



GHS Unveils New Wordmark

The Georgia Historical Society is enhancing its brand with the introduction of a new wordmark -- from its website to its stationary. These changes are the visual implementation of GHS's recent branding initiative, the purpose of which is to strengthen our identity as Georgia's first and only statewide historical society. Branding is common practice among large corporations and multinational non-profit organizations, but it can also be incredibly beneficial to smaller organizations as well.

Beyond the aesthetic changes being made at GHS, the branding initiative has also helped to focus and define GHS's identity. Taking the time to examine this key question brought us a clearer understanding of what we were trying to express through the branding initiative, which led to the development of GHS's brand promise, "Learn Georgia History in the Place Where It All Began." The brand promise is a statement of what GHS expects individuals to receive through their interaction with the organization—whether in person or by phone, mail, publications, etc.

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One of the challenges that GHS faced early on was the realization that in spite of the organization's standing as the only statewide historical society for Georgia, many of the people we aim to serve don't recognize GHS as a statewide entity due to our location in Savannah. Our first goal was to emphasize our commitment to Georgia history. This is reflected in the brand promise and even in the design of the wordmark, where Georgia has become the primary visual element.

The branding process was a creative and rewarding endeavor that taught everyone a great deal about what GHS is and what it is trying to achieve. Yet, the development of the brand continues as we work to incorporate the brand promise into every facet of our interactions with the public. One of the keys to building a strong brand is consistency: keeping the message clear and concise builds support and confidence among constituents. As the brand grows we hope to be able to reach out to all the counties across the state to bring in more Affiliate Chapters, erect more historical markers, and to spread the history of this great state to all Georgians.

If you would like more information on branding for non-profit organizations, try some of these helpful sites:

<http://www.nancyschwartz.com/articles.html>;
<http://www.guidestar.org/DisplayArticle.do?articleId=833>

Ancestry.com subscription expands research opportunities for GHS

The Georgia Historical Society Library & Archives now provides on-site access to Ancestry.com via the public-access computer terminals in the Hodgson Hall reading room. GHS's subscription to Ancestry.com allows researchers full access to the online service's entire U.S. database, including complete Federal census records (1790-1930), immigration records, military records, birth, marriage and death records, court, land and probate records, family histories and more. This is an incredible resource for genealogists in particular, but also for any researcher needing access to these important sources. Ancestry.com's database completes GHS's Federal census collection and provides a wonderful complement to GHS's research collection, making valuable information accessible at the click of a mouse.

GHS researchers wishing to access Ancestry.com are asked to see a reading room staff member for logon information.

Upcoming IMLS Grant Deadlines

November 15, 2006 – Museums for America

2-3 year, \$5,000-\$15,000 grant award

December 1, 2006 – Conservation Assessment Program *

free assessment by conservation professional

December 15, 2006 – Laura Bush 21st Century Librarian Program

3 year, \$50,000-\$1,000,000 grant award

For more information on these and other IMLS Grant Programs, visit www.imls.gov

** Don't forget that as a benefit of participating in the GHS Affiliate Chapter Program, consultation assessments can be scheduled, free of charge, through GHS by emailing ghs@georgiahistory.com*

H-Net Network for Information and Information Institutions

H-Info focuses on the interdisciplinary, international study of information and information institutions, broadly construed. It includes the foundations and history of print culture; reading and reception histories; the history and foundations of library and information sciences; and the history of libraries, archives, document-based cultural repositories, and other information institutions. It is a revival of the H-LIS network which ran on H-Net from 1997-2000.

H-INFO services include general dialogue, sharing of references, syllabi, and other materials, reviewing of relevant books, and journals.

H-INFO is currently edited by Betsy V. Martens University of Oklahoma School of Library & Information Studies and Matthew Gilmore.

Logs and more information (including how to subscribe) can also be located at:

<http://www.h-net.org/~info>

Check out the "resources" page at:

<http://www.h-net.org/~info/resources.html>

for Academic Journals, Information-Related Organizations, and Information-Related Projects.

H-Net is an international network of scholars in the humanities and social sciences that creates and coordinates electronic networks, using a variety of media, and with a common objective of advancing humanities and social science teaching and research. H-Net was created to provide a positive, supportive, equalitarian environment for the friendly exchange of ideas and scholarly resources, and is hosted by Michigan State University. For more information about H-Net, write to webstaff@mail.h-net.msu.edu, or go to:

<http://www.h-net.org>

Affiliate Chapters Receive Grants for Tourism Projects

The Georgia Dept. of Economic Development, through the Georgia Tourism Foundation, awarded \$1 million in co-operative tourism marketing grants to 74 communities, convention and visitor bureaus, regional travel associations and other non-profit tourism entities across the state. The Georgia Tourism Foundation allows for the creation of new public-private partnerships that merge and strengthen Georgia's tourism marketing efforts, in order to attract more visitors and increase the Industry's economic impact throughout the state.

