



Friends News and Notes

Friends of Libraries Section — A Network of Library Advocates in New York State

Volume 5, #1 -- December 2018

Congratulations Are in Order! NYLA Inaugural Banquet

Three FLS members, two of whom are on the Section's Executive Board, were recognized at the Inaugural Banquet held on Friday evening of the NYLA Annual Conference in Rochester. **Anne Andrianos**, Member at Large, was acknowledged as one of four Dewey Fellows at the Conference. You can read more about Anne and this recognition in the June issue of *Friends News and Notes* at www.NYLA.org/Friends.

Stephen Hoefler, incoming FLS Treasurer, was recognized as a 2018 Graduate of the NYLA Leadership & Management Academy. This is both a rigorous and prestigious program. Congratulations, Stephen. FLS will surely reap some of the benefits of your completion of this program!

The NYLA Intellectual Freedom Award was bestowed upon FLS member **Ned Davis**, Executive Director of the Friends & Foundation of the Rochester Public Library. In her nomination, Rochester Public Library and Monroe County Library System Director Patricia McDonald Uttaro noted, "Under Ned's direction, the Friends & Foundation of RPL has pursued an aggressive agenda of bringing current, often controversial subjects to the library in the form of book reviews, lectures, discussions, collections, conferences and exhibits" bringing in "experts on topics including the digital divide, race, gender, gun control, hydro fracking, and immigration. Ned is not afraid to tackle cutting edge topics, often before they become 'issues' ..." Congratulations, Ned!



Left: Ned Davis

Right: Dewey Fellows with NYLA President Tim Burke. Anne Andrianos is second from the left.



2018 NYLA Annual Conference Best Conference Ever!

The Friends of Libraries Section had its most successful conference ever this year! The Section offered four different programs on Friday, Friends Day at the Conference, and a double session on Saturday. We also had a luncheon on Friday at the Central Library of Rochester and Monroe County. Over lunch we held the FLS annual membership meeting, installing the 2018 - 2019 Executive Board, followed by a presentation on Marketing Your Library.

2018 was our most ambitious effort for a NYLA conference and paid off with our best-ever attendance at programs and events. Nearly 400 people participated in FLS sponsored events. There was a significant increase in our "per-session" attendance at 47% over the last two conferences and 45% of evaluation respondents rated every element of the workshop attended as outstanding!

FLS is grateful to all of the conference attendees – library staff, trustees, and Friends – who came to our offerings. The FLS Executive Board is also thankful for the more than 40 volunteers who presented, presided, acted as room monitors, staffed the FLS booth, and volunteered at the luncheon. We would not have been this successful without all of your efforts.

In the following pages you will find recaps of FLS programs by "reporters" who attended the events. This will give you a variety of valuable perspectives.

Included in this newsletter mailing you will also find the FLS 2017 - 2018 Annual Report and a tribute to all those dedicated volunteers who made this the "best conference ever!" for FLS.

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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.

Oh, the Places We'll Go! A Message from FLS President Lisa C. Wemett



In her workshop "Engaging Your Community by Communicating Your Impact" at the NYLA Annual Conference, broadcast journalist Megan Mack reminded the audience to consider the following questions when crafting the story you want to present to your readers or listeners: What makes my event special? How does my event make my patrons' lives easier or better?

What was special about Rochester's "best conference ever" (as dubbed by NYLA Executive Director Jeremy Johannesen)? How about nearly 400 community volunteers and library staff members attending the six events FLS had been planning for nearly two years for NYLA's return to Rochester after a 14-year hiatus? How about standing room only (and sitting-on-the-floor room only) at sessions about fund-raising and the roles of Friends, directors, and trustees? How about scrambling for more chairs to seat 48 people at Megan's double session workshop, a first for FLS? What about selling out 70 seats at the first "Friend-Raiser Luncheon" in less than two months?

Will these professional development experiences highlighting volunteers and staff from Western and Central NYS make Friends' lives easier as they return to home base? We certainly expect so! Our goal is that Friends will see the value of marketing their projects and libraries, implementing the suggestions from luncheon speaker Joy Testa Cinquino. Maybe a Friends group will see a "bump" in membership rolls as they apply ideas gleaned from their fellow Friends at "The Friendly Café Meet-Up." Or maybe another library system will establish a Friends council for their volunteers. Hopefully a group will see a considerable return on their investment of time spent planning a new and creative fund-raiser they learned about. All of these would be terrific outcomes!

We are giving a shout-out to the more than 40 volunteers and speakers that gave their time and talent to the conference. "It takes a village" – or an army of helpers -- to make the conference curator look good! I most certainly did not do it alone. But I want to single out one volunteer: Terry Mulee. As Second Vice President of FLS, Terry is the behind-the-scenes coordinator of one of FLS's major marketing efforts each year: the FLS booth in the NYLA trade show at the Conference. The booth is our gathering place and spreads the word on all our projects supporting Friends statewide.

After six years, she's got it down pat. Rochester was certainly no exception for Terry's all-out efforts as the Section has come into its own with imprinted pens and

gorgeous member gifts. The bright red reusable shopping bag emblazoned with our logo (designed by Terry and made by JanWay) drew appreciative comments from the FLS Board and FLS members alike. Celebrating all things Rochester, the raffle baskets featured the Rochester Red Wings, local wine, and desirable gifts donated by VisitRochester.

