



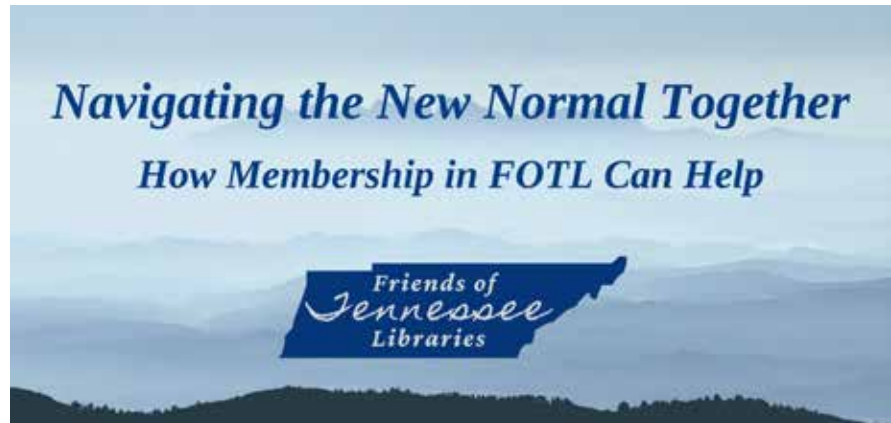
December 31 Deadline For Your Nomination Of Friend of the Year

For more than a decade, Friends of Tennessee Libraries and the Tennessee Library Association have recognized pathfinders who have shown Friends in Tennessee effective ways to support their libraries. Those leaders are called Friends of the Year, and it's time to nominate them for 2021.

What are FOTL and the Tennessee Library Association looking for in the 2021 Friend of the Year? The nomination form on page 3 reads, "The individual or group must have made a significant contribution to a Friends group and to the advancement of libraries in Tennessee."

In 2010, Friends of the Art Circle Library in Crossville was honored for a decade of labor that resulted in a new library. In 2014 Friends of Williamson County underwrote the publication of an original book for young readers. Last year, Blount County Friends' innovative responses to the challenges of the pandemic maintained high earnings to support the library, and at age 99 Emma Ruth Catlett continued to support Kodak Friends.

Please see more details on page 3, and let us hear from you by December 31.



What FOTL Has To Offer Its Members

Friends of Tennessee Libraries (FOTL) has something new to offer you.

■ FOTL can help your leaders and members stay in touch with each other by sharing its Zoom account with you. Let FOTL know the details of your meeting at least a week before it is to happen, and we'll set up the appointment. Contact us at info@friendstnlibraries.org.

■ FOTL offers you help with Canva. You tried to design a social media post in Canva, but all the choices overwhelmed you. Or you were working on a design in the free version and couldn't use the graphic you wanted because it was available only in the paid version. Wherever you are with Canva, and even if you haven't tried it yet, help is on the way! If your Friends group is a 501(c)3 organization, you can apply for a free Canva Pro account. Visit www.canva.com/canva-for-nonprofits/ and complete the online application.

In the first quarter of 2022, we'll be creating a place on our website where you can learn more about how to design social media posts, flyers, posters, postcards, fact sheets, and annual reports and how to use Canva's new video tool. We also plan to offer some extra design support for FOTL members.

■ FOTL has members with experience in Friends groups who will mentor your organization as it attempts to develop. Let us know what kind of help you need at info@friendstnlibraries.org. We'll be in touch.

■ FOTL Treasurer Marge Haines can help Friends groups become grounded and efficiently functioning. An attorney, she will help you through preparing and filing an application for 501(c)3 status as a nonprofit. She offers help with the preparation and filing of your charter, bylaws, meeting minutes of incorporator, and the minutes of your first board meeting. With extensive experience on nonprofit boards, she offers counsel on board development as well.

■ Existing FOTL programs continue to offer financial aid to members through grants, to recognize outstanding groups and individuals with awards, and to share information about the successful activities of Tennessee Friends in support of their libraries through social media, electronic and printed publications, and meetings.

