The FLS Executive Board was pleased to name Kerstin Cruger as this year’s Dewey Fellow. In this capacity, Kerstin received a full registration for the NYLA 2020 Virtual Conference.

Kerstin has worked for the Mid-Hudson Library System for almost 20 years. Over the past decade, her duties have included assisting more than 40 active Friends groups across the system. With groups ranging from a handful of dedicated individuals to a network of dozens of volunteers in communities of all sizes, “our Friends not only support the mission of our public libraries, but bring vitality, vision, and inspiration to the communities they serve.” As FLS President-Elect, Kerstin is looking forward to supporting the efforts of Friends organizations statewide, recognizing their work as an integral part of their library’s connection to those they assist every day.

Here is Kerstin’s reflection on this year’s Conference:

2020 has been a year of firsts and the NYLA Conference was no exception. All attendees, whether seasoned or brand new, had the opportunity to experience the first ever online NYLA Conference. The structure allowed for opportunities to view live sessions and then dip into the on-demand archive during built-in breaks or visit the virtual trade show and chat with vendors or representatives from your favorite NYLA Section. Similar to the in-person event, there was a variety of programs to choose from and your days were your own to plan, minus all the walking.

Due to the online format I had the opportunity to attend and view more...
A Message from FLS President Karen Sperrazza

“Best VIRTUAL Conference Ever!” a 2020 quote from NYLA Executive Director Jeremy Johannesen. (His usual quote is without the virtual!) Since this was NYLA’s first ever virtual conference, he’s right! With the theme “Strengthening Our Core,” Dr. Jennifer Cannell referenced the American Library Association’s twelve Core Values of Librarianship. All programming, live and on demand, identified the core value that it represents.

It was quite a feat that Jeremy and the NYLA staff accomplished this VIRTUAL conference with relatively few problems. It was definitely a unique experience to attend a virtual NYLA conference after attending in-person NYLA Conferences for many years. Though not the same experience, over the two days of the conference there were many options for live programming in six time slots, a keynote address, Lunch and Learn opportunities, authors presented by the Youth Services Section and the Public Libraries Section, and even some virtual socializing.

The trade show and exhibit hall are always an exciting part of the live conference and FLS was there with our virtual booth! Many thanks go to Lisa Wemett and Terry Mulee who quickly worked to produce a video demonstrating FLS’s many accomplishments and include it in our virtual booth. It was a great addition there. Thanks to all of you who were able to volunteer your time to monitor the booth during the two days and 13 hours that our booth was “open.” Without your help, we would not have received more than 90 visitors. It was a great opportunity for us to be part of the virtual trade show.

Another first for FLS was our virtual Annual Membership meeting on November 17. Lisa prepared a PowerPoint to add visual interest to the meeting’s agenda. Terry worked her photographic magic to achieve the passing of the gavel from Lisa to me without us being in the same room! Marie Bindeman was able to coordinate with the two recipients of the FLS Daniel W. Casey Library Advocacy Award who expressed their thanks during the meeting from different ends of the state. Olean Public Library is at the far western side of the state and Clifton Park-Halfmoon Public Library is north of Albany.

Lisa is now wearing a different hat as Past President and we are all grateful to her for giving so freely of her time and talents over the years to the betterment of FLS. We are now operating with a new long-range plan, New Frontiers for Friends, 2021-2023. Although it was a team effort to build this plan, Lisa’s leadership was our guiding force to its completion. I look forward to working with you and for you as we reach the goals in our plan for 2021.

Editor’s Note: There is a link to the FLS Introductory Video on our homepage at www.NYLA.org/Friends. The FLS long-range plan Frontiers for Friends, 2021-2023 and the Executive Summary may be found there as well.

