

Rotary



Club of Williamston Sunrise

Club Leaders



Wanda Bloomquist
President



Laska J Creagh
President-Elect



Gene Klco
Secretary
Webmaster



Christopher A. Lewis
President-Nominee



Steve Terry
Treasurer



James Conroy
Club Director



Elgar Brown
Sergeant-at-Arms



Mark Steinberg
Rotary Foundation Chair



Kay Erin Goluska
iPast President



Brian Tort
Assistant Governor

Speakers

September 21,
2021
Liz

09/21/21-Liz Goble

By Gene Klco on Tuesday, September 21, 2021

General Discussion:

- Attendance: Members=16, Associate Members=1, Guests=1



- President Wanda started the meeting with the Pledge of Allegiance
 - Raj said a short prayer of thanks

Guest speaker ♦ **Liz Goble** of the Book Farm in Williamston



Book Farm LLC
Outlet Store

September 28, 2021

Sari Brown

Come and listen to her singing

October 05, 2021

Colleen Denny

Regional Director -
Europe - Spirit of
America

October 12, 2021

Jeff Benson, CEO

CASE CU

Michigan Credit
Union League ♦s
2021 Credit Union of
the Year

October 19, 2021

Jeff Gorsline

Weekend Survival
Kits - Update

October 19, 2021

Wanda Bloomquist

- Liz has been a resident of Webberville for 19 years
 - She taught school in Holt
 - Her mom is a retired teacher/librarian
 - She loves children's books
- The Book Farm started on a sheep farm in Ohio in 1991
 - The goal of the company was to find great books for children to read
 - Liz worked there and when the founders passed away, she took on a leadership role in the company
 - They took over the company and eventually moved it to Williamston
- It took awhile to find a storefront space big enough to house all the books
 - Finally found a place just 3 stores west of Limner Press on Grand River
 - This building had been added on to and has lots of room in the back for storage of the books
 - In April of 2021 they moved 25,000 pounds of books to Williamston
 - It took 3 weeks to move the books and get organized
 - The store opened May 1, 2021



- Storefront



- Store



- Warehouse in back
- They serve early readers to high school students
 - They ship books to every state
- They have lots of formats ♦ hard cover, paperback, board books, ♦
- They primarily service books to libraries
 - Theirs is a customized service
 - They help to find what a person needs
 - Teachers who come into the store get a 15% discount
 - They also have toys, finger puppets & regular puppets
- Raj asked if they had books for early experience to languages
 - Yes, some variety with bi-language books
 - Have 2 shelves on different language books
 - They take in paperback books and have them bound by a company in Nebraska
- They take in paperback books and have them bound with a hard cover in Nebraska
 - These books are then much more durable compared to the paperback version
 - They send 5-20 books per month to the bindery
- Asked how do you compete with Amazon?
 - They provide a niche service
 - They are not as fast as Amazon on delivery, but her customers expect that
- What about the Kindle craze?
 - Kids like to feel of a book and turning the pages
 - Not a big issue for children♦s books
- They make sure they are getting good books
 - Oct/Nov and Mar/Apr are big warehouse months
 - Need temporary help at those times
 - Now fully staffed
 - 2 in warehouse and 2 office staff
 - Have openings for sales rep in New England, Wisconsin & Florida
- How many copies do you stock?
 - Start with 10-15 copies to see how it goes
 - Trying to order ahead
- How about book parties?
 - They don♦ do home book parties
 - Their marketing is to educators
- Hours: 10-4:30 ♦ Monday-Friday, Noon-4 Saturday
- Website: www.thebookfarminc.com
- Will be updating the website soon
- We talked about our Happy Dollars after Liz was done
- Board meeting will follow this meeting today
- Raffle tickets will be passed out next week♦s evening meeting at the Williamstown Pavilion
 - Wanda will send out a copy of Gene♦s email that he sent out to friends to solicit ticket sales
 - He has 11 sold in a few days
 - Jim is going to send it to the Taste of Williamston email list
 - Talk to them about how it will replace temporarily the Taste
 - Cost less and have a chance to win big
- Next week♦s meeting will be at the Williamstown Township Hall Pavilion
 - Wanda is planning pizza and beer
 - She will get permission for the beer to be served
- The Satellite Club is meeting tonight at 5 pm

- Was planned at Spags, but they are closed
- Meeting at Brookshire on the patio in the back
- We closed with the 4-Way Test (+1)

