



Empire Friends

News and Notes from the Empire Friends Roundtable of the New York Library Association

Issue No. 51 • Fall 2012

Endowment Promotes Patron Literacy, Enjoyment, and Education



Macedon Public Library (MPL) serves a rural area in Wayne County, only 20 miles east of Rochester, in the Pioneer Library

System. After a fire destroyed the library and Town Hall complex in April 2001, the Committee to Rebuild the Macedon Public Library (CRMPL) was formed. The Friends of the Macedon Public Library received the Daniel W. Casey Award from EFR in 2004 for their efforts in helping the community rebound from this tragedy. With the opening of a new library in August 2003 and spurred on by this statewide recognition, the Friends determined to take on new challenges, such as the establishment of the Friends Endowment in 2005. That year, with a generous challenge grant matching all individual contributions, \$28,000 was raised. The smiling bespectacled bookworm the Friends use as their trademark has now, inch-by-inch and dollar-by-dollar, grown a substantial endowment that funds an increasing number of grant projects every year.

The Friends of the Macedon Public Library carry out an annual fund-raising campaign to continue to build their endowment, which is managed by the Rochester Area Community Foundation. In 2011 their efforts netted \$8,500 in donations. A return envelope is included in the Town's newsletter once a year, reaching nearly 4,000 households. Solicitation letters are also sent directly to past years' donors and members of the Friends. In keeping with their bookworm mascot, donor levels include Bookworm Patrons, Caterpillar Associates, Ladybug Sponsors, and Cricket Good Fellows! This sustained approach to fund-raising has paid off, growing the Endowment to \$154,000. The Friends can now use the accrued interest from donations to directly assist the library and its community. The goals of the Endowment are

Celebrating 20 Years!

Please join us Tuesday, October 9th for the
Empire Friends' 20th Anniversary Celebration and Annual Meeting Luncheon
Brook-lea Country Club, 891 Pixley Road, Rochester NY 14624
Registration and cash bar begin at 11:30, Luncheon at Noon
Cost is \$16 for your choice of

Chicken Bruschetta sliced chicken breast topped with thinly sliced prosciutto and melted provolone cheese with roasted potatoes	or	Three Scoop Salad one scoop each of chicken salad, tuna salad and shrimp salad on a bed of fresh greens
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Both with rolls and butter, tea or coffee and dessert tray, gratuity included
RSVP to Susan Swanton, 14 Meadowood, Rush NY 14543
swwanton1@frontier.com 585-226-3734
by October 1st
Please include menu choice and make checks payable to
Empire Friends Roundtable
Special dietary requests accommodated upon prior request
Hope to see you there!

to promote literacy, enhance enjoyment of the library, and enrich the educational experiences of the patrons.

The Endowment provides non-operational funding to support services, programs, and special projects that the library would be unable to fund from its limited annual budget (less than \$300,000). Rather than having the library director and staff approach the Friends with a list of items or programs needed by the library, the grant program encourages long-range planning. Bill Moore, chairperson of CRMPL, now the fund-raising subcommittee of the Friends, solicits proposals annually in the spring. Any person or group that has an idea for a project that will benefit MPL, its patrons, or residents of the community is invited to submit a proposal to this competitive program. Applications include a description of need, an outline of the proposed project, and an itemized budget. The members of the Endowment Board of Directors review the applications and select the winning proposals each June. This method promotes creative thinking and collaborations between the staff and patrons. The program has grown from two applications since its inception in 2007 to eight proposals in 2012,

all of which received full funding, for a total of \$4,200.

Grants have underwritten an ongoing oral history project, an antiques appraisal workshop at no charge to the public, collection development funds for the library to purchase public performance DVDs, and an awareness and marketing campaign aimed at teens to



Popular craft classes for adults have received funding since 2010.

encourage use of the library and its services. A series of woodworking and arts and crafts classes for adults has also received financial support for the past three years.