FLS Annual Membership Meeting Held Online

Virtual has its benefits. The online format for the 2020 FLS Membership Meeting allowed for a more leisurely pace to share the many accomplishments of FLS during a most unusual year. Incoming President Karen Sperrazza shared where we hope to go in the future as we move through our ambitious Long-Range Plan for 2021-2023. Outgoing President Lisa Wemett shared the highlights of our annual report.

Friends once again proved their resilience and versatility, too. The Friends of the Olean Public Library “received” the 2020 FLS Daniel W. Casey Library Advocacy Award virtually. Friends President Cookie Lindamer shared a Chinese proverb, which she felt perfectly described the philosophy of their Special Projects Committee and its Chair Mary Giardini. “The person that says it cannot be done should not interrupt the person doing it.”

Cookie also said “Three components make up the attributes of a cooperative fundraising group: creativity, willingness to support new ideas, and a willingness to listen to each member’s ideas as each brings a unique talent. Our board, though few in number, is blessed with all three.” Mary dovetailed with her wrap-up: “A couple of years ago I told [our library director] Michelle La Voie that it was her job to ask for what [the library] needed and our job to find the funds to support her. I hope we can continue to do that in many new and traditional ways well into the future.” Certainly words to live by for all Friends groups!

Our other Casey Award recipient, the Friends of the Clifton Park – Halfmoon Public Library also joined us, with remarks

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**Engaging Millennials as Friends Volunteers**
Presented on September 23, 2020

**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

To view the full descriptions of the Focus on Friends Webinars, access the archived presentation, or register for either (or both) of the upcoming presentations, visit the FLS homepage and scroll down to FLS Focus on Friends Webinar Series. Alternately, go to [www.NYLA.org/Friends > Events](http://www.NYLA.org/Friends > Events). Registration is open to all. Fees may apply.

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**Effective, Efficient Boards and Board Meetings**

We posed some questions to Judy Siegel, Esq., of the Pro Bono Partnership about her upcoming FLS webinar Effective, Efficient Boards and Board Meetings. The webinar is the second in the “Focus on Friends” series.

Judy answered these five questions to give us a preview of her presentation. We think you’ll agree this is an important professional development opportunity for Friends officers and library boards of trustees. The webinar will focus on ways to improve your meetings, help them run more smoothly, and clarify the important and vital responsibilities of board members.

**What question do you hear most often when you present this workshop?**
Most often, people ask “how do we find new board members?” And although that is a very good question, it puts the cart before the horse. Boards first need to do a self-assessment and drill down on what the nonprofit is doing and where it is going. Then the board needs to identify the skill sets it is missing to move the nonprofit toward its goals. Only then will it know what resources it needs to supplement on its board and be able to search for appropriate new board members.

**What one behavior on the part of a volunteer board member would make the most impact on an organization?**
Be fully engaged and committed to the work you are doing on the board and for the nonprofit.

**What signs should forewarn board leadership of trouble ahead?**
Trouble takes many forms, but one of the areas we talk about most with our board clients is how to understand the financial position of the nonprofit and what this means for programming, direction, and sustainability.

**In terms of best practices, beyond annual tax filings, what should boards do to keep compliant with the IRS and the NYS Charities Bureau?**
Nonprofits in New York State must file an annual registration form with the New York State Attorney General’s Charities Bureau – the Char500. Nonprofits must also advise the Charities Bureau of any changes in their corporate

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**FLS Focus on Friends Webinar Series**

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**The Star Wars Connection**
by Lisa C. Wemett

“A long time ago in a galaxy far, far away...” The opening crawl of the first Star Wars film released in 1977 now seems a long time ago, but its message has fully crept into the cultural lexicon of cinematic history. The film and all its subsequent iterations continue to speak to young fans today, sometimes guided by fans that have grown up and become librarians!

The distance between Webster and Monticello is 237 miles from the shores of Lake Ontario to the Catskill Mountains, but not all that “far, far away.” In these two communities, you’ll find two youth librarians who share a Star Wars connection.

