Does your newsletter need a helping hand?

Kevin Slimp can offer it.

Hear him at FOTL’s Annual Meeting May 2 Nashville Public Library

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7  Spring Book Sales
8  Sales Taxes
Our Mission
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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Speaker at FOTL Meeting Is Internationally Renowned

Kevin Slimp, featured speaker at FOTL’s annual meeting in Nashville on May 2, is widely recognized as a publishing expert. He is director of the Institute of Newspaper Technology in Knoxville, TN. In addition, he is co-founder of BrainCast.BIZ, an online training program for publishing professionals throughout the world. While most folks know him as the creator of the PDF-remote printing method, Kevin wears many hats. In previous careers, Kevin has worked as publisher of periodicals for teenagers, owner of an ad agency, and director of communications for the United Methodist Church.

Kevin speaks internationally at publishing conferences and serves as consultant to businesses throughout North America. His syndicated column is carried by more than 50 publications in the United States, Canada, Asia, and Australia. His website <kevinslimp.com> is visited by more than 60,000 viewers each month, and FOTL members will have the chance to meet him face to face on May 2.

Wishing Chair Marionettes Have Rich History

When FOTL members see “The Frog Prince,” performed by the Wishing Chair Productions from the Nashville Public Library, they will be entertained by a tradition that stretches back more than 60 years.

That tradition began in 1938 when Tom Tichenor, only 15 years old, staged an original marionette version of the classic story “Puss in Boots” for children at the Nashville Public Library. For more than 50 years he continued his association with the library both as a volunteer and staff member. Since his death in 1992, Wishing Chair Productions has preserved Tichenor’s memory and work by continuing to use his marionettes and puppets. In 2003 the Peeko puppets, meticulously created by two women whose marionettes and puppets appeared in performances in Chicago for more than 40 years, found a permanent home in the Nashville library. Today the library has a staff of three full-time performers, known collectively as Wishing Chair Productions, which performs four or five different shows each year that run for about two or three months each. The library now owns nearly 350 marionettes, including 250 created by Tom Tichenor.

Clarissa Lega and Leon Fuller from Centerville, TN, are puppet artists who have recently created beautiful and culturally diverse additions to the library’s collection.
Tell Us Who Your Benefactors Are

FOTL To Recognize Volunteers for Outstanding Contributions

Once again, every FOTL member has the opportunity to recognize those having a positive influence on Tennessee libraries. The nomination itself is an honor and will be appreciated by anyone recognized for service.

The following examples are representative of those who in the past have received certificates of appreciation at the FOTL annual meeting. Now FOTL is searching for such outstanding individuals to be celebrated at the annual meeting on May 2, 2008, in Nashville:

- civic-minded individuals who have donated buildings to be used as libraries;
- foundations that have been established through the generosity of individuals;
- Friends groups that have completely renovated buildings;
- individuals donating many hours a year in such significant roles as library workers who extend the hours of local libraries, computer instructors, fund-raisers, coordinators of book sales, composers of brochures about library services, organizers of book and author luncheons, founders of Friends

The awards will again include $100 cash. (Most of those honored in the past have chosen to present their checks to their local library or Friends group.) Guidelines include the following details:

- The nominator must be an FOTL member. (Enrollment may accompany the nomination.)
- An FOTL member may submit one nomination per year.
- Nominations must be based on achievements during the past two years.
- Nominees may be:
  - a person
  - a Friends group
  - a business
  - other groups (e.g., a club, a foundation).
- Duplication of past winners will be avoided.
- Nominations must be returned by April 14, 2008.

CERTIFICATE OF APPRECIATION NOMINATION FORM
(For achievements during the past two years.)

