United for Libraries to dedicate Literary Landmarks in celebration of Children’s Book Week

In celebration of Children’s Book Week (May 1-7, 2019) United for Libraries will dedicate five Literary Landmarks™ celebrating children’s book authors. This program was spearheaded by Rocco Staino, director of the Empire State Center for the Book, and is presented in conjunction with the American Library Association/Children’s Book Council Joint Committee. Launched in 1919, Children’s Book Week will celebrate its 100th anniversary this year.

The following Literary Landmarks will be dedicated:

- The Harvin Clarendon County Library, in honor of Peggy Parish (in partnership with Clarendon County Chamber of Commerce and South Carolina Center for the Book). The dedication will be held Thurs., May 2 at 5:30 p.m. followed by a reception and children’s activity.
  
  Peggy Parish is best known for creating the original “Amelia Bedelia” books, a children’s series that follows a character who takes idioms and figurative phrases literally, leading to humorous mishaps.

- Ray Bradbury Park in honor of Ray Bradbury (in partnership with Ray Bradbury Experience Museum (RBEM) and Illinois Center for the Book). Bradbury’s well-known novel Fahrenheit 451 featured the park as a crucial part of his childhood.
  
  The dedication was held Sat., March 16th, at Ray Bradbury Park in Waukegan, IL. During the ceremony, Waukegan High School students put on a special performance of Bradbury’s short play The Whole Town’s Sleeping, and a Literary Landmark plaque was unveiled. The ceremony followed the Illinois Reads Book Festival, which honored Ray Bradbury with tributes throughout, including a Pop-up Museum.

- Schenectady Public Library, in honor of Arnold Lobel (in partnership with Empire State for the Book). The dedication will be held Wed., May 5.
  
  Arnold Lobel is best known for writing and illustrating the “Frog and Toad” children’s books. He is the recipient of the Caldecott Medal and Honor Award, the John Newberry Medal, and the Golden Kite Award.

- Vera’s Story Garden in honor of Vera Williams, author of A Chair for My Mother and other children’s books which often featured diverse characters in urban settings. The ceremony will be held on Sat., May 4.

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Below is a selection of United for Libraries programs for Trustees, Friends, and Foundations at the 2019 ALA Annual Conference in Washington, D.C., June 20-25. For complete information on programs, meetings, ticketed events, author panels, and more, visit www.ala.org/united/annual.

**Donuts & Dialogue for Trustees, Friends, and Foundations**
Fri., June 21, 9-11 a.m. (ticketed event: $10, free for United for Libraries members; event code UNI1)
Join United for Libraries and Federation of Friends of the DC Public Library for this networking event for library Trustees, Friends, and Foundations.

**21st Century Friends: Advocacy, Book Selling and Membership**
Sat., June 22, 9-10 a.m.
This interactive program will explore traditional foundations of Friends of Library groups, advocacy, book selling and membership. The focus will be on how to use 21st century technology to make advocacy, book selling and membership successful in the library support world of today and tomorrow.

**Crafting a Compelling Case for Support**
Sat., June 22, 10:30-11:30 a.m.
This interactive session offers an overview of the importance of a fundraising organization’s case for support and provides the building blocks for creating your own. By attending, you will acquire fundamental fundraising skills necessary to engage prospective donors for your organization and seek their philanthropic support. Presenter Lisa Linter, a library director leading a newly formed foundation in 2016, will share her experience in developing her foundation’s first case for support, and the subsequent updated versions. Presenter Dr. Sarah Nathan, Lilly Family School of Philanthropy’s Associate Director of Public Programs, will share an overview of their signature program “Fundraising for Small Nonprofits,” where Lisa first learned how to create a case for support.

**How Everyday Relationships Build Support and Help Libraries Transform**
Sat., June 22, 1-2 p.m.
Libraries are fighting for support and dollars in every community across the country. Asking for support when the ballot is printed is too late. How do you create a community of advocates before a ballot initiative or budget request is on the agenda? Learn how one library has developed an advocacy plan to build a community of library champions who are ready to be activated when needed. Through strategic communications planning, utilizing the Libraries Transform campaign, and one-on-one meetings with stakeholders, the Cedar Rapids Public Library will show you how to take on advocacy one step at a time.

**Make the Largest Generation of Library Users Your Best Advocates**
Sat., June 22, 2:30-3:30 p.m.
Learn how to attract Millennials to your Friends group by moving beyond traditional fundraisers, and turn the largest generation of library users into your best advocates. This session will guide your organization in how create meaningful advocacy messaging, and equip your volunteers to understand the ins and outs of library operations. Attendees are encouraged to share local trends and will leave with tips and tricks for libraries of any size.

**A Successful Budgeting Process: Perspectives from An Elected Official, County Manager, Library Trustee, and Library Director**
Sun., June 23, 10:30-11:30 a.m.
In this panel discussion, the Chair of Loudoun County Board of Supervisors, the County Manager, the Library Trustee Chair, and the Library Director will discuss how library budgets are developed, lobbied for, proposed, and approved in Loudoun County, a rapidly growing county in the suburb of Washington D.C. This is a great example of how elected officials, County Administration, Library Board of Trustees and library staff work collaboratively to address the Library’s funding needs while keeping in mind the other competing issues in the county.

**The Financial Forest Through the Trees**
Mon., June 24, 9-10 a.m.
Come and explore the exciting world of library finances as seen through the eyes of the Arlington Heights (Ill.) Memorial Library. This presentation will provide helpful hints and a toolkit for monitoring expenses, developing budgets.

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For membership information, call (800) 545-2433, ext. 2161, email united@ala.org, or visit www.ala.org/united.

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Remembering Joan B. Larson

Minnesota Association of Library Friends (MALF), along with United for Libraries, honors the life and memory of Joan B. Larson, who passed away February 23, 2019, at the age of 89.

Long-time library staff and supporters may remember Larson best as head of the Northern Lights Library Network — a cooperative of 280 public, school and special libraries in northern Minnesota. Under Larson’s leadership, the consortium pooled valuable administrative, technological, and educational support services for the betterment of all.

However, she was also a staunch Friends leader, both at the local and state level. Larson served for a full 10 years on the Minnesota Association of Library Friends board. Among other priorities, she was a driving force behind MALF’s first foray into United for Libraries’ Literary Landmarks™ program — starting with the dedication of the Sinclair Lewis boyhood homestead in Sauk Centre (2013).

On top of MALF, Joan contributed her time and energy to a dizzying litany of like-minded organizations: her local Douglas County Friends and Foundation; the Minnesota Library Association (of which she was president); the Minnesota Reading Coalition, and United for Libraries.

