FLS Focus on Friends Webinar Series

The Friends of Libraries Section is sponsoring a three-part webinar series, Focus on Friends, to supplement its offerings included in the NYLA 2020 Virtual Conference. Each one-hour professional development session will cover a topic of interest to all library civic leaders (library trustees, officers of Friends groups and library foundations, and volunteer advocates) as well as library administrators and staff members. Guest speakers will present on a specific topic followed by a question and answer session.

The series includes:
Engaging Millennials as Friends Volunteers
Wednesday, September 23, 2020, 2 – 3 p.m. EDT

Effective, Efficient Boards and Board Meetings
Tuesday, January 12, 2021, 2 – 3 p.m. EST

Friendly Partnerships Strengthen Communities
Thursday, March 11, 2021, 2 – 3 p.m. EST

The webinars in this FLS series are aimed at re-energizing Friends groups by recruiting today's volunteer corps, encouraging community partnerships, and helping groups run efficient operations that are compliant with nonprofit law. FLS is building a catalog of online content that is informative, innovative, and beneficial to Friends organizations of all sizes.

Cost and Registration:
These online learning sessions are open to all. As a member benefit, personal and group members of FLS may participate at no cost, provided the membership is current at the time of registration and the membership expiration date is beyond the date of the webinar selected.

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FLS creates a network to connect and inspire
Friends groups in all types of libraries
to support the New York
library community.

Revised Mission of FLS, passed by the Executive Board on May 20, 2020

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Reflections in the Rearview Mirror
A Message from FLS President Lisa C. Wemett

When I concluded my first stint as FLS President in the fall of 2015, my President's Column was entitled "Fresh Vision." We had new officers joining our ranks and I was looking forward to their fresh approaches to FLS’s mission and activities.

It is hard to believe I am now concluding my third stint as President. What a wild two years it has been, especially 2020! The FLS Board has made incredible progress this year, providing a firm foundation for future Section activities with the adoption of our second long-range plan covering 2021-2023. While writing the plan, we also adopted a new mission statement, mirroring what FLS does and hopes to accomplish in its work: FLS creates a network to connect and inspire Friends groups in all types of libraries to support the New York library community.

I feel that we have connected, inspired, and supported the Friends of Libraries across the Empire State for nearly 30 years, and there is, in all likelihood, an excellent chance we'll be here for 30 years more. As long as the libraries of this state are serving their communities, those libraries need volunteer support with a cadre of civic leaders willing to put in the work for fundraising, advocacy, and outreach. I see your good work and so does the FLS Board. We want to give you a shout-out for all you do, and will continue to do, to buoy library staff, supporting their efforts, now more than ever.

I am leaving the FLS Board in excellent hands. Karen Sperrazza and Kerstin Cruger, incoming Presidents for 2021 and 2022 respectively, are very capable leaders who will continue the tradition of strong, supportive direction for this Section. FLS is admired by other NYLA units, pointing to our model of organization and vigorous member engagement strategies.

Later this year, I’ll be moving on to head the FLS Nominations Committee to search out our next slate of officers and Members At Large. Think about it—you have so much to offer us. If you’ve been working hard in your region of the state, you have many skills to bring to our table, prepared to work on issues critical to Friends statewide. Please be ready to say YES when I call!

Thank you for the privilege to serve FLS! And always remember to keep it Friendly out there!

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FLS Annual Membership Meeting Goes Virtual!

Our Annual Membership Meeting will be held virtually, after the NYLA Annual Conference, on Tuesday, November 17, 2020, from 2 to 3:30 p.m.

The meeting will be held online with GoToMeeting. Following pre-registration, participants will be able to join the meeting from their computer, tablet, or smartphone. A dial-in option is also available for using a telephone (long distance rates for your telephone service will apply).

Please join us for this important business meeting, which will include the announcement of the FLS Daniel W. Casey Library Advocacy Award. Meet the members of the Executive Board, officers, Members At Large, and auxiliary volunteers for the 2019-20 and 2020-21 FLS Boards. We'll review the activities, projects, and accomplishments of FLS in 2020 including the recent Membership Survey and the new Long-Range Plan for 2021-2023.