We gained members, goodwill, and some new followers, with our colleagues adding FLS to their NYLA memberships. And Terry's Fitbit® told the tale: 15.5 miles of walking in six days, for set-up and tear down, attending meetings, and connecting Friends from across the state. Tired doesn't begin to describe it. Thank you, Terry, for making FLS look so good!!

Included with this issue, you'll see the 2017-18 annual report crafted by Past President Rebecca Fuss and Terry Mulee, who also chairs the FLS Communications Committee. The FLS annual membership meeting held at the Central Library of Rochester and Monroe County highlighted so many accomplishments in the PowerPoint Rebecca and Terry designed. FLS has had one busy year! And we are cruising fast into 2019 with many initiatives driven by our Long-Range Plan, including our second webinar. Two task forces are also hard at work on a new advocacy program and establishing a new scholarship. Stay tuned for our accomplishments!

Enjoy the wrap-up reports of all our conference programs in this issue, written by FLS members. If you did not make it to Rochester, a careful read of these articles will share some of the most important practices you should consider implementing for your Friends. You can find the handouts and PowerPoint presentations from programs in the NYLA Annual Conference Archives at www.nyla.org/conference. Scroll through the list to FLS for resources from our workshops. Spend some time over the winter – when you might not be getting out so much – on some professional development online that will have an impact on your community.

We say a fond farewell to our retiring FLS Board members. Member At Large Vicki N. Kosovac leaves the Board after nearly four years (March 2015 – November 2018). FLS Treasurer Jennifer Little Kegler of The College at Brockport and the Friends of Drake Library, one of our connections to academic Friends served for two years. Thank you Jennifer – we were glad to see our fund balance increase! And much gratitude to Past President Janet Kreason for three years of leadership and dedication to FLS. Ladies, it has been a pleasure and I am so glad that we all became friends (with a lower-case F!) through our work together.

As Dr. Seuss said, we're off to Great Places! Keep it Friendly out there.

A handwritten signature in black ink, appearing to read "Lisa".



Friends Day at the NYLA Annual Conference: Making a Difference...Together Recapping FLS Sponsored Programs and Events

Wall Art, Brought to You by the Friends

This program focused on public art projects in two public libraries in New York State. Both were supported in part by the Friends groups of their libraries.

Bruce Tehan, Branch Manager, talked about the expansion of the art in the Arnett Branch Library (Rochester Public Library) from murals within the building to those done on the panels on the façade of the library building. The inside murals, painted several years ago by artist Richmond Futch Jr., were done on a volunteer basis. The move to outside murals was instigated by a patron memorial donation resulting in a commission to Futch. So far, 22 murals, each focusing on a different book, have been completed with the support of The Friends & Foundation of the Rochester Public Library, other individuals, and community organizations. The program continued with Richmond discussing his perspective as the artist of the project; he said that he involved another artist as well as a student in order to bring a sense of community to the endeavor. He noted that he loved doing the murals, as they created a lot of conversation and have really "lit up" the neighborhood.



Mural Artist Richmond Futch Jr.,
Branch Manager Bruce Tehan, and
Friends President Pat Loughan

Pat Loughan, President, described the role the Friends of the Library played in the development of a ceramic mural now mounted on the exterior wall of the Plattsburgh Public Library. Wishing to improve the look of the outside of their building, the library began conversations with three local artists from an organization called Outside Art. That group had been putting murals on buildings around the city, so they agreed to work on the library project. Their design of the 18-foot long, ten-foot high mural was inspired by *Up in the Garden, Down in the Dirt*, a book by local children's author Kate Messner. It also involved a STEAM component in the form of solar powered "raindrops." Guided by the women from Outside Art, this was a true community effort, involving library staff, trustees, members of the Friends, local artists, faculty and students at SUNY Plattsburgh, teachers, and other community members who worked on creating the mosaic tiles and other tasks. Monetary donations to support the project were funneled through the Friends organization, which holds 501(c)(3) status. The Friends also sponsored an exhibit by the artists who worked on the project in order to thank them for their work.

Reporter - Jean Sheviak

Fund-Raising Without Book Sales

More than 90+ Friends volunteers, library trustees, and staff filled the room, eager to hear new ideas that did not involve book sales, the usual "bread and butter" event of Friends groups in most communities. A trustee commented "One of the most helpful programs ever!" and another participant said "Excellent program. I am a new library director and this has been very helpful!"

Library Director Carl Gouveia presented fund-raising ideas from the Friends of Seymour Library (FOSL) and The Foundation for Seymour Library in Brockport. Leading off with the third annual "Fabric, Yarn & More Sale," Carl mused if the "supply" of yard goods, yarn, sewing notions, craft books, quilting supplies, and "unfinished projects" would ever dry up. Most audience members with fabric stashes didn't think so! Donations are collected at the library, but also at sites around the three towns that the Seymour Library serves. On the Monday following the sale, charity groups in the community may take leftovers for their use. Most of the remaining items go to a local craft thrift store. This sale makes as much in one day as three days of the book sale!

The Foundation for Seymour Library, which was formed about two years ago, works in tandem with FOSL. Their successful Chair Auction, "Sit Right Down and Read," invited 30 artists to decorate and donate chairs that would be auctioned off. Twenty-five artists accepted the challenge and had about 1½ months to work their magic. Every chair was based upon a book theme and the books were displayed with the chairs for one month prior to the sale. Between 75 and 100 people came out to bid on a Sunday afternoon and all of the chairs were sold. The Foundation netted approximately \$2,400 on this venture.