Cheryl Jones is the Youth Services Librarian at Ethelbert B. Crawford Public Library in Monticello, where she also serves as the Staff Liaison to the Friends of the Library. In 2019, Cheryl was the recipient of the Randall Enos Member Library Children’s Program of the Year from the Ramapo Catskill Library System for her “Star Wars Day: Jedi Training Academy.” Helen Rados, a member of the Friends, helped run the program, which trained more than 60 future Jedi!

Meanwhile, in Rochester, Children’s Librarian Jason Poole has worked with children and families at the Webster Public Library since 2003. Jason started the summer “BookBox for Kids and Teens” initiative to bring books to readers unable to visit the library. This vital project has connected library services to many underserved families.

Jason’s special interest in comics has made him a frequent speaker at continuing education workshops for school and public librarians. He has also been a collector of Star Wars memorabilia for some time. Jason said, “I consider myself to be a collector, first and foremost. I love music, comics and graphic novels, beer, whiskey, film, and so much more. What I am collecting in particular can change from time to time, however. For about a decade, I actively collected

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~ continued on page 7 ~
Recapping the 2020 NYLA Virtual Conference  
FLS Sponsored and Cosponsored Programs

### FLS Sponsored and Cosponsored Programs

#### Social Media for Small Libraries
**Presenter:** Suzanne Macaulay, Pioneer Library System  
**by Meg Sgombick**

Suzanne presented an upbeat and energetic program on “Social Media for Small Libraries.” I knew I had signed up for the right webinar when she announced that this presentation was for small libraries with a "$0 social media budget.” She walked us through the Who, What and Where for social media and reminded us that Facebook is still “king” for libraries. Suzanne presented a wide range of sample posts including branded content, vendor marketing tools, pop culture, memes & jokes, quotes and, if all else fails, cats! She also spoke of the importance of having a Social Media Policy and provided what should be included. She wrapped up her presentation reminding us that regardless of the platform you are using, your message needs to be constant, clear, and concise, that social media is not a substitute for a website, and to keep it positive.

Thank you to Suzanne for a great presentation and to SMART (Section on Management of Information Resources & Technology) and FLS for sponsoring this program.

#### Creating and Sharing Meaningful Messages
**by Riistina Wigg**

This was a terrific discussion of ideas from the book Made to Stick: Why Some Ideas Survive and Others Die (authors Chip and Dan Heath). Speakers Casey Conlin and Courtney Tsahalis explored the acronym SUCCES, six characteristics to get people's attention. The speakers used real-life library examples to illustrate how a message can be "Simple," "Unexpected" – using library "clickbait" to create a message that makes sense in retrospect, and "Concrete" - an easily understood analogy (the $2.78 increase in annual library funding equals the cost of one spool of thread). "Credible" - passes "the Sinatra Test" (trustworthy authorities that create built-in credibility), "Emotional" – make people care and show what's in it for them, and finally "Stories" - which challenges, builds cooperation, and helps people put themselves into the situation. Using these techniques, library workers, Friends, and advocates can create "sticky" messages that when introduced into the right environment to the right people, causes an idea to stick in minds and influence behavior.

Casey and Courtney stressed the importance of choosing the right social media for the target audience and being able to run it really well. Facebook is best for people ages 35 and up, Instagram is best for ages 18 – 34, and Twitter is good for reaching organizations and businesses like PTA groups. Create sticky messages for social media using the SUCCES characteristics to convey the library's story.

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Everything related to the NYLA Conference is a little different this year! Obviously, a virtual conference happened online. Attendees participated from work or home. All the sessions, whether live broadcast or on-demand, were recorded. Conference content, including programs and events like the Keynote or President's Forum, is available to those who registered (over 600 people) until January 31, 2021. Didn’t register? It’s not too late. A discounted Conference Archive Access Pass ($19 for Friends) is now available. See the box on page 7 for all the details!

