



Bookworm

BULLETIN

Friends of the Jackson
County Main Library

Winter 2011

Mary Selzer Receives Highest Honor from NC Public Library Directors Association

By Betty Screven

Mary Selzer has recently received a high honor, an award which is well deserved. The statewide award of "Library Friend of the Year" was presented to Mary at the North Carolina Public Library Directors Association meeting in Chapel Hill, NC on December 2nd. Karen Wallace, director of the Fontana Regional Library System nominated Mary for this award.

To summarize some of the reasons Mary was chosen for this award, I will quote from the application.

"Mary Otto Selzer is an extraordinary volunteer in the Friends of Jackson County Main Library (FOJCML) in Sylva, NC. Through her creative and dedicated leadership, she has lifted the Friends organization to a new level of excellence. Her vision, her financial and organizational acumen, her relationship building, her ability to recruit volunteers, and her focused approach to everything she does has strengthened the Friends organization immeasurably. Moreover, her guidance has enabled the FOJCML to successfully drive a fundraising campaign for the new Jackson County Public Library Complex that has raised over \$1.8 million for furnishings, fixtures, and equipment."

Mary, who has previously served as president of the Friends of the Jackson County Main Library and head of the Friends of the Library Bookstore, has a long range vision about how the Friends can best serve the Jackson County Public Library. She has the ability to take a global view of any given situation.

To quote Mary from her acceptance speech, "I am honored to accept it on behalf of all the dedicated volunteers in Jackson County who, through sheer determination and hard work, raised over \$1.8 million to breathe new life into the historic Jackson County

Courthouse which – with its 20,000 square foot addition – will soon open as the Jackson County Public Library Complex."

Mary concluded her speech by saying, "I would like to leave you with a saying I found in, of all places, a Hallmark store, that captures our winning philosophy– 'Half of doing is believing you can!'"

Throughout her many months as co-chair of the Capital Campaign, Mary has maintained her commitment to the Friends organization as a whole. Those of us who work closely with Mary are impressed with her strong leadership, her dedication and her foresight.



Mary Otto Selzer, left, receives her Library Friend of the Year Award, from Karen Wallace, Director of the Fontana Regional Library.

**FRIENDS OF JACKSON COUNTY PUBLIC LIBRARY USED
BOOK STORE TEAMS UP WITH LOCAL BOOK STORE**

BY SANDRA BURBANK

(The following article is the result of an email correspondence with Jillian Kalonick, Marketing/Public Relations Specialist of the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) a month ago.

Intrigued by the relationship and joint efforts of the Friends of the Library Used Book Store with City Lights Book Store and non-profit organizations. Jillian requested an article to appear in their November ALTAFF publication, “THE VOICE for American Libraries.” The article, as it appeared in “THE VOICE” follows.)

The Friends of the Library Used Book Store has enjoyed a positive relationship with City Lights Book Store, the independent, retail bookstore in Sylva, N.C., for a number of years.

The Friends and City Lights staffs have worked together to produce five editions of the Great Smoky Mountains Book Fair. This community book fair featured regional authors with 20% of the book fair sales donated to the new library complex.

The City Lights staff and Friends also worked together on Books for Bricks, a children’s summer reading pledge fundraiser, benefiting the New Library Fund. At present, a donation jar for the new library is located on the counter of many downtown Sylva’s businesses, including City Lights. City Light’s owner has made a large donation to the new library in honor of the employees. City Lights regularly donates books weeded from their shelves to the Friends Used Book Store. The two bookstores send each other customers when they don’t have items customers are searching for, calling ahead to determine availability.

The Friends group also has beneficial relationships with other non-profit partners in Sylva. The Arts Council has supported the new library with donations and grant funding, which has helped with the book fair. Sylva Garden Club made a noteworthy contribution to the new library. Both of these non-profit partners are welcome to use the bookstore to fund raise since they benefit the new library and do not have retail outlets.

