

Bookfriends



2010, Vol. II

A Message From Our President, Mary Roskom

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What a productive summer we've had! In addition to the books generated from Mark and Sheila Real Estate Team's Neighborhood Yard Sales, we have had a record number of donations from this generous community. We are now officially bursting at the seams. Just as I was thinking that we'd never ever be able to price and sort all of these books at our Thursday morning price and sort sessions, along came some additional volunteers to help us do the work. I am just in awe of our volunteers! They are a daily reminder of all that good people can do when they work together shoulder to shoulder. I am sure they have aching backs and tired feet from all the work they do as a daily reminder, too. I am also thankful to all the Civitans who show up to help us move books on sale days. Many thanks to Stew, Ben, Phil, William, Kathy, Doris, Rita, Desiree, Anthony, Juneal, Susan and all of your Friends Board who also show up to make these summer sales the greatest events ever!

Our website is shaping up to reality thanks to Board Member Cynthia Jacques and all of her hard work with High Desert Web Design. I don't think we could have pulled this off without her laying the ground work and editing each & every web page. A "thank you" to her just doesn't seem like enough! Please check out the website at www.FOLRR.org to see for yourself.

Having just recently moved a truckload of boxes of donations from Esther Bone to Loma Colorado, I would like to issue a reminder that book donations are to

be dropped off at Loma Colorado and **NOT** the Esther Bone Branch. We do not have room at Esther Bone for storage, pricing & sorting, or expanded sales, so it poses a great logistical problem for the Friends to move these heavy boxes from place to place. Speaking of Esther Bone, many thanks to Board Member Jan Wilder for shelving the books in alphabetical order by author. What an awesome difference that makes for our Esther Bone Friendstore customers!

The Summer Reading Programs are coming to a close and we are happy to report that there were a record number of people, adults and children, who signed up and participated this summer. These programs and most others at our libraries are brought to our community through all of the efforts of the Friends volunteers. Many thanks to all! 📖



Roskom/Bormann Family Team at the Bowl-a-thon. See Mary, in the upper left background, cheering on her family.

“Have You Seen Us Lately?” Should Be the Friends’ New Advertising Motto!

How are we promoting the use and increasing public awareness of Rio Rancho’s public libraries?

by Cynthia Jacques, Friends’ Secretary

Since November 2009, we have initiated the following five marketing efforts. We have introduced email reminders of our monthly giant sales. The short reminders are emailed 5-7 days before the actual sales to e-addresses provided by patrons during previous sales. The Friends’ email policy prohibits the sharing or selling of these e-addresses. Now, many patrons of our giant sales tell us they attended *because* of the reminders.

Last December, as long-time members of the Rio Rancho Regional Chamber of Commerce, the Friends hosted our first Business After Hours event. Library Director, Bill Cicola, and library staff provided tours of award-winning Loma Colorado Main Library. The Chamber’s President, Debbie Moore, and our President, Mary Roskom, co-officiated.

Every Sunday, starting on Jan. 24, 2010, the Friends now have alternating ads and coupons within the *Rio Rancho Observer’s* Business Spotlight section. With the reintroduction of the *Observer’s* Wednesday edition, we also advertise via a coupon within the issue

immediately preceding our second-Saturday-of-the-month giant sale. (See dates on back cover.)

Then on May 15th, the Friends held their second annual Bowl-A-Thon. We held this fundraiser in anticipation of City budget cuts which have now virtually eliminated City funding of library programs (e.g., speakers and entertainers). Net proceeds are being used to fund various library programs. (More on pages 4 & 5.)

Ongoing, we now have our own website — www.friendsofthelibraryofriorancho.org — with over 30 pages of information about the Friends, our motto, mission, vision, volunteer opportunities, our store locations, events calendar, methods of donating, an online survey, and more! With people of all generations using the internet to share information, confirm event details, and learn more about their community, this website will also provide the convenience of online memberships, donations, registering for events, and purchases! And, with much less typing, a much shorter web name, www.FOLRR.org, will automatically bring you to our new site! 

