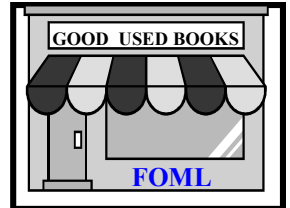


BOOK NOTES



Volume 18 Issue 5/6 A Bi-Monthly Publication P.O. Box 235, Murrieta, CA 92564 May/June, 2014

PRESIDENT'S MESSAGE

.....Gary Grim



Over the past several months, the Board has been in discussion over the renewal of the lease for the Corner Store. Although we were able to negotiate a reduced rent, a misunderstanding of the financial status of the Friends' organization exists. The financial goals that were set to initially justify the expansion of the store 5 years ago have fallen short. The goal of having a great store for customers has been attained. Contrary to some opinions, the Corner Store has not lost money.

What I recognized and the Board agrees is that there is an unintentional lack of transparency in the financial reporting to the Friends' organization. This is causing the misunderstanding. We have agreed to take steps to keep the organization better informed. The type of information missing is cumulative year to date figures, year to year comparison, and actual versus forecast. The format and frequency of this communication is yet to be determined. I will in the next paragraph try to give you a current picture.

In order to determine where we are headed, we needed to determine what are the Library needs. I asked Elise Malkowski, Library Manager to give us a two part forecast. First is the usual request based on what we have been supplying the past few years. The second is are there extras that they could use. This is best guess as it is dependent on the City budget cycles. The first figure is approximately \$48,000 a year. The Board has already approved the 2014 request. In 2013 net income from the Corner in store sales was \$3,136 plus \$11,457 from internet sales. The Town Square in store amount was \$27,015 and \$12,902 from Internet sales. This totals to over \$53,000. Dues, donations and extra events add to this total by 5 to 10K. So we can easily cover the basic Library 48K request. However, the Library needs funds to implement the second phase which is an upgrade to install their own e-book system and other 21st century electronic options for users. We are still clarifying costs on that but the first estimate is an initial one-time cost of \$18,000+ and an ongoing yearly cost of \$16,000. The question is do the Friends want to help with some part of this?

The thing we have to watch is what is happening to revenue at both stores. Revenue at Town Square has dropped every year for the past five years and is down 13% this year to date through March versus last year. The Corner Store dropped 4.4% last year and is down through March 6.4% this year compared to last year. On the bright side, internet sales are up and will hopefully sustain that trend. All in all, with the reduced rent and strong internet sales, the 2014 total net income should approximate 2013.

Although the Board voted to extend the Corner Store lease for 5 years at a reduced rate, the store must guard against having a significant decline in revenue from in store sales. That is why we need to monitor what is happening on an ongoing basis. I will have a trends update and an explanation of the library phase 2 costs in the next book notes. This will include an opportunity for individuals to assist the library with donations to procure lesser cost electronic items.

The Friends continues to be a great organization.

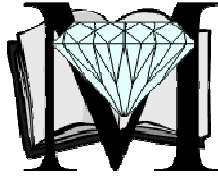
“The key word in ‘community’ is ‘unity’.”

Speaking of community.....Shopping Local is an Investment in your Community

“Shop Local” is more than a slogan—with every dollar you spend in Murrieta, you invest in your community. Murrieta receives one percent (1%) of every taxable dollar spent when you buy within the city. Support your local merchants. What benefits the City, benefits its citizens. **Shop and dine in Murrieta.**

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FRIENDS OF THE MURRIETA LIBRARY

Since 1996 . . .

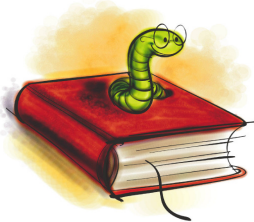
Supporting the Murrieta Public Library through fund-raising,
advocacy and volunteerism

Over \$700,000 Raised to Support the Library!

- \$395,000 for Library Collection Materials – including \$100, 000 for the Opening Day Reference Collection, and funds each year after for more Books, CDs, Tapes, Software, etc.
- \$163,000 for future Library needs (Dorothy Renon Fund)
- \$94,000 for Library Programs for Children, Teens & Adults
- \$43,000 for Computers and other Equipment
- \$18,000 for the Community Room's Baby Grand Piano
- \$6,600 for the Library Opening & Birthday Celebrations
- \$4,000 for the Library Garden of Verses

And that's not all the Friends Do!

- Volunteering in the two Friends Bookstores (a major source of financial support for the Library collections and programs!)
- Reading & Providing Books to Head Start classes
- Participating in other fundraising & community activities (Fireman's BBQ, Holiday Pushcart Parade, Field of Honor, etc.)
- Helping in the Library (local history projects, shelving books)
- Sharing their enthusiasm for Reading, the Library and the Friends!



