NYLA Above and Beyond Award

Our own Jean Sheviak, FLS Representative to the NYLA Legislative Committee, was honored with the NYLA Above and Beyond Award at the Inaugural Banquet during the NYLA Annual Conference. The award “recognizes extraordinary support and commitment to New York State’s libraries by an individual who has made significant contributions to NYLA and the library profession for ten years or more.” Liz Reynor, President of the Friends of the East Greenbush Community Library, shared highlights from the nomination, including Jean’s work with FLS.

Jean’s remarks upon accepting the award implored each of us to do whatever we can to further the cause of libraries. She said, “I’ve been a member of NYLA for almost 40 years now, and I was active for almost all of those years. Not active like president or chair of major statewide committees, but in sections – mainly ASLS (Academic and Special Libraries Section) – and as a committee member. When I retired I wanted to stay involved in some way, because libraries are important for all of us, and we all need to take responsibility for keeping library issues in the public eye and moving the cause forward. I began working with my local library friends group at the East Greenbush Community Library and at NYLA transitioned to working with the Friends of Libraries Section as their Legislative Committee representative. I was surprised – to say the least – at being given this award, but then I decided that it’s good to acknowledge the steady, long term work of the members of NYLA. I’d like to encourage all of you to stay active for 40 years! Thank you!”

FLS is so proud of Jean. We are fortunate to have her as an active participant in the Section.

2019 NYLA Annual Conference
Best Conference Ever!

The Friends of Libraries Section had another successful conference this year! The Section offered three different programs on Friday, Friends Day at the Conference, and a single session on Saturday. We also held an FLS Executive Board meeting first thing in the morning that was open to conference attendees. At the end of the day, the FLS Annual Membership Meeting preceded the popular Friends Meet-up Café.

This year FLS also sponsored a Pre-Conference Continuing Education workshop on Wednesday afternoon focusing on Strategic Planning for Friends. In the following pages FLS reporters provide recaps of each FLS program. The resources for these workshops are available on the NYLA website, www.NYLA.org/conference > Program Archive.

Additionally, the Section had the great honor of hosting its first two recipients of the FLS Randall Enos Conference Scholarship. Meg Sgombick, a first-time conference attendee, and Marianne Michaud took full advantage of the opportunity.

FLS is grateful to the 200+ conference attendees – library staff, trustees, and Friends – who came to our offerings. Overall, evaluations were very positive!

The FLS Executive Board is also thankful for the more than 25 volunteers who presented, presided, acted as room monitors, staffed the FLS booth, and assisted in any way. We would not have the “best conference ever” without all of your efforts.

Included in this newsletter mailing you will also find the FLS 2018 - 2019 Annual Report. It was a very productive year!
I am so fortunate to have nearly all the 2018-19 Executive Board members continuing in their same roles to serve FLS in 2020. Welcome to Karen Sperrazza, our First Vice President/President Elect, who will also be planning our conference sessions for the 2020 NYLA Annual Conference (November 4-7) in Saratoga Springs. (Don’t worry, Western NYS—we’ll be closer to you in Syracuse in 2021.)

What was special about the 2019 “best conference ever” (as it was dubbed by NYLA Executive Director Jeremy Johansen)?) How about 236 community volunteers and library staff members attending the five programs and one continuing education workshop? Another data point: on average, a full 50% of our audiences rated the FLS programs as 100% outstanding on quality of content, usefulness, and presenters’ knowledge of their topic. Once again, Fund-raising Without Book Sales took the attendance prize with 84 people in the room! We just can’t get enough of those ideas to help us raise money for the library.

We are giving a shout-out in this issue to the nearly 30 volunteers and speakers who offered their time and talent to the conference. “It takes a village” -- or Army of helpers -- to make the conference curator look good! Many, many thanks to Christine Beck who served as my Assistant Conference Curator this year. Her assistance was invaluable!

Elsewhere in this issue, you’ll see the 2018-19 annual report which highlights our many accomplishments over the past year. FLS has had yet another busy year! Stay tuned for our successes in 2020! Wouldn’t you like to get involved in our work? Let me know your interests.

Enjoy the wrap-up reports on all our conference programs in this issue, written by our session presiders. One core tenet came through loud and clear: Friends want to have fun! Plan social events so your “worker bees” feel appreciated. Have fun traveling together, offering an elegant tea party for volunteers and patrons alike, or holding a golf tournament—in February! (Be sure to dress the part, as Tim Newell did in his dapper golf tam and argyle sweater.) Even sustainable thinking was offered with humor. My fun: watching the library colleagues of Casey Award recipient Helen Rados swarming around her with their cell phones as she received her award, just like celebrity paparazzi! I really missed the boat to not capture that photo!

If you did not make it to Saratoga Springs, a careful read of these articles will share some of the most important practices you should consider implementing for your Friends. The slide shows and handouts are available to everyone on the NYLA Conference archive page: www.nyla.org. Spend some time over the winter — when you might not be getting out so much — on some professional development online that will have an impact on your community.