Thought for the Week

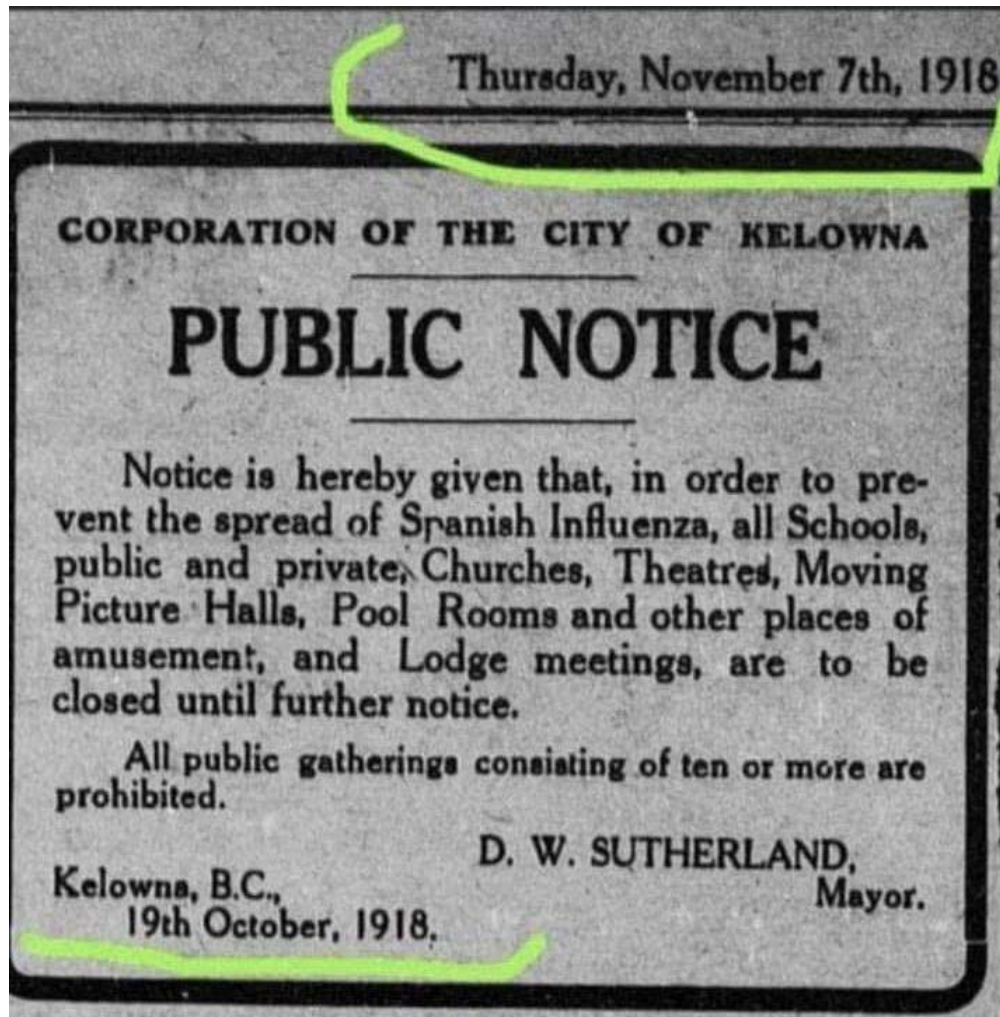
By Gene Klco on Thursday, July 1, 2021

✦Faith is believing in things when common sense tells you not to.✦ George Seaton

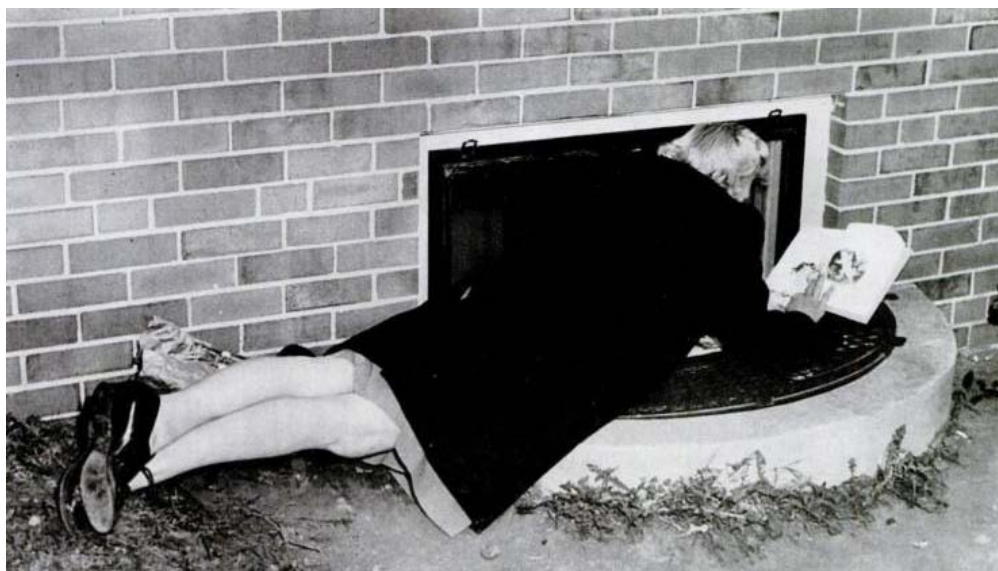
Joke of the Week

By Gene Klco on Thursday, July 1, 2021

"The way we were ... and are again."



A Mother Reads to Her 6 Year Old Child through a Basement Window during a 1949 Polio Epidemic Quarantine, LIFE Magazine, Oct 3, 1949



The day Sweden switched from driving on the left to driving on the right, 1967.



100 Years Ago (January 15, 1920) - patrons make a run on the liquor store, mobbing the clerks to get their last orders in before Prohibition takes effect at midnight.



September Birthdays

By Gene Klco on Wednesday, September 1, 2021

Wishes for a Happy Birthday in **September** go out to:

Mark Steinberg September 1

Janet Eyster September 14

Simone Ranes September 15