MALF named Joan as its Library Friend of the Year in 2014, and the Minnesota Library Association singled her out with a Distinguished Achievement Award in 2009. She will be missed! Family asks that, in lieu of flowers, charitable gifts be given in Joan’s name to the Douglas County Library Friends and Foundation. Her obituary can be found at www.andersonfuneral.net/notices/Joan-BallardLarson.

United for Libraries designates Ray Bradbury Park a Literary Landmark during 2019 Illinois Reads Book Festival


Ray Bradbury (1920-2012) was born and raised in Waukegan, Ill., before his family moved to Los Angeles in 1934. He was a prolific author best known for his work in the science fiction genre. He is the recipient of several awards, including the National Medal of Arts (2004), a Pulitzer Prize Special Citation (2007), and a Daytime Emmy Award for Outstanding Writing in an Animated Program for his screenwriting work on The Hallowe’en Tree (1994). Ray Bradbury Park, located in Bradbury’s “Green Town” neighborhood, played a major part in his childhood Waukegan upbringing and was referenced in his works Dandelion Wine, Something Wicked This Way Comes, and Farewell Summer.

The dedication ceremony took place as part the 2019 Illinois Reads Book Festival, which honored Bradbury by welcoming 22 Illinois authors and illustrators to the Waukegan High School Brookside Campus. The authors participated in the festival with book signings and author sessions. Several interactive Bradbury-themed vendors, activity stations, and a Fahrenheit 451 production presented by Waukegan High School students made up the afternoon.

Priscilla Dwyer, President of the Illinois Reading Council, served as Master of Ceremony throughout the festival. Ty Rohrer, Manager of Cultural Arts at the Waukegan Park District, opened the ceremony at 4:51 by giving background information on Bradbury and the significance of Ray Bradbury Park to the author’s life. Ty also introduced each of the speakers throughout the program, including Greg McCormick, Director of the Illinois State Library; Sandy Petroshius and Terry Fertig of the Ray Bradbury Experience Museum; Illinois Secretary of State and State Librarian Jesse White; and featured speaker Dr. Jonathan R. Eller, Director of the Center for Ray Bradbury Studies in Indiana, among many others.

During the ceremony, Waukegan High School students put on a special performance of Bradbury’s short play The Whole Town’s Sleeping, and the Literary Landmark plaque was unveiled.

In addition to United for Libraries, partners in the ceremony and festival included Ty Rohrer, Tammy Potts of Illinois Reads, Terry McHugh of Illinois Reads and Waukegan High School, the Ray Bradbury Experience Museum, and Bonnie Matheis of the Illinois Center for the Book.

Ray Bradbury Park is the first Literary Landmark established in Lake County and the eighth in the state of Illinois.
How to make sure your new elected officials value your library

BY LIBBY POST
United for Libraries Board Member and Advocacy Committee Chair; President, Communication Services

The 2018 elections had the highest voter turnout since the 1914 mid-term elections. More than 250 women ran for US House or Senate seats. 102 women now serve in the House and 25 in the US Senate. More than 350 state legislative seats across the country flipped. Suffice it to say, there are a lot of new faces in elected positions from local government all the way to the House and Senate.

This turnover is a wonderful opportunity for public libraries and their Friends and advocates to introduce yourselves to your new elected officials. Some of the new elected officials may already have a relationship with your library. Some of them don’t. Treat them all the same but be prepared to go to the next level quickly with the folks that already know you (and, hopefully, love you!).

First thing, send out a congratulatory letter wishing them well as your new mayor, or city councilmember or state senator. It should be signed by your board president. The president of the library Friends and/or Foundation board should do the same. Be sure to add them to your mailing lists — snail and email — so that they get all the information the rest of their constituents get.

After about a month or so, call their offices and ask to set a date for the elected official to come and tour the library. Reinforce the constituent theme — you serve their constituents. Make sure you have a good showing of your Trustees and Friends/Foundation boards there as well. Schedule it for a time when the library is busy—story time or lap sit, teen after-school programming, etc. In other words, having some constituents there wouldn’t hurt either.

Friends can invite elected officials to open their annual book sale or make an announcement on funding library programs. They can engage local elected officials on advocacy conversations around funding or building programs. So can library Trustees. Trustees have to be a little more careful. They don’t give up their first amendment rights when they become Trustees. But, if they ask the elected official to vote a certain way, they should be clear that they’re speaking as a constituent and a taxpayer as well as a library Trustee.

Think of innovative ways to make the library an asset for the elected official. On the really local level (mayor and city council/town supervisor and board), have a discussion on how the library can be helpful researching local municipal issues with which their deliberative bodies are grappling. The library can be their research department. Let them know you’d be more than happy to have someone from the library come to their office, if need be, to show them how to use the databases you have access to that might be helpful to them — government records, newspaper archives, etc.

Your library director can get involved in community-based problem solving efforts based on the municipal issues your community is facing. Work with the elected official(s) and let them see the library as a key partner in solving community problems. This is a decision that the library’s trustees have to support.

For state reps, reach out and see how you can help with research on issues of education and economic development. Work with your state library association on how to talk to him or her on library funding. It is essential that the messaging on the state issues that directly affect libraries be consistent across your state.

Invite your local and state elected officials to large events. Have them come and help kick off your summer reading program. Cut the ribbon on an art opening. Introduce a major speaker you have coming in. Whatever your invitation, make sure you have a good camera on-hand and take lots of pictures. Post them on social media, tag/hastag the elected official, put them in your email and/or print newsletter. Nothing makes an elected official happier than having his or her picture featured in someone else’s print, electronic or social media. And, don’t forget to send the pictures to the elected so he or she can put it up on their print, electronic or social media.

Libraries are essential to our communities. We solve problems. We educate. We entertain. We employ. We are the last bastion of democracy. Anyone can walk in our doors and access information for free. Our elected officials need to know this. They need to value what we do. They need to understand how important we are to their constituents so that when the time comes, they’ll be in our corner.
State of America’s Libraries 2019 report affirms Libraries = Strong Communities

ALA released its State of America’s Libraries 2019 report, an annual summary of library trends that outlines statistics and issues affecting all types of libraries. Never have our nation’s libraries played such a pivotal role in strengthening communities through education and lifelong learning.

Libraries are a microcosm of the larger society. They play an important and unique role in the communities that they serve and provide an inclusive environment where all are treated with respect and dignity.

No longer just places for books, our public libraries serve as a lifeline for some of our nation’s most vulnerable communities. From community-wide issues as illiteracy, homelessness and community silos, our nation’s public libraries are acting as catalysts in fostering community-wide solutions that strengthen communities.