All current personal and organizational members of FLS as well as interested NYLA members are invited to participate. You must register in order to obtain the login information. There is no charge to participate (with the exception of toll call charges if applicable). Registration emails will be accepted beginning Monday, October 12 through Friday, November 13, at 5 p.m. To register please send a message to FLS Second Vice President Terry Mulee at FLS.NYLA@yahoo.com using "Annual Meeting" in the subject line. Once members and visitors have registered, they will receive a confirmation e-mail with the GoToMeeting access code and any other pertinent information. Hope to see you there!

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2020 FLS Executive Board Newly Elected

Thanks, and congratulations, to everyone who agreed to run and fill all of the available slots on the FLS Executive Board!

First Vice President/President Elect, term ends 2023
Kerstin Cruger

Second Vice President, term ends 2022
Terry Mulee
Treasurer, term ends 2022
Stephen Hoefer
Member At Large, term ends 2022
Anne Andrianos, Leslie Riley, Ristiina Wigg,
Member At Large, term ends 2021
Erica Freudenberger, Marie Bindeman
The NYLA 2020 Conference & Trade Show will be entirely VIRTUAL this year! "During this historic year, we offer you a new format, new opportunities, new skills, and new connections all from the comfort of your own home or workspace." These are the introductory words of Dr. Jen Cannell, NYLA President, on the conference homepage. She goes on to explain that the programs being offered this year are categorized within the "Core Values of Librarianship." You can read more about that online.

This year NYLA is offering an All-Access Registration which includes:
- Conference Login (entry to all conference programs, both broadcast & On-Demand, and the Trade Show)
- Keynote Address
- Lunch & Learn Programs on Thursday & Friday
- NYLA Annual Membership Meeting
- NYLA President's Forum
- Access to program archive for six-months post-event

The "live" portion of the NYLA 2020 Virtual Conference & Trade Show will take place on Thursday and Friday, November 5 - 6. A full line-up of broadcast events and programs will take place on these two days, along with a virtual Trade Show and other online networking opportunities. In addition, there will be a wide selection of On-Demand programs available during the conference and in an online archive accessible by registrants for six months following the conference.

**Reduced Registration Rate for NYLA Friends and Friends Group Members**

NYLA is offering a significantly reduced registration rate for NYLA individual members of the following types: Friend, Retired, Trustee, and Student. The "early bird" rate of $49 is available through September 30 and the "advanced" rate of $69 is available from October 1 - 31. This discounted rate also applies to individuals registered with an organizational member Friends group, including the primary contact for the group and the elected officers of that Friends group. You will need your NYLA username and password that is associated with your membership in order to receive these reduced rates. If applicable, an individual or Friends group may join NYLA to receive these discounted rates.

All information regarding the conference is online at [www.NYLA.org](http://www.NYLA.org) > News and Events > Conference & Trade Show. NYLA will not be mailing a conference brochure this year.

**Conference Schedule Thursday, November 5**

9:00 a.m. - 10:30 a.m. Keynote Address
10:00 a.m. – 4:00 p.m. Virtual Trade Show Hours
11:00 a.m. - 12:00 p.m. NYLA Membership Meeting
12:00 p.m. - 1:00 p.m. Lunch & Learn: “Privacy - Make it Happen!” or “Resisting Achievement Culture”
1:30 p.m. - 2:30 p.m. Program Slot 1
3:00 p.m. - 4:00 p.m. Program Slot 2

**Friday, November 6**

8:00 a.m. - 9:00 a.m. Program Slot 3
9:00 a.m. – 4:00 p.m. Virtual Trade Show Hours
9:15 a.m. - 10:15 a.m. NYLA President's Forum
10:30 a.m. - 11:30 a.m. Program Slot 4
12:00 p.m. - 1:00 p.m. Lunch & Learn: Author! Author! – Lester Spence
2:00 p.m. - 3:00 p.m. Program Slot 5
3:30 p.m. - 4:30 p.m. Program Slot 6

**FLS Sponsored Program**

FLS is sponsoring one On-Demand program. You may view it during the conference or anytime within six months post conference.

