS of Customer Relations

- 1 **TREAT** others as if you **WERE** the others.
- 2 **PRAISE** others. Be generous and they will respond positively.
- 3 Be **SINCERE** — sincerity builds trust.
- 4 **SPEAK** to others by name — this is sweet music to everyone's ears.
- 5 **BE a FRIEND.** It takes one to be one.
- 6 **SMILE** at others so they will know you are friendly and want to help.
- 7 **LISTEN** to others so you will know how to help them.
- 8 **GIVE** to others — no person was ever honored for what he/she received.
- 9 **THINK "YOU"** instead of "I" and above all keep your sense of humor.
- 10 **CARE** for others — actions speak louder than words.



The Montgomery County Public Libraries (MD) recently updated their website in order to become a part of the Montgomery County Government's web portal. Patrons now have access to all county services in addition to those services offered by the Library. Patrons are provided with a wide variety of options, from searching the catalog and renewing items to posting payments for overdue fines or searching for homework assistance. The updated site helps the Library follow its mission of service- "...to assist the people of Montgomery County in finding ideas and information to sustain and enrich their lives." The new website can be viewed at www.montgomerycountymd.gov/library

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