



# FRIENDS

OF THE MATHEWS MEMORIAL LIBRARY, INC.

## *From the President...*

Dear Friends,

The Friends have been very active since the last newsletter was published.

In July, the Board unanimously voted to hire Mary Ellen Stumpf, a not-for-profit consultant who has worked with a number of libraries, to prepare an assessment study of the fundraising potential for the library addition project. Mary Ellen Stumpf has served the non-profit sector for 33 years. In 1988, she established Stumpf & Associates, Inc. to provide comprehensive consulting services for a broad range of not-for-profit institutions, foundations and associations. She specializes in libraries, the arts, museums, preservations and schools. Among the various libraries with which she has worked are Charles City County Library Campaign and Heritage Library Foundation, Fairfax County Public Library and its Foundation, Library of Virginia and its Foundation. Her participation with FOL, Inc. began in mid- August. As I write these comments, the executive summary is being prepared and will be presented by Ms. Stumpf at the FOL, Inc. general membership meeting on November 15<sup>th</sup>. The report is based on personal interviews with individuals representing a cross-section of the county, on personal interviews with board members and the Library Director, and by attending board meetings. Additionally, information and documents were gathered to provide Ms Stumpf with an understanding of Mathews County, Mathews Memorial Library, and the FOL, Inc.

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FOL opened the doors at 243 Main Street, the H. Bland Hudgins Building, for an open-house for FOL, Inc. members on September 7<sup>th</sup>. The building was open to the public during Market Days. Comments from the public and members were very supportive of the project. In addition, visitors were awed by the space (~3800 sq. ft in the building and ~1500 sq. ft in the courtyard) and how this addition will expand the existing Library.

The agenda for the general membership meeting will include the election of four board members to serve for the next three years. Each year, the general membership votes on new directors. Three directors will be elected in 2012, as well as in 2013, to serve for three years. The eleven board members terms are on a rotational basis.

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## **GENERAL MEMBERSHIP MEETING**

**November 15, 2011 - 10:00 a.m.**

**John Warren Cooke Room**

**Mathews Memorial Library**

*Mary Ellen Stumpf will present her assessment of the fund raising potential for the library addition.*

*From the Library Director..*

## Our New Reality

Public libraries are not a new idea! Egyptians and Romans housed clay tablets and papyrus scrolls, storing them for shared reading. Centuries of advances in the printing press, moveable type, publishing and distribution forged the public library into the form that is most familiar to us today. However, with increasing rapidity, this familiar institution is evolving into an unconventional and, to some, evermore fragile model as the public library environment is more unsettled than it has been for many decades. Studies show that approximately 77% of the world's population uses the Internet while 85% own a phone and 73% own a book. In January 2011, there were 16.9 billion searches recorded on the more than 1 trillion web pages that exist. By comparison, public libraries estimated handling 309 million reference questions.

Public library managers and boards are facing unprecedented challenges. The rapidly changing external environment is affecting all libraries. People turn to the Internet for answers rather than asking a librarian; social networking is rapidly overtaking Google and other search engines as the primary way people use the Internet. There has been an explosion of user-generated content; the sale of e-books is increasing daily, and more and more of the content that libraries make available is stored in off-site servers and accessed electronically. Peter Drucker says "The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's logic." Library managers can deal with this shifting landscape in one of two ways: they can fight to maintain the status quo or they can re-imagine and re-allocate the public library into a new reality that makes the connection between community needs and library services.

To re-imagine is to form a new conception. To continue as a viable institution, the library must have a transformational effect. A successful library changes the lives of people in the community. For libraries this means examining the changes in the way people find and use information. Even while many question the continuing role of the library, we know that more people are coming to the library in spite of the fact that it is not perceived as an adrenaline producing place. We know also that there is a demographic shift with a less affluent and more diverse profile of those who use the library. In reshaping the library, the services we provide will depend on our ability to be flexible, to ensure connectivity and to create a sustainable learning environment.

