



**Reclaim Your Spark @
NYLA 2023 Annual Conference & Trade Show
Wednesday, November 1 - Saturday, November 4, 2023
In-person at the Saratoga Hilton and City Center
Saratoga Springs, NY**



NEW YORK LIBRARY ASSOCIATION
The Voice of the Library Community

Sometimes we just need to stop for a moment, or for the duration of a conference, and ask ourselves, "Why do we do what we do? Why are we so passionate about libraries?" This year's theme for the NYLA Annual Conference is *Revive, Refresh, Rekindle; Reclaim Your Spark!* Not a bad idea for all of us, professionals and volunteers alike, to take this opportunity for a recharge! That comes through networking and exploring topics relevant to our work. Let's make it happen together at the NYLA Annual Conference.

Friends Registration Options and Rates:

NYLA members registered as Friends or as part of a Friends Group Organizational Membership are eligible for reduced rates to attend the conference. Registration provides a badge for entry to all non-ticketed programs and the Trade Show of library-related vendors. (The trade show is open on Thursday and Friday.) Complete conference information may be found at www.NYLA.org/conference. All registrations must be completed online.

NYLA personal members at the Friend, Retired, Trustee, or Student level or individuals registered as part of a NYLA Friends Group Organizational Membership (including the Primary Contact and Friend Group Leaders) are eligible for the reduced registration rates. You will need your NYLA username and password associated with your personal or organizational membership in order to receive these reduced rates. The registration form will populate with the appropriate rates based on your NYLA member type.

Full Conference:

A Full Conference registration for Friends, as noted above, includes entry to the NYLA Membership Meeting, Keynote, Trade Show (Thurs. and Fri.), Program Slots 1 - 8 and the Friday Awards Reception. The Early Bird rate (Aug 1 - Sept. 1) is \$190. From September 2 - October 16 it is \$275 and onsite in November, it increases to \$350.

Full Conference with Pre-Conference:

A secondary Full Conference plus Pre-Conference registration is also available. This includes everything listed above plus one Pre-Conference workshop on Wednesday. Early Bird is \$265 and increases to \$365 and \$465 in the subsequent registration periods. FLS is presenting a Pre-Conference workshop on Wednesday afternoon. See details on page 6.

You may also add ticketed events to your registration. These include the ESLN Luncheon on Thursday (\$45), Scholarship Bash on Thursday evening (\$60), YSS Empire State Award or PLS Author! Author! Luncheons on Friday (\$45), or the Intellectual Freedom Breakfast on Saturday (\$40).

Single Day:

A Single Day registration is \$95 for admission to the conference on just one day; Thursday, Friday, or Saturday. This rate increases to \$100 for an onsite registration in November.

- Thursday Single Day includes the NYLA Membership Meeting, Keynote, Trade Show (10:30 a.m. – 5:00 p.m.), and Program Slots 1 & 2. An ESLN Luncheon ticket may be purchased for \$45 and the Scholarship Bash for \$60.
- Friday Single Day includes the Trade Show (8:00 a.m. – 12:00 p.m.), Program Slots 3 - 6, and a ticket to the Awards Reception. Luncheon tickets for either the YSS Empire State Award or PLS Author! Author! may be purchased for \$45.
- Saturday Single Day includes Program Slots 7 & 8. The Trade Show is not open on Saturday. An Intellectual Freedom Breakfast ticket may be purchased for \$40.

Pre-Conference:

You may register to attend a Pre-Conference workshop without registering for the rest of the conference. There are morning and afternoon sessions. Each session requires a separate registration. As mentioned earlier, FLS is offering a program on Wednesday afternoon. See page 6.

Single Event Tickets only:

It is also possible to purchase a ticket for only the Friday evening Awards Reception (\$65) or a registration to attend just the Trade Show on Thursday or Friday (\$40). These rates are the same for NYLA members or non-members.

Registration Reminders:

Use the "Special Needs" box on the Order Detail page to indicate any dietary accommodations you require: VG/DF/GF, or any other special needs, or notes necessary for your registration. Be sure to secure your tickets by registering in advance; events often sell out early.

All registrations must be submitted online. Early Bird rates end September 1st. Remember that you will need your NYLA membership login and password in order to register and receive the Friend level rates.

Should you encounter any difficulties or if questions arise while registering, please contact Lauren Hoyt, NYLA's Director of Association Operations at events@nyla.org or call 518-432-6952, ext. 104. NYLA does not take credit card payments over the telephone.

FLS looks forward to seeing you in Saratoga Springs this November!!

Conference Programs for Friends - Sponsored by the Friends of Libraries Section

Wednesday, November 1, Pre-Conference

Writing Winning Grant Proposals for Library Programming

1:30 - 4:30 p.m. PM Pre-Conference Workshop



Grant writing has its own vocabulary and requisite planning steps which involve careful attention to detail. Erica Freudenberger (top), Outreach and Engagement Consultant for the Southern Adirondack Library System, and Lisa C. Wemett, FLS Coordinator for Professional Development, will cover the basics of drafting proposals that will secure funds available for nonprofit organizations for arts and humanities programming designed with your community in mind.



