



Friends of Tennessee Libraries *newsletter*

Spring–Summer 2019

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FOTL@TLA, April 26



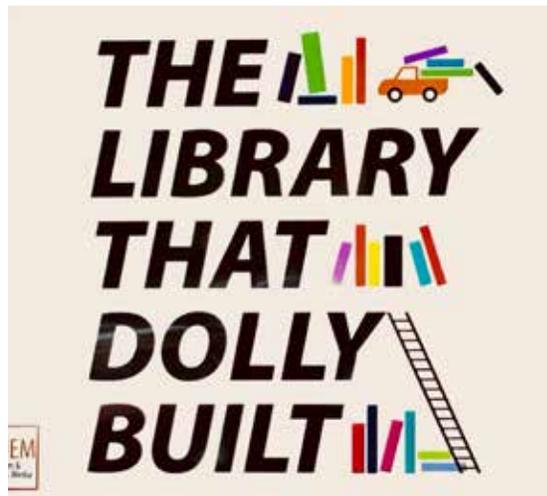
Susie Ries recognized Marilyn Morrison (left) and Meg and Ron Halter (not pictured) as Friends of the Year.



State Librarian and Archivist Chuck Sherrill presented the Trustee of the Year Award to Jerry Don Moss of the Marion County Library Board.



UT Professor Nick Geidner gave a sneak preview of the documentary about Dolly Parton's Imagination Library.



Putnam County Friends Host FOTL Meeting



With a gift of chocolate, FOTL President Don Reynolds thanks Putnam County Friends Chelsea Gifford, Wanda Jared, Judy Titsworth, and Connie Albrecht for hosting the 2019 Annual Meeting in Cookeville on May 4.



Janis Perry



Jacqueline Wallace



Marjorie Kaup Haines

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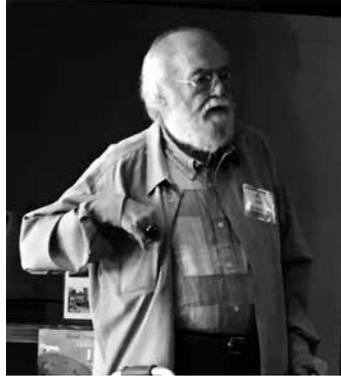


The FOTL Outlook

Farewell from Don Reynolds, FOTL Past President

Dear Friends and Good People,

As my presidential fourth year draws to a close, let me say what an honor and a privilege it has been to serve the Friends of Tennessee Libraries, working with folks who care about libraries and whose service with Friends in local communities gives real meaning to the concept of volunteer spirit in so many ways.



Let me profusely thank each of our FOTL board members and FOTL members throughout the state for all their volunteer work and the endless personal kindnesses and support during these years. Since 1992, FOTL has worked diligently to fulfill our Vision to help and support local Friends groups integrate their library thoroughly into the life and work of their community, as FOTL exists only to be of service to our members. And thank you, dear reader, for being an FOTL member and a Friend to your community's library.

Author Natalie Babbitt (*The Search for Delicious; Tuck Everlasting*) has written, "A library is . . . like a great, friendly brain full of thoughts and memories it's ready to share. . . . Readers are lucky — they will never be bored or lonely."

So do Friends of the library exemplify the African proverb:

If you want to go fast, go alone.

If you want to go far, go together.

Let me thank you each again, wish you the best with your future endeavors, and introduce you to FOTL's 2019-21 President Diane Johnson from the Friends of King Family Library in Sevierville.

Hello from Diane Johnson, FOTL President

I have always loved books and libraries. My mother would take me and my two brothers to our library every Saturday morning and we would re-fill our large cardboard box with whatever we wanted to read. Libraries are pure magic to me then and now. I can't imagine my life without them . . . or without friends. So I can't think of a more perfect group to be part of than the Friends of Tennessee Libraries. I look forward to working with all of you to encourage and support our beloved libraries.



'Opening Hearts, Doors, Minds'

FOTL and TLA Honor Friends, Trustee on April 26



Marilyn Morrison of the Friends of Linebaugh Public Library (left) was named Friend of the Year at the TLA Conference on April 26.