FLS sponsored one on-demand program and cosponsored two live broadcast presentations for the Conference. What follows are program recaps by FLS members and the continuation of Kerstin Cruger's Conference reflection. These might just whet your appetite for that Archive Access Pass!

#### Best Practices for a Friends Operated Bookstore
**by Karen Sperrazza**

If your Friends group has ever considered having a permanent spot in your library for book sales, this is the on-demand program that you need to see.

Manager Jeff Budge explains the operation of The Book Bag Shop, located inside the library and run by the Friends of the Saratoga Springs Public Library. From receiving donations, now by appointment due to COVID-19, to sorting, pricing, and presenting materials for sale in their shop, Jeff presents practical information to help Friends groups move from once or twice-yearly book sales to daily sales of books and audiovisual materials. One practice is assigning subject areas to specific people. Books and materials are sorted into boxes for each topic. The “expert” takes the corresponding box and stocks the shelves while also weeding out items that have not been popular or are less appealing than the new arrivals. He also recommends using a computer, cash register, and barcode reader to track materials that are being received and sold.

Because of his varied careers and background, Jeff brings a wide range of organizational and practical skills to the Friends bookstore. One of his life's objectives is to share his experience and knowledge with other Friends groups and he does just that in this presentation.

No matter the size of your Friends group or your library, whether you want a permanent book sale or not, there are many helpful, practical, operational methods that can be adapted to your own group's needs.
The NYLA President’s Forum is something that I hope continues even when we can once again meet in-person. Outgoing President Dr. Jen Cannell and Incoming President Claudia Depkin interviewed one another. This exemplified how connected we all are and that, no matter the role we have in libraries, our goals are closely aligned and we are all in this together.

My first stop in the on-demand sessions was Best Practices for a Friends Operated Bookstore presented by Jeff Budge, Saratoga Springs Public Library bookstore manager and facilitated by Karen Sperrazza, our newly elected FLS President. Jeff gave an extensive overview of best strategies for gathering and processing donations, sorting, pricing, and managing inventory as well as reporting key accomplishments to stakeholders to create a consistently successful enterprise.

I would highly recommend viewing Creating and Sharing Meaningful Messages presented by a rather dynamic duo, Casey Conlin and Courtney Tsahalis (née Wimmers). They taught us about the importance of "sticky messages" and how to get the attention of our intended audience especially now as we are competing with so much content on social media and in people’s email inboxes. Getting our message out there when people are already inundated can be overwhelming, but with planning and perseverance it is possible to successfully get the word out.

The Malcolm Hill Lecture is something I always try to attend every year. Though there have been a couple of years the room reached capacity and I was unable to get a seat, this year, that was not a problem. LB Hannahs, Senior Strategist at Tangible Development, gave a presentation titled Is Equity, Diversity, and Inclusion Enough? that gave us some crucial issues to think about as we navigate our way through the social and political landscape inside and outside of our institutions.

These were only a few of the presentations I viewed during the two-day event and there will be even more as attendees have access to these resources for the next few months!

Though we may have missed the camaraderie that goes along with unexpectedly bumping into someone we haven’t seen in awhile, the online platform gave us the ability to view more workshops without having to choose between one event or another. I would recommend looking at the archive and viewing a workshop that piques your interest. It may or may not relate directly to your work, but we never know where inspiration might come from.

Who would have thought! Instead of a great trip to Saratoga Springs for the 2020 NYLA Conference, I signed in on my home computer, with an outdated browser, and tried to read the program information around cats who insisted on nesting between the computer keyboard and screen. My expectations were low.

But it was all great! #BestVirtualConferenceEver! Immediately the daughter of an old friend sent a me chat with greetings from her mother. Large numbers of people signed into meetings. A wide range of questions were asked! The cozy informality of presenters speaking from home was fun. COVID was a constant sub-theme, an experience that we all had in common.

