FLS Elections Included in NYLA Annual Election Process

This year members of the Friends of Libraries Section are able to cast their votes to elect the 2015 FLS Executive Board as a part of the NYLA online elections. The bylaws of the newest section in NYLA allow for participation in this process instead of voting at the FLS annual membership meeting.

By now, members of the section should have received an email announcing that elections are open until July 15. This announcement included voting instructions. Please cast your online ballot in the FLS and NYLA elections.

Here’s the slate for the 2015 Friends of Libraries Section Executive Board:

**First Vice President/President-Elect; Term: 2015 - 2018**
Janet E. Kreason (Clifton Park, NY)

**Secretary; Term: 2015 – 2017**
Lynne Madden (Victor, NY)

**Member At Large; Term: 2015 - 2016**
Vicki N. Kosovac (Hudson, NY) incumbent

**Members At Large; Term: 2015 – 2017**
Marie Orlando (Valatie, NY) incumbent
Susan Swanton (Rush, NY) incumbent
Betsy Sywetz (Richfield Springs, NY) changing positions on board
Frank Van Zanten (Poughkeepsie, NY) incumbent

Position statements by the candidates may be found on page 7. Additional information about each candidate may be found at [www.NYLA.org/Friends](http://www.NYLA.org/Friends).

FLS Offers "Meet-up" for Friends of Libraries Groups in Southern Tier

Friends representing libraries from Central NY and the Southern Tier gathered with the FLS Board for a very successful meet-up discussion of "all things Friends!"

Ten representatives of Friends of the Library groups from eight public libraries in three public library systems gathered to talk with the members of the Friends of Libraries Section’s Executive Board at the Vestal Public Library on May 28. A total of 22 people brought varying levels of experience to the table where ideas were shared to help strengthen the work of Friends in libraries large and small. In addition to the participants in our photo, Janet Thomas (Apalachin Library Association), Linda Footy (Broome County Public Library), and Jim Holley (Vestal Public Library) also attended.

Before the meeting, Friends suggested topics they were interested to discuss with the FLS Board and other Friends groups. Representatives brought handouts from their libraries to share including membership brochures, fliers of regional meetings, bookstore and book sales promotional pieces, and newsletters. One topic raised included suggestions of successful strategies to recruit volunteers who might become Friends officers and ways to broaden the involvement of rank-and-file members in Friends activities which could assist in developing leadership for the group.

Book sales are always a perennial interest of Friends, but the meet-up focused on new and exciting ideas for publicity which ranged from successes using banners and lawn signs to social media. NYLA’s Administrative Support Services for Friends of Libraries Groups...
Passionate Workers and Learners
A Message from FLS President Lisa C. Wemett

"Do it with passion, or not at all."

That saying is attributed to the 19th-century English children's novelist, Rosa Nochette Carey. It is a quote that has stood the test of time and has cropped up on 21st century greeting cards, mugs, and other awards to recognize dedication to task.

Libraries today are no longer just about the space, the number of computers available, and the collections. Increased numbers of learning opportunities for all ages plus changing technologies are part of this evolving library landscape Friends are asked to support. Friends groups of all sizes are passionate about their work and helping their libraries grow and flourish. But sometimes that message "but we've always done it this way" is a turn-off to new voices, new volunteers. What can established Friends officers and volunteers do in order to be more open-minded, embrace new trends, and try something different?

The value of sharing ideas with other Friends organizations and seeking out professional development opportunities cannot be overstated. One way FLS is committed to helping Friends in their day-to-day work is to publish articles in our newsletter with ideas that groups can easily replicate and adapt, making them uniquely theirs. Another way is FLS's active participation in our Association's statewide annual conference. Our conference programmer, Vice President Sarah Sachs, has put together a powerful line-up of panel discussions for Lake Placid. The new offering of a "Friends Showcase" will highlight volunteer projects from libraries large and small all over northern New York State. We know these sessions will be as much of an enticement to visit the Adirondack Park for a fall getaway as the spectacular foliage in October!