Tried and True

Along with our refocused and new activities (see “Have You Seen Us Lately?” above), the Friends will continue to provide our *Bookfriends* newsletter in paper and electronic formats. Just email us at info@FOLRR.org if you’d prefer to receive only emailed *Bookfriends*. Please use Subject line: “Go Green” and, within the text box, supply your name and postal mailing address—so we can update our records.

No matter which format you receive, your ideas for articles & topics are greatly encouraged and welcomed! 



Books for Babies Update

It's almost that time of year again! School will be in session soon, and we will be giving out the *Books for Babies* packets to Independence High School, ReadWest, and the Rio Rancho Public Library's Baby Bumble Bees Program, in conjunction with librarian Rebecca Donnelly. The children from the W.I.C. program will also be receiving the packets this year.

Included in the purple *Books for Babies* backpack are a card for the child's first library card, a board book, a list of great books to share with babies, nursery rhymes for babies, a growth and development chart, and suggestions for reading to your baby/child. FOL purchases and distributes 100 of these filled backpacks each year.

The Friends still have a lot of book bags that we are selling for \$2.00 each to benefit the *Books for Babies* program. If you would like to help support the *BFB* program, please buy a book bag from one of our book stores today! 📖



Your Feedback Is Crucial!

As a community's literacy rate increases, so do its opportunities and quality of life. The Friends want and need your feedback. Your crucial input tells us:

- What products and services you would like us to provide our paying members;
- What products and services you would like us to provide the general public;
- What products and services you would like us to change;
- What programming you have enjoyed at either or both libraries;
- What programming you would like us to continue to fund;
- What other programming you would like us to fund;
- Why you are, no longer are, or have never been a member of the Friends of the Library.

Why do we want to know any of the above? The thousands of hours invested yearly by the Friends come solely from unpaid volunteerism. We owe our volunteers the most effective use of their precious gifts—their time and effort. Your answers and suggestions help us determine which programs the Friends should fund and our types and frequencies of fundraising. Your input is crucial! Besides above, this survey is available in our stores, online, and at our book sales. Your responses can be mailed, left in our Friends' Shop within the Loma Colorado Main Library, or emailed to info@FOLRR.org. We sincerely appreciate your time and assistance! 📖

Here's What's Cookin'...



Just in time for the Holiday Season ~ Bridal Showers, Retirements, Appreciations and Birthdays, too...

The Friends very own spiral bound cookbook of tried and true recipes will be at the printers just as this newsletter goes to press. Tabs will divide each of the eight recipe sections to make your job as cook much easier. We anticipate that the cookbooks will be for sale in our Friends' Shop within the Loma Colorado Main Library around the first of October.

Our *MANY THANKS* to Jan Wilder for being the inspiration, energy, AND prime mover on this project! 📖

Now Presenting at Esther Bone Memorial Library....

by Robert Nankin, Branch Manager

Is it just me or is the summer of 2010 flying by? The children's summer reading programs have come and gone and once again were extremely popular with several exciting events and over 2200 books read. The adult summer reading program will wrap up soon with great prizes being given away near the end of August. Adult programming continued with concerts, authors, live hawks, & wolves and will conclude with a belly dance performance on August 24th. Record numbers of books and media have been checked out, and we passed the quarter million mark in patrons since Esther Bone reopened in 2008. However, we promise not to rest on the past but to keep offering many exciting events in the fall.

Upcoming programs in the children's department include story times, our signature Beep and Bop music program for the little ones, Knit Clique, and our very popular Late Night at the Library in October. In the adult department, you can look forward to a visit with wild mustangs outside in September and concerts with E. Christina Herr, Wild Frontier, and Bambi Wolf. Magic Week in late October will include a Harry Houdini Chautauqua program and the Johnny Moon Adult Comedy and Magic Show.

