

Figures convey diversity, activity,
and friendly service.

Timberland Regional LIBRARY



The tree grows out of Timberland's name,
representing TRL's support of community,
sharing information and learning.

Native fir tree symbolizes
growth, local geography,
and Timberland's heritage.

Library District Unveils New Logo

Timberland Regional Library (TRL) conducted research in early 2010 to evaluate the public's awareness level and linkage to values that describe the library district. Results showed that the logos being used received low levels of recognition by the public and words used to describe TRL were not in sync with words used in describing the logos. A design process followed, utilizing descriptive words to be featured in a future logo. These words included community, friendly, information, learning and fun. The new logo was introduced in January 2011 to exemplify the active nature of the people, libraries and communities within the library's broad geographic region.

The new logo symbolizes stability, service and growth, while retaining the heritage that uniquely describes our region. The logo has been applied on the TRL newsletter, website, courier vans that transport items between libraries, staff nametags, new library cards and so much more. There was no cost to the library district for the research and graphic design services as they were completed by TRL employees within their normal working hours. To keep costs to a minimum, TRL updates the logo as materials need to be replaced.



Youth Programs

Rocket to new heights of reading

Young children soared into space as part of TRL's annual Family Read Aloud program, an initiative that encourages families with children from infancy to grade three to read aloud together in every room in their home. This reading adventure is bookended by two nationwide reading initiatives: Dr. Seuss's birthday-Read Across America Day on March 2 and Beverly Cleary's birthday-Drop Everything and Read Day on April 12.

All Timberland libraries provided free Read-Aloud activity kits, which included an original drawing of a whimsical flying-saucer home with views inside the rooms to color or place stickers on. The kit also included stickers, a read-aloud booklist, and a prize drawing entry form. The Read-Aloud early learning initiative focuses on lasting values of families reading with their children from birth—nurturing, creating memories, modeling reading enjoyment, starting a habit of reading together, developing readers, and helping children

achieve future success at school. Prizes included hundreds of books provided by Friends of the Library groups. Grand Prizes included a backpack and suitcase filled with books for each of TRL's five counties. In 2011, 1,376 families, including 5,432 children, and 161 classrooms participated by reading aloud together.

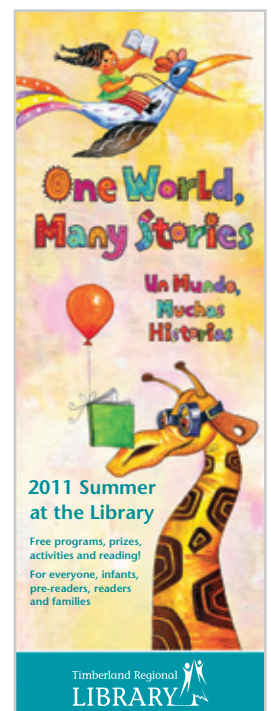
Taking an imagination vacation all summer long

As soon as school let out for the summer, kids and teens explored lands and cultures around the world through story, art, music, interactive presentations, activities and humor during TRL's popular summer at the library program. The children's theme for summer 2011 was "One World, Many Stories" and included hundreds of events designed to engage with all ages.

The library's summer program offered children engaging and fun-filled learning experiences and amazing reading opportunities. Events were held at Timberland libraries, from comedy and magic shows to music and storytelling programs. In fact, 14,415 children participated in these library activities, special performances and story time programs, with over 40,000 total attendees among all events.

The theme for teens was "You Are Here" and included programs and the opportunity to recommend books, visit the new TRL Teen Facebook page, download audio and e-books and access BookCrossing, a website that tracks over 8 million books traveling throughout 132 countries as they change hands.

A variety of prizes, including coupons from area attractions were donated by businesses, organizations and Friends of the Library groups.

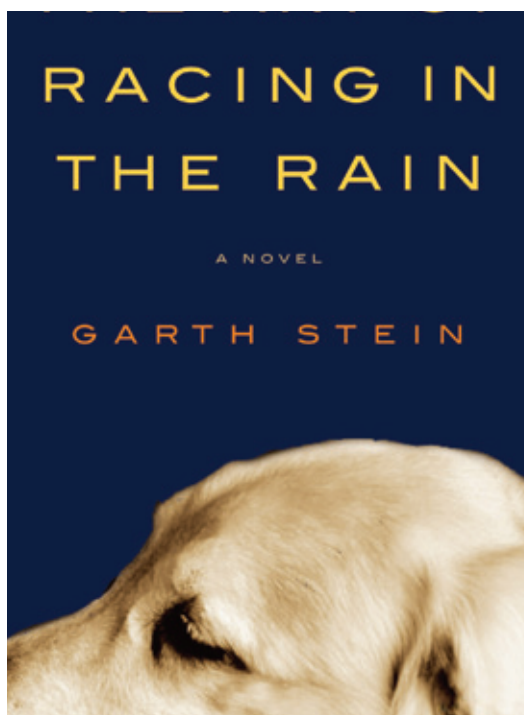


Adult Programs

Keeping warm with a good book

The snowy winter may have kept people indoors more as the 14th Annual Adult Winter Reading challenge saw increases from 2010 in the number of people participating, the number of entries in the drawing and the number of books read.