Cowboy and Wills by Monica Holloway

Do you enjoy books about humans and animal interactions and relationships like *Marley and Me*? If you do, *Cowboy and Wills*, a memoir by Monica Holloway should be high on your reading list. This is a heartwarming story of Wills, a bright autistic three year old boy and his overeager and affectionate golden retriever named Cowboy Carol Lawrence.

Cowboy's influence allows Will to socialize with others, helping in many ways. In the end, she needs her new family as much as they need her. As the memoir states, "...they discover just how much she has taught them about devotion, loyalty, and never giving up."

This is an unforgettable read.
Sharon Hunter

PROGRAMS

.....Maggie Pilotte and Judy Call, Co-Chairs

MAY 20th—YIYI KU—A musical program— she is an extremely talented pianist and piano teacher.

JUNE 17th—CARL LOVE, well-known Press-Enterprise columnist and local teacher, will be sharing some interesting facts. He has recently published a book, "From Two Lanes to the Fast Lane."

NOVEMBER 18—We have just added another wonderful musical program for you to enjoy. **ANDREW TANG**, a 14 year-old student who attends Murrieta Valley High School. He is a talented pianist and has performed at Carnegie Hall. A real treat is in store.

Please **mark these dates** on your calendars; join us and bring your friends. Meetings are at 10:00 a.m. and are open to the public. They are held in the Library's Community Room. You won't want to miss any of these programs.

REMEMBER OUR VETERANS



"It doesn't take a hero to order men into battle. It takes a hero to be one of those men who goes into the battle."
.....Norman Schwarzkopf


"We owe this freedom of choice and action to those men and women in uniform who have served this nation and its interests in time of need. In particular, we are forever indebted to those who have given their lives that we might be free."
.....Ronald Reagan

"Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardships, support any friend, oppose any foe, to assure the survival and the success of liberty."
.....John F. Kennedy

"The health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our Libraries."
.....Carl Sagan

The Friends of the Murrieta Library does this through our **Bookstores**. The more you support our **Bookstores**, the more we can support our **Murrieta Public Library**.

AT TOWN SQUARE
Eight Town Square at the
Library-Adams & B Street
Phone: 600-5724
Hours: Mon-Sat.....10 to 4

Buy A Good Book

Support A Good Cause

AT THE CORNER
39445B Los Alamos Road
Murrieta Gateway Center
Phone: 677-5350
Hours: Mon, Tues, Thurs...10-4
Wed, Fri, Sat.....10-6



MURRIETA PUBLIC LIBRARY NEWS

...from Elise Malkowski, Library Manager

Dear Friends,

As the summer season approaches, I realize that it's been a year since I became the Library Services Manager and I want to thank you for making my transition so easy and delightful—it has truly been a wonderful year! Without your sponsorship and cooperation, the Murrieta Public Library could not offer all that it does: new books, DVDs and music CDs, informative databases, and quality programming. With much appreciation, we again accept almost **\$50,000** from the Friends to go towards the Library's collection, supplies and events for this fiscal year. Thank you for being such a supportive, collaborative partner with the Library!

The Library celebrated its 15th birthday on April 10th and patrons were offered gift bags to mark the occasion of this exciting benchmark! Other notable highlights of spring included the launch of the very successful Children's LEGO Club and the Super Hero Party – both brought in over 60+ kids each! The LEGO creations the children constructed can be seen in the Library's display cases. Springtime also saw the continuation of the popular Kaplan test series for teens and March marked the debut of the new Book Club for adults.

With summer imminent, that means that the Library is gearing up for the Summer Reading Program which begins June 16th and runs through July 26th. The theme this year is Paws to Read! Our intrepid Teen Librarian, Joyce Brown, has again secured a donor to support the teen component of the program, Read for a Reason, earning money for homeless animals. For every 100 pages read and reported, \$1.00 goes to support the Animal Friends of the Valleys. Read for a Reason is sponsored by Laurie Blanscet, DO, and this year's goal is \$1,200. Of course the Children's and Adult departments are also offering exciting programs and prizes for their respective Summer Reading components as well. For more information on the Summer Reading Program, please visit the Library's web page at www.murrietalibrary.info.

In other news, the Library will be receiving \$5,000 in Library and Technology Act funding from the State to purchase materials to support Common Core school curriculum. These materials will strengthen the Children and Teen collections. Also coming soon will be new tile in the Heritage Room, which will help prevent any future water damage to the floors from intense rain storms. Other preventative measures are being researched. The exact date for installation is not known at this time.

Once again I would like to thank the Friends of the Murrieta Library for all you do in your tireless efforts to raise money and your dedication towards our wonderful Library. As we enter our 16th year, I know we will only get better with your support and partnership!

YOUR LIBRARY CARD: DON'T LEAVE HOME WITHOUT IT!

