

*Friends of Curtis Memorial
Library
Annual Report
November, 2022*



Curtis Friends Annual Report

November 1, 2021 – October 30, 2022

Twice-Told Tales bookstore opened in July of 2015 at its first location on Pleasant Street, Brunswick. In the fall of 2019, we moved to our current location at 200 Maine Street. The bookstore is operated by the Friends of Curtis Memorial Library with two goals: providing quality used books at reasonable prices to our community and financially supporting programs at Curtis Library.

COVID protocols had a diminishing impact on day-to-day operations this year. The Town of Brunswick instituted a mandatory masking requirement on 10 January, then eased that requirement to “recommended” on 23 February. Many of our customers voiced their appreciation that all of our staff continued to wear masks. As summer approached, CDC guidelines no longer required mandatory mask wearing and most stores in town, as well as the library, no longer required masks. In view of this change, the Curtis Friends Board, on 22 August 2022, voted unanimously to rescind mandatory mask wearing. This change was well-received by our customers as a return to normalcy. People still concerned are free to wear masks and we continue to make masks available at the front desk at no charge.

Because COVID has eased and protocols were well-managed, Twice-Told Tales was able to remain open for a full year without any extended closures for the first time since our initial opening in 2015. This was reflected in our record donations to the library for the fiscal year ending 30 April 2022. Now that COVID protocols have eased, we hope to be able to resume hosting special events in the future such as the Friends’ Appreciation event.

Areas of Operation breakdown into the following divisions: Storefront, Volunteers, Membership, Sorting Room, Online Sales, and Publicity.

STOREFRONT is a somewhat slippery term that describes which and where books are put on view on the shelves and in the windows of the bookstore. These decisions are made to maximize the number of books that can be displayed, together with the attractiveness, ease of access and timeliness of their availability. The windows are frequently refreshed to maximize visual interest and to acknowledge timely events, as in this year’s losses of Colin Powell, David McCullough and Queen Elizabeth II.

MODS and their volunteers frequently propose adjustments in categories or locations within the store. For example, for authors whose books fall into a number of different categories this

year we dedicated a series of shelves to ECLECTIC AUTHORS so that customers were spared from having to search in several possible locations. Additionally, with an eye to the tourist trade, we dedicated a set of shelves to CURRENT MAINE AUTHORS, living writers who spend at least part of their year in Maine. Volunteers are encouraged to “adopt” a genre to curate, periodically culling titles that have evoked no interest, incorporating newly arrived items, and double-checking appropriate alphabetization.

One of the Storefront team’s major responsibilities is to propose **Special Sales**, both month-long sales or shorter Pop-Ups, decisions based on categories that have become especially crowded or to coincide with specific holidays or events. As always during the summer months the eye-catching Blue Cart is placed on the sidewalk, attractively displaying books by popular mystery/thriller and romance writers.

An abbreviated summary of the Special Sales is as follows:

November 2021: 20% off all regularly-priced Oddballs, Humor, Games, Puzzles and Needlework. In conjunction with BDA Early Bird Shopping Event “Draw Your Own Discount” all day (November 13, 10% - 50% all day)

December 2021: No special sales but promoted Gift Certificates

January 2022: (first two weeks) 50% off Biographies and Memoirs; (second two weeks) 50% off Fiction, including Mystery and Sci-Fi

February 2022: 50% off Short Stories, poetry, plays/drama, essays and letters

March 2022: 50% off Travel Guides and Travel Writing; also, Science and Nature

April 2022: 50% off Gardening, Music and Poetry

May 2022: Fiction 50% off Pop-Up, Adult and Teen, from May 6 to 21

June 2022: Outside Blue Beach Reads cart appears - \$1 hardcover, 50 cent paperbacks; no other Special Sales

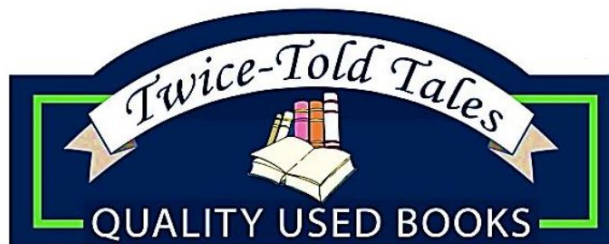
July 2022: Continually replenished Blue Cart constitutes only sale

August 2022: Annual Teachers’ Appreciation Sale 50% off all children’s, parenting and education books for teachers and home-schooling parents

September 2022: Pop-Up sale (9th through 17th) – 50% off Science, Nature and Animals. Pop-Up sale (23rd through Oct. 1)- 50% off Biographies and Memoirs. Blue sales cart continues.

