Please Vote in the FLS Elections

The FLS Executive Board approved the following slate of candidates to be placed on the ballot for the FLS election to be held June 15 through July 15 in conjunction with NYLA’s annual election:

Vice President/President-Elect
Robert (Bob) Pacer -- Chili

Second Vice President
Terry Mulee* -- Rochester

Treasurer
Stephen Hoefer -- Middletown

Members At Large
Anne Andrianos -- Syracuse
Leslie S.W. Riley* -- Cornwall-on-Hudson
Ristiina (Rusty) Wigg* -- Corning

The term for Second Vice President, Treasurer and Members At Large begins at the NYLA Annual Conference in November and runs from 2018 through 2020. The Vice President/President-Elect serves from 2018 through 2021.

The candidates’ position statements are on page 6 of this newsletter. Full candidate profiles are available on the FLS webpage. The FLS election is held online. All members who are eligible to vote will be notified by a message from NYLA to indicate the election is open. This e-mail blast will detail the log in process for casting ballots through NYLA’s Online Membership Center. Results of the election will be sent to all NYLA/FLS members once the votes are tallied.

The FLS Board thanks these candidates for their willingness to serve the Section by sharing their time, talent, and expertise.

(* denotes incumbent)

Our First Webinar: A Success!

Thank you to attorney Courtney Darts, Legal Director of the Pro Bono Partnership, for presenting “Best Practices for Management of Friends Boards.” Fifty-one individuals and groups pre-registered for this educational event on March 20. We estimate more than 60 people were online, with several Friends groups watching the session together (see story on page 2). Nineteen FLS members participated at no charge, a true perk for our Section members!

Kelsey Dorado, Communications and Marketing Manager, handled the technical arrangements and fielded many questions for Courtney who answered them all. Kelsey said, “I’ve done a lot of these webinars and this one had the most audience participation.” One group commented, “The webinar was excellent and very informative. We really liked the ability to ask questions in real time, to clarify a few legal points we were wondering about.”

Courtney reviewed the legal and fiduciary duties of a Friends board, explaining how to provide the best oversight possible for the organization. She covered recent changes to the New York Nonprofit Revitalization Act of 2013 which affect the day-to-day operations of the Friends, including transacting business by the Board, conflict of interest policies, and more.

Did you miss out? You can watch the entire session which is now available on the NYLA webinar archive; from www.nyla.org, select Career Resources > Continuing Education > NYLA e-Institute Webinars. Handouts are also posted -- including a list of documents that nonprofits should collect in a board book and another outlining the legal responsibilities to acknowledge donations. Learn more about legal assistance provided for nonprofit groups by the Pro Bono Partnership at www.probonopartner.org. If you have suggestions for a future FLS webinar topic, we’d love to hear your ideas! Please send a note to FLS.NYLA@yahoo.com.

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The mission of the Friends of Libraries Section is to promote and inspire local Friends groups in libraries of all types for the betterment of New York State’s library community.

(* denotes incumbent)
A Message from FLS President Rebecca Fuss

In my last column, I introduced you to the first guiding principle of our FLS 2018 – 2020 Long Range Plan. In this column, I will highlight our second guiding principle – FLS Strengthens the Library Community through Membership and Advocacy.

There is so much talent among our FLS members, from retired library directors to book sale generals. One of our action steps is to identify current members for volunteer service and invite them to become active in Section activities. We have volunteer opportunities that fit everyone’s time and interests. An easy but very helpful one-off is to be a room monitor at an FLS conference program. For a longer-term commitment, perhaps you would be interested in representing the Section on a NYLA committee, such as the Intellectual Freedom Committee, or on the FLS board. I am especially grateful to Janet Kreason and the nominating committee for identifying an excellent slate of candidates for the 2018-19 board. This group brings a variety of skills and expertise from around the state. I encourage you to read their bios in this newsletter and exercise your membership right to vote.

FLS also offers a leadership opportunity every other year for a member to become a Dewey Fellow. The Dewey Fellowship pays a maximum of $1,000 of the cost to attend the NYLA Conference, including registration, continuing education seminar, tickets for various meal functions, lodging and travel. This year’s conference will be November 7 – 10 in Rochester, and in this newsletter you will read about the impactful programs that Lisa Wemett has curated for this year’s conference. Anyone attending FLS programs at the conference will receive valuable information to take back to their Friends groups.

