



**American
Red Cross**
Monroe County Chapter

CROSS TALK

Special Edition

Silver Anniversary Book Fair 2008



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WELCOME TO THE FAIR

October 2-7, 2008 at the Monroe County Fairgrounds

Executive Director, Sue Gulley

It's my great pleasure to welcome you to the Silver Anniversary of the American Red Cross Book Fair. This has become a Bloomington tradition thanks to the efforts and dedication of so many book lovers over the years. Without the generosity of area residents who think of us first when they have books to "recycle," we would never be able to offer such a wonderful selection of books and media.

I want to acknowledge the labor of love of our Book Fair volunteers, who work tirelessly throughout the year to sort and pack the books, and then unpack and set them up to sell in an organized fashion for our book fair patrons. Thank you to our small and dedicated staff at the Red Cross, who carry, box, move, and store books all year long, and then help to set up and run this amazing event. They do this while continuing to perform expertly at their "real jobs" at the Red Cross. Thank you, too, to the Red Cross board of directors who support our Book Fair 100% every year, and who cannot wait to get out to the fairgrounds to help when the time comes. Thank you to our business and community

partners who support our collection efforts throughout the year.

Dear Book Fair patrons, this labor of love that you've come to look forward to "like Christmas" has a purpose that we at the Red Cross never forget. Monies raised at our Book Fair every year go to support disaster response, emergency preparedness efforts, and services to armed forces that we provide to the American people twenty-four hours a



day, seven days a week, 365 days a year, every year. **Thank you for supporting the work we do to help your neighbors when help can't wait.** Enjoy the book fair, have fun and know your support has made a great impact on many, many lives.

NEW TO THE BOOK FAIR THIS YEAR

Larger location:

Commercial Building West provides more space for people to browse as well as more room for tables for easier viewing of titles.

Concessions:

Red Cross volunteers will be on hand inside the building to sell a variety of drinks and snacks every day of the fair.

Clearance section:

There will be a large clearance section of books that still have a good read left in them.

Make sure to visit this section to get bargain prices on all books, including children's. There will be books of all categories for your browsing pleasure.

Added Sale Days:

Check the **book fair schedule on the next page** to see we've extended the fair by one day. We've also adjusted our sales hours, and added a ½ price bag-it day and a book-signing on the opening day of the sale.

AMERICAN RED CROSS BOOK FAIR SCHEDULE OF EVENTS

OCTOBER 2-7, 2008

THURSDAY, OCTOBER 2 – 2PM-9PM

This year's Opening Day promises to be the biggest one yet. We have extended our hours and there will be more items than ever for first-day browsers. Admission on this opening day is \$10, and attendees will have the best selection of books at our unbelievably low prices. Lines form at 8 am on opening day, but an hour after opening you can get in quicker and still have "opening day" selections. Come 5-8 pm to meet Bob Hammel and Michael Koryta, who will be donating sales of their newest books to the Red Cross. (See story in this issue.)

FRIDAY, OCTOBER 3 – 10AM-6PM

On Friday, all attendees enjoy free admission and have an excellent selection of items from which to choose. Prices are low, items are plentiful, and the hours are long for your browsing pleasure.

SATURDAY, OCTOBER 4 – 10AM-6PM

Saturday is the first discounted pricing day of the fair, offering free admission to attendees and ½ price on books. Therefore, you can purchase more for your money!

SUNDAY, OCTOBER 5 – 10AM-6PM

Every year, Bag-it Day is very popular with Book Fair patrons, who are given a brown paper grocery bag as they enter the building. Over \$300 worth of books at retail value can fit into a paper bag that patrons can buy for only \$8. So go ahead and Bag-it!"

MONDAY, OCTOBER 6 – 9AM-6PM

This is an added day in 2008. On Monday, patrons will also receive free admission and can fill up their brown paper bag for ½ price! How can you beat one full bag of books and music for \$4?

TUESDAY, OCTOBER 7 – 9AM-5PM

On this last day of the fair, patrons are allowed to take books free of charge. Crowds are usually low on this day, so it's a great time to take a leisurely look at what might become a sleeper hit for your bookshelf. On Free Day, donations are welcome to support the work of the Red Cross.