From January 3 to March 15, 2011 adults from across the five-county library district participated in a Reading Challenge that provided the opportunity to win prizes that included several overnight getaways and book and beverage baskets. Patrons that read or listened to five books during the program were able to enter the drawing to win a prize. Fourteen lucky names were drawn as winners from the 1,272 participants who read 18,250 books. Timberland libraries also awarded additional prizes locally. Businesses and Friends of the Library groups donated all of the prizes.



Timberland Reads The Art of Racing in the Rain

October saw the arrival of New York Times bestselling author Garth Stein as his book *The Art of Racing in the Rain* was selected as the Timberland Reads Together (TRT) one book-one community reading program.

A heart-wrenching but deeply funny and ultimately uplifting story of family, love, loyalty, and hope, *The Art of Racing in the Rain* is a beautifully crafted and captivating look at the wonders and absurdities of human life...as only a dog could tell it.

Events that drew nearly a thousand people included a reading and question and answer period with the author in Centralia, Hoquiam, Olympia and Shelton along with live theater performances of the novel by Seattle's Book-It Repertory Theater in six Timberland libraries. Book discussions were also held at all 27 Timberland libraries and more than a dozen other related events celebrated themes in the book.



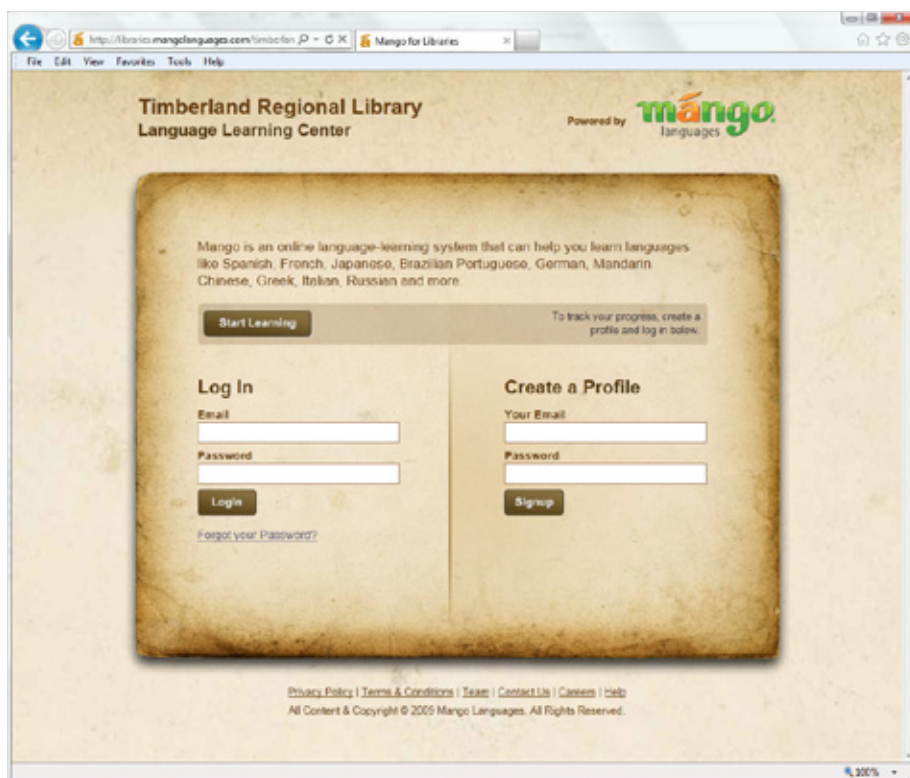
Free music downloads

Anyone with a Timberland Regional Library card can now download up to three songs per week through the library's new Freegal (rhymes with legal) Music collection launched in early 2011. Timberland Library cardholders with Internet access can use the service free of charge at www.TRL.org and select from over half a million tracks from the Sony Music catalog of 50 labels. People can search by song title, artist, album or composer and browse featured artists and newly added artists or surf among more than 120 genres from alternative, through blues, Christian/Gospel, classical, country, folk, hip-hop, Latin, new age, R&B, soundtracks, to world music. New songs are added daily.