.....Michael G. Harris OD,
Associate Dean Emeritus & Clinical Professor Emeritus
UC Berkeley School of Optometry (CPLA Advocate!)

LIBRARY HOURS

Monday & Tuesday 10 am—8 pm
Wednesday & Thursday 10 am—6 pm
Friday & Saturday 12 pm—5 pm
Sunday Closed

(Sign up a friend—Cut off and mail form below-----  ----- or drop off at the Library or one of the Bookstores)

NEW MEMBERSHIP/RENEWAL FORM

NAME _____

ADDRESS _____

CITY, ZIP CODE _____

PHONE: _____ EMAIL _____

Specify any special interests, i.e., Bookstore volunteer, Programs, Membership, Hospitality, Ways and Means, Special Events, etc.

Date: _____

Friends of the Murrieta Library, P.O. Box 235, Murrieta 92564

MEMBERSHIP DUES

- Individual.....\$15.00
- Family.....\$20.00
- Supporting.....\$25.00
- Patron.....\$50.00
- Business..... \$100.00

LIFETIME.....\$250.00

Lifetime members are honored with an engraved leaf on the "GIVING TREE" in the Library.

MEMBERSHIPSandra Lucas, Chairman

Carol Carson’s bells were ringing again with the addition of **Maxine Mosley Holtz** as a Lifetime Member—Welcome and Thank you! Thank you!!

We also welcome new members **Rosemary Bennett, Jaqueline E. Reed** and **Cynthia Ayroso Irving**. We do so appreciate your membership!

We also appreciate those members who faithfully renew their memberships each year—Thank you!!

It might be fun to have a membership tea which we haven’t had for a time. Have you met any new people since the last membership event? A Maxine Holmgren (March meeting speaker) Mystery Tea Party perhaps? Any thoughts? Email me at slucas07@gmail.com.

Help Wanted: Preferably computer friendly—easy, on-the-job-training.

We are in need of a membership assistant. The job would entail sending out 1st and 2nd reminder notices—all prepared for you—to members notifying them their dues are coming due. Members with email addresses, are sent notices via email. Non-email members will get a postcard via regular mail. Something you can do from home and it helps you get familiar with other members. Contact me via email:

slucas07@gmail.com



GIFTS AND BEQUESTS.....

MEMORIAL DONATIONS.....

Mother’s Day—May11thFather’s Day—June 8th. These are good times to let your parents know how much they are appreciated and loved by remembering them with a donation and a beautiful card from the Friends. They will appreciate knowing the donation is for a good cause—

our **Murrieta Public Library**.

OUR MISSION STATEMENT

As the Friends of the Murrieta Library, our mission is to support the Murrieta Public Library through fundraising, advocacy and volunteerism, and to promote awareness of and support for the Library as it serves the informational, educational cultural and recreational needs of our Community.



Buy a good book
Support a good cause

FIREMAN’S BBQ REPORT

There were 12 “friends” who came out to help with either set-up, manning the booth or taking down the booth. A **BIG** thank you goes to all of you wonderful volunteers. Another **BIG** thank you goes to Nancy Dixon and her crew for pulling the books from the Corner Store. Brian Youens was a great help with loading and unloading the truck at the Corner Store.

The assistance of the Young Firefighter’s and the Young Marines in helping unload the boxes of books, setting up and taking down the tables and canopy as well as loading the items in the truck at the end of the day was invaluable. I recommended the board send a letter of appreciation to the Fire Dept. for the service of these young men.

The total receipts from book sales at the 2014 Fireman’s BBQ was \$227. Our only expense was the cost to the city for the booth \$20. Our profit is \$207.00 which compares favorably with past years’ receipts.

Carol Van Dorn, Special Events Chair

FUNDRAISER—Our most recent J. Carter’s event netted the Friends \$375.00—\$270.00 was from the actual purchase of meals and \$105.00 came from those unable to attend but donated anyway. **Success!!**

Sandra Lucas...Ways & Means

Officers and Directors

President.....Gary Grim

Vice-President....Lela Llorens

Secretary.....Luanne Ferrer

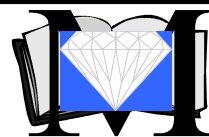
Treasurer.....Carol Carson

Nati Martinez, Rita Nastri,
Allyson Quinlan

**Co-Founders: Carol K. Hanson
Dorothy Renon (In Memoriam)**

OUR LOGO

Represents.....



**Libraries and Book Lovers.....The Open Book
in the background**

**The City of Murrieta.....The Letter M
The Gem.....Murrieta is known as
“The Gem of the Valley”**

It also stands for all our volunteer “Gems”

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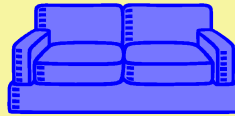
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