

The Bookmark

Winter 2011

GREATER LARGO LIBRARY FOUNDATION



Local artists headline Art Hop & Taste Fest

The work of two artists with local ties and very different styles will take center stage during the upcoming Art Hop & Taste Fest. Here's more about both:

Meet Pamela Roehm

As this year's Art Hop Featured Artist, Pamela Roehm will travel to Largo from her home in north Tampa to share a selection of her paintings with Hop attendees.

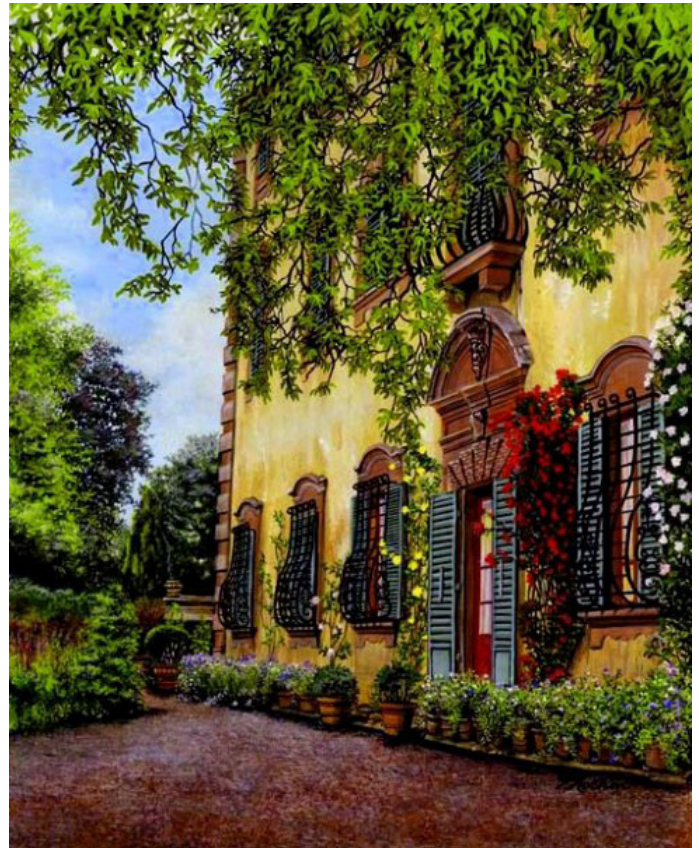
This busy mother of twin sons said art has always been an integral part of her essence and that her first memory as a child is of drawing.

"I have a great passion for painting, and gain tremendous pleasure each time I complete a piece," she said.

Pamela, whose painting subjects range from gardens and architecture to even the religious realm, was offered to sell her first oil painting in high school. She majored in art and design after graduation and then held a series of creative positions where she could put her talent to use.

"I worked as a fashion illustrator for newspaper ads, designed store window displays as well as TV production sets, and even painted mannequins," she said.

Despite her artistic abilities, Pamela said she didn't begin her fine art endeavor until about four years ago after receiving encouragement from a client for whom she was painting a mural as well as urging from one of her son's teachers to enter a contest (she placed third out of 2,000 entries with 72,000 people voting) for Kirkland's, a home décor store.



Continued on page 5 "La Pietra" by Pamela Roehm.

Art, food showcases planned for annual fundraiser

The promise of fine art, great food and lots of fun as well as an opportunity to support the Greater Largo Library Foundation are all excellent reasons to purchase your Art Hop and Taste Fest tickets today.

This year, more than 20 artists and 15 restaurants will be participating in the March 19 event, which takes place from 6 to 11 p.m.

Among the artists whose works will be on exhibit are Featured Artist Pamela Roehm and Rising Star Artist Timm Mettler. The Featured Collection is "Dalí on Tour" and includes 31 reproductions of the artist's works as well as

rare books from the Salvador Dalí Museum's archives (see page 3).