The songs are PC and Mac-compatible and can be transferred to iPods, iPads, players and other devices. There are no restrictions and no special software is required to permanently download three songs every week (Monday through Sunday.) By the end of 2011, more than 95,000 songs had been downloaded.

Learning a new language got easier

Mango, the library's interactive online language-learning system offers more than 30 languages, including its latest addition, Hawaiian. Available since January, Mango had 3,587 patron sessions in 2011. Mango provides free, self-paced language courses combining graphic elements with instruction by native speakers. All it takes to get started is a home computer with Internet access, an email address, a microphone headset and a Timberland library card.



Out and About in Timberland Libraries



Hoquiam's library turns 100!

Hoquiam's Carnegie Library building, the Hoquiam Timberland Library, turned 100 years old in August. One of the first Prairie Style libraries on the West Coast, the Hoquiam library is on the national, state, and local historic registers. An all-ages celebration was held at the library on August 27 to celebrate this milestone in Hoquiam's history. In the fall, Hoquiam residents showed their appreciation

once again for their special library by voting overwhelmingly (72%) to annex to TRL, solidifying a library in their community for many years to come.

Libraries sprucing up



Centralia Timberland Library replaced outdated public service desks and painted portions of the interior of the building.



Lacey Timberland Library replaced its well used carpet with new carpet, painted most areas inside the library and upgraded to more energy efficient and brighter lighting.



Shelton Timberland Library (William G. Reed Public Library) replaced the worn carpeting with new carpet and flooring and the interior of the two-story building was painted.



South Bend Timberland Library replaced old windows with more energy-efficient windows and updated carpeting throughout the building.



Tumwater Timberland Library had carpet in the center portion of the library replaced as the first stage of a multi-phase re-carpeting project in the building.

New tools for making life better

Thanks to a partnership between TRL and The Washington Assistive Technology Act Program (WATAP) library cardholders with low vision, hearing loss or limited mobility may now borrow from 32 different assistive devices.

Devices include aids for dressing, kitchen tasks, household management, reading and writing, leisure, communication, and computer access. This new service is intended to provide the opportunity for people to take the device home to discover how it may offer greater independence in their own environment before purchasing.

Some items are low-tech, such as reachers, grippers, extended shoe horns and a variety of magnifiers. Others are more high-tech. Devices can be checked out for up to three weeks and may not be renewed.



President of the Board of Trustees

As president of the seven-member Board of Trustees for Timberland Regional Library (TRL), my role is to lead fellow trustees in making critical decisions that impact library services thousands rely upon every day. Your trustees work together to be fiscally responsible, protecting the investment you make in library services and ensuring taxpayers receive the best possible value in public library services.

My priority is to continue to provide access to resources, services and programs that you count on. Library items are carefully selected to provide materials for a wide range of interests, well trained staff help deliver friendly and efficient service and programs are developed to meet the needs and interests of each community. The benefits of a multi-county library district include centralized ordering, purchasing and cataloging of all books and materials for all the libraries. Those items are shared throughout the district and available upon request to any cardholder.

TRL delivers friendly and efficient library services to nearly half a million urban and rural residents spread across 7,000 square miles with just over 300 staff across 27 library buildings and an administrative support center. In addition to the 27 community libraries in Grays Harbor, Lewis, Mason, Pacific and Thurston counties, TRL forged partnerships to establish three community kiosks, two co-operative library centers and three off-site book drops for greater patron convenience.

Through careful management of TRL's budget, open hours and staffing have remained consistent. At the same time the library has provided a wide range of useful services to the people in our communities. That has resulted in a 25% increase in the number of library visitors in 2011 compared to 2010. TRL also saw a rise in the number of reference questions answered and another year where downloadable usage almost doubled. And in 2011, TRL became a participant along with more than 100 community institutions in two grants designed to bring high-speed broadband service by the fall of 2013 to underserved areas across Washington State, including libraries in Amanda Park, Chehalis, Hoodspout, McCleary, Naselle, Packwood, Randle, Salkum and Westport.

The Board of Trustees appreciates the ongoing efforts of the Friends of the Library groups, along with library volunteers as they donate thousands of hours each year to make their library and community a special place to be. I invite you to attend an upcoming Board Meeting and share your ideas and opinions about library services. Regular meetings are usually held the 4th Wednesday of each month at 7:00 p.m. Visit www.trl.org/About/Pages/BoardTrustees.aspx or call (360) 704-4636 or 1-800-562-6022 to confirm the date, time and location. Meetings are held at libraries throughout the district.

Emmett O'Connell

President of the Board of Trustees

Thurston County Trustee



Acting Library Director

Timberland libraries are places for opportunity, whether you want to read a popular novel, learn a new language, discover your family tree, access the Internet in search of a job, attend an author program, or just have fun. Your local Timberland library is part of a five-county library system, stretching from the Cascade Mountains to the Pacific Ocean.