**Bestsellers from the “NY Times” that the
library has on the New Book Shelf**

FICTION

- *American Assassin*, by Vince Flynn
- *Fall of Giants*, by Ken Follett
- *The Girl Who Kicked the Hornets Nest*, by Stieg Larsson
- *The Reversal*, by Michael Connelly
- *Safe Haven*, by Nicholas Sparks
- *Freedom*, by Jonathan Franzen
- *Our Kind of Traitor*, by John Le Carre
- *Don't Blink*, by Kathryn Stockett
- *Painted Ladies*, by Robert B. Parker
- *Bad Blood*, by John Sanford
- *Getting to Happy*, by Terry McMillan
- *Legacy*, by Danielle Steel
- *Wicked Appetite*, by Janet Evanovich
- *The Charming Quirks of Others*, by Alexander McCall Smith
- *Djibouti*, by Elmore Leonard
- *Mini Shopaholic*, by Sophie Kinsella
- *Crooked Letter*, Crooked Letter, by Tom Franklin
- *The Valcourt Heiress*, by Catherine Coulter
- *The Brave*, by Nicholas Evans
- *The Postcard Killers*, by James Patterson and Liza Marklund
- *Playing the Game*, by Barbara Taylor Bradford

NON-FICTION

- *Pinheads and Patriots*, by Bill O'Reilly
- *At Home*, by Bill Bryson
- *The Warmth of Other Suns*, by Isabel Wilkerson
- *Outliners*, by Malcolm Gladwell
- *The Big Short*, by Michael Lewis
- *The Immortal Life of Henrietta Lacks*,

by Rebecca Skloot

Student Volunteers Helping our Library

By Margaret Agee

As the call for volunteers increases with the new library, the Friends of the Library are grateful to have high school and college students involved in helping in many aspects of all the different components that make up the Friends Organization. Below are some of the diverse ways that have benefited both the students and the library.

Marissa Duncan

Marissa is a sophomore at Western Carolina University. She is an English Education major with a passion for the Classics which will serve her well as she plans to teach High School English. Marissa learned of opportunities to volunteer with the Friends at the Service Learning Fair during her freshman year. Marissa works with Mary Selzer on Sunday afternoons at the front desk at the book store. "It is a nice break from my school work."

Madison Lovedahl

Madison is junior at Smoky Mountain High School. She is a New Century Scholar. This program provides young people in our area with scholarships to our local institutions of higher education. It also offers community service and encourages its participants to share their time and talents by volunteering. Madison learned about the Friends through her aunt. She has been helping Mary Selzer with the administrative work associated with the Capital Campaign, and will also be volunteering with the bookstore.

Two groups of students at Western Carolina University recently worked with the Friends organization in conjunction with their professor and classes.

Western Carolina University Film Project

Class: Directing the Documentary

Professor: Arledge Armenaki

Assignment: Make a documentary about a service organization in the Appalachian/Western Carolina University region

Students:

Leah Thomas, Motion Picture Production Major
Director

Liz Oslund, Motion Picture Production Major
Director of Photography

Kat Dills, Motion Production Major
Camera and Sound

"We singled out the Friends of the Library as our service organization because each of us are bookworms and love to read. We hope that, with this film, we can not only promote the Friends of the Library, but also promote reading. We will be showing the film, which we shot around the bookstore and the current and new library, at the annual Controlled Chaos film festival in late April that Western holds."

Western Carolina University Communications Project

Class: Communications

Professor: Debra Connelly

Assignment: Help an organization to better market and promote themselves—target a specific audience

Students:

Rebecca Thompson, Communications/PR Major
Amanda Profitt, Communications/Broadcasting and
Broadcast Sales Major

Claire Karriker, Communications/ PR and Leadership Major
These three students met weekly with FOL volunteers to research and gather information about where a need might be. They took a new library tour, and even helped put together a Friends of the Library quarterly newsletter.

After exploring several options, from reading contests in elementary schools to gathering information on how easy it is for WCU students to get a library card, they decided to put together a manual to help the organization with Social Media. The girls created a Facebook page, and wrote out instructions on how to work with Facebook, Twitter and YouTube. They also designed and had printed 500 bookmarks promoting the new ways to communicate through Social Media.

*Musing from your librarian...by Dottie Brunette***Tag, you're it!**

Who's it? The amazing number of volunteers showing up at the Jackson County Library, that's who. Currently we have 13 teams signed up and trained for our RFID Project. Don't you want to join the tag teams? What are they doing?

