## Winter 2007

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www.rochesterpubliclibraryfoundation.org

#### **Donor Corner**

The Rochester Public Library Foundation is pleased to welcome five new corporate sponsors: US Bank, AirTran Airways, John Hardy's Bar-B-Q, McGough Construction, and Premier Bank. Businesses benefit by partnering with the library. Financial support enables the library to provide better services and increase the quality of life in the community for employees and clients. A library sponsorship sends a strong message about an organization's commitment to our community.

Along with Yaggy Colby Associates, Construction Partnership, and Jaspers, US Bank provided underwriting for Wit, Wisdom and Wine 2007, the Foundation's annual fund-raising gala. AirTran Airways also supported Wit, Wisdom & Wine by providing two round-trip travel vouchers as the prize for a raffle held in conjunction with the event.

John Hardy's Bar-B-Q will be sponsoring teen programs in 2007. Teen programming not only engages youth, but also helps promote the joy of reading and library appreciation.

Rochester Reads is an annual program that also promotes the joy of reading to the community, and we are pleased to welcome McGough Construction as a co-sponsor, along with Yaggy Colby Associates, of the author visit.

Premier Bank will be touching the lives of the youngest members of the community this year by sponsoring children's programs. Introducing children to the library at a young age is vital to making them readers and learners all through life.



The Rochester Public Library Foundation is very grateful to these generous companies and to all businesses in the community that provide gifts and sponsorships to the library.





Amy Pham recently turned 5 years old and she had a birthday party complete with presents. The special thing about the presents was that they weren't just for Amy, but for all the children in the community, because they were for the library.

Amy is a frequent library visitor; and one day she noticed a book plate in a book stating that it was purchased with a donation from someone. Amy was struck by that, and she told her mom that that was what she wanted for her birthday. Amy's mom contacted the library and asked for a list of needed children's books, and Amy's friends brought wrapped books to her party for Amy to donate to the library.

A philanthropic spirit in children is spreading across the country. It is a sign of hope for our world that children, with big hearts and encouraging parents, are realizing early in life that it is better to give than to receive.



**Audrey Betcher** 

#### Changes are a comin'.....

From the Director's Desk

Part of our strategic planning for 2007 has included implementing merchandising techniques. Under the strategic issue of "Access to Rochester Public Library Services, Programs and Collections," our goal is to provide adequate facilities for needed library services. Our action plan for 2007 states: Evaluate and implement merchandising techniques to increase access and add appeal to the library's collections.

So what does merchandising really mean in a library? One of our goals as librarians is to make our collection accessible. For many, that means that materials are in the right place, in the right order,

so that users can find the specific item they are looking for. But for many who come in to browse, all those books with the spines facing out are unappealing (the publishers create eye-catching covers for a reason!) and it is difficult to find something that really interests them. So we asked ourselves, "Can we do both?"

We have a merchandising team who has been studying merchandising in libraries. They attended a training session at the Minnesota Library Association conference last fall. They read about it. They visited libraries in the Twin Cities to see how they merchandise. Then they worked very hard to create a proposal to increase visibility of the incredible resources we have at the Rochester Public Library. Some of the things you'll see:

- Better use of the library's walls and aisle end caps using slat walls and plexiglass to display materials with their covers out
- More gondolas and octagons to create "market places" for displaying materials
- · Moving computers to open spaces for the market places
- Highlighting the best view in the library. The second floor reading area will move to the rotunda with the view overlooking the river.

Merchandising will be an on-going effort, but you will begin to see major changes in mid-February.

### Murals in Skyway



If you usually enter the library through the main entrance on the street, you are missing the new murals that are painted on the walls in the skyway entrance. These murals were painted by Joy Horsley - Unique Touch Painting. The murals feature themes such as: Cooking, Astronomy, Travel, and Adventure. Pictured below are some samples of what you will see when you walk through the skyway.



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Wit, Wisdom



& Wine



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Foundation President, Jane Callahan



The Rochester Public Library Foundation held its 6th annual Wit, Wisdom & Wine fund raising event on Saturday, January 13th. It was an entertaining and educational evening for over 200 attendees as they heard from speakers on such diverse topics as Tim Penny, politics; Eric Wieben, genomics; Tom Skold, Italian cooking; John Hunziker and James Russell, history; Paul Wilson, flower arranging; Calvin Guyer, philanthropy; Vicki Snyder, laughter; and the ever popular Mike Cordes, wine.

In addition to being entertained and intellectually stimulated, attendees indulged in hors d'oeuvres and wine tasting. Spirited bidding on silent auction items added to the festivities of the night.

A new feature this year was a raffle for two roundtrip airline tickets donated by AirTran Airways. The winning ticket for Tim Rinaux was drawn at the end of the evening.

Over \$15,000 was raised to help the Foundation support the library. We are grateful for the generous support of our underwriters for the event: AirTran Airways, Construction Partnership, Davies Printing, Jaspers, US Bank, and Yaggy Colby Associates.

We hope you can join us next year when Wit, Wisdom & Wine will take place on Saturday, January 12th.

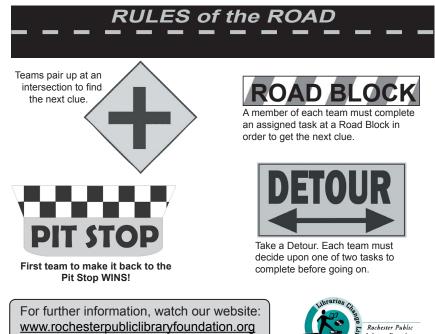




Coming in June 2007!

#### Follow clues, perform tasks, explore Olmsted County and be the first team back to WIN!

The whole day will be a surprise and a challenge as teams race within Olmsted County. Each team will be given clues in order to get to the next destination. The goal is to be the first team to check-in at the final Pit-Stop.





# **Rochester Public Library.org**

or email kathy@rochester.lib.mn.us.

#### It's still the same.

www.rochesterpubliclibrary.org, but after February 1st the library's homepage will have a new look and enhanced features.

Sporting a more contemporary look designed by Corporate Web Services (CWS), a local design company, the new website will offer multiple access points to information and services with consistent navigation

across the pages, align more closely with ADA accessibility standards, and be easier for the staff to update and keep current.

Enhancements to catalog pages will allow users to start a search from the main page, take fewer page views to find and reserve items, and give quicker access to a cardholder's account information. Explore these other features: A blog

sponsored by the reference department, a map showing the bookmobile route for the day, view newspaper or magazine articles online or learn Spanish from our online resources options.

Any questions or comments regarding the new website design can be emailed to the webmaster at susan@rochester.lib.mn.us or by calling the library at 507-285-8002.

#### For more information please call Carrie Farrow at (507) 287-2626 or e-mail: cfarrow@rochester.lib.mn.us

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