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Rebuild

NEW ORLEANS PUBLIC LIBRARY

A Progress Report from the New Orleans Public Library Foundation

FALL 2006

REBUILD CAMPAIGN TRANSFORMS STORM-BATTERED LIBRARY SYSTEM, WITH HELP FROM FRIENDS NEAR AND FAR

The hopes of the New Orleans Public Library are becoming reality, thanks to the efforts of thousands of people like you to whom we send this first report on the progress of our Rebuild Campaign.

The Campaign took shape in the dark post-Katrina days of November 2005, with eight of 13 library locations destroyed and staff slashed from 216 to 19. The trustees of the New Orleans Public Library Foundation took the initiative and launched a campaign in December to raise funds required to rebuild.

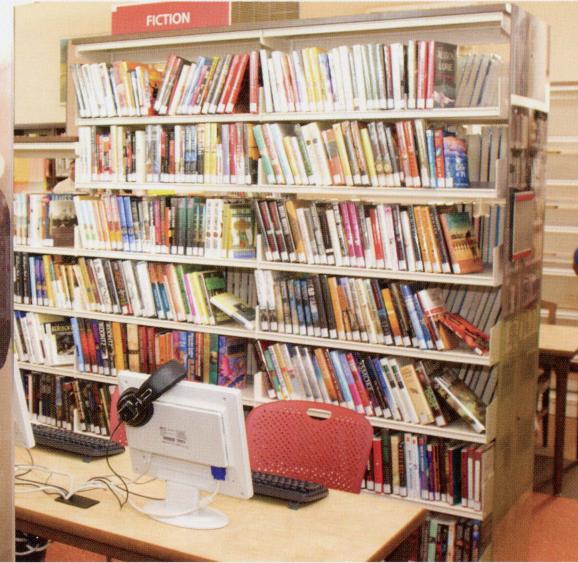
It was the first Library capital campaign in over 30 years, and the first major fundraising drive ever for the young Foundation. Since then, we have raised more than \$2 million in cash and in-kind gifts and pledges, from

In just a year, the New Orleans Public Library's Rebuild Campaign has raised more than \$2.1 million.

donors large and small, in New Orleans and across the globe. The nation's library community has been incredibly generous. Libraries and librarians across the country have raised funds on our behalf. Publishers and other companies that serve libraries have transformed two of our branch libraries from the shelves to the walls, and are investing in improvements to our Main Library, too.

The American Library Association held its national convention in New Orleans in late June, resisting the fears of some members that the devastated city could not support nearly 20,000 visitors. Instead, ALA took up the challenge and organized what many librarians said was the greatest, most meaningful convention they ever attended.

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LIBRARY LEADERS BRING IDEAS, EXPERIENCE, NATIONAL PROFILE

A knowledgeable, enthusiastic three-person team was confirmed in October to spearhead the NOPL rebuilding process.

Irvin Mayfield, director of the New Orleans Jazz Orchestra, is new chair of the New Orleans Public Library Board. **Tania Tetlow**, an associate professor of law at Tulane University, head of the Law School's domestic violence clinic, and immediate past library board chair, has been named to head the New Orleans Public Library Foundation. And **Lance Query**, dean of libraries and academic information resources at Tulane, will add to his duties the post of special consultant for administration to the board of the New Orleans Public Library. He will guide the staff and the rebuilding process until a new director is chosen by a national search.

The library board appointed Query to the consulting administrative post after the June departure of City Librarian Bill Johnson, who returned to Florida, and the recent announcement by deputy city librarian and interim library director Geraldine Harris that she has accepted a senior position in the Calcasieu Parish library system in Lake Charles.

FROM DISASTER TO RESOURCE:

Drowned books at the Alvar branch (below) are replaced by a modern library—with New Orleans touches—that opened in June.