This coming year, MPL will offer a series of presentations on local history entitled

(continued on page 4)

Empire Friends Roundtable Achievements, Part III

2003

- Fall 2003: 27th newsletter. Phyllis Pittman Kitt turns over newsletter editorship to Susan Swanton after editing the past 17 issues since 1997!
- EFR programs at NYLA in Saratoga Springs on November 7, 2003 are: 'Save Our Library: a Study in Advocacy', 'Small Libraries with Big Ideas', and 'Get the Message Out: Publicizing Your Friends'.
- The Daniel Casey Award goes to Friends of Rochester Public Library for their advocacy efforts in the face of major budget cuts.
- Kathy Adam is elected 2004 President

2004

- Sue Swanton updates EFR portion of NYLA web site which becomes a regular communication tool for EFR.
- EFR programs at NYLA in Rochester on October 22, 2004 are: 'How to Win a Referendum', 'Internet Book Sales' and 'Friends Making Friends'.
- The Daniel Casey Award goes to The Friends of Macedon Public Library for their fundraising efforts for their library which burned down.
- Bill Pontius is elected President

2005

- EFR programs at NYLA on October 28 in Buffalo are: 'Strategies to Get the Message Across', 'How to Start or Revitalize a Friends Group', and 'Friends Making Friends'.
- The Daniel Casey Award goes to Helen Marshall, Queens Borough President, on behalf of her advocacy for the Queens Borough Public Library.

2006

- April 28: Susan Swanton is elected 2006 President.
- EFR cosponsored the following programs at NYLA in Saratoga Springs on November 3 are: 'Education Commissioner Richard Mills' talk', 'One Person Makes a Difference', 'Planning a Trip to the National Book Festival' and 'Low Cost-High Return Advocacy'.
- Susan Swanton was re-elected 2007 President
- The Daniel Casey Award was presented to Hugh Lee, Trustee Emeritus of the Bovina Public Library.
- A. Ross Kitt II and Phyllis Pittman Kitt's 2006 win of the 2006 NYLA Outstanding Advocate of Libraries Award for their work on behalf of EFR

2007

- National Friends of Libraries Week [NFOLW] celebrated by EFR for 1st time with NYS Legislature's proclamation of the 3rd week of

October for NFOLW.

- EFR programs at Buffalo NYLA Conference on October 19 are "How to Use the Magic Words Tax Deductible", "Quick and Easy Newsletters Using Word Templates", and "Friends Operated Bookstores"
- 15th Anniversary luncheon celebrated in Buffalo by Fred Stoss's A Librarian's Perspective on Global Warming"
- The Daniel Casey Award goes to David Cooper, of the Bethlehem Public Library
- Betsy Sywetz is elected 2008 President.

2008

- EFR wins FOLUSA award for best state Friends' Celebration of National Friends of Library Week.
- EFR decides to pay it forward with their own NYS contest for the best Friends celebration of National Friends of Library Week from its EFR members.
- NYSALB [New York State Association of Library Boards] and EFR collaborate on joint Spring symposium.
- EFR programs at NYLA conference on November 7th in Saratoga Springs are: 'Friendly Fundraising', "Innovative Programs by Friends""Library Friends as Advocates" and "Friends and Trustees: Working Together to Build Better Libraries".
- Dennis Mosley of the Albany Library Friends, wins the 2008 Daniel Casey Award
- Betsy Sywetz is reelected 2009 President.

2009

- 1st winners of EFR's NFOLW contest are: Friends of the Brighton Memorial Library [for large Friends group] and the Friends of the Pittsford Public Library [for small Friends group]
- EFR wins FOLUSA's award for best state Friends' Celebration of National Friends of Library Week for a 2nd year!
- EFR decides to pay it forward again with their 2nd NYS contest for the best Friends celebration of National Friends of Library Week from its EFR members.
- EFR begins a regional Friends workshop approach with presentation to Buffalo-Erie County Friends groups in May.
- EFR programs at NYLA Conference in Saratoga Springs on October 16 are: "Injecting New Blood into your Friends Group", "100 Friends Ideas in 50 Minutes" and "When Times Are Tough, Libraries Need Friends More than Ever"
- The Friends of Orchard Park Public Library win the Daniel Casey Award
- Bill Crumlish is elected 2010 President

2010

- 2nd winners of EFR's NFOLW contest are: Friends of the Brighton Memorial Library [for



large Friends group] and the Friends of the Waterford Public Library [for small Friends group] with Literary Manhattan winning for the first NFOLW celebration for a Special Friends group.