CONTACT US

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The FOTL Outlook

By Diane Johnson, *President*
Friends of Tennessee Libraries

Dear Friends,

Annual Meeting Update. Many thanks to everyone who participated in our virtual Annual Meeting during Friends of Libraries Week! Almost 2,000 people saw our daily Facebook launches. If you haven't had a chance to see them, all presentations* are archived on our website (friendstnlibraries.org) along with a printable summary/resource sheet for each. Watch with your Friends for ideas and real-life examples of how Tennessee Friends are surviving these interesting days.

(*Building Relationships: A Case Study with the John P. Holt Brentwood Library; The Fearless Women of the Pack Horse Library Project; Social Media 101; Beyond Book Sales: Creative Ways to Support Your Library.)

Changes for 2022. In our continuing goal to better serve Tennessee Friends, we are refocusing. We are building a team of mentors who will help FOTL members find individual, customized solutions. Starting or reviving a Friends group? Stuck on your 501(c)3? Need help with Zoom or Canva? We can help. Details are coming after the first of the year.

Thank you! In this, our last newsletter of 2021, we want to thank you. Thank you for being a Friend, especially during the past two years. Thank you for believing in your libraries. Thank you for your creativity, innovation, tenacity, and determination to keep going and growing. We are so proud of you and honored to be your Friend. Here's to a healthy, productive 2022! Until next time.

Please Share This Newsletter with a Friend

Two copies of this newsletter arrived in your mailbox. That was no mistake. Keep one copy for yourself. Please give the other to someone like you, someone who loves libraries.

Put These Dates on Your Calendar

- **December 31, 2021**, is the deadline for nominating a group or individual for Friend of the Year. Details on Page 3.
- Tennessee Legislative Day 2022 will be announced by TLA.
- **April 2022** is School Library Month nationwide.
- **April 3–9, 2022**, is National Library Week.
- **April 12–14, 2022**, the Tennessee Library Association's Annual Conference will be held in Knoxville. Friends of the Year will be announced at the Friends and Trustees Luncheon on April 14.



Diane Johnson

FOTL, TLA Are Looking for 2021 Friends

In 2022, the Friends of Tennessee Libraries (FOTL) and the Tennessee Library Association (TLA) will present up to two Friend of the Year awards based on community service areas: one representing libraries serving a population of 24,999 or below and another for libraries serving more than 25,000.

December 31 is the deadline for nominations.

Recipients will be announced at the 2022 TLA conference in Knoxville on April 14, but all nominees will be recognized on that occasion, and each nominee will receive a year's membership in the Friends of Tennessee Libraries and the opportunity to work on an FOTL project of their choice.

Will you nominate the person or group to receive an award?

■ **The individual or group nominated for Friend of the Year must have made a significant contribution to a Friends group and to the advancement of libraries in Tennessee.**

■ **Each nominee must be a member in good standing of the Friends of Tennessee Libraries. An individual must hold an individual membership, and a group must be enrolled as a group. (See membership categories on page 8.) Nominees not meeting this requirement will not be considered for the award.**

■ Describe in no more than 200 words the nominee's service, achievements, and contributions to a Friends group and to the advancement of libraries or education through libraries.

■ By December 31, the description and the following information may be e-mailed or sent by postal service to Janis Perry at 912 38th Ave. North, Nashville, TN 37209 or to janis1219@bellsouth.net.

Nominee _____

Category by Size Serving a population of 24,999 or fewer Serving more than 25,000

Nominee's mailing address _____

Nominee's telephone _____

Nominee's e-mail address _____

If nominee is an individual, is that nominee an individual member of FOTL? _____

If nominee is a group, is that group a member of FOTL? _____

Name of nominator _____

Nominator's mailing address _____

Nominator's e-mail _____

Nominator's telephone _____

Recipients of the Friend of the Year Award

See relevant newsletters at <http://www.friendstnlibraries.org/home/newsletters/>.

Friends of the Art Circle Library, Crossville. See FOTL Newsletter June-July 2011, p. 8.

Friends of the Kodak Library, Sevier County. See FOTL Newsletter May-June 2012, p. 1.

Friends of Benton County Library. See FOTL Newsletter May-June 2013, p. 4.

Friends of the Tellico Village Public Library. See FOTL Newsletter May-June 2014, p. 1.

Friends of the Williamson County Public Library. See FOTL Newsletter Spring 2015, p. 1.

