

**FLS at the New York Library Association  
Annual Conference:  
"All Libraries Are Powerful—What's Your Story?"  
Wednesday, November 13 through Saturday, November 16, 2019  
Saratoga Hilton and City Center, Saratoga Springs, NY**

Plan now to attend Friends programs and events at the New York Library Association's 2019 Annual Conference in Saratoga Springs. Friends of the Library groups have some great stories to tell!

FLS has a powerful line-up this year offering a continuing education workshop on strategic planning for Friends and four additional programs on Friends topics including unique fund-raising ideas, sustainable thinking, and revitalizing and strengthening your Friends organization. Given its popularity in Rochester, we are bringing back the Friendly Café Meet-up, an opportunity to talk shop with other Friends groups and members of the FLS Executive Board. We'll be combining it with our FLS Annual Membership Meeting.

**Friends Registration Options and Rates:**

NYLA members registered as Friends or as part of a Friends Group Organizational Membership are eligible for greatly reduced rates to attend the conference for a single day or the entire conference. Registration provides a badge for entry to all non-ticketed programs and the Trade Show of library-related vendors. (The trade show is not open on Saturday.) Complete conference information is available online. Visit [www.NYLA.org/conference](http://www.NYLA.org/conference). The conference brochure will be mailed to NYLA members in June.

The early bird **Single Day** registration is just \$30 for admission to the conference for the following NYLA member types: personal members at the Friend level or 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.**

The conference registration entitles participants to an entire day of workshops, both those sponsored by FLS and those presented by other NYLA Sections, Roundtables, and Affiliates. After August 31 the rate for a single day increases to \$35 and after September 30 to \$40. On-site registrations can be accommodated at the conference and are charged at the \$40 rate.

Are you planning to attend for two days or more? NYLA offers a **Package Plan** registration rate for NYLA/FLS members (as outlined above) that bundles together special events tickets into one discounted rate. The package includes attendance Thursday through Saturday plus luncheons on Thursday and Friday, a breakfast on Saturday, the scholarship event on Thursday evening, and the inaugural banquet on Friday night. Register by the Early Bird deadline of August 31 for a rate of \$234. After August 31, the rate increases to \$274 through September 30. (The Package Plan is not available after September 30.)

If you do not wish to attend these extra events, select a **Full Conference Early Bird** registration rate which covers all non-ticketed programs scheduled from Thursday through Saturday, the trade show on Thursday and Friday, and a ticket to Friday night's inaugural banquet for only \$99. After August 31 the inaugural banquet ticket is no longer included in the Full Conference plan. The rate increases to \$139 and after September 30, to \$159. NYLA offers these same deeply discounted registration rates for their members in the student, trustee, and retiree membership categories.

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**FLS at the 2019  
NYLA Conference**

**Friday, November 15**

8 – 8:30 a.m.  
Continental Breakfast with the  
Trade Show Vendors

8:30 – 9:45 a.m.  
*Friends of Libraries Section's  
Executive Board Meeting*

9:45 – 10:45 a.m.  
*Exclusive NYLA Trade Show*  
Visit exhibits in the convention hall.  
Trade Show opens at 8 a.m. and  
ends today at noon.

11 a.m. – 12:15 p.m.  
*Fund-raising Without Book Sales*

2:15 – 3:30 p.m.  
*Sustainable Thinking for Friends*

3:45 – 5 p.m.  
*FLS Annual Meeting and Friendly  
Café Meet-Up*

**Saturday, November 16**

9:30 a.m. – 10:45 a.m.  
*Tips for Engaging Friends as  
Partners*

**Wednesday, November 13  
Pre-Conference Workshop Day**

1:30 – 4:30 p.m.  
*Achieving Success for the Friends  
through Strategic Planning - FLS  
Continuing Education Workshop*

**Editor's note:** Times subject to  
change based on final schedule.  
For more information, see the NYLA  
Annual Conference brochure or go  
to [www.nyla.org/conference](http://www.nyla.org/conference).

