

# The Zuhl Geological Collection: A Dino-mite Publicity Initiative



## PHOTO GALLERY



*A naming gift for the New Library was an excellent investment toward high quality library services for New Mexico State University.*



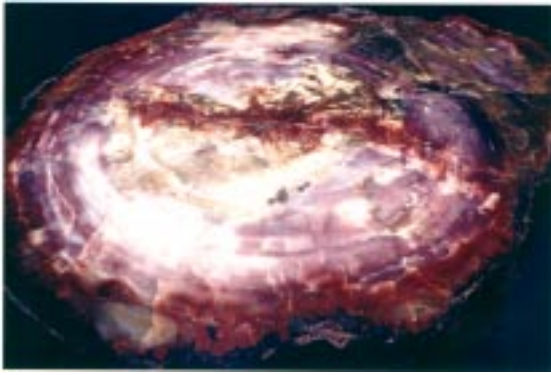
*The Zuhl Geological Collection, showcased in Zuhl Library, consists of petrified wood from the American West and fossils from all over the world.*



*Zuhl Library was named for donors Mr. and Mrs. Herbert Zuhl.*



*Publications, decorations and displays associated with the naming celebration and geological collection were designed to reflect the beautiful colors and sculptural qualities of Zuhl Library and the Zuhl Geological Collection.*



*Petrified wood in the Zuhl Geological Collection ranges in age from 220 to 20 million years ago.*



*Among the fossils in the Zuhl collection is "Stan," a cast of a Tyrannosaurus Rex, named after its discoverer.*



*A photo of "Stan" became a logo by removing the background digitally.*



*The Zuhl Library Naming Celebration, held on June 16, 2000, was celebrated in great style.*



*After a trumpet fanfare, the "Zuhl Library" sign was unveiled and the ribbon was cut.*



*The festivities moved inside the library for a program honoring the Zuhs. Guests were seated adjacent to the display cases for the Zuhl Geological Collection.*



*A display organized by Dr. Greg Mack of the NMSU Geological Sciences Department maximized the educational potential of the Zuhl Geological Collection.*



*Tops of some of the petrified logs were polished with a new technology developed for this collection that brings out the beautiful colors in concave and convex surfaces.*



*The display is popular with all visitors to Zuhl Library.*



*A photo of "Stan" by student Michele Ferm enlivens the cover of the New Faculty Newsletter of NMSU's College of Arts and Sciences, 2000-2001.*



*NMSU students enjoy the beautiful geological collection on a daily basis.*



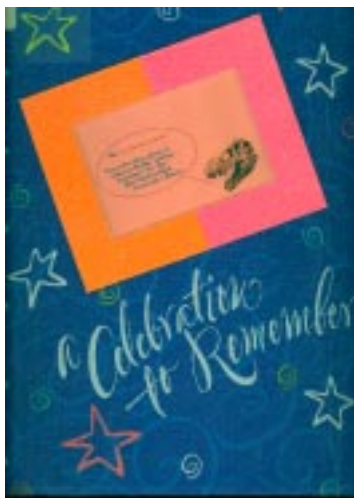
*"Stan" keeps watch over the Zuhl Library lobby. The image and concept are used in many campus and community publications.*



*Jeanette Smith (left) and Library Dean Elizabeth Titus (center) received the John Cotton Dana Library Public Relations Award from a representative of the H.W. Wilson Company.*



*Library staff, family and friends enjoyed the ceremony for the John Cotton Dana Library Public Relations Award at the 2001 American Library Association Conference in San Francisco.*



*The cover of the NMSU Library's John Cotton Dana scrapbook. The campaign was organized and the contest entry prepared by Jeanette Smith.*



*Sylvia Ortiz reviewed the NMSU Library's scrapbook entry for the contest in the exhibits area of the 2001 ALA conference.*

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