A fond farewell to our retiring Past President Rebecca Fuss who has done a terrific job with FLS over the past three years. Rebecca gave us a solid footing with our first long-range plan (crafting our guiding principles), helped us get moving on our Library Champions advocacy project, convened the task force that developed the FLS Randall Enos Conference Scholarship, and with her persuasive skills chairing the Nominating Committee, brought us new volunteers. We will miss you!

Keep it Friendly out there!

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**Advocacy and Palaces for the People**

“Trustees, Friends, and Foundations are not bit players in the library advocacy work...We are where the rubber meets the road. As library policy makers, we are also critical stakeholders in the [American Library] Association’s efforts to promote and defend principles of inclusion, equal access, and intellectual freedom.”

United for Libraries’ President-Elect David Paige

**The Voice for America’s Libraries** (June 2019)

In the 2018 Annual Report of the Rochester Public Library, Library Director Patti Uttaro highlighted the concept of libraries as “social infrastructure” in the writings of sociologist Eric Klinenberg (Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, and the Decline of Civic Life). “Libraries have become community centers that anchor neighborhoods and provide a place where people connect and learn.”

Uttaro went on to point out that as library civic leaders such as trustees and Friends try to talk about our needs with local and state funders, libraries aren’t always thought of as “essential services.” Klinenberg’s concept can help us change the narrative as we advocate for library funding.

“Public libraries provide necessary infrastructure in three ways,” said Uttaro. “Connecting people to information and...”

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The FLS Randall Enos Conference Scholarship Recipients

Meg Sgombick (Friends of the Florida Public Library) attended her first NYLA Annual Conference and Marianne Michaud (Friends of the Fairport Public Library) returned to the Conference, each as recipients in the first year of the FLS Randall Enos Conference Scholarship. As the FLS newsletter editor, I asked Meg and Marianne to share their reflections on their conference experiences. I hope that you will find inspiration from these two Friends, as I did spending time with them at the Conference. This Scholarship opportunity will be available again in 2021. For 2020, FLS members who qualify may apply for the FLS Dewey Fellowship. Details will be in the March newsletter and online at www.NYLA.org/Friends > Awards & Scholarships.

My First Time...at NYLA
by Meg Sgombick

As I return from my very first NYLA Annual Conference, the word that best describes how I feel is INVIGORATED! The days were long and the presentations were many, but having the opportunity to attend as one of the first recipients of the Randall Enos Conference Scholarship was an honor.

First some heartfelt thanks: to the Friends of Libraries Section for selecting me as a recipient; to Lisa Wemett and Terry Mulee for their warm welcome and the absolutely fantastic “survival bag” filled with everything I needed to make it through my first NYLA Annual Conference; to Anne Andrianos for all her help even before I arrived; to Diane Arcieri for being my conference buddy and co-pilot; to my Friends Group for sponsoring me and finally my Director, Madelyn Folino, and the Board of Trustees at the Florida Public Library for their support and allowing me to attend the Conference.

So what was it that left me feeling invigorated? It started with the pre-conference continuing education workshop on Wednesday entitled Achieving Success for Friends through Strategic Planning. Over the course of 3 hours Evelyn Neale guided us through the importance, development and implementation of strategic planning. I found this workshop extremely relevant as our library is working on developing our long-range plan. I am already using Evelyn’s worksheets!

It continued on Thursday as I attended two workshops, the NYLA Annual Membership Meeting, and the Empire State Library Network Luncheon. The first workshop, Publishing Successful eNewsletters: A Marketing How-to, covered the recent success the White Plains Public Library has had with their weekly electronic newsletter. I picked up a few tips on the importance of the subject line for an electronic newsletter.

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FLS Continuing Education Workshop  
Achieving Success for the Friends through Strategic Planning

All NYS libraries are required to have a long-range plan. FLS’s 3-hour continuing education pre-conference provided a hands-on approach to creating a similar document for the library’s Friends. Facilitator Evelyn Neale, Executive Director for the Colonie Town Library, explained the value of designing an organizational blueprint and outlined the parts of the plan. Evelyn also spoke about the importance of the Friends being part of the library’s planning process and formulating a strategy for the Friends that aligns with their library’s plan.

The 21 attendees were led through an interactive exercise on how to create a plan for their Friends groups, starting with core values and developing a mission statement. At each step, Evelyn fielded questions and provided time for the participants to share details of their organization. The participants brainstormed strengths, weaknesses, opportunities, and threats (SWOT analysis) in their organizations that have a direct impact on their success going forward. Hard-working, dedicated volunteers may yet become complacent or fatigued. Helping them develop new skills or use technology more effectively can strengthen the group as a whole.

Evelyn stressed that the strategic plan is a working document that needs to be reviewed and updated periodically. Her handout was a great takeaway the participants can use as a tool to both organize and guide their group through the strategic planning process.