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REBUILD:
A PROGRESS REPORT
FROM THE NEW
ORLEANS PUBLIC
LIBRARY FOUNDATION

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* - also a member of the
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Board of Directors

CONTRIBUTORS

Ron Biava
Robin Goldblum
Diana Pinckley
Linda Santi

PHOTOGRAPHY

Jackson Hill
Paula Burch
Erica Lemann
Pete Sieger

DESIGN

Christine Quebedeaux
Library Journal Cover:
Joe Taylor/Mendola
Artists Representatives.

ART

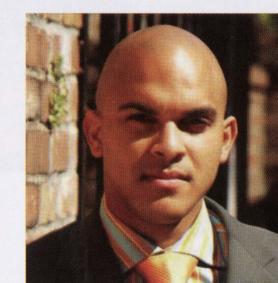
Lisa Cohen
Bookmobile graphic
Susan Guevara
Chato mural graphic

219 Loyola Avenue
New Orleans, LA 70112
504-596-2615 www.nutrias.org
rgoldblu@gnolib.la.us

LEADERSHIP TEAM (continued from page 1)

Tetlow points to Query's volunteerism with gratitude. "Lance made the extraordinarily generous offer to volunteer his time to the public library system to steer the ship for a few months and to help us with our search for the best possible director," said Tetlow. "We are confident we will find someone who is excited by the challenge of rebuilding and reimagining an urban library system."

About her successor as board chair, Tetlow added, "Irvin Mayfield has been working to raise money for the libraries for years and is especially committed to literacy programs. His enthusiasm and his national outreach will help us 'build back better.' I look forward to our efforts together."



Mayfield, a trumpeter is one of the leading new jazz and blues musicians in the New Orleans area. An educator, performer, composer and arranger, Mayfield released

10 albums on the Basin Street label, and has appeared on or produced dozens of other records. In 2002, he founded the New Orleans Jazz Orchestra, Inc., the only major jazz performance institution of its kind in the city, to deliver year-round, rich and meaningful jazz presentations for the New Orleans region.

Mayfield has remained steadfast in his effort to bring New Orleans culture back to its feet. He participated as an advisory member to the Lt. Governor's Louisiana Cultural Rebirth Committee, and as committee member to Mayor C. Ray Nagin's Bring New Orleans Back culture sub-committee. He also became the artist-in-residence at Christ Church Cathedral in New Orleans immediately upon returning to the city.

In addition to his library commitments, Mayfield serves as a board member of the Police and Justice Foundation.

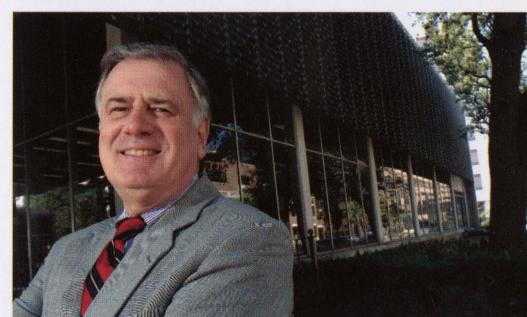
As head of the NOPL Foundation, Tetlow will help raise the public and private money needed to create a model library system, working closely with Mayfield and Query. The Foundation has raised more than \$2.1 million

toward rebuilding the libraries during the last 10 months. "We're a strong team," she said.

Query came from Western Michigan State in 2000 to head Tulane's libraries. He holds a PhD in Latin American studies from Indiana University and a master of library science from the University of Chicago. With over 30 years experience working in libraries—public and private—and more than 13 years' administrative experience, Query is familiar with the issues facing public libraries nationwide.

Query still faces challenges at Tulane, where the main library had nine feet of water in its basement; collections of government documents, microfilms, newspapers and music were lost. "We were hit hard, and I'm not going to abandon my day job," he reiterates. "But I feel I simply have to make the time to help the public library. I don't regard this as an option under these circumstances.

"This is my part in the recovery of New Orleans. It's a cliché that there's never been a great city without a great library—but it happens to be the truth."



"New Orleans' public libraries can help our citizens find new hope of recovery."

— Lance Query.