You owe it to yourself, your Friends, and your library to attend. The NYLA annual conference sessions focus on specific topics with participants sharing their experiences and best practices. You will begin to see the value of libraries in a new way plus the "big picture" issues receiving national attention. You'll be exposed to a wealth of information and resources that can help your group grow and develop into an even more supportive organization for your library.

Meeting new colleagues from all over the state involved in similar groups is both fun and energizing: you can begin to build a support network of Friends volunteers and library staff that you can contact when you have questions. If your library's director or trustees are also attending, the shared experience can help you work better together when you return home. Be sure to put "NYLA Annual Conference" on the meeting agendas for both the library trustees and the Friends following the conference so you can report back on what you learned and keep the dialogue going.

If Lake Placid seems out of reach in 2015, look ahead to participating in Saratoga Springs in 2016 and 2017. Or join in the Friendly discussions at one of the groups offered by several library systems around the state. In April, FLS co-hosted the Friends Council of the Monroe County Library System along with the Friends of the Penfield Public Library. With 35 participants and guest speakers, it was a valuable opportunity to share information and the great work being done in the Rochester region. Several systems hold regular meetings of Friends officers and other group members, including Mid-Hudson Library System’s "Friends Support Group" (FSG), Ramapo Catskill Library System, and Pioneer Library System. These regional forums gave me the idea to hold a Friends "meet-up" in the Southern Tier of NYS when FLS held an in-person board meeting in Vestal at the end of May.

Over the next few years, FLS will continue to build its capacity to meet the needs of our members statewide and passionately advance the message of how vital Friends are to their community's library. You have a unique opportunity to increase the impact of your volunteer efforts by participating in your region's Friends councils, FLS's meet-ups, and NYLA's annual conference. Please join us and share your experiences.

Free Courses on WebJunction

The New York State Library has arranged to provide free access to WebJunction’s self-paced courses for all library staff, volunteers including Friends and trustees, and students. WebJunction is an approved provider of professional development content. Free access is provided by simply creating your own account at www.learn.webjunction.org.

WebJunction's catalog includes library-specific courses and curated webinar archives. Some of the online courses that are available include Building a Positive Social Media Presence, Winning Library Grants, and Recruiting and Training Volunteers for Library Advocacy. Use the website's search box to look for topics of interest and see the list of offerings. If your library has a volunteer "Adopt A Shelf" program, there is a session on shelving items by the

~ continued on page 7 ~
Friends Day Schedule
at a Glance
Friday, October 24
9:45 – 10:45 a.m.
Exclusive NYLA Trade Show
Visit the exhibits in the
convention hall. Trade Show is
open from 9:00 a.m. - Noon

11 a.m. – 12:15 p.m.
Painting in Plein Air

12:30 p.m.
YSS Empire State Award
Luncheon
Special Event (tickets $35*; requires pre-registration) FLS
attendees will have reserved
seating at this event. (*included in Conference
Package Plan)

2:15 - 3:30 p.m.
Friends & Foundations: A
Merger

3:45 - 5 p.m.
Friends Showcase
The FLS annual membership
meeting, including the
announcement of the Dan
Casey Award winner and
installation of the 2015
Executive Board, will begin the
session, followed immediately
by the program.

Saturday, October 25
9:30 - 10:45 a.m.
Accounting for Non-Profits

This year’s conference is all about going back to our roots, building on that
foundation, and moving forward. This is where it all began. Come and celebrate
the 125th anniversary of the founding of NYLA in the hometown of Melvil Dewey.
This is also where the Empire Friends Roundtable (now the Friends of Libraries
Section) was established at the 1992 NYLA Annual Conference.

FLS will be sponsoring four programs at this year’s conference. NYLA members
registered as Friends or with a Friends Group are eligible for greatly reduced
rates to attend the conference for a day or the entire conference. Registration
entitles you to attend non-ticketed programs and have access to the Trade
Show. Many ticketed events are included in the conference package rate.
Complete conference information is available online. Visit www.nyla.org and
click on News and Events, then select Conference and Trade Show.