If your nominee is an Individual, Librarian, Friend, or Benefactor

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Nominee’s phone number</th>
<th>Category</th>
<th>Library</th>
<th>Library’s address</th>
<th>Library’s phone number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(individual? librarian? Friend? benefactor? other?)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In 100 or fewer words, describe the nominee’s contributions to libraries in the past two years. Attach that description to this form.
Nomination submitted by ____________________________
Address ____________________________
Telephone number ____________________________

If your nominee is Local Friends Group, Business, or Other

<table>
<thead>
<tr>
<th>Name</th>
<th>President of organization</th>
<th>Address</th>
<th>Phone number</th>
<th>Category</th>
<th>Library</th>
<th>Library’s address</th>
<th>Library’s phone number</th>
</tr>
</thead>
</table>

Mail by April 14, 2008, to Diane Vernon, P.O. Box 494, Decaturville, TN 38329.
FOTL’s Annual Meeting on May 2:
A Relevant Program in a Beautiful Library

The beautiful library in downtown Nashville will be the setting for FOTL’s annual meeting on Friday, May 2. Information, advice, and refreshment for the imagination are on tap.

After registration and coffee at 9:00 a.m., followed by a brief business meeting and the election of officers, two programs will speak to issues that concern local Friends’ groups.

FOTL’s own Sherry Jacober from the Friends of the Art Circle Public Library in Crossville will speak on how to evaluate donations for book sales as she explains “Separating the Wheat from the Chaff: What to Do with Those Donated Books.”

Kevin Slimp, director of the Institute of Newspaper Technology who is much in demand for speaking engagements, will give tips for improving newsletters. Page 3 of this newsletter provides information about Kevin’s impressive background that clearly qualifies him to speak on “Creating Innovative Newsletters and Publicity Using the Latest Tools.”

After lunch the audience will see “The Frog Prince,” a Puppet Truck presentation by Wishing Chair Productions in conjunction with “Bringing Books to Life,” funded by the Nashville Public Library Foundation. A brief history of the distinguished Wishing Chair group can be found on page 3.

The annual meeting will conclude with the recognition of outstanding contributors to the state’s Friends. Page 4 provides guidelines for nominating stellar volunteers. An award of $100 goes with the certificate of recogni-

Registration

Sign me up! I’m coming to the Nashville Public Library on May 2, 2008, for the FOTL Annual Meeting.

Name_________________________________________________________________
Address________________________________________________________________
City, State, and Zip_________________________________________________________
Phone ________________________________ Email____________________________

Member Registration: $25.00 *Non-Member Registration: $40.00
(*Non-member registration includes complimentary membership through December 2008.)

Make check payable to Friends of Tennessee Libraries. Mail registration and check to
Connie Albrecht, FOTL Membership Chair
1560 Country Club Place
Cookeville, TN 38501
How To Count Friends So That They Count

By Barbara Zurl  
Fort Loudoun Representative

During the latter part of 2007, FOTL Board members engaged in a discussion regarding how Friends membership numbers were counted. It had come to our attention that some groups counted and reported numbers by memberships—regardless of category (be it Individual or Family) and some groups had elected to report what they considered to be a more accurate accounting of actual Friends of their library.

Various categories of membership exist in the 121 Friends groups across the state of Tennessee. Usually these consist of Individual, Family, or Business/Organizational. For the most part, statistics were reported to reflect the number of memberships, never taking into account how many individuals actually were “card-carrying members.”

In East Tennessee’s Blount County Friends of the Library two types of membership were offered: Individual and Family. (Life Memberships, while some still exist, are no longer available.) The Membership Committee carefully looked at the figures. Every member of the Blount County Friends of the Library receives a membership card. Although a Family may consist of two individuals (usually the adults) or more (children), the consensus was that a family represented two persons and each adult was issued a card. On special “Friends Only” Book Sale events, each member of the family presented his or her own membership card. While one fee was paid, two people contributed to the membership fee. A decision was made to report Friends numbers more accurately — by the number of membership cards held.

This topic came to the fore in December 2007 when the thinking behind this decision was explained and discussed at Friends of Tennessee Libraries quarterly meeting. In a nutshell: “While each Family Membership may, on paper, represent only one membership, in actuality there are two card holders, two members of the Friends voting body, two library supporters, two potential library advocates, two potential voters in a general election.” In terms of how political entities may be influenced, these numbers were recognized as being vitally important. To any politician strength resides in numbers. The smaller the group, the less power it possesses. Why not statistically present the true picture of our numerical strength?