Keynote speaker Rebecca Miller, group publisher of Library Journal, School Library Journal, and The Horn Book, inspired us with stories of all types of libraries that found ways to provide services during the pandemic: enabling people to connect with Wi-Fi even from closed branches, library crowdsourcing projects, the list of eight great libraries to use for Zoom backgrounds, serving homeless people in Boston, and getting materials to kids who don’t have books at home. Libraries began documenting the impact of COVID on their communities by publishing Quaranzines of stories collected by libraries, teens, and Friends of libraries. Libraries provided online reference help and leaned into support for mental health needs.

Libraries had to adjust to a new meaning for "being open" by pivoting to digital resources, activities like using "maker" equipment to produce PPE, loaning devices like Wi-Fi hotspots, finding alternative staff projects that could be done from home, and planning and providing programs and services online. COVID impacts collided with rallies for racial justice, highlighting the need for libraries to evaluate their own policies to weed out racist and class-based assumptions. Libraries shined as the ultimate shared community resource. Equitable access to the library infrastructure is essential to a thriving future.
When I attended the NYLA Annual Conference in 2019, I had a short conversation with the director of the Hampton Bays Library (Suffolk Cooperative Library System). She enthusiastically told me how her library's Friends group had become revitalized by several younger members. I contacted Emily Cullings, president of the Friends of the Hampton Bays Library, to learn more about the group's financial, volunteer, and advocacy support for the library.

“When I had my first child and discovered the wonderful programs available to me through the children's room,” Emily said, “I wanted to become involved in a way that I could give back. The library provided me with a convenient, safe, free place I could get to know other moms. Many of my closest friends are moms I have met at library programs with my kids and I am thankful to support a place that provides so much for my family.”

Emily interviewed her board members “and we traced how each of us came to be members of the Friends of the Library.” She thought their responses could shed light on how Friends groups could strive to involve more younger volunteers.

“Our VP as well as our new Events Coordinator are also mothers of small children. Both of them were personally asked by members of the Friends if they would like to become involved.” Emily summed up the group's experience this way: “That, then, is perhaps the key. Get to know people and then ask if they would be willing to help support something they find important in the community and their personal lives.”

This is just one of the points Tess Wilson and Madeline Jarvis made in their FLS webinar, “Engaging Millennials as Friends Volunteers.” In their new book, All Ages Welcome, they stated that “The more open and inviting your group becomes to the community, the more likely you are to attract new members.”

But if you are specifically looking to diversify your membership rosters and attract Millennials, your Friends board must consider the person first and foremost, not a persona or stereotype. The individual you recruit cannot just be any Millennial to help bring down the median age of your volunteer corps. You need to see those individuals’ qualities and talents to help carry out projects and services important both to them and to the organization.

Do not immediately assume that a younger volunteer has a great command of social media. Not every Millennial has the same skill set. Think about what that individual will bring to the table. Their connection to the library is personal, whether as a young parent or a professional just starting out in a new career. Volunteers want to know they were specifically asked to join because of the contribution they personally can make to the organization.

Tess said “We can't just recruit one Millennial to our Friends group and say the generational diversity problem is fixed.” A new recruit should never be simply a way to “check a box.” If the existing board members don’t engage with the person as a whole, they have missed an opportunity to grow, gain new perspectives, and enrich and sustain the organization. The entire board needs to create and maintain “a welcoming, nurturing, and energized environment.” Invite a new recruit to sit in on a meeting to see if the Friends are a good fit.

The Friends of the Hampton Bays Library have been busy during the pandemic, helping to re-open their bookstore, Twice Sold Tales, in a safe manner. They have also produced a calendar for their community highlighting essential workers, local businesses, and graduates of the Class of 2020. “We hope it will be a way to celebrate our unique community,” said Emily. The group offered a book sale for children on the library lawn in October. The library is so fortunate to have the support and enthusiasm of these Friends!

“Engaging Millennials as Friends Volunteers” had so many valuable tips and perspectives, this short article cannot begin to highlight them all. To watch (and re-watch!) the webinar free of charge, go to www.nyla.org/friends > Events > FLS Webinars.