"**Marilyn Morrison** serves tirelessly as a volunteer for the Friends of Linebaugh Public Library in the Friends bookstore. She is at the library every week, three to five days a week, making sure that new donations are organized and the bookshelves are packed and neat for patrons every day. Marilyn has a rapport with patrons that shows her love for staff and the services they offer. She's always willing to help, while sharing the news of the library with those who attend the book sales. She always has a good word to say, encouraging staff at every opportunity. She works with high schoolers collecting community service hours, giving them the opportunity to help her in the bookstore and building them up in any way she can. Linebaugh Library has a wonderful Friends of the Library Board and group of volunteers in which Marilyn Morrison shines with her consistent presence and support."
—Nomination of Marilyn Morrison

University of Tennessee Professor Nick Geidner, keynote speaker at the Trustees and Friends Luncheon during the TLA Conference on April 26, previewed the feature-length documentary about Dolly Parton and the Imagination Library that he and his students are editing for a fall release.



Also honored as Friend of the Year were Meg and Ron Halter of Blount County Friends of the Library. Anjalae Brueland, right, accepted the award from Susie Ries on behalf of the Halters.

"**Meg Halter** expertly repairs library and donated books, greatly enhancing their value. **Ron Halter** is an essential leader and team player in developing the library's physical and operational infrastructure. Both eagerly step up to meet the Friends' needs on any level. They are in the library four to six days each week. Meg has served on the Friends Board and trained others in book repair. She has served on the auditing team as well. Ron is involved with the overhaul of the library's book drop system, safety issues, and the donation acceptance team. He is the point man dealing with recycling issues, putting his experience as an engineer to good use. They make themselves available to the Friends' needs to an exceptional degree, and are essential to the Friends' ongoing efforts." — Nomination of Meg and Ron Halter



Jerry Don Moss of the Marion County Library Board (left) was named Trustee of the Year at the Trustees and Friends Luncheon at the TLA Conference on April 26. Chuck Sherrill, State Librarian and Archivist, and Julie Webb of FOTL congratulate him.

"**Jerry Don Moss** grew up in Bridgeport, Alabama, spent four years in the Air Force, married a Tennessee girl, and together they committed themselves to an exemplary life of service to the community of South Pittsburg. In early years with the Jaycees, Jerry was Young Man of the Year and Jaycee of the Year. He went on to work for decades as a member of the South Pittsburg Lions Club and later with the American Legion. He helped with Lloyd Park and Playground Paradise, and he and his wife worked tirelessly to help rebuild the South Pittsburg Elementary School when it burned in 1993. Jerry has brought this same work ethic to the Marion County Library Board. His leadership of the Board has been characterized by the same quiet kindness and precise attention to detail, and the Library Board is grateful for his dedication and service." — Nomination of Jerry Don Moss

A promotional graphic for a documentary. At the top, the title "THE LIBRARY THAT DOLLY BUILT" is written in large, bold, black letters. Below the title is a list of details:

- 74 minutes
- Composed of:
 - 5 DPIL segments
 - 5 Dolly bio mini-segments
- Features:
 - Music of Dolly Parton
 - Amazing archive footage
 - Interviews with key people

To the right of the text is a black and white photograph of a group of about ten people standing together in front of a building.

Grants, Awards Given At 2019 Meeting

Advocacy: **Putnam County Friends**

Fundraising: **Gibson County Memorial Library and Washington County Friends of the Library**

Membership: **Friends of the Lewis County Public Library**

Recognition Certificate and \$100 Martha Edington Friends of the Knox County Public Library

"If hearing Baby Shark songs promoting book sales, seeing videos of Lady Barksalot pushing local events on the Friends website (www.knoxfriends.org), and reading new social media content each day for Friends of Knox County Public Library (Facebook, Pinterest, LinkedIn, Twitter, AND Instagram) make you wonder how any volunteer can do all this SO WELL, then you need to meet Martha Edington, the indefatigable web mistress who attracts over 6,000-23,000 viewers per day to Friends of KCPL sites by providing detailed, double-checked, darned good info like nobody else in Tennessee! Incredible, Creative, Deserving: Martha Edington."



