



MARCH 2020

FRIENDS OF THE BERKLEY LIBRARY

A QUARTERLY NEWSLETTER

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MATT'S MOMENT

BY MATT CHURCH, LIBRARY DIRECTOR

Springing into 2020! Spring is budget season for the City of Berkley. City departments have submitted budget plans and requests for the upcoming fiscal year. Next steps will be meeting with the city manager, finance director, and other staff to have discussions about plans for the year ahead. All city departments will then present their budgets to the city council during budget work-sessions. The final step is for the city council to approve the budget at a regularly scheduled council meeting. It's a long, but very thorough, process. We look forward to providing a good level of service to our community and keeping the facility in shape to continue our mission of service.

The Friends are instrumental in their ongoing support of the library. We could not provide the level of programming that we do without funding from the Friends. We are grateful to the Friends for their membership drives, book sales, bake sales, and other fundraising activities. We are delighted so many Friends' members are regular users of the library.

Summer Reading Program plans are currently getting firmed up for the year. We're excited about all that we have lined up! Please mark your calendars for the annual ice cream social to kickoff the Summer Reading festivities on Monday, June 15, 2020.

BRAND NEW DECADE, BRAND NEW LOGO: AN INTERVIEW WITH ASHLEY POIRIER



BY SARAH CLANCY & DANA THOMAS

In late 2019, we wondered at a Friends of the Berkley Library meeting if our logo should get an update to coincide with the start of a new decade—and thanks to Friend Ashley Poirier of Rad Hatter Marketing, we have established our new brand! We were excited to interview Ashley, the graphic designer who created the new Friends logo, to find out more behind the design.

Q: Tell us about yourself; who is the person behind this amazing logo?

A: Hi, I'm Ashley Poirier, founder of and designer behind Rad Hatter Marketing. I love bringing ideas and conversations to life. When small businesses, startups, or nonprofits are looking to outsource their marketing and graphic design needs, I fill that role. I take pride in building relationships with my clients and providing work that goes above and beyond expectations. In my spare time, I enjoy spending time with my wife in our cozy Berkley home, walking around the neighborhood with our silly pup Lucy, and exploring new things to do and eat in Metro Detroit.

Q: What motivated you to become a graphic designer?

A: Imagination and art have always been my form of self expression. I've been drawn to the wonderful world of creativity as far back as I can remember, sketching and exercising my creating thinking in colorful and unique ways. As soon as I discovered that technology and art could merge, I followed my passion and studied graphic design and marketing and found success in something that I love.

Q: Do you have a favorite graphic designer that you look up to?

A: I generally find inspiration from everyday life. Whether it's something I observed on a walk or the way my food ended up on my plate, inspiration and ideas are everywhere. Access to such a vast array of talent has become easier over the years and I'm able to follow trends found in print and on social media, drawing inspiration from a melting pot of styles and artists.

Q: What gave you the inspiration to create this brand for the Friends of the Berkley Library?

A: I love the movement and look of a book when you flip through and fan out the pages. I thought that this concept was representative of the FBL organization because this group helps move the library forward, taking action to raise funds for programming, and helps turn the page to a greater future for the library. Creating a simple yet colorful icon paired with text to represent this concept was a concise and creative way to brand the organization.

Q: Do you have a passion for helping out in the community?

A: I do—giving back to the community is a core value that I rally around. Helping the community gives back to you just as much as it does to the community. Connecting on any level with people, organizations, and businesses exposes you to new experiences where you can make new friends and have a positive impact on your neighborhood. Both my wife and I are passionate about getting involved and lending our time and talents to organizations that we are passionate about. Friends of the Berkley Library, Berkley Street Art Fest, and Royal Oak Animal Shelter are a few organizations that we currently support.

Q: What do you hope for when people see this logo?

A: My goal as a graphic designer is to create stimulating imagery for viewers to easily absorb information and evoke inspiration. The Friends of the Berkley Library is an amazing organization run by a group of passionate and dedicated volunteers. I hope that by elevating their branding, it will further showcase their mission to support the Berkley Library and spark other community members to join this organized and valuable group.

It's Time to Renew Your Annual Membership

How your membership helps to support the
Berkley Public library:

- Offer fun & educational programs
- Bring author visits & special events to our community
- Sponsor reading programs for adults, teens, & children
- Plan fundraising events to benefit the library
- Develop new ideas for library programs & events
- Enhance all the resources our library has to offer



BOOK SALE IS BACK!

Thursday, May 7, 2020, from 4-8pm (Presale for FBL members: 3-4pm)

Friday, May 8, 2020 from 10am-6pm

Saturday, May 9, 2020 from 10am-3pm (Fill-a-bag day)

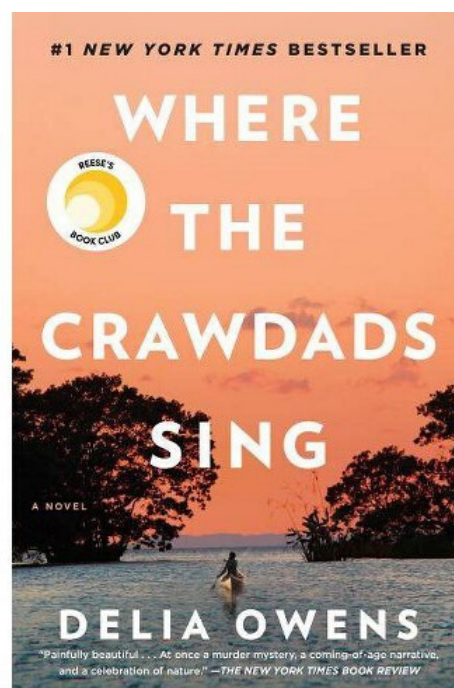
WHAT ARE THE FRIENDS READING?

BY DENISE MCDONIEL

Every month at the Friends' meeting, members share what they are currently reading. Here are some of the recent selections:

- The Nowhere Girls***, by Amy Reed
- One Of Us Is Lying***, by Karen M. McManus
- The Giver of Stars***, by Jojo Moyes
- Major Pettigrew's Last Stand***, by Helen Simonson
- Maybe You Should Talk to Someone: A Therapist, Her Therapist, and Our Lives Revealed***, by Lori Gottlieb
- Matilda***, by Roald Dahl
- The Great Alone***, by Kristin Hannah
- Light in August***, William Faulkner
- The Couple Next Door***, by Shari Lapena
- All the Missing Girls***, by Megan Miranda

And the most popular and most-often read book:
Where the Crawdads Sing, by Delia Owens



Where the Crawdads Sing has been circulated 242 times from Berkley since its release in August 2018.

CREATIVE SOLUTIONS

Are you in need of a graphic designer? Looking to upgrade your brand or promote on social media? Rad Hatter Marketing is a one-stop shop for all of your creative needs.



LET'S CONNECT

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