
United for Libraries will coordinate the 11th annual National Friends of Libraries Week Oct. 16-22, 2016. National Friends of Libraries Week offers a two-fold opportunity to celebrate Friends. Use the time to promote your group in the community, to raise awareness, and to increase membership.

National Friends of Libraries Week is also an excellent opportunity for your library and board of Trustees to recognize Friends for the help and support of the library. Find a sample press release and marketing materials, and explore ideas and resources for Friends groups, libraries, and state Friends groups at www.ala.org/united/events_conferences/folweek.

United for Libraries Friends group members are eligible to apply for National Friends of Libraries Week Awards. Two groups will be awarded $250 each in honor of their celebrations during the week. For information, visit www.ala.org/united/grants_awards/friends/friendsweek. Friends groups who have won this award in the past, and their projects, can be viewed on the page.

The ALA Store offers “Friend Your Library” materials, including buttons, posters, bookmarks, and downloadable templates. To purchase the materials, visit the ALA Store at www.alastore.ala.org and search for “Friends.”

United for Libraries group members save 10% off ALA Store purchases. (Personal ALA members will automatically save 10% when they enter their login and password.) For details, log in to the Friends & Foundations Zone at www.ala.org/united/friendszone.

Two groups win Baker & Taylor Awards

Two groups have been recognized with United for Libraries’ Baker & Taylor Awards for outstanding efforts to support their library. The Friends of the Nampa (Idaho) Public Library and the Huntley (Ill.) Area Public Library District Friends Foundation are this year’s winners. Each group receives $1,000 and a clock from Baker & Taylor to honor their achievements.

The Friends of the Nampa Public Library worked with the library staff to build a Friends group to match the library’s momentum. While advocating for a new library building, the Friends underwent extensive planning and training to open a successful Friends bookstore within the new library, which opened in 2015.

Years ago, the Huntley (Ill.) Area Public Library District Friends Foundation hosted golf fundraisers that brought in $10,000, but could not get the momentum back for a similar fundraiser after the economy spiraled. They decided to revamp the idea with a mini golf fundraiser within the library, which would also meet the goal of attracting young people to the library. The Friends found sponsors and hosted it as a back-to-school event in August. The event is a favorite because it brings together golfers of all ages, Friends, community members, and businesses in support of the library.

United for Libraries has given Baker & Taylor Awards since 2000. Baker & Taylor is a leading distributor of books, videos and music products to libraries, institutions and retailers. For more information about Baker & Taylor Awards, and a detailed description of the award-winning programs, visit www.ala.org/united/grants_awards/bakertaylor.
Making United for Libraries stronger

As I write this last column, it is bittersweet and hard to believe a year has come and gone so quickly. This past year has been a successful year for the United for Libraries board and division for several reasons, and I wanted to reflect on our successes in this column. But I also want to share what I believe to be our challenges and some of the things we must focus on going forward in order to make United for Libraries a stronger and more vital organization — not just within ALA, but within our advocate community.

I was introduced to this great organization over eight years ago as a Friends of Libraries U.S.A. (FOLUSA) corporate board member, and quickly knew I wanted to be a part of it and to support what it stood for and what it meant to our members. I was part of the organization that merged FOLUSA and the Association for Library Trustees, Advocates, and Friends (ALTA), and we quickly found ourselves in a situation (as common with all organizations that are going through change) where we struggled with our new identity and how we would re-invent ourselves.

We grew and learned together, and we emerged with a dedicated and committed board and members who wanted the new organization to forge new paths and new services for our membership. The merger process was not without its challenges and missteps, but that was to be expected, and to think otherwise was a mistake. I now look at the current board and I am so proud of what we have accomplished and the impact we make with our members and the library community.

Over the last 12 months we have focused on building our membership and creating a strong leadership team for the future. We achieved our goals while at the same time continuing to provide the high quality of service our members have come to expect. Some of the achievements worth highlighting are:

- Service to more than 5,000 members and member groups through over 25 programs this year.
- Six editions of The Voice — including one that went digital!
- Establishing a succession plan for our staff that allows us to prepare for new leadership by creating a Deputy Executive Director position filled by Beth Nawalinski, a long-term staff member who has been a critical member of our leadership team.
- Recruiting new board members from both the professional and corporate membership of ALA that only fortifies how we will go forward to engage and support United for Libraries as a division and as a program. The combined wealth of experience, background, and resources now sitting at the board table is beyond expectations of the board that worked to merge FOLUSA and ALTA years ago and truly fulfills the vision we had.
- We expanded membership through our statewide membership program with our partners at the Chief Officers of State Library Agencies (COSLA) and state libraries across the country. Not only did we expand membership within United, but also senior ALA leadership recognized us for our contribution to the ALA membership rolls and in a time where overall ALA membership is struggling.
- Through the work begun by Christine Lind Hage, past president of United for Libraries, we continued to fortify and build our budget. With our corporate sponsorship program and our statewide membership program, we were able to offset budget reductions from ALA so that our programs continued without interruption, which was another goal established by the FOLUSA and ALTA merger when we established long-term financial stability for United for Libraries.

We truly have many things to be proud of and the progress towards both short-term and long-term goals that have been accomplished this year. But with all organizations we must now look ahead and prepare for future growth.

We know that the next president of United for Libraries, Susan Schmidt, will lead us far beyond expectations with her constant source of energy and
her dedication to our organization and to libraries. I have had the pleasure of working with Susan for many years on the board, and in my opinion the time is right for her leadership and direction.

In a recent focus group that we conducted at the Public Library Association (PLA) Conference in Denver Colo., we were enlightened with valuable member feedback regarding our brand and identity, which are two critical components of any organization, and it was clear to the board members in attendance that the new United for Libraries board must take this feedback very seriously. It is clear we have loyal and committed members and they find our resources to be valuable and critical to their work in their communities.

Throughout our “merger years” and the changes to our name we have lost trust in our brand and identity, which are two critical components of any organization, and I want to thank the United for Libraries’ members and board members who participated in the focus group, and to confirm the value of their feedback in our program going forward.

In conclusion, my work and dedication to United for Libraries is both a source of pride and love for those that have taught me and supported me through the years. The standards set by those along the way have been high and I hope my contribution and work met those standards and made them proud.

I also hope this board and this presidential year will leave the organization in a better place and with a stronger leadership team to guide us through the next year and beyond.

I want to thank all of you for your hard work not only for our organization, but also among our members as you advocate for libraries and continue to establish value and need for outstanding library service in our communities!

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**ALA, Harry Potter Alliance launch ‘Spark’ advocacy video series**

ALA joined the Harry Potter Alliance in launching “Spark,” an eight-part video series developed to support and guide first-time advocates who are interested in advocating at the federal level for issues that matter to them. The series, targeted to viewers aged 13-22, will be hosted on the YouTube page of the Harry Potter Alliance, while librarians and educators are encouraged to use the videos to engage young people or first time advocates.

The video series was launched during the 42nd annual National Library Legislative Day in May in Washington, D.C. The series can be viewed at [http://youtu.be/6R_u455AOAU](http://youtu.be/6R_u455AOAU).

The video series provides supporting information for inexperienced grassroots advocates, covering everything from setting up in-person legislator meetings to the process of constructing a campaign. By breaking down oft-intimidating “inside the Beltway” language, Spark provides an accessible set of tools that can activate and motivate young advocates for the rest of their lives. The video series also includes information on writing press releases, staging social media campaigns, using library resources for research or holding events, and best practices for contacting elected officials.

“Spark” is a wonderful resource from the American Library Association’s Washington Office,” said United for Libraries President Elect Susan Schmidt. “Every Friends group and Trustee board should explore this FREE resource for first-time advocates! Although the project is aimed at teens and young adults, it is invaluable information for everyone.”

“We are pleased to launch Spark, a series of interactive advocacy videos,” said Emily Sheketoff, executive director of the American Library Association’s Washington Office. “We hope that young or new advocates will be inspired to start their own campaigns, and that librarians and educators will be able to use the series to engage young people and get them involved in advocacy efforts.”

Janae Phillips, chapters director for the Harry Potter Alliance, added, “I’ve worked with youth for many years now, and I’ve never met a young person who just really didn’t want to get involved — they just weren’t sure how! I think this is true for adults who have never been involved in civic engagement before, too. I hope that Spark will be a resource to people who have heard a lot about getting engaged in the political process but have never been sure where to start, and hopefully — dare I say — spark some new ideas and action.”

The United for Libraries office will be closed May 30 and July 4. For assistance during that time, please email [united@ala.org](mailto:united@ala.org) and allow 24 hours for a response.
‘State of America’s Libraries 2016’ shows service transformation to meet tech demands of library patrons

Libraries are not just about what they have for people, but what they do for and with people. With communities still recovering from the Great Recession, academic, school and public libraries continue to transform and shift resources and services to meet the needs of tech-savvy patrons.

