



FRIENDS

OF THE MATHEWS MEMORIAL LIBRARY

January 2008

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FRIENDS MEMBERSHIP MEETING

JANUARY 15, 2008

10 A.M.

**MATHEWS MEMORIAL
LIBRARY**

ANNUAL ELECTIONS

**REPORT FROM
LIBRARY DIRECTOR**

HOPE YOU CAN COME!

All of which serves to remind me it's time for a "swan-song" from yours truly. My term as your President has been one of pleasure and satisfaction—pleasure in regular contact with both old friends and new, and satisfaction in the good work/community service done by the FOL. We will shortly elect new officers and board members and I can step back (though not jump ship) confident in the knowledge that THE BEST RURAL PUBLIC LIBRARY remains in the best of hands. Librarian Bette continues to enlarge membership with new programs attractive to members of all ages and walks of life. And the Library's financial stability and growth is secure in the hands of the FOL. New projects are in the wind – and will doubtless be reported separately.

Incidentally, and APROPOS of absolutely nothing, I am deriving much satisfaction in working on my family genealogy with staff member Becky Barnhardt. (She works, and I am satisfied!) In case you haven't investigated, one of our Library's great assets is its well-organized genealogical research facility. Try it, you'll like it. Once completed, the genealogy should make a nice legacy for my children. Anyone can do it.

And so, as in the orderly progress of any good organization, the old order changeth, and I will be passing on the Presidential reins—confident in the knowledge that the FOL will go forward from strength to strength in its work of assuring Mathews County's Memorial Library remains THE BEST IN THE LAND. With very best wishes for FOL's continuing success, I remain very truly yours,

Dear FOL:

There is an old and elegant word used in England – "SWANFALL" – to denote the time of the year when the swans return "home" (i.e. to one terminus of their migratory loop). For us here at Burton Point on the Piankatank in Hallieford, "swanfall" comes after Thanksgiving or, as this year, about December first. We welcomed back the great lovely white birds, as always, with relief and joy, reveling in their safe return and in their grace and beauty.

*John Dayton, President
Friends of the Mathews Memorial Library*

THANK YOU!

On behalf of all the Friends, thank you, John Dayton, for being President of the Friends during the past year. We have appreciated your guidance and wit. And thank you, Joyce McKelvey, for all of your long years of service to the Friends—most recently as Recording Secretary and Membership Chair. There are many wonderful people who help the Friends, whether it is by being on the Executive Committee, being a Library volunteer, helping with book sales, or by just saying “yes” when called upon to do something. Equally important are those people who make a donation to the Friends for the support of the Library.

FROM THE LIBRARY

Back to the Future

In 2000, the Mathews Memorial Library had fewer than 1,000 registered patrons. Today, seven years later, there are nearly 7,000 cardholders whose visits to the library average over 2,000 a month. In August, 2000, it was reported that 2,971 books were circulated. In August, 2007, records indicate that 3,777 items were checked out of the library. So, in summary, while the number of patrons has increased seven-fold, circulation activity reflects only a mild increase of less than a thousand. This leads to the conclusion that today the library, while continuing to serve its traditional role is also fulfilling a much more diverse role. This is both exhilarating and thought provoking.

The initial reaction is simply to say *whoopee* and forge ahead. A more measured response is to question what the information may mean. There are several possible answers. The pessimist may say people are not reading as much while the cynic could observe that the library no longer has the type of material that patrons want to read. In the library, we believe that the realist more correctly will propose that library users have changed how they access information, and thus the library has become an interactive center of information and knowledge.

As a staff, we believe we can no longer be bound by traditional practices. To this end, we have endeavored to both acquire and share the knowledge and skills that allow us to meet the expectations of our users. At the same time, we attempt to be diligent in continually accessing our programs and activities, including collection development, to ensure that both traditional and contemporary users receive the service they expect and deserve.

Staff work is not complete on where we will go with programming for 2008. I can tell you that our focus will be on children and teens, and our goal is to make the library a “young people’s place of discovery.” We want it to be a wonderful place for them to explore and grow. Because there are so many options in Mathews, we know that we can best achieve this goal through collaborative activities. We hope to work with many of the organizations in Mathews, spotlighting activities that will increase incentives for growth. We have chosen a theme for our summer program, which is “Nautical Neighbors.” The program will reinforce the concept of good stewardship through understanding our environment. This program will be held as usual during the month of July.