Reporter, Christine Beck

FLS Conference Programs
Fund-Raising Without Book Sales

This FLS program was co-sponsored by the Library Trustees Association, now a Section of NYLA and the Rural Libraries Roundtable. As Friends groups seek alternatives to book sales to raise money, the panelists provided some very valuable ideas which could be adapted to any size group.

Rebecca Darling, Head of Youth Services at the Town of Ballston Community Library, and Tim Newell, Treasurer of its Friends group, described the nine-hole miniature golf tournament they hold annually on a Friday and Saturday, right in the library. Beginning in 2012 when they rented the equipment, until 2019, the program has grown in popularity and financial success, helped by the fact that they now use a course set-up they built themselves. Funds are raised through sponsorships and per-game fees.

Maria Bucci, a development professional with over thirty years of experience, provides her expertise to the Wood Library in Canandaigua. In her staff position as Development Specialist, Maria has raised over $1 million for the library’s operating budget since 2006. She shared details of how an annual fund drive and charitable giving plans including estate planning have brought in essential revenue to the library. She described how Friends groups can play an important role in promoting these initiatives which in many cases may actually be run by the library and its board of trustees.

Rhona Koretzky-Forman, a retired professional librarian, is active in both the Friends of the Clifton Park-Halfmoon Public Library and the Friends of the Saratoga Springs Public Library. She coordinates travel programs for both groups and described excursions from day trips to places like New York City, Boston, Seneca Falls, and Montreal, to longer journeys, even overseas. She provided many practical tips including how to price a trip, how to promote it, and how to garner support from library staff and Friends leadership.

All in all, a great session, jam-packed with ideas, suggestions and advice for Friends groups large and small.

Reporter, Marie Orlando
Sustainable Thinking for Friends

Co-chairs of NYLA’s Sustainability Initiative (NYLS-SI) for the past seven years, Rebekkah Smith Aldrich and Matthew Bollerman shared how Friends groups can think and act sustainably for their libraries and communities. Some comments from the 54 audience members are indicative of how this session hit the mark:

♦ Important topics; valuable insight for volunteer recruitment as well.
♦ So glad I attended!
♦ So relevant and timely.
♦ I took 4 pages of notes—full of novel ideas. So articulate (and funny) and insightful.

The American Library Association has just adopted “sustainability” one of its core values, as libraries and their volunteer support groups embrace practices that are environmentally sound, economically feasible, and socially equitable (“the triple bottom line.”) “Libraries play an important and unique role in promoting community awareness about resilience, climate change, and a sustainable future.”

Once the framework of sustainability has been established, the “super fans” of the library (a.k.a. Friends) can highlight their good works and encourage people with similar passions to join in. Whether Gen X, Millennials, or Baby Boomers, potential volunteers want to share their time, talent, and treasure where they see meaningful activities happening. And remember to have fun! Friends need to clearly state their mission, repeat it regularly, and clarify the cause (the library). Connect to potential members in person at community events or virtually, via social media, instead of just posting fliers in the library. Use real people on your Friends’ Facebook page, showing engaged volunteers (rather than just text, visuals of book sale fliers, and pleas for “no more donations” as the book sale sorting room fills to capacity!).

Friends must think long-term. The group needs to adapt to the needs of today’s volunteers, recruiting people purposefully to carry out clearly defined tasks. Written job descriptions, basic training, and then cross training are keys to retention of active volunteers. Officers are stewards, preparing for succession in the organization and being ready for the unexpected, including disaster planning and careful financial planning with funds raised on behalf of the library.

At your next Friends meeting, discuss some of the operational decisions made by the group that can be shaped by the triple bottom line, however small they seem. What are the impacts of underwriting trinket gifts made overseas for the children enrolled in summer learning programs? How can book sale remainders be put to good use by local or national organizations in need or recycled with the cooperation of the local resource recovery agency? How can the Friends connect more fully to their community? Is the organization’s membership reflective of the diversity in the library’s service area? Could the Friends work with the library administration and staff for “The Great Give Back,” possibly creating an entry point for new volunteers that are similarly civic minded while developing partnerships with other local nonprofits? (https://thegreatgiveback.org) Problem solving, goal setting, recognizing and valuing diversity, disaster preparedness: our mission and message needs to evolve in an era where adaptability is a key to survival.

Reporter, Lisa C. Wemett

FLS Annual Membership Meeting and Friendly Café Meet-Up

FLS held its Annual Membership Meeting and Friendly Café Meet-Up on Friday, November 15 during the 2019 NYLA Annual Conference. After my welcoming remarks to 25 enthusiastic Friends, President Lisa Wemett led the Membership Meeting with highlights from our annual report, “FLS Year in Review” (included in this newsletter and available online at www.NYLA.org/Friends). Our Section had an excellent year! Membership and fund balances are strong, leadership is secure, and FLS is offering more programs, workshops, webinars and communications to members than ever before.