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FRIENDS AND FOUNDATION WORK TO SUPPORT NOPL

Founded in 1990, the **New Orleans Public Library Foundation** is a 501c3 non-profit organization dedicated to raising and managing gifts and gift income in support of the Library. The foundation's Board of Trustees includes the nine members of the Library Board, plus three community leaders, representatives of the Friends of the New Orleans Public Library and the Library Committee, and the City Librarian ex officio.

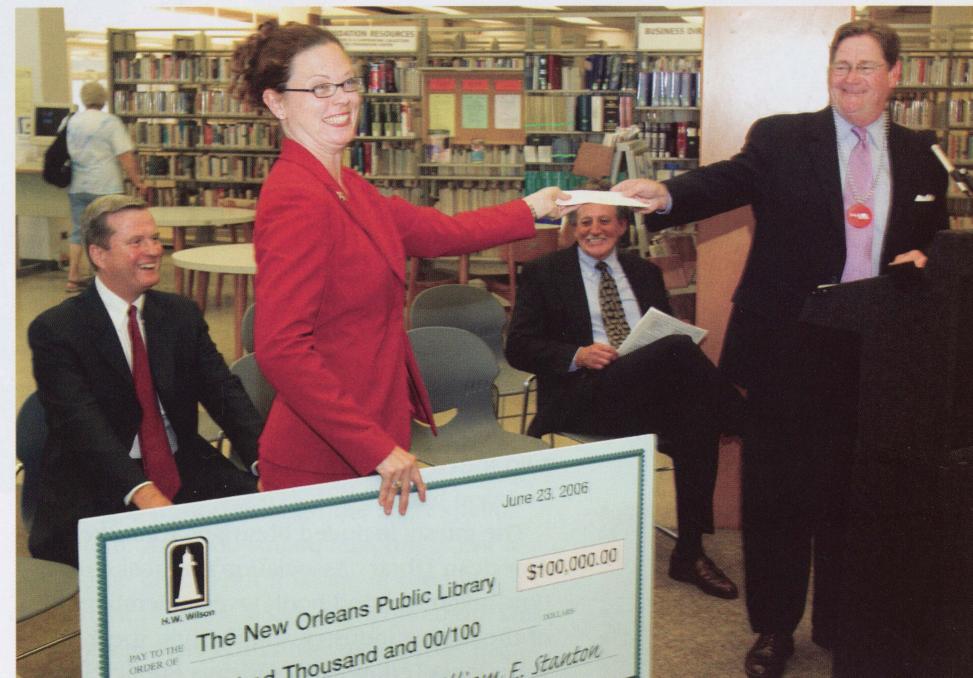
Pre-Katrina, the Foundation's activities were focused on managing a \$3.6 million reserve fund as an endowment. Income from this fund was used primarily to augment the Library's limited budget for book purchases. Post-Katrina, however, the Foundation initiated the campaign to rebuild the ruined libraries, raising over \$2 million since December 2005.

Working alongside the Foundation is the **Friends of the New Orleans Public Library**, another 501c3 non-profit organization governed by a separate board of directors, composed of dedicated volunteers. Income from the Friends' volunteer-run used book sales—every Wednesday and Saturday from 10 a.m. to 2 p.m. at Latter and Thursdays from 1 p.m. to 5 p.m. at Algiers Regional—augments NOPL's budget for educational programs, equipment, and other needs.

The Friends are also earning income for NOPL from sales of the fleur-de-lis book pin, especially designed by New Orleans artist Thomas Mann to aid the rebuilding effort. Each pin is handmade and one-of-a-kind.

Pins cost \$45, plus shipping. To order, visit nutrias.org/info/friends/friends.htm to download the order form, and mail it with your payment. For more information about Thomas Mann, visit www.thomasmann.com. Thanks to Mann—and to you—for supporting the Friends of the New Orleans Public Library.

Photo: Nutrias.org



ABA BACKS BOOK BUYS

Collections at Main Library, Alvar and the Children's Resource Center are growing, thanks in part to a \$75,000 contribution from the American Bar Association Labor and Employment Law Section's Katrina Task Force split among those libraries.