The report found that library workers are on the frontlines addressing community challenges. Many serve as first responders who take on roles outside of traditional library service that support patrons’ needs and community development. Functioning at various times as career counselor, social worker, teacher and technology instructor, library staff give special care to adopt programs and services that support our most vulnerable and curious.

Additional findings illustrate library workers’ efforts to safeguard library collections and the freedom to read. In 2018 hundreds of attempts to remove materials or eliminate programs took place in public, school and academic libraries. Many of these library materials and services included or addressed LGBTQIA+ content.

Traditionally the ALA releases a Top Ten List within the State of America’s Libraries Report. This year 11 books were selected, since two titles were tied for the final position on the list, and both books were burned by a religious activist to protest a Pride event.

In 2018, the ALA Office for Intellectual Freedom (OIF) tracked 347 challenges to library, school and university materials and services. Overall, 483 books were challenged or banned in 2018, with the following comprising the top 11 most frequently challenged:

1. George by Alex Gino
   Reason: for including a transgender character
2. A Day in the Life of Marlon Bundo by Jill Twiss, illustrated by E. G. Keller
   Reasons: for LGBTQIA+ content, political and religious viewpoints
3. Captain Underpants series, written and illustrated by Dav Pilkey
   Reasons: for including a same-sex couple, perceived as encouraging disruptive behavior
4. The Hate U Give by Angie Thomas
   Reasons: for profanity, drug use, sexual references, deemed “anti-cop”
5. Drama, written and illustrated by Raina Telgemeier
   Reason: for LGBTQIA+ characters and themes
6. Thirteen Reasons Why by Jay Asher
   Reason: for addressing teen suicide
7. This One Summer by Mariko Tamaki, illustrated by Jillian Tamaki
   Reasons: for profanity, sexual references, certain illustrations
8. Skippyjon Jones series, written and illustrated by Judy Schachner
   Reason: for depicting cultural stereotypes
9. The Absolutely True Diary of a Part-Time Indian by Sherman Alexie
   Reasons: for profanity, sexual references, religious viewpoint
10. This Day in June by Gayle E. Pitman, illustrated by Kristyna Litten
    Reason: for LGBTQIA+ content
11. Two Boys Kissing by David Levithan
    Reason: for LGBTQIA+ content

Additional information regarding why the books were challenged, access to a Top 11 List video announcement, and infographics regarding the 2018 Top 11 List of Most Challenged Books are available at www.ala.org/bbooks/top.


American Library Association (ALA) is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services. For more than 140 years, ALA has been the trusted voice of libraries, advocating for the profession and the library’s role in enhancing learning and ensuring access to information for all. For more information, visit www.ala.org.
Literacy Access Fund Announces three 2019 Grant Awards

Literacy Access Fund, a 501(c)(3), public charity, announces three grant awards: a grant award of $7,500 to the Burlington County Library System Foundation (BCLSF) in Westampton, Burlington County, N.J.; a grant award of $7,770 to the Montgomery County-Norristown Public Library in Norristown, Montgomery County, Pa.; and an award of $10,000 to the Coatesville Area Public Library in Coatesville, Chester County, Pa.

Literacy Access Fund secures funding from corporate, foundation, and individual partners in order to provide financial support to underfunded public libraries through a competitive granting process. The goal of the organization is to help libraries provide equal access to quality resources for young learners, regardless of economic factors.

The awards were made possible through partnership funding from Republic Bank (Philadelphia, Pa.) and Bryn Mawr Trust. The grant will help fund the acquisition of state-of-the-art technology for young children and other library resources.

BCLSF President Jessica Siragusa expressed the Foundation’s gratitude to Literacy Access Fund. “We’re thrilled to accept this award that will be used to enhance the library system’s technology offerings to children,” she said. “Thanks to the generosity of Literacy Access Fund, we will be able to purchase a new AWE Platinum computer designed for 21st century digital learning as well as a suite of coding robots that offer hands-on digital literacy learning programs.”

Burlington County Library System Director Ranjna Das noted the funding will help BCLS continue to provide library programs and services to meet state and federal STEAM curriculums for pre-K and elementary school students. “We appreciate the support that will help BCLS meet its goals of expanding technology and STEAM offerings to a diverse population of young learners,” she said.

Kathy Arnold-Yerger, Executive Director of the Montgomery County-Norristown Public Library, wished to thank Literacy Access Fund, Republic Bank, and Bryn Mawr Trust. “These funds will go a long way in continuing our efforts to make the library not only a safe and nurturing environment for children and their families, but one in which young people will gain new skills, confidence, and knowledge in the critical areas of STEM education.”

Nakea Morris, President of the Coatesville Area Public Library’s Board of Trustees, noted the Board’s gratitude to Literacy Access Fund for the award. “We thank Literacy Access Fund for recognizing how important libraries are to the communities in which they serve. Because of this grant, we are able to continue to provide access to technology and other resources that will enhance the lives of our patrons.”

For more information about Literacy Access Fund, visit www.literacyaccessfund.org or call 610-833-6411.
Four types of board members — and why to recruit each, Part I

Minnesota Association of Library Friends originally presented this two-part miniseries on Friends leadership recruitment, adapted with permission from a piece originally prepared by and for Library Strategies, our office management firm. United for Libraries is reprinting it with permission. Part two will be featured in the June issue of The Voice.

When a Friends or Foundation board looks for new directors, it can be tempting to prioritize deep pockets over all else. It's an understandable impulse. After all, fundraising is a major part of our “raison d'être,” and most nonprofit boards boast an 80%-plus giving rate. Even so, board donations alone will never sustain your organization. As you vet new directors, consider these other assets candidates could bring to the table to further your mission. Specifically, don’t overlook potential directors who fit one of these four profiles.

1) **Curtain Raisers**. No matter how well-networked you are, odds are that you yourself do not know everyone in the community who might be receptive to aiding your organization in some big way. Whether you are seeking more large donations, new leaders to fill upcoming vacancies — or, more likely still, some combination — turn to your board’s Curtain Raisers.

   Put simply, Curtain Raisers facilitate new connections; these adroit networkers are your best bet for reaching as-yet-untapped contributors. Studies have conclusively shown that in-person, one-on-one asks from a passionate personal connection are the best way to increase your fundraising and recruitment reach.

   You can get the most out of your Curtain Raisers by doing two things. First, actively identify areas in which they can help. (“We are $5k short of our campaign goal. Do you know anyone who might bridge that gap for us?” “Our treasurer’s term is up next year, and we don’t have a finance person on deck to replace her. Do you know anyone?”) Second, as problems or opportunities arise, be receptive to their referrals and encourage them to reach out to strong prospects (“I might know someone who can help…”)

   2) **Friend Raisers**. Friend Raisers (alternatively known as “Cheerleaders”) are much like Curtain Raisers in several key respects. They boast a robust network and are willing to tap into it to benefit your organization.

