Friends To Meet in Memphis

By Jacque Jenkins  
**President, Memphis Friends**

We are all so excited about having you all visit Memphis for the annual meeting on April 25. We are continuing to work on plans to make sure the 2015 meeting in Memphis is one of the best you have attended. Following is a brief rundown on what we have planned.

On the evening before the meeting, Friday, April 24, we will have a meet-and-greet at the library to welcome those who make it in by that time. We have asked The Crepe Maker to cater. He makes fabulous main-course and dessert crepes so there is no need to worry you’ll go hungry. Some of our executive board members and the library director, along with a few other people, will be on hand to welcome you. This will be after library hours so anyone wanting a tour of the library can be accommodated.

Arrangements have been made with Holiday Inn University of Memphis for people attending the conference. The hotel is close to the library, and its nicely appointed king or double rooms feature a sitting room with a sofa that will fold out to make a full-size bed.

Those interested in reserving a room must call Holiday Inn University of Memphis Reservation Department at 901.678.8200. Callers must ask for the group Friends of the Library to receive the agreed-upon rate of $115. The hotel will begin making reservations now.

When you check in at the hotel, we will have a welcome bag waiting for you which will include a full itinerary.

We have four speakers who will address the meeting on Saturday. One is a “guerilla marketer” who specializes in helping non-profits increase awareness of their organizations and causes. We also have our marketing director who has worked with us to create some wonderful ideas which have become signature events for us. FOTL's Don Reynolds has added two speakers, Miguel Figueroa, director of the ALA Center for the Future of Libraries, and Kathryn G. Bennett, Tennessee Electronic Library, so there will be no shortage of information and motivation available to help generate excitement in all our Friends groups.

The meal on Saturday is being catered by Lucchessi’s Italian Restaurant, a family-owned business that makes fabulous Italian cuisine, and the famous Rendezvous. I’m fairly sure that almost everyone has heard of the Rendezvous and its amazing barbecue.

We are working on arranging with Graceland a tour for those who wish to visit Elvis’ home. (See page 6.) Our library director has offered to accompany those wanting to visit Graceland.

I hope this preview will make all look forward to attending because we are certainly eager to meet everyone and extend a little of Tennessee’s well-known hospitality.
Friends of Tennessee Libraries
newsletter
Winter 2015

Memphis Offers Excellent Program

Friday, April 24, 2015
6:00 PM
Meet-and-Greet at the Memphis Public Library, 3030 Poplar Avenue
Meet Memphis Friends of the Library board and Library Foundation members, the library director, and others. Enjoy main course and dessert crepes from The Crepe Maker and music from a combo featuring Memphis music (the combo includes our own Damone Virgilio, library Staff Development Manager). Library tours will be available.

Saturday, April 25, 2015
8:30
Registration and Continental Breakfast
9:15
Welcome: Jacque Jenkins, FOL president; Keenon McCloy, library director; and Memphis Mayor A.C. Wharton.
9:45-10:00
FOTL Business
10:00-10:45
Miguel Figueroa, ALA Center for the Future of Libraries (See page 4.) The talk will be followed by a Q&A session.
10:45-11:00
Break
11:15-12:00
Taylor Berger, “Guerilla Marketer “(See page 4 for Taylor’s resume.)
12:00-1:00
Buffet Lunch
Catered by locally owned Lucchessi’s featuring fabulous Italian cuisine handed down through generations of their family and the famous Rendezvous barbecue.
1:00-1:45
Kathryn Bennett, Tennessee Electronic Library
1:45-2:30
Stephanie Jones-White, marketing director for the Memphis Public Library (See page 4 for information about Stephanie.)
2:30-3:00
Grants and Presentations of Certificates of Appreciation
3:00
Adjournment

Register
for FOTL’s April 25 Meeting online at <www.friendstnlibraries.org>
OR
by check and mail (see below).
Registration covering both continental breakfast and lunch is $30. Registration must be received by FOTL by April 11. Detach this form and mail it with your check, payable to FOTL, to Martha Gill, 4109 Forest GLen Drive, Knoxville, TN 38919-2514
Questions? Check out our website at <www.friendstnlibraries.org>.