FOTL Board Member Janis Perry, right, presents a Recognition Certificate and \$100 to Martha Edington, Friends of the Knox County Public Library.

Putnam County Friends Host Annual Meeting in Cookeville

Who has achieved distinction among Tennessee's Friends? Who has won FOTL funds to support their activities? What is the status of the new Tennessee Library and Archives Building in progress? What are the responsibilities of nonprofit board members? How can Friends grow their memberships?

The 2019 Annual Meeting of the Friends of Tennessee Libraries answered these questions when it was welcomed to Cookeville by hosts Putnam County Friends. See page 5.

FOTL expresses its thanks:

- To everyone who attended the meeting;
- To Connie Albrecht for planning a well-balanced agenda relevant to the interests and needs of Friends groups;
- To Putnam County Mayor Andy Porter and Putnam County Friends who welcomed us: Chelsea Gifford, Wanda Jared, and Judy Titsworth;
- To FOTL Board member Janis Perry, who brought us news of the progress being made on the new State Library and Archives building;
- To Treasurer Marjorie Kaup Haines, whose presentation on the responsibilities of nonprofit board members is found in this issue on pages 8-9;
- To Memphis Friends President Jacqueline Wallace, whose presentation on how to grow Friends memberships is found in this issue on pages 6-7;
- To UT Professor Nick Geidner for his preview of the documentary *The Library That Dolly Built*.

And FOTL congratulates its award winners and the recipients of its grants; see the list beginning on the left of this page. Refreshed and energized by a stimulating program at the 2019 Annual Meeting, FOTL pledges to continue its support of Friends groups across the state.

Recognition Certificate and \$100 Glena Sikes Friends of the Lewis County Library

"Retired librarian Glena Sikes used her passion for libraries, education, and community service to reactivate Friends of the Lewis County Public Library in 2008. Her volunteering and fundraising have provided many items, services, and programs including the annual Hohenwald Springfest Craft Fair to benefit the library. In 2018 she led Friends to host a free community concert of The WannaBeatles with over 1,000 in attendance as a finale to Summer Reading Programs. A new project, to lead Friends in a significant fundraising campaign to double the size of the library facility by 2023, will confidently be achieved under her leadership."

Recognition Certificate and \$100 Jordan Willis Friends of McIver's Grant Library

"Jordan Willis, chair of the Friends of McIver's Grant Public Library, has worked tirelessly to support our library, dedicating hundreds of hours to fundraising, organizing book sales, bake sales, and shirt sales, crafting gorgeous, full-size decorations for the library inside and out, and generously giving her time, energy, and sanity to help the library thrive. Her passion and love for McIver's is evident to patrons as they walk through the double glass doors, past beautiful, hand-drawn seasonal images, and into various events that feature her handmade giant Christmas nutcrackers, five-foot-tall jukeboxes for summer reading, or patriotic photo feature booths during July. She brings a special touch that helps everyone fall in love with the library as much as she has."



Julie Webb, our founder



Secretary Dwight Shepherd's tie to FOTL



President Don Reynolds with UT Professor Nick Geidner



Mayor Andy Porter with Connie Albrecht



Board Member Janis Perry on the new State Library and Archives Building



Past President Susie Webb Ries



Storyteller Marcia Donovan



Lucky winners of door prizes created by local artists



Downtown Cookeville

President of Memphis Friends Grows Membership By Getting Her ASK in GEAR Throughout the Year

By Jacqueline Wallace

President, Memphis Friends

Editor's Note: When Jacqueline Wallace, president of the Memphis Friends, spoke at the 2019 FOTL Annual Meeting, she confessed that she was at first a reluctant leader. But she soon found her way. Here is a transcription of her presentation in Cookeville on May 4.

After having had cancer, I wasn't sure where to place my time and talents. Once I was certain it would be with the Friends of the Library, I had to identify my top challenges. Membership across our 18 branches hovered around 500 so I made a decision to brand Friends.

I began an awareness campaign to make Friends known, and I got my ASK in GEAR!

■ On our website I created a list of about 30 Fun Facts about the Friends with the message that Friends membership was NOT the same as your Memphis Public Library card.