We were privileged to have both of our FLS Randall Enos Conference Scholarship recipients, and Randall Enos himself, at the meeting. We were also honored to have this year’s FLS Daniel W. Casey Library Advocacy Award recipient with us. The September newsletter highlighted the achievements of Marianne, Meg, and Helen, and it was a joy to meet three of our greatest library champions in person and recognize them publicly for their significant achievements with their local Friends groups.

The Friendly Café Meet-Up is always a popular time to share good ideas and practices around a topic. This year’s conversation was how to recruit and engage new members in Friends groups. It served as an excellent follow-up

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Tips for Engaging Friends as Partners

Carol Fortier, Director of the Beekman Library, presented Tips for Engaging Friends as Partners to an audience of more than 30 Friends, trustees and library directors during the Saturday morning session. Carol spoke about her experience revitalizing the Beekman Library’s Friends group originally comprised of only ten members and how she helped move them from a loosely organized group to a separate 501(c)(3) organization with more than eighty members. Carol’s presentation highlighted the steps in rejuvenating and adding to a core group of Friends through communication, structure, and recognition.

Carol stated the first step in the success of this process is the consistent active involvement of the library director. “You must be willing to roll up your sleeves and help!” Carol said to the audience. She began attending meetings and provided a leadership role within the organization until they were ready to take over the responsibility. However, Carol shared, when you get involved this way be mindful of how you approach the situation. Make sure you are thoughtful and respectful of the hard work and dedication of the established members and use this as an opportunity to give thanks, offer support, listen to concerns, and observe group dynamics such as identifying natural leaders. Being actively involved also fosters a channel of communication between the library and the Friends. You can strengthen this communication by adding a Friends report to the Library Board of Trustees’ agenda and a report from the Library Director at each Friends Board meeting. Communication and engagement are key!

Structure is critical to developing a stable and sustainable organization. Carol started to ‘plant seeds’ for establishing a 501(c)(3) and helped create clearly defined roles for officers, voting members, committee chairs, and any jobs within the organization. It was vital to help keep the group focused on attainable goals and set a realistic pace to avoid burn out. This is especially important if you are starting with a small group. Brainstorming ideas for how to increase membership and fund-raising allowed the group to explore new ideas but also evaluate what they were currently doing. How can you grow your membership? Can you make more money from what you are already doing? Carol recommended we get creative and have fun. Be enthusiastic about new ideas; discourage simply dismissing ideas but rather flesh them out to determine merit. Be willing to try new things and evaluate, adjust or abandon things that don’t work. Encourage an open forum but set realistic expectations of what you have the capacity to execute.

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Conference Extras

Every NYLA Annual Conference is a unique experience and 2019 was no different! For the first time, the Section held an Executive Board Meeting during the conference. It was during the first program slot on Friday and conference goers had the opportunity to attend the meeting as it was listed in the schedule.

FLS was pleased to have Dr. Jen Cannell, incoming NYLA President, visit our Executive Board Meeting. Not wanting to miss a photo-op, we lined up the Presidents in the room.

FLS Daniel W. Casey Library Advocacy Award

Later in the day, the FLS Executive Board was honored to be able to actually present the 2019 FLS Daniel W. Casey Library Advocacy Award during the FLS Annual Membership Meeting. Leslie Riley, an FLS Member At Large and a reader for the Casey Award, presented a beautiful plaque to Helen Rados, current President of the Friends of the Ethelbert B. Crawford Public Library in Monticello. Oftentimes, the award is presented locally and then an announcement of the award is made at the meeting. It was exciting to have Helen’s nominators and other staff, trustees, and Friends from her library and the Ramapo Catskill Library System there to take part in the festivities. This year instead of a "traditional" wooden plaque with an engraved metal plate, Helen was given a more "sustainable" version made from reclaimed wood that can be displayed on a shelf or desk.

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It Takes a Village
Thank you to everyone who played a role for FLS at the 2019 NYLA Annual Conference!

Speakers:
★ Evelyn Neale, Executive Director, Town of Colonie Library
★ Rebecca Darling, Head of Youth Services, Town of Ballston Community Library
★ Tim Newell, Treasurer, Friends of the Town of Ballston Community Library
★ Maria Bucci, Development Specialist, Wood Library, Canandaigua
★ Rhona Koretsky-Forman, Travel Coordinator, Friends of the Clifton Park – Halfmoon Public Library
★ Rebekkah Smith Aldrich, Executive Director, Mid-Hudson Library System
★ Matthew Bollerman, President, Friends of the Bayport-Blue Point Public Library
★ Rebecca Fuss, FLS Past President and Director of Advancement, Friends & Foundation of the Rochester Public Library
★ Carol Fortier, Director, Beekman Library

Presiders:
★ Chris Beck, Friends of the Fairport Public Library
★ Marie Orlando, FLS Member At Large
★ Kerstin Cruger, FLS Member At Large
★ Randy Enos, FLS President Emeritus

