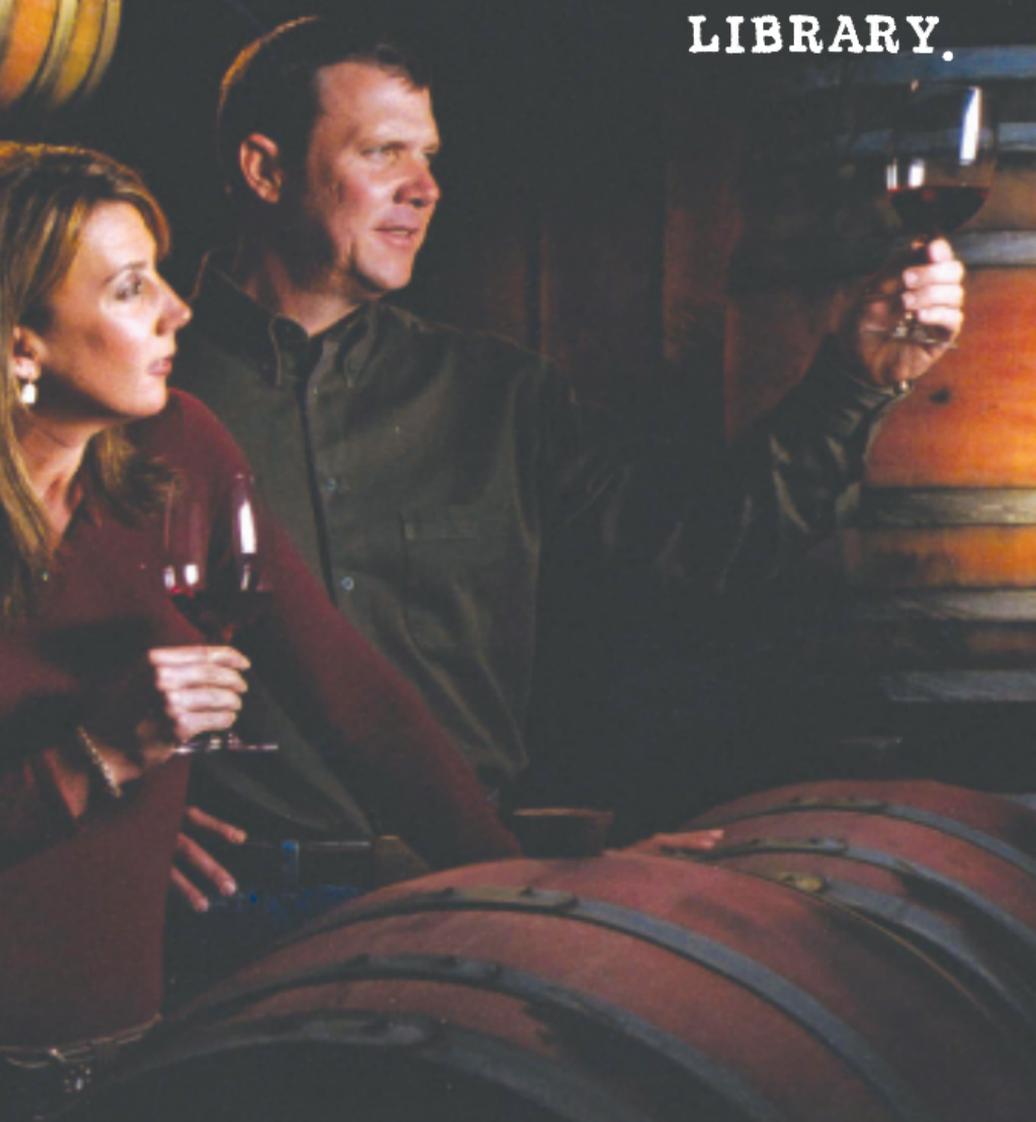


GREAT AMERICAN
WINEMAKING
STARTED IN A
LIBRARY.



Public libraries continue to help entrepreneurs get their start. The investment you make in your local library helps small businesses. It also brings in additional tax dollars, raises property values and creates new jobs. In fact, studies have shown that:

for every \$1 spent
on the library, a
community sees
an average of \$4
in return.



YOUR PUBLIC LIBRARY IS A SMALL BUSINESS INCUBATOR

In 1933, Ernest and Julio Gallo needed a wine recipe to start their business. Where did they turn for help?

Their local Library.

There, they found the pamphlet "The Principles of Winemaking." They started to make wine, pursued their dream—and the rest is history.

Three generations later, Gallo wines earn worldwide acclaim as Matt and Gina Gallo carry the family dream forward.

Their small business has grown to create hundreds of jobs, thousands of opportunities and millions of satisfied customers.

Go to www.oclc.org/roi/ to learn about the economic impact of library investment.



Nebraska
Library Commission