This year the Foundation had a significant increase in grant applications with grant requests totaling more than \$1.3 million. The program received an additional \$250,000 from the Department of Economic Development to fund 74 of the 84 applicants. With the indicated private sector matches totaling \$4.1 million, the grant program will support communities with marketing projects that they may not have been able to fund completely on their own, and will assist them in reaching a larger audience.

"The Co-op marketing grants program is an excellent outreach program that supports our tourism partners in more effectively marketing Georgia as a tourist destination while adding value to our local communities," said Craig Lesser, GDEcD commissioner and Georgia Tourism Foundation chairman. "The Georgia Tourism Foundation, part of Governor Perdue's Commission for a New Georgia, is a significant Component of the state's tourism strategy and offers a wonderful opportunity to leverage public-

private partnerships."

In 2005, the Georgia Tourism Foundation was created through Senate Bill 125, spearheaded by Senator Jeff Mullis of Chickamauga and Representative Ron Stephens of Savannah, as part of Governor Perdue's Commission for a New Georgia. This non-profit, public-private organization brings together the leadership of the state's premier tourism destinations to consolidate marketing efforts, pool resources and more effectively promote Georgia's natural beauty, cultural heritage and rich attractions to vacationers.

Of the 74 organizations that received funding through the co-operative marketing grants program, four were members of the Georgia Historical Society's Affiliate Chapter Program. Congratulations to the following Affiliates for their work to promote Georgia tourism:

- Coastal Georgia Historical Society
- Historic Augusta, Inc.
- Historic Savannah Foundation
- Morgan County Historical Society, Inc.

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a location for film, video and music projects, as well as planning and mobilizing state resources for economic development. For more information, visit www.georgia.org or call (404) 962-4075.

Calendar

- October 12-14, 19-21, 2006 – White County Historical Society's Annual Quilt Show
- 10:00 a.m.-3:00 p.m. - Cleveland, GA
- November 9, 2006 – Fergus Bordewich lecture in Savannah, *Bound for Canaan: The Underground Railroad and the War for the Soul of America*.
- December 15, 2006 – Deadline for submission of announcements for next issue of *Highlights*.

From the Affiliates



Tying the miller's knot on a sack of cornmeal is just one of Melanie Chapman's tasks at Historic Prater's Mill. The county fair is Oct. 14 – 15.

Prater's Mill Foundation

When the Prater's Mill Country Fair gets underway, Melanie Chapman and her volunteer millers scramble to get the water-powered mill up and running again.

The Prater's Mill Country Fair is an outdoor festival of juried artists and craftsmen, musicians and good cooks. The festivities are held on the picturesque grounds of the historic Prater's Mill, established 1855.

Highlights include an original play about the lives of two Prater families, performed Saturday and Sunday at 2 pm, pioneer skills demonstrated by members of the Appalachian Heritage Guild, and an authentic Civil War encampment. Self-guided tours are offered at the cotton gin, country store, and the barn (complete with animals). A popular children's activity is shelling corn and sifting

cornmeal in the Goodner-Smith Farm addition to the barn.

Everyone enjoys the craft demonstrations: blacksmithing, spinning, quilting, rug hooking and hand-tufting (a cabin craft that evolved into the tufted carpet industry centered in Dalton, GA). Peacock Alley is a clothesline display of handmade and chenille bedspreads made in North Georgia. A new exhibit this year is a colorful display of Denise Newton's vintage peacock bedspreads.

Homemade food is a treat for hungry visitors; favorites include: ice cream made with Miss Ruby's secret recipe, Cochran Family fried apple pies, or Pat Richardson's hoecakes cooked on a wood stove.

The Prater's Mill Country Fair, begun in 1971, is sponsored by the volunteer Prater's Mill Foundation, a non-profit organization. Thirty-seven civic clubs, churches and schools participate in the event. Fair dates are Saturday, October 14, 9 am – 6 pm and Sunday, October 15, 9 am – 5 pm. The historic mill is located on GA Hwy 2 near Dalton and Varnell. Admission is \$5 for adults; free for children 12 and under. For more information visit www.pratersmill.org.