This and other library trends of the past year are detailed in the ALA’s 2016 State of America’s Libraries report, released in recognition of National Library Week, April 10-16, 2016.

The report shows that libraries of all types add value in five key areas — education, employment, entrepreneurship, empowerment, and engagement. Local and national studies cited within the report show that libraries are advancing multiple literacies and fostering a digitally inclusive society.

Administrators are looking to school librarians to help them digitize education and lead blended learning activities in schools, thus bringing equity, connectivity, and personalization to instruction.

The value of certified school librarians continues to grow as administrators and teachers seek education resources to better serve tech-savvy students. For example, in 2010 only 35 percent of school librarians indicated they were acquiring digital content. By 2015, that number had increased to 69 percent. This trend is reflected across a variety of formats, particularly databases, ebooks, periodicals, videos, and games.

Libraries continue to strive to support digital equality. Multiple studies increasingly point to the fact that individuals from lower socioeconomic backgrounds do not have equal access to high-speed Internet, digital tools, or opportunities to learn how to use digital resources. As a result, they are less able to compete for 21st century careers, participate fully in civic engagement or even advance their own personal learning and interests.

Regardless of format, digital or print, the report shows that collections within school and public libraries continue to be challenged. A challenge is defined as a formal, written complaint filed with a library or school requesting that a book or other material be restricted or removed because of its content or appropriateness.

In July 2015, a Harris poll on attitudes about book banning and school libraries revealed that out of the 2,244 US adults who participated, the percentage (28 percent) who felt that certain books should be banned increased by more than half since the previous survey (18 percent) conducted in 2011.

Book challenges recorded by ALA’s Office for Intellectual Freedom (OIF) reveal that attempts to remove materials with diverse content are higher than ever before.

The Top Ten Most Challenged Books of 2015 were:

1. Looking for Alaska by John Green
2. Fifty Shades of Grey by E. L. James
3. I Am Jazz by Jessica Herthel and Jazz Jennings
4. Beyond Magenta: Transgender Teens Speak Out by Susan Kuklin
5. The Curious Incident of the Dog in the Night-Time by Mark Haddon
6. The Holy Bible
7. Fun Home by Alison Bechdel
8. Habibi by Craig Thompson
9. Nasreen’s Secret School: A True Story from Afghanistan by Jeanette Winter
10. Two Boys Kissing by David Levi-than


Other 2016 State of America’s Libraries report findings include:

- Libraries strengthened their role as leaders in community engagement, leading community forums, taking part in anti-violence activities and providing a safe, neutral place for an often divided populace to come together.
- Services and spaces for teen patrons are transforming as libraries look for opportunities to help teens design their own learning experiences. New service spaces include dedicated makerspaces, tinkerlabs, and other reconfigurations of the library’s space.


To ensure you or your group is receiving all available member benefits, United for Libraries needs your email address. To add your email, send it to united@ala.org.
Steve Laird elected United for Libraries president-elect

Steve Laird, president of the Reference Division of Infogroup, has been elected 2016-2017 United for Libraries vice president/president elect.

Laird has served as a United for Libraries board member since 2012, and has chaired the United for Libraries Awards Committee and served on the division’s Corporate Development Task Force and Finance & Audit Task Force. He was general manager then vice president of sales of the Reference Division of Infogroup before taking his current position as president.

Five additional United for Libraries board positions were filled during the election. Donna McDonald, director of the Arkansas River Valley Regional Library System (Dardanelle, Ark.) was elected Secretary.

Jeffrey Smith, president of the Foundation for Baltimore County (Md.) Public Library, was elected Division Councilor.

Marcellus Turner and Virginia B. “Ginny” Moore were elected to the Foundation at Large positions on the board. Turner is city librarian of Seattle (Wash.) Public Library and Moore is retired from Prince George’s County Memorial Library System’s Oxon Hill (Md.) Branch Library, and served for many years as a school librarian.

Veronda Pitchford, director of membership development and resource sharing for Reaching Across Illinois Library System (RAILS) was elected to a Friend at Large position.

For full election results, visit www.ala.org/united/about/board/election. For ALA election results, visit www.ala.org/aboutala/governance/alaelection.

United for Libraries presents Public Service Award to House Democratic Leader Nancy Pelosi

On May 2, 2016, House Democratic Leader Nancy Pelosi was given United for Libraries’ Public Service Award for her support for libraries of all types in Washington, D.C. Though Pelosi was unable to accept the award, her policy advisor, Patricia Ross, came in her stead.

Ross read a letter from Pelosi which stated in part, “Libraries are sacred places of knowledge and literacy, memory and creativity; places that have educated, engaged and strengthened the minds and hearts of their visitors; places that offer the whole wisdom of humanity to anyone with a library card. They bring our communities together and are integral to working families as resources and places of life-long learning.”

To read the full letter, visit www.ala.org/united/sites/ala.org.united/files/content/grants_awards/public_service/pelosiletter.pdf.

A stalwart advocate of libraries, Pelosi began her career in public service as a board commissioner for the San Francisco Public Library. From 2007 to 2011, Pelosi served as Speaker of the House, the first woman to do so in American history. For 28 years, Pelosi has represented San Francisco, California’s 12th District, in Congress. She has led House Democrats for more than 12 years and previously served as House Democratic Whip.

The United for Libraries Public Service Award is given annually during National Library Legislation Day to a member of Congress who has supported library related issues. Past awards have gone to Bernie Sanders, Susan Collins, Richard Durbin, Barbara Boxer, and many others. For more information about the award, visit www.ala.org/united/grants_awards/public_service.

Public Library Association premieres library advocacy video series

At the intersection of practice and advocacy is the story of libraries’ and library staff’s positive impacts on individuals and communities. Better understanding and capturing these impacts drives the work of Project Outcome (www.ala.org/pla/performance measurement) and a new video series featuring library users — both of which were featured at the Public Library Association (PLA) Conference in Denver in April.

The series showcases the impact that today’s public library has on the community, with subject matter that intersects with the National Policy Agenda for Libraries, including how libraries support education, employment and entrepreneurship. The videos were developed in concert with PLA President-Elect Felton Thomas and ALA President Sari Feldman, as well as with PLA, the ALA Office for Information Technology Policy and the ALA Office for Library Advocacy as tools that the library community, allies and decision-makers can use to show how Libraries Transform (www.ilovelibraries.org/librariestransform).

“Before I walked into the public library, I knew nothing about 3D printing,” says Cleveland Brewery owner John Fuduric, who used library resources to print unique beer taps for his business. “The library is a great resource, but with the technology, the possibilities are endless.” More than 5,000 public libraries provide small business development programs and resources, according to the Digital Inclusion Survey.

Shot in Cleveland and Cuyahoga County public libraries by award-winning video production company Goldfarb Weber Creative Media, the series of six videos will be available

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for libraries nationwide to download and use. In addition to those mentioned above, other videos highlight themes of empowerment and community engagement, as well as an overview video bringing together all of the threads.

“Cleveland Public Library, like many of our colleagues, is using video more and more to share our services with more people in an increasingly visual world,” Thomas said. “But I know this is a catalog we need to build, and I hope these diverse videos will be used in our social media, public presentations and outreach to better reflect today’s library services and resources.”

Video has become increasingly important for communications — particularly for younger audiences. Click-through rates, for instance, increase two to three times when a video is included in an email, and 91 percent of 18- to 24-year-olds are watching online video on a regular basis.

“Policy makers, community decision makers and funders do not always recognize the expanded roles and capabilities of libraries nor recognize the extent to which libraries can be catalysts for opportunity and progress,” Feldman said. “We must shift outdated perceptions of libraries. This is why I’ve been proud to launch the Libraries Transform public awareness campaign, and why Cuyahoga County Public Library supported the development of these videos.”

All of the videos will be available for download and use from the ALA YouTube channel (www.youtube.com/user/AmLibraryAssociation), and additional tips for ways to leverage the videos will be shared. Libraries Transform is a public awareness and advocacy campaign of the ALA. Designed to increase public awareness of the value, impact and services provided by libraries and library professionals, the Libraries Transform campaign will ensure there is one clear, energetic voice for our profession. For more information, visit www.librariestransform.org.

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**Book review: ‘The Busy Volunteer’s Guide to Fundraising: The Truths and Nothing but the Truths About Raising Money for Your Cause’ by Kay Sprinkel Grace**

When it comes to fundraising, how do you make the best use of your volunteers’ time? You communicate exactly what they need to know to raise money — and nothing more. In The Busy Volunteer’s Guide to Fundraising, Kay Sprinkel Grace homes in on what works in fundraising and what doesn’t. She delivers the essential “how-to” in a jargon-free, one-hour-to-read book that achieves three things:

- It opens eyes and dispels a host of misunderstandings about raising money.
- It shows that it doesn’t take hours and hours of preparation to succeed at fundraising.
- It empowers volunteers to get about the task at once.