   Friend Raisers cast a wider net and are invaluable in securing sizable donations or long-term commitments, as they did for Library Strategies, our office management firm. United for Libraries is reprinting it with permission. Part two will be featured in the June issue of The Voice.

   However, whereas Curtain Raisers are invaluable in securing sizable donations or long-term commitments, Friend Raisers cast a wider net and are valuable allies in furtherance of one-off or shorter-term programming and publicity efforts.

   If your Friends group or Foundation hosts special events of any kind — be they ticketed galas, free library programs, or one-off parties to celebrate a major milestone of some kind — look to your Friend Raisers. They will drum up attendants who might not otherwise have heard of your programs, and — just as critically — stoke enthusiasm among those who are within your sphere but may not have turned out otherwise.

   Attending an in-library author reading, annual gala, or even a well-orchestrated used book sale represents a minimal commitment on the part of those approached. However, if you leave a positive and lasting impression, you may sow the seeds for a donation (or time commitment) at a later date.

   What of the other two psycho- graphic profiles, Barn Raisers and Consciousness Raisers? Keep your eyes peeled for the piece in the June 2019 issue of The Voice.

Conference preview continued from page 2

gets, conducting audits, and securing a long-range fiscal plan for your library. Examples of each will be provided to attendees to take back and modify to meet your library’s individual needs. This program is great for both Trustees and senior staff to insure everyone understands what expenditures are doing to the bottom-line.

**Tattoos and Academies: New Ways to Create Donors and Advocates**

Mon., June 24, 10:30-11:30 a.m.

Taking into account the recent OCLC study “From Awareness to Funding,” come learn about some new and exciting ways to turn your community into advocates and donors. Denver Public Library (DPL) successfully experimented with a traditional “Citizens’ Academy” utilized in other sectors and a not-so-traditional tattoo fundraiser. Denver Public Library created the Denver Public Library Academy, during which 30 community members from across the city learned all about library services. As a result, the Academy created civicly-engaged library advocates across the city and served as a feedback mechanism to improve services. This presentation will share the nuts and bolts of starting a program of your own. In addition to a Citizens’ Academy, DPL activated their most loyal customers and book lovers by hosting a tattoo fundraiser asking our customers to create stories and become lifelong advocates of the library. During the Books + Ink Tattoo Fundraiser, Denver Public Library created history by hosting a tattoo pop-up shop in one of their branch locations and engaged with a new audience on a new level. They created stories for devote library and book lovers and will have a lasting impression in the community for the life of the tattoos and raise some funds along the way.
Reviewing the performance of your library director

BY DEBRA CAPLAN

The purpose of conducting a performance review is two-fold; it fosters clarity and better communication between the Library Director and the Board and it serves as documentation, providing an historical record of performance that supports salary recommendations and/or disciplinary actions.

The review should be a two-way discussion that looks back on behaviors and accomplishments for the entire review period. It is a coaching opportunity for the trustees to act as manager-coach vs. judges. While the review reflects on the past, the goal setting portion of the review serves as the basis of agreement on next steps and priorities for the upcoming review period.

Most organizations conduct performance reviews annually. However, quarterly reviews have been gaining in popularity. Quarterly reviews tend to focus on more immediate goals and the ability to act more quickly. Annual reviews tend to focus on the bigger picture and on setting long-term goals. Regardless of the frequency, the review discussion is important, and the appropriate amount of effort and time should be devoted to it.

There are many performance review format options. Some libraries use their town/city’s review format, others use a format found on the internet. Some reviews are documented in a narrative or paragraph format. In general, it is best to avoid a check-off-the-box format for professional reviews. Regardless of format, the review is written documentation that the conversation that has taken place.

The Chair of the Board of Trustees has the primary responsibility for conducting the review. Other trustees, particularly those with human resources backgrounds or interests often participate. To begin the review, start by looking at the job description and strategic plan and review all areas of responsibility. Priorities will shift based on changing needs. Try to gather a well-rounded picture before beginning. While some of this may be difficult to accomplish in a very small library setting, if possible ask staff about (or observe) management skills, ask town colleagues about project management and collaboration skills, or ask Library Friends or other town organizations about advocacy and leadership skills. Ask for examples.

Set SMART GOALS. These are:

- **Specific:** Goals must be clear and unambiguous;
- **Measurable:** Goals should be measurable and have milestones;
- **Attainable:** Goals must be realistic and attainable. The best goals require employees to stretch a bit to achieve them, but they aren’t extreme;
- **Realistic:** Realistic or “do-able” means that the learning curve is not a vertical slope; that the project fits with your overall strategy and goals;
- **Time-Bound:** Goals must have starting points and fixed ending points. Without deadlines or schedules for completion, goals tend to be over-taken by the day-to-day crises that can arise.

During the one-on-one conversation, document discussions around:

- **Goals:** What long-term goals have been agreed to? How have things gone since you last spoke? Progress made? What are the agreed upon goals/plans until next review time?
- **Obstacles:** What’s standing in your way? What have I noticed getting in your way? What can I do to help?
- **Opportunities:** What are you proud of that people don’t know about? Do you see opportunities that we should pursue? Do you feel you’re growing professionally?
- **Decisions:** What actions will you take before next meeting? What actions will I take before next time? Is there agreement on who is getting buy-in from others?

Remember best practice is to Document, Document, Document! throughout the year. Set up a “desk file” either on paper or as a computer file; make a note when something happens (good or bad); keep feedback from others; document conversations if something important was discussed or agreed to; and address problems quickly, so they don’t mushroom.

Debra Caplan coaches job seekers on job search strategies and has worked extensively with those who are reentering the working force or changing jobs. More information can be found on www.dccareercoaching.com. Deb also serves as an alternate trustee on the Peterborough Library Board of Trustees.

This piece originally ran in the spring 2019 issue of NH Library Trustee, the newsletter of the New Hampshire Library Trustees Association, which can be found at www.nhlta.org. Reprinted with permission.

For more information on evaluating the library director, see the tip sheet at www.ala.org/united/trustees/tipsheets. Additional tip sheets on Trustee competencies, chairing a committee, mission statements, and more are also available at no cost to United for Libraries members.
Tips for Trustees—Promoting Equity, Diversity, and Inclusion

BY ANNE PHIBBS
PhD, Strategic Diversity Initiatives

The following is a list of actions library Trustees can take to promote equity, diversity, and inclusion (EDI) and develop as a leader on these issues within their library system.