**Best Practices for a Friends Operated Bookstore**

Program Sponsors: FLS / LTAS

Both seasonal and ongoing book sales run by volunteers continue to be the #1 fundraiser to support libraries' extra needs. But what about a year-round retail shop or materials sold online? Don't think your Friends group could scale up to this kind of in-library bookstore? The Book Shop's longtime manager will share his best strategies for gathering and processing donations. You will also hear how SSPL Friends report accomplishments within the organization that will help your own book sale efforts improve over time. Find out how to organize teams to sort, price, and manage the physical inventory for your book sale operations, whatever their size.

Program Speaker: Jeff Budge, Saratoga Springs Public Library

FLS has also cosponsored three programs that will be broadcast live and may only be viewed in real time. On Thursday in Program Slot 2, choose between **Armchair Advocacy Without the Jitters** (speaker TBD) or **Social Media for Small Libraries** (speaker Suzanne Macaulay, Pioneer Library System). In Program Slot 3 on Friday you can view **Creating and Sharing Meaningful Messages** (speakers Casey Conlin, Mid-Hudson Library System and Courtney Wimmers, Mid-Hudson Library System).

FLS will also post updates at [www.NYLA.org/Friends](http://www.NYLA.org/Friends).
For NYLA personal or organizational members (who are not members of FLS) the charge for a single webinar is $25 and for those who are not members of NYLA it’s $35. Enroll in the Focus on Friends Full Series to attend all three webinars for a discounted bundle price of $60 for NYLA members and $85 for non-members until September 21, 2020. Otherwise, choose Focus on Friends - Ala Carte to select one or two webinars.

Group registrations are also available ($75 member rate /$99 nonmember rate) per webinar. Interested participants may choose to join NYLA prior to registering for the webinar to receive the NYLA member rate. However, at the time of registration, a NYLA member may not add FLS to their existing membership in order to attend the webinar at no cost.

Registration is open through the NYLA Online Membership Center and a credit card is required for payment. Checks and purchase orders are not accepted. Registration is closed 48 hours prior to the start time of the webinar.

All webinar sessions are recorded and posted in the NYLA webinar archive. CEU credits are awarded by NYLA for attendance and participation in live webinars. NYLA does not give CEU credits to those who solely watch the archived webinars.

Full listings for each webinar may be found at www.NYLA.org/Friends > Events.

First in the Focus on Friends Webinar Series: Engaging Millennials as Friends Volunteers
Wednesday, September 23, 2020, 2 – 3 p.m. EDT

Reaching across generations to recruit younger volunteers to actively participate in the work of Friends organizations is challenging. But it is doable and vital to the continued success of volunteer support groups for libraries. Millennials are eager to join in and give their time and energy to causes they are passionate about. Come discuss ways Friends can coordinate, collaborate, and promote opportunities for young adults that are both social and make a difference in the community. Get suggestions on how to target and make connections with these potential volunteers who are motivated to make their community a better place by using their skills and expertise to meet the needs of 21st century library patrons.

https://www.alastore.ala.org/unitedaaw

Second in the Focus on Friends Webinar Series: Effective, Efficient Boards and Board Meetings
Tuesday, January 12, 2021, 2 – 3 p.m. EST

Judy Siegel, Esq., of the Pro Bono Partnership will focus on the roles and responsibilities of board members who support nonprofits. Whether it’s the Friends officers or the library’s Board of Trustees, all parties want meetings that run effectively and efficiently. The agenda, minutes, and motions all play a part. Regardless of the size of a board, there are specific accountabilities the officers and directors must meet. This review of nonprofit boards’ legal and fiduciary duties will include ways to provide the best oversight possible for the organization, keeping it functioning effectively. Learn what documents should be kept in a board book, how technology can and cannot be used to conduct board business, and practical strategies for more successful meetings.

Third in the Focus on Friends Webinar Series: Friendly Partnerships Strengthen Communities
Thursday, March 11, 2021

Friends are venturing outside the library, undertaking the vital work of networking and partnering with community groups to deliver the library’s message and services to residents. Children’s librarian Jason Poole of the Webster Public Library started the summer "BookBox for Kids and Teens" initiative to bring books to readers unable to visit the library. This vital project has connected with underserved families and steadily grown community support from the library Friends, churches, schools, and grant-makers in Webster.