Other truths that Grace explores are:

- Fundraising is as much about relationships as it is about money.
- Don’t depend on publicity and advertising to raise money.
- Almost everyone is uncomfortable with asking for money.
- There are no “right words” when asking.
- Not all campaigns require a feasibility study.

If you want to make the most productive use of your volunteers’ time — and motivate them to raise money efficiently — this is your quick and easy blueprint!

Emerson & Church Publishers; 978-1889102573; $24.95.

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**Join the United for Libraries email discussion group for Foundations**

Library Foundation staff, board members, volunteers, etc., from all types of libraries are invited to participate in the United for Libraries email discussion group focused on topics of interest to library Foundations. Both those with expertise in library Foundations as well as those in the beginning stages of creating a Foundation are encouraged to participate in the free form discussion. Discussion topics might include fundraising, event planning, capital campaigns, planned giving, effective meetings, board recruitment, merging a Friends group and a Foundation, database management, etc.

The email discussion group is an information forum for those wishing to seek and share best practices for library Foundations. When you send an email to the discussion group, it is automatically sent to all subscribers, and their emails are sent to you. In this way, Foundations from around the country can share advice and their real world experiences. Messages are automatically archived for future searching. You do not need to be an ALA member or United for Libraries personal or group member to participate.

For instructions on how to join the email discussion group, visit www.ala.org/ala/united/foundations/electronic-discussion-group or email United for Libraries at united@ala.org.
Merging a Friends group and a Foundation:
Tips for success

The Friends section of the New York Library Association had a very successful program on merging Friends with Foundations. In this program, the panel members discussed the three-year path to the successful blending of the Friends of the Rochester Public Library (formed in 1953) and the Rundel Library Foundation (formed in 1989).

Past President of the Friends & Foundation of the Rochester Public Library (FFRPL) Sharon Salluzzo and Vice President Peg Glisson shared the podium with Executive Director Ned Davis, outlining the decision-making that led to a stronger single organization that serves the Central Library and the city branches of the Monroe County Library System. The merged 24-member “super board” that oversees FFRPL manages a large endowment, continues the 60-year tradition of offering outstanding programming such as “Books Sandwiched In” to the community, and underwrites technology upgrades to enhance patrons’ experiences.

One issue the community faced was that donors were often confused by annual campaign letters from the library Foundation — donors thought they had already given to the library by supporting the Friends.

In 2010, Peter Pearson, a consultant with Library Strategies in Saint Paul, Minn., worked with both boards of directors and staff to discuss the pros and cons of a merger. He deemed the merger would be “a very successful venture and result in a more visible and powerful organization.”

A transition team with members from each group worked on the issues raised and hammered out consensus. Glisson and Salluzzo stressed that honest, respectful discussions of critical issues, from the naming of the new entity to the number of board meetings, were crucial to their success, not to mention patience, as the lawyers reviewed the paperwork. The local United Way provided a $35,000 grant that helped with the necessary legal costs.

While separate Friends groups can become advocates for the passage of library budget votes, Foundations cannot use their funds in this way. FFRPL’s activities are now limited to underwriting a “thank you” breakfast for legislative representatives in the region. Fundraising continues and donations have increased.

The above article is reprinted (with permission) from the December 2015 issue of Friends News and Notes, the newsletter of the Friends of Libraries Section of the New York Library Association.

Friends of the Berkeley (Calif.) Public Library enjoy Foundation's 14th annual Authors Dinner

The Berkeley (Calif.) Public Library Foundation’s 14th annual Authors Dinner, held in the Central Library on Feb. 6, was another boffo get-together, raising big bucks for the library as well as delighting over 300 Berkeley booklovers.

As usual, the Friends of the Berkeley Public Library sponsored two tables and filled them with lucky bookstore volunteers who won a ticket to attend. Several of the 16 Friends attendees sent kudos along to the library Foundation for hosting such a gala affair, an annual gathering that’s been called — for many reasons — “the smartest night in Berkeley.”

Kristi Kenney, coordinator of the children’s area at the Channing Bookstore, wrote, “It was so great to get to experience such a ‘Berkeley’ event. I loved seeing the library transformed with neat lighting and so many full, fancy dining tables. Sitting with the author and artist of Rad American Women A-Z was also a highlight for me. If I had gotten to handpick which author to sit with, it would have been them! Thanks so much to the Friends for the ticket and opportunity to attend.”

Rosemary Hardy, one of the Friends’ Amazon-checkers, noted: “The library was transformed into a magical, enchanting space, with dimmed lighting and sparkling centerpieces. The food was delicious and abundant. The wonderful company of Friends volunteers at the table and the gracious presence of our charming authors added to the delights of the evening. It was an honor to participate, as a Friends volunteer, in such an elegant event.”

And finally, Channing volunteer Gerda Korner commented on her evening — though she doesn’t note that because of a slight computer glitch, she had all of 20 minutes to get ready:

“First of all, it was a thrill to have my name drawn as an alternate. It was an even bigger pleasure to get a last-minute invitation to attend. I quickly donned my most sophisticated rendition of elegant attire and got there in plenty of time. Utter posh event, tasty appetizers, drinks from Prosecco to martini, dinner as good to look at as to eat, and our author Richard Nagler provided interesting conversation about his work. We were given a gift bag that included his book — he has a truly innovative approach to his craft. The silent auction had a variety of items, most too expensive for my pocket book, but I did win the one for Jon Carroll, whose column I miss. It was a wonderful experience!!!”
Fred Stielow appointed to Center for the Future of Libraries Advisory Group

United for Libraries is pleased to announce that United for Libraries Board Member Fred Stielow has been appointed to the Center for the Future of Libraries Advisory Group.

Stielow engaged 64 boards and orchestrated automation for 45 rural libraries while director of New York’s Mid-Hudson Public Library System. The former board member of the Charles Town (W.V.) Library now serves as Trustee for the Anne Arundel County (Md.) Public Library.

An Indiana University Ph.D., Stielow’s career extends to teaching at Catholic University and the University of Maryland, plus adjunct for the University of Illinois, University of Puerto Rico and Israel’s Galilee College. Stielow was Distance Librarian of the Year in 2014 and a Fulbright Fellow. He recently retired as American Public University System’s vice president and dean emeritus. Stielow created a state-of-the-art digital library for a fully online university. He is a pioneer in this field. He was also a Delphi Oracle for the American Alliance of Museums’ Future of Museums project.

The Center for the Future of Libraries Advisory Group will advise the Center on emerging trends affecting libraries, as well as and important innovations and activities happening within the profession; identify, analyze, and share information relevant to the future of libraries and the adoption and use of foresight and innovation techniques to improve libraries’ development; recommend new programs for and provide feedback on existing programs from the Center that would help librarians and communities better plan and innovate for the future; assist in the identification of strategies to influence and engage decision-makers in the development and enhancement of libraries’ future roles in society; and reach out to other organizations and experts within the field or in other fields to help expand and improve the work of the Center. For information, visit www.ala.org/transforming/libraries/future/advisorygroup.

Ask a Trustee

BY SHIRLEY LANG
Former Trustee, Syosset (N.Y.) Public Library

A Special Request

A director writes: My new Trustee has asked me to provide her with a comprehensive report containing the following information: 1) A list of all employees with their job titles as well as their employment start date and starting salary. 2) Their current salary. 3) The number of sick days banked for each person and the current dollar value of those days. 4) Does the library pay in full or does the employee contribute to his/her health plan? Such a detailed report would mean going through each employee’s records and then assembling the information, a lot of work. I do not know why she wants this information. Must I make this report up for her?

Freedom of Information Laws (FOIL) are very clear regarding what existing records must be made available to anyone requesting information regardless of the format by which the records are stored. The law is very specific with regard to what may be classified as confidential. This may include records and reports on ongoing litigation and ongoing negotiations. (The library attorney can advise you of any other items that are privileged and may be withheld.) Also, FOIL – S. 89(3) states that an agency is not required to create a record in response to a request.

It seems to me that the information that your new Trustee wants may be contained in what are considered to be public records. What is at issue here is the fact that she wants you to pull together all of this data and produce a special report just for her. The law is on your side. You do not need to do this. Your new Trustee should be told that requests for information come to you from the board and not from individual Trustees. Only the board has the authority to ask you to provide them with such a report.

My suggestion would be for you to tell her that the information she wants is not available in the format she is requesting, and that you cannot make up such a report just for her. Speak with your board president and arrange for the two of you meet with this person for an orientation on exactly how the board functions and the role of the Trustee.