- EFR wins FOLUSA's award for best state Friends' Celebration of National Friends of Library Week for a 3rd year! [Note after this year, the state Friends category was eliminated by FOLUSA, now ALSTAFF]
- EFR decides to pay it forward again with their 3rd NYS contest for the best Friends celebration of National Friends of Library Week from its EFR members.
- EFR programs at NYLA conference in Saratoga Springs on November 5th are: "Where's the Money: Celebrating National Friends of Library Week", "We're in This Together: Friends Sharing Solutions to Common Problems" and "I Love My Library and I Vote; Moving Beyond Bumper Stickers"
- Robert Manning, Trustee of the Baldwinsville Public Library, wins the Daniel Casey Award
- Betsy Sywetz is again elected President of EFR.

2011:

- More regional Friends workshops held by EFR Board members
- EFR programs at NYLA conference in Saratoga Springs on November 4 are: "Successful Programming and Friends Groups", "Kids Can Rock Your Library!", and "All On the Same Page: Board -Friends-Director Relationships"
- Friends of the Red Hook Library win the Daniel Casey Award
- Randy Enos is elected President of EFR

2012:

- EFR opts to skip NYLA programs this year to concentrate on regional Friends workshops
- Plans for EFR 20th Anniversary celebration made for early October luncheon in Rochester NY.

Note: since EFR began its newsletter in 1993, the year after EFR was founded, three newsletters a year have been sent originally to all libraries in NYS and since 2009 to EFR members only.

Liberty Public Library Friends Host English Tea



From the left, Angela Dalton, Jean Tulp and Bobbie Laufer

The second Annual English Tea fund-raiser was held Sunday, April 15 in Sullivan County to benefit the Liberty Public Library. Sponsored by the library's Friends

group, the function was a huge success with more than 50 supporters in attendance. Homemade tea-cakes, cream puffs, scones, cupcakes and finger sandwiches were served. Jean Tulp, owner/operator of the Lazy Pond Bed & Breakfast, donated the venue, as she did last year. Library Friends Hostesses wore traditional English garb adding the appropriate accent to the festivities. Appreciative of the support and turnout, Friends President Angela Dalton said, "At this time of year, people get cabin fever and I see it as friends coming together for a cause. We have a great group of library supporters here in Liberty."

Other fund-raisers held by the Liberty Friends group include book sales, bake sales and raffles. The English Tea is their biggest fund-raiser of the year. On May 5, the Friends will hold a "Kite Day" book sale at Sullivan County Community College. Other seasonal book sales include the Memorial Day Street Fair, the Liberty Farmers' Market and the yearly fall "Harvest Fest" weekends at Bethel Woods Center for the Arts. From the success of these initiatives, the Friends of the Liberty Library are able to use the proceeds to support the library and all of its programs and services.

A Good Idea from Right Here

Are you aware of the many benefits available to Individual members of NYLA? (NYLA plus EFR \$35.00 annually).

Sure, your Friends Group receives the electronic newsletters (The e-Bulletin and News You Can Use). But there is so much more valuable help available to Individual members. For instance:

- ☺ Discounts on health insurance, workers compensation premiums, unemployment and long term care insurance
- ☺ Expanded professional development opportunities at several community colleges
- ☺ Employment opportunities on NYLA's JOBl ine
- ☺ The opportunity to influence NYLA policymaking and programming by participating in one of its many committees

Visit nyla.org for information on more good stuff. A membership form, which can be copied, appears on the back page of this newsletter.

Museum Passes

LibraryInsight

**Is Your Library Offering
Museum Passes?
We can show you how**
www.LibraryInsight.com

978-808-1089



Is your Friends Group on Facebook?