Special Event:

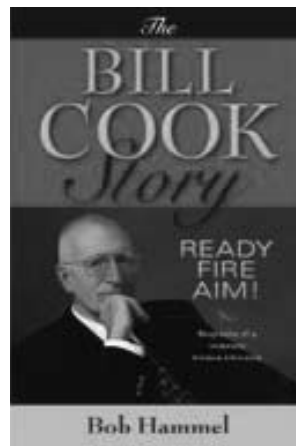
BOOK SIGNING ON OPENING NIGHT

Local author Bob Hammel (*Knight: My Story; A Banner Year at Indiana, The Glory of Old IU*) and mystery writer Michael Koryta (*Envy the Night, A Welcome Grave, Sorrow's Anthem, and Tonight I Said Goodbye*) have teamed up to raise monies for one of their favorite charity events: The Red Cross Book Fair. These talented writers are donating all net proceeds from the sale of their new books to our local chapter. Join them at the book fair on Thursday, October 2 from 5-8pm, where you can purchase a copy of their recently published books and visit with them as they sign your books.

THE BILL COOK STORY: READY, FIRE, AIM! BOB HAMMEL

Bill Cook epitomizes the American success story. His business ventures in medical devices, pharmaceuticals, genetics, real estate, retail management, and travel services have made him a billionaire. This riveting story is the first-ever biography of the entrepreneur who, working from the spare bedroom of his Bloomington, Indiana, apartment in 1963 with a \$1,500 investment, began to construct the wire guides, needles, and catheters that would become the foundation of the global multi-billion-dollar Cook Group. Biographer Bob Hammel, with extraordinary access to Cook, his files, and his associates, has created a vivid portrait of Cook.

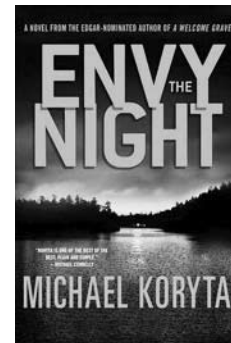
For 30 years Bob Hammel served as sports editor and columnist for the Bloomington *Herald-Times*. The recipient of many honors and awards for sports writing, he is the author of eight books, including *Beyond the*



Brink with Indiana (IUP, 1987) and *A Banner Year* (IUP, 1993). With Bob Knight, he co-authored *Knight: My Story*. Hammel lives in Bloomington, Indiana.

MICHAEL KORYTA

In 2003, Michael Koryta became the youngest winner of the annual St. Martin's Press/Private Eye Writers of America 'Best First Private Eye Novel' contest. Michael wrote the winning novel, *Tonight I Said Goodbye*, when he was just twenty. It was published when he was twenty-one. In his most recent, first stand-alone novel, *Envy the Night*, Koryta fulfills his early promise with a dark and mature novel of a young man trying to escape his past. Michael lives in Bloomington, Indiana, where he attended Indiana University, earning a bachelor's degree in criminal justice. Previously an award-winning newspaper reporter, he now works for a detective agency in Bloomington and also teaches for the Indiana University School of Journalism.



Bob Hammel (left) and Michael Koryta (above).

TEN TIPS FOR BOOK FAIR PATRONS...FROM VETERAN BOOK FAIR LOVERS

We talked to some veteran book fair attendees and asked them for their best tips when attending the book fair, and here's what they suggested:

1. Allow plenty of time, be patient, and come prepared to browse. Also take breaks; we'll have concessions available this year – water, juice, coffee, and snacks.
2. Wear cool, comfortable clothes and shoes (the building is not air conditioned or heated).
3. Bring sturdy, canvas bags or a rolling suitcase to load your chosen books. (Or you can purchase our special silver anniversary bag for \$5 for that purpose.)
4. Utilize our holding area for your purchases while you continue browsing the stacks or get a refreshment.
5. Look for genre signs on the various tables to locate your favorite type(s) of books.
6. Explore different book categories than you might normally look for; treasures are to be found on every table and books often get moved around.

7. Return to the book fair on multiple days; books are constantly arranged and rearranged, so you may find something you didn't see before, plus there are great bargains to be had during later days of the sale.
8. Bring your kids to shop in the children's area, but return by yourself so you can focus on your own reading interests. There is something for every member of the family.
9. Buy books as gifts for friends and family; remember the holidays are approaching and books make perfect gifts. Consider purchasing books to donate to a school library.
10. Locate volunteers wearing Red Cross t-shirts or name badges if you have questions or experience a problem.