In their community, Helen Rados, member of the Friends of Ethelbert B. Crawford Public Library, along with youth services librarian Cheryl Jones have built powerful partnerships and creative collaborations that have increased public awareness of the library, engaged volunteers and increased Friends memberships.
It's time to diversify. Your library's annual funding appeal can't grow much more, given the size of your community. A pandemic has robbed the Friends of the opportunity to operate major book sales for the foreseeable future. Social distancing makes donors leery to venture out to attend large-scale events. The crises of 2020 underscore the need to diversify revenue streams. Where can your organization turn to raise the funds needed to fill the gaps in the library's operating budget?

Maria T. Bucci, a fundraising professional with more than 30 years of experience raising money for charitable organizations, currently serves as Development Specialist for Wood Library, an association library in Canandaigua. Since her tenure began in 2006, Maria has raised over $1.2 million for Wood Library's operating budget.

Her June 9th webinar, Charitable Planned Giving as a Fundraising Tool, was subtitled "Inspiring Legacy Gifts for Your Library." Marie’s challenge to participants was to carefully consider an addition to the library's fundraising toolbox, of building a long-term endowment. Whether the contributions support annual operations like library programming or special library needs, planned giving can be an invaluable part of the library's overall fundraising plan coupled with an Annual Fund Drive, grants, and multiple fundraising events.

Different from one-time or even sustained charitable donations, planned gifts are realized when a donor names the library as a beneficiary of a life insurance policy or retirement asset or designates a portion of their estate to pass to the library. These gifts come from individuals who value the library and want to secure its future. As part of an estate plan, these gifts often offer significant tax savings for the donors or their heirs. Donors need the aid of an attorney or a trusted financial advisor to establish the process that may take place during their lifetime or at their death.

Planned gifts come by planting seeds, as simple as adding a phrase to library staff's e-mail signatures. Marie's signature says "Build a legacy. Include Wood Library in your estate plans." The same phrase is in the footer of the library's letterhead. Any business reply envelopes for the annual fund drive or other appeals have a check box where donors can request information about the library's Legacy Society. In order to create awareness, any articles in the library newsletter or annual report carefully use language about "the future," the library as "beneficiary," and leaving a "legacy" for the community. The library's webpage lets potential donors know the library is willing to accept gifts, providing assistance by publishing the library's tax ID number and suggesting language for a donor's will (www.woodlibrary.org/legacy).

Building relationships with people who are ready to make an

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Learning to Say "Thank You"

by Lisa C. Wemett

When your members pay their dues, how do you thank them? When a donor sends the Friends a charitable gift of any sort, is a receipt enough?

Going beyond any legal requirement to provide receipts,* does your Friends group have an "acknowledgment program?" I am confident you have not heard of this concept. But researchers have found that good thank-you's build a stronger base of donors in the long term.

In a lengthy report, "Learning to Say Thank You: The Role of Donor Acknowledgements," interviewers with the Institute for Sustainable Philanthropy based in the United Kingdom learned that frequent, specific, and sometimes unexpected thank-you's are more effective because they can prompt further donations. When you tell a donor how they make a difference, you are building a relationship between the supporter and the organization. By providing feedback on how the gift will be used, you are setting the stage for future giving. www.philanthropy-institute.org.uk

Philanthropic psychology is a relatively new field of study. Donor motivation has been studied more thoroughly. We want to move beyond a simple acknowledgment and a dollar figure for a tax receipt. The goal is to express gratitude in such a way that the donor personally feels good about having made the gift. A thank-you letter can celebrate their act of generosity.

Can you strive for a hand-written signature or a personal message from one of the Friends officers on that letter? Who can engage that donor? When making a gift, donors are giving to groups that they feel passionate about. It could be literacy, early childhood education, or the equity of "libraries are for everyone" that is their passion. Friends have a mission and purpose that the community wants to support—it's not all about "here's your membership card so you can get into the book sale on preview night." You don't want to just meet the member's expectation to get a thank-you; you want to exceed it.

Membership letters often tell the donor what benefits they will receive because they are a dues-paying member. Not a bad approach, but let's try referring to those dues as support for specific initiatives. Outline what the Friends achieved for the library and its community with those cumulative gifts from your members.

Share authentic and genuine gratitude—not just a photocopied perfunctory and stale thank-you where only the date has been changed for the past three years. Let's make the effort for a deeper connection to the Friends members who support us year-in and year-out.