■ I also did several promo spots on our library channel and attended meetings of various groups to inform the public about how to become a Friend and why they should join. One promo actually showed what a Friends membership card looked like and asked people to join.

■ Also amazingly, many library employees did not fully understand Friends. I offered a special membership price for library employees and attended new employee orientation each quarter. Again I asked Please Join Friends. This approach helped tremendously. Explaining Friends to all library employees has helped them to be more effective ambassadors for the Friends. Membership started to grow dramatically with as many as 30 to 40 new applications coming in overnight several times a week.



Julie Webb responds to Jacqueline Wallace after the Memphis Friends President's presentation at the 2019 FOTL Annual Meeting by emphasizing the urgency of getting Wallace's message out to other Friends.

■ I added a dedicated social media board member, and we now market, market, market on Facebook and Instagram. I ask on social media, Join Friends!

■ Growing your membership will cost from \$0 to whatever you decide to spend. The city of Memphis does very good free marketing for us on our television station and radio station. Word of mouth is priceless. Marketing outlets also include newspapers and public service announcements.

■ Marketing is a continuous process for us! I keep the ASK In GEAR! Friends in the past had been very shy and never bragged on themselves. I changed that. People needed to know why they should become a Friend and how their joining Friends can make a difference. Whenever I spoke, I began to list our accomplishments, including the amount of money we had given to support the various aspects of the library's budget. I showed tangible evidence of the difference Friends make to service, programs, training, equipment, and special events. I shouted our accomplishments. Ask! Ask! Ask! Staff pride in Friends grew, and word-of-mouth marketing was underway. Signs were made for all 18 branches so that when anything sponsored by Friends came up, staff let the public know. Friends applications were given at all these events.

Throughout the calendar year more membership opportunities included our signature events. At every event our ASK was in GEAR!

■ In January we have Teen Art Festival. The target group is teens ages 13-19 from branches and schools in the community. This one-day event brings a number of guests into the library. Each teen joins Friends and creates a piece of art to price and sell. Then the teen donates 10 percent to the registering branch.

■ In February or March, we feature a local artist in our Goodwyn Gallery for the month and offer a wine and cheese reception mid-month when we ask people to Donate. Volunteer. Join. These receptions bring in about 200-300 people. We often see an increase in donations as well as memberships.

■ Late March is the start of five Fridays of Jazz partnered with the Levitt Shell. Each event will attract 300-600 people. Friends offer VIP seating and refreshments, and we see an increase in memberships then. I usually host or co-host and tell the audience about Friends. My ASK is in High Gear! We provide brochures and info to join online.

■ April brings Bookstock, a one-day event when we host 40-50 local authors with workshops around writing

See What Does Wallace Ask? Join. Volunteer. Donate. on page 7

What Does Wallace Ask? Join. Volunteer. Donate. Continued from Page 6



FOTL President Don Reynolds and Memphis Friends President Jacqueline Wallace talk about strategies for building memberships.

and publishing. This event attracts 5,000-6,000 people, and Friends are prominent as sponsor. We offer honorary memberships to the authors, and authors donate a percentage of their book sales, agree to Like us on social media, and add to their social media that Friends sponsored them for Bookstock. We see a surge in online memberships then.

■ In May the spring book sale features over 17 hours with a special preview for 400-500 Friends on the eve of the sale. Many join at the door. We see about 10,000 people over the three days of the sale. The preview is a party with soft music and tons of refreshments, loyalty cards issued, laughter, and just for Friends. The other days there are food trucks, face painting, balloon artists, beverages and popcorn. Upwards of 100-130 people join.

■ Over the summer the library card admits people to Explore Memphis at venues all over the city. In July (National Ice Cream Month) Friends partner with Blue Bell to sponsor Ice Cream Day at all 18 branches, increasing Friends awareness.

■ In the fall we have Staff Con, where Friends provide \$12,000 for a full in-service day for all library staff. Library leaders from across the country come to speak. I talk with employees about charity starting at home and push them to be our ambassadors. Many employees join Friends then.