Since Business or Organizational memberships are more complicated, the consensus was that these unique memberships should count as one entity. (In these instances one membership card is written in the group’s name and only one person becomes the Membership Benefit designee.) It was also agreed that a special accounting category be established to reflect the Business or Organizational membership, keeping in mind that politicians would be quite interested in knowing if a large (or small) business, industry or organization supports their local Friends group; knowing that membership in that group bespeaks support of libraries, library appropriations, etc. Often the number of persons covered by the Business umbrella may be sizable.

With all of this in mind, Friends of Tennessee Libraries concurred that the count should reflect the actual number of persons who are members. If we underplay our true numbers, no one in a position of power will take notice of how many constituents are “out there” who care about how legislators vote for issues like library appropriations or sales tax on library book sales.

Each and every Friends group in Tennessee exists for a common purpose: to promote and further libraries. What each member needs to realize is that he or she has power, and that power resides in his or her vote. Politicians need to be reminded of this fact and nothing speaks more clearly to a politician than the number of potential votes hanging in the balance. We encourage Friends groups to come on board with this more accurate accounting of Friends numbers.

Sample Accounting of Members

“Whatever” County Friends of the Library

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Memberships</td>
<td>100</td>
</tr>
<tr>
<td>Family Memberships</td>
<td>200</td>
</tr>
<tr>
<td>Business memberships</td>
<td>3</td>
</tr>
<tr>
<td>AAUW</td>
<td>26</td>
</tr>
<tr>
<td>Subway</td>
<td>8</td>
</tr>
<tr>
<td>Denso</td>
<td>1250</td>
</tr>
<tr>
<td>Total Members</td>
<td>503*</td>
</tr>
</tbody>
</table>

*This figure represents only the number of membership cards to the Friends. The three businesses employ a total of 1284.

While statistics reported to the state merely ask for “Number of Members” of Friends groups, it is recommended that individual groups consider adopting a more comprehensive explanation (See sample above).

This report could be used by groups in their newsletters, annual reports, press releases, or other types of public relations communications.

If your group does not currently prepare an annual report, you may wish to consider doing so. Our next FOTL Newsletter will feature how to design annual reports.
Fort Loudoun Region Hosts Spring Book Sales

By Barbara Zurl
Fort Loudoun Representative

While every region in the state of Tennessee can boast great beauty, it can arguably be said that East Tennessee in spring time is without equal. Redbuds are in bloom; azaleas, rhododendrons and thousands of wildflowers color the landscape. Dogwoods, in creamy white or pale pink, burst out in glory. The dogwood is held in such esteem here in the east that a huge festival is held each year in its honor. Dogwood trails are laid out for driving tours to take in the beauty. If you’ve never seen East Tennessee in spring, why not decide to come and see what it is all about, and, if you are like my husband and me, you might like to know about a number of book sales in our region which are taking place.

Mark your calendars now so that you can enjoy the best of both worlds—Mother Nature and great values from your Friends:

Vonore Public Library
March 24 and 25 FRIENDS ONLY
1-423-884-6729
March 26 11-5 p.m. Open to the Public
March 27 9 –7 p.m.

Blount County Public Library
Maryville 1-423-982-0981
April 17 FRIENDS ONLY
April 18 and 19 9- 5:00 p.m. Open to the Public

Tellico Village Public Library
Loudon 1-865-458-8762
April 17 FRIENDS ONLY
April 18 and 19 Open to the Public

ON GOING BOOK SALES

Athens 1-423-745-7782
(Large sale July 24 and 25)
Cleveland 1-423-472-2163

There is nothing better than sitting down with a good book and no better feeling than having purchased a book whose proceeds go to a Friends group who gives that money to a library which in turn either buys books, funds children’s summer reading programs, hosts festivals or other events or allows the public to become computer literate.