If you are,
please send an email to
EmpireFriendsRoundtable@frontier.com
with your Facebook contact information
for a future article.
Thanks!

A Word from the EFR President

There have been important changes on the roster of the Empire Friends Roundtable Board since our spring newsletter.

Sue Anderson has stepped down as Vice-President and Chair of the Membership Committee. We are sad to see her go and will miss all of the wonderful work she did in those two positions plus the other positions she held on the EFR Board during her tenure. We will miss her at the EFR Board meetings and the input she always provided on the EFR activities and issues at hand. We hope that we'll continue to hear news about her activities with the Friends of Ilion Free Public Library and other Friends groups in Herkimer County. Thank you Sue!

The EFR Board is thrilled to have two new members join us. Lisa Wemett from Macedon has joined the Board as Vice-President and Terry Mulee from Rochester has joined the Board as Membership Committee Chair. Both Lisa and Terry have a long history of work on NYLA activities, most notably with the Youth Services Section (YSS). They will be bringing to the EFR Board a great deal of knowledge, expertise and enthusiasm which will be a big boost to the Roundtable. Welcome Lisa and Terry!



L-R Terry Mulee, Lisa Wemett

Happy 20 years EFR! Sue Swanton and the Rochester contingent of the EFR Board are busy making plans for our October 9th EFR annual meeting and 20th Anniversary Celebration. If you reside in the Rochester area or find yourself scheduled to be in that area around October 9th, plan to attend. It promises to be a festive affair. I especially hope that some of the past EFR Board members will be on hand to participate in a celebration for a milestone that they helped bring about.

The EFR Board is not participating in the NYLA Conference this fall, but will be back at the 2013 Conference with a full day of informative programs. The conference will take place September 25-28, 2013 in Niagara Falls, so mark your calendars, plan to attend, and watch for more information about the programs.

Randy Enos

National Friends of Libraries Week: October 21—27, 2012

Endowment
(continued from page 1)

The goal of National Friends of Libraries Week (NFOLW): public recognition and promotion of the good work that Friends groups do for their libraries. Target audience: your community, especially library funders. Plan now to spread the good word about the things your Friends group does during this week of celebrating libraries!

For information and ideas for this year's NFOLW, go to www.ala.org/altaff/events_conferences/folweek

"Macedon Memories: They Walked Before Us." Speakers funded by the Endowment grants will offer insights into Native American heritage, a dramatic interpretation of the life of former slave Austin Steward, and during Women's History Month a talk about female residents of Macedon. The Endowment will support a six-week creative writing workshop for children ages 7 to 10 years. The Youth Specialist was also able to purchase a popcorn machine and drink dispenser for movie programs. The Macedon Historical Society will receive funds to purchase archival materials to preserve scrapbooks which include the Town's history from 1938 through 1971. The Friends group also uses these funds to underwrite a series of speakers throughout the year.

Further information is available from the Board of Directors of the Friends Endowment by contacting the Macedon Public Library, (315) 986-5932.

This newsletter is a publication of the Empire Friends Roundtable of the New York Library Association.

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Call or write to us anytime. To visit the Empire Friends website, go to www.nyla.org and click on "Membership" then select Empire Friends under "Roundtables."

Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF)

website: www.ala.org/altaff

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EMPIRE FRIENDS MEMBERSHIP REGISTRATION

Name of Friends Group or Individual _____

Mailing Address _____

Contact Person _____ Telephone _____

Amount enclosed \$ _____ Number of members in Friends Group _____

The annual membership fee of \$35.00 for individuals or \$57 for groups includes NYLA membership. If you or your group are already a member of NYLA, you may add Empire Friends Roundtable membership (\$5.00 individual or \$7.00 group). Make checks payable to NYLA (indicate Empire Friends on your check) and send it along with this form to NYLA / EFR, c/o Terry Mulee, 293 Elmdorf Ave, Rochester, NY 14619. You may contact Terry at 585-328-6658 or EmpireFriendsRoundtable@frontier.com

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