The Right Connection

A Trustee writes: We are a seven-member board of a village library. The Trustees are appointed by the mayor. One of my fellow Trustees is habitually late for meetings and sometimes does not show up at all. He never calls if he will be late or absent. He says that heavy traffic on his commute home is the problem. I would like to speak to him and tell him he should resign and I would also like to talk to the mayor. Would this be OK?

Most people volunteer to serve as library Trustees because they understand the value of the library to the community and they have a sense of civic duty. Some want name recognition, perhaps for future political
reasons. And, some others simply want to have a title. Some do start off with a real understanding of the duties and legal responsibilities of being a Trustee as well as the time necessary for this. Trustees set the rules that govern how the library functions. Even though the village may pay all bills, the Trustees must confirm the accuracy of those bills.

It is unfortunate that your fellow Trustee does not seem to understand what being a Trustee is about. I am sure that he does have a long and tiring drive every night. He knew that before he accepted the position as a library Trustee. When he is late or a no-show, he is saying that he is not accountable for any actions taken by the board. And, he is saying to the rest of the board — do my work for me.

I do not feel that talking to him or to the mayor is a good idea. This Trustee knows that he is not fulfilling his job and he may not want to embarrass the mayor by resigning. If you speak to the mayor, the underlying message would be that he or she made a bad choice. It might also suggest that you simply do not know how to get along and you would be looked at as the bad guy.

You will have to sit this one out. Hopefully, when this man’s term is over, he will not be reappointed.

The above are the opinions of the author and do not constitute legal advice. Always check with the library attorney regarding legal issues. The above article addresses governing boards.

To submit an article to Tools for Trustees, email it to united@ala.org.

ALA report provides practical advice about adopting 3D printers in libraries

The American Library Association’s (ALA) Office for Information Technology Policy (OITP) released “Progress in the Making: Librarians’ Practical 3D Printing Questions Answered” (www.ala.org/advocacy/sites/ala.org.advocacy/files/content/ALA_3D_Printing_Q_A_Final.pdf). Co-authored by 3DPrint360 CEO Zach Lichaa and ALA Senior Policy Analyst Charlie Wapner, the document poses and answers 16 practical questions related to establishing 3D printing as a library service. All of the questions were fielded from library professionals interested in 3D printing technology.

“Libraries represent the public on-ramp to the world of 3D printing and design,” said Dan Lee, chair of OITP’s Advisory Committee. “Library professionals who have adopted, or are looking to adopt, a 3D printer must answer questions related to printer operation and maintenance, workflow management, cost recovery, patron safety, and much more. As a by-product of OITP’s policy advocacy on 3D printers and libraries, once again OITP is doing great work for libraries in providing this practical information to assist library professionals.”

Libraries are democratizing access to, and facilitating learning through, 3D printing technology,” said Lichaa. “We need to make sure they have the necessary technical know-how to keep that trend going.” 3DPrint360 is a New York based company dedicated to serving newcomers to 3D printing and enthusiasts with advice and reliable products.


For public libraries seeking to demonstrate the impact of 3D printing, the Public Library Association also released a video featuring Cleveland Brewery Owner John Fuduric, which is available for use in presentations and social media (www.youtube.com/watch?v=_Gyr1mfCtoA).

OITP advances ALA’s public policy activities by helping secure information technology policies that support and encourage efforts of libraries to ensure access to electronic information resources as a means of upholding the public’s right to a free and open information society. It works to ensure a library voice in information policy debates and to promote full and equitable intellectual participation by the public.
‘Board Wars and Power Plays’: Developing effective board strategies

United for Libraries members presented a program on effective board strategies at the recent Public Library Association Conference in Denver to an attendance of more than 100. Beginning with a role play, the presenters portrayed typical “bad board member” behavior.

Kathy Spindel (Trustee at the Fountaindale Public Library in Bolingbrook, Ill.) played the role of the late Trustee who hasn’t read the board packet — reading it as she enters. Nancy Bolt (Nancy Bolt & Associates Library Consulting) was the Trustee who has to argue about everything. Paul Mills (executive director of the Fountaindale Public Library) was the Trustee who basically sleeps through the meetings except when an opportunity arises for him to sell insurance from his company. Peggy Danhof (Trustee at the Fountaindale Public Library) played the one accusing another board member of going to conference on the library’s dime and not going to any programs; she also wants to hold the next meeting at her house. Deidre Brennan (executive Director of the Reaching Across Illinois Library System — RAILS) was the long-suffering library director.

After showing examples of what not to do, a panel discussion ensued regarding working effectively with the Trustees from the library director’s perspective. Working effectively with the library director from a Trustee’s perspective was also discussed. The question and answer component of the program was active and well received.

In order to have effective meetings and good professional relationships, the following key points were discussed:

- Establishing excellent communications.
- Having kindness and respect for all.
- Building relationships.
- The importance of equality among members of the board and the use of parliamentary procedure.
- The importance of Trustee orientation.
- The importance of continuing education for Trustees through United for Libraries and state and regional resources.
- The importance of recruitment and succession planning for board members.
- Utilizing an outside consultant when the situation requires it.

For more information on working with your library Trustees, the webinar Working Effectively with Your Library Trustees is available at [www.ala.org/united/trustees](http://www.ala.org/united/trustees). The webinar Working Effectively with the Library Director is part of the Trustee Academy ([www.ala.org/united/trustees/trustee_academy](http://www.ala.org/united/trustees/trustee_academy)).

United for Libraries offering Skype and in-person consultation services

United for Libraries is offering libraries, Trustees, and Friends a budget-friendly alternative to on-site consulting — Skype sessions.

Groups of all sizes can receive professional consultation services via Skype at an affordable price. United for Libraries staff has more than 50 years of combined experience in the areas of library governance, advocacy, marketing, fundraising, Friends development, establishing a social media presence, strategic planning, conflict resolution, and more.

In addition, United for Libraries board members can provide professional expertise in such areas as academic Friends group development, board recruitment, financial management, and more.

Pricing includes the Skype session, along with handouts and up to 30 minutes of consultation with the convener prior to the event.

In addition, United for Libraries offers in-person workshops, seminars, training, and assistance in a wide range of areas. Services can be customized to meet the needs of your library community and its supporters.

For more information and pricing options for consulting, call United for Libraries at (800) 545-2433, ext. 2161, or email [united@ala.org](mailto:united@ala.org).

Archived Ask a Trustee columns, along with toolkits, current and past newsletters, publications, and special offers for Trustees, are available in the Trustee Zone on the United for Libraries website.

Visit [www.ala.org/united/trusteezone](http://www.ala.org/united/trusteezone) and sign in with your login and password. If you need help logging in, please, call (800) 545-2433, ext. 2161, or email [united@ala.org](mailto:united@ala.org).
Apply for United for Libraries’ Major Benefactor Citation

Giving public recognition to an individual, family, or corporate body that has made a major gift to your library will generate publicity that can encourage other gifts as well.

United for Libraries’ Major Benefactor Citation comes with a plaque for the library and a plaque for the donor. (Please allow six weeks from the time of application for receipt of both plaques.) These plaques, along with a library celebration and a press release from your library, can let your community know that gifts to the library are truly appreciated and make a real difference.

Major Benefactor Citation recipients are featured on the United for Libraries website, and a press release about each recipient is issued through United for Libraries and ALA.

Applicants are asked to include documentation describing the nature of the library’s relationship with the benefactor; benefits to the library in the form of money, real or personal property, negotiable paper, or other tangible contributions; why the gift is considered major, and any publicity generated as a result of the gift.

A fee of $500 ($450 for United for Libraries members) covers all administrative costs and materials.

To apply for the Major Benefactor Citation, visit www.ala.org/united and click on “Awards & Grants” then “Major Benefactor Citation.” Past awardees can also be found on this site (www.ala.org/united/grants_awards/benefactor).

A downloadable application as well as submission guidelines are available on the website. Applications may be submitted at any time, however, please allow for a minimum of six weeks to receive the plaques.

For more information, call (800) 545-2433, ext. 2161, or email united@ala.org.

Seven questions to ask your technology vendors

It’s important to have policies in place to protect your patrons’ privacy. Patron records are often protected by state law and your own policy. What about your technology vendors, however? Do they have policies in place so that their databases protect patrons as well? Here are seven questions to ask your vendors:

1. Data Breach Policy
   Is there a formal process in place to report data breaches if/when they occur?
2. Data Encryption
   If patron data is stored by the vendor, is it encrypted?
3. Data Retention
   Does the vendor purge patron search history records on a regular basis?
4. Terms of Service “Ease of Use”
   Can the average patron read and fully understand the vendor’s terms of use policy?
5. Patron Privacy
   Does the vendor use Google Analytics or other tracking software to monitor users?
6. Secure Connections
   Does the vendor’s website enforce secure connections only? (HTTPS or better?)
7. Advertising Networks
   Does the vendor’s website participate in ad networks?