In preparation for the move to the amazing new Jackson County Public Library Complex, all materials in the library except newspapers and magazines have to be tagged with security tags. Our legion of stalwart volunteers is placing tags in the back cover of each book. Since the library owns about 40,000 items, this is not a small undertaking. Library staff members are handling all items being returned to the library as well as new purchases, but we cannot complete the project alone.

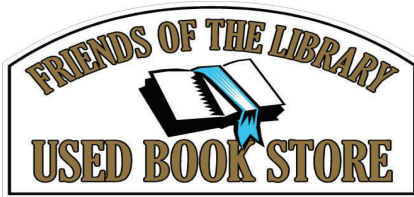
Known as RFID for radio frequency identification the tags link an item's information and its bar code to the library circulation and security system. RFID tags, a technology once limited to tracking cattle, are tracking consumer products worldwide including books and other media. Instead of checking out one item at a time at the Circulation Desk, these RFID tags will communicate with an electronic reader that will detect every item and check each title out almost instantly either at the Circulation Desk or at a self-checkout station. The tags also alert the system if an item has not been properly checked out by sounding an alarm. All returned items check-in immediately when placed in the interior book drops. Patrons are assured that all their returned items are properly and electronically checked in. Currently, the Macon County Library uses this system and before it is over every library member of Fontana Regional Library will be using RFID.

Working in teams of two for 2 to 3 hours per day, folks are moving right along with the project. Training took place on November 1 for those were able to attend, but it takes less than 15 minutes for a staff member to train the uninitiated. The Library officially started tagging on November 15 with one or two shifts of tag teams each day Monday through Friday. The project will probably continue through the end of January or possibly into February so many teams will be needed. If you would like to volunteer please come by the library and fill out a brief form or call us at (828) 586-2016 to sign up.

A TRIBUTE TO VOLUNTEERS*--(Author Unknown)*

V aluable is the work you do,
O utstanding in how you
 always come through.
Loyal, sincere and full of good
 cheer,
U ntiring in your efforts
 throughout the year.
N otable are the contributions
 you make,
T rustworthy in every project
 you take.
E ager to reach your every
 goal,
E ffective in the way you fulfill
 your role.
R eady with a smile like a
 shining star,
S pecial and wonderful - that's
 what you are!





OPPORTUNITIES



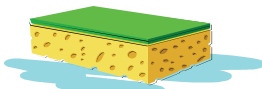
The day we celebrate Martin Luther King's birthday has been designated by our President as a day of volunteering. The Friends of the Jackson County Main Library has participated for the last two years by offering opportunities for citizens to volunteer at their Friends of the Library Used Book Store.

You are invited to come to the bookstore, located at 536 W. Main Street, Sylva and participate in our attic cleanup project from 10:00 a.m. to 4:00 p.m. on January 17, 2011. The store will be open to customers that day.

VOLUNTEERS PLEASE TAKE NOTE

Our cleaning this year will be held on March 14 – 17, 2011 from 4:00 PM until 7:00 PM. We will close the store for one day, Monday, March 21 so that our carpet can be cleaned. We will reopen on Tuesday, March 22 and resume our regular hours.

You may volunteer for as many hours as your schedule permits. By the time we are finished, the store and all of the contents will be "spic and span."



Jeri Winkels, our Volunteer Coordinator will be calling you at the beginning of March. Please answer our call for help.

Typical Days/Typical Stories

Young, Curious and Determined...

A new regular customer is a home-schooling mother of four sons. Her youngest is six and recently has been trying on various ideas for what he will become "when he grows up." He was sure that being a swordsman was a good choice for a while but then after talking about career opportunities with his mother, he decided it would broaden his scope much more to become a knight *and* a swordsman.

Since the family had a beach vacation, a new vocation has come into focus – deep-sea diver. He asked his mother if one could make a living with diving or if it was just a fun thing to do. She said there are professional divers. Then he asked what a diver did to make his living. His mother answered that divers discover treasures that have been lost and that Maritime Law says the diver can keep all he finds. His professional goals were set when he heard this. Since then, he has been reading and asking his mother and father a lot of questions about diving since then.

This brings us to the bookstore. His mother and he visited the bookstore recently. He decided after a bit of shelf study that he would like to purchase a book about whales. When his mother looked at the book, she told her son that it was not a children's book and asked if he was sure of his choice. Her son replied, "If I am going to be a professional diver, I will want to know what is in the water with me."