The Main Library's Business and Science Division received \$25,000 to buy new books on consumer issues, including home building and renovation, law, user-friendly math and science books, resume books, career study guides, and education books and videos.

"Our membership agreed that focusing on one or two specific projects was the way to efficiently maximize members' contributions," said Harold Koretzky, an attorney and task force representative.

Koretzky presented a \$25,000 check to then-NOPL board chair Tania Tetlow at the dedication of the CRC. "We used our first \$25,000 donation to help the Children's Resource Center rebuild its collection. Our second \$25,000 is helping NOPL rebuild its business and science collection with practical and timely volumes. Our third \$25,000 gift goes toward material for the Alvar Branch."

Other Louisiana members of the Section's Katrina Task Force are lawyers William Lurye, Mark Mallory and Howard Shapiro.

WILSON FOUNDATION FUNDS FACELIFT FOR MAIN LIBRARY:

With a giant facsimile check in one hand, NOPL Foundation chair Tania Tetlow reaches for the real \$100,000 with the other! William Stanton, President of the H. W. Wilson Foundation, presents the NOPL Foundation with a gift to launch refurbishment of Main Library with improvements to the building's circulation desk and entrance area. Seated in the background are Harold Regan, President and CEO of H. W. Wilson Company (l), and former NOPL Director Bill Johnson (r). H. W. Wilson Co. is a major publisher of reference works, full-text databases, indexes, and abstracts.

**ALVAR BRANCH IS REBORN
THANKS TO A CRASH
RENOVATION EFFORT,
SPEARHEADED
BY LIBRARY JOURNAL**


WIRED:

The Bill and Melinda Gates Foundation gave 22 computers to the refurbished Alvar Branch



Hand fans waving steadily in the heat, 200 people crowded into the Alvar Street Branch Library's courtyard to celebrate its reopening on June 25. In less than four months, this Bywater landmark, downriver from the French Quarter, had been transformed from a flooded, moldy ruin into a state-of-the-art neighborhood library.

The guests included librarians from the American Library Association's annual convention, neighborhood book lovers, members of the library industry, and donors. Speakers were Tania Tetlow, New Orleans Public Library (NOPL) Board chair, Councilman James Carter, Baker & Taylor's George Coe, MS&R project manager/architect Paul Mellblom, and Francine Fialkoff, editor of *Library Journal*, which spearheaded the renovation. They were eager to share their excitement and anecdotes of the successful and challenging process.

Before the hurricane, Alvar was heavily used by students from Frederick Douglass High School across the street. Singer

Charmaine Neville (of the well-known Neville family of musicians) lived nearby and came to the library to read to

children. By 2005, monthly average circulation had risen 29%; new patron registration was up 24% over 2004.

After the hurricane, standing water remained in the building. The branch lost its entire collection, as well as all interior furnishings and technology equipment. Residents of the Bywater district and nearby Holy Cross neighborhood (both in the city's Ninth Ward) were eager for the return of their library.

The project originated on March 2, when *Library Journal* publisher Ron Shank and editor Fialkoff toured the branch and the

**NEW SPACE TO
FEATURE "ART
NIGHTS"**

The Arts Council of New Orleans has pledged \$3500 to support twice/month art events at the Alvar Branch from January to July. This series is being organized and managed by a committee of arts volunteers from the Bywater neighborhood. Visit www.nutrias.org for a complete schedule.

In less than four months, a Bywater landmark was transformed from a flooded, moldy ruin into a state-of-the-art neighborhood library.

could be transformed by late June.

"The new design, some 60 years later, works to bridge the mid-20th century world with the emergent 21st century," Scherer said. The new design retained the structure's historic perimeter shelving and ceiling details. The renovation introduced contemporary features including 22 computers donated by the Bill and Melinda Gates Foundation, the modern recycled rubber, low-maintenance floor, colorful furnishings and shelving end panels featuring images of local jazz musicians. Fabric wall panels for sound absorption are designed to display work of local artists.



