



# Friends News and Notes

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

Volume 5, #3 -- June 2019

## FLS Meet-up for Friends of the Library Groups to be Held in Rensselaer County

The Friends of Libraries Section invites representatives of Friends of Libraries groups, library staff, and trustees to talk shop with its Executive Board members when they meet in East Greenbush on Friday, August 2.

The meet-up will be held from 2:30 to 4 p.m. in the Multipurpose Room of the East Greenbush Community Library, 10 Community Way, East Greenbush, NY 12061. It will offer a chance for representatives of local Friends of Libraries that support public, academic, school, and special libraries to get together 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 will serve as mentors and moderators for this informal discussion, sharing advice from their experience with Friends organizations from all across New York State. Any pearls of wisdom gathered will be shared in the FLS quarterly newsletter, *Friends News and Notes*. This will be a great opportunity for Friends from your library to meet with other Friends, exchange ideas, and make new contacts, all within a short distance from your home! Groups may wish to bring copies of membership brochures, program fliers, promotional pieces for their bookstore or book sales, and newsletters to share.

There is no charge to attend. Advanced registration is required; no walk-ins, please. Please respond to Terry Mulee ([FLS.NYLA@yahoo.com](mailto:FLS.NYLA@yahoo.com)) by Wednesday, July 24 with the following information: names of those attending, Friends group/library affiliation, position (e.g., Friends officer, trustee, committee chair), and e-mail addresses for all who plan to participate. Let us know what discussion topics are of interest to you.

Thank you to our hosts, the Friends of the East Greenbush Community Library! We look forward to seeing you on August 2 and sharing great ideas. You can never have too many Friends!

## 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:

**President** (to fill an unexpired term)  
Lisa C. Wemett – Macedon

**Vice President/President-Elect**  
Karen Sperrazza -- Sauquoit

**Secretary**  
Lynne Madden\* – Forestport

**Members At Large**  
Kerstin Cruger\* – Poughkeepsie  
Patricia L. Loughan\* – Plattsburgh  
Terry Morris\* – DeWitt  
Marie Orlando\* – Valatie

The term for President, Secretary and Members At Large begins at the NYLA Annual Conference and runs through 2021. The Vice President/President-Elect serves from 2019 through 2022.

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 with 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)

### Inside this issue:

A Message From the President	page 2
Show Me the Money!	page 2
<b>FLS at the 2019 NYLA Annual Conference</b>	
Registration Information and Schedule	page 3
Friday, November 15 Programs	page 4
Saturday, November 16 Program	page 5
Wednesday, November 13 CE	page 5
2019 FLS Election Candidate Profiles	page 6
New Webinar:	
Connecting With Today's Volunteers	page 7
NFOLW - October 20-26, 2019	page 7
FLS Board Contact List / Ads	page 8

*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.*



## Get Out of the House! A Message from FLS President Lisa C. Wemett

June, July, August: what will you be doing before the September issue of "Friends News and Notes" arrives? I'm thinking lots of outdoor activities: concerts on the lawn, picnics, festivals, baseball games, and much more. Will your Friends group be there, too?

Summertime activities can definitely involve the Friends of the Library: a parade unit (a float or book cart drill team); a table at the weekly Farmers' Market to sell a few paperbacks and encourage memberships; an ad on the baseball park's outfield wall; talking to parents at summer learning events. This is the short list; your group can think of many places to carry the Friends message with just a small amount of time invested. The Friends should have a year-round presence, most especially if your community is a summertime destination like Old Forge. (Time for a membership drive to sign up all those summer residents?)

Does this sound radical to you? Changing the culture of the Friends from passive to active, to become vital contributors to community life, may take some work. In general, summer learning programs bring huge numbers of children and their caregivers to the library. But always remember there are people at community events that still don't know all the wonderful things their library offers.

Volunteers out and about can be the Friendly face of the library, places where staff members may not be able to be. Bring library program fliers and Friends membership forms, have a bright-colored table drape with the Friends logo (a great marketing investment), and post a sign about volunteering ("We need you!"). Meet and greet the public, but also actively listen. What are the services the person uses the most? When was the last time they visited the library? What would bring them in? Heh, we have that! Tell them how they can make their money stretch farther when they can have that service or borrow that item for free!

Meeting our neighbors raises awareness and can lead to collaborations and partnerships we might not expect. These are positive interactions about "your" library. You are there with a message, but also to pique the interest of those who walk by. With so many Friends groups looking for younger volunteers for their Friends boards, doesn't it make sense to be where the families and Millennials are? But soft peddle the recruitment pitch and enjoy getting to know who uses the library and why.