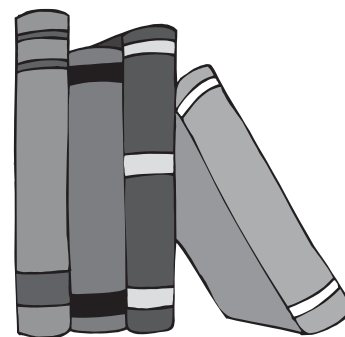
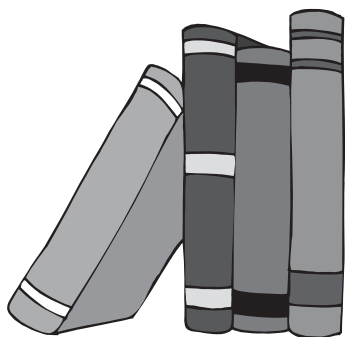
Bonus tip: Stay with your children to make sure they're safe and to share with them the experience of hunting for that perfect book.

BOOKS (ETC.) FOR ALL SEASONS

At our annual book fair, you'll find books of all sizes, shapes, colors, and topic. Our volunteers sort books year round into various categories, so patrons can easily visit the section(s) that most appeal to them. Look for the table signs to point you toward your favorite genres:

Health, Mystery/Suspense, Short Stories, Horror, Fiction, Humor, Literature, Children, History, Regional, Sports, Technology, Holidays, Travel, Self-Help, Religion, Science, Reference, Law, Crafts/Hobbies, Cooking, Biography, Classics, Arts, House/Home, Nature, Music, Women's Studies, Large print, Psychology/Sociology, Science Fiction, Business/Economics, Foreign Language, Occult, Education, Family, Indiana, Linguistics, Philosophy, Poetry/Drama

Plus: puzzles, games, sheet music, maps, albums, CDs, cassette tapes, 8-tracks, 45s, DVDs, and video tapes



BOOK FAIR 25TH SILVER ANNIVERSARY COMMEMORATIVE ITEMS FOR SALE

To commemorate this special year, the Red Cross is offering 25th Anniversary event t-shirts and book bags. All items will be available for purchase at the chapter or during the book fair. Supplies are limited, so get one of each while they last!

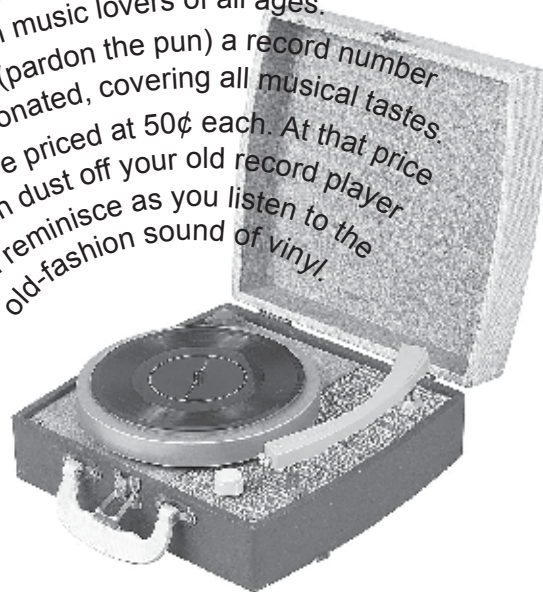


- T-shirts come in sizes S-XXXL and cost \$8
- Book bags are available for \$5

VINYL IS BACK!

Despite the multitude of compact discs on the market, LPs are regaining popularity with music lovers of all ages.

We've had (pardon the pun) a record number of albums donated, covering all musical tastes. Albums are priced at 50¢ each. At that price you can dust off your old record player and reminisce as you listen to the old-fashion sound of vinyl!



THANKS TO OUR BUSINESS AND COMMUNITY PARTNERS

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 Bloomington High School North
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 National Guard Armory
 Nature's Way
 Mark Reyher at Securitas
 Ted Benckart & Stonebelt Freight
 Templeton Elementary
 Tichenor Publishing & Printing
 WFIU

THANKS TO THESE AREA RESTAURANTS

The American Red Cross gratefully acknowledges the following restaurants who generously donated lunch for our book fair volunteers during the set-up and take-down of the event:



www.bucchetos.com



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American Red Cross