"After Hours @ Seymour" is a major fund-raiser for the library which has been held annually for 12 years. The festive evening includes entertainment, a Chinese auction of raffle baskets, a "wine pull," wine and beer tastings, and dessert. Held the third Saturday in November, it attracts about 200 community members at \$25 per ticket. Major sponsors underwrite the event. Students run the coat check and any tips received go to the library's Teen Department. The raffle baskets are plentiful and very desirable. The

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Fund-Raising ~ continued from previous page ~

group approaches vendors with letters at local summer festivals to ask them to donate a hand-crafted item to the fund-raiser. (It is important to get permission from the festival/sale organizers to solicit from the crafters.) Attendees buy a strip of raffle tickets, dropping them into the bags for baskets of their choice. This method is more lucrative for the Foundation than a silent auction, because win or lose, you have contributed to the library. "After Hours" raised just shy of \$14,000 in 2017.

Terri Dalton and Carolyn Hamil, immediate past President and Vice-President respectively of the Friends of the Irondequoit Public Library (FIPL) shared their steps to successful fund-raising activities, large and small. Using the examples of their "Trunk Treasures & Crafts Festival" and a fashion show with a brunch that attracted 89 people, Terri and Carolyn carefully outlined the strategic planning method: establish goals; brainstorm ways to reach goals; determine the target population; decide on the kind of event; choose a venue; obtain sponsors; market the event; recruit volunteers; develop event committees; review preparations one week prior to the event; hold the event; celebrate afterwards; follow-up by thanking sponsors; evaluate and identify what was learned. (Their detailed handouts are in the NYLA Conference archive.)



The Trunk Treasures and Crafts Festival is the group's largest fund-raiser of the year, with community members and vendors selling their garage sale loot out of the trunks of their cars and crafters in the library's

meeting room. The Festival is financially successful due to extensive sales of raffle tickets for their gift baskets and collecting vendor space fees in advance. But the event is also weather-dependent in its outdoor venue behind the Town Hall. (The crafters inside the library's meeting room have been spared the rain drops!)

The Friends also participate in the spring and fall community garage sales. Sale items donated to the Friends are not priced; shoppers are asked for a donation. The average net is \$400. With more than one fund-raising event annually, volunteers can become more involved. Appearing at different venues (e.g., Farmers' Market, garage sale) allows the Friends to bring their advocacy message to a variety of audiences throughout the community.

Reporter - Lisa C. Wemett

Friend-Raiser Luncheon & Let's Market Our Libraries with Joy Testa Cinquino



Passing the gavel...

Rebecca (L) to Lisa (R)

Friends & Foundation of the Rochester Public Library (FFRPL) Executive Director Ned Davis is a man of his word so when he said he was going to make #NYLA2018 the best conference ever, we listened. Thanks to the support of the FFRPL, FLS was able to host its first ever Friend-Raiser Luncheon. The #SoldOut event kicked off with the Section's annual membership meeting. The agenda included the installation of the new Executive Board, the passing of the gavel from outgoing President Rebecca Fuss to incoming President Lisa C. Wemett, and the announcement of the Daniel W. Casey Library Advocacy Award -- congratulations to Recipient Bonnie Shannon (Friends of the Kinderhook Memorial Library) and Honorable Mention presentation to Nancy Bauder (Geneva Library Foundation) -- while everyone enjoyed tasty boxed lunches.

The membership meeting was followed by an inspiring presentation, Let's Market Our Libraries, by Joy Testa Cinquino, the Assistant Deputy Director for Development and Communications for the Buffalo & Erie County Public Library (B&ECPL). Joy spoke about some of the successful marketing initiatives rolled out by B&ECPL during her 8+

year tenure with the organization including their [#HugYourLibrary](#) campaign, which garnered significant local media attention; B&ECPL's participation in the [#OneBuffalo](#) campaign, which forged a partnership with hometown professional athletes; the introduction of their new owl mascot, Rita Book; and the libraries' [#RoadToReadingPassport](#) program, which encourages residents to visit all 37 Buffalo area libraries over the summer.



Joy reminded attendees to take advantage of #free national and statewide marketing tools made available by the American Library Association and New York Library Association such as [#LibrariesTransform](#) and the [#LibraryValueCalculator](#)

before going on to talk advertising. No budget, no problem; Joy found ways to promote B&ECPL library services and events on a shoestring and you can, too. Reach out to your local television stations; Joy found one that was willing to run free summer reading ads for her library. She also worked with Valpak to include a one-page insert about the library in a direct mailing. If families are your target audience, send a team of staff members or volunteers to

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Friends, Directors, and Trustees Make a Difference Together



L to R: Frank Sykes, Lauren Lines, Alyssa Ali, and Kaleb Wilson

The focus for this session was the distinct roles of the "library trinity" with trustees providing governance, the director managing the operations of the library, and Friends providing an opportunity for citizen volunteers to give support and financial assistance.

on their book sale, which includes sales on Amazon and eBay. Book dealers pay \$25 for entry to their preview sale.