On the adult side, we will focus on extending the pleasures of reading through library programs and outreach activities. This will include inviting authors, expanding book club activities and introducing the availability of literature in new formats. We will continue many of our popular programs – music workshops to enhance the joy of listening to classical music and quarterly Sunday tea dances. Read It Mathews will be launched in March, and while we are not ready to announce the selection, I can report that it will bring a very well-known, popular author to the Library for a special presentation.

We will continue to rely on the Friends for encouragement and support. Thank you for helping to make the Mathews Memorial Library a center of culture and learning.

Bette Dillehay, Library Director

MEMBERSHIP RENEWAL

Do you have “2007” on your mailing label? It’s time to renew your membership in the Friends. Maybe you would like to upgrade to a “Life” membership at this time. An application is on the back of this newsletter. If you are a “Life” member who lives outside of Mathews and are no longer interested in receiving the newsletter, please let us know through our website, our address, or 804-725-0808.

NEWS FROM THE ORRELL BUILDING

There are now new words on our building; take a look as you go by. The words, “Book Store,” have been added under “Orrell Building.” This should help attract new customers in the future.

Twenty-five volunteers helped make sales during 2007. Many did several shifts. We made over \$7500 to help support programs and activities at the library. Many thanks to Mildred Stillman, who worked many hours behind the scenes putting out the signs, taking care of the proceeds, and making sure that everyone received the books they requested (if possible). She also worked every weekend during the summer.

There were some anxious moments when the shelves seem to have gaps, but Friends kept donating their extra books, and we just kept selling. During the winter, donations will stock the shelves for spring and summer. We will continue to price books as they were during 2007. Lots of bargains are available and even some of the few books with slightly premium prices are bargains. Books will continue to be placed on the FOL cart in the library for daily winter sales.

It is expected that 2008 will be another good year for the Book Store. Ideas for improving customer relations and increasing sales are always welcome. Do you have any ideas?? Would the volunteers like to meet one afternoon in the Orrell Building to talk about 2008 sales (and buy books)?? Let us know, 725-4264.

One customer in December asked if we sold gift certificates. We have done so in the past and sold her one. Gift certificates seem to be such a good idea, like bricks, that a box of certificates is being prepared for future sales. A sign announcing their availability has been printed and will be installed after approval by the Executive Board.

A new advertisement for the Mathews “FYI” is in the works for the two editions that are planned for next year.

The Orrell Building is open for sales the following Saturdays: February 2, March 1, and April 5. 9 a.m. – 1 p.m. (Or by appointment)

David and Jane Abbott, Book Store Co-Chairs

**DON'T FORGET THE FRIENDS BOOK
CART WITH BOOKS FOR SALE IN THE
LIBRARY LOBBY!**

MEMORIAL PATIO AND WALKWAY

Brick Orders keep coming in, but at a somewhat slower pace than during the last quarter. We received six orders compared to eight the previous quarter. There were 19 brick orders during 2007, down from 25 in 2006. However, there were some signs which foretell better results in the coming years. We are now receiving more orders from individuals who live outside the Mathews area, and we have received an order, which clearly originated from www.friendsofmathewslibrary.org (our website). Interestingly, one order was for a future event--a wedding which was to take place two months after the brick was ordered. The Orrell Building Book Store holds a folder with the up-to-date listing of all brick donors and brick inscriptions. Check it out when next you visit the Book Store. And, remember, all proceeds support the Library and the entire cost of the brick donation is tax free to the donor.

Roger Gamble, Chair

OPERATION PAPERBACK

We shipped out 156 books to the troops in 2007. These went to nine service persons. Two requests were for children's books to help with teaching English: Chaplain Palmer in Korea asked for books for Korean orphans who were hungry to learn English; the other request was from Karen Nordine in the Middle East. They had adopted a girls school and the principal wanted reading material suitable for ages 7-12. This accounted for 94 of the books.

If any Friends are interested in helping with Operation Paperback, the website is www.operationpaperback.org. This site will tell more about the program and also what kinds of books they are looking for right now.

Mildred Stillman

NEED INFORMATION QUICKLY? NEED TO DO SOME RESEARCH?