## Friends Day Programs Presented by the Friends of Libraries Section

**Friday, November 15**

**8 – 8:30 a.m. Continental Breakfast with the Trade Show Vendors**

**8:30 – 9:45 a.m. Program Slot #3  
Friends of Libraries Section's Board Meeting**

FLS is directed by a 13-member Board that represents the geographic diversity of the Empire State. This business meeting will include the officers, Members At Large, and auxiliary volunteers for the 2018-19 and 2019-20 FLS Boards. The FLS Board conducts meetings via conference call about every two months year-round. This is our second opportunity to meet face-to-face this year, allowing us to connect the voice with a face! Our auxiliary volunteers coordinate FLS awards and represent the Section on NYLA's standing committees. Randall Enos is President Emeritus, a title bestowed in honor of his numerous years serving as the president of the Empire Friends Roundtable, helping sustain the group for more than two decades. The FLS Board is excited to have recipients of the first-ever FLS Randall Enos Conference Scholarships in attendance. Come find out how you can get involved with FLS activities. We're Friendly! Visitors are welcome to attend. We'd enjoy meeting you!  
Lisa C. Wemett, President, Friends of Libraries Section

**9:45 – 10:45 a.m. Exclusive NYLA Trade Show**  
Visit exhibits in the convention hall.  
Trade Show opens at 8 a.m. and ends today at noon.

**11 - 12:15 p.m. Program Slot #4  
Fund-raising Without Book Sales**  
Co-Sponsors: Library Trustees Association and Rural Libraries Roundtable

Tired of the book sale treadmill? No storage for your book stock or fewer active volunteers to coordinate a sale? No problem! Our panelists will share their successes with fund-raising projects that don't require lifting heavy boxes. Maria Bucci promotes charitable planned giving as a way for community members and loyal patrons to secure the library's financial future. The Friends of the Town of Ballston Community Library have putted their way through eight years of mini golf tournaments, attracting hundreds of community members annually to this family-friendly and fun event. Whether motorcoach trips to New England and New York City or international travel to Europe, travel coordinator Rhona Koretzky-Forman loves shepherding groups of travelers and Friends on memorable adventures near and far. Let's take a fresh look at raising funds for the library.  
Maria Bucci, Development Specialist, Wood Library  
Tim Newell, Treasurer, Friends of the Town of Ballston Community Library  
Rebecca Darling, Head of Youth Services, Town of Ballston Community Library  
Rhona Koretzky-Forman, Travel Coordinator, Friends of the Clifton Park - Halfmoon Public Library

**2:15 – 3:30 p.m. Program Slot #5  
Sustainable Thinking for Friends**  
Co-Sponsor: Library Trustees Association



NYLA's Sustainability Initiative works to create leadership and provide tools to libraries to incorporate sustainable practices throughout the organization. How do these initiatives involve the library's strongest advocacy arm, the Friends? How can a Friends organization help their library and their group to reduce, reuse, and recycle? Is there more to this than making sure the book sale leftovers don't end up in a landfill? Uncertainties loom for nonprofit organizations: transitions of leadership, a shrinking pool of traditional volunteers, and greater financial needs to support the community's library. Beyond "financial sustainability," how can leadership succession planning, adaptability, and partnering with other community organizations help the Friends endure? Capacity building—enhancing systems, infrastructure, and human resources—is essential to keep the Friends itself resilient. Learn how purposeful leadership, incorporating effective policy changes, and conscientious practices which involve community volunteers can foster an organizational culture of sustainable thinking long-term.  
Rebekkah Smith Aldrich, Executive Director, Mid-Hudson Library System  
Matthew Bollerman, President, Friends of the Bayport-Blue Point Public Library

**3:45 – 5 p.m. Program Slot #6  
FLS Annual Meeting and Friendly Café Meet-Up**  
Co-Sponsor: Library Trustees Association

Join us for the FLS annual membership meeting, including highlights of our projects and the announcement of the FLS Daniel W. Casey Library Advocacy Award, followed by our Friendly café meet-up. Both community volunteers and library staff are encouraged to take advantage of this opportunity to network with other Friends, exchange ideas, and make new contacts. Meet-ups offer a chance for Friends that support libraries of all types to discuss topics of interest, such as advocacy, membership, energizing volunteers, fund-raising ideas, book sales, and programs and services that the Friends offer to their community. What would you like to talk about? FLS Board members serve as mentors and moderators sharing advice from their experience with Friends organizations from across the state.  
Lisa C. Wemett, President, Friends of Libraries Section  
Rebecca Fuss, Director of Advancement, Friends & Foundation of the Rochester Public Library