■ In October BooooBooks on Halloween offers books and treats to about 150 school-aged children. Many parents join Friends at this event. Baseball mascot Rocky the Red Bird comes, we dress in our haunted best, and our Friends mascot Book Genie along with the Children's Department offers games and activities.

■ A new tween signature event with younger Friends is BookIt4Life book club. Ten-year-old twins lead a book club using our value-added Books in a Bag used by book clubs all over the city. Hundreds of titles are available, and all participants are Friends members.

■ Throughout the year in the library's circulation department a popular outreach is the Friends Business Office Truck with free supplies such as pens, paper, and folders. Flash drives are available for \$5.

■ Many other special events like Taste of New Orleans book signing, First Friday Friends Social, and rock painting occur periodically. Signs provide information about Friends, and light refreshments are usually provided. Friends also provide charging stations on each floor of the library for patrons' use.

What benefits do Friends enjoy?

- 10 percent discount at book sales
- 10 percent discount during the first week of each month in the Friends Second Editions Bookstore in the library
- An invitation to preview parties at book sales
- VIP seating and refreshments at all Friends-sponsored events
- Opportunity to join the City of Memphis Credit Union with all its perks and benefits with both a Friends membership and a driver's license
- A Friends loyalty card
- Prepaid membership card redeemable in the book store
- A Friends bag with three-year memberships

We have had tremendous success growing our membership by making sure people know Friends is a vibrant and contributing organization. We keep our ASK IN GEAR to encourage people to donate and volunteer and join. Friends is becoming a name that is known in Memphis.



Jacqueline Wallace and other Memphis Friends define Friends in this video on the Memphis Friends website: <http://www.memphislibrary.org/support/friends/>

The documentary *The Journey of a Book* acquaints the public with the Memphis Friends' activities. You can see it here: <https://vimeo.com/303518487/407dae020a>

Should You Join the Board of a Nonprofit?

Know What the Job Demands

By Marjorie Kaup Haines

FOTL Treasurer

Editor's note: Marjorie Kaup Haines delivered this address at the 2019 Annual Meeting on May 4 in Cookeville.

SHOULD YOU JOIN THE BOARD OF A NONPROFIT?

Don't sign on if you are not 100 percent emotionally vested in the mission. Is it a cause dear to your heart? That's important. What's your passion? Animals, the homeless, sick children, libraries? Are the mission statement and the values and activities consistent with your personal values?

Identify the expertise you will

bring to the boardroom. Having passion for the cause a charity supports is a wonderful asset — but as a board member, you should also ask yourself and the charity how you in particular can help move the organization forward.

Are you an attorney? Is the board in need of legal guidance or are there already four other lawyers serving on the board? If the nonprofit plans to move into a new building or introduce a new public-relations campaign, how can you help steer those efforts? Find a place where you're going to fit in, a place that's inclusive to your background and your thoughts, a place where your expertise is needed. What are you going to contribute to the organization that's not already represented?

Know what you are getting into. Familiarize yourself with the organization. Read, at a minimum, the Articles of Incorporation, Bylaws, mission statement, literature about the organization, the last two years of Form 990 tax returns, financial statements for the last two years, and the website. Is the organization operating in the black? Have the tax returns been filed promptly? Has the board complied with other legal aspects such as being approved as a 501(c)(3) organization? Ask questions if there is anything you don't understand.

Make sure you understand the basic legal and organization structure. Is it a corporation? Is it a nonprofit public benefit corporation? Is it tax-exempt? Is it a public charity or a private foundation? Is it controlled by or affiliated with another entity?

Make sure you have a basic understanding of the duties required of you. How many meetings are you required to attend a year? Do you have to travel to these meetings? Can you attend via phone if necessary?

Expect to make a financial contribution. Many nonprofits do require a cash contribution yearly. I don't think many people realize that. You are volunteering your time. Do

you have to donate \$\$ as well? Why should nonprofits require board members to give? It is the best way to ensure that each board member has "skin in the game." Personal giving sets the stage for engaged fundraising by board members.

Experience and research show that personal giving by board members works in at least three ways:

- It is a public declaration that the board member has invested in the nonprofit.

- It indicates that the board member has a commitment to the organization and its mission.