Annual Meeting, continued from page 2

by nominator Jim Foster, Assistant Library Director, and Friends Co-President Wilma Jozwiak. Earlier in the fall, FLS Board members Joyce Laiosa and Jean Sheviak had traveled to Clifton Park to make a presentation of the award to the group, socially distanced, in the library's Reading Garden. Thank you to our Casey recipients for making our membership meeting so meaningful.

With more than 40 attendees, the gathering was a highly successful first attempt to hold a membership meeting remotely. Many thanks to all who made this event possible.
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**Star Wars, continued from page 3**

Jason grew up with the original Star Wars trilogy. "My nostalgia was activated when my son became interested in the franchise and started a toy collection of his own, around when Revenge of the Sith came out in 2005. It was a golden age of sorts: the figures had high quality sculpts and lots of articulation and the popularity of the toys meant that even minor characters from the movies and the Expanded Universe (the books and comics, called "Star Wars Legends" since Disney took over) were getting releases." For Jason, the artistic aspect of it — the character and packaging design—as well as the potential for interesting dioramas with the poseable figures attracted him.

But collections are constrained by space. Jason doesn't collect figures as much now. "I don't like what they're putting out anymore. But it was a lot of fun collecting it all, as well as being part of a local collectors' community in the Rochester area. I had no idea there were so many like-minded individuals nearby! The collecting may have died down, but some of the friendships have continued to last!"

We hope that Cheryl and Jason will strike up a new friendship over their love of Star Wars! Cheryl, Jason, and Helen Rados, who also serves as a trustee for the Ramapo Catskill Library System, will present a one-hour webinar, "Friendly Partnerships Strengthen Communities," on Thursday, March 11, 2021, from 2 – 3 p.m. Learn how the staff and Friends groups at these libraries have built powerful partnerships and creative collaborations that have increased public awareness of the library, engaged volunteers, and increased Friends memberships.

P.S. Something else Jason and Cheryl have in common: they both received their graduate degrees in library science from the University of Buffalo!

**Board Meetings, continued from page 3**

governance documents like the Certificate of Incorporation and Bylaws. There are also certain filings that must be made depending on how the nonprofit is raising money. The IRS requires an annual tax filing and, depending on the size of the organization, a nonprofit might be required to advise the IRS of a change to fundamental corporate governance documents.

**In this Zoom era, can you share some cautionary words about holding virtual board meetings?**

Notice requirements, and any other internal requirements necessary to conduct a board meeting or a meeting of the nonprofit’s membership, don't disappear simply because the organization is switching to a virtual platform. Corporate niceties must still be followed. It is also important to consider how the participants will be voting and how to ensure that all have the opportunity to speak and be heard.

The Pro Bono Partnership provides direct legal services to nonprofit organizations in New York, including libraries and their Friends groups. Learn more about their services here: https://www.Probonopartner.org.

**Hot off the presses from NYLA**

Did you miss out on the #NYLA2020 Virtual Annual Conference? From what we heard it was the #BestVirtualConferenceEver!

Fear not! For just $49 NYLA members can have access to the complete catalog of programs (both OnDemand and recordings of the Live sessions)! NYLA members who are students, Friends, or trustees can get archive access for just $19! Nonmembers pay $69. Payments for the Archive Access Pass are available via credit card payment only.

This pass gives you complete access to the NYLA2020 website from the time of purchase through January 31, 2021. Visit www.NYLA.org/Friends for the registration link.
Save the Date!

Library Advocacy Day will be Friday, February 26, 2021. A new model for Advocacy Day is under development. It will involve virtual meetings with legislators in district offices. This format should allow many more library advocates to participate in telling our library stories to our New York legislators. Stay tuned for more information over the next few months.

Benefits of Membership in the Friends of Libraries Section

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.