Your local Timberland library is a gathering place for the community, where all people have access to the same information, where ideas and experiences are shared and where people are inspired. TRL provides patrons access to computers, online databases, Internet and job information, as well as a variety of activities and events for every age. In 2011, more than 25,000 library cards were issued, a 14% increase from 2010 numbers and for the third consecutive year, checkouts for downloadable audio books, e-books, movies and music nearly doubled.

2011 began with the introduction of a new logo designed to illustrate the active nature of Timberland libraries and communities and to reflect fun, accessibility and people helping people. In early 2011, TRL began offering Freegal, a music library with over half a million songs that allows three free downloads per cardholder each week. In the first year patrons downloaded nearly 100,000 songs.

In the spring, the annual Family Read Aloud fostered reading skills through fun as families took the challenge of reading in every room in the house. Also in the spring, Mango, an online language learning resource with self-paced lessons for 34 languages, was launched.

At the start of summer, Timberland libraries became the place to be as kids and teens crowded into area libraries to sign up for Summer Reading, participate in activities and attend hundreds of programs. The summer also saw Hoquiam residents celebrate the 100th anniversary of their library and overwhelmingly vote to annex to the library district, securing the library's place in Hoquiam.

The best-selling book, *The Art of Racing in the Rain* was the 2011 choice for Timberland Reads Together, TRL's annual "one book-one community" program. All October long, people read, discussed and participated in events related to the book, including evening programs with author Garth Stein, Book-It Repertory Theatre and more than a dozen other related events.

2012 will be a year of information gathering as TRL conducts patron surveys and hosts community forums to identify areas of greatest need and to shape how Timberland Regional Library serves our communities into the future. See you at the library!

Gwen Culp
Acting Library Director

2011 Statistics

Library cardholders: 321,052
Visitors to TRL libraries: 3,283,898
Computer use in Timberland libraries: 534,193 sessions
Reference questions answered: 602,841

Circulation

Cardholders borrowed 4,437,942 items.
E-books, Audio books, music and videos downloaded: 98,479
Freegal music downloads: 95,056

Collection

Timberland added 135,331 items to the collection and withdrew 191,894 for a total of 1,285,906 items.
E-books, Audio books, music and videos in the OverDrive Download Collection: 14,102 items.

Programs & Attendance

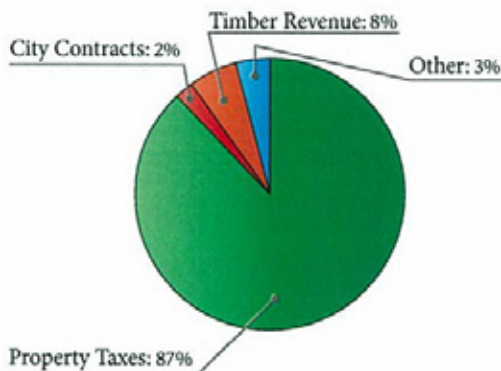
Children and family programs: 1,663 programs with 47,516 people
Teen programs: 279 programs with 3,081 people
Adult programs: 899 programs with 11,691 people

Volunteers:

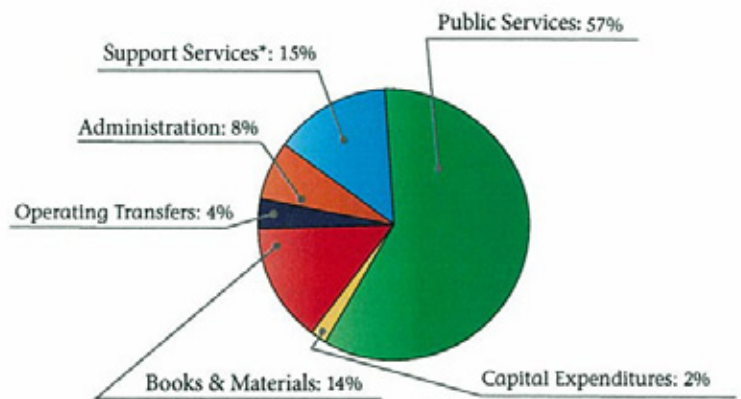
TRL received support from 114 volunteers. They gave 7,827 hours of their time. Thank you volunteers for your commitment and dedication!

2011 Revenues & Expenditures

Total Revenues: \$20,329,813.32



Total Expenditures: \$19,977,997.67



**Includes selecting and acquiring materials, preparing them for lending, delivering holds to patrons' libraries, borrowing from other library systems, and mending.*

Increase to sustainability reserves - \$351,815.65