2014 Dan Casey Award Recipient Announced
by Betsy Sywetz

EFR is pleased to recognize the work of the Building Preservation Committee of the Aurora Free Library by awarding them the Daniel W. Casey Library Advocacy Award for 2014. Given annually, the Casey Award, sponsored by EFR since 1993, honors a volunteer member or a group of the library community whose efforts have contributed to the growth of libraries or Friends of the Library organizations.

Elaine Meyers, President of the Board of Trustees, nominated the Building Preservation Committee chaired by Marnie Fessenden, for its work planning and supervising maintenance and renovation of the building and grounds of the Aurora Free Library. The library is a member of the Finger Lakes Library System and serves the rural population of Aurora and Ledyard, NY.

The award will be presented in Aurora in late October by members of the EFR Board. A full account of the presentation and the details of the work done by the Building Preservation Committee will be included in the winter edition of the newsletter.

October 19 through 25, 2014

See the NFOLW article inside the newsletter on page 2.

The mission of the Empire Friends Roundtable is to promote and inspire local Friends groups in libraries of all types for the betterment of New York State’s library community.

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In Memoriam
Margaret ‘Peggy’ Buckley 1945-2014
EFR Newsletter Designer and Board Member 1997 - 2012. The Empire Friends Board expresses our gratitude for Peggy’s devoted assistance to the libraries of New York State.

Chocolate Lovers' Delight
by Mary Jane Mumby

How sweet it was. When you hear the words devilish, delightful, delectable, decadent and downright delicious it can only describe one thing. Yes, it’s chocolate! The Friends of the Sodus Library held their Annual Valentine Chocolate Sale and once again it was a huge success. There was quite the array to choose from; pies, cakes, cookies, muffins, fudge, candy, brownies, and a few craft items added to the fun.

The sale was held on February 13th from 10:00 a.m. - 7:00 p.m. and 14th from 10:00 a.m. - 4:00 p.m. so that everyone could stop, even after work.

You could treat yourself to a cup of coffee or tea in our Café along with an individually wrapped cinnamon bun, muffin, or cookie while you looked (and drooled) over the assortment.

We asked for donations of Valentine treats and baked goods with an ingredients list on the items. Donations could be dropped off at the library starting the day before the sale.

Besides tasting great, everything was wrapped with ribbons ready for gift giving or just a special treat. This Valentine fund-raiser has become a fun mid-winter event for those who bake, buy, or both! Please call the Sodus Community Library at 315-483-9292 with any questions about this event.

Public Library Centennial Celebrations Abound!
by Susan Swanton

As the neighboring public libraries of Rush in the Monroe County Library System and Avon in the Pioneer Library System both celebrated their centennial celebrations on June 7, 2014, a woman asked me why so many libraries in the state were celebrating their 100th anniversary?

The question intrigued me as I’d helped with Rochester Public Library’s Centennial Celebration in 2011 and also with both Rush and Avon’s celebrations this past year, so I did some research. Remember your American history and recall the passions of the Progressive Era; social activism and political reform. Many Americans of the 1910s were concerned about the socialization needs for recent immigrants and the poor. Improving public education along with a strong sense of egalitarianism plus a desire to help “Americanize” the new immigrant fueled thinking at that time.

To this purpose, Andrew Carnegie, plus many other benefactors, stepped forward to underwrite the costs of public library construction. Andrew Carnegie had a love of libraries from his childhood and believed that libraries added to the democratic nature of America. 2,811 public libraries, both in the United States and abroad, were built between 1883 and 1929 thanks to his donations for library construction. “Elevation of the masses” was one stated goal for increasing the number of public libraries.

Women’s clubs were closely connected with the support of public libraries along

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NFOLW
by Marie Orlando

It is not too late to start planning for National Friends of Libraries Week, an annual event coordinated by United for Libraries, an affiliate of the American Library Association. NFOLW will be celebrated across the country this year from October 19 through 25.

Friends groups all over New York State have used this opportunity to promote their activities and their contributions to their local libraries. For some top-notch ideas visit the National Friends of Libraries Week Awards page at www.ala.org/united/grants_awards/friends/friendsweek. There you’ll find replicable projects which were deemed worthy of the $250 prizes given by United for Libraries each year.