Networking across the Empire State has also brought FLS some willing volunteers to serve on the FLS Board. Karen Sperrazza, candidate for First Vice President/President Elect, attended the "Getting Started" workshop offered in

Cazenovia last year. She was inspired to revive her library's Friends group, but also to become involved as a leader for FLS. Kerstin Cruger, our newest Member At Large who was appointed to fill a vacancy in March, is running for a complete two-year term in this summer's election. Through her employment at the Mid-Hudson Library System, she has seen firsthand how Friends groups, large and small, bring vitality to the communities they support. Most importantly, thanks to our incumbents who have signed on for another two-year hitch with the FLS Board. We couldn't accomplish everything that we do without you all!! We encourage our FLS members to come out and get to know us at this summer's meet-up in East Greenbush on August 2.

Please do not miss out on voting in the NYLA election before July 15. FLS has had the highest voter turnout of any Section in the last two NYLA elections—let's keep that accolade!

Keep it Friendly out there!

## Show Me the Money!

Fund-raising without book sales? Can it be done? Why sure! Here are some clever ideas gleaned from Friends groups in New Hampshire.

- ★ A chocolate tasting or a baking competition "Just Desserts": Tasters paid \$5 to attend and voted for their favorite dessert. Prizes were awarded to the winner and two runners-up. Further funds were raised by selling the leftover goodies by silent auction at the end of the evening.
- ★ A road race (foot race): Line up sponsors for T-shirts and other swag for the runners. Athletes pay to run or walk in the race.
- ★ Book basket competition: People were invited to make a themed gift basket based on a movie or book. Friends members or patrons can vote for the "People's Choice Award" based on creativity. Then raffle off the baskets.
- ★ Art exhibit: Local artists exhibit two pieces, one for sale if they choose and one donated as a raffle item. Thank the artists with opening and closing receptions.
- ★ Arts and crafts fair: Rent table space to the artists and crafters in the library's meeting room. How about March for a "Cabin Fever Arts Fest"?
- ★ Barn tour
- ★ Breakfast with Santa

Source: A 3-part series by Susan Gaudiello explores topics of interest to Friends groups, library staff, and trustees in a survey conducted by the New Hampshire Library Trustees Association. Under Resources at <http://www.nhlta.org/friends.asp>.

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

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

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

**Friends Registration Options and Rates:**

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

The early bird **Single Day** registration is just \$30 for admission to the conference for the following NYLA member types: personal members at the Friend level or individuals registered with an organizational member Friends group, including the primary contact for the group and the *elected officers* of that Friends group. **You will need your NYLA username and password that is associated with your membership in order to receive these reduced rates.**

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

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

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

~ continued on page 5 ~



**FLS at the 2019  
NYLA Conference**

**Friday, November 15**

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

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

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

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

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

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

**Saturday, November 16**

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

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

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

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

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

**Friday, November 15**

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

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

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

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

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

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

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



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

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

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

**Saturday, November 16**

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



Do you worry that your current Friends group is not sustainable? Are they struggling to grow membership and revenue? Get started maximizing the potential of your Friends organization and your library. Learn how the Friends of the Beekman Library were revitalized as a dynamic Friends group in partnership with the library staff and trustees. Now with more than 60 members and having secured nonprofit status, they have increased their annual contribution to the library 178% in two years. Volunteers want to get involved and make a difference with the investment of their time in a cause. When you see a willing volunteer once and never again, what happened? Get tips to identify, encourage, and coach volunteers to become an integral part of your library team. Learn how open communication, clearly defined roles, thorough training, and one-on-one mentoring can ensure that the Friends will continue to thrive. See how a strong volunteer group can increase their membership and fund-raising potential, build strong community partnerships, and contribute to the library's future.

Carol Fortier, Director, Beekman Library

### **Conference Registration**

*~ continued from page 3 ~*

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

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

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

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

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

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



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

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

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

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

## 2019 FLS Executive Board Election Candidate Profiles

### President/President-Elect

(to fill an unexpired term due to vacancy)

Lisa C. Wemett, Macedon

Position Statement:

*Serving as the first President of FLS as it became the newest Section of NYLA in 2014, I helped the Board lay a firm foundation to support Friends organizations across the Empire State. In my second opportunity to serve as President this year, I have guided the Board's steady progress on achieving the goals of the Section's long-range plan. The establishment of the FLS Randall Enos Conference Scholarship, which will be offered for the first time this fall, is a wonderful accomplishment for a small but mighty Section. In November 2018, I volunteered to fill the vacancy for FLS Conference Curator and am excited to offer another line-up of programs in Saratoga Springs. My work continues in both creating and delivering regional training sessions to help Friends groups develop and grow. Friends, supported by their library administrators and trustees, are accomplishing so much for our libraries—it's great to attend our meet-ups and become energized, as we share our successes with one another! Thank you for supporting me as I continue into my third Presidential term.*