Julie Webb. See FOTL Newsletter Summer 2016, pp. 1 and 3.

Friends of the White County Public Library and Friends of Smyrna. See FOTL Newsletter Spring 2017, p. 1.

Connie Albrecht, Cookeville; and Martha Gill, Knoxville. See FOTL Newsletter Summer 2018, p. 3.

Marilyn Morrison and Meg and Ron Holter. See FOTL Newsletter Spring-Summer 2019, p.3.

Friends of Spring Hill Library and eBay Team of the Blount County Friends. See FOTL News April 2020.

Blount County Friends and Emma Ruth Catlett. See FOTL News April 2021.

FOTL's Virtual Annual Meeting October 19-22

Exploring Issues at the Heart of Friends



For four days during National Friends of Libraries Week, Friends of Tennessee Libraries looked into topics that our members have flagged as essential to their success: working with others, understanding the challenges faced by libraries and librarians, making effective use of social media, and raising funds in support of their mission. All of these sessions are still accessible for reviewing or for tuning in for the first time on our website: www.friendstnlibraries.org/.

Building Relationships: A Case Study

As they build support for the public library, Friends cannot and should not work alone. Building relationships with the library director and staff, trustees, and city or county officials is essential. A case study of the Brentwood Public Library explores this basic tenet, and panelists make recommendations for improving working relationships based on these principles:

- Commitment to working together
- Deep understanding of the library
- Understanding of each party's role and respect for boundaries
- Partnerships with other nonprofit agencies in the community
- Communication with all parties and the public about collaborative activities



Panelists make practical suggestions for fostering better relationships among the Library Board, Friends, library staff, and funding body. Top row (L-R) Library Board Chair Dottie Grief, Friends of the Brentwood Library (FOBL) President and moderator Kathy Dooley-Smith, Library Director Susan Earl. Middle row: President-elect Cindy Franklin, Public Services Manager Dustin Goforth, Trustee and former Mayor Betsy Crossley. Third row: Assistant City Manager Jay Evans.

The Fearless Women Of the Pack Horse Library Project

Hosts Susie Webb Ries, former FOTL president, and Kathy Dooley-Smith, president-elect, talk with two librarians about their research into the work of pioneering librarians on horseback. Jeanne Schmitzer, co-author of *Down Cut Shin Creek: The Pack Horse Librarians of Kentucky*, and Jason Vance, Middle Tennessee State University professor, librarian, and researcher of scrapbooks kept by pack horse librarians, discuss the program in remote Appalachian regions between 1935 and 1943. Archival records reveal the difficulties of the work of those librarians on horseback, but their creative scrapbooks supplemented meager inventory and incorporated the interests of their patrons in topics like religion, cooking, and quilt making. Not unlike materials developed by librarians today, the scrapbooks inspired many to want to learn more through reading.



Susie Webb Ries, former president of Friends of Tennessee Libraries, and Kathy Dooley-Smith, FOTL president-elect, talk with Jeanne Schmitzer and Jason Vance about their research into the work of librarians on horseback who carried books into the Appalachian Mountains between 1935 and 1943.

On FOTL's Website

2021 Annual Meeting Is Still Available

Social Media 101

Love it or hate it, social media is here to stay, says Deanna Lambert, community relations director for the City of Brentwood, in Social Media 101, one of the presentations during this year's Annual Meeting.

Why should Friends groups be on social media? Because Facebook and other platforms can be used to build community, develop relationships, raise awareness, and promote events.

Lambert's presentation, which can be viewed on the FOTL website, touched on Facebook, Instagram, Twitter, and YouTube.

Here are some highlights:

- Emphasize quality over quantity. Infuse your posts with personality.
- Proofread. Then proofread again.
- Share posts and information from trusted electronic sources only.
- Don't be afraid to try something new.
- Smartphone cameras can capture videos as well as photos.
- Use Canva to add text to your photos and design all kinds of graphics to share.



Host Kathy Dooley-Smith (R) talks with Deanna Lambert (L), communications director of the City of Brentwood, about tips and tricks for sharing relevant content on social media.