Hear how to effectively write about the needs, activities, goals, and outcomes of your programs, starting with a grant profile. Communicate to funders that you have the ability to effectively carry out a project that will have wide impact on your audiences by careful preparation and follow through. Once you have sharpened your proposal writing skills and understand what funders are looking for, you will become successful time and again in the competitive arena of grant writing.

Our panelists have secured grants from Poets & Writers, NYS Council on the Arts Community Arts Grants, the American Library Association, and Humanities NYS. All these agencies provide funds for programs to benefit your library's patrons.

Please note that participants may enroll in this workshop independently from the NYLA Annual Conference (November 1-4). Conference registration is not required to attend, however, a separate fee for this program does apply. Member rates are available. See the registration options on page 5 for more details, or visit www.nyla.org/conference.

Friday, November 3

Friend-Raising to Revive and Rekindle Growth

11 a.m. - 12:15 p.m. Program Slot #4



It's time to hear first-hand accounts of success stories about membership-raising! Your Friends group will only survive if you have a continual pool of new recruits. This can only happen with a plan. If your organization is to grow, you need new leaders. Our panelists will help you develop an annual strategy for membership drives. In addition, you will learn the skills to identify and develop potential leaders in your organization. Discover tips from experienced professionals who will share details of the Friend-raising activities they use throughout the year. Energizing and growing your membership will put you on the path to meet the future needs of your Friends organization and Library.

Speakers:

Arlene Vaquer, Friends of Beekman Library

Jim Foster, Clifton Park-Halfmoon Public Library

2023 NYLA Conference App

NYLA will be utilizing a conference app, available via computer or as a download for your mobile device. "All-things-conference" will be accessible within the app including daily schedules, program listings, presenters, and special event details. A trade show map will help you find your favorite vendor and NYLA unit booths - including FLS! After you have registered for the conference you will receive login credentials for the app. You'll be able to bookmark programs and events to keep track of where you want to be and when, and check in for sessions to record your Continuing Education Credits (this information will be available afterwards in your NYLA Personal Record). Information will be added regularly during the lead up to the conference and throughout the event. This comprehensive app will be a helpful resource for conference goers.

Friday, November 3, continued

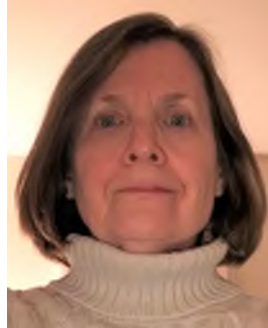
Fundraising Refresh

2:15 – 3:30 p.m. Program Slot #5

Are you looking for proven fundraising ideas that will add variety to your annual line up? Hear from experienced fundraisers who will give you how-to guides for your next great fundraising event. Refresh your fundraising line up. Learn about new innovative ideas and traditional ones with a twist.

Regardless of whether your challenge is space, storage, or technology skills, our panel will provide you with ideas that will fit the size of your organization and skill set. You will be given step by step instructions that will give you the confidence to embark on a new fundraising project. Get ready to learn about a unique annual appeal, how to harness the wide reach of Giving Tuesday, and more traditional ideas like art auctions and craft supply sales that can be adapted to the interests of your community. Leave with some excellent ideas and concrete plans for your next great fundraiser!

Speakers (left to right):



Mary Giardini
Tom Jacobs
Friends of Olean
Public Library
Carol Kuhr
Friends of the Argyle
Free Library
Judy Grattan
Friends of Poestenkill
Library

Saturday, November 4

ABCs of Best Practices for Friends Groups

9:30 – 10:45 a.m. Program Slot #7



Looking for some great ideas your Friends can implement? Every Friends organization can learn from their peers. Ideas abound, ripe for the picking! Hear some outstanding ways to market your group, keep membership numbers growing, engage your community with your activities, and raise some money, all by borrowing practical tips and creative tricks from Friends groups large and small. Come prepared to add your own "letters" into this alphabet stew. Together we'll highlight noteworthy advice, best habits to adopt, and practical ways to keep Friends thriving and successful in their important work.

Speaker: Lisa C. Wemett, Friends of Libraries Section

Preserving the Voices and Memories

11 a.m. – 12:15 p.m. Program Slot #8



Are you interested in preserving the history of your library and community through engaging oral histories? Learn how to collect and promote oral histories that represent the rich stories, diversity and experiences of your communities and enhance your library's archives. Queens Public library colleagues will share highlights from their community-engaged oral history projects. You will learn how to identify and recruit members of your community, Friends members, and staff to bring interview-based programs and projects to your library.



Learn how to work closely with staff and volunteers on local history projects that incorporate oral history interviewing and public programs to recruit potential interviewees. In addition, hear how to motivate Friends organizations to preserve their history of community outreach, programming support and advocacy through oral histories and digitalization of supporting photos and records.