The early bird registration is just $25 for any one single day admission to the
conference for the following NYLA member types: personal members at the
Friend level and individuals belonging to an organizational member Friends
Group including the primary contact for the group (voting member) and the
elected officers of that Friends Group who have been registered as non-voting
members of NYLA. The conference registration entitles participants to an entire
day of workshops sponsored by FLS and other NYLA Sections, Roundtables, and
Affiliates plus a great trade show* of library-related vendors. After August 14,
the rate increases to $30 and after September 25 to $35 for a single day. *The
trade show is not open on Saturday.

Are you planning to attend for more than two days? NYLA is offering a Package
Plan registration rate for NYLA/FLS members (same membership requirements
as stated above). Register by August 14 for the early bird rate* of $175. The
package includes attendance Thursday through Saturday plus tickets to
luncheons on Thursday and Friday, a breakfast on Saturday, the scholarship
event on Thursday evening, and the inaugural banquet on Friday night. *After August 14, the rate increases to $215 and after September 25 to $235.

If you do not wish to attend these extra events, there is a Full Conference
registration rate covering all non-ticketed programs scheduled from Thursday
through Saturday, the trade show on Thursday and Friday, and a ticket to
Friday’s inaugural banquet for only $99. After August 14, the rate increases to
$139 and after September 25 to $159.

You may purchase a ticket to any of the Friday luncheons for $35.

NYLA offers these same deeply discounted registration rates for their members
registered as students, trustees, and retirees.

All registrations must be submitted online; check the early bird and advance
cut-off dates and fees at www.nyla.org. You must have a NYLA login and
password in order to receive these member benefits. 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.
Special Events and Friends of Libraries Section Programs

Friday, October 24
9:45 - 10:45 a.m.  Exclusive Trade Show Time
Visit the exhibits in the convention hall. Stop by the FLS booth to buy a raffle ticket and meet your fellow Friends members.

The Trade Show ends at 12 noon. You may have lunch on your own or attend one of the NYLA luncheons with featured speakers. Pre-registration is required for all luncheons by September 25. (Your choice of luncheons is included in the Conference Package Plan registration.)

11:00 a.m. - 12:15 p.m.  Program Slot #4  Painting in Plein Air
coop-sponsored by LTA.

When funding was cut $4000, Morristown Public Library took advantage of their picturesque surroundings on the St. Lawrence River, creating an innovative annual community arts festival. Library Director Bridget Whalen-Nevin and volunteers Michele Whalen, Gail Zeek, Carolyn Noble, and Connie Martin will show us how it's done.

12:30 – 2:00 p.m.  YSS Empire State Award Luncheon
Join other Friends at this luncheon. We will have reserved seating for FLS members and Friends at this event. You must purchase a ticket ($35.00) in advance.

The Youth Services Section is pleased to present the 2015 Empire State Award for Excellence in Literature for Young People to Vivian Vande Velde. Vivian is the author of three dozen books for readers ranging in age from picture book readers to adult, but primarily for 8 – 12 year-olds and younger teens. The vast majority of her stories are fantasy including fairy tales, ghost stories, and not-yet-invented-technologies science fiction. Her latest book is *Frogged*, which is about a princess, a frog, and a troupe of very bad actors. Her books have won national recognition, including the Edgar for best young adult mystery for the year 2000 (*Never Trust a Dead Man*), the 2001/2002 Anne Spencer Lindbergh Prize in Children's Literature (*Heir Apparent*), and several state reading awards, as well as being named on recommended lists by The New York Public Library, the American Library Association, and the International Reading Association. Although her books have been translated into Spanish, French, Italian, German, Dutch, Chinese, Japanese, Thai, and Indonesian, she has lived most of her life in Rochester, New York.