1. Suggest a review of all library policies and procedures, using an EDI lens. For example:
   - Do you have equitable policies around parental leave (for parents of all gender identities, for those who adopt, etc.)?
   - Do you have policies around paid time off for all religious holidays?
   - Are your policies up-to-date around accommodating staff with disabilities?
   - What information do you capture from staff and from library patrons — and do you capture it in a way that is inclusive (e.g., giving more options than “male” and “female” on questions about sex/gender)?

   Remember that all policies and procedures can be reviewed with an EDI lens, but you don’t have to review everything all at once. You can undertake this review one policy/procedure at a time.

2. Make sure you and your other trustees are aware of the EDI resources at your library:
   - Does your library have an EDI statement? Is that statement on your library’s website? How might potential staff, patrons, community members be able to access it?
   - Does your library have an EDI Committee? If so, do you know who chairs it and who is on it? Are Trustees able to participate? If not, can there be an EDI Committee for the Trustees?
   - What EDI training and educational opportunities are available for staff and Trustees at your library? If none are available, what can be done to bring them in?

3. Pay attention to the make-up of your staff and board. Do the people who work in your library and who are responsible for oversight reflect the community surrounding your library? Do they reflect diversity in terms of race, class, gender, disability, sexual orientation, nationality, religion, age, etc.?

   Ask for whatever demographic data you have access to; if you need more data, convene a working group (of staff and trustees) to create avenues for gathering more data.

   If diversity is lacking, make hiring a more diverse staff and creating a more diverse Board of Trustees a priority, with resources to back up new initiatives. Consider innovative programs that other boards have developed, like a “board mentoring” program where individuals from marginalized and underrepresented communities learn about boards and are paid to participate.

4. Review your relationships with external constituents and communities.

   - Do you have strong relationships with community leaders? If not, how can you develop them? How can your Trustees participate in community events so marginalized and underrepresented community members trust you want to engage with them and meet their needs? Remember it won’t work to expect community members to come to you — as representatives of your library, you need to be out in the community yourself.
   - Pay attention to supplier diversity. From what vendors and suppliers do you purchase goods and services? Can you create a policy that minority-, women-, LGBTQ-, disability-, and veteran-owned companies and providers will be used whenever possible?

5. Research EDI-focused funding opportunities. Reach out to library systems—and other organizations—across your local area, your state, and the U.S. to ask how they are funding their EDI efforts. Learn what resources exist for moving EDI forward at your library.

6. Make a commitment to develop, personally, as a leader around equity, diversity, and inclusion. Let others in your life know that about this commitment. Ask them to hold you accountable for this commitment.

   - Commit to ongoing education and learning around issues of race, gender, nationality, sexual orientation, disability, age, religion, class, etc. Educate yourself about issues of microaggressions and implicit bias, and how these affect organizations, workplaces, and boards.
   - Make a commitment to have coffee with someone you identify as a leader around issues of equity, diversity, and inclusion. Ask them to tell you how they developed as a leader. Build a community of other EDI champions who will push you to continue to do this work, as it gets complicated, messy, and challenging.
   - Keep a list (just for a week or two) of the assumptions you make about other people and notice how privilege plays out in your life. Consider jotting down times that you know your privilege made things easier for you.
   - Learn the history of the nation or nations that inhabited the land on which your library sits.

For more United for Libraries resources on equity, diversity, and inclusion, and to view this as a printable tip sheet, visit www.ala.org/unitededi.
Libations in the library
Alcohol-friendly events draw new, younger faces

BY ANNE FORD
Editor-at-Large, American Libraries

Sipping in the stacks. Boozing amid the books. Whatever you call it, libraries and Friends groups are doing it: serving alcohol after hours, usually as part of a fundraiser, and usually with great success.

The idea of alcohol at a library-sponsored event may strike some as unusual. But supporters say that serving alcohol increases event attendance, particularly among younger adults, and cultivates a public image of the library as a hip, up-to-date social setting.

“People are used to relaxing with a beer or a glass of wine,” says Marcy James, programming coordinator for Jefferson County (Colo.) Public Library (JCPL). “When was the last time you went to a big fundraiser or a wedding without alcohol? I think people see libraries as a place to take your child for storytime, which is wonderful, but not as a place to kick back with other adults. If we’re going to change that view, I think alcohol is part of that.”

Last fall, the Jefferson County Library Foundation hosted a six-week program titled “Stouts and Stories, Ales and Tales.” Because county regulations prohibit alcohol from being served within the library itself, the program’s kickoff fundraiser took place at a local event venue. But that didn’t deter about 150 attendees from paying $15–$25 to sample craft beer from local brewers, play games such as giant beer pong, enjoy live music and a photo booth, sample food-truck fare, and listen to informative talks about the brewing process. Participants also received “beer tour passports” that could be stamped at local breweries in the weeks following the kickoff event and used to access discounts and prizes.

For Cindy Matthews, the library’s promotions and marketing manager, the event was not just about attracting new patrons to the library or even raising money, but also about increasing accessibility. “Colorado hosts the Great American Beer Festival, which brings in thousands of people who pay $85 and up to learn about beer. Not everyone can afford to attend a program like that,” she says. “With this kind of program, we’re able to make it accessible to the community.”

The library did hear from at least one patron who expressed disappointment in the foundation’s decision to serve alcohol. Still, “I’d say the response was overwhelmingly positive,” James says. “It attracted a little bit of news and a different patron base. It was really nice on social media, too; we had 26-year-old guys commenting.”

Intoxicating concerns

Whenever alcohol is served, worries around overserving — that is, the possibility of a patron becoming inebriated — will arise. So far, that hasn’t been an issue at the events she’s overseen, says Leia Droll, executive director of development at North Carolina State University Libraries in Raleigh. The libraries’ Friends group holds regular onsite programs called Library Libations, at which members enjoy hors d’oeuvres and alcoholic beverages while learning more about the library’s offerings.

“We hire professional bartenders. It’s not like people are serving themselves,” she points out. “Very few attendees drink a lot. We’ve never had anything go wrong.” It helps that, per university regulations, only beer and wine (no hard liquor) are served.

It may also help that students are not permitted at the events.

“There’s an appreciation of the disconnect: ‘Oh my gosh, I’m having a beer in the library.’ ” Lisa Fuller, director of community engagement, Worthington (Ohio) Libraries.

Still, the notion of someone wandering through a library while brandishing a glass of Chianti or Cabernet may inspire mental images of wine-soaked books or stained carpeting. But Droll says a few commonsense precautions have warded off those issues. “Our staff is pretty careful,” she says, “and we don’t let people touch anything that’s valuable or rare. They typically say, ‘If you come to this particular area, you put down your drink,’ and we have staff and volunteers monitoring that.”