The Friends' board has 18-25 members and almost always has a waiting list of members who wish to join the board. Their board is defined as a committee of the Trustees. However, they don't call it a "committee" but use the term "team" instead. The Friends of the Cazenovia Public Library meet once a month on a Wednesday evening (except for July and December) and they are not a separate 501(c)(3) organization.

The panelists from the Cazenovia Public Library were Lauren Lines, President of the Board of Trustees, along with Alyssa Ali and Kaleb Wilson, Co-Presidents of the library's Friends; and Frank Sykes, Director of the Livonia Public Library. Moderator Amanda Travis, Director of the Northern Onondaga Public Library, reviewed the areas of responsibility for each group as outlined in the *Handbook for Library Trustees of NYS*. The panelists weighed in with examples of how their library team functions in these areas: policy development, strategic planning, and advocacy.

There were many differences in the organization and operation of the Friends groups in these two libraries. The Friends of the Cazenovia Public Library have about 400 members, which includes people who no longer live in the area, but continue their group membership. Many members make a donation in addition to their dues, with those donations averaging \$50. The group makes about \$18,000

Mr. Sykes said that the Livonia Public Library, which serves a population of 8,000, does not include funds from the Friends in the library's budgeting process. Their Friends group gathers once a year, but their 27 members email each other every week. Their book sale, raffles, and programs for children are all coordinated via email.



The panelists agreed that the major cause of conflict between Friends, Directors, and Trustees occurs when Friends "overstep" their bounds. They recommended having a Memorandum of Understanding (MOU) in place between the

Friends and the library to help ward off problems.

Reporter - Linda Tague

The Friendly Café Meet-Up

Since 2015 the FLS Executive Board has held one in-person meeting at various locations around New York State. Following these meetings, the Board has extended an invitation to local Friends of the Library groups to join them for an informal "Meet-up." These are opportunities for the Friends groups members to get to know each other and the FLS Board, and discuss various topics such as best practices, membership, fund-raising and whatever else the members want to talk about. The Board has never held a meet-up in the Rochester area, so the annual library conference seemed like the perfect chance.

To kick off the "Friendly Café Meet-Up" a panel of FLS Board members spent some time encouraging the program participants to establish volunteer support groups for the Friends organizations in their regions. FLS President and Secretary of the Monroe County Library System's Friends Council Lisa Wemett gave the background and an overview of the MCLS Friends Council. Bob Pacer, Immediate Past President of the Friends of the Chili Public Library, discussed how the MCLS Friends Council has benefitted the Friends of the Chili Public Library. FLS President Emeritus and Youth Services Consultant of the Ramapo Catskill Library System Randy Enos discussed the support provided at the system

level to the Ramapo Catskill and Mid-Hudson Library Systems' Friends groups. He also talked about the importance of continuing education for volunteers and shared system webpages with Friends resources.

Following these presentations Kenya Malcolm, from the Friends of the Ogden Farmers' Library in Spencerport, moderated a discussion of topics on the program agenda and others that were suggested by the group. To kick off the discussion, Kenya asked the participants to introduce themselves, identify their library affiliation and position, and an estimated number of members in their Friends group. They were also asked to name one way their group promotes joining the Friends to their community.

As often happens at these meet-ups, the group soon came to see that many of the situations and issues they have in their Friends groups are shared by others. Frequent topics that came up were how to attract new members, how to attract younger members, when are the best times to have meetings, etc. Hearing how other groups deal with these concerns and learning what has worked for others pointed

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Engage Your Community by Communicating Your Impact



Sure, you know that your library's programs and services are critical community resources, but do non-users, politicians, or potential donors? What are you doing to communicate your library's value? Broadcast journalist and public relations consultant [#MeganMack](#) posed these questions to a packed room of library staff and supporters and preached the power of a good story with the help of the Friends & Foundation of the Rochester Public Library ([#FFRPL](#)) President, Peg

Glisson, who applied tips learned in one of Megan's workshops last year to FFRPL's annual appeal letter with successful results.

Storytelling can be used as a means to humanize our need for increased funding, improved facilities, and more staff. According to Megan Mack, when it comes to telling our story, patrons can be a powerful resource. The first person narrative is solid gold; check out [#LibraryStory](#) on Twitter and FFRPL's [#ImpactStories](#) for inspiration. Video can also be a compelling tool. But how do you tell a good story? Megan stressed the importance of identifying your target audience(s) and customizing your stories accordingly. Why will the audience care? Does your story create an emotional connection? Are there visual, audio, or data elements to your story? Is there a news hook?



Peg Glisson stepped in to share her experience with storytelling. Peg knew the FFRPL's annual appeal letter needed revamping and she wanted their story to stand out. "A lot of people don't know what a modern library

is," she pointed out, so FFRPL began to highlight cutting edge and potentially lifesaving RPL services such as Nurse Barb, who can be found doing blood pressure screenings and other health checks at the Central Library for individuals like David, whose only other option for health care is the hospital or emergency room. In addition, Peg discussed how FFRPL adjusted the target audience for their annual letter -- actually sending out fewer inquiries and saving close to \$18,000 in printing and postage -- but brought in a comparable amount of money.