Foundation CEO Scott Thompson said he expects crowds at this year's annual Foundation fundraising event to be the biggest in its four years.

"One wonderful feature of the Hop is that we have something for everyone," he said. "It's a great way to spend an evening out with family, friends and others who love the Largo Public Library."

Registration begins at 5:30 p.m., and participants may "hop" to shops between 6 and 8 p.m. via free shuttle buses from the Library. Each business stop will feature an artist, and

offer hoppers snacks and beverages. Participating businesses included Janie Bean Florist, The Creative Design Team, Heron House, Frame

Continued on page 4



INSIDE This Issue

President's Message	2
Director's Message	2
What's Happening	3
Book Review	4
Member Spotlight	5
How to Help	6-7

President's Message

Joe Falanga — Greater Largo Library Foundation Board



Art Hop kicks off the new year in style

The Greater Largo Library Foundation has fantastic plans for 2011, and I'm excited to share with you today details about our first big event of the year.

The annual Art Hop and Taste Fest on March 19 promises you an evening that will be off the chart with fine art, great food and beautiful music. Here's a rundown of what you can expect:

- As you probably have heard, we are bringing the "Dalí on Tour" exhibition to the Largo Public

Library. During the Art Hop, you'll have an opportunity to see 31 amazing reproduction of works from the Salvador Dalí Museum's permanent collection as well as selections of rare books kept in the museum's archives.

- Our "Featured Artist" this year is Tampa's own Pamela Roehm. Pamela has a tremendous passion for her work. You won't want to miss this opportunity to meet Pamela and see her spectacular work.
- The very talented Timm Mettler has been chosen as our "Rising Star Artist." Clearwater native Timm currently resides in New York City but earned his bachelor's degree in fine arts from Eckerd College. Make sure to say hello to Timm some-

time during the evening and learn more about his fantastic work.

- In addition to the works of Dalí, Pamela and Timm, we have a number of additional artists for you to see at the Library. Each of six artist stops will highlight businesses that are supporting the Library and helping make the Art Hop one of Largo's finest annual events.
- The evening also will feature the beautiful voice of Lisa Casalino, who will be entertaining you with a wonderful selection of tunes, as well as the music of the Pinellas Youth Symphony String Quartet.
- Finally, a number of fine area restaurants will be on hand to tempt your tastebuds with samples of their fine cuisine.

Proceeds from the Art Hop help the Foundation fund its programs, obtain materials and maintain the excellent experience the Library provides for its patrons. Your support of the Art Hop as well as other Foundation programs is a vital part of ensuring the Library remains one of Largo's greatest assets for our children and our community.

Mark your calendar and get your tickets early to make sure you are part of one of the Foundation's biggest events of the year. I look forward to seeing you there!

Director's Message

Casey McPhee — Largo Public Library



New display shelving enhances Library

I'm pleased to let you know that the new DVD displays funded by the Greater Largo Library Foundation were installed in the library check out area during December.

The design of the units is terrific on a number of levels. First, the materials can be shelved either spine out or face out, giving the staff a lot of flexibility in shelving and showcasing items. Second, the end panels, which were designed to match the beautiful wood finishes in the building, also have a slat wall built in to allow even more display options. Third, the displays are on casters, making them easy to move and change formats, and giving staff members even more flexibility in housing the collection. And if space is needed for something other than library materials, such as the upcoming Foundation Art Hop event, these units can be temporarily relocated.

Just as importantly, the location of the displays is perfect. One of the most often asked questions in the library used to be

"Where are your DVDs?" as the whereabouts of our collection was always a mystery to patrons. Now that the DVDs are front and center, staff members are able to focus on more complex issues and answer other types of questions. Also, the proximity of the units to the sorting area enables staff to shelve DVDs much faster, which makes patrons happy.

Another great thing about the new displays is that they improve the experience people have upon entering the library space. The orientation of the shelving softens the spiraling architectural features a bit and makes this part of the library a little more cozy and welcoming.