In her view, all the regulations and precautions have been worth it: Serving alcohol has helped attract many younger alumni to the Friends group. “It’s just had a really incredible reach,” Droll says of the program, which typically sells out. “One of the things we’ve heard is: ‘It’s so great to see young people and new faces here.’”
Limiting the liquor

Worthington (Ohio) Libraries has seen similar success with its Friends’ annual Books and Brews fundraiser. Now in its fourth year, the evening event attracts about 225 patrons ages 21 and up, who pay $35–$45 for samples from nearby breweries, food donated by local restaurants, a silent auction, a jazz combo, and a trivia contest. The first time it was held, recalls Director of Community Engagement Lisa Fuller, one of her colleagues came up to her and said, “Look, Lisa! Young people in the library!”

Like Droll, Fuller has not encountered any instances of intoxication at

In recent months, Friends of the Library and library Foundations around the country have held an increasing number of programs and events that featured alcohol — both in and outside the library’s walls:

Mecklenberg County, N.C.
The Charlotte Mecklenberg Library Foundation’s annual events Verse & Vino and EpicFest welcomed their fourth and fifth consecutive years. The 4th annual EpicFest, a free literary festival that brings families together with authors, illustrators, and the Library, featured award-winning children/young adult authors and illustrators on Nov. 2-3. Verse & Vino offered an evening of food, wine, and conversation with five New York Times bestselling authors in support of the Foundation on Nov. 1.

Chapel Hill, N.C.
On Fri., Dec. 1 Friends of the Chapel Hill Public Library hosted a Holiday Sip & Shop from 7-9 p.m. Attendees enjoyed wine and cheese and shop for books, sweets, and art. Members entered free and were permitted one guest per.

San Francisco, Calif.
On Thursday, April 4, at 5 p.m., Friends of the San Francisco Public Library held a Books and Brews event at Anchor Brewing Public Taps. Visitors browsed books to explore, read, and buy while sampling Anchor beers. Money raised from the sale of every book went towards Friends and its mission to support the San Francisco Public Library.

Charleston, N.C.
The Charleston Friends of the Library held their 4th annual “Books for Bier” on April 9 from 5:30-8 p.m. Attendees were encouraged to bring a gently used book in exchange for a beer. Children who donated books received free root beer. The event also featured a silent auction and book sale.

Chapel Hill, N.C.
Friends of the Chapel Hill Public Library opened a Spring Sip & Shop Book Sale on Fri., April 5 from 7-9 p.m. Shoppers enjoyed wine, sweets, and savory snacks while shopping for books. Event was free to members; members were permitted one free guest for the evening.

Hollywood, Fla.
Stirling Library Friends hosted The Movie Club at Cinema Paradiso on Thurs., April 4. The club aired a viewing of the Oscar-nominated German film Never Look Away. Wine and popcorn were included in ticket price.

Issaquah, Wash.
King County Library System Foundation held a Literary Lions Gala to celebrate the future of the King County Library System on Saturday, March 16. The event featured a keynote presentation by Pulitzer Prize-winning Author Jennifer Egan and wine provided exclusively by J. Bookwalter Winery.

Roswell, Ga.
Friends of the Roswell Library presented “Southern Cooking from Rick Bragg’s Momma” on Thurs., March 14 at 7 p.m. at Publix Aprons Cooking School. Attendees enjoyed a 3-course dinner paired with wines and a cooking demonstration. Tickets were $45 per person.

Boca Raton, Fla.
Friends of the Boca Raton Public Library held a lecture led by Lynn University professor and author Robert P. Watson, Ph.D., on Jan. 24 at 6 p.m. preceded by wine, hors d’oeuvres, and raffle baskets at the Spanish River Library in Boca Raton.

Meredith, N.H.
On Tues., Jan. 15 at 6:30 p.m., Meredith Public Library held Books on Tap at the Lakehouse Tavern at Church Landing. Attendees participated in a laid back book discussion about any book they desired in hopes of inspiration for their next read.

Mecklenberg County, N.C.
In April, the Charlotte Mecklenberg Library Foundation invited adult library patrons to four events: Chili Cookoff at Pilot Brewing on April 6, 2-5 p.m.; Sunday Funday at Pilot Brewing on April 7, noon-7 p.m.; University City Wine Fest on April 13, 2-6 p.m.; Final Draught at Town Brewing Company on April 23, 6-8 p.m. Proceeds from all events benefit the Library.

Fort Lauderdale, Fla.
Broward Public Library Foundation’s Night of Literary Feasts Silent Auction offered two vacation packages that included wine tasting and tours: “Sip and Soar through Napa” in Napa Valley, Calif., and Tuscany Culinary Escape in Tuscany, Italy.

Jefferson County, Colo.
In 2017, Jefferson County Public Library partnered with nearly 20 local breweries for a six-week program called Stouts & Stories, Ales & Tales. Library patrons were offered program “passports” providing coupons to participating breweries. The passports also directed patrons to beer-centric programming as part of the program, including trivia nights and talks by local brewers.
the event. “It’s not as if you have an unlimited supply of alcohol available,” she points out. “You’re not even getting a full beer from any one brewery.” And if someone does become impaired, well, “it’s a neighborhood event; a lot of people walk here,” she says. “Nobody has to worry about driving home.”

At least part of the fundraiser’s popularity, she adds, stems from the delight that comes from interacting with a familiar environment in an unusual way: “What we’ve heard is that it’s really fun to be in the library after hours. I think there’s an appreciation of the disconnect: ‘Oh my gosh, I’m having a beer in the library.’ A couple people have said, ‘If only we could check out books at the same time!’”

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### Literary landmarks continued from page 1

The Literary Landmark program is administered by United for Libraries. More than 170 Literary Landmarks across the United States have been dedicated since the program began in 1986. Any library or group may apply for a Literary Landmark through United for Libraries. More information is available at www.ala.org/united.

Every Child a Reader, which runs Children’s Book Week, is a 501(c)(3) literacy charity dedicated to inspiring a lifelong love of reading in children and teens across America. Every Child a Reader’s popular national programs include Children’s Book Week (May 1-7, 2019), the longest-running literacy initiative in the country; the Children’s Choice Book Awards, the only book awards chosen by children and teens; and the National Ambassador for Young People’s Literature program, in partnership with the Library of Congress. Individual and corporate donations, grants, and Children’s Book Council support Every Child a Reader.

### NOW AVAILABLE — newly redesigned Books for Babies kits, including all-new brochures and bookmarks!

See page 24 for ordering information.
Friends of Virginia Commonwealth University Libraries’ design winner focuses on collaboration

Kiersten Marshall, a School of the Arts student in the class of 2020, is the winner of a $500 design prize for a Friends of Virginia Commonwealth Universities Libraries project. Marshall, a graphic design major from central Pennsylvania, says she frequently visits Cabell Library and does a lot of design work on the quiet third floor near a window.