Name_______________________________________ __________________Telephone__________________
Address__________________________________________________________________________________
City/State/Zip_____________________________________________________________________________
E-Mail___________________________________________________________________________________

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New Year Brings Renewal

By Don Reynolds, FOTL President

The new year is that time for renewal of so many things. So it is with FOTL. If you forgot to renew your FOTL membership in January, you can still renew in February. Check page 12 for renewal information, and please renew if you haven’t already. If you are not a member, please join us. We’d luv to have you with us.

The new year also brings our two big events to renew our spirits and provide helpful new information to be of service to our libraries:

The Annual Trustees/Friends Lunch will occur at the Tennessee Library Association Annual Meeting, Memphis Hilton on Friday, April 24. Details will soon be available on the Tennessee Library Association website.

The Friends of Tennessee Libraries Annual Meeting at Memphis Benjamin Hooks Library is set for Saturday, April 25. Memphis Friends have prepared a marvelous program about “Marketing to Keep Our Future” accompanied by some wonderful food. See pages 2, 4, and 6 for details. We are especially pleased to welcome Miguel Figueroa, director of the American Library Association Center for the Future of Libraries, who will be joining us for both days.

Memphis may be known as Home of the Blues, but Memphis Friends know how to lift our spirits with food and music at a reception for early arrivals on Friday evening.

Memphis may seem like a long way to go (especially when you live in East Tennessee), but the programs and the fellowship will be well worth the trip! FOTL Board member Dwight Shepherd is looking into the possibility of chartering a tour bus from East Tennessee to Memphis. It would travel across the state from East Tennessee to Memphis on Friday, April 24, and travelers would share the cost of the charter. See page 6 for more details. Let Dwight Shepherd know right away if you’re interested: <dewhitesheep@hotmail.com>.

Nominations for FOTL’s Recognition Awards are due March 28. See page 5 for details. This is your opportunity to recognize individuals or groups that have made a difference to your Friends group or to your library.

And let’s all be good friends of good cheer and good humor.—Don

In Memoriam

Former Knox County Library Director (1979-1985) R. Paul Bartolini and his wife, Myrtle Bartolini, both have passed in the last couple of weeks. He had a most distinguished library career, concluding in Knoxville.

Friends of Tennessee Libraries Founding Director Julie Webb of Knoxville writes, “He was an enthusiastic librarian, and she was an artist who achieved much during her career. She had a very special style.”

Our tribute to his life's work in libraries, their lives, and our sympathies to the family. May they both be at rest.—Don

Resources: <http://web.utk.edu/~mbartoli/deadgerman.html> by his daughter, Mary Bartolini, UT

<http://www.rosemortuary.com/obituaries/R-Bartolini/#!/Obituary>

<http://www.rosemortuary.com/obituaries/Myrtle-Bartolini/#!/Obituary>
Speakers Bring Know-How to Annual Meeting

Miguel Figueroa Looks to Libraries’ Future

Among the distinguished speakers lined up by the Friends of the Memphis Public Library for FOTL’s Annual Meeting on April 25 is Miguel Figueroa, director of the American Library Association’s new Center for the Future of Libraries. He will also address the Trustees/Friends luncheon at the Tennessee Library Association’s annual conference on April 24.

According to its website, “The Center for the Future of Libraries works to identify emerging trends relevant to libraries and the communities they serve, promote futuring and innovation techniques to help librarian and library professions shape their future, and build connections with experts and innovative thinkers to help libraries address emerging issues” <http://www.ala.org/transforminglibraries/future>.

Miguel Figueroa has held previous positions as director of member programs at the American Theological Library Association; director of the Office for Diversity and Spectrum Scholarship Program and the Office for Literacy and Outreach Services at the American Library Association; network services coordinator at the National Network of Libraries of Medicine-Middle Atlantic Region; and associate director of publishing at Neal-Schuman Publishers.