In the second half of the session, Megan went on to discuss how library staff and supporters can use blogs and social media, newsletters and print, traditional broadcast media and press releases to customize messages. Different platforms attract different audiences so it's important to

know what's out there and to know your resources. Does your library have a communications plan? If not, it's time to create one; this will help you create consistent messages. Other takeaways for this writer include: Regardless of the platform, don't just dump content on your audience (i.e. simply listing library programs), you want to start a conversation; don't be afraid to pitch a story to a journalist; and the formula for a good headline (make a promise, use interesting adjectives, use numbers). Maybe I'm biased, but Megan and Peg's presentation alone was worth the price of the conference!

Reporter - Amy Discenza

Let's Market Our Libraries

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events like Trick or Treating at the mall to promote story times and other children's programming. And don't forget to tap your local newspaper; could you submit a booklist to go along with an article that they are running?

Joy closed out her presentation by offering a series of tips for Friends Groups looking to assist their library with marketing. Here are a few takeaways that stuck with me: Understand each other's missions; offer/share contacts, resources and time; offer outreach assistance; distribute flyers, posters, messages; and visit elected officials locally and in Albany at events such as Library Advocacy Day (Save the date - February 27, 2019).

Reporter - Amy Discenza

Meet-Up

~ continued from page 5 ~

out the value in getting together a few times a year, as encouraged by the opening panel presentation, to network with their local Friends groups.

The discussion was lively and the program time was short. Unfortunately, time ran out before all the topics were discussed. The group was encouraged to explore other ways to reach out if help is needed with any of these topics by becoming an organizational or personal member of NYLA/FLS, attending or organizing a regional workshop in their area, or viewing an FLS webinar. It was also recommended to reach out to the FLS Executive Board for help in establishing a support group and referring to the resources offered by the panel. The first Friendly Meet-Up Café was a success and may turn out to be a regular event at future conferences.

Reporter - Lynne Madden

Editor's note: the URLs for [#hyperlinks](#) noted in articles are available at www.NYLA.org/Friends > Publications

Impressions of the 2018 NYLA Conference

Editor's note: *Anne Andrianos is the FLS 2018 Dewey Fellow Recipient (see June newsletter at www.NYLA.org/Friends > Publications). I asked Anne for her reflections on this year's conference.*

The NYLA conference is amazing! If you have never attended one, you have no idea what you are missing. The quality of speakers is excellent, topics are mind-expanding and relevant, food, beverages, and fun abounds! Now is the time to start planning how you will get to Saratoga Springs in 2019. Speak to your Friends group about joining NYLA so your officers can attend Friends Day for \$25! Plan to carpool! I encourage you to have a great 3-day library holiday.

The Future is Now! This theme dominated the conference. Change is occurring rapidly and is affecting all aspects of society. Libraries and Friends groups need to be flexible and willing to adapt in order to be relevant now and in the years ahead. Sustainability was discussed in several sessions... the need to be thinking and planning for the future -- looking thirty years down the road -- is necessary now. Speakers challenged audiences to "think outside the box" in order to remain connected to our communities.

The sessions offered on Friends Day provided solid information on running fund-raisers and raising the visibility of Friends through events. "Dos and Don'ts" were described so all could learn. The session on how Friends, directors, and trustees work together to support the library was an excellent presentation that provided tools for collaboration. Handouts are available on the NYLA website and should be shared with your Friends organization.

Three sessions during the conference provided excellent ideas for communicating with patrons, potential donors, and members of the larger community. Exactly how to prepare and send messages via old and new vehicles (print, social media, radio, TV) were explained. The value of collaborating with other community organizations was made clear. For example, local PBS stations share many of the same values as libraries and can be good partners. Grants and local funding sources can be tapped for special projects. Friends have many friends and together they can be powerful!

Other sessions worth mentioning were the NYLA Annual Membership Meeting and New to NYLA. President Tim Burke and Executive Director Jeremy Johannesen conducted the meeting/session to provide information about NYLA, the "Voice of the Library Community." Reports and activities were reviewed and NYLA personnel were introduced (it was good to put faces to names). NYLA achievements, including increases to NYS library budgets and advocacy efforts for school librarians, were detailed. Opportunities for your involvement in Sections, Round Tables, etc. were explained. Our involvement makes NYLA strong!

At the NYLA Inaugural Dinner, new NYLA President Michelle Young was installed and honors were awarded to individuals who have made significant contributions to the profession. It was a proud moment for many.

I hope that my reflections gives you an idea of what awaits you next year in Saratoga Springs. See you there! Anne

Web Extra!! Visit www.NYLA.org/Friends > Publications for Anne's notes on the many programs she attended at this year's conference.

FLS-Sponsored Webinar: Friends Leadership Teams

Join FLS for its second webinar, *Administrative Teams: A New Approach to Friends Leadership*, on Tuesday, February 12, from 2 to 3 p.m. Leadership for Friends groups and succession planning for Friends officers is a hot topic statewide. Don't miss out on this session that will encourage you to examine what your Friends are doing and why a "divide and conquer" approach might be the change you need.

The Friends of the Clifton Park – Halfmoon Library will be sharing their success with a team alternative to the traditional Friends leadership model. A new division of duties, with four people holding the title President, has led these Friends to adopt new by-laws, changing the organizational structure for this dynamic and active organization. Collaboration, flexibility, and open communication are the keys to this process. Come hear the Quads' story! Our presenters are Wilma Jozwiak, Sheila Morroni, and Rhona Koretzky.

Webinars are yet another perk of membership in NYLA and FLS. There is no cost to attend for existing personal and organizational members of FLS. If you were not able to travel to the NYLA Annual Conference in Saratoga Springs in November 2017 to hear The Quads in person, you can now participate in this professional development session at home on your computer, tablet, or phone.

