

PAGE TURNER



SUMMER 2015 • A PUBLICATION BY FRIENDS OF THE WHITEFISH BAY LIBRARY

PRESIDENT'S MESSAGE

BY PAT GOSCH

Hello Friends – Happy Summer! By the time you receive this edition of the Page Turner we will have already passed the Summer Equinox and have started to lose a minute or two each day. May you use the summer minutes wisely.

Ann Lowery joined the Friends Board in January. She has been a Friends member and volunteer sorting books with a focus organizing the Children's section for our book sales. In June, Ann was nominated and became the Friends Vice President. We are very happy to welcome her to the new role.

We had a very successful book sale in May. Thanks to the Friends who attended our preview night and started the sale off to a great start. I would like to send out a special THANK YOU to all the volunteers, Friend members and others who made the sale a great success.

Summer is a great time in Whitefish Bay and the library is no exception. Many of you have already participated in the wonderful programs that are offered at the library and supported through funding from the Friends. This summer bring more programs including the popular Children's Summer Reading Club; Terrific Tuesday family evenings; and Summer Storytimes. The Library staff added Youth Adult Programming for grades 6-12.

Are you an Adult reader? Don't despair, you can "Escape the Ordinary" and join the Adult Summer Reading Program which runs from June 8 to July 31. You may also want to check out the Book Clubs and participate in the North Shore Community Reads. Many of the programs at the library are supported by the Friends. We are very fortunate to have the energetic library staff that always seems to come up with great new ideas for all members of our community to enjoy the library and its resources. Enjoy the summer; enjoy the library and thanks for your on-going support and membership in the Friends of the Whitefish Bay Library.

From the Director

By Nyama Marsh

Who is our community and how does that impact what the WFB Public Library does?

The 2010 US Census shows Whitefish Bay has 14,110 residents, with a nearly even split between male and female. 74% of households have children under 18. In fact, WFB has the highest percentage of children under 18 and under 5 years of age, and the lowest percentage of seniors, of all north shore Milwaukee County communities.

Further, 77% of WFB residents 25-years and older have a Bachelor's degree or higher. In comparison to other communities, Whitefish Bay is a family friendly, highly-educated community. You knew we were unique, right!?

What does this have to do with the library? Well, our mission is "To be a cornerstone of the community by supporting an informed citizenry, promoting a love of learning and providing easy access to ideas, information, and resources for patrons of all ages." The materials, programs and services that the Library offers are in direct response to what our community wants and needs.

Library	2010 Census Population	% Senior	% >18	% >5
North Shore (Bayside, Fox Point, Glendale, River Hills)	25,559	20.97	20.93	4.79
Shorewood	13,162	13.00	19.20	5.00
Whitefish Bay	14,110	10.60	29.60	7.30

2014 Whitefish Bay Public Library Community Survey

As you may remember, in 2014 the Library conducted a survey to assess how well we are meeting the communities wants and needs, so we can strengthen what we do well and address areas of opportunity.

Programming

2014 Survey results indicate the Library has done an excellent job meeting the programming needs of children and families, which makes sense given our community's make-up. However, seniors state they want more programming of interest to their group, with a focus on daytime programming. Though we have a smaller percentage of seniors than other communities, you are still a vital part of the WFB community and of the Library patronage. We are earnestly working to develop more programming of interest to

Article continued on page 3

Children's Services Update

By Katie Kiekhaefer

This summer, we're putting an emphasis on STEAM-based programming at the library. STEAM stands for Science, Technology, Engineering, Art, and Math, and it's part of a new trend to make creativity and artistic expression part of science and technology education. We love using STEAM at the library because it gives kids space to experiment, build, create, and have a ton of fun in the process.

Throughout July, elementary school aged kids will have lots of opportunities to be "STEAM-tastic"—we're offering great programs on both Tuesday mornings and Wednesday afternoons. They'll be transforming themselves into their superhero alter-egos (July 7/8) and having a paper airplane build-off on July 14/15. They'll also take ordinary paper and create a 3-D masterpiece at the "Paper Sculpture" program on July 21/22. On July 28/29, at "Flinking Balloons," we'll supply them with a variety of craft supplies and recyclable materials, and it's up to them to create a contraption that will keep their balloon hovering in mid-air, neither floating nor sinking, but "flinking."

During July, young adults will also be building and flexing their creative muscles. We're celebrating Comic Con in San Diego

with our "Random Fandom Paper Cosplay Challenge." Cosplay is "costume play" where people wear costumes to represent a favorite character. Usually cosplay is painstakingly created and the creators want to be as accurate as possible. We're taking that idea and turning it on its head: the teens who attend the program will be crafting their cosplays out of paper and they will have only a few hours to create.