Our advocacy goal is to influence legislation that has an impact on libraries and library funding by communicating regularly with elected officials at the state and federal levels. I thank all of you who advocated for library support, either by contacting your local officials in their home offices or online, or by participating in NYLA Library Advocacy Day in Albany on February 28. The results were a statewide system aid increase to $96.6 million, and a public library construction aid increase to $34 million. Of course, regular communication includes thanking the legislators, so please remember to express appreciation for their support on behalf of the library community, especially in this very challenging budget year.

For further information, please contact any board member, or visit our website at www.NYLA.org/Friends. We are very proud of the quality of our membership and advocacy, and I hope you will join us as we all work together to strengthen Friends support for libraries.

Rebecca

Friends Get Together to Watch Webinar
by Anne Andrianos, President of the Friends of the Onondaga Free Library

Editor’s Note: Watch parties aren’t just for Royal Weddings!

Notice of this webinar came at just the right time. With new directors coming on the Board, it would provide an opportunity to take a close look at how our Friends group functions, inside or outside the law! It is always great to gather with some Friends to break up the long winter and celebrate spring. Onondaga Free Library has all the necessary equipment and technical staff to host a webinar. Two other Friends groups in the Western-end of Onondaga County (Syracuse) were invited to participate in the webinar on March 20. Six people were in attendance.

The presentation by Courtney Darts, Esq. of ProBono Partnerships was excellent. Information was concise, easy to understand and very helpful. Complying with state regulations is an essential function of a Friends Board of Directors. While we are a “friendly” organization, Friends are legal entities, with serious responsibilities, and are stewards of monies donated by patrons.

Several questions were triggered by information regarding NYS tax laws such as charging state tax, filing tax returns, complying with regulations (Conflict of Interest), becoming a not-for-profit organization, and obtaining tax exempt status. While not overly complicated, emphasis was placed on compliance and filing necessary forms on time.

Our meeting ended with a tour of the Onondaga Free Library and hopes that we will meet again soon.

One last word: Registration for the webinar was easy. Even if you have never signed up for a webinar, don't let that stop you next time. Click on the invitation and provide a bit of information, and that's it. Contact your librarian for help setting up a room and equipment. Done!

To view the webinar go to www.nyla.org, select Career Resources > Continuing Education > NYLA e-Institute Webinars.
Friends Day at the 
New York Library Association 
Annual Conference: 
Making a Difference...Together 
Friday, November 9, 2018 
Rochester Riverside Convention Center, Rochester, NY

Plan now to attend Friends programs and events on Friday and Saturday at the New York Library Association’s 2018 Annual Conference in Rochester.

"Making a Difference....Together" is what Friends of the Library groups have always done to keep their libraries strong. There will be five programs on Friends topics including unique fund-raising ideas, marketing and public relations, and building strong relationships between trustees, staff, and Friends. New this year is the Friendly Café Meet-up, an opportunity to talk shop with other Friends groups and the FLS Board members, and the FLS Friend-Raiser Luncheon hosted by the Friends & Foundation of the Rochester Public Library.

A Single Day Registration provides a badge for entry to all non-ticketed programs for an entire day including workshops, both those sponsored by FLS and those presented by other NYLA Sections, Roundtables, and Affiliates, plus the Trade Show of library-related vendors. The trade show is not open on Saturday.

Deeply discounted conference registration rates are offered for the following NYLA member types: personal members at the Friend, Student, Retiree, or Trustee level; and individuals registered with NYLA through a Friends Group organizational membership, including the primary contact for the group (voting member of NYLA) and the elected officers of that Friends group (non-voting members of NYLA).

NYLA members, as outlined above, may purchase an early bird Single Day Registration for just $25. After August 31st, the rate for a single day increases to $30 and after September 30th, to $35. On-site registrations can be accommodated at the conference, but are charged at the $35 rate.

Registration and complete conference information are available online. Visit www.nyla.org and click on News and Events, then Conference and Trade Show. The conference brochure will be mailed to NYLA members in June.

Are you planning to attend the conference for two or more days? NYLA offers a Full Conference 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 31st, the rate increases to $139 and after September 30th, to $159).

When you choose a Full Conference or a Single Day registration for the conference, you may also purchase Special Event tickets separately. This includes the FLS Friend-Raiser Luncheon for $20. 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.

There is also a Package Plan Registration (at a reduced rate for Friends) that includes all non-ticketed programs, the trade show, and bundles together additional special event tickets into one discounted rate. All available options are described in the conference brochure and online.