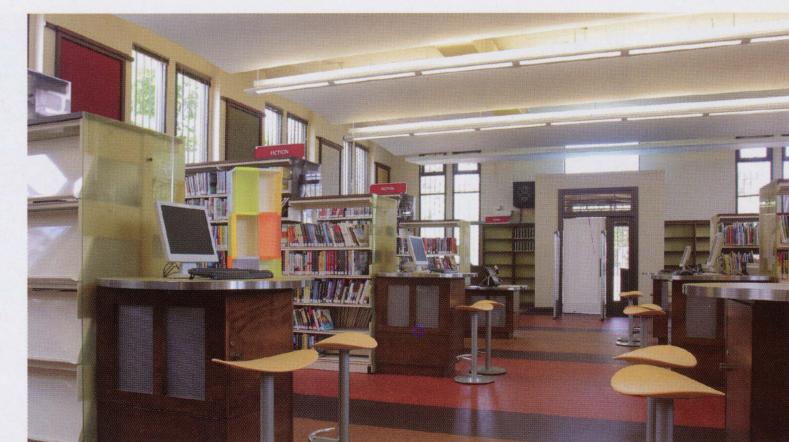
FROM RUIN TO REJUVENATION - INSIDE AND OUT! Three photos show the progress.

Alvar is the first NOPL facility to offer self-checkout using technology donated by Integrated Technology Group. Patrons can check out books, CDs, and DVDs on their own—more simply than a grocery store self-checkout. And they can choose from a collection that would ordinarily take six months or more to deliver—but was onsite at Alvar in just one month.

A SOURCE OF HOPE AMID CHALLENGE

Alvar is the first flooded branch to be rebuilt. It serves the neighborhoods of Bywater, Marigny, St. Roch, St. Claude, the Desire and Florida areas, and since Katrina, Holy Cross, the Lower Ninth Ward, and St. Bernard Parish.

Partially due to the presence of the library, post-Katrina Bywater promises to be as diverse and lively as it was before the storm, and residents are enthusiastic about the recognition for their recovering neighborhoods



"Our hope is that the library will itself reflect the neighborhood through the art," explains Mellblom. "At 2,500 square feet, this is not a very large library. But it is one of the most important libraries MS&R has worked on. This library represents the finest aspirations the architecture profession can bestow on this community."

In response to *Library Journal*'s appeal, the library industry donated an estimated \$400,000 in furniture, equipment, materials, books, and services. Necessary building repairs cost nearly \$400,000 more; the NOPL Foundation raised most of this in just four months. More than 20 local and national donors supported the project. Major donors are listed in the box at right; other helping hands include the Friends of the Nashville Public Library and the Americans for Libraries Council. (For a full donor list, visit www.nutrias.org.)

**RENOVATION OF THE
ALVAR STREET
LIBRARY:
MAJOR DONORS**

Library Journal
Baker & Taylor
Capital One
Citadel Builders
E. Eean McNaughton
Architects
Meyer Scherer & Rockcastle

Ruth Fertel Foundation
Friends Meeting of Washington DC
Elizabeth Greene
Katrina Project of Princeton University Students and Powells.com
Louisiana Library Association
Disaster Relief Fund
Parkside Foundation
Quills Literacy Foundation
Shell Oil Company
State Library of Louisiana
Hurricane Relief Fund
Mary Freeman Wisdom Foundation
Zemurray Foundation
Mary Zervigon



AN INVITING SPACE

A library patron enjoys the new collection at the Alvar Branch. "The library gives a lot of hope to people in the neighborhood," said Meredith Spivy, Bywater Neighborhood Association board member.