Assistant Room Monitors:
★ Stephen Hoefer, FLS Treasurer
★ Diane Arcieri, Trustee, Ramapo Catskill Library System
★ Jean Sheviak, FLS Representative to the NYLA Legislative Committee
★ Wilma and John Jozwiak, Friends of the Clifton Park – Halfmoon Public Library
★ Lynne Madden, FLS Secretary
★ Meg Sgombick, 2019 FLS Randall Enos Conference Scholarship recipient

Staffing the FLS Booth
★ Terry Mulee, FLS Second Vice President
★ Jean Sheviak, FLS Representative to the NYLA Legislative Committee
★ Lisa C. Wemett, FLS President
★ Christine Beck, Friends of the Fairport Public Library
★ Amy Discenza, FLS Representative to the Continuing Education Committee
★ Leslie S. W. Riley, FLS Member At Large
★ Ristina Wigg, FLS Member At Large
★ Stephen Hoefer, FLS Treasurer
★ Randy Enos, FLS President Emeritus
★ Anne Andrianos, FLS Member At Large and Coordinator for FLS Scholarship Awards
★ Marie Bindeman, Coordinator for the FLS Daniel W. Casey Library Advocacy Award
★ Library Trustees Association, a Section of the New York Library Association

Marianne’s Reflections, continued from page 3
and I was so happy I had a chance to hear him speak.

Friday began with the Friends of Libraries Section Board Meeting. It was evident that the success of the Board is accomplished by many hands working together. Other sessions for the day were Fund-raising Without Book Sales, Sustainable Thinking for Friends and the FLS Annual Membership Meeting and Friendly Café Meet-up. That evening brought everyone together for the NYLA Inaugural Banquet. Michelle Young gave a heartfelt address and presented awards to deserving individuals and groups. Dr. Jen Cannell was inaugurated as NYLA’s 2020 President and introduced her theme for the year which is Strengthening Our Core. We look forward to her leadership in the coming year. As I glanced around the room I saw a wonderful group of people who dedicate their lives to libraries in many different capacities but all for the betterment of our world.

A conference highlight for me was meeting and networking with people throughout the state. Sharing our problems, successes and learning about individual libraries was invaluable to me. My notebook is filled with thoughts, ideas and handouts from every session that I attended.

My goal was to come home energized and inspired. I achieved that and so much more. I recommend that you think about applying for the FLS Randall Enos Conference Scholarship when it is offered again for 2021. You will come away with a greater understanding and appreciation for NYLA - what it offers, the work it does, and how you can become involved. Thank you to FLS and the Scholarship Committee for giving me this opportunity.

Meeting and Friendly Café, continued from page 5

discussion to the previous session on sustainability, following the words of Rebekkah Smith Aldrich and Matthew Bollerman: clarify your cause, clearly state your mission, and connect to people where they already are. Some of the tips from the Meet-Up included: create a board development committee and volunteer job descriptions, create a membership form listing volunteer opportunities, invite library trustees and staff to participate in advocacy, keep events accessible to everyone, use the most popular events to recruit Friends, and, of course, remember to keep it fun. The group then shared success stories from various programs and fund-raisers including FROST (Friends Reader Outreach Service Team), a shredding vehicle at the library, a winter boutique for affordably-priced community shopping, a bake-off, a Downton Abbey-themed tea, and a library card outreach project.

Thank you to all of our Friends who participated in the session and to all Friends for generously donating their time and talents to libraries!

Reporter, Rebecca Fuss
Webinar Recap: Connecting With Today's Volunteers to Transform the Friends of the Library: Expectations, Engagement, and Impact
by Amy Discenza

Thanks to participants from across New York State and beyond -- hello Oklahoma and California! - the most recent FLS webinar, Connecting With Today’s Volunteers to Transform the Friends of the Library, enjoyed record attendance. Don’t worry if you missed out; the hour-long webinar which originally aired on September 25 has been archived on the NYLA website (see box at the end). Presenter Carla Lehn, who has a storied history of working with volunteers, demonstrated her expertise with poise and clarity, both opening participants' eyes to new ways to utilize volunteers and directing them toward easily replicable resources available through the Get Involved Resource Clearinghouse (www.getinvolvedclearinghouse.org).

Carla Lehn began her career as a VISTA volunteer and spent a decade working for the United Way. She went on to serve as a private consultant on volunteer engagement, board development, and community collaboration, then worked for the California State Library, concentrating her efforts on statewide literacy, volunteerism, and community engagement initiatives. Since her retirement in 2015, Lehn has returned to consulting, traveling and volunteering -- and she wrote a book: From Library Volunteer to Library Advocate: Tapping Into the Power of Community Engagement (Libraries Unlimited, 2018).

In the FLS webinar, Lehn informed viewers about an initiative that she worked on at the California State Library called Get Involved: Powered By Your Library. The goal was to provide training and support to libraries on best practices in volunteer engagement. As part of the initiative, the collaborators created a statewide partnership with an online recruitment site called VolunteerMatch (www.voluntematch.org). In the first five years of the Get Involved Project, Lehn and her colleagues saw a 52% increase in volunteers in California. They also found great success in the work the volunteers were doing; volunteers were helping libraries do things that were not traditionally considered the "work of volunteers" and helping them to expand and enhance their programs and services. Another result of Get Involved was that 80% of the volunteers who came to the California State Library through their partnership with VolunteerMatch had never volunteered in a library before. They were pleased to reach new community members and engage them with the library in fresh ways.