- It encourages other donors to give and impresses institutions that provide grants or other support. Indeed, many major donors and foundations will not support a nonprofit unless the board achieves 100 percent giving.

Finally, make sure you understand the ways in which a director can be protected from liability. Does the board have an E & O (Errors and Omissions) policy in place? The best way for a board member to avoid liability is to do his or her job correctly, understanding that the board is responsible for the governance of the group.

SO YOU JOINED. YOU ARE A LEGIT BOARD MEMBER. NOW WHAT?

Listen and learn before acting. Even if you've been involved with an organization for many years, you'll always be surprised by what you learn as you take on a governance role. That's why it can be helpful to spend some time listening first before proposing new ideas.

"Ask questions at first, instead of making statements." "You'll want to start out by saying, 'Have we thought about this before?' instead of saying, 'You should do this.'"

And also make sure you're keeping your involvement at the right level. "Your job is to govern, not to manage." "It's the board's responsibility to say, 'Hey, this program's not performing at the level we want. We need to sunset it or maybe divert more resources into it.' You're there to think strategically."

Participate. Sure, being on a board looks good on that LinkedIn resume. Shows you are a benevolent member of society. Go to the meetings. Read the newsletters. Participate in the fundraising. Share the postings on Facebook and Instagram. Talk to your friends and co-workers about it.

Master the 3 AAs.

- Be an ambassador. Cultivate those in your circle of influence who would be interested in supporting the programs

See What Being a Board Member Requires on page 9



Marjorie Kaup Haines

What Being a Board Member Requires Continued from page 8

the nonprofit offers. Are you joining the board of the ballet?
GO TO THE BALLET AND TAKE OTHERS WITH YOU!

■ Be an advocate. Represent the organization at public functions — as a speaker or as an attendee. Make phone calls as needed to city or other public officials. Wear the lapel pin; put that bumper sticker on your car.

■ Be an asker. Participate in requests to potential and renewing donors for investment in the organization. Make follow-up calls; generate and sign letters asking for donations. Seek sponsorships for special events — get your friends to buy a table!

Following the 3 AAAs is proven to generate stronger engagement in volunteers, and a true culture of philanthropy emerges.

Board members also play a very significant role by providing guidance to your nonprofit by contributing to the organization's culture, strategic focus, effectiveness, and financial sustainability as well as serving as an ambassador and advocate.

WHAT CAN YOUR NONPROFIT DO TO CREATE A MORE ENGAGED FUNDRAISING BOARD? Research suggests these three actions:

■ Require a minimum donation from board members. The amount is less important than that everyone gives.

■ Set up a development or fundraising committee made up of board members. Involve the group in planning and monitoring fundraising efforts.

■ Give every board member a fundraising task. Particularly important, and something anyone can do, is asking friends and family to donate.

People give because the organization fulfills a need that they are concerned with. It's not about the money. It's about relationships based on shared values.

THE BOARD OF DIRECTORS OF A NONPROFIT HAS THREE PRIMARY LEGAL DUTIES: DUTY OF CARE, DUTY OF LOYALTY, AND DUTY OF OBEDIENCE.

1. Duty of Care: Take care of the nonprofit by ensuring prudent or reasonable use of all assets, including facility, people, and good will. Participate regularly in board meetings.

2. Duty of Loyalty: Ensure that the nonprofit's activities and transactions are, first and foremost, advancing its mission. Recognize and disclose conflicts of interest. Make decisions that are in the best interest of the nonprofit organization, not in the best interest of the individual board member (or any other individual or for-profit entity). In the event there is a conflict of interest between you and the nonprofit, you must comply with Tennessee law in resolving this conflict. Actions that benefit you at the expense of the nonprofit are a breach of your fiduciary duty.

3. Duty of Good Faith: Ensure that the nonprofit obeys applicable laws and regulations, follows its own bylaws, and adheres to its stated purposes/mission. It also means that you must act in good faith and be fair in your dealings with the organization. You cannot take advantage of the organization and its resources for personal gain. Requiring a Conflict of Interest statement that each board member must agree to and sign can help organizations fend off attempts at hijacking the organization for personal gain.