October 2022: Pop-Up Sale (10th-22nd) 50% off Classical CDS and Performing Arts

See below the various colorful and detailed flyers which have publicized these monthly and bi-monthly sales throughout the past year.



200 Maine Street, Brunswick, Maine

Selected Used Books of the Highest Quality

Monday - Saturday: 10 - 4
207-725-8888

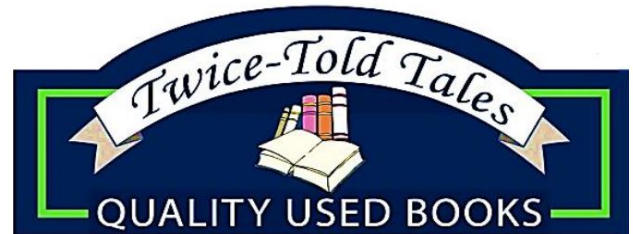
November at Twice-Told Tales

- OPEN on Veteran's Day, Thursday, Nov. 11
- Saturday, Nov. 13 - Early Bird Extravaganza: open at 9, all day draw your own discount (10% to 50% off entire purchase)
- All month: 20% off sale on all regularly-priced Oddballs, Humor, Games, Puzzles, and Needlework items

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Members of the Curtis Friends always receive a 10% discount with their membership card



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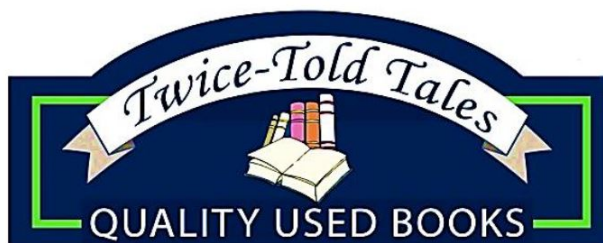
December at Twice-Told Tales

- Our Twice-Told Tales Gift Certificates make great presents and stocking stuffers
- We will close at 1 pm on 12/24, but we will have regular hours for the rest of the month, including 12/31

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January White Sales

Two week 50% off Sale on Biographies and Memoirs: 1/3 – 1/15

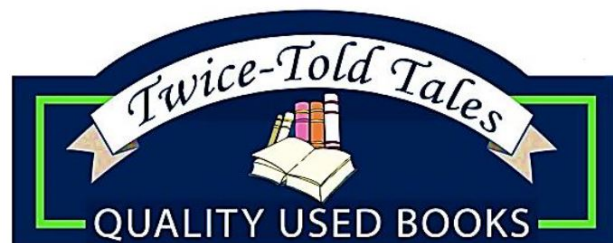
We are calling it a white sale because the pages are white. Watch for a second white sale at the end of the month.

For the health and safety of our volunteers and customers, masks are now required.

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January White Sales Continued

Two Week 50% off Sale on Fiction, Mystery, and Sci Fi: 1/17 – 1/29

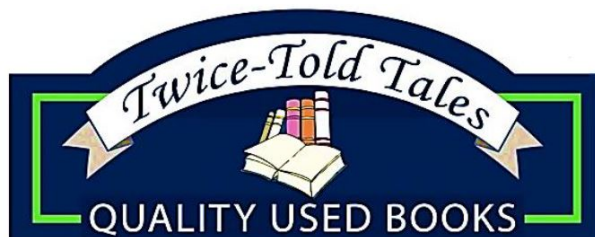
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Short Month, Short Stuff

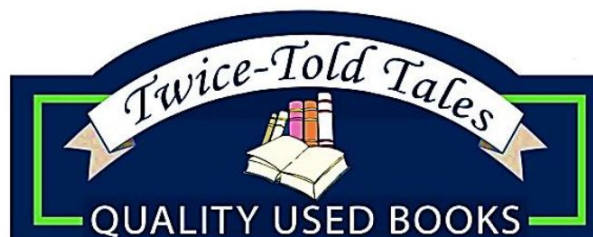
February 50% off sale on shorter reads including short stories, poetry, plays/drama, essays, and letters

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March Sales – 50% Off

Travel Guides and Travel Writing

Come browse our recently reorganized travel room

Science, Math, Nature, Animals

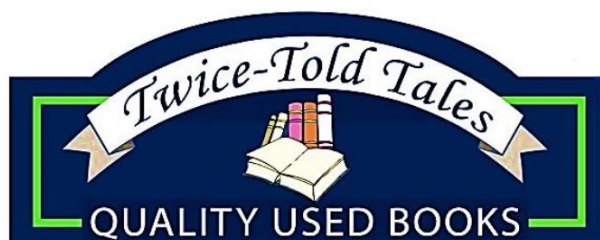
Climate change; pets; lambs, lions, tigers, and bears – oh my!