He is a graduate of the University of Arizona’s Knowledge River Program, an initiative that educates Hispanics and Native Americans to develop library and information services from Hispanic and Native American perspectives.

Memphis Library Marketing
Directed by Jones-White

Stephanie Jones-White, marketing director for the Memphis Public Library, will be among the speakers at the FOTL Annual Meeting in Memphis on April 25.

In 2013 she was one of 50 outstanding leaders recognized by the New Tri-State Defender as Women of Excellence for their commitment to the “principles of servant leadership and positively touching the lives of others.”

Taylor Berger Helps Non-Profits Succeed

Taylor Berger has been an activist who has helped non-profits, small businesses, and community initiatives organize, grow, and achieve their goals. The self-styled “guerilla marketer” has helped develop several food-related businesses and initiatives including the non-profit Memphis Food Truck Association. He is now vice president of retail brokerage at Newmark Grubb Memphis.

Taylor is a graduate of Rhodes College and earned a law degree from the University of Memphis and a master’s degree from the University of Washington. You can sample Taylor’s work by looking at his blog: <http://tayalarberger.com/blog/>
FOTL Seeks Those Whom You Appreciate

Who has made a difference to your library in the past two years? At its annual meetings FOTL has honored many of these benefactors with certificates of appreciation and awards of $100. Recipients in the past have included civic-minded individuals who have donated buildings to be used as libraries; library foundations established by generous advocates; Friends' groups that have renovated buildings; and individuals who have donated many hours to such significant tasks as helping libraries extend their hours, teaching classes in computer, raising funds, coordinating book sales, composing brochures about library services, organizing book-and-author events, founding Friends’ groups, editing newsletters or websites, or organizing summer-reading programs.

Your nominee may be a living individual, an individual recently deceased, a Friends’ group, a business, or other groups. Their achievements should have occurred in the past two years.

To nominate your benefactor, you must have an individual’s membership in FOTL.

(Enrollment may accompany the nomination.) Nominations by individuals who belong to a Friends’ group with a group membership in FOTL will be disqualified.

In 100 or fewer words, describe your nominee. Then provide FOTL with the following information.

If your nominee is an individual, provide FOTL with the following information:

Nominee’s Name__________________________________________
Mailing Address____________________________________________________________________________
Nominee’s Phone Number____________________ Email_______________________________________________
Category (Individual? Librarian? Friend? Benefactor?)______________________________________________
Name of the Library Which the Nominee Has Benefited_____________________________________________
Library’s Address________________________________________Library’s phone number____________________,
Library’s Email_____________________________________________________________________________

If the nominee is a local Friends’ group, business, or other, tell us this:

Name of the Group________________________________________
President of the Organization,________________________________
Organization’s Mailing Address________________________________
Phone__________________ Email________________________Category____________________
Library________________________Library’s Address________________________Phone________________
Library’s Email______________________________________________

To the above information, add

Your Name__________________________________________
Check if you have an individual membership in FOTL. If not, include a check for enrollment.

Your Mailing Address________________________________
Phone__________________ Email________________________

Mail to Doreen Flash, 3384 Bell Street, Ashland City, TN 37015
by March 28.
TLA Meets in Memphis April 22-24

Developing the theme of “TLA: A Place for Everyone at the Table,” the Tennessee Library Association will hold its annual conference in the Memphis Hilton on April 22-24. Susan Jennings, TLA president, cited these highlights of the event:

- The keynote address by Robert Gordon, Grammy Award-winning author, on Memphis and the effect of music on the Civil Rights Movement of the 1950s and 1960s
- Reception at the National Civil Rights Museum (formerly the Lorraine Motel)
- Miguel Figueroa, director of the American Library Association's Center for the Future of Libraries, speaker at the Trustees/Friends Luncheon on April 24.
- Throughout the week, presentations by TLA members, including a panel discussion titled “Get Hired!” and individual reviews of resumes
- Pre-conference events including discussions of standards for library technologies and leadership development


If it isn’t March 1 yet, there is still time to apply online for one of FOTL’s $300 grants:

<www.friendstnlibraries.org/awards-grants/grant-application/>

More information about the grants can be found at that site.