At the conclusion of the webinar, participants will be able to (1) identify and analyze their Friends group's organizational structure to implement a multi-person model for leadership to accomplish the organization's projects, (2) categorize tasks in job descriptions for Friends officers that could be assigned to group managers, (3) determine standard operating procedures for task groups to complete the organization's work, and (4) adapt a leadership model that can provide a succession plan for the organization.

Please visit www.NYLA.org/Friends > Events for registration details and other important information.

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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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It Takes a Village

Thank you to everyone who played a role in the 2018 NYLA Annual Conference!

Speakers:

Pat Loughan, FLS Member At Large
 Bruce Tehan, Manager, Arnett Branch, Rochester PL
 Richmond Futch Jr., Mural Artist
 Carl Gouveia, Director, Seymour Library, Brockport
 LuAnne Cenci, Chair, The Foundation for Seymour Library
 Terri Dalton, Friends of the Irondequoit Public Library
 Carolyn Hamil, Friends of the Irondequoit Public Library
 Nitra Hillyer, Friends of the Irondequoit Public Library
 Joy Testa Cinquino, Buffalo & Erie County Public Library
 Amanda Travis, Director, Northern Onondaga PL
 Alyssa Tassone, Friends of the Cazenovia Public Library
 Kaleb Wilson, Friends of the Cazenovia Public Library
 Lauren Lines, President, Cazenovia Board of Trustees
 Frank Sykes, Director, Livonia Public Library
 Kenya Malcolm, Friends of the Ogden Farmers' Library
 Bob Pacer, Friends of the Chili Public Library
 Randy Enos, FLS President Emeritus
 Megan Mack, WXXI
 Peg Glisson, President, Friends & Foundation of RPL

Presiders:

Jean Sheviak, FLS Rep NYLA Legislative Committee
 Kitty Bressington, Friends of the Avon Free Library
 Rebecca Fuss, FLS President
 Linda Tague, Ogden Farmers' Library's Board of Trustees
 Lynne Madden, FLS Secretary
 Amy Discenza, FLS Communications Committee

Assistant Room Monitors:

Marianne Michaud, Friends of the Fairport Public Library
 Stephen Hoefler, FLS Treasurer
 Terry Morris, FLS Member At Large
 Ristiina Wigg, FLS Member At Large
 Karen Stoddard, Friends of the Webster Public Library
 Chris Beck, Friends of the Fairport Public Library

Luncheon Volunteers and Assistance:

Jane Miller, Friends of the Scottsville Free Library
 St. Monica Church: Debbie Diederich, Barb DiFiore, Marcia Perotto, Marcia Lambert
 Tech Support for Luncheon - Joe Born, Rochester PL
 Marie Bindeman, Coordinator for the FLS Casey Award

Staffing the FLS Booth:

Terry Mulee, FLS Second Vice President
 Anne Andrianos, 2018 FLS Dewey Fellow
 Jane Miller, Friends of the Scottsville Free Library
 Margaret Pilaroscia, FLS Member
 Bob Pacer, Friends of the Chili Public Library
 Linda Tague, Ogden Farmers' Library's Board of Trustees
 Rebecca Fuss, FLS President
 Lisa C. Wemett, FLS First Vice President
 Amy Discenza, FLS Communications Committee
 Chris Beck, Friends of the Fairport Public Library
 Jean Sheviak, FLS Rep NYLA Legislative Committee
 Marianne Michaud, Friends of the Fairport Public Library
 Randy Enos, FLS President Emeritus



FLS Tribute Fund Honor Roll

from Rebecca Fuss

- Janet Kreason** - With thanks for her years of leadership to the FLS Executive Board
- Jennifer Kegler** - With thanks for her years of service as Treasurer of the FLS Executive Board
- Vicki Kosovac** - for her years of service on the FLS Executive Board
- Randall Enos** - for his continued leadership and support of EFR / FLS. Enjoy Retirement!
- Ned Davis** - In tribute to Ned Davis, winner of the 2018 NYLA Intellectual Freedom Award. Let freedom ring!

Top left: Jen Kegler delivers the Treasurer's report at the FLS Annual Membership Meeting.
 Top right: It was "sitting-on-the-floor-room-only" for Fund-Raising Without Book Sales! The overflow went out into the hallway, too!
 Middle left: Volunteers got the lunches distributed quickly! (L-R) Marcia Perotto, Jane Miller, Deb Diederich, Barb DiFiore, Marcia Lambert
 Middle right: Marie Bindeman (right) presents Nancy Bauder (left) with an Honorable Mention Certificate for the 2018 FLS Daniel W. Casey Library Advocacy Award.
 Bottom left: FLS booth at the Trade Show



NEW YORK LIBRARY ASSOCIATION
The Voice of the Library Community

New York Library Association Friends of Libraries Section Annual Report to the Membership

**November 9, 2018 at the NYLA Annual Conference, Rochester, NY
Kate Gleason Auditorium, Central Library of Rochester & Monroe County**



FLS Year in Review

Awards:

- ★ 2018 Daniel W. Casey Library Advocacy Award
Recipient: Bonnie Shannon, Friends of the Kinderhook Memorial Library
- ★ 2018 Daniel W. Casey Library Advocacy Award
Honorable Mention: Nancy Bauder, Foundation for Geneva Public Library
- ★ 2018 FLS Dewey Fellow: Anne Andrianos, Friends of the Onondaga Free Library

Annual Friends Meet-up with the FLS Executive Board:

June 11, 2018, Hosted by the Friends of the Community Library of DeWitt and Jamesville - 29 attendees

Regional Workshops:

- ★ "Getting Started" workshops - January 19, 2018 hosted by the Pioneer Library System and June 20, 2018 hosted by Central NY Library Resources Council and Friends of the Cazenovia Public Library
- ★ "Keep It Growing" workshop - September 30, 2017 hosted by Friends of the Webster Public Library
- ★ Total 69 attendees trained, representing 9 public and regional library systems

First FLS Webinar:

March 20, 2018 - "Best Practices for Management of Friends Boards" presented by attorney Courtney Darts, Legal Director of Pro Bono Partnership, 51 pre-registered attendees, with additional attendees at viewing parties

NYLA Annual Conferences:

November 8 – 11, 2017 – Saratoga Springs, NY

- ★ Five FLS programs had 212 attendees, a 35% attendance increase
- ★ First FLS Continuing Education workshop, "Fiduciary Practices for Nonprofit Organizations," presented by accountants from the John C. Parcell IV Accounting Firm, had 29 attendees

November 7 – 10, 2018 – Rochester, NY

- ★ Five FLS programs offered, plus a Friend-Raiser Luncheon – "Let's Market Our Libraries"
- ★ Partnerships with sponsors:
 - ★ Library Trustees Association of New York State
 - ★ NYLA Public Libraries Section
 - ★ Friends & Foundation of the Rochester Public Library
- ★ THANK YOU for your support!

Long-Range Plan:

- ★ Newly-created Library Champions Task Force formed to strengthen the library community through membership and advocacy
- ★ Newly-created Scholarship Task Force formed to better educate and support FLS members

Treasurer's Report:

- ★ Opening fund balance July 1, 2017: \$4,719.44
- ★ Closing fund balance June 30, 2018: \$6,746.46
- ★ Income: \$6,767.25
- ★ Expenses \$4,740.23

Membership:

- ★ 184 members, 8% increase from last year
- ★ 58 Friends of the Library group organizational members
- ★ 143 members (78%) who selected FLS as their primary section
- ★ Conference and recruitment promotional mailing to 130 Friends groups in Western NY
- ★ First-ever Active Member Form to match member interests and skills with involvement in FLS
- ★ Email renewal reminders sent consistently year round

Newsletters:

- ★ Quarterly eight-page newsletters sent by mail (726) and electronically (439)
- ★ Additional 300 copies distributed at meetings, trainings, workshops

National Friends of Libraries Week:

- ★ October 21 – 27, 2018
- ★ Proclamation sponsored by NYS Senator Joe Robach

Website Improvements:

- ★ Improved Events page and FLS History page
- ★ Links to webinars, newsletters, conference information, elections, candidate profiles, and regional workshops
- ★ Addition of Friends Group Resources

Executive Board Members, 2017-2018

President: Rebecca Fuss
 Vice President/President Elect: Lisa C. Wemett
 Immediate Past President: Janet Kreason
 Second Vice President: Terry Mulee
 Treasurer: Jennifer Little Kegler
 Secretary: Lynne Madden
 Members at Large:
 Vicki N. Kosovac, Patricia Loughan, Terry Morris, Marie Orlando, Leslie S. W. Riley, Susan Swanton, Ristiina Wigg
 President Emeritus: Randall Enos

Liaisons and Committee Members

NYLA 2018 Conference Curator: Lisa C. Wemett
 NYLA Continuing Education Committee Liaison: Amy Pass
 NYLA Intellectual Freedom Committee: Amy Discenza
 NYLA Legislative Committee Liaison: Jean Sheviak
 NYLA Communications Committee Representative and NYLA Membership Committee Liaison: Terry Mulee
 Archivist: Susan Swanton
 FLS Newsletter and Webpage Editor: Terry Mulee
 FLS Communications and Membership Volunteer: Amy Discenza
 Daniel W. Casey Library Advocacy Award Coordinator: Marie Bindeman
 Casey Award Readers: Joyce Laiosa, Leslie S. W. Riley
 FLS Dewey Fellowship Award Coordinator: Kitty Bressington

Visit www.NYLA.org/Friends to find FLS newsletters, Executive Board contact information, award nomination forms, and more. Email FLS at fls.nyla@yahoo.com



Friends of Libraries Section

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.

Administrative Teams: A New Approach for Friends Leadership

A Webinar sponsored by FLS/NYLA

Tuesday, February 12, 2019 2 – 3 p.m.

Become a member of FLS/NYLA by December 15, 2018, to attend this webinar at no cost!!

Looking for an alternative to the traditional Friends of the Library leadership model? Today's volunteers need flexibility in their involvement in community organizations. Coming from their work world, these volunteers want to provide input into how a task is completed, focusing on tangible results. Officer positions in most Friends organizations have so many duties that they are full-time jobs. It is unrealistic to recruit volunteers willing to devote the number of hours needed to provide careful oversight to such an important support group focused on the community library.