As you well know, investments the Foundation makes in the library are critical, especially during these times of budget cuts and staff reductions. The purchase by the Foundation of needed items, such as the one for the new DVD display units, helps our staff work more efficiently and enables the community to better access library materials.

Thank you for your continued support of the Library and for the community we serve.

February genealogy seminar features renowned author, speaker and television personality Megan Smolenyak

Don't miss the upcoming annual genealogy seminar, which this year features Megan Smolenyak, a popular writer, speaker and TV guest who has earned a national reputation for getting the "g-word" out there and inspiring others in their quest for roots.

Taking place February 12 at the Largo Public Library from 8 a.m. to 4 p.m., the seminar is co-sponsored by the Pinellas Genealogy Society and the Largo Public Library. In addition to a series of presentations by Megan, the event includes a choice of breakout sessions, a book sale, and opportunities to meet with local historical and lineage society representatives.

Megan's most recent book is *Who Do You Think You Are? The Essential Guide to Tracing Your Family History*, companion guide to the popular NBC series. She also served as Chief Family Historian and spokesperson for Ancestry.com; created RootsTelevision.com, an online channel of free videos and winner of four Telly Awards; and founded UnclaimedPersons.org, a volunteer group that assists coroners and medical examiners. She has ap-



Megan Smolenyak

peared on "Good Morning America," "NPR," "The Today Show," "CNN" and "BBC Breakfast." In 2010, Megan was honored with the prestigious National Genealogical Society Award of Merit for her work in advancing genealogy to a broad audience.

Megan will speak on four topics: "Trace Your Roots With DNA," "Reverse Genealogy: Techniques for Finding Your Lost Loved Ones," "Find The Obituary! Online Newspaper Research," and "Cold Cases: Genealogists, Coroners and the

FBI." Additional breakout sessions will address naturalization records, research trip planning and medical heritage.

Registration forms are at the Genealogy Center in the Largo Public Library or online at www.rootsweb.ancestry.com/~flpgs. The cost is \$47 with advanced registration (\$42 for Pinellas Genealogy Society Members) and \$50 after February 5. The fee includes a continental breakfast, lunch and beverages. Space is limited, so register early to secure a seat. If seats are still available, you may pay at the door the morning of the conference.

Enjoy Tea and Tour the Largo Public Library

See first-hand how the Library serves 650,000+ patrons each year. Tea and Tour includes a tour, refreshments and a short presentation. FREE to organizations, clubs and even groups of friends.



For more information: 727-586-7398

Are you ready to GO GREEN and have "The Bookmark" delivered via email?



Call: 727-586-7398
Email: officeglf@yahoo.com.

'Dalí on Tour' brings art, rare books to Library through end of April

The "Dalí on Tour Traveling Exhibition," a show featuring 31 reproductions of works from the Salvador Dalí Museum's permanent collection, will be featured during the Art Hop and Taste Fest and through April.

The prints are significant examples from each of Dalí's four main stylistic periods, offering a panorama of his life and work. Each image is beautifully framed and accompanied by a wall placard that provides notes about that particular work.

The exhibition also includes a selection of rare books that Dalí either wrote or illustrated. Among the works on display will be his autobiography *The Secret Life of Salvador Dalí* and his *The 50 Secrets of Magic Craftsmanship*, as well as illustrated copies of *Macbeth* and *Don Quixote de la Mancha*.

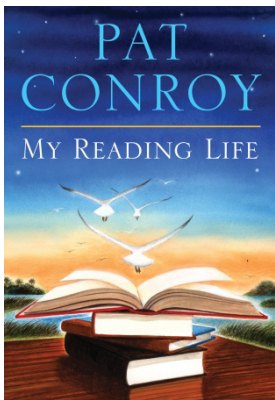
Foundation President Joe Falanga thinks the timing of the exhibit could not be better.