Here are some other ideas:

Have an inexpensive banner made at your local office supply store, reading "National Friends of Libraries Week." Leave the dates off so you can use it year after year. Ask to hang it in the library during NFOLW.

Use the Library Quotes database to find powerful wording to use on bookmarks or other materials to distribute during NFOLW. It can be found at http://libraryquotes.org/front-quote.

Adapt public relations and marketing materials such as a press release and letter to the editor which are downloadable from the United for Libraries website at http://www.ala.org/united/event_conferences/folweek.

Don't let the week go by without drawing attention to the important work your Friends group does to support your library!

In Memoriam
Margaret ‘Peggy’ Buckley 1945-2014

EFR Newsletter Designer and Board Member 1997 - 2012. The Empire Friends Board expresses our gratitude for Peggy’s devoted assistance to the libraries of New York State.
From the Desk of Our President, Randy Enos

With only a few months remaining in my tenure as EFR President, I am submitting my last newsletter column in that capacity. The closing lyrics of a familiar Stephen Sondheim song come to mind - "Good times and bum times, I've seen them all, and, my dear, I'm still here. Plush velvet sometimes, sometimes just pretzels and beer, but I'm here. I've run the gamut, A to Z; Three cheers and, dammit, c'est la vie. I got through all of last year, and I'm here. Lord knows, at least I've been there, and I'm here."

Yes, I'm still here and hope to be for a bit longer. I did get "through all of last year" - or at least I think I did, but let's look at the lyrics in terms of EFR. Yes, having survived both "good times and bum times," at the ripe-old-age of 22, EFR is still here (although only for a bit longer as a roundtable) and definitely better than ever. I'm happy to report that I'm passing the presidential torch during an especially good time. EFR is soon to become the newest section of NYLA. This is something we didn't even remotely consider, especially during our "bum times," so I don't think saying we're in a good time is in any way an overstatement! I am very grateful to NYLA Executive Director Jeremy Johannesen and NYLA Council Member Rebekkah Smith Aldrich for setting the transformation in motion and for the hardworking Board for making the transition a smooth one. Three cheers! While our finances may not be "plush velvet," thanks to our increased membership and frugal Board, we are in good shape. The Board has managed to be a class act on a "pretzels and beer" budget. Remember to renew your membership. We can't remain a class act without your support.

I am delighted to be handing the crown over to our more-than-capable President-Elect Lisa Wemett. Under Lisa's guidance, I know our group in its first year as a NYLA section will not be running the "gamut, A to Z." Instead all activities will be in the "A" category. Be sure to attend the EFR programs at the upcoming NYLA Conference on November 7th and 8th in Saratoga Springs and you'll see what I mean.

I am even more delighted that I get to continue serving on the EFR Board and working with the other talented members on the exciting challenges we have ahead of us. C'est la vie!

Editor’s note: Randy Enos is one of the original EFR board members from 1992 and he has served as President three times; 1996-97, 2003, and 2012-2014. EFR has been fortunate enough to have him at the helm for close to 1/3 of our history.

Empire Friends: the Next Chapter by Lisa C. Wemett, President-Elect

Empire Friends Roundtable (EFR) will be transformed this November into a Section of NYLA. Not by the touch of a wand from a fairy godmother, but from the hard work of our Executive Board and the vision of our faithful corps of friends in NYLA. Over 300 NYLA members said "Go for it!" when they supported our petition to become a Section and now EFR is poised to leap forward! Our Second Vice-President for Membership, Terry Mulee, is going to be busy recruiting new members and encouraging current NYLA members to make Empire Friends their primary Section. And those members are asking me "What's next, Madam President?"

Lucky for me, I have some great Empire Friends mentors, some of whom have been with EFR since day #1. How can I begin when I have such big shoes to fill? When this happened to me before, when I followed Randy as the next President of the Youth Services Section long ago, I just took the buggy whip and tried my best. (More about "the whip" another time!) I just started walking, even if my feet looked a bit like Tom Hanks' at the end of "Big," his little feet shuffling along in oversized loafers!