2:15 - 3:30 p.m.  Program Slot #5  Friends and Foundations: A Merger
coop-sponsored by LTA and PLS.
Merging a library's Friends group with its Foundation can often improve fund-raising and program activities, while helping raise the library's profile in the community. Ned Davis, Peg Glisson, and Sharon Salluzzo from the Friends & Foundation of the Rochester Public Library will discuss the path to their successful merger including possible pitfalls and delays and benefits to the library.

3:45 - 5:00 p.m.  Program Slot #6  Friends Showcase
Join FLS for a short annual membership meeting, including the announcement of the 2015 Dan Casey Library Advocacy Award honoring volunteers who have contributed to the growth of libraries or Friends organizations in New York State. The 2015 FLS Executive Board will also be installed.

Our program *Friends Showcase* will follow immediately. Volunteer groups that support libraries come in all shapes and sizes. Hear a five minute synopsis by each participating library group and then get a chance to interact and take home some of their best ideas. The presentation will showcase groups from libraries in the northern part of the state including Saranac Lake Free Library, Plattsburgh Public Library, and Potsdam Public Library.
Saturday, October 25
9:30 - 10:45 a.m. Program Slot #7
Accounting for Non-Profits
cosponsored by LTA and PLS.
How much profit can my organization make? Do I have to file that form with the IRS? What about sales tax? CPA and Certified Fraud Examiner John Parsell will answer these and other accounting questions for 501(c)(3) organizations. John specializes in non-profit accounting and serves as an internal auditor for the Potsdam Public Library.

9:30 - 10:45 a.m. Program Slot #7
Fundraising Ideas for the Smaller Library
sponsored by Rural Libraries Roundtable
cosponsored by FLS, PLS, NYCftH.
Outside the box ideas for fund-raising. Whether you need money for a program, a project, or a few more books, you can raise the needed funds with tried and tested ideas. Participants will be presented with many fund-raising ideas: large and small, conventional and unconventional. Then they will be encouraged to collaboratively tailor one or two ideas specifically to their library. The program will use cooperative group techniques to sharpen ideas and make them workable for an individual library. The presenters are Karen Glass, Keene Valley Library and Cheryl Blanchard, Payne Memorial Library, Willsboro, NY.

Celebrate National Friends of Libraries Week
October 19-24, 2015
by attending the NYLA Annual Conference in Lake Placid (birthplace of NYLA & EFR) from October 21-24, 2015

Literary Landmarks in Honor of NYLA's Anniversary
by Lisa C. Wemett

FLS has been working with groups in the North Country, near the site of NYLA's 2015 Annual Conference in Lake Placid, to assist two historic museums to achieve Literary Landmark™ designation from ALA's United for Libraries.

Both of our applications were successful!

The Wilder Homestead in Burke plans to have the dedication of their plaque on Saturday, July 11. (Go to www.Facebook.com and "like" the Almanzo Wilder Farm to receive additional details about the dedication ceremony plans as they develop.) The Homestead, the setting for Laura Ingalls Wilder's Farmer Boy (1933), is where Laura's husband Almanzo grew up from 1857 until his family moved to a farm in Minnesota in 1875.

The Robert Louis Stevenson Memorial Cottage and Museum in Saranac Lake is planning a celebration later this year. Stevenson lived here during the winter of 1887-1888, seeking the fresh mountain air for his poor health as did many visitors who made Saranac Lake a world-famous center for the treatment of tuberculosis. When he left for his South Sea voyages, an endless stream of star-struck literary pilgrims came to see the spot where Stevenson created some of his finest contributions to English literature. The cottage is well-preserved with an expansive collection of personal mementos belonging to Stevenson and personal artifacts used by him.

As FLS President, I speak for the entire FLS Board and Rocco Staino, Director for the Empire State Center for the Book, to say "thank you" to all the Sections of NYLA that made contributions to underwrite the cost of the bronze plaques for these two locations ($1600 total). The designation of two Literary Landmarks is a wonderful gift and legacy in honor of NYLA's 125th anniversary.

For further information about the sites, see the article in the June issue of the NYLA e-Bulletin posted on their website, www.nyla.org.