Top row (R-L) Host Theresa Venable, Langston Hughes Librarian at the Children's Defense Fund Alex Haley Farm, talks with Kathy Dooley-Smith of the Brentwood Library and Colleen Shannon of the Seymour Branch Library. Row 2 (R-L): Connie Albrecht of Putnam County Friends and Caleb Wray of FOTL Board of Directors.

Beyond Book Sales: Creative Ways To Support Your Library

Under normal circumstances, raising money is a challenge to any nonprofit organization, and during the pandemic it has been increasingly difficult. Yet when Tennessee Friends' creatively approached the search for funds in partnership with technology, they discovered new financial resources. And perhaps to everyone's surprise, they also found that giving something away sometimes reaps benefits far beyond what might have filled the cash box. Each panelist reports on specific projects.



Don Reynolds as president of Friends of Tennessee Libraries (clockwise from left): at the 2019 Annual Meeting in Cookeville; at the 2016 Annual Meeting in Clarksville with distinguished guests Riley Darnell, former Tennessee Secretary of State, and Tre Hargett, current Secretary of State; at the 2018 Annual Meeting in Franklin; with Julie Webb, honored as FOTL's founding mother in 2017; and at a meeting of the FOTL Board in Mt. Juliet.

Remembering Don Reynolds, Librarian, FOTL Leader, Friend

On November 6, the Morristown Hamblen Library held a sale of books from the 200 boxes that the estate of Don Reynolds (1942–2021) donated to the library. For 18 years, Don was director of the Nolichucky Regional Library in Morristown, a position from which he retired in 2012 and which was eliminated when the state's regional library system was restructured shortly thereafter. In retirement Don took on the duties of president of the Friends of Tennessee Libraries, a post that he filled until 2019, when he became past president of the statewide organization.

Thus the love of libraries, which began when Don Reynolds was in prep school and which continued in his adulthood in Kansas, New Jersey, and Colorado before he came to Tennessee, endured.

Friends of Tennessee Libraries has established a memorial fund to honor that man and his love of libraries in his neighborhood and throughout the state, the delight that he took in children's picture books, and his commitment to Friends of Libraries, whose work he honored and promoted. An admirer of Marge Percy's 1982 poem, he wanted "To Be of Use," and he loved those who were:

The people I love the best
jump into work head first
without dallying in the shallows

I want to be with people who submerge
in the task, who go into the fields to harvest
and work in a row and pass the bags along,
who stand in the line and haul in their places . . .
when the food must come in or the fire put out.

. . . .
The pitcher cries for water to carry
and a person for work that is real.

Contributions to the FOTL Memorial Fund for Don Reynolds should be marked as such and sent by January 15, 2022, to Treasurer Marjorie Kaup Haines, P. O. Box 681493, Franklin, TN 37068.



"Don Reynolds was an exceptional and passionate librarian. He supported Tennessee Libraries with every ounce of his being. Even after retirement, Don was heavily involved in

the Friends of Tennessee Libraries group. His passion, humor, and dedication will be sorely missed."

— Susan Jennings, Dean, Library Services, Kolwyck Library & Information Commons, Chattanooga State Community College



"I was extremely saddened when I heard that libraries in Tennessee had lost one of their greatest champions. Don Reynolds was a mentor and friend during my time serving on

the Friends of Tennessee Libraries Board.

"Don was always there to support libraries in this state any way he could, especially rural libraries. If you walk into any library in Tennessee, no doubt Don has been there and supported your library in some capacity.

"For those that knew Don, you know he always had many quotes as his email signature. I feel it fitting to share one by Aesop from the last email I received from him: 'No act of kindness, no matter how small, is ever wasted.'

"May your kind soul rest in peace, dear friend."

— William Sundquist, former member of the FOTL Board, chair of the Chattanooga Public Library Board of Trustees



Caleb and Jen Cooper join other Knox County Friends setting up a one-day pop-up sale under the colonnade of the Fountain City Branch Library.

Knox County Pop-Up Sales Work

Tennessee Friends have increasingly raised funds with pop-up sales lasting only one or two days. Jen Cooper, co-chair of the Knox County Friends' Sales and Distribution Committee, explains why she likes them.

"The smaller the scale of the sale, the easier it is all around," Jen has found. "The bigger the sale, the harder it is to stock, set up, and manage." Annual sales that run for several days make a big splash and bring many people together at one time, Jen acknowledges, but "putting all your eggs in one basket can be risky," she adds. Even indoor events can be affected by weather, take a year to prepare for, and have considerable expenses.