To learn more about this topic, visit http://journal.code4lib.org/articles/11413.
Focus on Friends

Encouraging Friends to talk up their libraries

Friends groups can support their libraries by more ways than financially. They can also support them by talking with officials about what the library means for their communities. Libraries “set the community spirit for a town,” said Sen. Cathy Osten of Sprague, Conn. Osten spoke at the Friends of Connecticut Libraries Fall Conference in November at Central Connecticut State University.

Real estate agents will tell you that if a library is dingy, it isn’t inviting for someone considering moving to town.

“When you ask them why people move there, what attracts people, the library is always mentioned as a key asset,” she said.

Her local library in Sprague came up with a booklet, using statistics available from the state, to explain how many people use the library and for what reasons.

“It’s not just that repository (of books) but used for job searching,” she said. It’s where senior citizens and Girl Scouts often meet, where middle-schoolers hang out and where she often meets with constituents.

As the first selectwoman of Sprague, Osten is also in charge of local funding for her local library.

She said they got more than $1 million from a variety of funds to renovate an old grist mill that houses the library, which included installing an elevator.

Talk to your state legislators and let them know that you, as a constituent, want them to support libraries. Tell them why your library is important and deserves more funding. But keep your message short.

“Don’t write long emails to people because they won’t be read,” Osten said. Instead use simple bullet points and get to the message.

Contact people in different ways — one-on-one, at a public meeting, at some board meeting. You can’t expect others to do this.

“If you want your library saved in the state budget, you need to be active. You can’t just let lobbyists do it,” she said.

“Usually it takes twice or three times to get people to respond to you.”

In response to a question about the most effective way to get legislators’ attention, Osten said the worst time is in the middle of a crisis. The upcoming special legislation session from February to May won’t allow much time.

You could band together with people from nearby towns and meet with two or three legislators at the same time. Or host a breakfast for your legislators to come talk with constituents and hand them a one-page report with your key points.

One area vital to small town libraries is borrowing items from other libraries. It gives them access to books they might never be able to see without it. The state funds this service. Advocacy training for Friends groups is available from the state, said Dawn LaValle, director of library development for Connecticut.

“We already know how well (libraries) serve our community,” LaValle said. “We just need to get the word out.”

Another place to find out how to help is a free online course called “Library Advocacy Unshushed,” said a Friend from Canterbury. He found it on edx.org by searching for the word “library.”

The size of your group doesn’t matter, Osten said. Just present your message in a clear and concise way to show the value of your library.

The above article is reprinted (with permission) from the winter 2016 edition of FOCL Point, the newsletter of Friends of Connecticut Libraries.

Information for Friends, including past issues of The Voice, archived issues of News Update, special offers, publications, and toolkits, is available to United for Libraries personal and group members.

To log in to the Friends & Foundations Zone and access resources, visit www.ala.org/united and click on “Friends & Foundations Zone.”

If you need your login or password, email United for Libraries at united@ala.org or call (800) 545-2433, ext. 2161.
Just because a book is old doesn’t mean it’s valuable:
Evaluating and pricing your books

You find a first edition of Angela’s Ashes in with donated books.
Eureka! You think. It’s worth a fortune.

But antique book dealer John Kehoe of Norwalk, Conn., will tell you that not only is it not worth thousands, it’s not worth even $1.

Kehoe shared a lot of other lessons about what makes a book valuable when he talked to the Friends of Connecticut Libraries at the fall conference Nov. 14 at Central Connecticut State University. The most important thing is the condition of the book.

“Condition is to rare books what location is to real estate,” he said.

“Collectors want a perfect copy.” A perfect The Electric Kool-Aid Acid Test will sell for $750 but a bad one you can’t even give away. Three things that used to drive book values were scarcity, content and appearance. Now appearance is the most important.

“The money is in the dust jacket,” Kehoe said. A book with a dust jacket in pristine shape can be worth 95% more. There is only one known copy of Theodore Dreiser’s Sister Carrie with a dust jacket and it is worth $100,000, he said.

“Take care of those dust jackets!” Kehoe said. If a dust jacket is starting to chip, you might get a few dollars more for the book if you put it in a plastic cover.

It’s even harder to find children’s books in good condition. A pristine copy of Make Way for Ducklings could sell for $12,000, he said. And very rare is a pre-1960s book with a dust jacket.

He did find one valuable book in the 30 or so that Friends brought to him — one by Charles Darwin. “Any copy of Darwin before 1900 sells,” he said.

One of the most important things you can do at sales is price items appropriately, Kehoe said.

“You can’t run a sale with overpriced books. Buyers are too smart.” A successful sale has little left at the end, he said.

People who try to find what a book is worth by looking it up on the Internet often get the wrong idea. Dealers will put up the price they would like to get for a book, not what it is actually worth.

“What you see are the unsold books,” Kehoe said. “A first edition of Valley of the Dolls’ will sell for $100. People who list it higher won’t sell it.”

You can pay to get access to a site such as Rare Book Hub, which gives the actual selling price of rare books. And the site ABAA.org will show you what professional book sellers are asking for rare books.

“If you have a really good book, price it so it will sell,” he said. “If you price it too high you won’t get it. The important thing is to just get more than you paid for it.” And remember, you got a book as a donation.

A few other tips:
• Don’t use stickers on books because they can damage the dust jackets.
• Don’t stock unsaleable books such as The Da Vinci Code or A Day in the Life of America. (Anyone who wants to read them already has.)

“The idea of throwing out a book is not that bad,” Kehoe said.

• Don’t waste time alphabetizing fiction because it has no impact on sales.

The way to get better at pricing valuable books is just like anything else — practice. Set prices and see if books sell for what you ask. A few books on book collecting include The ABC for Book Collectors by John Carter and Among the Gently Mad by Nicholas Basbanes.

Signed books can be more valuable unless it’s an author known for signing easily. Even if the signature includes a note to someone, that wouldn’t hurt the price.

Who collects rare and antique books? Kehoe said he doesn’t know because it really isn’t a good investment. Books that were valuable 100 years ago often are no longer worth anything.

“Some people collect books because they have a socially acceptable form of OCD,” he guessed.

Kehoe said he got into book selling by accident, just wandering into second-hand bookstores and asking questions. When he found it more interesting than his job at the time — industrial construction management — he made it his career.

He used to pick up books at library book sales but said things are changing. Libraries have gotten better at pulling out valuable books before dealers such as him can find them. And some people go through sales with scanners, picking anything valuable.

Kehoe recommended not consigning books to an auction house because they generally take 25% of a sale and groups may end up losing money.

The above article is reprinted (with permission) from the winter 2016 edition of FOCL Point, the newsletter of Friends of Connecticut Libraries.
Top 7 marketing tools to promote your nonprofit event

BY KATHLEEN OLSON  
via BoardSource

Putting together a nonprofit event takes a lot of work, and often, there isn’t a lot of money to work with. This means that you have to come up with ways to make these events successful, without having to spend much. One of the most expensive aspects of any event is marketing, but there are tools you can use to make it a lot easier, and a lot cheaper. Here are our top seven picks for marketing tools you can use to promote your nonprofit event.

1. **Use social media**
   You will find loads of social media tools that you can use to promote your event for free. You can send out Tweets, or use the tools TweetMyEvents and TweetVite. Update your Facebook status regularly with posts about the event. Take full advantage of these free marketing tools.

2. **Word-of-mouth marketing**
   One of the best ways to get the word out about an event is to tell people. The more people you tell, the more people they will tell, and so on, and so on. People tend to trust recommendations they get from family and friends, so if people are telling others that they know how great your event is going to be, it is sure to be a huge success. Check out ReferralRock, where you can ask people to tell others about you and your event.

3. **Create merchandise**
   There are many ways you can use merchandise to promote your event, without having to spend a lot of money. For instance, you can create promotional buttons for pennies apiece, and then get people to wear them all over town to promote the event. Buttons are just one of many small items you can make at a low price. Others include fridge magnets, zipper pulls, clothing magnets, and many more. Check out what you can create at UberButtons.

4. **Use local promotions sites**
   If you are able to offer an incentive to people for attending your event, some good tools to use are Groupon, LivingSocial, and Gilt. Basically, you advertise your event, and offer an incentive to those who visit these sites if they sign up to attend. An incentive doesn’t have to be costly either. It can be as simple as a free e-book, or something else that they are interested in.

5. **Create an event page**
   When using social media, go all the way and create an event page. You can invite people to the event, and you will have a pretty good idea of how many people are going to attend. Users can let you know if they will be attending. One great tool to use is Attendee Events, which lets you create a page that lets people register for the event.

