

Logo Contest Update and National Library Week activities

By Melodee Pedersen

The Columbus Public Library Board would like to ask for our community's patience and understanding as we continue the process of finding a logo for our public library. While most board members expected to choose a winner from our five favorites in the logo contest, no one anticipated the generous offer of our two guest judges to use their professional expertise on our behalf-free of charge.

One of our guest judges is Mickie Senften Thorpe, a marketing professional who has worked for several well-known companies, including Coca-Cola. She has offered her services to help the library board refine the library's mission statement, lead a brainstorming session, and write a logo brief describing what we are looking for in a logo that she will then circulate to artist contacts she has. She hopes to persuade these artists to donate their talents to our cause. We will also send the brief to the designers of our five favorite logos from the logo contest, in case they would like to fine tune their submissions. Senften Thorpe grew up in Columbus, and has many fond memories of the old Carnegie library, which has led to her volunteering to assist our efforts.

Helen Reha, a designer with Ultra Graphics, will take whatever images are sent to us, and refine them however needed to meet printing requirements. Helen shared with the board she is happy to give back to the library, because of services the library provided to a family member.

We are thankful for the civic spirit of these two citizens of our community, as well as to the artists who submitted 46 designs to our logo contest. Conveying all the library has to offer in one simple image is not an easy task. It is heartwarming to know there were that many people willing to contribute their time and talents to the Columbus Public Library. While our search for the logo to represent our library continues, we have not ruled out using one of our five favorites yet. We have simply agreed to explore all of our options, because we feel it is our responsibility to our community to do so.

With these additional processes to work through, we will not be announcing our new logo during National Library Week, April 14-20, as we had planned. There are still plenty of great reasons to visit your library during National Library Week, and all-year-round. Besides the books, DVDs, audio books, magazines and even art prints the library has available to check out, there are lots of things to do in the building.

Parents of young children may want to try Storyhour or StoryART on Thursdays, or Super Sensational Second Saturdays. Young Adults have the opportunity to participate in an activity after school most Wednesday afternoons, which can be anything from learning to crochet to making homemade ice cream.

Many people requested author programs in response to our strategic plan survey. Sunday, April 14th at 2:00 pm in the art gallery the Friends of the Columbus Public Library are sponsoring a visit by author Barbara Eymann Mohrmann. She will be sharing about her family's experiences during the Dust Bowl, and have several artifacts on display as well. Columbus is fortunate to have the opportunity to see this presenter in person. Many Nebraskans will learn about her on NET the evening of April 14th at 9:00 pm on "Nebraska Stories".

Coming up on April 18th is a special evening Storytime from 6:30 to 7:30 pm, with local celebrities, a craft and a snack. Free books will be given to the first 75 kids. This event is aimed at children age 3-10, and siblings are also welcome.