Compliment...

One afternoon, a couple came into the bookstore to check out our merchandise. They are book dealers from Columbia, SC. After looking around, they set to work selecting books, finally settling on \$50 worth of books. They took a card that shows our hours so they would know when to come back.

Before the man left, he told me that they deal with Friends of the Library organizations all across North and South Carolina and that our bookstore was, "the cream of the crop." He complimented the quality of our inventory, the organization and the appearance.

Betty, the Scrivener, Friends' Indispensible Volunteer 2010 Volunteer of the Year...Betty Screven

By June Smith, President of the Friends

Betty Screven, while not actually a scribe, does more writing for the Jackson County Friends of the Main Library than Herman Melville's Bartleby ever conceived of. Her dedication to Friends as Public Relations/Special Events Committee chair for the past four years has enabled the Friends to enhance its reputation as a vital community organization and over the past two years to raise over \$1,800,000 to purchase the furnishings, fixtures, equipment, and an enhanced collection for the new Jackson County Public Library Complex. Without Betty's untiring efforts to ensure that everyone in Jackson County and the region beyond knows about the new library and has an opportunity to contribute to it, the Capital Campaign would not have met its goal. Exceeding our goal is a feat many outside detractors said couldn't be done. Betty has been crucial in proving them wrong. For her indefatigable commitment to publicizing Friends, the library, and the Capital Campaign and the good cheer with which she does everything, **Betty is our volunteer of the year.**

Board Member

Betty's involvement with Friends did not begin with the Capital Campaign. She has been a member of the Jackson County Friends for five years and a member of the board of directors as Public Relations/Special Events Committee chair for the past four. She began volunteering by working one four-hour shift per week in the Friends Used Book Store in downtown Sylva. Even during the height of the capital campaign when she was putting in 30-35 hours per week, she continues to work her shift at the book store. Being the Friends' face in the bookstore has allowed Betty to do one of the things she does best, which is to build relationships. Her keen ability to foster relationships is key to her success in the Capital Campaign. Fund raising always begins with friend raising.

Newsletter Editor

Betty began writing for Friends when she became involved with the newsletter. It was not long before she was asked to be editor, which she has done for four years. During that time she has moved the quarterly newsletter from a black and white four-page paper to the handsome eight-page, four-color publication it is today. Betty also contributes each quarter to the *Fontana Flyer*, the system's newsletter, so that citizens in our three county area know what's going on with library activities in Jackson County.

Advertising Manager

Betty places all ads in local and regional newspapers and publications aimed at tourists and local folks alike to publicize our Used Book Store's sales and events.

Capital Campaign Publicist

When the groundwork for our \$1.6 million Capital Campaign was laid, it was only natural that Betty became the publicist for the campaign. She accepted the challenge gladly and in retrospect says, "The Capital Campaign is the most fun I have ever had as a volunteer. I love seeing the outcomes. That makes it all worthwhile. Nothing has given me the pleasure that this project has."

Her first special events were community focus groups she arranged and publicized in the spring of 2007 to give input to the consultant, on what kind of library the community wanted. She then produced a handsome brochure for distribution to prospective donors as well

as other ancillary materials such as the campaign logo, window stickers, and donation boxes for merchants to use. To indicate progress in reaching the campaign goal, she developed a banner showing the family in the logo climbing the steps of the historic Jackson County courthouse, a focal point of the new library complex. The family is now on the top of the 107 steps leading up to the courthouse portico!



Betty Screven, Friends' Publicist

In her effort to reach every citizen of Jackson County and many in adjoining counties, Betty set a goal of having an article about the capital campaign, the current library, or the new library in the weekly *Sylva Herald* a minimum of every other week and as often as they would publish her materials in the regional *Smoky Mountain News*. She developed a great working relationship with the newspaper staffs. From her background in consumer marketing and public relations with First Union National Bank, Betty understands that you must get your message out repeatedly in order for it to stick and be acted on. Every time she overheard someone say, "Oh yeah, I saw that in the paper," she knew her strategy was working.