6. **Use traditional media**
   Even though most people tend to use social media, don’t forget about traditional media. Television, newspapers, and radio stations can promote your business, and there are ways you can do it for free. Send your event notice to community cable channels. Send press releases to newspapers with eReleases (they may even decide to do an actual article and interview you about the event), etc.

7. **Create a calendar invitation**
   You have an email list, so you should take advantage of it in order to promote your nonprofit event. Once you have all of the details about the event in place, you can send out email invitations to everyone on your email list. Then, you can send out periodical reminders in the days leading up to the event, to make sure that they don’t forget about it. Of course, it is going to be so great that people will be looking forward to attending.

Read more at [www.business-2community.com/non-profit-marketing/top-7-marketing-tools-promote-non-profit-event-01505215#oQUgQIb5uG2gH0wH.99](http://www.business-2community.com/non-profit-marketing/top-7-marketing-tools-promote-non-profit-event-01505215#oQUgQIb5uG2gH0wH.99)

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For print newsletters, please mail to:
United for Libraries
859 W. Lancaster Ave, Unit 2-1
Bryn Mawr, PA 19010
Post-gala blues: the hidden costs and risks of fundraising events

BY MILLIE MITCHELL
Director of Development, The Libraries at the University of Nevada, Reno

In my 30+ years of experience in nonprofit marketing and development (including nearly 10 with academic libraries), I’ve learned that fundraising events are rarely that. They may raise “friends” and provide great visibility for your organization or cause, but they rarely net any significant revenue to the bottom line — especially when you calculate the value of the staff time that goes into them. When I have been part of successful fundraising events, they have been largely volunteer-driven — but even then there is staff time involved to supervise the volunteers.

Secondly, even successful events can get “tired” after a number of years and benefit from being put on the shelf to rest — perhaps brought back some years down the road, or perhaps not. This is exactly why the San Francisco Symphony’s highly successful “Black & White Ball” (net was well over $1 million back in the mid-1980s when I was a part of this; it’s even more now) is an every-other-year affair. Even on a smaller scale here in Reno, the Reno Philharmonic’s “Rhythm & Rawhide” event was shelved several years ago. It is being brought back this year after a nice rest.

I think you have to have a very clear vision of the purpose of the event — friend-raising, fundraising, visibility, or some combination — and the outcome you will be happy with. Sometimes breaking even (or even taking a small loss) is worth it. At the University of Nevada, Reno, the individual colleges and units are heavily discouraged from spending a lot of staff time on event fundraising; the central foundation would rather see us focus our energies on building relationships with individual donors. The exception, of course, is athletics. And the central foundation sponsors one major fundraising dinner with a speaker every fall.

The University Libraries sponsor one minor/major “event” each fall, and that is our annual Nevada Writers Hall of Fame awards. Its primary purpose is not fundraising, although it has made a positive contribution to the bottom line in some years. We do it because of the history and prestige of the program (now nearly 30 years old), its growing stature, and the visibility. In the last decade it has become something of a signature event for the campus, which is helpful to the libraries when the dean is advocating for additional resources from the president and provost. It takes some of my time, mostly overseeing the selection process and soliciting sponsorships. The event production is thankfully handled by the University Events team from central development.

Not-for-profit organizations need to be cautious about becoming overly dependent on “event” income in lieu of true contributed revenue. Volunteer board members often say, “Let’s have an event to raise this money,” because they are totally uncomfortable with asking a peer for a gift in support of their cause. Think of the downside of having an organization’s budget with 20% or more of its income based in “events” and the consequences if something went really wrong. Events can be vulnerable to the “elements,” for example. If it rains or snows on your big day, your revenue could be severely impacted. And heaven forbid you have a power outage, which happened one night at one of my biggest events for the California Symphony some years ago (fortunately it came back on).

A healthy mix of contributed income from a variety of sources — individuals, corporations, foundations, government sources, and, yes, even events — is the only way.
Good Ideas From The Network

Programs

St. Paul, Minn.

With The Friends of the Saint Paul Public Library, moderator Jeff Kamin brings his unique take on a public book club show to Saint Paul every first Tuesday of the month under the title, “Books and Bars.” Kamin has taken the suburban book club tradition and put it in a public bar where people’s opinions flow freely with a little “liquid courage.” Even if you don’t like the featured book, he “guarantees a good time at our entertaining discussions.” See more at http://thefriends.org/events/ongoing-series/books-bars.

Rochester, Mich.

The Friends of the Rochester Hills Public Library hosted a self-guided tour of the Stahls Automotive Museum in Chesterfield Township on May 19 from 10 a.m. to 1 p.m. The museum features rare autos, car-related accessories from the Depression era, and a number of musical instruments. The tour cost $20 and proceeds were used to fund library programs.

Allen, Texas

The Friends of the Allen Public Library sponsored a program about the Workers Progress Administration (WPA) featuring their state historian. For Depression-weary and despondent Americans, the WPA not only offered employment but also the restoration of dignity. Through the efforts of authors, artists, and construction workers, the American landscape was altered for the enjoyment of millions of people. The program announcement pointed out that Texas artist Frank Klepper’s mural can be viewed at the Collin County Historical Museum in McKinney funded by the WPA.

Hennepin County, Minn.

The Friends of the Hennepin County Library hosted famed food and wine

Austin, Texas

Each spring break, Badgerdog (sponsored by the Austin Public Library Friends Foundation) offers workshops led by professional writers who introduce students to literary works and techniques, and inspire young writers to author their own fiction, nonfiction, and poetry. The program approaches writing with an appetite for discovery, fun, and creativity, while also challenging young writers to try new things on the page. The Austin Public Library Friends Foundation also sponsors “Writing / Art Workshop for Care-Partners.” This program is designed for caregivers and their care-recipients. Caregivers work with a Badgerdog (see above) writer to create poetry, record family stories, and share experiences. At the same time, care-recipients work with Mobile Art volunteers to create collage, paintings, sculpture, and more. All participants will be published in a beautiful, full-color hardbound anthology. This program is presented in partnership with Mobile Art and AGE of Central Texas, and funded by St. David’s Foundation’s Health’s Angels.

Walnut Creek, Calif.

Gardening programs are always popular, and the Walnut Creek Library Foundation knows that their weather can have an effect on plant life. They said, “Whether or not we are in a drought, California receives little to no rain in the summer, which is typical of Mediterranean climates. Come learn about our unique climate, and how plants have adapted to regions with little to no summer rain. A professor from nearby UC-Berkeley’s department of landscape architecture showed these wonderful plants can add color and texture to your landscape design. A drought-tolerant garden need not be a lone cactus in a sea of rocks! You will come away inspired and with a deeper understanding of gardening with limited water.” The free gardening program was co-sponsored by the UC Master Gardeners of Contra Costa County.

Minnesota

Once Upon a Reader is Minnesota’s first statewide one-book program geared towards young children. Ten Pigs: An Epic Bath Adventure, by Minnesota author/illustrator Derek Anderson, was the focus of this year’s program. In their continuing efforts to strengthen the ties between Friends groups and libraries, Minnesota Association of Library Friends was pleased to once again offer members a match to offset their libraries’ Once Upon a Reader materials costs. That’s right: they offered reimbursement for half the cost! Matches were capped at three items and/or $300 per Friends group. Eligibility was contingent on 2016 MALF membership.

St. Paul, Minn.

The Friends of the St. Paul Public Li-
brary has initiated a new service called “Lose Wait Fast!” Library patrons were encouraged to check out great author podcasts from The Friends’ Fireside Reading Series and Club Book — a program of Metropolitan Library Service Agency (MELSA) that is coordinated by The Friends’ nonprofit consulting group, Library Strategies, and funded by Minnesota’s Clean Water, Land & Legacy Amendment with support from Minnesota Public Radio and MinnPost. Each podcast is around an hour long, professionally produced, and hosted by one of the library’s bright young staffers. Those interested can subscribe on iTunes, download to their phone or iPod, and get moving! “Exhorting audiophiles to expand their minds while shrinking their waist lines.”

Eureka, Calif.

The Friends of the Redwood Libraries celebrated their 50th anniversary this June. Combining the anniversary with their annual meeting, they presented local author Pam Service, whose debut young adult novel was Winter of Magic’s Return, a futuristic Arthurian fantasy. Since that time, she’s written 32 books and a number of short stories.

Chelsea, Mich.

On a gorgeous autumn day, the Friends of Chelsea District Library, who are members of the Chelsea Area Chamber of Commerce, had a ribbon cutting for two new Little Free Libraries planted in two of the city’s parks. The Oct. 22, 2015, event included members of the Friends; Chelsea District Library staff; the Chamber of Commerce; Paul Snyder, President of FOML; and a representative of the Chelsea Rotary Club, which also supported the libraries’ funding. In addition to the community donations, the Friends add new titles, monitor the supply of books and maintain the quality of the service to the community with regular checks all year round.

