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.

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

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

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 Zuhls. 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.
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.

Sylvia Ortiz reviewed the NMSU Library’s John Cotton Dana scrapbook entry for the contest in the exhibits area of the 2001 ALA conference.

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.