Plant the seed to "like" you on Facebook. Encourage the

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Congratulations are in Order!

FLS Past President Rebecca Fuss recently received her CFRE certification, an international credential for philanthropic fundraising professionals. Director of Advancement for the Friends & Foundation of the Rochester Public Library, Rebecca is now a Certified Fund Raising Executive. Good for you!

The EFR – FLS Continuum

In the fourth issue of the Empire Friends Newsletter 26 years ago, Robert Trudell, past president of the New York Library Association, was recognized for receiving the first "Lifetime Achievement Award," later renamed the Daniel W. Casey Library Advocacy Award.

In his thank you letter to EFR, Bob stated "...it is my belief that the future of the institution of the free public library in New York State will ultimately rely upon the support and energies of the Friends for their existence. The work begun by the Empire Friends must be continued and nurtured with a sense of urgency and a renewed dedication to the belief that libraries are essential in our democracy and a vital component of the quality of life for every community in the State."

And so, more than a quarter century later, FLS carries on that work all year long. We remain Friends helping Friends, here to support you. Always know that your efforts on behalf of your library are recognized and vital!
Recruiting Our Leaders

Last year "The Voice for America's Libraries," the newsletter of United for Libraries, reprinted a miniseries on Friends leadership entitled "Four types of board members—and why to recruit each." Library Strategies, the office management firm of the Minnesota Association of Library Friends, created four "psychographic profiles" of potential candidates for service on boards for libraries, Friends, and foundations.

"Conceptualizing your leaders' (and prospective leaders') characteristics in this way will help ensure that you maintain a balanced board of directors." Reviewing this article with your Friends group may help focus on the assets your organization needs to thrive. What volunteers in the community can bring these abilities to the Friends, to become effective library civic leaders?

The four profiles are as follows: Curtain Raisers; Friends Raisers; Barn Raisers; and Consciousness Raisers. Curtain Raisers are individuals that can say "I might know someone who can help." They have personal one-on-one connections and are ready to help the organization by locating a volunteer with the skills the Friends need, such as a person with financial expertise, a grant maker, or a major donor.

Friend Raisers can also be called Cheerleaders. They can help boost your membership rolls by advocating that joining the Friends "is a good thing to do." They can enthusiastically promote events and programs or short-term time commitments to those who may volunteer. If you leave a lasting impression, those newly-recruited helpers may become actively involved again and again.

If "Barn Raisers" conjures up the image of the community effort to build a barn in a day, you have the basic principle. These folks are on-the-ground organizers (book sorters, day captains for your book sale) and event coordinators who handle logistics and project management effectively and efficiently. Your cadre of volunteers might include several current or former Barn Raisers. Always be on the lookout for successors to these key positions and mentor them carefully for smooth transitions for the organization.

Lastly, Consciousness Raisers spearhead grassroots advocacy efforts. Lobbying? Check. Politically connected? Check. There are "many instances where a corps of activism-minded [Friends] made a major impact on a small community's public library funding levels." When the library's budget vote is hanging in the balance, they can help. Their efforts over time are valuable beyond measure.

When recruiting members to work with the Friends, we are prone to ask an acquaintance or neighbor like ourselves to become involved. The trick is to locate community members that bring different skills and priorities to serve the organization. These new volunteers can help you further your mission exponentially as you mesh their skill sets with those of your existing board members.


Planned Giving ~ continued from page 5

investment in the library's future is key. Show you are trustworthy stewards by acknowledging their gifts in a timely manner. Communicate with them regularly, emphasizing how their gift is making a difference. Donor cultivation events will keep them engaged and involved in the library, including educational opportunities offered by local experts to learn about estate planning. The annual fund drive yields a pool of loyal donors that are the best prospects for future planned giving.

Did you miss out on this FLS sponsored webinar? To watch this and other FLS and NYLA offerings free of charge, go to www.nyla.org/career-resources > Continuing Education > scroll to NYLA e-Institute Webinars. Use the archive link at the bottom of the page. Maria’s resource materials are posted, including the slides, Wood Library’s Legacy Society packet, and their gift acceptance policy. Links in the slides direct you to additional resources: the annual Giving USA Report and a webinar on wills and bequests, part of Wood Library’s 2020 Legacy series. Maria can be reached at mbucci@pls-net.org or (585) 394-1381 for consultation on this topic with your library trustees or foundation.