Go to www.finditva.com with your library card number in hand and you will be able to access all the library databases. You can print full-text articles from newspapers and magazines, get homework assistance, do medical research, get business and financial information, get other reference sources, access government documents, find literary critiques, and much more.

BOOK CLUBS

Read With Mathews Women – 10 a.m.

Jan.25 – Stones for Ibarra by Harriet Doerr
Feb.28 – The Year of Wonders by G. Brooks
Mar. 27 – Eat, Pray, Love by Elizabeth Gilbert

Mathews Men Readers – 11 a.m.

Feb. 6 – Pylon by William Faulkner
Mar. 5 – Water for Elephants by Sara Gruen
Apr. 2 – World is Flat by Thomas Friedman

NOMINATING COMMITTEE

The Nominating Committee of Joyce McKelvey, Doug Wilton, and Norma von Brock has submitted the following slate of candidates to be elected at the January meeting for service in 2008:

President	Neil Webre
Vice-President	Jane Senyk
Treasurer	Janice Phillips
Bldg. Fund Treasurer	Jack Stillman
Recording Secretaries	Judy Buzby and Pam Viens
Corresponding Sec'y	Nancy Lindgren
Book Sale Chairs	Jane & Dave Abbott Mildred Stillman
Brick Sales	Roger Gamble
Membership Chair	Millie Montgomery
Telephone Chair	Berit Hammond
Volunteer Coordinator	Norma von Brock
Newsletter Editor	Doreen Folzenlogen
Historian	Mary Pulley
Landscaping	Pam Machen
Ex Officio	Jack Ward

Members serving in other positions will continue and additional volunteers will be sought at the meeting.

Norma von Brock, Chair

LIBRARY BOARD OF TRUSTEES

The Trustees meet the second Tuesday of each month at 5:15 p.m. upstairs in the Library. Their meetings are open to the public and time is always set aside for public comments.

***"I CANNOT LIVE WITHOUT BOOKS."
Thomas Jefferson to John Adams,
Monticello. June 10, 1815***

**Friends of the Mathews Memorial Library
2007 Financial Summary**

Income		
Grants and Contributions	\$	45,252.82
Book Sales		7,497.28
Interest Income		2,128.27
Bricks and Decals		2,072.15
Memberships		905.00
Sale of Wagon		115.00
Total Income	\$	57,970.52
Expenses		
Library Support		
Programs	\$	9,603.00
Computers, Software		7,264.22
Books, Audio Tapes		4,206.05
Brick Work		2,500.00
P. A. System		1,635.00
Staff Development		1,362.00
Furnishings - Files		731.70
Sculpture - Children's Wing		300.00
Butterfly Path Sign		60.00
Total Library Support	\$	27,661.97
Operating Expenses		
Insurance	\$	513.00
Utilities		475.06
Postage/Box Rental/Permits		464.51
Brick Poster		441.88
Pavers		418.92
Orrell Building Sign		358.50
Sales Taxes		313.01
Newsletter		160.00
Misc.		154.11
Stationery, Office Supplies		148.04
Advertising		99.00
Subscriptions		65.00
Internet Expenses		61.47
Lease		12.00
Total Operating Expenses	\$	3,684.50
Total Expenses	\$	31,346.47

* Interest income has not been updated for year-end statements on certificates of deposit or earnings for the month of December.

Friends of the
Mathews Memorial Library
P.O. Box 127
Mathews, VA 23109-0127



BULK RATE
U.S. POSTAGE
PAID
MATHEWS, VA
PERMIT NO. 20

RETURN SERVICE REQUESTED

Date: _____

I Want to Open/Renew My Membership.

Remittance is enclosed to:

- Open My Lifetime Membership @ \$50 person
- Open My Annual Membership @ \$5 person
- Renew My Annual Membership @ \$5 person

I want to Support Library Special Projects.

- Enclosed is my gift of \$_____.

Mr/Mrs/Ms _____

Name

Telephone

Address

E-mail Address

Post Office

State

Zip

*Contributions to the Friends of the Mathews Memorial Library
are tax deductible. Make checks payable to
Friends of the Mathews Memorial Library and mail to P.O. Box 127, Mathews, Virginia 23109-0127.*

