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[Left to right] Information Technology Head Andrew Pace and NCSU Libraries Fellow Emily Lynema led the Libraries' rollout of the new catalog powered by Endeca search software, which has reconceptualized how users perform searches of the library's collection.

“Carousel of Knowledge” Campaign Update

By JIM MULVEY, LIBRARY DEVELOPMENT

As NC State University’s historic fund-raising campaign—*Achieve! The Campaign for NC State*—continues its march toward \$1 billion, the NCSU Libraries’ “Carousel of Knowledge” campaign is making steady progress toward its \$10 million goal. By the end of December 2005, the Libraries’ fund-raising total exceeded \$7.6 million. The Libraries is especially pleased to acknowledge the following significant gifts received in late 2005.

Ann and Jim Goodnight have made another contribution to the **Goodnight Educational Foundation Endowment for Special Collections**. The endowment supports the Libraries’ special collections program, with a particular emphasis on exhibits. Income from this endowment is expected to help support the creation of a stunning exhibit on the life and career of NC State botanist B. W. Wells, known as the father of plant ecology. The exhibit will be the opening exhibition in the new gallery being created in the East Wing renovation of the D. H. Hill Library.

W. Trent Ragland III, one of the Libraries’ campaign cochairs, has made a major gift in support of the renovation project. Wyndham Robertson, also one of the campaign’s cochairs,

made a generous gift toward the renovation as well. The renovation is expected to be completed in late 2006, when a new Special Collections Research Center and a Learning Commons will open, along with the exhibit gallery. Priorities for the capital campaign include:

- 1) improving and expanding library space [\$3 million],
- 2) building outstanding collections [\$3 million],
- 3) advancing digital library services [\$2 million],
- 4) recruiting and retaining excellent librarians [\$1 million],
- 5) applying unrestricted funds toward emerging opportunities [\$1 million].

For more information about the “Carousel of Knowledge” fund-raising campaign, please visit the Web at www.lib.ncsu.edu/support/capital or call the Libraries’ Director of Development Jim Mulvey at (919) 515-3339. For information on other ways of giving to the library, either through full endowments, incubator accounts, memorial and honorary gifts, corporate partnerships, or faculty papers, the following selection of development articles appearing in this issue of the *Focus* provide real-life examples. ❖

Ann Goodnight.



Trent Ragland III.



Wyndham Robertson.



Several Incubators Hatch as Library Endowments

By JIM MULVEY, LIBRARY DEVELOPMENT

Over the past few months, the NCSU Libraries has received a great number of donations in support of the capital campaign goal to build outstanding collections. Most of this support has been for endowments, which enable the Libraries to purchase important materials of great interest to its users. Endowments are an excellent way for donors to benefit students and faculty in their teaching, learning, and research for many generations to come. The rise over the past decade of the NCSU Libraries to the rank of twenty-seventh among North America's top 113 research libraries in the Association of Research Libraries is due in no small part to the investments in the collections made possible by endowment support.

The Friends of the Library is pleased to announce the creation of several new endowment funds. Each of these endowments began as an Incubator Endowment account. The Libraries offers an innovative program featuring incubator accounts for donors who want to support the library's collections and want more than five years to achieve full library endowment status (\$15,000). An incubator account is a named, perpetual fund that may be created with an initial investment of \$1,000, and the donor may select a preference for a subject area.

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HERMAN BERKHOF, NCSU LIBRARIES.

