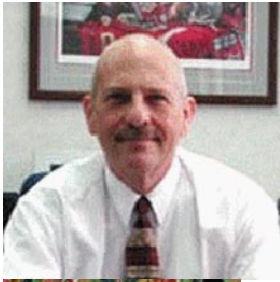
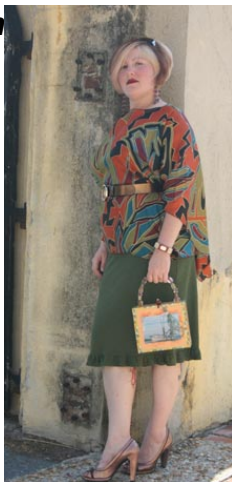


2012 Books Sandwiched In

Written by Wendy Nilsen Pollitzer
Wednesday, 04 January 2012 10:14



The popular book review series returns with an exciting roster of local personalities and a modern, high-tech



twist – podcasts.

Beaufort is an ever-emerging Arts town, known nationally as a small southern city populated with smart, interesting people. It's been that way for decades. Visitors from all over the world come to Beaufort and are awed first by its beauty and second by its residents. We are truly blessed with a myriad of personalities... retirees, military, young professionals, working class and descendants of "Old Beaufort." And we blend together pretty well. Why? Because we all appreciate the value of our inspiring town.

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As Southern Literature becomes increasingly more popular, Beaufort continues to be reputed as the classic model town of the New South. One popular event held annually in our celebrated town illustrates this progressive trend like no other. It's Books Sandwiched In, and it's back this year... better than ever!

Books Sandwiched In, sponsored by Friends of the Beaufort County Library (FOL), returns for its 26th year on Monday, January 9, and continues every Monday through February 27. The eight-week program will be held at the University of South Carolina Beaufort Performing Arts Center, 801 Carteret Street, Beaufort, from Noon to 1 p.m. Local personalities review best-selling books, and the program is free and open to everyone. Attendees are encouraged to bring their lunch or, as an alternative, purchase it from the Outtakes Café take-out table in the Performing Arts Center.

The concept is brilliant: taking a break from our hectic lives with a bagged lunch and an open ear to listen to one of our own talk about something we all love – books. Our minds escape, if only for an hour, to a simple, yet intellectual conversation about literature.

This year, Burton Sauls, owner of CityTrex, a virtual company that specializes in multimedia tourism products for mobile devices, will again be developing podcasts of each presentation. Friends of the Library has put a modern spin on the traditional book review. And the initiative has been a huge success.

Podcasts from the 2011 Books Sandwiched In got over 2,000 weekly “complete listens” during the months of January and February. “Complete Listens” means a user played and stayed with the podcast until completion. The number of unique page views was over 3,000 per week. This is higher than the number of attendees. Of these, over 700 listeners each week were from Los Angeles. So the global impact is real. Cyber podcasts from Beaufort are reaching a vast audience, thanks to Sauls’ ingenuity and clever online promotion at at

[http://
www.citytrex.com/
books](http://www.citytrex.com/books)

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"Skilled use of new media is affordable, effective, and rewarding," says Sauls, CityTrex founder.

CityTrex has produced and distributed modern mobile media for municipalities, museums, medicine, politics, PR, tourism, events, and resorts. 2d QR codes, podcasts, mobile apps, iPhone purchases through iTunes or Android in-app purchases are avenues for the mobile publishing platform. And CityTrex has become very good at what it does.

As an official sponsor of Books Sandwiched In, CityTrex will include a "donation button" on its website for visitors to make a contribution to Friends of the Library – a great source for fund raising to help FOL support unfunded library programs, materials, and projects.

The Friends of the Beaufort County Library (FOL) is a South Carolina not-for-profit organization, which for three decades, has provided financial and other support to Beaufort County libraries. In these tough economic times, our libraries' budgets were reduced significantly, which resulted in reduced hours of operation, staffing, books and other materials. Through generous donations and membership fees, FOL has continued to provide financial support to the county's libraries. Today, FOL has over 400 members.

Co-chairs for the 2012 Books Sandwiched In are Sherry Hirsch and Gretchen Blickle, and they are assisted by Jane and Lloyd Sidwell, who will be next year's co-chairs. The task of putting this program together is great, and members of FOL and the greater Beaufort community are especially thankful to these volunteers who have put countless hours towards this popular event.

Books Sandwiched In is sure to please an eager audience again this year. Don't forget to bring your lunch, and remember doors open at 11:30am. Come early to get a good seat!

BOOKS SANDWICHED IN SCHEDULE

January 9: *The Big Short* by Michael Lewis presented by Kenneth Hirsch



The Big Short: This book chronicles the march of the sub– prime bond market from money–making machine for Wall Street and mortgage originators to financial catastrophe, through the eyes of the few traders who understood what was happening and bet against the market. The book is essential reading for understanding not only the madness of the housing and mortgage bubble but the underlying sickness of our financial system that has resulted in our current grim economic situation. It is also entertainingly told.

Kenneth H. Hirsch became a resident of Beaufort County after retiring as an attorney negotiating IT outsourcing deals for Siemens Corporation in 2007. After a stint in a New York law firm practicing corporate and securities law, Ken was a business executive and attorney for an educational multimedia

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publisher, a scheduled airline, Equitable Life and a medical technology start-up. He is a graduate of NYU and Columbia University School of Law. Ken has been the President of the Eastchester, NY Board of Education and an active member of the Association of the Bar of the City of New York and the New York State Bar Association. He currently is a member of the Dataw Historic Foundation, Beaufort Sail and Power Squadron and the American Bar Association. In his spare time you can find him on the water — sailing the coast of New England or boating on the ICW in the Lowcountry.

January 23: *That Used to be US* by Thomas Friedman, presented by Dr. Valerie Truesdale

That Used to Be US: America has a huge problem. It faces four major challenges, on which its

future depends, and it is failing to meet them. Thomas L. Friedman, one of our most influential columnists, and Michael Mandelbaum, one of our leading foreign policy thinkers, analyze those challenges — globalization, the revolution in information technology, the nation's chronic deficits, and its pattern of energy consumption — and spell out what we need to do now to rediscover America and rise to this moment.

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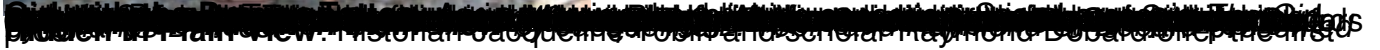
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Valerie Truesdale has served as superintendent of the Beaufort County School District since 2007. Prior to her move to Beaufort County, she was district superintendent for Oconee County schools for four years and served as Chief Instructional Services Officer for School District Five of Lexington and Richland Counties for almost a decade. She also served as senior executive assistant for the SC Department of Education, supervising areas of policy, teacher licensure, technology, and student assessment. Dr. Truesdale is a former high school principal, assistant principal, personnel administrator and teacher. She earned a Ph.D. from the University of South Carolina in Educational Leadership in 1988, an M. B. A. from Georgia State University in 1978, and a Bachelor's degree in English Education from Clemson University in 1974.

January 30: *Girl with the Dragon Tattoo* by Steig Larrson, presented by Deanna Bowdish

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