This is all in addition to continuing to build our collection of up-to-date books, fascinating fiction, the latest DVDs, popular and classical music, and a great collection of magazines and area newspapers. Also, don't forget our free public computers and Wi-Fi access. We look forward to seeing you soon! 

Congratulations, Amber Porter,
Valedictorian of the Class of 2010,
Rio Rancho HS, and Recipient of a
Scholarship to Dartmouth!



Team Porter: Amber, seated on the right, with her family at the Bowl-a-thon just before her graduation.

Many thanks for your countless hours of work as a member of the Friends' Board and the Teen Advisory Group!

The Friends of the Library of Rio Rancho, Inc.



would like to express our gratitude to our
TEAM SPONSORS & PRIZE DONORS
for helping make our 2010 Bowl-a-thon
a **Marvelous Success!!**

- Jolyn Adang of Just Jewelry
- Susan Ayon, LMT, of Touch of Enlightenment Massage Therapy
- Susan & George Bliss
- Kristal Breeze
- Chick-fil-A at Cottonwood
- Natalia Davis
- Linda & Kirk Downey
- Geiger Company
- Ed & Donna Goettl
- Ken Goode and his High Score Bowling Team
- Anne & Bruce Goodman
- Juneal & Joe Grainey
- Hewlett-Packard
- Carmen Jeffery
- Lenny's Sub Shop
- Dianne & Roger Mayeda
- Pat & Sheldon McGuire
- Claire Mullen Design, LLC
- New Mexico Bank & Trust
- Alice Oehlschlager
- O'Hare's Grille & Pub
- Otero's Dairy Queen
- Karen & Stew Reinhold
- RioRanchoChat.com
- Rio Rancho Observer
- Mary & Larry Roskom
- Sandoval Masonic Lodge 76
- Santa Ana Star Center
- Lilia Seow of Elements of Beauty Salon
- Charles Smith
- Starbucks Coffee Company on Southern
- TenPins & More
- Authors Almee & David Thurlio
- Selma VanWest
- Venezia's Pizzeria
- Pat Watson
- Anonymous Sponsors



Also MANY THANKS to our Bowlers & Pledgers!!

FOLRR'S BOWL-A-THON: 101 BOWLERS!

On Saturday, May 15, the Friends of the Library of Rio Rancho, Inc. filled 21 of the 24 lanes at Tenpins & More with 101 boisterous bowlers of all ages from Cub Scouts to teenagers to senior citizens. This laughter-filled afternoon cleared \$1,436.94 after expenses! All the money goes to fund programs at Rio Rancho's two public libraries.



Ken Goode's team had the highest team score (2269). They returned the \$50.00 prize money to the Friends to help our fundraising efforts!! Team member Brent Garcia (left) had the highest individual score (574).

Twenty generous sponsors paid \$50.00 for each team they sponsored, with that amount providing 3 games, shoe rental, and a very special t-shirt (designed by Claire Mullen, one of Mary Roskom's daughters) for each bowler on the team. Adding to the excitement, over forty door prize winners happily accepted the special prizes that were generously donated by sixteen local businesses. In addition, Jolyn Adang of Just Jewelry displayed her lovely line of jewelry for sale and donated a handsome percentage to the Friends.

Generous pledges/donations were also given by Angela Adams, Susan Bell, Cheryle Costales, Natalia Davis, Alice Goodman, Carmen Jeffery, Michele Martin, Dianne & Roger Mayeda, Alice Oehlschlager, Mary Pfeifle, Karen & Stew Reinhold, Nancy Tecumseh, Selma Van West, Rebecca Weaver, and Joan York.