IF PROBLEMS ARISE, SHOULD YOU LEAVE THE BOARD? The functionality and health of the board or directors is a direct reflection of the health of the nonprofit. If a board is dysfunctional, the organization will be

dysfunctional. If a board is focused, healthy, and mission-driven, the organization will be the same. If you are dealing with bad board members, it's time to take action. Delaying will only cause the problems to grow. Show unproductive board members the door.

■ First, dysfunctional group dynamics — rivalries, domination of the many by the few, bad communication, and bad chemistry — impede collective deliberation and decision making.

■ Second, too many board members are disengaged. They don't know what's going on in the organization, nor do they demonstrate much desire to find out.

■ Third, and most important, board members are often uncertain of their roles and responsibilities. They can't perform well because they don't know what their job is.

What's the solution? Communication. Be clear from the start on duties and responsibilities; don't just refer them to your website. Hand them a welcome packet of by-laws, policies, procedures, a year of meeting minutes and financial reports, and contact information for other board members.

There are reasons to resign. But don't bail at the first sign of trouble — offer your expertise, look for solutions, ask for advice.

If you are serving on the board more for personal benefit than for public benefit — you should resign.

If you are unable to support the organization when a board action is taken contrary to your vote — you should resign.

If you are not contributing resources — work, wisdom, or wealth or time, talent, and treasure — you should resign.

If you are asked to resign, you should resign.
The board you have is the board you build.



The author chats with Martha Edington at the Annual Meeting.



FOTL President Diane Johnson's family includes her husband Greg and granddaughter Cali, age 2.

Meet FOTL Officers

To their new roles in Friends of Tennessee Libraries, FOTL's president and president-elect bring extensive experience with their local Friends groups to their new roles in the statewide network of advocates for public libraries.

Diane is the founding member of the Friends of the King Family Library in Sevierville. She served that group as president from 2013–2015.

Kathy is currently a trustee of the John P. Holt Brentwood Library, president of the Friends of the Brentwood Library, and library assistant at Brentwood Middle School. She was a member of the Leadership Brentwood Class of 2018.



FOTL President-elect Kathy Dooley-Smith, third from left, introduces her family: Sydney Dooley-Smith, sophomore at Brentwood High; Kassie Dooley-Smith, senior at Vanderbilt; and husband Edward.

Friends Reward Summer Reading

Somerville-Fayette Friends are promoting reading by providing books, totes, and funds for prizes for patrons participating in the 2019 Reading Challenge. A grand prize will be awarded at the end of the program.

Patrons who sign on to the challenge are given a colorful calendar listing 33 genres for reading. They are asked to read a book from one of the genres and to submit pertinent information about the book for each entry. Each month a winning entry is picked.



Selecting a winner are Mary Ann Thompson, children's librarian; Kecia Reid, reading challenge coordinator; and Marquitta White, administrative assistant of the Somerville-Fayette Library. All are members of the Friends.

See Your Friends Here

We can't put your name in lights, but we can print a photo or two of an event in your library's summer reading program that your Friends group has sponsored. By July 20, send a photo or two (in color) along with details about the event and the names of any Friends in the photo to our editor:

marthagill491@gmail.com

United for Libraries Webinar Calls for 'Grasstops Advocacy'

What is grasstops advocacy? Panelists on the free webinar presented by United for Libraries on June 10 shared their experiences and insights as they answered this and other questions.

Kathi Kromer, associate executive director of ALA's Public Policy and Advocacy Office, defined grasstops advocacy as developing and using personal relationships with elected officials or their staff, business leaders, community leaders, and others who can speak with authority in support of libraries. While she acknowledged that organizations may want choose celebrities as advocates, they are not good choices unless they are able to speak with authority.

Julius Jefferson, 2020–2021 American Library Association (ALA)

president, reminded participants that you never know when a relationship will pay off and emphasized the importance of making connections and building relationships with individuals over time.

Skip Dye, current United for Libraries president and vice president of library marketing and digital sales at Penguin Random House, advised participants to find out what's important to potential advocates. Are they big on education? That's an excellent basis for a conversation!