The Friends invited students and recent alumni (2014-2018) to submit designs for a tee shirt. The design prompt was: What is your interpretation of the VCU Libraries?

Marshall’s design shows three students working together at a table bearing the name VCU Libraries in VCU gold. “I was really thinking about collaboration, which I think a lot of people come to the library to work around other people or to work together,” says Marshall about her drawing.

The selection committee agreed that her interpretation focused on a key component of student work in today’s academic libraries like Cabell Library and Tompkins-McCaw Library for the Health Sciences.

The committee chose Marshall’s illustration because it conveys that the library is the perfect place to foster communication, collaboration and interaction.

“The design is simple, yet expressive and dynamic with the overhead perspective,” said Friends board member Ashley Kistler, speaking for the selection committee.

Honorable mentions in the competition went to Adam Dabbs, Madison Donnelly, Alexis Hilliard-Worth, Claire Ketch, Catherine Kiser, and Seulgi Smith.

These and other entries will be featured in a Cabell Screen exhibition starting April 13 and will be posted to an album on VCU Libraries’ Flickr platform.

The judging committee included representatives from the Friends of the VCU Libraries Board, VCU Libraries faculty and VCU School of the Arts faculty.

The artwork will be printed on a tee shirt that will be sold to raise funds for VCU Libraries. The art may also be used for other VCU Libraries materials such as thank-you cards, tote bags and in a Cabell Screen exhibit. The artist retains copyright.

Tee shirts will be sold via an online campaign at the end of April. Later, tee shirts will be printed and fulfilled by Bonfire.


Good Ideas on Campus

**Raleigh, N.C.**

Friends of the Libraries Frank B. Armstrong Memorial held an FOL Book Sale April 8-12. Each annual book sale is the culmination of hundreds of hours of work by volunteers, students, the Libraries staff, and others. Last year’s sale raised nearly $17,000 for the Libraries and distributed over 800 boxes of books. All proceeds from the sale benefit the Libraries.

**Madison, Wisc.**

Friends of the UW-Madison Libraries held a “Lands We Share Gala” Thursday, May 16th from 5:30-8 p.m. Lands We Share is a project supporting community dialogue in three Wisconsin locations: Milwaukee County, Jefferson County. Attendees to the Gala were invited to meet the participants and hear the unique perspectives of rural neighbors. Refreshments were served. RSVP required.

**Minneapolis, Minn.**

The Friends of the Libraries at University of Minnesota held their Annual Celebration May 17 at 5:30 p.m. Featured guests included David S. Ferriero, 10th Archivist of the United States, in conversation with Journalist Tom Weber. Tickets were $55 for Friends members, $65 for public.

David S. Ferriero  Tom Weber
The Awards Committee of the Friends of Michigan Libraries (FOML) is pleased to announce the winners of the 2018 Outstanding Friends of the Library Awards. The winners are the Friends of the Ferndale Library and the Friends of the Charlotte Community Library. The awards were presented at the FOML workshop on Thurs., April 4, at the Novi Public Library.

From the Friends of the Ferndale Library:
The idea for the Ferndale Friends 2018 member appreciation event was to connect the foodie culture of Ferndale with the buzz around popular television cooking competitions such as The Great British Baking Show and Chopped. We invited the whole community to compete in “The Great Library Cake Off.”

Contestants brought their homemade cakes to the outdoor courtyard of the library for a chance to win prizes and receive feedback from a panel of judges that included the head chefs and bakers of Metro Times’ Best New Restaurant in Oakland County, Detroit Free Press’s Best New Restaurant in Metro Detroit, and a James Beard Award recipient. Attendees enjoyed a front row seat to the judging, sampled all the cakes themselves, and voted for their favorite. The Judges’ Choice and Peoples’ Choice winners were awarded prize baskets donated by a local boutique retailer and serious bragging rights.

Thirty-five bakers registered to compete in the Cake Off, and the cake submissions were both visually impressive and delicious. We never expected so much talent from within our community, including from the several child bakers who participated. The event was a huge success, generating lots of awareness for the library and inspiring new Friends members to join. A whole lot of work went into planning the Cake Off, but the results couldn’t have been sweeter.

From the Friends of the Charlotte Community Library:
The Charlotte Friends focused on StoryWalk®, an innovative way for children and adults to enjoy reading and the outdoors at the same time. The StoryWalk® is installed at AL!VE, a local health and fitness facility that includes outdoor walking paths. It draws visitors and members from all surrounding communities. The reasons for selecting AL!VE include its well-established presence in the community, its dedication to family health, and the potential for promoting reading and physical activity.

Because of the cost and scope of the StoryWalk® project it was decided to involve as many community partners as possible. Early on, the opportunity for a Charlotte Eagle Scout candidate to assist with the project presented itself and he (and his parents) helped with the design and site preparation. Local businesses joined the effort.

Our children’s librarian selects the books to be displayed as well as activities to accompany each page of the book that are appropriate and relevant to the story. Hopping, counting, jumping, etc. The word spread fast of the StoryWalk® with lots of interest from the community. AL!VE promoted the Grand Opening and continues to promote the StoryWalk® in each quarterly program guide which coincides with the changing of the books.

AL!VE conducts regular member and community surveys to assess the effectiveness of their programming and have included StoryWalk®. After being up only 3½ months, the survey showed that half of the people with children who visited AL!VE, visited StoryWalk®.


For more information about statewide Friends of the Library groups, visit www.ala.org/united/friends/statefriends. To connect with other statewide Friends of the Library groups, join the United for Libraries statewide Friends email discussion list. Instructions can be found at www.ala.org/united/friends/states/electronic-discussion-group.
Programs

Athens, N.Y.
With help from a Mid-Hudson Library System 2018 Outreach Mini-Grant, D.R. Evarts Library installed two new Little Free Libraries at Rivertown Apartments. Little Free Libraries are “take a book, leave a book” systems that offer readers of all ages and backgrounds access to books.

Boca Raton, Fla.
Friends of the Boca Raton Public Library offered patrons a 15% discount on the Boca Festival of the Arts Authors & Ideas Program from Feb. 28 to March 10 with special promo code: IDEAS.

Walnut Creek, Calif.
On Monday, January 28, Walnut Creek Library Foundation presented Lunar New Year, a lecture led by LauraBeth Nelson on the practices surrounding the celebration of the new year in Asian countries. The Asian New Year began on Feb. 5 for year of the Pig.