Author and consultant Willie Pietersen has said that when defining priorities, it is important to pick only the top five. This is based on George A. Miller's classic research on memory; most people can carry no more than four to seven ideas in their mind at once. (And you think it is the onset of early Alzheimer's when you can't remember the groceries without a list!) Pietersen says when you describe your priorities, "tick them off with the fingers of one hand--and keep the other hand buried in your pocket."

Well, I'm going to keep one hand in my pocket and see what happens! Can I even come up with five? And then there's the adage from Lewis Carroll, "If you don't know where you are going, any road will get you there." I think I'm walking on that road, with only one hand to guide me.

But here's my five for the moment:
1. maintenance and growth of our membership base through both retention of our current members and...
with the women’s suffrage movement. According to PD Watson’s article in *Library Quarterly* (no. 3, 1994), 474 free public libraries were established by the General Federation of Women’s Clubs by 1904.

In the United States, the push for public education and the desire to share knowledge translated to broad public support for free public libraries with private philanthropists often providing the seed capital for library construction. So with this background, the founding of the Rush Free Library (now the Rush Public Library) by the Ingleside [Women’s Literary] Society fit right into the spirit of the times for 1914.

This was also the case with the Avon Free Library founded in 1914 by the Avon Library Committee. Thanks to a most persuasive Avon Library Board President, Mary Markham Selden, Aaron Barber, in his will in 1925, left not only the money to build the present historic Avon Free Library building but also seed money to invest for the library’s future.

Hopefully this quick overview of the formative period for area public libraries helps answer why so many New York State libraries have or are about to celebrate their centennials.

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**Welcome PLRT!**

by Heidi Jensen

There is a new Roundtable formed and approved within NYLA this year, the Paralibrarian Roundtable (PLRT). The PLRT was conceived and created by Heidi Jensen, Pioneer Library System, and Peg Pelletier, Newark Public Library.

The purpose of the PLRT is to support the networking and professional development of those who work in a library community in a paraprofessional capacity and to assist in advancing NYLA’s mission. The PLRT can help foster strong, collaborative, and professional relationships between all library workers, while supporting Paralibrarians’ endeavors in multiple library settings: from large metropolitan libraries to small rural facilities and from academic to public libraries and beyond.

The intention behind this new roundtable is to encourage all staff members of any library to become members of NYLA. Adding members to the roster of NYLA via the PLRT helps to amplify our allied library voice within New York State.

The word Paralibrarian was selected to encompass anyone who works in a library, but not in a Master of Library Science (MLS) Librarian position. The term Paralibrarian can include many job titles, from Support Staff to Clerk, Library Assistant to Paraprofessional, and many other titles and terms common to library workers who do not have an MLS degree. Librarians who have an MLS or other library degree are also welcome to join the PLRT since another objective of the PLRT is to encourage and support collaboration between all library workers. PLRT’s motto is "Working Together to Make Libraries Better."

As a new roundtable within NYLA, the PLRT hopes to grow and succeed just as the Empire Friends Roundtable has done.

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**Conference Programs**

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Saturday, November 8
11 a.m. - 12:15 p.m.  *Library Foundations and Endowments*

For more information on program descriptions or to register for the conference visit [www.nyla.org](http://www.nyla.org). Full program descriptions can be found in EFR newsletter #56, pages 3-5. The newsletter is also under “Publications” on the EFR page: [www.nyla.org/friends](http://www.nyla.org/friends).
What's So Scary About a Memorandum of Understanding?
by Lisa C. Wemett

A "Memorandum of Understanding" (MOU) is a written agreement that sets forth the principles and guidelines under which various parties promise to meet their goals. With the library's Board of Trustees, Friends volunteers and officers, and library administrators, the goals of these partner organizations are very closely intertwined. A cooperative relationship among these three groups is critically important to the success of Friends and the library itself. But it must also be recognized that the responsibilities of these three entities (Trustees, Friends, and library administration) are truly separate and have different levels of authority.

