

MITCH FEDERMAN



Mitch Federman is originally from the Chicago area. After finishing high school, he went to the University of Wisconsin-Madison and then promptly moved to Kansas City after graduation to be with his girlfriend (now wife), Becky. Mitch and Becky relocated from the Kansas City area to Murfreesboro in 2007 in order to pursue an opportunity with General Mills. Since coming to Murfreesboro, they have had two sons, Aidan (5) and Emmett (3).

Please share with us a little about your career and role at General Mills.

I have been with General Mills for almost ten years. I got my start with the company working in our West Chicago cereal plant, while I was still in college. After graduation, I moved to our Kansas City flourmill to take on an engineering position. I relocated to our Murfreesboro plant in 2007, where I am currently the Operations Manager for our Yoplait facility.

What many folks do not know is that you are the President of our local Books from Birth chapter. Please tell us a little bit about Books from Birth. How did Books from Birth begin?

At Rutherford Books from Birth, we strive to provide the Dolly Parton Imagination Library an age appropriate book, one book a month for 5 years, to every child under the age of 5, with no cost to the family.

Rutherford Books from Birth was established in 2006, in order to partner with the statewide Governor's Books from Birth foundation to provide books to children in Rutherford County.

Why is Books from Birth such a vital resource to this community?

Multiple studies have shown that childhood literacy is a pretty good indicator of a person's ability to be successful through school and into adulthood. If we wait until our children are in

school to start to foster a love of books and reading, we are too late. Towards this effort, Books from Birth makes books available to all children in Rutherford County.

By planting the seeds of literacy early in life, Dolly Parton's Imagination Library encourages positive parent-child interactions. It helps improve kindergarten readiness and sets the foundation for school success.

Children who participate in the program recognize pictures, numbers and words. They understand what a story is and know how to flip through a book. These children know the joy of receiving a gift in the mail every month and love reading stories with their parents and caregivers. They are certainly better prepared for kindergarten.

How do folks sign their children up for Books from Birth?

They can register online at the Governor's Foundation Website, www.governorsfoundation.org/Enroll/. The other option is to pick up a registration form at Linebaugh Library and mail it to the Governor's Foundation.

If someone would like to make a donation to support the Books from Birth program, how can he or she do so?

If you are interested in making a donation towards the purchase of books, please visit rutherfordcbooksfrombirth.org/donate or mail your

donation directly to Rutherford Books from Birth, Attn: Deposit Services PO Box 188, Murfreesboro, TN 37133-0188. Make checks payable to Books from Birth.

Last but not least, we want people to know a little more about YOU. So, tell us something interesting or fun about yourself!

I really enjoy playing and watching sports. Being originally from the Chicago area I am still a pretty big Bears and Cubs fan. My teams have taught me the life lesson of how to deal with continual disappointments and shattered hopes!

“ If we wait until our children are in school to start to foster a love of books and reading, we are too late. ”