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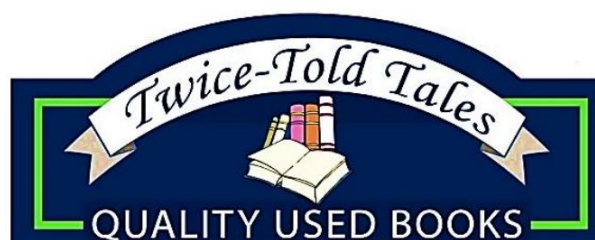
Welcome Spring Sale: Flowers, Music, & Poetry

50% off our already-low regular prices on flower books (and gardening), CDs (all genres), sheet music, books about music, and poetry

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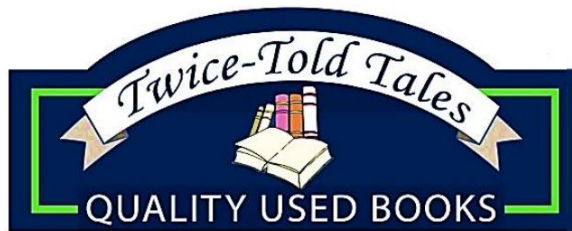
May 6 – May 14: Fiction Pop-Up Sale

All types of regularly-priced Adult and Teen Fiction, other than Classics, on sale at 50% off for eight days

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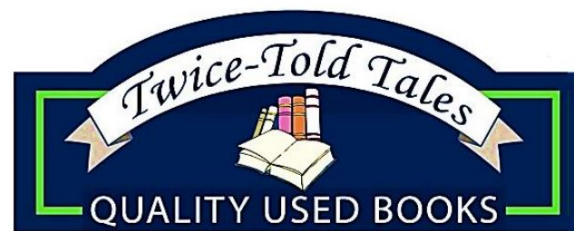
Summer Events

- The outside cart has returned with beach reads and prolific authors at 50¢ and \$1 each
- Open until 6 pm on Wednesdays, 6/29 – 8/31, before the Music on the Mall concerts

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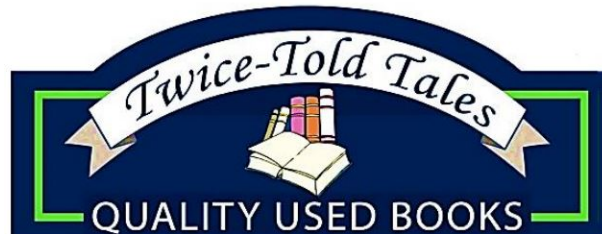
Wednesday Late Closings (6 pm)

In conjunction with Brunswick's Music on the Mall Summer Concert Series, we will stay open until 6 pm on concert Wednesdays (June 29 through August 31). Set up your chairs or blankets on the mall and then cross the street to the store to pick up some summer reading.

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(Open until 6 on Wednesdays)
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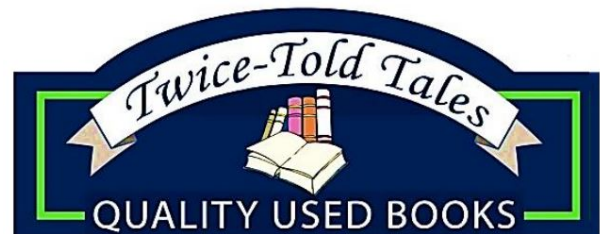
Teacher Appreciation Sale Entire Month of August

With school ID or other indication of teaching status, teachers (including home-schooling parents), school librarians, and teachers' aides will receive a discount of 50% on all regularly-priced children's, teen's, parenting, and education items (books, books on CD, music CDs, and DVDs).