### First Vice President / President-Elect

Karen Sperrazza, Sauquoit

Position Statement:

*After attending the "Getting Started" workshop in 2018 hosted by Central NY Library Resources Council and Friends of the Cazenovia Public Library, I have been inspired to revive our Friends group in my public library, Clayville Library Association. A Friends group can connect the library to the wider community, advocate for funds and support the work of the library director and staff.*

*The working relationship of the Board of Trustees, Library Director, and Friends forms the basis of a strong and united voice for the library within the community. That is what I am striving for in my community and what all libraries with a Friends group can experience.*

*I look forward to continuing the good work of the Friends of Libraries Section.*

### Secretary (Incumbent)

Lynne Madden, Forestport

Position Statement:

*Having worked in a library for 32 years I understand the vital role that Friends organizations play in a library's success. I have also seen the impact Friends groups can have on statewide issues that affect libraries when they join together. Over the past four years serving on the FLS Executive Board I have come to see and appreciate the support FLS offers individual Friends groups across the state as well as advocating for libraries in general. I believe this support is more important now than it has ever been. I have enjoyed serving on the Board and getting to meet Friends members from all over the state. I am pleased to be offered the opportunity to continue to work with this hardworking, vibrant organization.*

### Members At Large (Incumbents)

Kerstin Cruger, Poughkeepsie

Position Statement:

*I have been serving at the pleasure of public librarians for seventeen years and it has been my honor to work with our more than forty active Friends groups within the Mid-Hudson Library System for over a decade. The libraries that we serve range from small, rural communities to our largest library district, which covers 73,000 people. Consequently, our Friends groups vary from a handful of dedicated individuals to a network of dozens of volunteers. I have witnessed Friends groups thrive when offered opportunities for continuing education and peer support. When Friends combine their collective knowledge, they can overcome any challenge to achieve their goals.*

*Our Friends not only support the mission of our public libraries but bring vitality, vision and inspiration to the communities they serve. It is my privilege to help champion the excellent work of our NY Friends as a member of the FLS Executive Board.*

Patricia L. Loughan, Plattsburgh

Position Statement:

*A Library is a vital part of our community. Friends of the Library groups are important vehicles to provide the support libraries need as new ideas and methods are quickly being established in our communities.*

Terry Morris, DeWitt

Position Statement:

*The importance of public libraries cannot be overstated. The public library is not just a place to find a good movie or read nor is it just a place to busy your kids. It is the one place in our community where business owners can get what they need to start or maintain their business, the unemployed can find resources to get a job, the uneducated can come to learn, children and teens can come to meet others with the same interests. All for free. The public library can be and should be the heart of your community.*

Marie Orlando, Valatie

Position Statement:

*As chair of my local Friends of the Library group I have seen firsthand how valuable a Friends organization can be in support of the goals of the library. For this reason I have been honored to be a part of the Friends of Libraries Section of NYLA, the state-level entity which supports Friends groups in their efforts to support their local libraries. I have seen FLS grow from a roundtable to a vital section of NYLA and hope to contribute to the fulfillment of its mission.*

**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.

## New Webinar: Connecting With Today's Volunteers

Save the date for another exciting webinar from FLS! *Connecting With Today's Volunteers to Transform the Friends of the Library: Expectations, Engagement, and Impact*, will be offered on Wednesday, September 25, from 2 to 3 p.m. Volunteer service is a valuable strategy for community engagement, but traditional volunteer programs in libraries of all sizes need to be redesigned to work with today's volunteers -- many of whom have limited time to give and expect to have their expertise put to good use. Join us and learn how to engage and harness the power of skilled volunteers with talents ranging from graphic design and public relations to event planning and leadership.



Carla Lehn, former Library Programs Consultant for the California State Library and author of *From Library Volunteer to Library Advocate: Tapping into the Power of Community Engagement* (Libraries Unlimited, 2018), will be sharing innovative approaches that are

reshaping other nonprofits such as online volunteer recruitment sites and virtual volunteers working remotely on library projects. See how these changes can have an impact and help the Friends succeed in their mission.