"Thank You" ~ continued from page 5

donor to tell others about the library, its services, and the Friends. Send a program flier or the link to the library’s Events page. None of these are a solicitation, but rather ways to build a relationship and keep your message in front of the donor until you ask the next time, whether that ask is for their annual dues or a gift to the library's capital campaign.

In our recent FLS membership survey, 87% of our respondents said they needed fundraising ideas different from our culture's "go-to" event, book sales. Change your group's mindset and see a well-crafted thank-you as a long-term investment in donor retention. As much as we want new members, we need to keep the members and donors we have. Strengthening your acknowledgment program has the potential to reap benefits that surpass the proceeds of your next fundraising event, as the giving and memberships continue year-after-year.

*Pro Bono Partnership: see their publication, "What Must a Tax-Exempt Organization Do To Acknowledge Donations?" https://www.probonopartner.org/
**Benefits of Membership in the Friends of Libraries Section**

In order to receive the discounted Friends registration rates for the NYLA Annual Conference or to be eligible for free registration passes to attend webinars sponsored by FLS, a membership in FLS/NYLA is required.

**Webinars**

All FLS members, regardless of whether they have chosen FLS as their primary or as an added Section, are eligible to take an FLS-sponsored webinar at no charge. As an added benefit for Friends group organizational members of FLS, the elected officers who have been registered with NYLA will be eligible for a free reg pass as well. The membership must be in effect on a specified date prior to each webinar and must be in effect through the date of the webinar.

**NYLA Annual Conference**

NYLA and FLS individual members who are registered at the Friend, Trustee, Retired, or Student level and the contact person for a Friends group organizational member along with the elected officers who have been registered with NYLA will be eligible for a reduced rate to attend the NYLA Annual Conference and Trade Show.

The NYLA username and password associated with your membership is required for online registration in order to receive the reduced rate for the conference or a free reg pass for an FLS-sponsored webinar.

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**FLS Executive Board and Volunteers**

**Officers:**
President - Lisa C. Wemett  
315-986-3949  lisawemett@frontiernet.net  
First Vice President, Conference Curator - Karen Sperrazza  
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2nd Vice President (Membership) - Terry Mulee  
585-328-6658  FLS.NYLA@yahoo.com  
Secretary - Lynne Madden  
Treasurer - Stephen Hoefer  
Past President - position vacant  
President Emeritus - Randall Enos

**Members At Large:**
Anne Andrianos  
Kerstin Cruger  
Erica Freudenberger  
Pat Loughan  
Marie Orlando  
Leslie Riley  
Ristiina Wigg

**NYLA Committee Representatives:**
Communication Committee - position vacant  
Continuing Education Committee - Amy Discenza  
Intellectual Freedom Committee - Annabeth Hayes  
Legislative Committee - Jean Sheviak  
Membership Committee - Terry Mulee

**FLS Volunteers:**
FLS Daniel W. Casey Library Advocacy Award Coordinator - Marie Bindeman, 716-433-0548  mariebind1955@gmail.com  
FLS Scholarship Coordinator - Anne Andrianos, 315-382-4768  anne.andrianos@gmail.com  
Assistant Conference Curator - Christine Beck  
Marketing Coordinator - Meg Sgombick  
Regional Workshop Trainers - Joyce Laiosa, Lisa C. Wemett

Contact us anytime at FLS.NYLA@yahoo.com  
Visit the Friends of Libraries Section at www.NYLA.org/Friends

In an effort to eliminate phishing scams, FLS is limiting the number of email addresses published. Please use the NYLA Membership Directory to find contact information not listed above or use the FLS email. We apologize for any inconvenience.

*This newsletter is a publication of the Friends of Libraries Section of the New York Library Association.*

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Proofreader: Lisa C. Wemett  
Contributor: Lisa C. Wemett, Marie Bindeman

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**NYLA leads, educates, and advocates for the advancement of the New York library community.**

FLS is a member of United for Libraries: The Association of Library Trustees, Advocates, Friends and Foundations, a division of the American Library Association  www.ala.org/united