We're ending our special summer programming with a great Family Fun program called the "Chain Reaction Challenge" on Saturday August 8th. This is a program perfect that is perfect for all ages and really drives home our STEAM mission. We're asking families to channel their inner-Rube Goldbergs to create a contraption or machine that will perform a very simple task in a very complicated way. There is a lot of problem-solving and creativity that will go into creating something like this, and we're excited to see the amazing results!

There's still plenty of time to sign-up and participate in our summer reading program, as well! This year, we're extending our program until August 28th, so if you haven't signed up yet, we'd love to get started on this exciting program!

Adult Services Update

By Scott Lenski

With the return of summer, we also have the return of the Adult Summer Reading Program. This is the 7th straight year that we've offered this program. It's so easy to participate: every time you read a book you fill out an entry for our weekly prize drawing. There is no limit to the number of entries, so if you read four books in one week, you fill out four entries. We've got some wonderful prizes donated by local area businesses including Penzeys spices, the Milwaukee Repertory Theater, Barnes and Noble, and of course Friends of the Whitefish Bay Library! To get started in our Adult Summer Reading Program, either stop by Adult Services to register, or visit the "Adult Programming" page on our website. Good luck to all the participants!

We have two programs coming in July that I am really excited to share with you. The first is a live performance of "Discovering Austen," a play about Jane Austen. This one-woman show features actress Kristin Hammargren, playing the role of an actress who has been cast as Jane. Hours before the opening, she explores Austen's

writing in an attempt to find the author in the pages of her novels and letters. This one-night only performance is happening on July 15 at 6:30pm. Space is limited so please register on our website or at Adult Services. This event is totally free, thanks to Friends.

Also in July, the Whitefish Bay Public Library along with North Shore Library and Brown Deer Public Library, is hosting the North Shore Community Reads! For this multi-community event, we will read and talk about "Memoir of the Sunday Brunch" by Julia Pandl. There are a number of events happening at the different libraries. Whitefish Bay is hosting two book clubs to talk about the book. The book clubs take place on July 2 at 6:30pm and on July 24 at 12pm. Then on July 29 at 6:30pm the library will host the author to talk about her book. Other events are still in the works, so check our website for a full list. As always, thank you to Friends of the Whitefish Bay Library for supporting programming throughout the year. We couldn't do it without your support. Have a wonderful summer everyone!

Acquisition Coordinator Needed

Do you love to read, and are interested in finding a flexible volunteer activity to help out your local library?

Friends of the Whitefish Bay Library is looking for a Acquisitions Coordinator.

The mission of the Friends of the Whitefish Bay Library is to raise funds for donation to the Library for a wide variety of activities and purchases. Funds are raised through various methods, but most importantly the Friends' twice-yearly book sales and ongoing Book Room and eBay sales. To that end, it is important that the Friends have a steady stream of books and other item donations.

The Acquisitions Coordinator leads the process to acquire used books and other items that are resold by the Friends.

From the Director from page 1

middle-age and senior-age patrons. Please provide me with program suggestions and feedback at n.marsh@wfblibrary.org.

Hours

Survey comments suggested an interest in Sunday hours all year round, plus opening earlier or staying open later. I researched the impact and cost of expanding hours, which will be considered when developing the 2016 budget. Any change in hours, with corresponding budget impacts, will be taken to the Library Board of Trustees for consideration.

Why do patrons visit the Library or the website?

When visiting the library, respondents are mostly here to check out materials in our collection, primarily Adult and Children's books, audiobooks, music and movies. 79% check out 1-5 items per visit.

When visiting the website, respondents primarily use the online catalog, check their own account, or look up library information (i.e. hours, phone number).

How do they rate the collection?

The book collection is the highest rated part of the collection scoring an Excellent/Good rating. All of our materials received at least an Average/Good rating, though there were several comments about scratched music CDs and movie DVDs. Adult and Youth Services recently replaced hundreds of CDs and DVDs where the current copy was scratched, but still popular. As patrons, you can assist us with the effort of enhancing the DVD and CD collections by letting us know when a disc does not play correctly.

A number of survey comments suggested expanding some of our purchase areas for materials, including: romance books, foreign music CDs, jazz and classical music CDs, and knitting and art

As Acquisition Coordinator, you would:

- Act as liaison between the Friends organization and donors (for instance, private estates, consignment shops, etc.)
- Identify and maintain positive relationships with potential donors
- Identify and execute any other ideas which result in donations

The time commitment is expected to be no more than an hour per week, whenever is convenient for you.