Before joining the California State Library staff, Carla was a private consultant on volunteer engagement, board development, and community collaboration. She also worked at United Way for over a decade. At the conclusion of the webinar, participants will be able to 1) identify current trends that require a shift in traditional volunteer management practices; 2) inventory their organization's needs that can be met by the expertise and skills of new volunteers; 3) design effective job descriptions establishing explicit expectations of training, investment of time, and clearly delineated tasks; and 4) prepare an achievable recruitment plan to locate skilled volunteers to meet the organization's needs.

There is no cost to attend for existing personal and organizational members of the Friends of Libraries Section of NYLA. The NYLA/FLS membership must be active on August 1, 2019 and the membership expiration date must be after the date of the webinar. Elected officers of Friends Group organizational members of NYLA are also eligible for this benefit, as long as these individuals are included on the "Elected Officer Registration Form" on file with Lois Powell, NYLA's Director of Membership Services. When registering, FLS members need their assigned username and password to qualify for an "FLS Member Reg Pass" that will waive the webinar registration fee.

The charge for the webinar is \$25 for NYLA personal or organizational members (who are not members of FLS) and \$35 for those who are not members of NYLA. Group

registrations are also available (\$75 member rate /\$99 nonmember rate). Interested participants may choose to join NYLA prior to registering for the webinar to receive the NYLA member rate. However, at the time of registration, a NYLA member may not add FLS to their existing membership in order to attend the webinar at no cost. Registration is closed 48 hours prior to the start time of the webinar.

Registration is through the NYLA Online Membership Center and a credit card is required for payment. Checks and purchase orders are not accepted. Registration details will be posted beginning August 14 on NYLA's website and at [www.NYLA.org/Friends](http://www.NYLA.org/Friends) > Events.

Is your Friends group an organizational member of NYLA? If so, have you taken the next step to register your group's elected officers with NYLA? Although these officers cannot vote in the NYLA and FLS elections, there are still many membership perks that are valuable to these individuals, including free attendance at FLS-sponsored webinars and reduced registration fees for the NYLA Annual Conference.

The savings over non-member registration rates can certainly pay for the group membership! Find out more on the FLS Membership Registration form. Find a link for this form at [www.NYLA.org/Friends](http://www.NYLA.org/Friends).



## National Friends of Libraries Week October 20-26, 2019

Now is the time to start planning a celebration of your Friends group during the 14th annual National Friends of Libraries Week. It's the perfect opportunity to raise awareness in your community of the many ways your group contributes to the library and to promote membership. A visit to the United for Libraries website at [www.ala.org/united/friendsweek](http://www.ala.org/united/friendsweek) will yield a plethora of ideas and resources you can use. They include a customizable press release, letter to the editor, and proclamation; social media materials for Facebook, Twitter, Pinterest and Instagram; and even a webinar you can watch to glean ideas on how other groups have developed award-winning projects. Your library can help support your efforts and there are suggestions for this as well. ALA has also developed promotional materials such as posters, bookmarks, and buttons specifically for Friends groups which you can purchase; find them at [www.alastore.ala.org](http://www.alastore.ala.org). And don't forget to let FLS know what you are planning. Send us an e-mail at [FLS/NYLA@yahoo.com](mailto:FLS/NYLA@yahoo.com). Let the NFOLW celebration planning begin!