Lehn offered up three strategies to help us on this journey:

1. **Design Roles for Skilled Volunteers.** Maybe you're looking for a job center coach, an event planner, a graphic designer, an adult literacy tutor, a LEGO Club leader, or a public relations specialist? There are hundreds of high impact volunteer position descriptions available on the Get Involved Clearinghouse site to borrow from.

2. **Targeted Recruitment.** Targeted recruitment is based on the volunteer job description you’ve created. Now you need to seek a person with the skills you’re looking for. Don’t limit yourself to people that you know; enlist others in helping you. Tell the library director, the board of trustees, the Friends, and the staff about the volunteer position; they may know exactly the right person.

3. **Engage Volunteers Online.** There are a number of online recruitment sites where nonprofits can post their volunteer opportunities such as VolunteerMatch, the Points of Light Global Network, Do Something, and Serve.gov. There’s also virtual volunteering where the volunteer completes all or most of the assignment without ever having to come and see you.

Lastly, Lehn reminded viewers that we are not alone in this journey. And that's the truth! Visit the Get Involved Resource Clearinghouse for access to more free webinars, sample job descriptions, training materials, and management tools.

To watch Carla Lehn’s webinar and other FLS and NYLA e-Institute offerings free of charge, go to www.nyla.org/career-resources. Select Continuing Education > NYLA e-Institute Webinars and follow the link at the bottom of the page to the Webinarary. Lehn’s resource materials are posted, including her slides, a bibliography, two sample volunteer job descriptions, and a targeted recruitment plan.

**Friends as Partners,** continued from page 6

Recognize your Friends success! Carol discussed how this is often a highly overlooked but very important step. Offer your Friends opportunities to talk about their good work and share it with your community. Beekman Library celebrates their Friends at their Annual Meeting, in the staff newsletter, through social media, and at many stakeholder events throughout the year. Carol also suggested that you attend your Friends events and encourage staff and trustees to attend to show support. Your Friends are important partners so remember to thank them and spread the word about their great work!

Reporter, Kerstin Cruger
Washington County Friends Meet-Up
by Carol Kuhr

On October 2, the Friends Committee of the Argyle Free Library hosted a meet-up of Friends of the Library groups in Washington County. Library community members from five towns met for the first time to enjoy refreshments, get to know each other, and share information about organizing and maintaining active Friends groups.

A panel discussion including Wilma Jozwiak and Sheila Morroni, members of the Executive Committee of the Friends of the Clifton Park-Halfmoon Public Library, and Jim Foster, the library’s assistant director, was facilitated by Outreach Coordinator Erica Freudenberger from the Southern Adirondack Library System. The conversation ranged widely; from book sales to food sales, from membership to raising public awareness on social media.

Originally, the hour and a half event was to be divided into two programs, the second being a presentation by a local fund-raising professional. Unfortunately, a health issue prevented the speaker from attending. Given their initial success, the Friends plan to schedule another meet-up in March.

Meg’s Reflections, continued from page 3

newsletter as it influences open and click rates. I hope to utilize this information to develop an electronic newsletter for the library in the near future.

An Internet Dark and Full of Terror was a panel discussion which looked at the very dangerous side of the internet. From Alt-Right Movements to “Incels,” these groups (or individuals) troll the internet 24/7 looking for targets. Continued education is the best tool to fight these predators and it is vital that libraries play a role in this education.

Friday was my favorite day as I spent it with the Friends Section. I attended the Board Meeting in the morning and Annual Meeting later in the day. A Q&A session with Lauren Moore, the new State Librarian of New York, provided insight into the role of the State Librarian. The day ended with a workshop sponsored by Friends entitled Sustainable Thinking for Friends. Two remarkable speakers, Rebekkah Smith Aldrich and Matthew Bollerman, gave a knowledgeable and thought-provoking presentation on NYLA’s Sustainability Initiative and the importance of incorporating sustainable practices throughout an organization. NYLA is currently working on a Sustainable Library Certification Program which incorporates creating a library that embodies practices that are environmentally sound, economically feasible AND socially equitable.