In response to questions from participants, the presenters encouraged the audience to find out what elected officials ran on and how that relates to your library, look for common ground even when your views and theirs

diverge, make sure officials have library cards, arrange for library visits and tours, and always include opportunities for photos. Kromer emphasized connecting with staff members, and Dye recommended following elected officials as well as business and community leaders on social media.

Both Dye and Jefferson believe libraries will become even more important in the future. Friends groups can play a major role in educating decision-makers about the value of libraries. Kromer offered a quote from Simon Sinek as a guideline for framing the conversations with the "grasstoppers" who can help us become stronger advocates: "People don't buy what you do, they buy why you do it."



FOTL now publishes an occasional electronic newsletter. But you won't be able to see it unless we have your email address. Do we have yours? If not, please send us your email.

We will not publish or share your email with others, but it will allow us to communicate information about FOTL to all our members in a timely way. And we ***promise*** not to inundate you with emails.

**Please send your email address to
marjoriekauphaines@gmail.com
OR to Marjorie Kaup Haines, P.O. Box 681493, Franklin, TN 37068**

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

INDIVIDUAL or FAMILY
 Individual \$15/yr
 Family \$25/yr
 Silver \$50/yr
 Gold \$100/yr
 Platinum \$500/yr

ORGANIZATION
 1-49 Members \$25/yr
 50-99 Members \$55/yr
 100-499 Members \$75/yr
 500 Members \$100/yr

Name _____ Phone _____

Address _____

City/State/Zip _____

TN County _____ E-Mail _____

Membership runs from January through December.

_____ Check here if you want to receive your newsletter electronically.

**Join online: <http://www.friendstnlibraries.org/support-us/join/>
Or make checks payable to Friends of Tennessee Libraries. Send to
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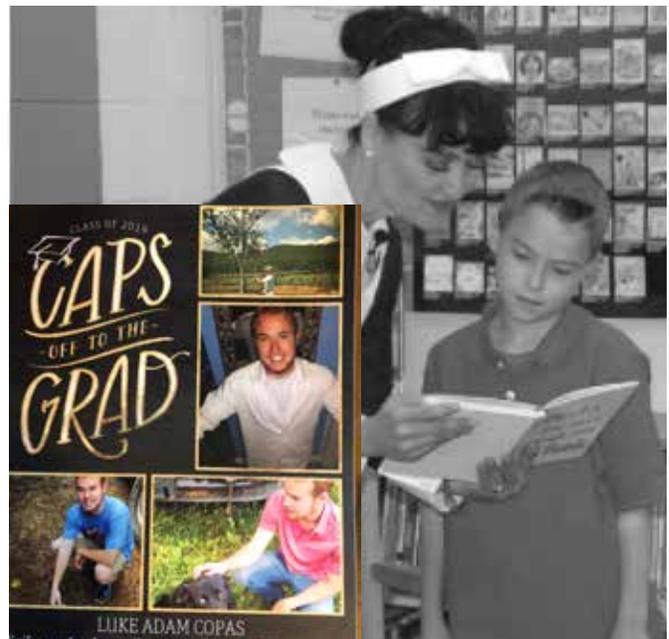
- **Establishing and helping** Friends of Library groups succeed
- **Communicating** with libraries and trustees about the value of Friends
- **Serving** members as a communication network and clearinghouse for information
- **Advocating** for library funding and legislative support on a local, state, and national basis

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When Time Seems to Stand Still . . . and When It Seems to Race



Emma Ruth Catlett, longtime leader of the Kodak Friends, has been inducted into the first class of the East Tennessee Ageless Hall of Fame. Established by the Senior Citizens Home Assistance Services, the Ageless Hall of Fame recognizes one senior volunteer from each of its 16 county service areas. Emma Ruth, shown here with her son Larry, was selected to represent Sevier County. At 97, she is the oldest member of this class.



Luke Copas, homeschooled in Kodak, finished high school this spring. In 2011, at the FOTL Annual Meeting in Brentwood, Luke was the nine-year-old author who talked to the audience about his book published by the Titanic Museum in Sevierville. As a teenager Luke also appeared at the 2017 FOTL Annual Meeting in Sevierville. The black-and-white photo here first appeared in the FOTL Newsletter in Winter 2011.