Applications must be received by March 1 by Dwight Shepherd, 10405 Alex Bales Rd., Kodak, TN 37764 or <DeWhiteSheep@hotmail.com>.
Holiday Chain Links
Library Supporters

During the 2014 Christmas season, supporters of the Cheatham County Public Library had the opportunity to contribute to children’s programming and decorate the building with a colorful paper chain as well. Links bearing names of library patrons sold for 25 cents each. Doreen Flash, representative on the FOTL board of directors, reports that the project was designed to underwrite crafts and snacks for Story Time, exciting activities for Thinking Thursday, and a LEGO club.

King Family Friends Deliver Gift to Library

Last December, Friends of the King Family Library delivered two Christmas gifts to their library: fully funded programming for 2015 and funds for a special project.

The Friends board unanimously voted to contribute $4,250 toward 2015 programming: $350 for children’s programs, $1,500 for summer reading, and $2,400 for the purchase of new books.

In addition, the Friends pledged $3,000 to the completion of an outdoor reading and WiFi structure to be placed near the garden on the grounds of the King Family Library.

Diane Johnson, president of the Friends, said, “We are so happy to be able to make these grants. Our organization exists to support this library and our members have worked very hard to make this possible. And we are proud to work with the staff and volunteers at King Family Library who serve our community every day.”

Accepting the gifts on behalf of the library, Rhonda Tippit, director of Sevier County Library System, said, “We are excited to accept these generous gifts from the Friends and we are looking forward to another great year of working together for our library.”

Losing no time in 2015, the Friends have resumed the Lifelong Learning series with gardening on March 12, fishing on April 9, Japanese gift wrapping on May 14, and winemaking on June 11.

Share Your Stories With Other Friends

Don’t be shy about telling other Friends about how you have raised funds, recruited members, or advocated for your library. Friends of Tennessee Libraries exists in large part as a network for communicating your activities with other Friends.

Send us tips that you would like for us to follow up on or fully developed reports with your byline. And we love photos as well. Let us hear from you by email <marthagill491@gmail.com> or snail mail sent to FOTL’s newsletter editor at 4109 Forest Glen Drive, Knoxville, TN 37919.

You’ll look great in our newsletter or on our Facebook page.
Kingston Friends Organize

Overlooking the scenic Clinch River, the Kingston Public Library enjoys one of the happiest locations in the state. It will soon have a new director, and if the community of Kingston continues to enjoy its good fortune, it will also have its own Friends of the Library, thanks to an initiative taken by library-related and community leaders who asked FOTL to conduct a workshop about how to build a Friends group.

On January 17, at the invitation of Jinx Watson, Friends of Tennessee Libraries conducted a workshop for a group of community leaders interested in establishing such a group.

Armed with handouts related to its new Toolkit for Building a Library Friends Group, an FOTL team made up of Don Reynolds, FOTL president; Dwight Shepherd, FOTL secretary; Dot Childs, a resident of Kingston and a member of the FOTL board representing East Tennessee, and Martha Gill, an FOTL past president, led the workshop.

The team emphasized the responsibilities of Friends to the library director and staff, board of trustees, and regional library. Respecting the boundaries among those entities is essential, for “Library Friends are organized to help support the work of the library, not to engage in the work and responsibilities of the library board members or the library staff. Friends of the Library cooperate with both, but do not interfere with either,” according to the document “Welcome to the Friends of Tennessee Libraries.”

Friends of Tennessee Libraries’ network of communication among its members can contribute to a group’s success. Several Friends’ groups began with workshops like this one. Sessions can also be arranged to help existing groups revitalize. Working with library directors and other interested individuals, FOTL will try to bring a workshop in your area. Contact us through our website: <www.friendstnlibraries.org>.