WATERS RISE BUT ARCHIVE STAYS DRY

Why didn't it flood? Was it just luck?" Those were the questions on the minds of former Library Director Bill Johnson, Archivists Wayne Everard and Irene Wainwright, architect Stewart Farnet, and contractor Randy Simon on September 8 as they explored the Main Library's second basement,

which houses the stacks of the Louisiana Division, more than 30,000 linear feet of documents as much as 200 years old. The Louisiana Division is one of the premier archives of primary source material on



TAKING CARE OF OUR PAST:
Archivists Irene Wainwright and Wayne Everard inspect Louisiana Collection treasures.

New Orleans and Louisiana under French, Spanish, and American rule.

Following Katrina, three feet of water filled the streets around Main Library and lapped at the building's top step. So when Everard and Wainwright

descended the stairs into the pitch-black basement, they expected to find a soggy, moldy mess. They were astonished when their flashlights revealed the basement dry, cool, and mold-free. No floodwaters.

But why? Farnet wanted to know too. As president of the board of the New Orleans Museum of Art, he had undertaken cleanup of the Museum's flooded basement. There the pressure of water in the soil cracked the basement floor. Why didn't the floor crack or the storm drains back up at Main Library? It seemed to be the only unflooded basement in Orleans Parish.

After poring over building plans and exploring the area, the group concluded that the sound design of the Curtis & Davis architecture firm had prevented archival disaster. Each of the drain lines from the Main Library basement was equipped with backflow prevention valves, and they worked. They kept

the floodwater in the street from backing up into the building. And the basement's double floor—two layers of concrete separated by a thick bed of gravel—relieved the pressure of water in the ground, preventing cracks that would have allowed water from the ground to fill basement 2 and basement 1 above it.

Some modest changes can be made soon to increase the basement's margin of safety, but the ultimate answer is moving the archives to higher floors in Main Library or another building nearby; planning has begun. "Safeguarding the record of New Orleans' history is our responsibility," said NOPL Foundation head Tania Tetlow. "None of us want to be remembered for losing the City Archives and Special Collections!"

NOPL ENTERS 'POST-WAYNE ERA'

Wayne Everard, senior archivist of NOPL's Louisiana Division, concluded 32 years of service on July 28. His expertise in the library's historical treasures was valued by scholars, city officials, and ordinary citizens—like Bernadette Mills, who was eager to hear a tape recording of a decade-old City Council meeting. Wayne searched hard, found the tape, and played it—all so Ms. Mills could hear the

voice of her late father, who had given a speech at that Council meeting 10 years earlier.

— *Tania Tetlow*

To honor such dedication, Criminal Sheriff Marlin Gusman made Wayne an Honorary Deputy Criminal Sheriff. Former Mayor Marc Morial wrote from New York in appreciation for Wayne's work cataloguing the archives of his administration and that of his father, Ernest Morial.

Wayne also created [nutrias.org](http://www.nutrias.org), the NOPL website, launching it in 1995 after a two-hour lesson in HTML. It was among the first public library websites, and pre-Katrina it remained among the most ambitious. (He spoke at the recent ALA convention on developing a library website as a "virtual branch.")

Irene Wainwright will succeed him in the role of senior archivist and webmaster, carrying on the tradition of service and research support in what she calls the "post-Wayne era."

BRAUNSTEIN BEQUEST SHOWS POWER OF PLANNED GIFTS

Earlier this year, the New Orleans Public Library Foundation received the final distribution from the estate of Olga Ravitch Braunstein, who died in 1990. The NOPL bequest from Mrs. Braunstein totaled \$300,000.

Olga Braunstein and her husband Jules, a petroleum geologist who died in 1983, loved books, knowledge, geology, and music. Through their bequests, they are nurturing their passions long after their deaths.

The Foundation invests such bequests in its \$3.6 million reserve fund, which is managed like an endowment, producing income that is spent to strengthen the Library. In the aftermath of Katrina, the reserve fund gives the Foundation income and flexibility to seize rebuilding opportunities as they arise.

Bequests and other planned gifts are vital to the long-term financial health of the New Orleans Public Library. For information about how to specify "New Orleans Public Library Foundation" in your will, or other planned giving techniques to support the library, contact Ron Biava, Rebuild campaign consultant (ronbiava@earthlink.net).