**Saturday, November 16**

**9:30 – 10:45 a.m. Program Slot #7**  
**Tips for Engaging Friends as Partners**  
Co-Sponsor: Library Trustees Association



Do you worry that your current Friends group is not sustainable? Are they struggling to grow membership and revenue? Get started maximizing the potential of your Friends organization and your library. Learn how the Friends of the Beekman Library were revitalized as a dynamic Friends group in partnership with the library staff and trustees. Now with more than 60 members and having secured nonprofit

status, they have increased their annual contribution to the library 178% in two years. Volunteers want to get involved and make a difference with the investment of their time in a cause. When you see a willing volunteer once and never again, what happened? Get tips to identify, encourage, and coach volunteers to become an integral part of your library team. Learn how open communication, clearly defined roles, thorough training, and one-on-one mentoring can ensure that the Friends will continue to thrive. See how a strong volunteer group can increase their membership and fund-raising potential, build strong community partnerships, and contribute to the library's future.

Carol Fortier, Director, Beekman Library

### **Conference Registration**

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When you register for the conference, you may purchase Special Events tickets separately. Be certain to indicate any dietary accommodations you require: VG/DF/GF. Conference goers may purchase more than one ticket to an event. Be sure to secure your tickets by registering in advance; events often sell out early and are not necessarily available for walk-in registrants. Check online for events and pricing. Anyone not registered for the conference or not going to any other program sessions has the option to attend Special Events with the purchase of a ticket in advance.

Registration opens on July 1. All registrations must be submitted online. Check the cut-off dates for the Early Bird and Advance rates at [www.NYLA.org/conference](http://www.NYLA.org/conference). Remember that you will need your NYLA membership login and password in order to register and receive the Friend discounts. Please contact Lois Powell, Director of Membership Services and Conference Registrar, by telephone for assistance in registering if you are paying by organizational check, need to be invoiced, or are joining as a new NYLA member in order to attend the conference: (800) 252-6952, ext. 104 or (518) 432-6952. NYLA does not take credit card payments over the telephone.

**Wednesday, November 13**  
**Pre-Conference Day**

**1:30 – 4:30 p.m.**  
**Achieving Success for the Friends through Strategic Planning**

FLS will host a continuing education workshop as part of the pre-conference CE offerings in advance of NYLA's Annual Conference in Saratoga Springs. Registration is required and fees are reduced for NYLA personal and organizational members (\$65.00 early bird rate). Participants do not need to attend the NYLA Annual Conference (November 14-16) in order to participate in this pre-conference workshop.

Every public and association library in New York is required to have a written long-range plan of service. The library's long-range plan often involves the Friends of the Library, most especially in the arenas of fund-raising, advocacy, and long-term financial support. When the Friends develop their own strategic plan, the group can be certain that their projects parallel the library's objectives. A strategic plan will help the Friends prepare for the future, determining the direction of the organization, and improving the ability to fulfill its mission. Reviewing the plan regularly with the library board will help the Friends leadership assure the organization's ongoing support for the library. Fund-raising efforts, community involvement, membership recruitment, service to members, and succession planning for the group's leadership all play a role. Planning can provide stability and sustain the Friends most vital asset: its volunteer corps. Clear objectives will keep active volunteers engaged, but can also attract new volunteers who want to align themselves with a group that is flourishing and has a vision of success.



Evelyn Neale is the Executive Director for the Colonie Town Library and has led her own training company, Successful Change Inc., for the last three years. Evelyn is a certified Coach, Facilitator, and Trainer. Combining her passion for leadership with her background in information

and education, Evelyn works with entrepreneurs and organizations, offering sessions on strategic planning, effective communication, and healthy workplace culture. Her most recent work with Bishop House had her facilitating a planning session with the senior leadership team at GlobalFoundries. Other organizations she has worked with include The Wesley Community, the New York State Library Association, Berkshire Farm Center & Services for Youth, and many more.

### **Send a Team to Plan!**

Libraries are encouraged to enroll Friends officers, trustees, and library administrators as a strategic planning team. When two or more **FLS members** register for this CE workshop and **attend as a team**, the library's Friends group will receive a \$25 rebate in the form of an Amazon gift card from FLS after the conference.