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**Tool Kit for Building a Library Friends Group**

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- Developing ByLaws and Policies Pages 4-5
- Building an Effective Friends Group Pages 6-7
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- Annual Reports Page 9
- Additional Resources Pages 10-11
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FOTL’s new toolkit is downloadable from its website <www.Friendstnlibraries.org>.

See Resources.
Academy Park Press Issues Second Book

Buoyed by the success of its first publication *Bucky and Bonnie’s Library Adventure*, Williamson County Public Library’s Academy Park Press turned to local history to inspire a second venture. *Bullets and Bayonets: A Battle of Franklin Primer*, designed especially for young readers, is the result.

Two library staff members, Julie Duke, youth services manager, and Leesa Harmon, cataloger, put their fascination with local Civil War history to work as they wrote the text in collaboration with historian Lawrence Duke. Other library staff members backed the writers up by taking on the responsibilities of editing, design, and formatting.

Dolores Greenwald, library director, spearheaded the project by keeping everyone to deadlines so that the finished produce was ready before the Civil War sesquicentennial on November 30. An October 12 library event celebrating the release of the book featured Civil War artifacts and an actor as Abraham Lincoln delivering the Gettysburg Address.

Sometimes called “The Gettysburg of the West,” the Battle of Franklin lasted only five hours, but losses on both sides were enormous, according to a report in the *Tennessean* (October 4, 2014).

Amazon.com describes the book as “an introduction for young people to the Battle of Franklin. Here, the story is told through eyewitness accounts and descriptions of events. No one expected what happened—neither the Northern nor the Southern armies, and not the seven hundred and fifty people who lived in Franklin.”

The book is now available in both hard cover and paperback on Amazon.com, Barnes & Noble, and iPage. Sales in Williamson County have been brisk, according to Jeffie R. Nicholson, adult services manager of the library. In an email on November 11, Jeffie said, “We have sold many copies to the local school system and are making them available at local sites such as Carnton Plantation in Franklin. The authors Julie Dike and Leesa Harmon are appearing at events at Rippavilla Plantation in Spring Hill (Maury County) to sell and sign the book.”

2015 Calendars Sell Out Quickly In Sevier County

The 2015 Sevier County Historic calendars were a sizzling success. They sold out by January, according to the *Kodak Friends E-Mail Extra*.

Though Friends of the King Family Library in Sevierville researched and designed the calendars, Friends of the Kodak and the Seymour libraries benefited from the proceeds of calendars that they sold and that were sold at events sponsored by all three groups.

Friends of Tennessee Libraries played a small part in this success story by funding a $200 grant used by the King Family Library Friends to launch the project.
Creating a Library Garden, One Brick at a Time

In mid-February almost everyone longs for warm weather. The good people who support McIver’s Grant Public Library in Dyersburg are especially eager for spring when, if all goes according to plan, their Library Garden will be ready to welcome the community.

The Library Garden is the last stage of a years-long campaign to create a new library for Dyersburg and Dyer County. Penny Hearn Law of the McIver’s Grant Public Library Board says, “We visualize this area as a perfect place to come outdoors to read a book, an educational area for all patrons, especially children, an area where weddings or receptions might be held, and an area to beautify our campus and downtown.”

The completed garden will feature indigenous plants labeled with both their common and their botanical names, benches, and a bronze statue. Brick pavers measuring four by eight inches and bearing the names of those who will be honored in the garden are already in place, and more are anticipated.

The boards of the Library Foundation and McIver’s Grant Public Library have launched a “Buy a Brick” campaign both to raise funds for the garden and to honor or remember friends, family, or someone special in the library garden. A brick can be purchased for $100.

The brochure describing the project reads, “We urge you to join us in our effort to complete the new McIver’s Grant Public Library. The Boards of both the Library Foundation and McIver’s Grant Public Library appreciate your involvement and welcome the opportunity to recognize you and your family for the role you play in the accomplishment of our goal. Thank you!” Pavers can be purchased by check or money order or online using PayPal: <www.fundraisingbrick.com/online-orders/>.