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Open on Labor Day, Sept. 5

Wednesday closings back to 4 pm

Outside Bargain Book Cart

When weather permits

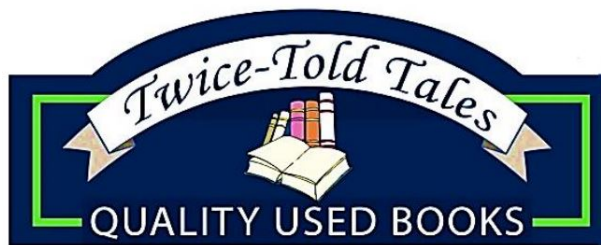
Pop-up Sale Later This Month

Details to follow – watch this space

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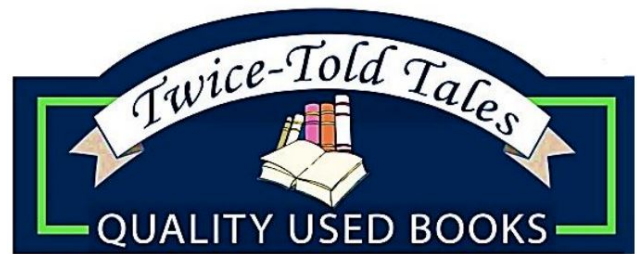
**Pop-Up Sale on Science,
Nature, and Animal Books**

Now through Saturday 9/17:
**All regularly-priced adult science,
nature, and animal books at 50% off**

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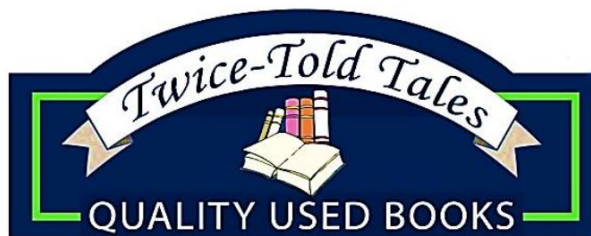
**Pop-Up Sale on
Biographies and Memoirs**

Now through Saturday 10/1:
**All regularly-priced adult biographies
and memoirs at 50% off**

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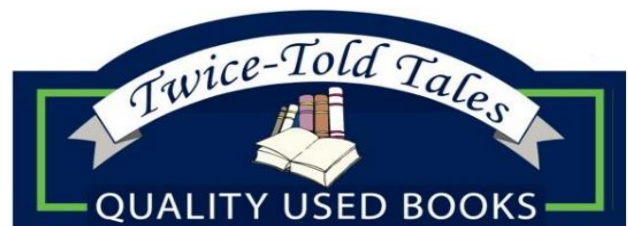
Two Week Pop-up Sale:
**Classical CDs and
Performing Arts**

**From Monday 10/10 (Indigenous Peoples Day)
through Saturday 10/22: Classical CDs \$1,
Performing Arts Books 50% off**

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20,000+ Books
cleaned and organized

Four Rooms
spacious and well-lit

Kids' Area
picture books to chapter books

Low Prices
regular prices: 50¢ to \$5

Come in and Browse!

Volunteers: We are extremely fortunate to have 46 capable and dedicated volunteers to manage the front of the store, the sorting room and the On-Line office. We are open six hours a day, six days a week. Three volunteers fill each of the two shifts per day in the storefront, at least one volunteer per day sorts and cleans donated books, and several people manage the on-line office here in the store every day and a few people help do research from home. The storefront volunteers stock the shelves with new arrivals, greet and help customers find books they are searching for or suggest good books for new literary adventures. They also tote all the bags and boxes of donations from the front of the store to the back where they are processed, sorted, and cleaned. Our volunteers' friendly spirit of helpfulness and enthusiasm for literature keeps our customers returning regularly.

Membership: The Curtis Friends group was established to provide financial support programs at Curtis Memorial Library. The Friends holds an annual membership drive with appeal letters sent out in June each year. In 2021-2022 over 200 community members joined the organization. With their generous donations, the Friends were able to increase our donations to the library by a significant amount. The membership drive for 2022-2023 is off to a good start and we hope to increase the number of members this year.

Sorting Room: A dedicated group of volunteers works in the sorting room evaluating donations, cleaning books, and sorting them by genre to be shelved in the front of the store. They take pride in assuring that books are clean and in good condition. Books that cannot be sold in the store are often donated to other nonprofit organizations such as Goodwill. The sorting room volunteers are a vital part of the store's operation although this part of the process is not often visible to customers.

Online sales make up a significant part of Twice-Told Tales revenue. The Online committee volunteers first evaluate donations of books, music CDs, and audio books. Subsequently the group lists selected items, ships the sold items, and electronically tracks the process.