We are looking for dependable person with basic knowledge of computers and data entry, a pleasant manner, patience and an ability to problem-solve.

If you're interested or have any questions, please email us at FriendsWFBLibrary@gmail.com

magazines. We are working to incorporate these suggestions. Feel free to let us know specific titles, artists or authors your recommend.

Children's area

Survey respondents suggested moving the computers out of the Children's Tower so caregivers can have dedicated playtime without the computers as a distraction. This suggestion will be implemented over the summer (2015).

Databases

Do you know we have very useful databases? 68% of survey respondents never use our databases, while 23% use them at least a few times a year.

Based on stated interest in learning how to use the databases, Zinio and Overdrive, we want to let you know that we have "Book A Librarian" sessions in which you can sit with an Adult Reference Librarian 1-to-1 to learn how to use Zinio (to download magazines) and Overdrive (to download books and audiobooks). Stop by the Adult Reference Desk or call 414-964-4380 to book a session.

Also, Whitefish Bay Public Library is one of the few local libraries that offers Ancestry Library Edition for use in-library, which gives you access to Ancestry.com's wealth of resources for doing your family tree. I (Nyama) am active in the Wisconsin Library Association's Genealogy and Local History Roundtable. Starting this fall, I will lead classes on how to use our Ancestry database, to help people use this wonderful resource.

Thank you to everyone who participated in the 2014 Whitefish Bay Public Library Community Survey. We garnered lots of useful information that we are using to continually improve our collections, programs and services.



Whitefish Bay Public Library
 5420 N. Marlborough Drive
 Whitefish Bay, WI 53217
 414-964-4380 • www.wfblibrary.org

Shop and Help Your Library at the Same Time

Introducing the Amazon Smile Program.

To sign up: ✓ Go to www.smile.amazon.com to access or sign into your amazon account.

✓ Select your charity – Friends of the Whitefish Bay Library

 Each time you shop on Amazon, .5% of your purchase amount will go to Friends.

Learn more at the FAQs at www.smile.amazon.com/about

Sign up and designate Friends of the Whitefish Bay Library as your charity, and every time you make a purchase, Amazon will donate .5% of the purchase amount to us.

It's easy – just follow the directions in the box.

As you know, Friends help fund a wide range of activities at the Library, such as projects as the Library's new self-checkout station, reading programs, computer equipment purchases, speakers, furniture and much more.

Thanks! And please tell your friends!

Welcome New Members!

It's a pleasure to welcome the following new members who have joined Friends since the last newsletter was published:

- Denton and Mary Jones
- SherryAnn Wulff
- Alynn Paccagnella
- The Oldson Family (Dave, Mary, Erin and Noah)
- The Lasic Family
- Sarah Krueger
- Alisa Wasserman
- Julie Werner

Thank you all for your support.
 Members are the lifeblood of our organization!

FRIENDS' BOARD OF DIRECTORS

Officers

- Pat Gosch, President
- Ann Lowrey, Vice President
- Maureen Hart-Donahue, Secretary
- Vicky Dargis, Treasurer

Committee Chairs

- Judy Guelig & Sonya Ruff, Book Sorting/
Sales Room/eBay Research
- Nancy Drewek, Flowers and Plants
- Ellen Mei, Membership
- Melissa Berg, Newsletter Editor
- Jan Concannon, Publicity/Community
Relations Chair
- Chantal Knier, Volunteer Chair

Members at Large

- Susanna Carlson
- Sue Hauck
- Dianne Messar
- Millie Salomon

Honorary Board Members

- Jack Weiland
- Helen Dooley

Library Representative

- Nyama Marsh

Non-Board Chair

- Martha Berg, Annual Book Sales

Board Meetings are held at the Library at 6:30 p.m. on the second Wednesday of each month (except July and August). Friends members are welcome to attend to get an idea of our work in progress, ask questions, or contribute ideas.

LIBRARY BOARD OF TRUSTEES

- Georgia Mavrinac, President
- Susan Hopwood, Vice President
- Pam Woodward, School Board Representative
- Richard Foster, Village Board Representative
- Debra Jenkins
- Anne Bittle-Burroughs
- Elaine Griffin

Board Meetings are held at the Library at 7 p.m. on the third Tuesday of each month. Agenda and minutes are posted on the Library website at www.wfblibrary.org

NEWSLETTER CONTRIBUTORS

- Jan Concannon, Sally O'Connor, Library Staff