Historic Oakland Foundation

Historic Oakland Foundation invites the public to experience a Victorian Halloween. Lanterns and luminaries will light the pathways, as costumed characters recount the stories, superstitions and folklore from the period. Enjoy this once-a-year opportunity to tour Oakland Cemetery after dark.

The tours will be held on Friday, October 27 thru Sunday, October 29, from 7:00 pm - 10:30 pm. Oakland is located in the Grant Park area at 248 Oakland Avenue, SE, Atlanta, GA 30312. Free parking will be available on MLK Drive and Oakland Avenue. Admission is \$10.00 for adults, \$3.00 seniors (65 and up) and \$5.00 for students. \$26.00 family price (2 adults, 2 children).

Please visit www.oaklandcemetery.com for details.

From the Affiliates (*cont.*)

Washington-Wilkes Historical Foundation

Historic Washington-Wilkes invites the public to attend their annual Christmas Tour & Dinner held on December 8 and 9 in Washington, Georgia. The festivities will begin on Friday evening with a romantic Candlelight Tour. Another tour and a dinner will be held on

Saturday. Tickets for Saturday's dinner are limited and advance reservations are required. For more information regarding tickets and additional events held during the tours, contact The Washington-Wilkes Historical Foundation at 877-221-7689.

From the Stacks

Laying the Foundation: The Collection Development Policy

By Robert Weber, Special Collections Librarian, Georgia Historical Society

Collection development can be one of the most difficult aspects of special collections librarianship, but also one of the most rewarding. Monitoring new publications, cultivating relationships with booksellers, and attending book auctions can be exciting and fruitful. But before you start spending limited acquisitions funds, do the legwork. The foundation for building a focused collection with high research value is a collection development policy. And while writing such a policy can be a tricky and even tedious process, it is essential to a proactive collection development program.

So, where to start? The primary goal of collection development at an historical society library should be to direct the growth of the collection in such a way as to support the mission of the society and to support the research needs of members and patrons. Your collection development philosophy and goals should be articulated in a written policy and supported by short- and long-range objectives. These objectives should outline concrete and realistic steps that will allow you to accomplish your goals. Your goals will remain the same indefinitely (although you might add goals over time); the objectives will change as you identify new ways to meet your goals and improve your collection. Without well-defined goals and objectives, acquiring material can become haphazard, directionless and prevent your library from becoming the research destination you want it to be.

Identifying your library's collection goals requires a thorough understanding of your society's mission and goals, the needs of your existing patrons, the nature of your current collection, and the characteristics and quality of the collections at

similar institutions in your region or state. Ideally, you want to carve a niche that doesn't duplicate the efforts of other institutions and one that you can realistically fill given budget, personnel and facility constraints. For instance, local and county historical society libraries should strive to build the definitive collections related to their local histories. Even this might prove to be too broad, however, and require identifying goals pertaining to particular individuals, institutions, events, or time periods. Or you might decide you want to focus on one or a few types of materials, such as rare books, manuscripts, photographs, genealogical resources, etc. Whatever goals you devise, commit yourself to them and to establishing your library as the place for research on your chosen topic(s).

Establishing the objectives to meet your goals requires a good familiarity with relevant sources, their costs and their availability. Objectives should be as specific as possible and should be achievable within a relatively well-defined period of time. One objective might be identifying every available published biography of a historically significant figure. Subsequent objectives could include deciding which ones to acquire and then attempting to acquire these by a certain date. Remain flexible, however, especially if you decide to pursue rare material; other institutions might be pursuing the same items.

Once you have completed a collection development policy with well-defined and realistic goals and objectives, the fun can begin. As with any endeavor, accomplishing your objectives is a satisfying thing. And building a collection that patrons find valuable and is the envy of other institutions is one of the greatest rewards of special collections librarianship.

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...to collect, preserve, and
share Georgia's history

We're on the Web!

Visit us at:

www.georgiahistory.com

News to Share?

Send us information about your Affiliate Chapter for publication in the next issue of *Highlights* such as:

- Special Events
- Exhibits and Programs
- Membership dues and meetings
- New employees

Items will appear in the **Winter 2006** issue.

Dated events should cover the dates: **January 15, 2006 – April 15, 2007.**

Please compile the information in **press release format** and mail, fax, or email to GHS. Submissions should be **75 words or less**, and should include the **dates, times, locations, and fees** for events, as well as a **contact phone number and/or email address** for the public.

***Deadline to submit information is
December 15, 2006***

*The Georgia Historical Society
501 Whitaker Street
Savannah, GA 31401*

***Highlights***

A bulletin for the Affiliate Chapters
of the Georgia Historical Society