~ continued on page 5 ~
"Making a Difference...Together" – the 2018 NYLA Annual Conference
Programs Presented by the Friends of Libraries Section

Friday, November 9

8:30 – 9:45 a.m. Program Slot #3
Wall Art, Brought to You by the Friends
Co-sponsors: FFRPL, LTA, ESRT

What a difference a mural can make, especially when it is designed and created together with your community! The Plattsburgh Public Library and the Arnett Branch of the Rochester Public Library teamed up with numerous artists in their respective communities, embarking on extensive public wall art projects that solicited both ideas and labor from their patrons. The results are dazzling and a testament to the power of creativity and vision. Collaborating with Outside Art, an organization working to make Plattsburgh an arts destination, the Friends of PPL helped facilitate the volunteer effort to make ceramic tiles by hand to create the "Read and Grow! Dream Garden" mural based on a children's book. This vast undertaking has been a catalyst to move the library toward the concept of a maker space. For an indoor mural, Arnett Branch patrons gave suggestions as to destinations when asked "where will the library take you?" Muralist Richmond Futch Jr. and two other Rochester artists also tackled the challenge of the building's concrete façade, bringing colorful book panels to life.

11 a.m. – 12:15 p.m. Program Slot #4
Fund-Raising Without Book Sales
Co-sponsors: FFRPL, LTA, RLRT, SCLA

Tired of the book sale treadmill? No storage for your book stock or fewer active volunteers to carry off a sale? No problem!

From Irondequoit; Terri Dalton & Carolyn Hamil
From Seymour; Carl Gouveia

The Friends of the Irondequoit Public Library develop a year-round calendar of fund-raisers big and small to provide support for their library. The Friends have become very creative with alternative money-earning events that don't involve a book sale. A panel will describe their successes which include a community "trunk sale," a fashion show and luncheon, and shopping events in partnership with local businesses. Volunteers with The Foundation of the Seymour Library in Brockport are approaching their tenth "After Hours @ the Library," a successful night out for community donors which includes wine and beer tastings, raffle baskets, and decadent desserts. Find out how these groups put a new spin on making money and why.

12:30 – 2 p.m. The Friends & Foundation of the Rochester Public Library invites you to the FLS Friend-Raiser Luncheon: Let's Market Our Libraries!

Join FLS for a box lunch in the Kate Gleason Auditorium in the Bausch & Lomb Public Library Building at the Central Library of Rochester & Monroe County, one block from the convention center. The Section's annual membership meeting will include highlights of FLS projects and the announcement of the Daniel W. Casey Library Advocacy Award.

Then let's boast about Buffalo and the surrounding suburbs! The Buffalo & Erie County Public Library (B&ECPL) System in the revitalized Queen City is 37 members strong, serving nearly 1 million residents in Erie County. The System's Assistant Deputy Director for Development and Communications Joy Testa Cinquino will be our featured speaker. She will share how marketing initiatives involving the local media, national sports teams, and local attractions have greatly increased library awareness systemwide. Joy's tips will ensure you understand the importance of careful planning and the need to prioritize your marketing, partnerships, and fund-raising activities. Strategic promotions and social media buzz will keep your message popping up in all the right places! Learn what has proven most effective in reinvigorating support for B&ECPL and bringing new patrons to the library.

This is a ticketed event and requires advance registration. Anyone not registered for the conference or not going to any other program sessions has the option to attend just the luncheon with the purchase of a ticket. Be certain to indicate any dietary accommodations you require: VG/DF/GF.

2:15 – 3:30 p.m. Program Slot #5
Friends, Directors, and Trustees Make a Difference Together
Co-sponsors: FFRPL, LTA, LAMS, PLS, RLRT, SCLA

Friends of the Library can be valuable members of the library team. Trustees provide governance, the library director manages the operations of the library, and a Friends group provides an opportunity for citizen volunteers to give support and financial assistance. All parties in this alliance need to understand both their well-defined responsibilities and the limits of their roles. Frequent, clear, and open communication is the key to a successful partnership, along with joint planning sessions and establishing an operating agreement to address the needs and expectations of all.