The Friends VERY MUCH appreciate all our energetic volunteers, bowlers, pledgers, donors, and sponsors who made the Bowl-a-thon such a great success! Also, we would especially like to thank Steve Mackie of Tenpins & More, 1416 Deborah Road SE, in Rio Rancho for his guidance and encouragement and for being a most entertaining emcee and Board Member, Anne Goodman, for spearheading this event. 📖



Peggy Kite's team collected \$331.25 in pledges, the most of any team!



Hewlett-Packard Team holding their head-turning poster designed by employee Susan Bell.



Awesome Rio Rancho Teachers



Team from Cleveland HS



Mr. Mackie & Friends' Volunteers



Thank you, City of Vision Civitans!

Each monthly Saturday book sale requires a lot of physical work. Through the efforts of longtime Friend Stew Reinhold, for the last six months City of Vision Civitan club members have been assisting in the set up & tear down of the Friends' monthly book sales. **The Friends GREATLY appreciate the gracious help of our COV Civitans!** The COV Civitan club, a Rio Rancho service organization of almost 100 members who support dozens of non-profit groups with donations or volunteers, often twenty different projects in a single month, is one of the largest clubs in the Southwest and was recently recognized as the best Civitan club in the world! Yes, really! We certainly think so! **For more information about COV Civitans, contact Stew at 918-6543.** 📖

Thank you, Mark & Sheila Real Estate Team!

The Friends gladly partnered again this summer with The Mark & Sheila Real Estate Team of Coldwell Banker Legacy of Rio Rancho in their 8th Annual Neighborhood Yard Sale Series of five events. After each event with 50-100 participating homes, many participants donated their gently used but unwanted books to the Friends. We **SINCERELY** thank Mark, Sheila, their team, and the generous donors! 📖



Cynthia Jacques, Friends' Secretary, and Mark Fiedler of the Mark & Sheila Real Estate Team

Vaunda Goes to Washington!

by Vaunda Nelson, Youth Services Librarian

(Vaunda recently wrote to the Friends about her activities at the ALA National Conference in Washington, D.C.)

I attended the American Library Association National Conference June 24-29th in Washington, D.C. My attendance was required by my commitment to serve on the 2011 Caldecott Award Committee, which will choose the best picture book for children published in the year 2010. I greatly appreciate the support that the Friends of the Library of Rio Rancho are providing for my work on the Caldecott committee! Also, in light of our staffing issues, I am very grateful that the city allowed me the time to attend this conference.

First, I attended the all-day preconference: *Drawn to Delight: How Picture Books Work and Play Today*. This was a wonderful event which focused on the many aspects of picture books including design, a look at the different artistic techniques and materials used by illustrators, picture books in the digital age, and how the picture book has evolved through history. I attended this session to better educate myself on the creation of picture books to be more knowledgeable as I evaluate books for the Caldecott Medal.

During the meetings of the Caldecott Award Committee, we reviewed the schedules and procedures for the upcoming year, discussed criteria for the award, listened to tips from a guest speaker who had served on the committee in the past, and began discussing some of the books eligible for the award. It seems to be a dedicated group of people, and I am very excited about the work ahead.

At the Coretta Scott King Awards Breakfast, I gave an acceptance speech for my Coretta Scott King Author Award for *Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshal*. I also autographed books at the Lerner Publishing Group booth, was interviewed by *The Horn Book Magazine*, and attended a gathering of appreciation for members of the Coretta Scott King Jury, who selected my book as the CSK award 2010 winner.

Other high points of the ALA Conference for me were a presentation by the Association for Library Service to Children which highlighted the best beginning readers, nonfiction, books in translation, and videos for children; a special preview of a 2010 book for youth offered by Little Brown Publishing; and the various publisher exhibits where I discovered current and upcoming items for possible acquisition for our Rio Rancho collections and for consideration for the Caldecott award. 📖



Be a Friend of the Library of Rio Rancho!