Jen has found substantial advantages to one- and two-day pop-up sales in some of the 19 branches of the Knox County Library System or in connection with other events staged by partners. The sales require fewer volunteers and feature inventory chosen from materials that have already been sorted for the organization's daily bookshop.

In addition, "One- and two-day sales at branch libraries allow us to reach so many audiences around the county and keep us in the public eye throughout the year. We often take pop-up sales as a booth at larger events like the annual History Fair, and though those small sales rarely make much money, their primary objective is to meet people who don't normally think about Friends." Such collaborative efforts also help to establish community partnerships, and they are low risk because they are short term.

As the county pulls through the pandemic, Knox Friends have searched for indoor and outdoor sites that permit distancing of masked shoppers. One branch sale was held under tents, and another library's colonnade was perfect to shelter buyers from the rain early in the fall.

Grants Help Two Organizations, One New, One Well Established

Their needs are different, but two Tennessee Friends groups have won FOTL grants to support their activities. Two \$500 stipends went to a brand-new group, the Meigs Decatur Friends, and another \$500 grant went to the well-established Putnam County Friends, active for decades.

On July 27, 2021, 13 people met for the first time to form the Friends of the Meigs Decatur Public Library. Since then, the Meigs Decatur Friends have completed the application for 501(c)3 status and have added 31 more members. In the absence of a newspaper or radio station in the county, the newly created Friends group will devote \$350 of the \$500 membership grant to publish and mail a brochure designed to recruit additional members. The remaining \$150 will cover the expense of an author event, including honorarium, promotional flyer, and refreshments, that reaches out to new members.

A second grant, this one for fundraising, enabled Meigs Decatur Friends to advertise and stage a book sale in October and to plan another fundraiser as part of the Decatur Downtown Christmas Festival on December 4.

To advocate for their library, the Putnam County Friends will use their \$500 grant to entice their 173 members and others from the community to come into the library to help decorate the facility for the holidays. Members anticipate that engaging community leaders to join in the fun and attracting coverage by the local newspaper will spread the word about the library, its activities, and the Friends' support of it.

Applications for grants in 2022 will be due in February to support membership, fundraising, and advocacy. On our website — www.friendstnlibraries — please see Dwight Shepherd's tips for catching the attention of a grantor.

Memphis Library: 'Most Innovative'

Memphis' investment in the city's public library and the leadership of Library Director Keenon McCloy have resulted in the nation's most innovative public library, according to an article by Richard Grant in the November 2021 issue of *Smithsonian Magazine*.

Partnership Creates Story Walk

Pigeon Forge Public Library has partnered with the Parks and Recreation Department to create a StoryWalk along the walking trail of Wear Farm City Park. The collaborative project enables youngsters to enjoy the story of *Bear Snores On* by Karma Wilson as they exercise. Marcia Nelson is director of the Pigeon Forge Public Library.

Share news of your Friends' activities with other Tennessee groups. Send us photos and details that we can report on social media, in our electronic newsletter *FOTL News*, and/or in the pages of our printed newsletter.

**Reach us here:
info@friendstnlibraries.org**

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The Friends of Tennessee Libraries is a volunteer organization of individuals and groups dedicated to supporting Tennessee libraries and local Friends of Library groups through

■ **Establishing and helping** Friends of Library groups succeed

■ **Communicating** with libraries and trustees about the value of Friends

■ **Serving** members as a communication network and clearinghouse for information

■ **Advocating** for library funding and legislative support on a local, state, and national basis

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www.tntel.info

It's Time To Renew Your Membership or To Join AT NEW LEVELS WITH NEW RATES

Become a Friend of Tennessee Libraries Today
(Membership year is January to December)

INDIVIDUAL

- Friend \$25/yr
 Good Friend \$50/yr
 Best Friend _____

(You choose: \$100 minimum)

ORGANIZATION

- 1-99 Members \$25/yr
 100-399 Members \$50/yr
 400+ Members \$100/yr

Name _____ Phone _____

Street Address _____

City/State/Zip _____

E-Mail Address _____

County _____

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