*In 1993 NC State faculty member Richard H. Bernhard and his wife Cynthia set up an Incubator Endowment in honor of their daughter's 1992 graduation from NC State with a B.S. in physics. The **Barbara Bernhard Windom Endowment** became a full endowment in 2006. Barbie Bernhard Windom, who also holds an M.S. in operations research from NCSU, became director of NC State's Undergraduate Tutorial Center in February 2006 after working in that facility since 1995. Dr. Bernhard, a professor of industrial engineering and the recipient of the 2004 NCSU Libraries Faculty Award, recalled setting up his incubator.*

*In 1992 when I rotated off a five-year term on the Board of Directors of the Friends of the Library and our daughter, Barbie, graduated *summa cum laude* in physics from NC State, my wife Cindy and I gave \$1,000 to the NCSU Libraries. I suggested to [Director of Libraries] Susan Nutter that she use it for a big party for her staff. Susan made the much better suggestion of putting it into an Incubator Endowment, which was a new idea at the time. We've added to it each year ever since, and it's now up over the \$15,000 required to make it a regular endowment. The step-by-step approach of the Incubator Endowment system is a marvelous way to make it possible for people of ordinary means, like us, to make significant and enduring financial gifts to the NCSU Libraries. We plan to continue to do this, and we strongly recommend this simple and easily achievable approach to others. ❖*

All books purchased with income from an incubator are marked with personalized recognition bookplates. Since the establishment of the Incubator Endowment program ten years ago, more than 135 incubator accounts have been initiated, and forty-five have reached full endowment level. The following incubators are now established as full library endowments.

Leonard W. and Eleanor M. Aurand Library Endowment—to support the NCSU Libraries' food chemistry and nutrition collections in all formats.

Harlan C. and Helen A. Brown Endowment—to support the NCSU Libraries' collections in all subjects and formats.

Guy L. and Margaret W. Jones Endowment—to support the NCSU Libraries' crop science collection in all formats.

Elizabeth A. McMahan Endowment—to support the NCSU Libraries' entomological collections in all formats, with a preference for social insects, including termites, ants, bees, and wasps.

The Guy L. and Margaret W. Jones Endowment supports the crop science collection in all formats.



William D. Moser's incubator became a full endowment in support of the Libraries' collections in all subjects and formats.

Dr. Assad and Emily B. Meymandi Endowment—to support the NCSU Libraries' history and humanities collections in all formats.

William D. Moser Jr. Endowment—to support the NCSU Libraries' collections in all subjects and formats.

Barbara Bernhard Windom Endowment—to support the NCSU Libraries' collections in all subjects and formats.

New incubator accounts created recently include the following:

David and Norma Mustian Endowment—to support the NCSU Libraries' religion collection in all formats.

Ed Weisiger Endowment—to support the NCSU Libraries' engineering collection in all formats.

For more information about the Libraries' endowments, please visit the Web at www.lib.ncsu.edu/support/endowments or call Director of Development Jim Mulvey at (919) 515-3339. ❖



PORTRAIT OF A CORPORATE PARTNER

Flashpoint Technology, Inc.

BY MICHAEL GULLEY, LIBRARY DEVELOPMENT

Gene Farrelly, a 2003 M.B.A. graduate of NC State's College of Management and operations manager for Flashpoint Technology, Inc., in Raleigh, is a Friends member and participant in the Corporate Partners Program.

The Friends of the Library extends a warm welcome to its newest corporate partner, Flashpoint Technology, Inc., a leading developer of advanced technology solutions and the intellectual property related to Internet imaging and digital photography. Corporate headquarters are located in New Hampshire, but the Qurio Division of the company is based in Raleigh, North Carolina. Qurio is the industry leader for digital photo organizing and sharing.

Qurio Operations Manager Gene Farrelly is a 2003 M.B.A. graduate of the NC State College of Management and has been a Friends of the Library member since graduation. "I think that what the library has been doing in recent years is just great," Farrelly notes. "I am a firm supporter." Because of his involvement with the Libraries as a student and as a Friend, Farrelly knew that the Corporate Partners Program offered a win-win situation for everyone. "Gene was really the impetus for having Flashpoint Technology becoming a Corporate Partner," said Al Issa, chief technology officer. Once the Qurio president, branch manager, and team obtained information about the program, they agreed

that the NCSU Libraries would be able to offer Flashpoint Technology efficient and useful access to information that would improve its work and business. David Greene, vice president of business development, said,

By having the ability to centralize how we access and utilize information, it will enable us to streamline and greatly increase the efficiencies in researching and finding applicable answers.