At times it is overwhelming to see donations pour into the store, but the fact of the matter is that donations are our lifeblood. Every donation is evaluated for condition, appropriateness, and saleability when it is received. Obvious items that are not listable online are moved onto the next phase of the process: cleaning and sorting. Books with ISBN's are electronically scanned and listing candidates identified. Older books without ISBNs are manually evaluated against the sites that sell books online. These books are then listed on either Amazon or ABE. The listing often consists of meeting or beating the price of existing similar items that are for sale. More esoteric items can take extra research both to evaluate them and then to describe them to potential buyers. All items we list must have a picture, either the stock image offered

by the listing site or our own photo which we add to the listing. All listed items are then shelved in the online sales area. Occasionally visits are made to the homes of individuals in possession of a large number of potentially listable books.

The goal of listing items obviously is to sell them, so the whole online selling process is important. Packing items securely, shipping them in a timely manner, and providing tracking information to the buyer are essential parts of the process. Additionally, appropriate interactions with buyers, potential buyers, and the listing sites may also be necessary. Adhering to the best practices of bookselling adds to our reputation as dependable professionals in the trade.

Finally, we maintain an electronic inventory of every item we have ever listed online. When items are sold, this inventory is updated with the sale information. Monthly summaries of the new and sold listings are provided to the Curtis Friends Board of Directors. The monthly summaries compare the current month to previous months as well as to the previous year in order to show any trends, either positive or negative.

One challenge that the online sales group has had is that we are always listing more books than we sell. Over time this has obviously stressed the storage space that we have upstairs. In the past year, we have added a couple of bookcases and have moved large books and CDs to the upstairs area behind our standard space. This room, which is above the downstairs non-fiction section, is affectionately called the 'cold storage room' since it has no heat (nor air conditioning). A generous donation of four double-sided and double-wide bookcases from the library facilitated this effort. We are currently in the process of moving sets into that area as well, having received a donation of three bookcases. This will free up more space in the standard shelving rooms, but eventually our storage needs must be addressed in a more permanent manner.

Online Sales Highlights for November 2021 through October 2022

Metric	November 2021 – October 2022	November 2020 – October 2021
New Listings	2495	2636
Amazon new	1783	2059
ABE new	712	577
(Maine-related) new	158	140
Sales count	1383	1354
Amazon sold count	1046	998
ABE sold count	309	341
Store and other sold count	28	15
(Maine Related) count	91	90
Number sold in a day or less	36	60
Number sold listed over four years ago	118	78
Foreign Destinations	Argentina, Australia, Brazil, Canada, Chile, China, Denmark, Faroe Islands, France, Germany, Ireland, Israel, Italy, Japan, Luxembourg, Mexico, New Zealand, Norway, Peru, Puerto Rico, Saudi Arabia, Singapore, South Korea, Spain, Sweden, Switzerland, United Kingdom	Australia, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, Ireland, Japan, Jordan, Lithuania, Malta, Mexico, Netherlands, New Zealand, Norway, Puerto Rico, Singapore, Slovakia, South Africa, South Korea, Spain, Switzerland, United Kingdom
Sales gross \$	\$62,233	\$60,069
Amazon gross \$	\$41,685	\$39,579
ABE gross \$	\$18,169	\$19,334
Store and other sold \$	\$2,379	\$1,156
(Maine-related) gross \$	\$3,539	\$3,323
Highest price sales	<u>Portrait of America</u> , signed by Diego Rivera, \$520, private sale, 1580 days; <u>The Works of Rudyard Kipling</u> , 36 volumes, \$595, ABE, 266 days; <u>The Labors of the Very Brave Knight Esplandian</u> , \$665, ABE, 179 days; <u>No Voyage and Other Poems</u> , first edition, first printing of Mary Oliver's first book, \$830, ABE, 198 days	<u>Howard Hodgkin: The Complete Paintings</u> , \$372, ABE, 57 days; <u>Mark Twain's Works</u> , 18 volumes, \$695, ABE, 8 days; <u>Collected Works of C.G. Jung</u> , <u>Bollingen Series XX</u> , 20 Volumes with index; \$800, ABE, 5 days

Interesting Sales:

- Blossom, A Fairy Story, 1928 children's book, only good, \$87.50, ABE, 49 days
- AIP Handbook of Condenser Microphones, \$132.50, Amazon, 241 days
- My Wonderful Christmas Tree, signed children's paperback picture book by Dahlov Ipcar, \$75, Amazon, 482 days
- Woman in Sacred History, 1873, Harriet Beecher Stowe, heavy leather cover with raised bands, gilt designs and lettering, 500+ word description, \$185, ABE, 254 days
- Sondheim at the Movies, CD, \$18.50, Amazon, listed on the day Sondheim died and sold immediately
- Tall Book of Christmas, kids' tall narrow book, 2nd printing of the 2006 edition, this would definitely be a book that someone might have put onto the to-be-cleaned shelves without scanning, \$137.50, Amazon, 1 day!
- With the Old Breed at Peleliu and Okinawa, \$89.50, Amazon, 0 days!, part of large number of recently donated Japanese and martial arts books
- History of Scotland, Its Highlands, Regiments and Clans, 8 volumes, 1909, Edinburgh, number 183 of 1000 copies, bound $\frac{3}{4}$ red leather, top of all spines damaged including missing pieces of volume 1 spine, only good condition, \$150, ABE, 143 days
- Hermit in the House, self-published book telling the story of a family hosting Maharishi Mahesh Yogi for several months in 1950, torn DJ, loose binding, worn, only good condition, \$89.50, ABE, 2 weeks
- Remembrance of Things Past, Marcel Proust, 3 volumes in a slipcase, plastic wrapped and therefore sold as new, \$325, ABE, 24 days
- Tidal Current Charts: Boston Harbor, 1952, \$29.50 plus \$33 shipping to South Korea, 4 years
- Smashing Pumpkins: Tales of a Scorched Earth, paperback story of the band, \$53.50, Amazon, 292 days
- Manual of Woody Landscape Plants, \$69.50, Amazon, 2 days
- Outlines of Ancient and Modern History, 1837, leather cover with scratches and signs of wear, but intact and surprisingly firm for its age, \$37.50, ABE, over 5 years
- Maus 1 and Maus 2, box set, \$20, Amazon, 322 days, recently sold, amazing how attempts to ban books greatly increases demand for them
- Personal Memoirs of U.S. Grant, 2 volumes, \$287.50, Amazon, 18 days
- Islands of Maine, Bill Caldwell, sold two copies in a single order, Amazon, very good, \$19.50, 114 days, like new, \$22.50, 43 days

- Art History, Volume 1, paperback, \$85, Amazon, sold on the day it was listed
- Sonnets from the Portuguese, Elizabeth Barrett Browning, 1902, beautiful small book illustrated and cover designed by Margaret Armstrong (Victorian book cover designer), including tissue-protected frontispiece done by stained glass artist Helen Maitland Armstrong, Margaret's sister, \$75 plus \$58 shipping to Australia, ABE, 35 days. This had been ordered January for \$45, but the order was canceled and we then relisted it for \$30 more and it sold a month later
- Early History of Maryland, 1869 schoolbook history of Maryland and Mexico as well as homeopathy, elements of hygiene, health, and happiness, \$30, ABE, 16 days, buyer is in Maryland
- On 2/22/22 we sold 2 books for \$22, (absolutely true story!), both on ABE: Aristophanes: The Frogs, 5+ years, Poems of Sidney Lanier, 1 year
- Three Little Kittens, 1800's kids soft cover picture book with 16 pages at most, only Fair condition, front cover separated slightly from the rest of the book, back cover had a small tear, \$125, ABE, 7+ years
- The Catskill Witch and Other Tales of the Hudson Valley, ex library, \$77.50, ABE, 79 days
- Collecting Oyster Plates, \$17.50, Amazon, 17 days, to Nebraska (US oyster capital?)
- Plotto: The Master Book of All Plots, writer's how-to manual with hundreds of situations and scenarios, 2000 unique conflict situations, all diagrammed, \$55, Amazon, 9 days
- Threads of History: Americana recorded on cloth, 1775 to the Present, ex library, only acceptable (poor) condition, \$185, Amazon, 114 days
- Teppanyaki Barbeque: Japanese Cooking on a Hotplate, \$145 plus \$32.50 shipping to Singapore, Amazon, 305 days
- The Chemistry of Silica, \$225, Amazon, 1 year
- David Copperfield in 2 Parts (Volumes IV and V) of The Complete Works of Charles Dickens, Autograph Edition, 1903, limited to 250 copies in 56 volumes, \$125, ABE, 1 day
- War in the Desert: An R.A.F. Frontier Campaign, \$27.50 + \$32.50 shipping to Saudi Arabia, Amazon, over 4 years
- The Rune Cards: Ancient Wisdom for the New Millennium, \$49.50, Amazon, 11 days
- How To Host a Murder - The Chicago Caper, a dinner party Game, \$39.75, Amazon, 2 days
- The Tale of Johnny Town-Mouse, Beatrix Potter, first edition, second printing, \$315, Amazon, 826 days