"The opening of the new Dalí Museum in St. Petersburg has refocused the world's attention on the works of this great artist," he said. "Having this excellent collection in the Library at this time offers our entire community a wonderful opportunity to learn more about Dalí and his life."



"The Hallucinogenic Toreador" by Salvador Dalí

A delicious feast of words for all readers



Pat Conroy's latest book *My Reading Life* is for everyone. It is for those who love to read, those who believe in the value of libraries, those whose lives have been touched by a teacher or are teachers, those who are military brats, those who fell in love with Conroy's previous novels and those who are still trying to get it right although well into their golden years. The book also is for those who want to know about the writing process and for those who relish the backstory of all the characters they have grown to love in Conroy's earlier works.

Once I recovered from the dedication page, I sank into a delicious discovery of shared experiences that ranged from reading *Gone With the Wind* in elementary school with my mother's encouragement and beginning my teaching career in the same small school system that I attended as a student to living through the turmoil of the 1950s and 1960s in the segregated south.

Conroy, who is a master of laugh-out-loud stories, included a recounting of his very proper high school librarian whose "ideal of nirvana would be a library cleaned of all readers; the books all shelved and accounted for" as well as a tale involving

a fellow faculty member who regularly sought out Conroy to purchase a half-gallon of Jack Daniels Black for a summer cold she'd been fighting for 20 years.

He also shares chokingly sad stories. A lonely child who moved to a new school almost every year, Conroy instinctively knew that the beatings both he, his mother and his siblings endured needed to be hidden from the world outside the family circle for a variety of reasons, including economic ones.

The power of the written word is deftly demonstrated throughout the book, as shown in an account of one of Conroy's former neighbors who used strong pejorative language to describe some of the characters in *The Water is Wide*. Following the adage that revenge is best served cold, Conroy used the man's name for a similar character in *The Great Santini*.

The most powerful and best lines of *My Reading Life*, however, are about libraries and the books they contain, including, "There was nothing my mother could not bring me from a library." It seems to paraphrase David McCullough's statement that all of the knowledge of the world from the beginning of time can be found in a public library, free to all who wish to learn.

Book reviewed by Gay Gentry, a member of the Largo Library Foundation Board of Directors.

Art Hop & Fest *continued from page 1*

Factory, Smiths Custom Creations and Cottage Café.

Back at the Library, more than a dozen restaurants, including Clear Sky Beachside Café, RG's Restaurant and Café, Texas Cattle Company, Joe's Crab Shack, Creative Catering by Design, and North Beach Wine & Spirits, will set up tasting stations for ticket holders.

Music at the Library will be provided by Lisa Casalino, a local vocalist, and the Pinellas Youth Symphony String Quartet. Also on the agenda are silent and live auctions, chance drawings, and door prizes.

"I'm overwhelmed by the amount of support we have received for our biggest fundraiser of the year," Scott said. "I think those who attend will be impressed by what happens when local businesses, talented artists, hardworking volunteers and generous corporate sponsors come together for a good cause that benefits the entire community."

This year's Presenting Sponsor is Bright House Networks and the Rising Star Sponsor is Raymond James.

Individual tickets are \$30 in advance and \$35 at the door. If you purchase a VIP ticket (\$100 individual; \$150 couple), your name will be included in the program and you'll receive four drink tickets as well as an invitation to attend our Farewell to Dalí Thank You Dinner Party in April 21. Purchase tickets by calling 727-586-7398.

Presenting Sponsor



Rising Star Sponsor

RAYMOND JAMES®

We **LOVE** our Volunteers!

Call the Foundation at 727-586-7398 if you want to join the team.



Express your creativity

while supporting the Greater Largo Library Foundation.



Drawing, watercolors, crocheting, knitting, cake decorating, candy making, faux & decorative wall painting, clay, and more.

Call 727-586-7398 for info.

Making a significant impact quarter by quarter

For many individuals, a once-a-year check is their giving preference. Others make one-time donations in memory of special individuals or take advantage of a long-term planned giving approach.