On Saturday I attended the Intellectual Freedom for Breakfast program which featured Charles Brownstein, Executive Director for the Comic Book Legal Defense Fund, as the key speaker. Charles stressed “now, more than ever, access to comics in libraries, the fight for literacy and awareness of comics as an art are important challenges libraries face on a weekly basis.” The freedom to read means each of us has the right to decide for ourselves which books to read. Libraries must continue to protect that right. I ended the Conference as an Assistant Room Monitor for the FLS workshop, Tips for Engaging Friends as Partners. The program gave an overview of challenges faced by Friends groups especially if they are struggling with volunteer recruitment. Tips included partnering with other successful organizations and focusing on doing a few fundraisers successfully, a message I will share with my Friends Group. Again, thank you to everyone for the chance to attend the NYLA Annual Conference. The knowledge, insights, and new friends I gained during my time at NYLA are so valuable and will carry me over ’til next year!
FLS Year in Review

Awards:
- **2019 Daniel W. Casey Library Advocacy Award**
  Recipient: Helen Rados, President, Friends of the Ethelbert B. Crawford Public Library, Monticello
- **2019 Daniel W. Casey Library Advocacy Award Certificates of Merit to:**
  - Ann Hayes, Big Flats Library Advocates
  - Friends of the Pleasant Valley Library
  - Friends of the Maxwell Memorial Library
  - Suzanne and Lou Dawes, Friends of the Newburgh Free Library
- Offered for the first time this year: **2019 FLS Randall Enos Conference Scholarships**:
  - Marianne Michaud
    Friends of the Fairport Public Library
  - Meg Sgombick
    Friends of the Florida Public Library

Developed by the Scholarship Task Force and established by the FLS Board in 2018, this new scholarship will be offered in odd-numbered years to better educate and support FLS members through attendance at the NYLA Annual Conference. During the administration of the scholarship process the FLS Board increased the grant from $500 to $750 for each recipient.

Meet-Up:
**Our 5th Annual! August 2, 2019**
Hosted by the Friends of the East Greenbush Community Library
26 attendees representing 13 Friends groups in four public library systems met with 10 members of the FLS Executive Board to discuss membership recruitment strategies, book sales, fund-raising ideas, and outreach to the community.

Regional Workshops:
**Getting Started: Creating and Supporting a Friends Group for Your Library**:
- Friday, May 31. Sponsored by the Upper Hudson Library System. 24 attendees.
- Tuesday, October 15. Sponsored by the North Country Library System, Watertown. 3 attendees.

**Keep It Growing! Strengthening Your Friends of the Library Group**:
- Friday, June 7. Sponsored by the Central NY Library Resources Council and hosted by the Friends of the Community Library of DeWitt and Jamesville (Onondaga County). 27 attendees.

National Friends of Libraries Week:
- October 20-26, 2019

Webinars:
- **Administrative Teams: A New Approach for Friends Leadership**
  March 19, 2019 - Presented by the leadership team of the Friends of the Clifton Park – Halfmoon Public Library.
  40+ viewers, including 30 FLS members
- **Connecting with Today’s Volunteers to Transform the Friends of the Library: Expectations, Engagement & Impact**
  50+ viewers, including 21 FLS members.
- A new benefit was established this year, reinforcing our emphasis on professional development for Friends and the staff members who support their activities. Elected officers of a Friends Group who are registered as part of an FLS Organizational Membership (as non-voting members of NYLA) are now eligible to participate in FLS-sponsored webinars at no charge by using their NYLA login and password to sign up for the events.
- All archived FLS webinars may be accessed by visiting www.NYLA.org/Friends > Events.

NYLA Annual Conferences:
**November 13 – 16, 2019 – Saratoga Springs, NY**
- 4 programs offered plus
- C.E. Workshop on strategic planning during the NYLA pre-conference
- Assistant Curator Position created and ably filled by Christine Beck, Friends of the Fairport Public Library
- Thank you to the Library Trustees Association of New York State for their financial support of our conference programs!
- Comparison to 2018 NYLA Annual Conference, Rochester NY:
  - 5 programs
  - 399 attendees
  - Average attendance per program increased 43% over Saratoga Springs in 2017
  - Included the Friend-Raiser Luncheon – Let’s Market Our Libraries

Website:
[www.NYLA.org/Friends](http://www.NYLA.org/Friends)
The NYLA website was revamped in mid-September to be more streamlined and to facilitate use across multiple platforms including phones and tablets.
FLS continues to develop its pages to be useful for our members and “visitors” through continual evaluation of content for relevance and ease of navigation.
Membership Report:
★ 191 members, 4% increase from last year
★ 55 Friends of the Library group organizational members
★ 147 members (77%) who selected FLS as their primary section
★ Email renewal reminders sent consistently year round
★ When FLS was established in November 2014, we started with 108 members. By July 1 of this year, we had increased our membership by 92%. Thank you for your continued support!