The garden has a capacity for approximately 1,600 bricks, and 109 are already in place. Donors choose the imprint as long as each of up to three lines does not exceed 20 characters (including spaces and punctuation). A company in St. Louise engraves the bricks with a laser and ships them to Dyersburg in lots of 100.

Scott Cohen, library director at Jackson State College, recently posted on Facebook that his birthday gifts included a brick paver for the Library Garden at McIver’s Grant Public Library. It will read

Scott R. Cohen
Husband, Dad, Grandpa and Librarian

Scott will be a part of the McIver’s Grant Library Garden.

Morgan Reed, college student who works part time at McIver’s Grant Public Library, will accept orders for the Library Garden’s paver bricks, left.
Junior Friends Group Help and Have Fun In Putnam County

First and foremost the goal of every meeting of the Junior Friends of the the Putnam County Public Library, is to have fun.

“That’s how we keep children wanting to come back to the library,” says the group’s sponsor Amanda Yother, children’s services coordinator.

Now in its second school year, the organization for children 10-12 years old also sets up a two-way system of communication. It gives its members a chance to gain a better understanding of how a library works, and in turn the library staff learns from them what young people are looking for in books, media, and programs.

The group’s sponsor says, “At every meeting I learn about a new book series or trending hobby. At the next meeting the kids are going to teach me how to use a Rainbow Loom so that the library can start a Loom Club program, guaranteed to be wildly popular!”

Each of the six meetings a year, three in the fall semester and three in the spring, is different depending on what the members choose to do. Business has included naming the library pet hedgehog (Sassafras), helping to plan the new Lego Club, and promoting the recent “Geek the Library” campaign.

Service is a big part of the group’s activities, and children can earn volunteer hours for participating. Members have helped plan displays of their favorite books and have contributed to preparations for the library’s summer reading program. They have also tucked random notes of kindness in library books for patrons to discover.

All applicants are welcome. Currently seven members have enlisted. One member said, “ I really like the library, and I want to meet other people that do, too.” There is a teen advisory group at the library as well. The group’s sponsor Amanda Yother loves the JFL meetings. “I have lots of training and a few years’ experience in providing library services to children, but if I’m not actively seeking our young patrons’ advice, I am not best serving my audience. I’ve enjoyed getting to know this group and getting to call them my Friends.”

Brag about Your Library

By Martha Moore Gill, FOTL Newsletter Editor

The January 2015 newsletter from the White County Public Library features the following item: “Five years ago, the White County Public Library created our profile on Facebook. Today, we’re happy to announce that we have over 1,300 people in our social network! " (See a sample from the White County Library’s Facebook page above.)

Impressive numbers! And what does White County Public Library feature on Facebook? This sentence caught my eye: “It is on these sites that you will find the latest information on all of our upcoming library programs . . . .”

In 2014 the Pew Research Center reported that “Americans appreciate libraries, especially for the role they play in communities.” But almost a third of library users “say they know little or nothing about the services their library provides.”

Since support of your public library is central to your mission, your Friends group can and should help inform the patrons of your library about the library’s services, whether you do so on social media like Facebook or in conversations with your neighbors across the back fence. Do they know about

■ Your library’s website? (Pew Reach indicates that “Library websites are catching on.”)
■ Reference and business services?
■ Services for the homebound?
■ Early-childhood programs like Story Time?
■ Programs appealing to teens?
■ Computer access and classes?
■ Films, music, and other audio-visual materials?
■ Downloadable books, audio books, and magazines?
■ Book clubs?
■ Help for people seeking employment?

Your list may be even longer. Brag about those services.
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

### Membership Application

**Become a Friend of Tennessee Libraries**

(Membership year is January to December.)

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Name________________________________________________Phone__________________

Address_____________________________________________________________________

City/State/Zip________________________________________________________________

TN County________________________E-Mail____________________________________

___________Check here if you want to receive your newsletter electronically.

Make checks payable to Friends of Tennessee Libraries. Send to

FOTL Membership Chair Connie Albrecht, 1560 Country Club Place, Cookeville, TN 38501-2062.