Scott Wilson, owner of That Software Guy, had another idea of how to support the Foundation. Instead of giving a flat amount each year, he decided to donate a percentage of his company's profits each quarter to the organization.

"I believe that giving back is important and have always admired those who do, such as department store magnate J.C. Penney, who gave away 95 percent of his income in the last year of his life," Scott said. "Today, I have a personal goal of giving away 5 percent of my adjusted gross income every year to causes I care about, such the Foundation. Eventually, I hope to become successful enough to greatly increase this percentage."

Scott launched That Software Guy almost seven years ago to help small and medium-sized businesses establish and fine-tune their e-commerce capabilities to be better able to sell products and services around the globe via their own websites.

This 10-year Largo resident and newlywed (he married Niki just last year) came to the Foundation a little over four years ago to figure out a way he could best support its activities and the Library.

"I have always been a big fan of libraries," Scott said. "Not only are they storehouses of all the world's wisdom, they are a tremendous benefit to communities."

In the time he has been supporting the Foundation, Scott has been able to donate in excess of \$5,000.

"The arrangement I have with the Foundation is perfect for me and one I'd recommend for any business," he said. "Giving a percentage of revenues on a quarterly basis gives me flexibility, the ability to effortlessly give more as my business grows and an opportunity to give back to a community I love."



Scott Wilson



Meet the artists *continued from page 1*

"I always felt that I had a God-given talent and that I was, in a sense, an instrument of God when it came to my art," she said. "However, it was the support and encouragement of others who gave me the confidence to take my painting to the next step."

Today many of Pamela's pieces are done in a technique that she developed herself, a technique that uses layering and Venetian plaster to create a unique effect that is sometimes similar to what is seen in the work of the Old Masters.

In addition to painting, Pamela is a talented fashion designer with her own line of clothing. Roehm Couture grew out of her love for fashion (she spent a number of years as a model) and necessity when she wanted to wear spectacular, one-of-a-kind clothes but didn't have a budget that allowed couture designs.

Her designs have been featured in a number of magazines, including Phassion and Vocuss Magazine.

"I'm someone who is interested in just about anything creative," she said. "I'm blessed that I have been able to take what I love doing, whether it is creating couture designs, beadwork or painting, and make it a part of my everyday life."

Meet Timm Mettler

Clearwater native Timm Mettler, this year's Art Hop Emerging Artist, is first to admit that he doesn't have a particular style when it comes to his paintings and that he tends to be experimental in his work.

"My work ranges from realistic to symbolic and abstract," he said. "I've always liked to explore, and art has been an excellent way to do so."

Timm, a graduate of the Pinellas County Center for the Arts at Gibbs High School, earned his bachelor's degree in

fine arts from Eckerd College. He stayed in the area after graduation, and worked and volunteered for three years at the renowned The Studio@620 in St. Petersburg until just last summer when he moved to New York City.

Timm, who said he always thought it'd be great to have a show in a library, is painting a new series of works specifically for the Art Hop.

"The pieces I'm developing express my reactions to ideas and memories from Florida since I made the move to New York," he said.



Two unfinished canvases by Timm Mettler.

Honor special people with tribute gift

Libraries touch the lives of all of us, from the cradle to the grave. Tribute and memorial donations to the Foundation give you a wonderful way to celebrate, honor or memorialize the special people in your life as well as help ensure that the Largo Public Library can continue to provide the best possible service to its patrons and community.

The Foundation provides a number of ways to publicly recognize those who have made a difference to you, your family and your community. And every donation is tax deductible.

- **Bookplate:** For a small gift of \$35, a bookplate with the name of the individual you are honoring will be placed in a Library book of your choice.
- **Bookcase Listing:** When you add the name of someone special to the end of a Library bookcase, you may choose

from among three sizes of engravings (\$250-\$1,000) and where in the Library you want the name placed.