If you have the time during this loveliest of all seasons, come and see what East Tennessee has to offer. Consider it an invitation from your Friends.

Hurrah for Blount County Friends for enrolling 1,001 members!

Wayne and Barbara Zurl drove over from Walland on March 3 to take in Knox County Friends’ book sale.

Friends Are . . .

Friends are like the Ford: they have better ideas.

Friends are like Coke: they’re the real thing.

Friends are like Dial soap: aren’t you glad you use them? Don’t you wish everybody did?

Friends are like Allstate Insurance: we’re in good hands.

Friends are like the Verizon Wireless: they never stop working for you.

Friends are like Energizer batteries: they keep going and going and going.

Friends are like the FTD Florist: they care enough to give their very best.

But most of all, Friends are like Frosted Flakes: they’re GRRRRRReat!!

—Adapted by Patti Butcher of the South Carolina State Library from “What Are Volunteers?” author unknown

<http://www.foscl.org/>
Not-for-Profit Sales Taxes Still on Books

Four bills affecting book sales benefiting public libraries in the state continue to be scrutinized by Tennessee legislators.

HB2441, sponsored by Representatives Jon Lundberg (Bristol), Mark Maddox (Dresden), Nathan Vaughn (Kingsport) and Kent Williams (Elizabethtown) does not restrict the number of sales that can be held in a year. Its accompanying bill in the Senate, SB2545, is sponsored by Senator Rusty Crowe (Johnson City).

SB4106, sponsored by Senator Roy Herron (Dresden), and HB4138, sponsored by Representative Willie Borchert (Camden), exempts sales tax on the proceeds from monthly sales of books.

Representatives Bill Dunn (Knoxville), Kevin Brooks (Cleveland) and Harry Tindell (Knoxville) are sponsoring HB3047. Senator Tim Burchett (Knoxville) supports its parallel in the Senate, SB3431. These proposals exempt from taxation “the first $100,000 of sales of tangible personal property annually sold by a charitable entity whose primary function involves fundraising in support of a city, county or metropolitan library system.”

HB2476, the fourth bill, is sponsored by Representatives Doug Overbey (Knoxville), Kent Williams (Elizabethtown), Joe McCord (Maryville), and Richard Montgomery (Sevierville). It would permit four tax-exempt sales a year if they produce funds supporting “a city, county or metropolitan library system . . . .”

Full descriptions of each bill can be found at <www:legislature.state.tn.us>. Most include estimates of each proposal’s financial costs to the state and to local governments. Friends across the state are urged to study each bill carefully and to ask their legislators to support that proposal that will benefit their libraries.

Theresa Venable, Regional Representative, Leads Read-In

When Theresa Venable, FOTL’s regional representative from Clinch-Powell, invited participants to a very special program hosted by the Langston Hughes Library at Haley Farm in Clinton, FOTL members Julie Webb, Suzanne Freeman, and Martha Gill jumped at the chance.

On Sunday, February 3, the library, where Theresa is librarian, hosted the third annual African American Read-In, nationally sponsored by the National Council of Teachers of English. For over two hours children, teenagers, and adults from the East Tennessee area stepped to the microphone to read literature created by African American women.

Haley Farm was purchased by the Children’s Defense Fund from the estate of the writer Alex Haley. The library’s special collection of works by African Americans does not circulate but is available to scholars on site.

It is housed in a building created by famed architect Maya Lin, creator of the Viet Nam Memorial and also designer of the chapel on Haley Farm’s grounds.

The Langston Hughes Library building resembles a cantilevered barn, and the chapel resembles the architect’s concept of Noah’s ark.
Charles Maynard Visits Vonore

By Barbara Zurl
Fort Loudoun Representative

Internationally renowned storyteller Charles Maynard captivated an audience of more than 60 adults and children in Vonore on February 9. His stories included Appalachian tales, reminiscences of growing up in the Cumberlands, as well as other personal stories. This first-ever storytelling event was hosted not only to give the public the joy of hearing a master at work, but to bring more members of the community into the library and to afford the Friends an opportunity to increase their membership.