United for Libraries, a division of the American Library Association, strongly recommends that libraries and their Friends groups develop a MOU so that "as the players change, the commitment from the library and the Friends stays stable." (Fact Sheet #26, Library Support for Friends Activities.) The agreement should be jointly drafted by the library board, library director, and representatives from the Friends. Some libraries determine to have the document reviewed by an attorney, but that is not a requirement to having a successful agreement. "A Sample Memorandum of Understanding Between Friends and Libraries" (Fact Sheet #25) can be found on the United for Libraries web page. Many libraries have adopted documents that follow this sample nearly verbatim.

If the Friends elected officers bring the idea for this written communication to the library's director or Board of Trustees, the response might be "We don't need that. We're all happy. Other groups might have had problems, but we do not." The library administration might not be thinking about being proactive, to prevent problems before they occur. "We have a Friends representative at the library board meetings, so we know what is going on." But sadly, Friends groups have dissolved over issues of large-scale gifts and who has the control of the funds the donor hoped would help their community library.

The agreement should have an introductory section naming the parties in the agreement and stating the distinct purpose of each group. The MOU is a statement of commitments from each organization, the library and the Friends, in consideration of the mission of each of these distinct groups. The library provides library services to a specific geographic area; the Friends are a support organization established to encourage the appreciation and use of the library, its facilities, and collections. The Friends are a legally distinct entity, not a part of the library or operated by the library. This document is something two presidents are going to sign: the president of the Library Board of Trustees and the president of the

National Friends Resources
by Leslie Riley

The mission of United for Libraries, a division of the American Library Association, is to support citizens who govern, promote, advocate, and fund-raise for all types of libraries. Specifically, United for Libraries encourages and assists with the formation of and development of Friends of Library groups and Library Foundations. Their web site, http://www.ala.org/united/ is a goldmine for community members thinking of starting a Friends group as well as for volunteers who are reorganizing or revitalizing a current Friends group. Are you a "seasoned" group looking for some fresh ideas? Look no further! United for Libraries offers a wealth of ideas and resources for Friends groups of all types, sizes, and levels of activity. Select "Friends Groups" on the left sidebar.

One of their most useful free offerings is the Friends and Foundations Fact Sheets. There are 27 topics of interest to Friends groups and library foundations including Checklist for Advocacy, Friends Board Development, Moving to Center Stage in the Community, Guidelines for Giving, and Advocacy Campaigns. These sheets may be downloaded and copied for training purposes.

United for Libraries also offers free toolkits by Executive Director Sally Gardner Reed and other experts. One is "Libraries Need Friends: Starting a Friends Group or Revitalizing the One You Have." This toolkit is geared mostly toward public library Friends groups, but with good tips on membership and outreach for Friends groups of any type. There are also toolkits on Friends groups on college and university campuses and schools.

EFR Goes to the Fair!

"This LIB's 4 U!!" EFR Board members, Lisa Wemett and Terry Mulee, volunteered to staff the NY State Fair Library Booth, a first time venture for NYLA and the Central NY Library Resources Council.

Business was brisk at the trivia question wheel, which broke the ice to get fair goers talking about their favorite library and raised awareness about statewide library services. Follow the conversation. #NYLIBS
Friends of the Library. It should be discussed annually, but might be in place for three or five years if the parties agree, so it would not need to be signed by the parties again for several years.

A MOU or operating agreement does not have to be lengthy or complex. It does, however, need to be well thought out and discussed thoroughly, probably with many hypothetical situations considered: what if this happens? what if that happens? Its purpose is to put in writing the respective roles, responsibilities, and fiscal relationship between the library and the Friends.

Here are some considerations to include in your agreement:

The library might agree to:
1. include the Friends in the long-range planning process to ensure the Friends are aware of the goals and direction of the library
2. include a member of the Friends as a non-voting presence at all meetings of the library's Board of Trustees and include a Friends report on the agenda
3. select a staff liaison who will attend all Friends meetings as a non-voting presence to keep the Friends informed of library happenings and to provide staff support (as approved by the library director) for the group's needs (e.g., assistance in setting up a membership database, scheduling meeting rooms for book sales)
4. supply the Friends with a prioritized "wish list" from the library administration and staff (quarterly or annually) to indicate anticipated needs for Friends support that fall outside the scope of the library's operating budget
5. provide free space allotment for the group (e.g., book storage and sorting space, book sales area, promotional materials on literature racks or bulletin boards)
6. provide in-kind financial support to the Friends for photocopying, telephone charges, and office supplies in keeping with the Friends needs for membership confirmation and retention, marketing and public relations, etc.