This popular and practical trend is growing, with the increasing participation of many library Friends groups, big and small. There are plenty of ways to fundraise for these projects. Talk with other fellow Friends groups for help with ideas.

Booksales

Phoenix, Ariz.

The Friends of the Phoenix Public Library gave their members and supporters an opportunity to shop their book inventory online last winter. In making the announcement they said, “there are 47,915 books listed on BooksforGood priced at $2 or less, and approximately 200,000 available books total. For one special weekend, you can shop the entire inventory and we’ll be onsite at the warehouse to offer you same day pick-up — or same day shipping so that your books arrive early in the week.” In addition they offered a 50% discount on Sunday if purchasers used a special code. To take a look at their website, go to booksforgood.org.

Berkeley, Calif.

The Friends of the Berkeley Public Library’s Central Library workroom crew held the first-ever Library Staff Open House on Jan. 29. They kept the workroom open all day and encouraged library staff to stop by, giving each visitor one free book and at least one homemade cookie. Another attraction was the “free box” of odd items that turn up with book donations, from milk crates to jewelry. More than 40 staff members took advantage of the offer, and library staff and Friends felt this should be an annual event.

Fundraising

St. Paul, Minn.

Since its humble beginnings in 2004, Opus & Olives has become the premier literary evening of the Twin Cities. Publishers and authors call it “the best book party in the country!” Attend-

Like United for Libraries on Facebook

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To follow United for Libraries on Twitter, visit www.twitter.com/ala_united.
Good Ideas From The Network

Notable Quotables

“Libraries provide a vital service for communities. At story hours, children get hooked on books. Later, teens come to libraries for homework help. Book and movie lovers find discussion groups. Libraries are the only institution that brings together the old and young, rich and poor, the educated and the striving-to-learn. A library card opens the doors of the mind.”

Marylee MacDonald, Bonds of Love and Blood, 2015

“Libraries: the one place anyone can enter, be enriched, and not have to spend a dime.”

Lucinda Clark, Poetry Matters, PRA Publishing

“Whenever I feel sad for all the things I don’t know, places I haven’t been, people I haven’t met or for all the experiences I must be missing, a visit to the library reminds me that the all the world is only a book away.”

Jackie Y Azúa Kramer, How Lilly Ate the Rainbow, 2011

“Libraries are the foundation for a sustainable future in literacy for all ages.”


For more quotes about libraries, books, and literacy, visit www.libraryquotes.org.

Sacramento, Calif.

The Friends of the Sacramento Public Library have a Library Education and Advocacy Committee, which sent out advocacy alerts ahead of important budget hearings of the city council urging all its members and library supporters to attend. To underline the urgency of the request, the committee chair said: “If Measure X is not renewed, the library system will lose almost 35% of its city funding which will result in reduced service hours, elimination of early childhood services, and possible closure of libraries within the city.”

Other

Boca Raton, Fla.

The Friends of the Boca Raton Public Library are announcing an updated and distinctive identity. It links the group’s status as a separate nonprofit organization to Boca Raton’s 21st century library, a vital asset to the community. It visually depicts the library’s modern architectural design and the Friends’ support of its overall mission as an educational pillar of our community. For more information about the Friends, visit www.bocalibraryfriends.org.

Wit & Wisdom” fundraiser on March 12. The 245 guests at the event enjoyed food, wine, dessert and coffee during a fast-paced evening that featured two presentations that each guest selected from a list of six speakers. Speakers included Harlan Neuville, a retired engineer for the Apollo program; Chuck Osberger, who manages operations for Frankenmuth Brewery; Dr. Gilbert Jackson, director of the Jackson Chorale, John Smyntek, a retired editor with the Detroit Free Press, Lynn Miller, a chef, cookbook author, and cooking show host, and historian Pat McKay. “Attendance increased 40% this year as previous guests returned and word-of-mouth spread,” said Friends President Ron Meegan. “The feedback is exceptional. People really enjoy the evening.” The next “Wine, Wit & Wisdom” is scheduled for March 25, 2017.

Advocacy

Phoenix, Ariz.

The Friends of the Phoenix Public Library sent an email missive to their members encouraging them to weigh in support of the proposed 2016-2017 budget, which included an increase to the library’s e-materials budget. “While we’re grateful that City Council has included any increase to library services, we as library users and supporters know that the real strength of the modern library is in its role as a community center, and that access to literacy resources is of paramount importance. As such, we’ll be thanking City Council for the proposed increase to materials that are accessible outside of library hours while reminding them that opening every library every day is still our ultimate goal.” They provided their members and supporters with a click-through portal for sending a letter of support directly to the City Council and provided both talking points and a schedule for citywide budget hearings.
Good Ideas From The Network

Minneapolis, Minn.
This announcement was made from the Friends of Minnesota Libraries: If your library is looking to invest in such a program — or desires “seed money” for another program centered around environmental topics and geared toward young people — the Captain Planet Foundation may be able to help. As the name suggests, this foundation (the brainchild of Ted Turner) exists to foster “high quality, hands-on environmental stewardship projects.” Through its Small Grant Program, the Captain Planet Foundation is currently inviting schools and 501(c)3 nonprofits to apply for between $500 and $2,500 to aid in the coordination of new initiatives that are “project-based, performed by youth, and have real environmental outcomes or implications.” Visit their website (http://captainplanetfoundation.org) for project examples from past years, and for a comprehensive FAQ. Preferential consideration is given to requesters who have secured at least 50 percent matching or in-kind funding for their project. Note that library landscaping and beautification projects are ineligible. Apply by Sept. 30 for consideration.

Boca Raton, Fla.
Libraries everywhere are transforming communities in ways you may not have imagined. During National Volunteer Week, the Friends of the Boca Raton Public Library honored their many hardworking Friends volunteers with a recognition luncheon. The board of directors hosted more than 50 volunteers who work in the bookstore, manage programs, and are ambassadors at special events.

St. Paul, Minn.
From March 15 through April 15, the Friends of the St. Paul Public Library counted down to the Minnesota Book Awards Ceremony by giving away one of the finalist books each day to members of their email list. Winners were announced at the bottom of every post on their 32 Books in 32 Days blog.

Hennepin County, Minn.
It was the end of 2015, but the library presented the Friends of the Hennepin County Library with a charming and deeply moving “thank you” Valentine! It can be viewed at www.youtube.com/watch?v=i5noO4HtcLA. Consider asking your library to develop one for your Friends group — this would be especially wonderful during National Friends of Libraries Week, Oct. 16-22, 2016 (for more information, see Page 1 or visit www.ala.org/united/events_conferences/folweek).

Minneapolis, Minn.
The Friends of the Hennepin County Library launched a new website in May, www.supportHCLIB.org. It received an enthusiastic response from supporters and the literacy community, and features a new “Stories of Impact” section that highlights how library gifts are transforming lives and the community every day. A redesigned events calendar displays essential event information, including locations and directions, ticket information, and books by the authors. New giving pages make it simple and easy to help the library do more with gifts. The page also features the most recent posts from the Friends and library on Facebook, Twitter, and Instagram.

To submit an item to Good Ideas from the Network, email it to united@ala.org.

2017 Book Lover’s Calendars available

United for Libraries members can purchase the 2017 Book Lover’s Calendar at a greatly reduced price. Sell these calendars at a deep discount to Friends, use them as an incentive for joining your group, in recognition of volunteer hours, or as prizes. A great fundraiser, these calendars are so popular they practically sell themselves.

The retail price for the 2017 Book Lover’s Calendar is $13.99; the discounted rate for United for Libraries members is $3.50 per calendar. There is a 30-copy minimum order (no maximum), and calendars are non-returnable. Shipping and handling is included in the cost of the order. Other Workman calendars may be added to your order at 50% off the suggested retail price (plus 5% shipping and handling). A wide selection of wall and Page-A-Day calendars can be viewed online at www.workman.com. Stock your book store with a selection of calendars offered at a special discount.

For more details, including ordering information, log into the Friends & Foundations Zone or the Trustee Zone at www.ala.org/united.
ALA Annual Conference, Orlando, Fla.
June 23-28, 2016

President's Program with John Hart
Sat., June 25
10:30-11:30 a.m.

Bestselling author John Hart will be featured during this program, hosted by United for Libraries President Ed McBride. Hart will be interviewed on stage by Barbara Hoffert, editor of Library Journal’s Prepub Alert. Hart is the author of four New York Times bestsellers, The King of Lies, Down River, The Last Child, and Iron House and winner of an Edgar® Award. This program is sponsored by Macmillan. The author will sign books following the program (books subject to availability).