Robust, positive relationships between these key players will impact customer satisfaction and achieve long-term goals, helping libraries to be strong and resilient. Our panelists will discuss ways their Friends, directors, and trustees have worked together successfully and how they have reached compromise when conflicts have arisen.
Friday, November 9
3:45 – 5 p.m. Program Slot #6
The Friendly Café Meet-Up
Co-sponsors: FFRPL, LTA, LAMS

Take advantage of this opportunity to meet with other Friends, exchange ideas, and make new contacts. Over the past four years, the FLS Executive Board has invited regional Friends groups to talk shop with them after their in-person board meetings. These meet-ups offer a chance for Friends that support libraries of all types to gather locally and discuss topics of interest, such as fund-raising ideas, book sales, advocacy, membership, energizing volunteers, and programs and services that the Friends offer to their community. FLS Board members serve as mentors and moderators for these casual conversations, sharing advice from their experience with Friends organizations from all across New York State. Get tips on how you can work with other volunteers to establish this type of meet-up or council in your home library system. Bring copies of membership brochures, program fliers, promotional pieces for your bookstore or book sales, and newsletters to share.

Saturday, November 10
9:30 a.m. – 12:15 p.m. Program Slots #7 and #8
Engage Your Community by Communicating Your Impact
Co-sponsors: FFRPL, LTA, LAR, LAMS, RLRT

This is a double-session workshop; participants are requested to attend the entire time through the two program slots, with a short break. You know your library's programs and services are significant assets to the community, but how can you better communicate that value and connect with current and future patrons? While the importance of social and digital media continues to rise, traditional broadcast and print media remain effective methods for reaching large audiences – and they don't require paid advertising! Broadcast journalist and public relations consultant Megan Mack will explore the best tools and practices for engaging your community. From press releases, newsletters, and social media strategies, to pitching to journalists in a variety of media, you will learn how to customize your approaches for shaping and sharing your library stories. Hands-on exercises will be incorporated with group discussions and brainstorming.

Conference Registration Information
continued from page 3

Anyone not registered for the conference or not going to any other program sessions has the option to attend just the FLS Friend-Raiser Luncheon, or any other special event, 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. You must use your NYLA membership login and password in order to receive these 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.

Exclusive NYLA Trade Show
Friday 9:45 – 10:45 a.m.

Visit the exhibits in the convention hall to see the latest and greatest products and services available for libraries. Stop by the FLS booth to buy a raffle ticket, meet other Friends, and pick up your FLS membership gift. The Trade Show opens at 8 a.m. for a continental breakfast with the vendors. The show concludes today at noon – don't miss it!

FLS Program Presenters

FLS is pleased to once again have the Library Trustees Association as a co-sponsor for the fifth year. Both volunteers for Friends of the Library groups and community members who serve on a library’s Board of Trustees have much in common, helping libraries survive and thrive together! The Section is also grateful to PLS their financial support.

And a huge thank you to the Friends & Foundation of the Rochester Public Library for their generous sponsorship of FLS conference programs and for hosting our Friend-Raiser Luncheon.
First Vice President / President-Elect
Robert (Bob) Pacer, Chili, NY
Position Statement:
As a leader, I believe in a strong grassroots approach to inspire and mentor volunteers. Current and potential Friends members should be aware of the huge variety of ways they can serve the Public Library, all of which can be rewarding and fun.

Second Vice President
Terry Mulee, Rochester, NY
Position Statement:
In my six years as a volunteer for the Empire Friends Roundtable, now the Friends of Libraries Section, I have watched our overall membership triple and the number of active members on the Executive Board quadruple. To me this growth demonstrates both the need for and importance of a strong state-wide network for Friends of Libraries.
My job as the 2nd Vice President gives me the opportunity to promote membership in NYLA and FLS. Through our newsletter, webpage resources, conference programming, regional workshops, Friends Group Meet-ups, and awards, I can reach out to Friends and Friends Groups across the state. I hope to see the upward trend of membership and active volunteerism in FLS continue.
The motto for FLS is "Friends Helping Friends." That's what I try to do.
Library Friends have a good time together. That's also a good reason to be involved!

Treasurer
Stephen Hoefer, Sloatsburg, NY
Position Statement:
The 25 plus years of experience leading for-profit and not-for-profit businesses to sustainable financial futures will serve me well as I help educate and advocate the advancement of the New York Library community. I look forward to utilizing my expertise to assist the Friends of Libraries Section of NYLA in meeting their goals and plans for the future of friends of the libraries across New York State.

Please note: Only the primary contact person of a Friends Group Organizational Member is eligible to vote on behalf of the organization. Elected officers of a Friends Group Organizational Member registered with NYLA are non-voting members of NYLA and are not eligible to take part in the election.

An FLS "Shout-Out" to all the new and renewing members of the Section in the 2017 - 2018 fiscal year.

We are now more than 160 strong, including 57 Friends of the Library Groups! One third of our members have added FLS to their NYLA membership. The more members we have the more we can do! Thanks for all that you do to support FLS and the Library Community across New York State!