Flashpoint Technology took advantage of one of the program's many benefits, the Library Resources Workshop, which enabled six employees to come to the D. H. Library for training. Catherine Pellegrino, NCSU Libraries Fellow, and Megan Oakleaf, librarian for instruction and undergraduate research, provided instruction on how to navigate and use many of the library's resources. The session was tailored to meet Flashpoint Technology's specific needs and allowed ample time for questions and specific examples. After the session, Patty Scardino, director of intellectual property, said,

The biggest and most important thing that we were able to learn today was how to begin to

delve into the resources from the NCSU Libraries' main Web page. Flashpoint Technology is focused on researching current trends and information including but not limited to innovative technologies, related business, business climates, and possible new areas of interest. We have seen today that the library's resources will really help us to accomplish our research needs.

The group was also impressed by the level of service that the library provides to its users, particularly the "Ask a Librarian" service, which allows access to a reference librarian in a variety of convenient ways: phone, electronic mail, Instant Messenger, and the Web.

In addition to the many benefits that the Corporate Partners Program provides its members, the partnership with the NCSU Libraries allows a

company to be part of the NC State community. In Issa's words,

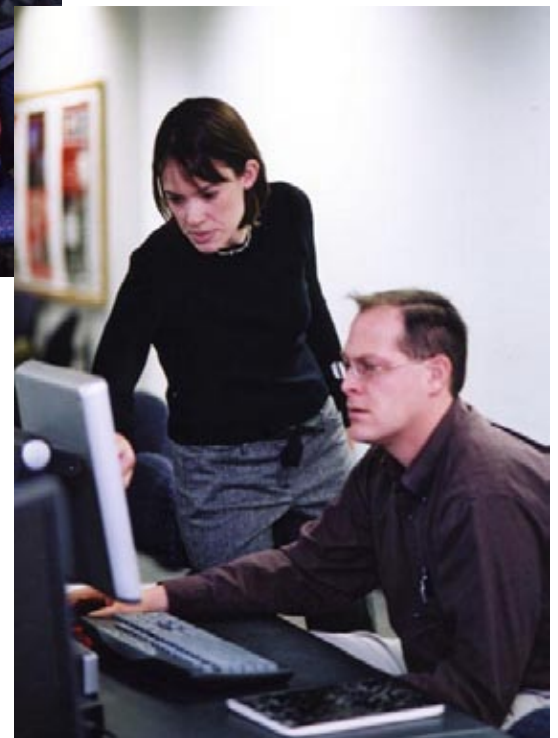
Having a first class research library and university in the area is greatly beneficial to our business, in the fact that we can literally "run into" faculty members and Ph.D. candidates who are working to further the field or developing new and innovative technologies. By having them accessible, it enables us to discuss and interact around ideas or projects.

To find out more about becoming a corporate partner, call Michael Gulley, development associate, at (919) 513-7315 or visit the Web at www.lib.ncsu.edu/friends/corppartners.html. ❖



[Left] Catherine Pellegrino, NCSU Libraries Fellow, conducted a Library Resources Workshop for Flashpoint Technology, Inc., an NCSU Libraries Corporate Partner.

[Below] NCSU librarian Megan Oakleaf provided instruction on library resources and services to Gene Farrelly during the Library Resources Workshop for Flashpoint Technology, Inc.



Honorary Gifts Continue To Make a Difference for Textiles

BY ANNA DAHLSTEIN, EXTERNAL RELATIONS

Richard Barnhardt.

Charles D. Livengood.

Like the college it serves, the Burlington Textiles Library is the largest and finest university-based facility of its kind in the world. Much of that excellence comes from the creativity and generosity of members of the textile community who, in at least two instances, have chosen to honor prominent educators by contributing to library endowments in their names.