The Friends may be asked to agree to:
1. having the library trustees or library director have the final say on how gifts to the library from the Friends will be accepted or declined
2. have Friends' funds kept separately from the library's operating funds and spent exclusively for library programs and services
3. take the steps necessary to maintain their nonprofit status by following all directives from the IRS for 501(c)(3) organizations
4. provide time on their meeting agendas for a report from the library by the library's representative
5. engage in advocacy efforts on behalf of the library

How will the Friends be "on the same page" concerning the library's goals and direction for services and programs for the community? Frequent and clear communication about needs and expectations are the keys to a successful three-way relationship between the library board, the director, and the Friends. When the Friends member attends the library board meeting, there should be a report of Friends activities as well as a willingness to ask the trustees for assistance in Friends projects. A meeting of all three parties on a regular basis to discuss mutual concerns can keep the lines of communication open and create an atmosphere of camaraderie. We are all in this together!

Additional resource: The Mid-Hudson Library System has several examples of different operating agreements, notably from the Kent Public Library (Kent Lakes, NY), Pine Plains Free Library, and the Desmond-Fish Library. Find them under Trustee Resources, Sample Public Library Policies & Development Tips here: http://midhudson.org/department/member_information/library_policies.htm. They are gathered together under "Friends Policy" under Internal Policy Samples.

What’s Next for EFR?
continued from page 3

and recruitment of new friends (both lower and upper case F)
2. continuing to offer educational opportunities at statewide gatherings
3. presenting useful, "replicable" content in our newsletters and on our web page with increased efforts to highlight great Friends "happenings" all across the state
4. development of services and initiatives that address

the changing needs of Friends groups, guided by a repeat of our 2012-13 census of Friends groups statewide
5. further advancement of our cause, libraries and their Friends, through grassroots advocacy efforts that speak to both the general public and our elected officials

I believe we can move forward together in these vital areas. I am really walking down this road with you, with one hand in my pocket, but my other firmly gripping yours for support. Let our stroll begin!
Literary Landmarks™ Update

As President Randy Enos mentioned in his column in the Spring issue of the Empire Friends newsletter, EFR is working with groups near NYLA's 2015 Annual Conference in Lake Placid, hoping to assist two sites to achieve Literary Landmark™ designation from ALA's United for Libraries.

In early July, Vice president Lisa Wemett and Second Vice president Terry Mulee held two meetings with representatives of The Robert Louis Stevenson Memorial Cottage and Museum in Saranac Lake and the Almanzo Wilder Homestead in Burke. Both gatherings were lively, energetic exchanges of ideas on how NYLA and the Empire State Center for the Book can assist them in receiving this prestigious designation. The EFR representatives were accompanied to the meeting at the Stevenson Memorial Cottage by NYLA President Sara Kelly Johns, a long-time resident of Saranac Lake.

Museum Curator Michael Delahant had gathered nearly his entire board to give ideas about this opportunity which would recognize the time the great Scottish writer wrote at this cottage in the winter of 1887-88. The Stevenson Society of America will celebrate their 100th anniversary next year, so this honor would be very timely in their centennial year. The meeting with Board members from the Wilder Homestead was also very productive. The farm where Almanzo Wilder spent his youth, described in Farmer Boy, is an attraction for school groups near and far.

The Robert Louis Stevenson Memorial Cottage and Wilder Homestead both hope to join other NYS Literary Landmarks™ that have been recognized because of their special connections to young readers. The youth sections of NYLA (YSS and SSL) have already pledged significant contributions to this effort.