Speakers:

Jerrie Grantham (left), Meral Agish (right), Queens Public Library

General Conference Schedule

Wednesday, November 1

9:30 a.m.-12:30 p.m. AM Pre-Conference Workshop
1:30 - 4:30 p.m. PM Pre-Conference Workshop^{FLS}

Thursday, November 2

8:00-9:00 a.m. NYLA Networking Breakfast/Annual Membership Meeting
9:00-10:15 a.m. Keynote Address
10:30-noon Trade Show Grand Opening
12:00-1:30 p.m. ESLN Luncheon^T/Lightning Rounds
1:45-3:00 p.m. Program Slot #1
3:00-4:00 p.m. Designated Trade Show Time
4:00-5:15 p.m. Program Slot #2
5:30-7:00 p.m. New Members/Past Presidents Meet & Greet

8:00-10:00p.m. Scholarship Bash^T
10:00-midnight NYLA After Dark/ULU After Dark

Friday, November 4th

8:00-9:00 a.m. Breakfast with the Vendors/Trade Show
8:30-9:45 a.m. Program Slot #3
9:45-10:45 a.m. Designated Trade Show Time
11:00a-12:15 p.m. Program Slot #4^{FLS}
12:30-2:00 p.m. PLS Author! Author! Luncheon^T or YSS Empire State Award Luncheon^T
2:15-3:30 p.m. Program Slot #5^{FLS}
3:45-5:00 p.m. Program Slot #6
7:00-9:00 p.m. Inaugural Awards Banquet^T
9:30-midnight NY4BL PAC Fundraiser (Off-Site)

Saturday, November 5th

8:00-9:30 a.m. Intellectual Freedom Breakfast^T
9:30-10:45 a.m. Program Slot #7^{FLS}
11:00a-12:15 p.m. Program Slot #8^{FLS}

^{FLS} Indicates time slot with FLS Sponsored Programming

^T Ticketed event

Don't miss the FLS Booth at the Trade Show!!

Conference Special Event Details

Special events occur throughout the conference. Some are ticketed, as noted in the schedule above, and others are open to all attendees. Here are some highlights.

Thursday

Keynote: Emily Drabinski, 2023-2024 President of the American Library Association

ESLN Luncheon: Alison Macrina, Library Freedom Project
Lightning Rounds, Scholarship Bash and **ULU After Dark**^{DTBA}

Friday

PLS Author! Author!: Adriana Herrera, Best-Selling author

YSS Empire State Award Lunch: Nina Crews, critically acclaimed children's book author and illustrator

NYLA Awards Reception^{DTBA}

NY4BL PAC Fundraiser^{DTBA}

Coffee and FLS Connections!

Friendly Café Meet-Up

Friday, November 3, 2023

9 – 10:30 a.m.

The Friends of the Saratoga Springs Public Library (FSSPL) invite you to start off "Friends Day" at the Friends Coffee Shop, on the first floor of the Saratoga Springs Public Library, 49 Henry Street. The Putnam Street entrance off the library's parking lot is closest to the Shop. Allow 10 minutes to walk from the Saratoga Springs City Center, 522 Broadway.

The Friends Coffee Shop just opened in July. Operated by FSSPL, the shop offers hot and cold beverages, snacks, and baked goods from The Bread Basket. Conference goers may show their NYLA badge to receive a free hot beverage of their choice (or \$1 off a cold beverage) from opening until 10:30 a.m. Snacks and bakery items will be regular price.

Take advantage of this opportunity to drop-in at your convenience, to network with other Friends, exchange best practices, and make new contacts while you enjoy your beverage and snacks. We'll offer some discussion starters so you can talk about topics of interest to both volunteers and staff. Everyone is welcome! Join us for some casual conversation before you head out for the program offerings of "Friends Day" at the NYLA Annual Conference.

FLS meet-ups offer a chance for Friends that support libraries of all types to discuss topics of interest, such as advocacy, membership, energizing volunteers, fundraising ideas, book sales, and programs and services that the Friends offer to their community. What would you like to talk about? See you there!

Not able to join us? Be sure to schedule some time to visit the Friends Coffee Shop and the Friends Book Shop at the Saratoga Springs Public Library during the NYLA Annual Conference. Library hours on Wednesday and Thursday are 9 to 9, Friday 9 to 6, and Saturday 9 to 5. The Coffee Shop is open Wednesday through Friday 10 to 2, but opening early on Friday for the Meet-up and closed on Saturday (hours subject to change). The Book Shop is open Wednesday and Thursday 10 to 6, Friday 10 to 5, and Saturday 10 to 4. <https://friends.sspl.org/friends-book-shop>.

Saturday

Intellectual Freedom Breakfast: Christine Emeran, PhD

For the most up-to-date information, locations, and speaker bios check out the NYLA Conference App or www.nyla.org/conference.

^{DTBA} - Details to be announced