Members At Large
Anne Andriano, Syracuse, NY
Position Statement:
Libraries are essential to the health and richness of our communities. Libraries provide lifelong learning opportunities in a safe environment. In spite of this, libraries are constantly under threat of reduced funding, and even closure.
Friends groups can play a role in maintaining the library in a community through advocacy, at the community and state levels. Friends can also "shine the light" on the library by enhancing programming and services through additional funding. Friends groups are a wonderful, and sometimes a critical asset, to the library. Pity the libraries without Friends.
As a new Friends leader, I bring a sense of urgency to the task of preserving existing Friends groups and establishing new ones. "Tired" groups and new ones have specific needs for growing, energizing and reorganizing. In joining the FLS organization, I want to be an advocate for Friends groups, focusing attention on ways to support groups in need.

Leslie S. W. Riley, Cornwall-on-Hudson, NY
Position Statement:
A vital Friends group develops good communication with the Library Director and staff, Library Trustees, a library foundation if there is one, and the community. I am grateful for the opportunity to continue to serve with the dynamic leadership of Friends of Libraries Section (FLS) of the New York Library Association and “to promote and inspire local Friends groups....”

During a 48 year library career (Cornwall Public Library Director-18 years; Ramapo Catskill Library System Public Services Consultant and Outreach Coordinator-20 years; Cornwall Library Friends Board - 34+ years), there have been exceptional opportunities to reach out, advocate and generate interest affecting the library's impact in their communities. I am looking forward to continuing to assist the FLS Daniel W. Casey Advocacy Award Committee; being available to share experiences and ideas that add value to New York State’s Friends group; and participating in the outcomes and projects of FLS. Thank you!

Ristiina Wigg, Corning, NY
Position Statement:
Libraries face evolving demands as we receive requests for new technology and online access, while at the same time residents want and need our traditional, well-loved services. As former executive director of the Southern Tier Library System, I saw first-hand how effective Friends of Libraries can be in supporting the growth of their library, connecting the library to its community, and advocating for political and financial support.
Our Friends of Libraries Section is a vital resource for finding information and developing strategies to meet challenges. I am excited to participate in our efforts to connect Friends statewide, share inspiration for new ideas, projects, and activities, and to work with you!
National Friends of Libraries Week October 21 - 27, 2018
New York State Senate Honors Friends

Now is the time to start planning for National Friends of Libraries week. Draw attention to the contributions of your Friends group by setting up a display table with membership forms and portable snacks, hosting a program, presenting a special monetary gift to your library, or all of the above. October is planting time; how about adding to the library's landscaping by planting a tree or ornamental bush in honor of the Friends? Whatever you do, be sure to let the media know by sending press releases and letters to the editor to apprise the wider public of the Friends' value to their beloved community resource. For more NFOLW information check the United for Libraries website at http://www.ala.org/united/events_conferences/folweek.

This year, through the efforts of Senator Joseph E. Robach, along with 20 colleagues, the New York State Senate issued a resolution which recognizes National Friends of Libraries Week and honors the work of Friends organizations across the state. NYLA's Friends of Libraries Section is making 8.5 x 14 inch facsimiles copies of the proclamation available. It is suitable for framing and your Friends group may want to display it during National Friends of Libraries Week.

To order your copy use the form and mail with your check made out to the New York Library Association (put FLS in the memo field) to Marie Orlando, 309 County Route 28B, Valatie, NY 12184 by September 22.

Thank You Very Much!

Senate Resolution

FLS is pleased to have the support of 21 New York State Senators on the 2018 National Friends of Libraries Resolution. This year, Senator Joseph E. Robach was joined by 20 colleagues: Fred Akshar, George A. Amedore Jr., John J. Bonacic, Thomas D. Croci, John A. DeFrancisco, Rich Funke, Patrick M. Gallivan, Martin J. Golden, Joseph A. Griffo, Pamela Helming, William J. Larkin Jr., Kenneth P. LaValle, Carl L. Marcellino, Kathleen A. Marchione, Robert G. Ott, Elaine Phillips, Michael H. Ranzenhofer, Patty Ritchie, James L. Seward, and Catharine Young.

FLS Webinar

The FLS Executive Board extends its gratitude to Lisa C. Wemett and Amy Pass for their dedication and determination to make the first FLS hosted webinar a huge success. They did so well that FLS hopes to hold another webinar next year!!
Friends of Libraries Section

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Call or write to us anytime. To visit the Friends of Libraries Section website, go to www.NYLA.org/friends

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

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