The NYLA username and password associated with your membership is required for online registration to receive a free reg pass for an FLS-sponsored webinar.

Newsletters
FLS members receive the print version of this newsletter by mail quarterly. Elected officers of a Friends group organizational member of FLS who have registered with NYLA will receive email notification that the newsletter is available online. www.NYLA.org/Friends > Publications

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
**Awards:**

- **2020 FLS Daniel W. Casey Library Advocacy Award**
  - Recipients:
    - Friends of the Clifton Park - Halfmoon Public Library (Southern Adirondack Library System)
    - The Friends of the Olean Public Library, Inc. (Chaustaqua-Cattaraugus Library System)
  - **2020 FLS Daniel W. Casey Library Advocacy Award Certificate of Merit to:** Mary Louise Morgan, Elizabethtown Library Association (Clinton-Essex-Franklin Library System)

We say a thousand thanks to Marie Bindeman who has ably and diligently served as the FLS Casey Award Coordinator for the past three years, turning over the duties to Helen Rados of the Friends of the Ethelbert B. Crawford Public Library (Monticello NY) who was the 2019 Casey Award recipient.

- **2020 FLS Dewey Fellowship**
  - First Vice President/President Elect Kerstin Cruger is this year’s FLS Dewey Fellow. The award is underwritten by the Lake Placid Foundation and pays for the costs of attending the NYLA Annual Conference.

**2020 Meet-Ups and Regional Workshops on Pause:**

When we are able to meet in person again, FLS will continue to offer workshops around the state. "Getting Started: Creating and Supporting a Friends Group for Your Library" and "Keep It Growing! Strengthening Your Friends of the Library Group" will be available for booking by library systems or other sponsors. We hope to have our popular meet-ups in conjunction with future in-person meetings of the FLS Executive Board.

FLS Board members met with the Friends Council of the Monroe County Library System via Zoom, just prior to National Friends of Libraries Week (October 18-24, 2020). The virtual meeting attracted 24 representatives from 11 Friends organizations in the Rochester region.

**Financial Report:**

- Opening fund balance July 1, 2019: $12,564
- Closing fund balance June 30, 2020: $11,533

**Webinars:**

- Charitable Planned Giving as a Fundraising Tool
  - June 9, 2020
  - Presenter: Maria Bucci, Development Specialist, Wood Library, Canandaigua
  - 19 viewers, including 15 FLS members

- Engaging Millennials as Friends Volunteers
  - September 23, 2020
  - 40 viewers, including 18 FLS members
  - Presenters: Tess Wilson, MLIS, Community Engagement Coordinator for the National Network of Libraries of Medicine – Middle Atlantic Region; Madeline Jarvis, MLIS, Adult and Information Services Manager, Marion (Iowa) Public Library

All members of FLS, including registered non-voting members of FLS organizational members, are eligible to participate in FLS-sponsored webinars at no charge. You can watch previous FLS webinars in the NYLA webinar archive at any time, free of charge. Go to [www.NYLA.com/Friends > Events > Webinars](http://www.NYLA.com/Friends > Events > Webinars). You’ll find a complete listing of FLS webinars. Handouts are also posted. Each webinar runs about one hour.

**NYLA Virtual Annual Conference:**

- November 5-6, 2020
- Best Practices for a Friends Operated Bookstore, featuring manager Jeff Budge of The Book Bag Shop of the Saratoga Springs Public Library, was offered “on demand” plus FLS co-sponsored several sessions developed by other NYLA units. Additional content planned by FLS Conference Curator Karen Sperrazza was developed into the Focus on Friends webinar series for 2021.
- Comparison to 2019 NYLA Annual Conference, Saratoga Springs NY:
  - 6 programs, 236 attendees.
Long-Range Plan 2021-2023
A task force was appointed in January 2020 to develop the Section’s second long-range plan (2021 – 2023). As FLS embarked on this process, we wanted to learn how we can better assist our members. What FLS member benefits and services are most important? How should we be prioritizing our efforts going forward? A member survey was posted from mid-March to April 30, when all New Yorkers were under stay-at-home orders. People had some time to answer our questions! We were thrilled to receive 119 responses. People identified as Friends or volunteers (75%), trustees (4%), library staff (9%), and system personnel (2%). Participants identified their geographic region by zip code, with the highest number of responses from Rochester, Albany, Syracuse, and Westchester.