A Little Something Different at Lake Placid

Wednesday, October 21
5:00 – 6:00 p.m.

In honor of NYLA’s 125th Anniversary and in deference to the conference being held in New York’s Olympic City, this year’s conference will feature an opening ceremony. Join in the procession of libraries and library systems and be greeted by American Library Association President Sara Feldman as we kick off the 2015 NYLA Annual Conference. This is a free event.
The New York State Senate has passed a resolution, read on the Senate floor on March 10, 2015, recognizing National Friends of Libraries Week and the significant contributions of Friends groups throughout the State.

Senators Joseph E. Robach and Leroy Comrie co-sponsored the resolution. NYLA’s Friends of Libraries Section is making legal-size facsimile copies of the proclamation available. It is suitable for framing. Friends groups may want to display the proclamation in their libraries during NFLOW. To order your copy use the form below.

Each year, United for Libraries, the affiliate of the American Library Association which serves Friends, Foundations, and Trustees of libraries and which sponsors NFLOW, presents an award to a library Friends group for its outstanding campaign. Often the winning group takes a multi-faceted approach which involves much advance planning and coordination. Perusing the award website www.ala.org/united/grants_awards/friends/friendsweek will give you lots of ideas and inspiration, but if your time and resources are more limited, here are some other ways to celebrate.

- Hold a special fall event that week such as a pumpkin carving or decorating workshop, or a fall flower arranging workshop using pumpkins as containers, materials compliments of the Friends.

- Serve cider and doughnuts or cookies, with signage clearly identifying the reason for the celebration. Have lots of Friends membership applications on hand, and perhaps a display of photos from Friends events.

- Approach Town, Village and/or County officials and ask them to sponsor a resolution honoring your local Friends group. Mentioning that the State Senate has already done this might help.

- An easy thing to do is to send a press release and letter to the editor of your local newspapers and radio stations. Wording for these can be found at www.ala.org/united/event_conferences/folweek

- Another idea is to take an ad out in your local newspaper, or a screen shot to be included in your local movie theater’s advertising slide show. Either of these could announce NFLOW and highlight some of the contributions your Friends group has made to the library and community. You might even collaborate on this with Friends groups from nearby libraries to help defray the cost.

Of course, any of these activities should be cleared with the library administration first, especially those involving the use of library space.

2015 NFOLW Proclamation Order Form
To purchase a facsimile copy of the New York Senate proclamation honoring National Friends of Libraries Week 2015, mail this form and your check payable to FLS NYLA to Marie Orlando, 309 County Route 28B, Valatie, NY 12184 by September 10, 2015.

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FLS Newsletter, Volume 1, #3, June 2015 page 6
First Vice President/President-Elect
Janet E. Kreason, Youth Services Specialist, Clifton Park-Halfmoon Public Library
Position Statement:
Connections. We make them daily with other people, with information, and within ourselves. The stronger and more abundant these connections are, the greater our value to all. I am daily thankful to work in a library with a dynamic Friends group which heightens library visibility in our community. It generates great goodwill with individuals, schools, and other agencies. Its enthusiastic members delight in supporting and enhancing the library’s services for babies up through seniors. The Friends are the face of the library to many who cannot come to us. FLS is the ideal channel for pooling knowledge, generating ideas, and inspiring each other with successes. It also provides essential advocacy and encouragement. Working together, Friends and librarians can forge vibrant partnerships to effectively meet community needs. I relish the opportunity to serve FLS as part of the vital team connecting Friends to Friends and libraries throughout the state.

Secretary
Lynne Madden, Youth Services Specialist, Victor Farmington Library
Position Statement:
The Friends of the Library was formed at the same time the new library was being built, so I’ve been involved with this organization for over twenty years. It’s been an invaluable asset to the library. Over the years they’ve provided funds, materials, equipment, and programs to the library. I wouldn’t be able to provide the wonderful programs and services to our local children and families without their support. I’ve also made many lifelong friends by being part of this group; we’re not just Friends, we’re family.