Special Events Coordinator

Realizing that special events and public relations go hand in hand, Betty has also spearheaded crucial special events associated with the Capital Campaign. The Groundbreaking Ceremony for the new library, which was chaired by volunteer Kathy Kay, was a grand event that included music by the Smoky Mountain High School Jazz Band, brief speeches from community leaders, turning of dirt, and a festival with storytelling, face painting, puppet making, drumming, bluegrass music, refreshments, and lots and lots of balloons. Betty is a team player and has a committee to help carry out events; however, it is her careful planning and judicious follow through that ultimately ensures their success. She is fun and easy to work with, which makes her committee and its volunteers want to do their best. Other special events she has lead include musical events, several theatrical productions, a Southern Living Home Show, basket raffles, and the public announcement of the \$200,000 USDA grant which put us over our fundraising goal. It is no surprise that Betty and her committee are already hard at work planning the Grand Opening of the new library complex, set for June 11-17, 2011.

Although Betty sees herself in a support role within the Friends organization, she has demonstrated outstanding leadership in setting goals and never wavering until they are reached. She is a trusted and admired Friend without whose insight, relationship building, and tireless planning and writing, a new Jackson County public library would still be a long way off. She is indeed an indispensable volunteer. More than anyone I know, Betty embodies the Friends' slogan, "CONTRIBUTING, ENCOURAGING, ENRICHING."

What Our New Library Can Mean to our Community

By Margaret Agee

As the new library finishes up construction with a grand opening planned for 2011, the inevitable question can be...what does this mean to Sylva and Jackson County? In today's fast paced technology, with so many choices and so many ways to get information, does the public library make a difference?

To quote the website *Literature Young Adult Fiction*, "Libraries are necessary for the literacy and education of a community"....."Without them the value and the wealth of a community go down"... "Libraries host events and services that the community wouldn't see without them. Just think....without libraries, where would you go to work on a school project or paper? Where would you go for a free lecture on Personal Finance? Where would you go for direct access and help on job searching or career building?"...."Libraries are responsible for bringing communities together."

And why have so many wonderful volunteers worked so, so many hours and so many years to have our new library built?

Betsey Hamlet, who has helped design a database to capture prospect and donor information: "The library was first my refuge and then my bridge into a new community. I think everyone needs the opportunities a vibrant, living library offers."

Betty Screven, 2010 FOL Volunteer of the Year: "The new library complex will combine a building of historical significance with new construction. I believe this facility will serve as the cultural center of Jackson County."

Mary Selzer, recent winner of the "Library Friend of the year" from the NC Public Libraries Directors Association, chose to quote a speech from Right Honourable Adrienne Clarkson: "Our links to the past, our bonds with the present, our path to the civilized tomorrow are all maintained by libraries. They are agencies of the public good."

And finally, to **Kathy Kay**, who has helped plan several events for the library, "I decided to move to Sylva because they were building a new library and had Annie's Bakery."

MEMBERSHIP FORM

Membership Levels:

- Students & Seniors** \$10
- Individual** \$15
- Household** \$25
- Sponsor** \$50
- Benefactor** \$100

Price:

- Nonprofit Organization** \$25
- Corporate Sponsor** \$100
- Corporate Benefactor** \$250
- Corporate Patron** \$500+
- Individual Lifetime Patron** \$250

Name(s): _____

Address: _____

Phone: _____ Email: _____ Date: _____

I am interested in learning more about volunteer opportunities with the Friends or at the library.

New Membership **Renewal**

Membership year runs from July 1 to June 30. Please make checks payable to: Friends of the Library.

Friends of the Jackson County Main Library
P. O. Box 825
Sylva, North Carolina 28779-0825

U.S. Postage Paid
Sylva, NC
Permit No. 20

**Visit “Friends on Main”
Used Book Store
536 West Main Street
Sylva, North Carolina 28779
828/586-1221
fojcml@gmail.com**

Hours of Operation
Monday-Thursday 10:00 a.m.— 4:00 p.m.
Friday-Saturday 10:00 a.m.— 6:00 p.m.
Sunday 12 noon—4:00 p.m.

Winter 2011 Friends of the Jackson
County Main Library

We're on the web!
fojcml.org

Wanted

An outstanding volunteer opportunity is waiting for the person who loves the library and likes working with people. The new library complex will need volunteers to help the activities taking place there, and someone will need to train the volunteers and schedule their work. If you think you might be just this person, please contact June T. Smith at (828) 293-5550 for more information.