The Laugh’s On Us, sponsored by SAGE Publishing
Sun., June 26
5:30-7:30 p.m.
Humor writer Dave Barry will join the headliner, comedian and United for Libraries spokesperson Paula Poundstone, at this event, also featuring Phoebe Robinson, Tara Clancy, and Nora McInerny Purmort. Wine and cheese will be served, and a book signing will follow. Tickets cost $60 in advance ($55 United for Libraries personal members), $65 onsite.

Gala Author Tea, sponsored by ReferenceUSA
Mon., June 27
2-4 p.m.
Shari Lapena, Jayne Entwhistle, Thomas Mullen, Susan Mallery, and Imbolo Mbue will discuss their writing life and forthcoming books. Enjoy tea, finger sandwiches, and sweet treats. A booksigning will follow. Tickets cost $60 in advance ($55 United for Libraries division members), $65 onsite.

United for Libraries author panels

The Horror! The Horror! Authors Who Write to Scare
Sat., June 25, 8:30-10 a.m.
Featuring JG Faherty, Christopher Golden, Christopher Buehlman, Amy Lukavics, Ezekiel Boone, and Peter Adam Salomon.

Isn’t it Romantic?
Sun., June 26, 8:30-10 a.m.

Reads Like Fiction, Nonfiction You Can’t Put Down
Sun., June 26, 10:30-11:30 a.m.
Featuring Lydia Reeder, Elizabeth Lesser, Ari Berman, and Chris Smith.

First Author, First Book
Sun., June 26, 1-2:30 p.m.
with complimentary light refreshments
Featuring Stephanie Knipper, Jung Yun, Nathan Hill, Reba Riley, Joe Ide (right), and Meg Little Reilly.

Panels will be moderated by Barbara Hoffert, editor of Library Journal’s Prepub Alert. A book signing will follow each panel.
Nuts & Bolts for Trustees, Friends, and Foundations
Fri., June 24
8:30 a.m.-4 p.m.
Library Trustees, Friends groups, Foundations, and staff are invited to join a day of information and resource sharing, roundtable discussions, and learning opportunities. Speakers will include bestselling novelist Mary Alice Monroe and nonprofit consultant Hardy Smith. Coffee and meet & greet will begin at 8:30 a.m. Roundtable discussions will be held on revitalizing a Friends of the Library group, marketing, board planning, fundraising, Foundation board policies, and more. Attendees will bring their own lunch (or purchase on site). To register, please email united@ala.org.

United for Libraries will also host discussion groups, meetings, and additional programs during the conference. For more information, visit www.ala.org/united/events_conferences/annual.

SPECIAL OFFER: Orders of 150 or more Books for Babies kits will include free onesies courtesy of Penguin Random House. Offer is valid while supplies last. Color, graphic, and size will vary and will automatically be added to orders of 200 or more kits. To order, see Page 24.

Upcoming events

GLBT Book Month
June 2016
www.ala.org/glbtbookmonth

ALA Annual Conference
Orlando, Fla.
June 23-28, 2016
www.alaannual.org

Library Card Sign-up Month
September 2016
www.ala.org/librarycardsignup

Banned Books Week
www.ala.org/bbooks

Banned Websites Awareness Day
Sept. 28, 2016
www.ala.org/aasl/bwad

Teen Read Week
http://teenreadweek.ning.com

National Friends of Libraries Week
Oct. 16-22, 2016
www.ala.org/united/events_conferences/folweek

Picture Book Month
November 2016
http://picturebookmonth.com

International Games Day
Nov. 19, 2016
http://igd.ala.org

ALA Midwinter Meeting
Atlanta, Ga.
Jan. 20-24, 2017
www.alamidwinter.org

ALA Annual Conference
Chicago, Ill.
June 22-27, 2017
www.alaannual.org
**Book Club Choices**

**The Curious Charms of Arthur Pepper**
*by Phaedra Patrick*

Arthur Pepper is a lonely man. His wife has died and his children are distant — one geographically and one emotionally. What saves Arthur from total despair is a hermit-like routine from which he will not deviate. His closest companion is a fern that he nurtures each day.

A kindly neighbor, Bernadette, comes to visit regularly, bringing Arthur goodies. Even so, more times than not he’ll hide from sight in the front hallway so he can pretend he’s not home, though he’s not fooling anyone.

On the day that he finally decides to pack up his wife’s things, he finds a beautiful and expensive gold charm bracelet tucked inside of one of her shoes. It seems clear that his wife was leading a double life. Arthur is determined to find out about it. One of the charms has a phone number etched on it and Arthur makes a call. So begins a journey that will uncover his wife’s past.

One night, as Jason is returning home from a pub where he joined his former roommate in celebrating his winning the world’s most important physics prize, he is mugged and only comes to find himself strapped to a gurney surrounded by strange people who seem to know him. This mind bending novel explores so many themes such as the nature of love, regret, and knowledge of self.


**Dark Matter**
*by Blake Crouch*

Fifteen years ago, Jason and Daniela made a choice. Daniela, on her way to superstardom in the art world, meets Jason, a world-renowned physicist who is working on a project that just might make it possible to travel through space and time. Daniela becomes accidentally pregnant.

So...do they keep the baby and change their lifestyle to a more suitable one for a family, or do they decide to end the pregnancy? The decision was an easy one for them. Their love for each other and the baby to come was profound. As a result, Daniela becomes a part-time mom and small-time artist. Jason gets a teaching job at a local university.

One night, as Jason is returning home from a pub where he joined his former roommate in celebrating his winning the world’s most important physics prize, he is mugged and only comes to find himself strapped to a gurney surrounded by strange people who seem to know him. This mind bending novel explores so many themes such as the nature of love, regret, and knowledge of self.


**Girls on Fire**
*by Robin Wasserman*

This novel is truly lovely, dark, and deep. It follows two teenaged girls — Lacey, who is extremely damaged, and Dex, a sort of nobody on rungs of the high school popularity ladder. Until Lacey finds her and takes her under her wing, Dex was simply content to work hard at school and enjoy her comfortable family life. Dex is completely captivated by Lacey, who seems to live a liberated life, unencumbered by family ties or any adherence to convention. Soon, Dex is being taken down shadier and shadier paths, and as long as there is Lacey, she’s happy to do it.

The novel begins with the apparent suicide of the school’s most popular boy. Though it doesn’t feel right that he would kill himself, there is little to show that he didn’t do it. His girlfriend, the extremely popular and pretty Nikki, is devastated by the loss. This event tickles at the edges of the novel and produces a strong sense of uneasiness for the reader. Book clubs that like complex and dark relationships will love this.


**Untethered**
*by Julie Lawson Timmer*

When Char’s husband dies suddenly, she finds herself wondering about the fate of her husband’s daughter, Allie, whom she has raised like her own the past six years and loves dearly. Allie’s biological mother lives across the country and has had little to do with Allie after divorcing her father. Nevertheless, Char has no legal claim so she knows anything might happen.

As Allie’s biological mother procrastinates, Char begins to hold back her own feelings of longing to keep Allie, wanting her to have a more neutral feeling about going to live with her negligent mother.

In the meantime, a girl Allie is tutoring and for whom she has grown fond is acting out in harmful ways in response to having lived with a long series of foster families. In the end, Char must deal with her own grief while trying to provide maternal care for two damaged girls. This novel is a beautiful telling of the ways families are formed. Book clubs that enjoy exploring relationships will love this novel.

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Your Friends group can help increase literacy in your community by supporting a love for books at the earliest ages. “Books for Babies” has been a successful Friends project in towns and cities across the country.

The Books for Babies Kit contains:
• Baby's First Library Card
• Baby's First Board Book (title subject to change)
• Bookmark with Reading Tips
• Born to Read brochure
• Books for Babies brochure with Reading Tips
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SHIPPING ADDRESS: Provide a street address. UPS will not deliver to post office boxes.

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SEND FORM AND PAYMENT TO:
Books for Babies
United for Libraries
859 W. Lancaster Ave.
Unit 2-1
Bryn Mawr, PA 19010
www.ala.org/united/products_services/booksforbabies

Sample Kit(s) @ $9.00 each (limit 2)  $________
English Kits @ $7.00 each - order in multiples of 25  $________
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Spanish Kits @ $7.00 each - order in multiples of 25  $________
Spanish Kits with Bibs @ $9.00 each - order in multiples of 25  $________
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TOTAL AMOUNT ENCLOSED: (Check payable to United for Libraries)  $________

Prices include shipping and handling. Additional shipping costs will be added for locations in Alaska, Hawaii, and international destinations. Add sales tax to orders to the following locations, unless a state sales tax exemption certificate is provided: Ill. (6.25%), D.C. (5.75%), Conn. (6.35%), Ga. (7%), and Pa. (6%).