## FLS Board Contact Information:

Lisa C. Wemett, President  
315-986-3949 [lisawemett@frontiernet.net](mailto:lisawemett@frontiernet.net)  
*position vacant, Vice President*  
Terry Mulee, 2<sup>nd</sup> Vice President (Membership)  
585-328-6658 [FLS.NYLA@yahoo.com](mailto:FLS.NYLA@yahoo.com)  
Lynne Madden, Secretary  
315-576-4051 [bookmomlynne@gmail.com](mailto:bookmomlynne@gmail.com)  
Stephen Hoefler, Treasurer  
845-243-3747 ext. 223 [shoefler@rcls.org](mailto:shoefler@rcls.org)  
Rebecca Fuss, Past President  
585-428-8323 [Rebecca.Fuss@libraryweb.org](mailto:Rebecca.Fuss@libraryweb.org)  
Randall Enos, President Emeritus  
845-344-2578 [rrenos22jack@gmail.com](mailto:rrenos22jack@gmail.com)  
Members At Large:  
Anne Andrianos, 315-382-4768 [anne.andrianos@gmail.com](mailto:anne.andrianos@gmail.com)  
Kerstin Cruger 845-471-6060 ext. 250 [Kerstin.cruger@gmail.com](mailto:Kerstin.cruger@gmail.com)  
Pat Loughan, 518-420-9088 [plattsburghlibraryfriends@gmail.com](mailto:plattsburghlibraryfriends@gmail.com)  
Terry Morris, 315-458-6184 [tmorris@nopl.org](mailto:tmorris@nopl.org)  
Marie Orlando, 518-784-2548 [morland6@gmail.com](mailto:morland6@gmail.com)  
Leslie Riley, 845-534-2431 [leslieswiley@gmail.com](mailto:leslieswiley@gmail.com)  
Ristiina Wigg, 607-937-5040 [ristiinawigg@gmail.com](mailto:ristiinawigg@gmail.com)  
NYLA Committee Representatives:  
Communication Committee  
Terry Morris, 315-458-6184 [tmorris@nopl.org](mailto:tmorris@nopl.org)  
Continuing Education Committee (interim)  
Lisa C. Wemett, 315-986-3949 [lisawemett@frontiernet.net](mailto:lisawemett@frontiernet.net)  
Intellectual Freedom Committee  
Amy Discenza, 315-727-4854 [Amy.Discenza@libraryweb.org](mailto:Amy.Discenza@libraryweb.org)  
Legislative Committee  
Jean Sheviak, 518-477-6110 [jksheviak@gmail.com](mailto:jksheviak@gmail.com)  
Membership Committee  
Terry Mulee, 585-328-6658 [FLS.NYLA@yahoo.com](mailto:FLS.NYLA@yahoo.com)  
FLS Volunteers:  
FLS Daniel W. Casey Library Advocacy Award Coordinator  
Marie Bindeman, 716-433-0548 [mariebind1955@gmail.com](mailto:mariebind1955@gmail.com)  
FLS Scholarship Coordinator  
Anne Andrianos, 315-382-4768 [anne.andrianos@gmail.com](mailto:anne.andrianos@gmail.com)  
Assistant Conference Curator  
Christine Beck, 585-766-2620 [cbeck1028@gmail.com](mailto:cbeck1028@gmail.com)

Call or write to us anytime. To visit the Friends of Libraries Section website, go to [www.NYLA.org/Friends](http://www.NYLA.org/Friends)

*This newsletter is a publication of the  
Friends of Libraries Section of the  
New York Library Association.*

Newsletter Editor: Terry Mulee  
Proofreader: Lisa C. Wemett  
Contributors: Christine Beck, Amy Discenza, Rebecca Fuss,  
Marie Orlando, Lisa C. Wemett  
*Newsletter printed since 1996 by General Code  
781 Elmgrove Road, Rochester, NY 14624*

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

FLS is a member of United for Libraries: The Association of Library Trustees, Advocates, Friends and Foundations, a division of the American Library Association [www.ala.org/united](http://www.ala.org/united)

800-877-5242Every Library Needs the Support of Friends!

Your friends at JanWay are always here to support your library.

*Introducing...*

**Jon Reyes!** He is the newest member of our sales consulting team, and your dedicated consultant.

Call and introduce yourself to Jon, reference **NYLA** and receive 10% off your order.

BEST PRICES • BEST PRODUCTS • BEST SERVICE

### In Grateful Appreciation!

The FLS Executive Board expresses its heartfelt gratitude to Susan Swanton, longtime board member and officer of EFR and FLS for all of her years of service to our organization, Friends groups, and the library community in New York State and beyond. Sue has retired from an active role on the board, but continues as archivist. "Thank You" is hardly adequate for all of your years of service! FLS is proud to add you as a *Best Friend* on our Tribute Fund Honor Roll.

**An FLS "Shout-Out"** to all the new and renewing members of the Section in the 2018 - 2019 fiscal year. We continually flirt with the 200 member mark. We are thrilled to have over 50 *Friends of the Library Groups* as members! Let's eclipse those numbers in 2019 - 2020! 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!

### Ways to Support FLS:

#### Advertise your business in this space!

Do you have a business that works with/for Friends? Send an email to [FLS.NYLA@yahoo.com](mailto:FLS.NYLA@yahoo.com) for details.

#### Donate to the Scholarship Fund

For those wishing to make a donation in Randy's honor, [the form](#) is available at [www.NYLA.org/Friends](http://www.NYLA.org/Friends)

> Awards & Scholarships > Enos

#### FLS Tribute Fund and Honor Roll

Add a name to the [FLS Tribute Fund](#) List and honor that special individual or group. Choose Friend, Good Friend, or Best Friend!

It's so easy to do!

Visit [www.NYLA.org/Friends](http://www.NYLA.org/Friends) > Awards & Scholarships for more information and to download the form.