Questions focused on what members needed to succeed in their work with the Friends and the awareness of Section activities and services. 46% of the respondents indicated they had participated in FLS regional workshops on starting and supporting Friends groups. We were pleased that individuals locate information easily on the FLS webpage (84%), the page gives access to valuable content and information (93%), and that our quarterly newsletter provides useful information (91%). We were gratified to learn that 92% of the participants feel that FLS addresses their needs as a member.

In May, the Board accepted the Task Force’s recommendation of a revised mission statement for the Section as follows:

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

The Task Force wrapped up its work on **New Frontiers for Friends, the FLS Long-Range Plan for 2021-2023**, along with an Executive Summary of the same. The Board finished its review and feedback by June 30. The new plan was adopted at the July Board meeting.

Membership:
July 1, 2019: 206
July 1, 2020: 213; 10/31/20: 179
58 Friends of Libraries group members
138 members who selected FLS as their primary section
Thank you for your support!

Newsletters:
4 newsletters sent by mail (766) and electronically (548)
No additional copies were distributed at the NYLA Annual Conference, meetings, or trainings due to COVID-19.
Volume 5, Issue 1 (Dec 2019) was 12 pages long instead of the usual 8 and included the FLS 2019 Annual Report to the Membership.

FLS Website, [www.NYLA.org/Friends](http://www.NYLA.org/Friends):
NYLA rolled out a new format website in the fall of 2019. This has afforded FLS the opportunity to revamp and fine-tune its webpages. Many FLS pages now include bookmarks for easier page navigation.

FLS Executive Board 2019 - 2020
President: Lisa C. Wemett
First Vice President: Karen Sperrazza
Second Vice President: Terry Mulee
Past President: vacant
Secretary: Lynne Madden
Treasurer: Stephen Hoefer
Members At Large:
Anne Andrianos
Kerstin Cruger
Erica Freudenberger
Patricia Loughan
Marie Orlando
Leslie S. W. Riley
Ristiina Wigg
President Emeritus: Randall Enos
Assistant Conference Curator: Christine Beck
FLS Newsletter and Web Editor: Terry Mulee
FLS Daniel W. Casey Library Advocacy Award Coordinator:
Marie Bindeman
FLS Casey Award Readers: Joyce Laiosa, Leslie S. W. Riley
Coordinator for FLS Scholarship Awards: Anne Andrianos
FLS Scholarship Award Readers: Janet Kreason, Margaret Pilaroscia
Marketing Coordinator: Meg Sgombick
Representatives to NYLA Committees:
Conference Curator: Karen Sperrazza
Continuing Education: Amy Discenza
Intellectual Freedom Committee: Annabeth Hayes
Legislative: Jean Sheviak
Membership: Terry Mulee
Web Editor: Terry Mulee

Board of Directors 2020 - 2021
Thank you everyone listed above for continuing to serve FLS next year!
Joining the Board in these volunteer capacities:
First Vice President/Conference Curator: Kerstin Cruger
Immediate Past President: Lisa C. Wemett
FLS Representative to the Communications Committee:
Danielle Krause
Member At Large (one-year term): Marie Bindeman
FLS Daniel W. Casey Library Advocacy Award Coordinator:
Helen Rados

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

Visit the FLS website, [www.NYLA.org/Friends](http://www.NYLA.org/Friends), to find the archive of FLS newsletters, contact information for the Executive Board, award nomination forms and applications, upcoming and archived webinars, events, and more.