On all fronts it was a success. This was especially important to the Vonore group as Charles Maynard’s appearance was the kickoff of a series of events made possible by the Maryann Bork Memorial Fund. Hand-out materials distributed to the public paid fine tribute to the lady who made this and future programs possible. Maryann’s will stipulated that monies being donated would be used “to hold events which would bring in members to the Vonore Friends group.” And so they did. No doubt Maryann would be delighted to know that one of the persons joining that day was none other than Legislator Jimmy Matlock. Joan McIntee, longtime friend of Maryann, and a dynamo in her own right, describes Mr. Matlock as “a great man and true gentleman.” What a wonderful addition to an already fine Friends group.

The next planned event will take place on April 26, from 1:00 to 4:00 p.m. when Joe Rosson, antiques appraiser and co-star of “Treasures in Your Attic” on Public TV (WKOP-TV Channel 15) will be on hand at the library to make appraisals and enlighten attendees about their “treasures.”

Everett Horn Library Honors Black History

By Diane Vernon
Shiloh Regional Representative

Local author Bryan Tubbs signed copies of his latest book Falling in Love in the Presence of Love on Saturday, February 9, at the Everett Horn Library as part of African American events for the month. A display honored people who were born, raised, or are now living in Henderson County. The library book club met on Wednesday, February 20, at 1:00 p.m. to discuss Bill Cosby's book Come on People. The preschool story time meets each Tuesday at 10:00 a.m.

The Friends of the Parsons Public Library held its regular monthly meeting February 21. Among many activities planned for the coming months are a book sale, Easter egg hunt, and a celebration of National Library Week April 13-19.

Helping Hands across County Lines
So bountiful were donations for the Knox County Friends book sale this year that the organization telephoned neighboring Friends to share the surplus when the sale ended. Vonore Friends Bev Vogelzang (left) and Brenda Bloomfield (right) packed up free boxes of volumes for their book sale with the blessing of Knox County President Ginna Mashburn (center).
With the financial support of the Friends, Chattanooga-Hamilton County Bicentennial Library is at work on a teen center outfitted with what appeals to teenagers today—high-end equipment for viewing blu-ray films, editing audiovisual files, playing Playstation 3 and Wii games, and the means to create their own works; lockers where they can store their gear; places to plug in their equipment, and the opportunity to work together.

Friends of the Art Circle Public Library in Crossville report income from two outside sources—Kroger certificates ($2075.71), a project overseen by Millie Mc Cormic; and Internet sales of valuable books ($450), the work of Sherry Jacober and her helpers. Sherry will detail their procedures at FOTL’s annual meeting May 2.

With a framed statement of appreciation, the Art Circle Friends also recently honored Sara Morrison for over four years of service as hospitality chair.

Friendly Words
“...books with real stories...” —Pat Phillips, President, Putnam County Library Friends, from Book reMarks

Is the Library Becoming Obsolete?
Adapted from the Cleveland, TN, Public Library Newsletter

Libraries are icons of our cultural intellect, totems to the totality of knowledge. Saying they are obsolete is like saying shoes have made feet unnecessary.

Here are 10 reasons why the Internet is no substitute for a library.
1. Not everything is on the Internet. Most substantive materials that meet the demands for quality research are not free.
2. The Needle (your search) in the Haystack (the web). No matter which search engine you use, you can drown in the web’s ocean of materials trying to find the right answer.
3. Quality control doesn’t exist. Amid all the great web-based information lurks a kook with a conspiracy theory or a pornographer with a camera.
4. What you don’t know really does hurt you. Even for-profit databases offer full-text articles that aren’t full text, dropping footnotes, formulae, pictures, and graphs. Sometimes the web is like a race car without the keys.
5. States can now buy one book and distribute it to every library on the web—NOT! We all want to save money, but this is not the way.
6. Hey, Bud, what about e-books? Reading on any e-reader is a chore.
7. Aren’t there universities without libraries? No. Institutions that opened with paperless libraries quickly built traditional ones!
8. But a virtual state library would work, right? To digitize even half a million volumes would cost about $1 billion.
9. The Internet: a mile wide, an inch (or less) deep. Most of what is on the Internet is about 15 years old. If you want more, you must have a full-service library.
10. The Internet is ubiquitous. But books are portable. Try curling up by the fire with a laptop. For now the vast majority of readers—even online—still want books.
The Clay County Friends had a Christmas gathering, inviting all members for their annual meeting. After a short business meeting and a silent auction, they enjoyed friendships and snacks. In addition, Barbara Stein reports that Clay County Friends had a chili lunch at the end of February as a fund raiser.