- **Designer Stars:** A wall of Designer Stars just inside the entrance to the Library honors those who contribute gifts of \$2,500 or \$5,000.
- **Room Name:** Naming a special room in the Library is a wonderful way to pay tribute to someone special. A broad selection of naming opportunities is available for donations ranging from \$25,000 to \$100,000.
- **Lifetime Donors Wall:** Gifts of \$25,000 or more are given special recognition on the Lifetime Donors Wall, and individuals are granted lifetime membership to the Greater Largo Library Foundation. Your gift is applied to our Endowment Fund, and a name of your choice is engraved on the Endowment Plaque.

Planned giving provides benefits to you, heirs

Planned giving allows you to combine financial, estate and tax planning so that you may give gifts to the Foundation in a way that results in tax and financial benefits for you, your family and your estate. Here are examples of different ways you can give:

Bequests: Gifts made via bequest are arranged through your will. Options include:

- **Specific Bequest:** You give a specific amount that may be designated for general use by the Foundation or directed for a special use as you determine. *Sample wording: I leave the sum of \$ ___ to the Greater Largo Library Foundation, Inc., of Largo, Florida, for its general purpose.*
- **Bequest of Percentage or Residue:** You designate a percentage of your estate, such as the remainder or revenue, either through your will or living trust. *Sample wording: I leave all (or ___ %) of the rest, residue, and remainder of my estate, whether real or personal, and wherever located, to the Greater Largo Library Foundation, Inc., of Largo, Florida, for its general purpose.*
- **Gift of Real Estate by Will:** You can give property to

the Foundation or instruct your representative to sell the property and give the proceeds of the sale to the Foundation. *Sample wording: I leave to the Greater Largo Library Foundation, Inc., of Largo, Florida, the real property described as follows: (description of property). I direct my Executor / Personal Representative to sell the above-described real property and distribute the proceeds to the Great Largo Library Foundation, Inc., of Largo, Florida, for its general purpose.*

Charitable Gift Annuity: This giving option allows you to receive fixed payments for life with immediate tax savings.

Life Insurance:

You may make the Foundation a beneficiary of an insurance policy or contribute to the organization a policy you no longer need.

Retirement Plan:

Designating a portion of your retirement plan

today helps offset current income taxes and future estate taxes.

Securities and Real Estate: Gifting a portion of your current assets to the Foundation may help avoid capital gains taxes.

Beneficiary Designation: Using a special form, you may designate that a bank or brokerage account go to the Foundation upon your death.

The Greater Largo Library Foundation, Inc., is not engaged in rendering legal or tax advisory service. For advice and assistance in specific cases, the services of an attorney or other professional advisor should be obtained. Advice from legal counsel should be sought when considering planned giving, estate planning, estate gifts, or the making or revision of a will.



If you'd want to go green and receive this newsletter via email, please email us at officeglf@yahoo.com or call 727-586-7398.



Won't you join us and become a supporter of the Greater Largo Library Foundation?

When you become a Foundation member or make a contribution in any way, you support a wide range of programs that help keep the Largo Public Library a community treasure. Please call 727-586-7398 for more information, or complete the form below and mail it to our office.

Join or renew Foundation membership:

I am a NEW member.
 I am a RENEWING member.

Membership level (annual):

Bookworm (\$50-\$999)
 Book Lover (\$1,000-\$4,999)
 Pulitzer Prize (\$5,000-\$24,999)
 Nobel Society (\$25,000+)

I do not wish to be Foundation member right now but would like to make a contribution:

\$25
 \$30
 \$35
 \$40
 Other \$ _____

Purchase Library tribute or memorial:

Bookplate:

Single bookplate (\$35)

Bookcase Listing:

Large print (\$1,000)
 Medium print (\$500)
 Small print (\$250)

Designer Star:

Large star (\$5,000)
 Small star (\$2,500)

Listing on Lifetime Donor Wall:

From \$25,000

Special Room Naming Rights:

Please contact me

Support Foreign Language Collection:

\$50
 \$100
 \$250
 \$500
 \$1,000
 Other \$ _____

Purchase Staff Temptations Cookbook:

of cookbooks (\$10 each)
 Shipping (\$4 each book)
 Total

Buy Library tree ornament:

of ornaments (\$15 each)
 Shipping (\$4 each ornament)
 Total

Contact information:

Title: Mr. _____ Mrs. _____ Ms. _____ Mr. & Mrs. _____ Other: _____

First name: _____ Last name: _____

Company name (if applicable): _____

Street or PO Box: _____

City: _____ State: _____ ZIP: _____

Phone (day): _____ Phone (evening): _____

Summer/Alternate address (date from: _____ to: _____)

Street or PO Box: _____

City: _____ State: _____ ZIP: _____

Phone (day): _____ Phone (evening): _____

Email: _____ Fax: _____

Billing information:

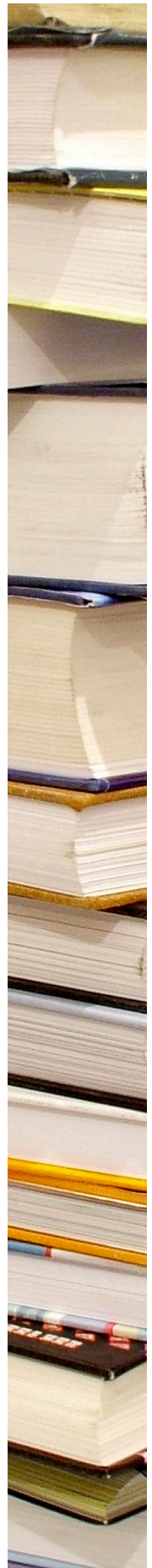
Check or money order enclosed payable to **Greater Largo Library Foundation, Inc.** for \$ _____ .

Please charge \$ _____ to my _____ VISA® _____ MasterCard®

Card #: _____ Expiration date (month/year) _____

Authorized signature: _____

**Mail to: Greater Largo Library Foundation
120 Central Park Drive, Largo, FL 33771**



120 Central Park Drive
Largo, Florida 33771
Phone 727-586-7398 • Fax 727-586-7349
www.greaterlargolibraryfoundation.org

NON PROFIT ORG
U.S. POSTAGE
PAID
ST. PETERSBURG, FL
PERMIT #4016

 Art Hop
& Taste Fest

March 19
6 to 11 p.m.

Tickets:
\$30 in advance; \$35 day of event
VIP Tickets:
\$100 individual; \$150 couple

Board of Directors

Joe Falanga, President
Lynn Pippenger, Vice President/COO
Vernon R. Bryant, Vice President
Rick Donohue, Treasurer
Patricia K. Bell, Member
Shirley Craig, Member
Claudia Dahlman, Member
Gay Gentry, Member
Eric Gerard, Member
Robin Katchuk, Member
U.S. Army Capt. Robin Ruybal, Member
County Commissioner Karen Seel, Member
Iris Shalit, Member
Peter Summers, Member

Scott Thompson, Foundation Chief Executive Officer
Casey McPhee, Library Director



The Greater Largo Library Foundation, Inc., is a non-profit organization that cultivates funding resources and advocates for the Library to enhance innovative library services for the community's educational and social enrichment.

The Foundation subscribes to the Code of Ethical Principles and Standards of Professional Practice of the Association of Fundraising Professionals. 100% of your donation will be applied to the Greater Largo Library Foundation. A copy of registration and financial information may be obtained from the Florida Division of Consumer Services by calling 1-800-435-7352. Registration does not imply endorsement, approval or recommendation by the State. The Greater Largo Library Foundation registration number is CHI428.

DKR
COMMUNICATIONS

 **Minuteman
Press.**
The First & Last Step In Printing.

Printing donated by Minuteman Press at 2475 East Bay Drive, Largo.
Editing & design donated by DKR Communications at www.dkrcommunications.com.