- The Bogart Family Tunis Gysbert Bogaert and His Descendants, \$32.50, Amazon, 43 days, an example of a book that could only be sold online
- The Last Whole Earth Catalog: Access to Tools, only good condition, \$57.50 + \$32.50 shipping to Norway, Amazon, 3 days
- Not Far From the Tree--a Brief History of the Apples and the Orchards of Palermo, Maine 1804-2004, paperback, \$137.50, Amazon, 234 days, sent to Minnesota
- So Long Ago, E. Boyd Smith, illustrations of dinosaurs, 1944 first edition with dust jacket, \$145, ABE, 3 years
- American Fisherman, 1940, \$26 + \$38 shipping to Italy, ABE, over 6 years
- New Hampshire, Robert Frost, 1923, seventh printing of the first edition, near fine condition with covered dust jacket, won the Pulitzer Prize for Poetry, \$95 + \$25 shipping to Canada, ABE, 55 days
- Diary of an Expedition down the Zuni and Colorado Rivers under Captain L. Sitgreaves, 1851 - 1852 (Transcription of the original diaries for William H. Goetzmann, University of Texas, Austin in 1982), In a large black 3-ring binder (11 1/2' x 11 1/2" x 3 1/2"), the transcription of each page of the diary is typed on a separate page with Xeroxes of Woodhouse's original drawings inserted as well, so that the transcription reads as the small original diaries would. Includes all 4 volumes of the diaries with dividers for volume and date. \$215, ABE, 436 days
- Jurassic Park, First Edition, First Printing, \$52.50, Amazon, 9 days
- Mr. Mixie Dough, the Baker Man, 1934, first edition children's picture book, written and illustrated by Vernon Grant, best known for his creation of the iconic Snap, Crackle, and Pop elf characters for Kellogg's, \$175, ABE, 103 days
- Handbook of Bird Biology (Cornell Lab of Ornithology), \$92.50, Amazon, 3 days
- Printed Circuits Handbook, 50th Anniversary Edition, \$125, ABE, 23 days
- Daughters of the Cross of Woman's Mission, 1855 First Edition, Highly ornate stamped bright Red Moroccan leather spine and boards with bright gilt illustrations, scroll work, and lettering in remarkably fine condition, \$40, ABE, 980 days
- Go Up for Glory, Bill Russell, 1966, \$175, Amazon, 511 days, sold on the day he died
- The Remains of Tom Lehrer, 3 CD box set, \$59.50, Amazon, 83 days
- Earthship: Evolution Beyond Economics, Vol. 3, An Earthship home is a type of passive solar house that is made of both natural and upcycled materials (such as earth-packed tires). They can be completely off-grid or partially off-grid., \$48.50, Amazon, 9 days, sold Vol. 2 on the same day (\$27.50, 9 days), Vol. 1 still unsold
- Being a Compassionate Companion, (audio CD), \$72.50, Amazon, 0 days

- Saltmarsh: A Portfolio of Drawings by Mark Forrester Libby, #146 of 450 copies, 1970 Bowdoin Museum of Art exhibition, \$94.50, Amazon, 4 years
- No Voyage and Other Poems, 1965, first edition, first printing of Mary Oliver's first book, former library book, but with minimal markings, \$830, ABE, 198 days
- Borrer and DeLong's Introduction to the Study of Insects, \$265, ABE, 8 days
- Atlantis: The Antediluvian World, 1882, \$150, ABE, 30 days
- Temples of Stone: Exploring the Megalithic Tombs of Ireland, \$195, Amazon, 238 days
- The Loom of Language, Frederick Bodmer, 1944 first edition, no DJ, \$200, ABE, 132 days
- Purr and Lovestruck, both signed, sold to the author James Servin, a Bowdoin grad, \$22.50 each, Amazon, 309 days, did he wonder who donated the books to us?
- One Man's World, Popham Beach, Maine, 1974, only acceptable condition, \$112.50, Amazon, 266 days, sold one in good condition in 2018 for \$50
- Dream Keeper and Other Poems, Langston Hughes, listed at \$545, donated to the Langston Hughes branch of the Cleveland Library, \$0, listed just over a year ago
- Portrait of America, signed by Diego Rivera, sold to a student at the University of Texas via PayPal at a 20% discount off the \$650 price, \$520, store, over 4 years
- Primary Structures: Younger American and British Sculptors, catalog for exhibition at the Jewish Museum in New York April 27 through June 12, 1966, paperback in poor condition (I don't recall seeing any of our books listed as 'poor'), pages are all present and in perfect condition, but text block is detached from cover and binding is coming apart, cover is slightly soiled and spine is faded, \$352 + \$48.50 shipping to Italy, ABE, 871 days
- Malaparte: A House Like Me, book about Curzio Malaparte - actor, novelist, poet, filmmaker, soldier, playwright, journalist, political figure, prisoner, composer, charmer, inventor, and revealer of truths – and his house Casa Malaparte which is often called the most beautiful house in the world, \$72.50 + \$32.50 shipping to Japan, Amazon, 9 days