Shared leadership may be an attractive alternative for your Friends group with focused individual involvement. For a manageable investment of time, a volunteer will see impressive results for their efforts as they join with other members of a leadership team. Being open to change and adopting a new way of leadership will attract the next generation of Friends volunteers and help accomplish the organization's goals.

After 20 years, the **Friends of the Clifton Park – Halfmoon Public Library** had grown into a complex organization whose most recent presidents were challenged to provide the level of leadership needed. The **CPHL Friends** has a membership base of 700+ individuals in a township serving more than 55,000 residents north of Albany. The group had already changed their by-laws once to put a two-year term limit in place for the President and adding two positions, a President-Elect and a Past President, to provide additional support. Although this model was effective for two terms, when the next President-elect felt she could not assume the Presidency, the group reached a critical moment.

And yet it was an opportunity to examine what the group was doing and why. The CPHL Friends always seemed to say "yes" to any new initiative suggested and the projects were daunting. A community-wide read, more sophisticated e-mail marketing, and events that drew upon the cultural diversity of the community were proving to be too much. The group determined to examine what they were doing and more importantly, why.

Realizing the issue was more than just who held office, a cohort of invested volunteers who would not let the CPHL Friends fail decided to convene their first Futuring project with the professional guidance of a facilitator. At this two-session retreat, they were able to prioritize the Friends current activities in relation to the library's mission as well as examine the leadership crisis and how to address succession planning for the group. The consultant helped the officers to consider a new way of delegating oversight, one they could field test and fine-tune as they went.

Four well-defined areas emerged: finances including book sales, marketing and technology, coordination between the Friends and the library, and author events. **A four-person presidency, the Quad Leadership Team, was floated and piloted in December 2015.** After their trial period was deemed successful, the CPHL Friends modified their by-laws to reflect the permanent change to their group's joint leadership.

The Quads stress the importance of taking time for an exploratory process, the value of a neutral facilitator who is a good listener, and the crucial role of flexibility and open communication. Embracing the idea of the new structure as a pilot project allowed for trial and error. This might not be the permanent solution, but let's try. Collaboration is key; the Quads recognize each other's strengths and expertise.

Now fully three years into the trial organizational structure, the Quads are functioning as a strong team overseeing a Board with 17 members and a tight committee structure. The organization's revenue streams include book sales, membership dues and donations, and travel with trips both domestic and international. Volunteers provide assistance with the book sales (100 strong) and a plant sale (30 volunteers), just to mention two projects. Bookmarks and posters let the public know specific ways individual volunteers can help the group: "Join us on the Social Media Committee!" or "Share your talents: be part of the Friends Board to manage a dynamic organization!" Becoming involved seems far less onerous. These Friends are going to be around for another 25 years, for sure.

Meet Our Presenters



Wilma Jozwiak, Ph.D., facilitated federal school improvement grants for New York State for ten years before retiring in 2012. She was previously an adjunct faculty member at The College of St. Rose in the graduate Masters in Special Education program. After retirement, Wilma immediately jumped into greater involvement with nonprofit organizations. She held the Presidency of the Friends of the Clifton Park – Halfmoon Public Library for two years (2012 and 2013). Wilma collaborated with fellow Board members to present at the 2016 NYLA Annual Conference about the CPHL Friends community read project, "Two Towns—One Book."



Sheila Morrone received her Master's in Educational Psychology at The College of St. Rose. She spent most of her career with the NYS Education Department, directing its effort to evaluate noncollegiate learning and, when warranted, recommend it for college credit. Now Sheila is one of the members of the CPHL Friends leadership team, with responsibilities for Technology, Communication, and Publicity. She has served on the Friends Board since 2013, overseeing the Friends' website and its web-based e-mail marketing campaigns.



Rhona Koretzky has dedicated her professional life to libraries, beginning as a high school student shelver at the Adriance Memorial Library in Poughkeepsie and making a career choice as a college student at SUNY Geneseo where she received a master's degree in library science. Throughout a 35-year career, she worked in public, school, prison, and state libraries. After retiring from her full-time job at Saratoga Springs Public Library (SSPL), she now serves as a member of the leadership team for the Friends of Clifton Park – Halfmoon Public Library. She is also active in the Friends of SSPL and coordinates travel programs for both libraries.

This panel discussion was first presented at the 2017 NYLA Annual Conference, sponsored by FLS. Attendees who completed evaluations of the session rated it "outstanding" overall, citing the presentation as "an interesting concept" and "inspiring." Each team member's areas of responsibility are outlined on the Friends website (www.Friendsofcphlibrary.org). Questions about the webinar can be directed to FLS.NYLA@yahoo.com.

Cost and Registration: Current personal and organizational members of the Friends of Libraries Section (FLS) of NYLA whose membership expiration date is beyond 2/12/19 may register at no charge. When registering, current FLS members select an "FLS Member Reg Pass" that will waive the webinar registration fee. *Please note: At the time of registration, FLS cannot be added to an existing NYLA membership in order to attend the webinar at no cost.*

All others pay these rates: \$25 for NYLA personal or organizational members (who are not members of FLS) and \$35 for those who are not yet members of NYLA. Group registrations are also available (\$75 member rate /\$99 non-member rate). Interested participants may choose to join NYLA prior to registering for the webinar to receive the NYLA member rate. Registration is through the NYLA Online Membership Center. A credit card is required for payment. Checks and purchase orders are not accepted. **Registration begins after January 1, 2019.**