Newsletters:
★ Quarterly eight-page newsletters sent by mail (830) and electronically (491)
★ Additional 300 copies distributed at meetings, trainings, workshops
★ 10% increase in total distribution

Financial Report:

<table>
<thead>
<tr>
<th>General Fund</th>
<th>Fiscal Year Ending 06/30/18</th>
<th>Fiscal Year Ending 06/30/19</th>
<th>Year to Date 10/31/19</th>
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</thead>
<tbody>
<tr>
<td>Beginning Fund Balance</td>
<td>$ 4,719</td>
<td>$ 6,746</td>
<td>$ 7,939</td>
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<tr>
<td>Income</td>
<td>6,767</td>
<td>5,451</td>
<td>2,115</td>
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<tr>
<td>Expenses</td>
<td>(4,740)</td>
<td>(4,258)</td>
<td>(1,207)</td>
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<td>Ending Fund Balance</td>
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<td>7,939</td>
<td>8,847</td>
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<tr>
<th>Enos Scholarship Fund</th>
<th>Fiscal Year Ending 06/30/18</th>
<th>Fiscal Year Ending 06/30/19</th>
<th>Year to Date 10/31/19</th>
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<tbody>
<tr>
<td>Beginning Fund Balance</td>
<td>-</td>
<td>-</td>
<td>4,625</td>
</tr>
<tr>
<td>Donations</td>
<td>-</td>
<td>4,625</td>
<td>-</td>
</tr>
<tr>
<td>Expenses</td>
<td>-</td>
<td>-</td>
<td>(379)</td>
</tr>
<tr>
<td>Ending Fund Balance</td>
<td>-</td>
<td>4,625</td>
<td>4,246</td>
</tr>
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</table>

Total FLS Fund Balance $ 6,746 $ 12,564 $13,093

★ With the establishment of the FLS Randall Enos Conference Scholarship, FLS received donations totaling $4,625 in honor of Randall’s retirement from the Ramapo Catskill Library System.
★ FLS is still accepting donations for this scholarship fund. That information is available at www.NYLA.org/Friends > Awards & Scholarships.

Visit the FLS website, www.NYLA.org/Friends, to find the archive of FLS newsletters, contact information for the Executive Board, award nomination forms, scholarship applications, and more.

Would you like to host a meet-up? Want to bring an FLS workshop to your region? Need guidance with a question about your Friends group? E-mail us at fls.nyla@yahoo.com. We’d be glad to help!

Board of Directors 2018 - 2019
President: Lisa C. Wemett
Vice President: Vacant
Second Vice President: Terry Mulee
Past President: Rebecca Fuss
Secretary: Lynne Madden
Treasurer: Stephen Hoefer
Members At Large:
  Anne Andrianos
  Patricia Loughan
  Terry Morris
  Marie Orlando
  Leslie S. W. Riley
  Susan Swanton (retired 03/2019)
  Kerstin Cruger (appointed 03/2019)
  Ristiina Wigg
President Emeritus: Randall Enos
Archivist: Susan Swanton
Assistant Conference Curator: Christine Beck
FLS Newsletter and Webpage Editor: Terry Mulee
FLS Daniel W. Casey Library Advocacy Award Coordinator: Marie Bindeman
Casey Award Readers:
  Joyce Laiosa, Leslie S. W. Riley
Coordinator for FLS Scholarships: Anne Andrianos
Scholarship Readers:
  Janet Kreason, Margaret Pilarosica
FLS Communications and Membership Volunteer and Project Director for FLS Fall Webinar: Amy Discenza

Representatives to NYLA Committees
Communications: Terry Morris
Conference Curator: Lisa C. Wemett
Continuing Education: Lisa C. Wemett
Intellectual Freedom: Amy Discenza
Legislative: Jean Sheviak
Membership: Terry Mulee
Web Editor: Terry Mulee

Board of Directors 2019 - 2020
Thank you everyone listed above for continuing to serve FLS next year!

Adding:
First Vice President/Conference Curator: Karen Sperrazza
FLS Rep to Continuing Education Committee: Amy Discenza
FLS Rep to Intellectual Freedom Committee: Travis Olivera

Farewell, Rebecca Fuss! Thank you for your 3 years of service to Friends across the state!

In Grateful Appreciation! The FLS Executive Board expresses its heartfelt gratitude to Susan Swanton, longtime board member and officer of EFR and FLS for her years of service to our organization, Friends of libraries, and the library community in New York State and beyond. “Thank You” is hardly adequate for all of your years of service! FLS is proud to add you as a Best Friend to our Tribute Fund Honor Roll.
An FLS "Shout-Out"

A toast to Kelsey Dorado – in celebration of her acceptance in the Fellowship for Women in Public Policy Program from the Center for Women in Government and Civil Society, Rockefeller College. She’ll be working at the Department of Agriculture and Markets starting in January.

Thanks for three great years of support to FLS. We will miss you!

Congratulations and ALL the best.

https://www.nyla.org/kelsey-goodbye-message/?menukey=news

Ways to Support FLS:

Advertise your business in this space!

Do you have a business that works with/for Friends?

Send an email to FLS.NYLA@yahoo.com for details.

Donate to the Enos Scholarship Fund

For those wishing to make a donation in Randy’s honor, the form is available at www.NYLA.org/Friends > Awards & Scholarships > Enos

FLS Tribute Fund and Honor Roll

Add a name to the FLS Tribute Fund List and honor that special individual or group. Choose Friend, Good Friend, or Best Friend!

Visit www.NYLA.org/Friends > Awards & Scholarships for more information and to download the form.