Publicity: Once someone walks in the door, the Twice-Told Tales bookstore speaks for itself with its bright space, friendliness, and well-organized collections. Publicity's job is to encourage customers to take that first step.

We use our prime Maine Street location to full advantage with attractive window displays featuring both adult and children's books and reading-related pennants in the front windows each month. June's banners "Vacationland – Unwind With a Book" and July's "Oh, Say Can You See – How Much Fun a Book Can Be" drew attention to the bookstore during the Summer Music on the Mall concerts right across the street. A bold new sandwich board stands prominently on the sidewalk in front of the store stating "20,000+ Books, 4 Rooms, Kid's Area, Low Prices" to all passers-by.

Every Friday, the Twice-Told Tales news column appears in the Curtis Memorial Library eBlasts. Along with store information, fun facts, and current Twice-Told Tales sales details, the "Who Said It?" book-related brainteaser is an eye-catching and very popular weekly feature. Almost 7000 recipients also receive our monthly Twice-Told Tales emails with information about the store and our sales. Event flyers and emails announcing our special Pop-Up Sales are sent out as they happen.

Touting all that the bookstore has to offer, a bright visual Twice-Told Tales display is greeting travelers arriving at the Brunswick Visitor's Center during the months of September and October 2022. Twice-Told Tales is also listed on the Brunswick Re-Sale Trail Map that is distributed at every Downeaster train station from Brunswick to Boston with information about vintage and resale businesses in downtown Brunswick. This map is handed out to interested customers at all the resale businesses in Brunswick as well.

This year, we have ordered roomy new Twice-Told Tales book bags with our logo and address printed on the front. Beautiful and sturdy with space for plenty of books, they promote Twice-Told Tales far and wide. We are selling them at the store for just \$15 and they have been very popular. We also have new Twice-Told Tales information bookmarks which are given out to customers in the store and are included with the receipt in all of our online sales.

Social media continues to introduce the bookstore to new audiences. Our twice weekly posts on our Twice-Told Tales Facebook page have accumulated almost 12,000 views over the course of the year and 187 people have become new TTT followers in that time. Seventeen satisfied customers have also taken the time to award us enthusiastic 5-star reviews on Google Reviews with comments like: *"Super friendly staff, well organized, books are all clean and in great condition."* We are seeing requests on Google Maps for directions to Twice-Told Tales coming from all around the state. The word about Twice-Told Tales is spreading!

Curtis Friends Board of Directors 2022-2023

Officers:

Ron Poulin, President
Christine Eames, Vice President
Barbara Burr, Secretary
Steve Williams, Treasurer

Board Members

Christine Eames	Kathy Glenn-Lewin
Betty Hartley	Scott Johnson
Katy Kline	Linda Martin
Victoria Smith	Carol Toothaker
Jim Warner	

Twice-Told Tales Managers

Barbara Burr	Rae Cousins
Karen Diamond	Dianna Dietrich
Kathy Glenn-Lewin	Katy Kline
Candace Litchfield	Linda Martin
Ingrid Mayer	Tom Nadeau
Ron Poulin	Victoria Smith
Priscilla Treadwell	Cynthia VanDerWerf

On-Line Sales

Christine Eames	Scott Johnson
Joanne O'Donnell	Cynthia VanDerWerf
Jim Warner	Linda Zingaro

Sorting Room

Betty Hartley

Curtis Memorial Library Liaison

Joyce Fehl

2022 Volunteers

We could not do what we do or provide the support to the Curtis Memorial Library to the extent that we have without an outstanding team of hard working, enthusiastic and dedicated volunteers. We wish to thank each and every one of them for their hard work, professionalism and dedication to this mission.

Jane Biscoe
Barbara Burr
Kip Coughlin
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