☐

New Member

☐

Annual Renewal

Membership Categories

Name _____

☐ Student/Senior (62 & over) \$5

Address _____

☐ Friend (1 person) \$10

☐ Family \$20

☐ Sponsor (1 person) \$25

☐ Supporter (1 person) \$50

☐ Patron (1 person) \$100

☐ Benefactor (1 person) \$250

Phone _____

E-Mail _____ Date _____

The Friends of the Library of Rio Rancho (FOLRR) is a 501(c)(3) organization that raises funds and promotes the Rio Rancho Library System. Membership dues and other contributions are tax deductible to the extent of the law.

We can be contacted at (505) 892-7323 (89-2READ) or info@FOLRR.org.

Your membership and contributions help to expand the effectiveness of the Library System as an educational and recreational center in Rio Rancho. The Friends of the Library gratefully accepts bequests, memorials, honorariums, and commemorations.

Please make your check payable to: **The Friends of the Library of Rio Rancho, Inc.** Mail to PO Box 15143, Rio Rancho, NM 87174 or bring your membership form to the Friends' Shop at the Loma Colorado Main Library.

I would like to help:

☐ in the book store

☐ with book sorting and pricing

☐ by serving on the Board

☐ at monthly book sales

Bookfriends, the newsletter of the Friends of the Library of Rio Rancho, is published three times a year. Members' comments and contributions are welcome. Please mail material, including your phone number, to Newsletter Editor, Friends of the Library of Rio Rancho, PO Box 15143, Rio Rancho, NM 87174.

Donations & Book Hutch

We thank every donor of gently used books, CDs, video tapes, DVDs, and/or puzzles! Sale proceeds fund quality programs for children and adults at the Loma Colorado Main Library and the Esther Bone Memorial Library.

For donations of books too large or too difficult to bring to the Loma Colorado Main Library, please call 892-READ to arrange a pick up date and time.

Otherwise, when bringing donated items to the Loma Colorado Main Library:

- Drive to the far right (north) of the Library, into the Employee Parking area.
- Against the northern wall of the Loma Colorado Library, you'll see an unpainted wooden donation hutch (as shown in this photo).
- Drive up to and then place your bagged or boxed donations inside of this, the Friends' donation hutch.
- Then drive to the main lot by the Library's front door, park, and enter the library.
- Go directly to the Friends' Shop if you would like a receipt for tax purposes.





Friends of the Library of Rio Rancho, Inc.

Phone: (505) 892-READ

PO Box 15143

Rio Rancho, NM 87174

Address Service Requested

NONPROFIT ORG.

U.S. POSTAGE

PAID

RIO RANCHO, NM

PERMIT NO. 1964

**Rio Rancho Library System
Locations & Hours**

Loma Colorado Main Library

755 Loma Colorado Drive NE
(505) 891-5013

Monday-Thursday, 10 A.M.–8 P.M.

Friday-Saturday, 10 A.M.–5 P.M.



Esther Bone Memorial Library

950 Pinetree Road SE
(505) 891-5012

Monday, Wednesday, 9 A.M.–5 P.M.

Tuesday, Thursday, 12–8 P.M.

Friday-Saturday, 9 A.M.–1 P.M.



Garage and yard sales are perfect opportunities to donate unwanted, gently used books to the Friends.
Please see page 7 or our website, www.FOLRR.org, for donation information.

Upcoming Events & Dates

❄️ Christmas in September ❄️

Christmas Books are coming to the
Friends' Shop & Sale on September 11!

❄️ Holiday Luncheon for our Friends' Volunteers ❄️

❄️ December Business After Hours ❄️

Hosted by the Friends for Rio Rancho
Regional Chamber of Commerce members

For details, please call us at 89-2READ
(892-7323) or visit our website
www.FriendsOftheLibraryOfRioRancho.org

The Friends' **GIANT Book Sales**

Second Saturday of every month

Loma Colorado Main Library
Auditorium

10:00 A.M. to 1:00 P.M.

Aug. 14, Sep. 11, Oct. 9
Nov. 13, Dec. 11