When Bob Barnhardt stepped aside as dean in 1999, students in the College of Textiles joined forces with board members of the North Carolina Textile Foundation to establish the **Robert A. Barnhardt Endowment for Leadership Development** in the Burlington Textiles Library, which funds the acquisition of multimedia collections and tools to support leadership-related programming. Burlington Industries and many other individual and corporate donors welcomed the opportunity to honor Barnhardt, who guided the college's move to Centennial Campus in 1990–1991, saw enrollment grow by 33 percent during his tenure as dean, played an instrumental role in the formation of the National Textile Center and the Nonwovens Cooperative Research Center, and helped bring the Institute of Textile Technology to NC State. The university later recognized his leadership by naming him interim provost in 2003 and interim chancellor the following year.

One of the College of Textiles' most-beloved educators from the 1970s through the 1990s was Charles D. Livengood, whom students twice selected for the Alumni Distinguished Professor Award, NC State's highest distinction for teaching. Livengood declined any retirement gifts when



he left his post as associate dean for academic programs in 2001. Instead, he and his wife Mary initiated the **Charles D. and Mary B. Livengood Teaching and Learning Endowment** in the library to provide critical pedagogical materials for new

instructors and students adjusting to the rigors of college-level academic work.

A former “mill-town kid” and scholarship recipient, Livengood identified with struggling students from rural counties. “Professors helped to the extent they could, but some students didn’t know how to study, didn’t know how to ask questions, and didn’t know how to get organized,” said Livengood. “The Libraries [provided] friendly and accessible help.” Livengood invited former students and Class of 1958 classmates to contribute to the endowment, and many responded. Honora Nerz, head of the Burlington Textiles Library, provided this progress report on the impact of the two endowments.

Thanks to the Barnhardt and Livengood endowments, we have been able to expand our collections related to leadership development and instruction significantly. Also, we have furnished and equipped a conference room in the library that has hosted teaching and learning activities, including information literacy instruction retreats and peer tutoring, as well as programs fostering leadership, such as project management training, student presentation practice, and a statewide Institute of Electrical and Electronics Engineers event. ❖

An Eclectic Group of Friends

BY ANNA DAHLSTEIN, EXTERNAL RELATIONS

Who are the Friends of the Library?

They are individuals who have developed meaningful ties with the NCSU Libraries as students, faculty, staff, or enlightened citizens from the community. A variety of relationships brought these devoted library advocates and benefactors into the circle of Friends. In the first of a two-part series of profiles, the Libraries will introduce readers to two individuals who returned to that circle in recent years to support the NCSU Libraries. Next fall, the series will continue with an overview of the many ways NCSU faculty members and librarians have provided invaluable contributions to library collections, technologies, and facilities.



Community Involvement

During a recent visit to NC State, long-time Raleigh resident Georgie B. Tilley, pointing out landmarks, shared vivid recollections of each location before concluding with a tour of the D. H. Hill Library. “I was never really an NC State ‘insider,’” she said, “but it was always a special part of our lives.”

Although Tilley graduated from Meredith College, a Baptist women’s college, she took two summer school classes “down the road” at a time when very few women were enrolled at NC State. She recounted that Meredith students enjoyed walking down to the Wilmont stores about halfway between the two schools, because they did not have to wear gloves and hose. If they ventured any farther toward the predominantly male NC State campus, they were expected to dress more formally.

Later on, she and her husband lived near the Raleigh Little Theater and Rose Garden, only a few blocks from the D. H. Hill Library. They often took walks in the Brickyard and attended concerts and dinners held in the student union, now the West Wing of the expanded library.

The epitome of a good neighbor, Tilley has decided to make a generous deferred gift to create the **Georgie B. Tilley Library Endowment**. She emphasizes that she is choosing to provide unrestricted support, hoping that she can have a greater impact that way. Her instincts are right on the mark—unrestricted funds provide invaluable,



Georgie Tilley is a member of the Friends of the Library and a generous library supporter who established the Georgie B. Tilley Library Endowment.

able, strategic resources that allow the library to seize on opportunities as they arise and to provide the innovative services so popular with its many users. Although she declined any formal recognition, the Libraries secured Tilley’s permission to acknowledge her extraordinary commitment to the greater NC State community, all the members of which benefit from having access to a world-class research library.