Money buys resources and services. According to the Library of Virginia, the Mathews Memorial Library serves a community of slightly over 9,000 (9,202 registered patrons) with local government income of \$23.19 per capita. In redefining ourselves, the library has shifted emphasis to include expanding computer training workshops, creating the Career Connect Center and partnering with the schools to provide extending service beyond our physical space. Other initiatives are near fruition.

### Upcoming Events *at a glance*

**Pre-School Story Time**  
Wednesdays, 10:00 am

**Career Connect Center**  
Thursdays, 10:00 am

**tech stew**  
**Facebook and Social Networking**  
November 15, 1:30 - 4:00 pm

**Microsoft Powerpoint**  
**2007 Foundation Level**  
November 14, 15, & 16, 6:30 - 9:00 pm

**Digital Camera Workshop**  
November 19, 10:00 - 12:30 pm

**Microsoft Publisher**  
December 5, 6 & 7, 1:00 - 3:30 pm

**tech stew e-Commerce**  
**A Look at eBay and PayPal**  
December 13, 10:00 - 12:30 pm

**Deck the Halls**  
**A Dickens of a Christmas**  
December 4, 2:00 - 4:00 pm

you can visit the library's website  
for complete descriptions and for  
registration requirements

[www.mathewslibrary.org](http://www.mathewslibrary.org)

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## Our New Reality *cont'd*

Recently, our e-book future has become much brighter. In the coming weeks, we will inaugurate electronic access for patrons to up to 400 titles, both printed and audio, through participation in a consortium of regional libraries. The tools of such access can prove discomfoting, both for patrons and staff. To help public library users feel more comfortable, the Library of Virginia has created "Technology Petting Zoos." Items in the Zoo include e-readers, an iPad and several other devices. We were excited to learn recently that the Mathews Memorial Library staff was selected to be regional zookeepers for one of six units.

To reshape requires re-allocating and letting go of some of the past assumptions and practices. Determining where and what to reduce or eliminate can be a daunting task. It is best accomplished by identifying options and thinking "inside the box," i.e., obtaining data and opinions of staff and users as to the value and importance of existing resources and services. To date, the staff has suggested reducing the purchase of non-fiction titles and eliminating the acquisition of audio tapes. Before taking such action, we would collect user feedback since, regardless of trends or change, our mission is to spend public dollars in the way the public wishes them to be spent.

*Bette Dillehay*  
*Director*

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## From the President... *cont'd*

The Board has accepted with regret the resignations of Nancy Lindgren, Roger Gamble and Millie Montgomery for personal reasons. Their contributions, both individually and collectively, have enriched the FOL, Inc. and have been appreciated by all. New members are Bronwyn Hughes and Christine Ulrich. Upon retirement as County Administrator, Steve Whiteway will be joining the Board. We wish our former board members a fond farewell, and we welcome our new members with all that they will bring to FOL, Inc.

We look forward to seeing you on November 15th at our General Membership meeting.

*Maree Morgan*  
*President*



*Bette "cutting a rug" at the October Tea Dance*

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## IN THEIR OWN WORDS...

We received the following note dated August 8, 2011.

*Dear Friends of the Library,*

*My husband and I wish to express our heartfelt appreciation for your support of the children's program during July at the Mathews Library.*

*Our 8 year old grandson and 6 year old granddaughter participated for the first time this year and thoroughly enjoyed the experience.*

*Bette Dillehay and her team provided a program filled with fun and enrichment. Each day the children told us what they did and what they learned. Although they didn't know any of the other children, I felt they were in a caring environment and that their small group leader knew them.*

*My husband and I would like to give a check as another way of saying thanks.*

*Sincerely,*  
*Tony and Marianne Rizzio*

***From the Treasurer ...***

FRIENDS OF THE MATHEWS MEMORIAL LIBRARY, INC.  
 Summary Year-to-Date Treasurer's Report - 10/15/11