YES! I WANT TO HELP REBUILD NEW ORLEANS PUBLIC LIBRARY.

Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Gift amount: \$25 \$50 \$100 \$500 \$1000 \$2500 other \$_____ (Any amount is welcome!)

Method of Payment Check (payable to the New Orleans Public Library Foundation) VISA MasterCard AmEx
(please circle one)

Credit Card Number _____ Expiration Date _____

Signature _____
(required for credit card payment)

We are pleased to list donors on the NOPL website. If you would prefer to remain anonymous, please check here. _____

Please contact me about including the Foundation in my will. _____

My company will match my gift; please call me for details. _____

Your gift is tax-deductible as permitted by law. Federal Tax ID #: 72-1179236.

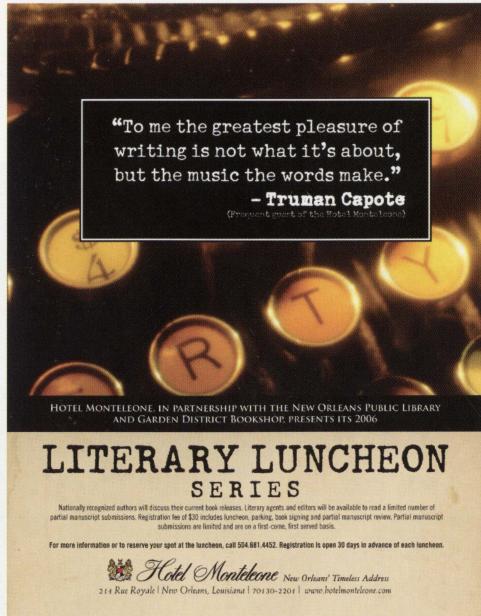
Please return this form to: NEW ORLEANS PUBLIC LIBRARY FOUNDATION 219 Loyola Avenue, New Orleans, LA 70112-9824. You may also donate using our secure Web site at www.nutrias.org. For more information, contact Robin Goldblum, NOPL development coordinator, 504-596-2615, rgoldblu@gno.lib.la.us



KIDS CARE

Students at the Isidore Newman Lower School in New Orleans raised \$5,000 to support renovation of the Children's Resource Center. From read-a-thons to "lemonade for libraries" stands, kids across America have raised funds to help us Rebuild.

Reconnect



Presented by the Hotel Monteleone, in partnership with Garden District Bookshop and the New Orleans Public Library, the Literary Luncheon series features nationally recognized authors discussing their current books. It benefits NOPL! Literary agents and editors are available, too. Among those scheduled for the spring series are historian Emily Clark, bookstore owner Roxanne Coady, and novelist Janis Cook Newman. For information, 504-681-4452.

REOPEN!

With your help, we have reopened the following locations! More temporary libraries and bookmobiles are on the way. (Open hours subject to change; please phone ahead.)

Main Library 219 Loyola Avenue • M-F, 9am-5pm
596-2560 • WiFi available

Algiers Temporary Library 3014 Holiday Drive • M-F, 1pm-6pm

Alvar Branch (Bywater) 913 Alvar Street
M-Th 10am-5pm • Sat 10am-5pm
596-2667 • Internet available

Children's Resource Center 913 Napoleon Avenue
M-F 11am-5pm • 596-2628
WiFi available

Hubbell Branch (Algiers Point) 725 Pelican Avenue
M-Th 10am-5pm • Sat 10am-4pm
596-2640 • WiFi available

Latter Memorial Branch 5120 St. Charles Avenue
M-Th 10am-5pm • Sat 10am-5pm
596-2625 • WiFi available

Nix Branch 1401 S. Carrollton Avenue
M-F 10am-5pm • 596-2630 • WiFi available

Smith Branch Bookmobile 6301 Canal Blvd
M, W 1pm-5pm • Sat 11am-3pm

NOPL on the Web www.nutrias.org

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