Applying for Tax-Exempt Status Just Got Easier

In early July, the Internal Revenue Service introduced a new, shorter application form to help small charities apply for tax-exempt status more easily. The new Form 1023-EZ is only three pages long, compared with the standard 26-page Form 1023, "Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code." Most small organizations with annual gross receipts of $50,000 or less and assets of $250,000 or less will qualify to use the new streamlined form. Read more about it here: http://www.irs.gov/uac/About-Form-1023EZ.

The change will allow the IRS to speed the approval process for smaller groups and free up resources to review applications from larger, more complex organizations while reducing the application backlog. Currently, the IRS has more than 60,000 applications for 501(c)(3) status in its backlog, with many of them pending for nine months.

"Previously, all of these groups went through the same lengthy application process -- regardless of size," IRS Commissioner John Koskinen said. "It didn't matter if you were a small soccer or gardening club or a major research organization. This process created needlessly long delays for groups, which didn't help the groups, the taxpaying public, or the IRS."

The new EZ form must be filed online. The instructions include an eligibility worksheet that organizations must complete before filing the form. (If you find you are not eligible to file the new form, you can apply with Form 1023.) The Form 1023-EZ must be filed using www.pay.gov, a web site where you can make secure electronic payments to Federal government agencies with credit and debit cards. A $400 user fee is due at the time the form is submitted.

More help is available at http://www.irs.gov/Charities-&-Non-Profits. This web page has detailed information on non-profits including how to apply for IRS recognition of tax-exempt status. It outlines the requirements and filing tips for annual 990 forms, what to do if your group’s tax-exempt status was revoked and how to be reinstated, and provides information on IRS programs and materials for non-profit organizations. You can check on your group’s status and learn how to stay exempt with a section on tax basics for exempt organizations.
Good Ideas From All Over
by Phyllis Kitt

We are hearing more and more often that libraries need to think outside the box if they want to remain relevant or even survive. Why don't we reinvent the box instead?

Say the library is the box. Say we open all its doors really wide and invite all sorts of new and different activities and services to come in. Then we would not have to go outside to think.

There are many libraries around the country that are doing just that:
- Chicago Public Library found that kids were struggling to find help with homework so every afternoon, from 3 to 6 p.m., it turns every branch into a homework help desk.
- In 2012, the Los Angeles Public Library became the first to offer an online high school diploma program for adults who had dropped out of school.
- The Cleveland Public Library offers classes in 3-D printing, which translates computer-generated designs into one-of-a-kind objects made from various materials.
- When the Skokie Public Library (near Chicago) moved its reference collection online and got rid of the massive print volumes, it suddenly had a lot of new space so it created a three room fully functioning Wi-Fi equipped office suite. Users who can't afford their own offices reserve private space by the hour.

Some of these projects have Friends written all over them.

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Call or write to us anytime. To visit the Empire Friends website, go to www.NYLA.org/friends

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Empire Friends Membership Registration
Use this form or join/renew online at www.NYLA.org

Name of Friends Group or Individual ____________________________
Mailing Address ___________________________________________

Contact Person ____________________________________________ Telephone ____________________________
E-mail Address ____________________________________________

___ Please include me on the EFR listserv.

___ Individual Membership at the Friend rate ($30) includes all NYLA benefits and Empire Friends as your primary section

___ Organizational Membership at the Library Friends Group rate ($50) includes all NYLA benefits for the designated primary contact person who will vote on behalf of the organization, Empire Friends as the primary section, and a NEW benefit for organizational members entitles the elected officers of a Friends group to become non-voting members of NYLA and receive the bi-monthly e-Bulletin, NYLA News You Can Use, NYLA Legislative Alerts (these items come via email), and reduced registration for the NYLA Annual Conference.

___ Please add Empire Friends to my existing NYLA membership: ___ individual ($7.00) ___ organizational ($7.00)

Amount enclosed $ __________________Number of members in Friends Group __________________

Make check payable to NYLA (indicate Empire Friends on your check) and send it along with this form. Organizational members, please register your officers by downloading the Friends Group Elected Officers form and mail all items to:
New York Library Association, 6021 State Farm Road, Guilderland, NY 12084