Student Leadership

Nobody has ever “graduated from the library,” but certain alumni who give back to their alma mater feel strongly about making provisions for this university-wide resource. For some, the library was the only place where they could study late at night. For others, the library offered a goldmine of resources for research projects or even the setting in which they met their future spouses.

For John T. Stephenson, Class of 1992, the NCSU Libraries provided a rallying point. Now an assistant state auditor, Stephenson gained an early experience in government as the student body comptroller in his senior year. In that role, he became aware of the **Student Library Endowment Fund**, which had been initiated by editors of the student newspaper, the *Technician*. Many undergraduates at the time were deeply concerned about budget reductions that had forced the Libraries to cut back on hours, journal subscriptions, and other resources.

Student leaders raised more than \$20,000 through a series of creative fund-raisers, including a “Jail-a-thon” that took place on February 18, 1992. Prominent campus figures such as Chancellor Larry K. Monteith, library director Susan K. Nutter, several deans, fraternity and sorority presidents, and the Wolfpack mascots agreed to be

“arrested” and escorted to a makeshift jail on the Brickyard. Nutter recalled with a chuckle, “All of us remained locked up until we could post bail. To make it easier for us to raise bail money from friends and co-workers, students lent us a rare piece of technology—a cellular phone!”

Although Stephenson attended college before cell phones and searchable databases were prevalent at NC State, he is unusually young to have planned a major gift for NC State. He has designated the Department of Accounting and the NCSU Libraries as beneficiaries of a life insurance policy. The proceeds from it will fund the creation of the **John H. and Sandra C. Stephenson Libraries Endowment**, named in honor of his parents.

The endowment will provide unrestricted support, but Stephenson has singled out as priorities the collections, technological improvements, and stipends for student library workers. Stephenson says,

The available technologies have obviously changed dramatically since I was in college. We don’t even know what they will be in the future, but we need to look forward and make sure that we’ll be able to take full advantage of the innovations. And a great way for students to develop their familiarity with all of the available resources is to use the library or even work there. ❖

John T. Stephenson [center], Class of 1992, named his endowment for the NCSU Libraries in honor of his parents, John H. and Sandra C. Stephenson. Photo courtesy of the Stephenson family.





Focus, a newsletter published three times a year, seeks to promote the services, activities, needs, and interests of the NCSU Libraries to the university, the Friends of the Library, and beyond.

Editor: Terrell Armistead Crow.

NCSU Libraries Homepage: <http://www.lib.ncsu.edu/>

Building a Dream 101 Bricks At a Time

By SUZANNE WEINER, LIBRARY DEVELOPMENT

A big “thank you” goes out to all NCSU Libraries friends who ordered red or white commemorative bricks during the early stages of the D. H. Hill Library East Wing renovation. Proceeds from the sales of these bricks will be used to make the renovated space in the library more functional and attractive for NC State students and faculty. Requests for bricks, which are engraved with inscriptions specified by the purchaser, have been made in memory of loved ones or dedicated to colleagues, children, events, and of course to the much-loved Wolfpack! In January 2006 the Friends of the Library sent its first order for 101 bricks to be engraved, and the finished bricks are expected to be delivered by the end of April. These will be the first to be installed on the breezeway at the front entrance to the D. H. Hill Library. It is exciting to move from order forms to actual bricks, and once they arrive, the Libraries invites donors to come see their bricks before installation. It is not too late for those still thinking about ordering a brick for themselves, their families, or in honor of someone special to place an order. Ordering information may be found on the Web at <http://www.lib.ncsu.edu/bricks/> or by calling the Friends of the Library at (919) 515-2841. ❖