Member At Large (one year term)
Vicki N. Kosovac, Past President, Friends of the Hudson Area Library
Position Statement:
Friends groups have an important role to play in the success of their associated libraries. Developing a Friends group to its full potential is hard work and a volunteer's time is precious. Hopefully with insights I’ve gleaned from my experiences of revamping a moribund local group to the vital organization it is today, my help will inspire and motivate other Friends groups statewide in the future.

Members At Large (two year term)
Marie Orlando, Chair, Friends of the Kinderhook Memorial Library
Position Statement:
Working with my local Friends group and with NYLA’s Friends of Libraries Section has given me the opportunity to remain involved with libraries after retirement from the library field. I’ve had a chance to see up close the dedication of volunteers who are committed to helping their libraries remain vital to the communities they serve. It has been a privilege to be a part of this, both locally and statewide, and I look forward to continuing this exciting work.

Susan Swanton, Retired and Library Substitute, Rush Public Library
Position Statement:
My goal is to help the Friends of Libraries Section as the newest section of NYLA in any way I can. What helps one Friends group helps all Friends groups. I believe in reminding elected officials to see organized support groups for libraries like Friends as important blocs of voters. As NYLA’s bumper sticker says, 'I love libraries and I vote!'

Betsy Sywetz, Retired
Position Statement:
FLS is a place for us to share ideas and implement strategies in support of excellent library service. We have a special role to play helping Friends of Libraries achieve success. I am seeking election as FLS Member At Large so I can continue to use my skills and talents in support of these worthy goals. The other challenge is to get FLS off on the right foot to grow as an organization. I’ve learned valuable lessons from my career and as a member of the EFRT board that can help insure FLS reaches its potential as a NYLA section. I’m prepared to work hard to help make that happen.

Frank Van Zanten, Retired
Position Statement:
Following my career-long involvement with libraries, FLS now offers me opportunities to continue to show my interest and stay involved during retirement years.

WebJunction
Dewey Decimal Classification system. Other headings to explore are fundraisers, roles and responsibilities of trustees, programming, and effective websites. WebJunction also hosts more than 20 live webinar sessions throughout the year that allow library workers and volunteers to meet and learn from library leaders.

Dozens of new articles on hot library topics written by WebJunction staff and library practitioners are published on a regular basis and highlighted on the WebJunction.org homepage. The "Crossroads" e-newsletter is sent to subscribers monthly to announce upcoming learning opportunities.
FLS Offers "Meet-up" from page 1

was described as an alternative for groups applying for
their own 501(c)(3) status. Questions were raised about
ways the groups who support association libraries could
operate with separate financial accounts from their
libraries if they did not have nonprofit status.

National Friends of Libraries Week in October was
mentioned as a way to highlight the "good works" of
Friends. Friends’ support of advocacy efforts on behalf of
the library, such as reminder telephone calls for budget
votes, is important to all groups. Large scale book sales
are a tangible way to involve the community and get the
library's message out to library supporters who are willing
to volunteer their assistance for the sales.

The Nonprofit Revitalization Act of NYS was referred to in
the context of Friends groups needing to review their
bylaws, being aware of new restrictions on handling
business electronically between scheduled meetings, and
adopting necessary policies (e.g., Conflict of Interest).
The FLS Board shared the plans for workshops on "Friends
Day" at the library association’s annual conference in Lake
Placid in October, encouraged submissions for the FLS
Dan Casey Advocacy Award, and explained the benefits of
personal and organizational memberships in the New York
Library Association.

The meet-up was a lively
exchange of "best practices" and
tips to keep Friends groups
growing strong to continue their
valuable work. If you are
interested to have the
assistance of the FLS Board in
holding a meet-up in your area
of New York State, please
contact FLS President Lisa
Wemett at
lisawemett@frontiernet.net.

We'd be glad to help.

Thanks to all of you who came
to share and learn. We couldn't
have done it without you!