Income		\$37,746.02
Operating Expenses		\$6,322.42
Program Expenses <sup>1</sup>		\$60,942.73
Liquid Assets:		
	Checking Accounts & Cash	\$52,986.85
	Reserve Fund	\$20,126.92
	Special Projects Fund <sup>2</sup>	\$90,322.65
	Total	\$163,436.42
Tangible Assets: <sup>3</sup>		
	Realty	\$312,700.00
	Equipment & Furniture	\$4,038.04
	Book Store Inventory <sup>4</sup>	\$0.00
	Total	\$316,738.04
Long Term Liabilities:		
	Library Addition Realty <sup>5</sup>	\$154,700.00
	Library Addition Trust <sup>6</sup>	\$30,735.62

## Notes:

- 1 These include amounts spent for Library support and for the development of the addition to the Library.
- 2 This fund holds long term savings for major projects.
- 3 Valuations: realty = assessed value; all else = depreciated cost.
- 4 The book store holds over 11,000 volumes, valued at \$0 for accounting purposes because all inventory was donated.
- 5 Friends owns the library addition realty under the obligation to transfer it to the County after the addition project is complete.
- 6 This trust holds donations from Friends and from others for the purpose of developing the Library addition.

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**Newsletter News...**

With each quarterly newsletter this year, the number of members who have agreed to receive the newsletter electronically has increased. Thanks to all of you who are participating in this program. We realize that the electronic newsletter is not an option for many of our members, but if it is an option for you and if you would be willing to receive your newsletter electronically, please send a message to that effect to our email address at [friendsofmathewslibrary@gmail.com](mailto:friendsofmathewslibrary@gmail.com).

## USED BOOK SALES ORRELL BUILDING

### FALL (2011) & WINTER (2012) USED BOOK SALES

#### *Behind the Library*

October – December 2011  
&  
January – April 2012

The book store will be open on  
the 1<sup>st</sup> & 3<sup>rd</sup> Saturdays of each month.

***Watch for our sign on Main Street***

Members will be notified by e-mail if we have additional openings. Are you a current member? Do we have your e-mail address?

**Thank you** to everyone in the community and surrounding area for donating all the wonderful books for our sales.

**Thank you** to two new members who are now helping the Friends to sort and shelve books: **Martha Arnold** and **Barbara Churray**.

**Thank you** to the additional members who volunteered in the book store, July – October: **David Abbott, Ed and Michael Cannon, George and Delores Goode, Nan Hathaway, Pat Kinsley, Joan Metzger, Millie Montgomery, Diane More, Maree Morgan, Pat Neiger, and Barbara Sampson**.

As you can see, we have a successful used book store because of our many friends and volunteers who donate books, sort and shelve books, and work on sale days.

There will be a Used Book Store Report for the past six months available at our next Friends meeting on Tuesday, November 15 at 10:00 a.m.

Come and join us at that meeting with tours of the used book store following the meeting.

*Jane Abbott*  
Chair, Used Book Sales

## BRICK WALKWAY & PATIO

Brick donations dropped off somewhat this quarter but the three donated bricks guarantee that this will be a banner year for the Walkway & Patio.

The final tally of donations will certainly surpass any we have received during the past several years. Donations remain constant - \$100 for a 4"x4" brick and \$150 for a 4"x8" brick. We welcome your requests as to where you would like the bricks installed and will make every effort to follow your wishes. However, certain areas of the Walkway & Patio are cemented in, and it is not possible to remove existing bricks and install new ones in those areas. Should you need to be reminded of where your bricks have been installed, I maintain a listing of donors, inscriptions and locations of all bricks. The list of donors and inscriptions is always available in the Friends Book Store whenever it is open.

Contact me should you have any questions.

*Roger Gamble*



***The Book Store will be open immediately after the membership meeting.***

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

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I Want to Open/Renew My Membership.

Remittance is enclosed to:

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

I Want to Help the Friends Support the Library.

Enclosed is my gift of \$ \_\_\_\_\_.

Mr/Mrs/Ms _____	_____	_____
	Name	Telephone
_____		_____
	Address	Email Address
_____		_____
City	State	Zip Code

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

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[friendsofmathewslibrary@gmail.com](mailto:friendsofmathewslibrary@gmail.com)