From Fentress County Public Library Friends, Claudia Pinckley reports that President Carol Watson and other Friends raised more money for the Imagination Library and are recruiting new members.

At the Monterey Branch Library Doylene Farley, director, received $300 from the Friends to be used to purchase reference books.

Overton County Library Director Janet Gann reports that the new media room, equipped with a large screen suspended from the ceiling and licensed for public performances, is being well used. In February when Casa Blanca was screened at a fund-raiser, Friends served a catered meal. Plans include a free movie once a month at which concessions will be sold. After reorganization a new county group has been formed to help with the facility, and applications for grants are in the works.

In Pickett County Delilah Gibson reports that Friends are continuing to support library programs and buy supplies as needed.

Putnam County Library Friends supplied the funds for this sign.

The Putnam County Library is proud of its new lighted sign with movable print for publicizing events, thanks to the Friends. Pat Phillips adds that book sales continue the first Saturday of each month with preview sales for members only on the preceding Friday night. In addition, the Friends sponsored a Sunday afternoon author-lecture series with three local authors speaking about their books.

Sequatchie Honors Two Librarians

By Nina Hunt

Members of the Sequatchie County Friends of the Library have found the perfect honorarium for public service. At its annual meeting January 29 the Friends presented lifetime memberships in the organization to librarians Betty Worley and Donna Moore in recognition of the wonderful service they provide the residents of Sequatchie County.

Looking back, the Friends take pride in many accomplishments like funding the summer reading program, the children’s story hour, and Imagination Library; purchasing new software and firewall programs for library computers; making WiFi available to library patrons; matching funds for a technology grant; and conducting the spring book sale. Membership has grown over 30 per cent, from 70 in 2001 to 105 in 2007. Looking ahead, the Friends will sponsor a juried art exhibit for students in grades 1-12.

Friendly Words

“I spent 214 hours last year working on membership for the Friends. I loved every minute of it, but my husband tells me I should get a paying job. Seeing those membership totals rise each year is enough reward for me.” —Carolyn Page, Membership Chair, Friends of the Tellico Village Library, quoted in its winter 2008 newsletter
The Numbers
Diane Duncan, Putnam County library director, has calculated the return on the per-capita investment in her county’s library:

$9.47 = per capita spending
$7,039,980 = cost if citizens purchased books, videos, other materials checked out @ $20 per unit
$91,940 = cost of computer use (45,970 patrons at $2 per use)
$34,320 = value of reference questions answered (6,864 @ $5 per person)
$46,980 = value of attendance at programs (93,896 @ $5 each)
$109.35 = return on investment

Friends of Tennessee Libraries
7208 Scottsville Road
Lafayette, TN 37083

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

INDIVIDUAL MEMBERSHIP
- Individual $15/yr
- Individual Silver $50/yr
- Individual Gold $100/yr
- Individual Platinum $500/yr

FAMILY MEMBERSHIPS
- Family $25/yr
- Family Silver $50/yr
- Family Gold $100/yr
- Family Platinum $500/yr

ORGANIZATIONS
- 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 ____________________________

- Make checks payable to Friends of Tennessee Libraries
- Send to FOTL Membership Chair
  Connie Albrecht, 1560 Country Club Place, Cookeville, TN 38501-2062.

TEL: Your Library at Home
Go to <http://access.gale.com/tel2/> Then select your county and proceed.