Madison, Wisc.
Last year, Madison Public Library Foundation funded and piloted GoChip Beam movie and TV hotspots at Central Library. GoChips are rechargeable devices that store several movies or a complete season of a TV show and set up a local wi-fi network to make the videos viewable through wi-fi enabled devices. Patrons can visit Central Library’s help desk to learn more about GoChips or check one out.

Provincetown, Mass.
Fridays in January, Provincetown Public Library invited residents to share their summer shots of Commercial Street, Race Point, Herring Cove, or any of the other locations in Provincetown with the Library at www.ProvincetownLibrary.org. Each week, the Library posts its favorite submission as part of the Provincetown Photo of the Week page on Friday mornings.

Jacksonville, Fla.
Goosebumps author R.L. Stine was among the authors featured at Jacksonville Public Library for Jax Book Fest 2019. The Foundation hosted a fundraiser dinner and storytime with Mr. Stine on Friday, February 22, 2019, at 5:30 p.m. at the Main Library downtown.

Allen, Texas
In keeping with Black History Month, Friends of the Allen Public Library provided February programming that educated its community on lesser-known African-American stories: “RosieLeetta “Lee” Reed portrays Johanna July,” a presentation about a black Seminole who served as a scout and translator; “Private Jeff Morgan Tucker: First African American casualty from Collin County in WWI;” and “Counterfeit Prince of Old Texas,” a session unveiling truths about swindler and slave smuggler Monroe Edwards.

Thousand Oaks, Calif.
The Friends of the Thousand Oaks Library hosted a special screening of The Dish, a film about the Parkes Observatory’s role in relaying live television of man’s first steps on the moon, on Friday, February 8 at 7 p.m. The film’s star, Patrick Warburton, was present for Q&A and discussion following the screening.

Toledo, Ohio
Toledo Lucas County Public Library held a Llama Llama Pajama Party inspired by Anna Dewdney’s children’s book series at multiple library locations in January for children ages 0-5.

Roslindale, Mass.
Friends of Roslindale Public Library held Dialogue 2 Action, a facilitated race and equity discussion series, on Thursdays in January from 6:30-8 p.m. Registration required; program presented in partnership with the Mayor’s Office of Resilience and Racial Equity.

Rochester, N.Y.
Beginning January 7th at 11 a.m., Irondequoit Public Library launched Baby Brain Boosters, a four-week series where participants learned and practiced a number of research-based activities to help build their baby’s brain. For ages 0-15 months; registration required.

Cass City, Mo.
Rawson Memorial District Library has implemented two new children’s programs this year: Lego Club on Tuesdays and Thursdays at 3:30 p.m., and the American Doll Lending Program, a collaborative effort with the Friends of the Rawson Memorial Library. Participants can sign out dolls for a week at a time.

Champaign, Ill.
Champaign Public Library started a free Girls Who Code club in January, set to run Tuesdays through May 15. Girls grades 6 through 12 learn to code through online tutorials and group projects guided by Wolfram Research staff.

Walnut Creek, Calif.
On Wednesday, January 16 @ 7:00-8:30 p.m., Walnut Creek Library Foundation presented Live! from the Library: Brave Little Nell -The Eleanor Roosevelt Story, an imaginative “meet-and-greet” with Eleanor Roosevelt portrayed by Bay Area actress Laurie Strawn. Sponsored by the East Bay Times, Friends of the Walnut Creek Li-
library, and MinutemanPress Lafayette; registration required.

**Minneapolis, Minn.**

On Tuesday, January 29, 7 p.m., Friends of the Hennepin County Library presented an evening with Matthew Desmond, Pulitzer Prize-winning author of *Evicted: Poverty and Profit in the American City*. Event was free and open to the public with limited seating. Presented in partnership with POHLAD Family Foundation.

**Eureka, Calif.**

Friends of the Redwood Libraries’ new film series program, Dumb Movies with Smart People, premieres this year. The series involves screening a bad movie at Eureka Main Library, followed by a talk and Q&A session with an expert on the topic.

**Ft. Lauderdale, Fla.**

On Wednesday, February 6 at 7:30 p.m., Academy Award-winning actress Marlee Matlin (*Children of a Lesser God*, 1986) visited Broward College as part of the sixth annual Broward College Speaker Series. Matlin taught on the topic Nobody’s Perfect: Achieving Inclusion, Diversity, and Access.

**Meredith, N.H.**

On Thursday, January 31 at noon, Meredith Public Library held an author visit led by author MJ Pettengill to discuss *Etched in Granite*, a historical fiction novel set after the Civil War. Beverages and dessert were served. Book copies made available at the front desk.

**Fundraising**

**Alameda, Calif.**

Friends of the Alameda Public Library raised a record $17,000 during their October 2018 three-day book sale. Proceeds contribute to the Library’s children’s, teen, and adult reading programs. These include kids story times and sing-a-longs, teen and middle school book clubs and homework coaching, the summer kids’ reading program, and Alameda Reads.

**Boca Raton, Fla.**

Friends of the Boca Raton Public Library’s fundraiser to benefit the library, which checked out over 1,000,000 physical and digital items last year, was held on Jan. 24th at 6:00 p.m. Patrons enjoyed wine, hors d’oeuvres and raffle baskets at the Spanish River Library in Boca Raton, followed by a lecture by Lynn University professor and award-winning author, Robert P. Watson, Ph.D., on the process of researching and writing books. Tickets were $25 in advance; $35 at the door.

**Metairie, La.**

Friends of the Jefferson Public Library’s Big Book Sale saw participation from over 100 volunteers. Leftover books from the sale were taken to a Thrift Books regional center, where they will either be recycled or sold by Thrift Books. The next sale is scheduled from March 14-17 at the Pontchartrain Center in Kenner.

**Alpine, Texas**

Alpine Public Library held “Dancing With Alpine’s Stars,” a fundraising event, on Feb.16. Proceeds benefit Alpine Public Library.

**Marina, Calif.**

Friends of the Marina Library offered a free concert by Grumbling Ginger during their Used Book Sale on Sat., Feb. 9 from 1 to 3 p.m.

**Community Outreach**

**Charlotte, N.C.**

Charlotte Mecklenberg Library Foundation’s Pamela McCarter was awarded an ALA Great Stories Club grant to work with incarcerated teens at Jail North, forming a book club that met twice monthly from January through April as a complement to the teens’ GED English class.

**Belleville, Kan.**

The Friends of Belleville Library congratulate 31 preschoolers who have graduated from Dolly Parton’s Imagination Library program, where a total of 203 participated in 2018. Imagination Library provides free books for children ages 0-5 with no income requirements.

**Rochester, N.Y.**

The Friends & Foundation of Rochester Public Library partnered with St. Joseph’s Neighborhood Center to present Racial Equity and Justice After Martin Luther King Jr.’s ‘Dream’ on Tues., Jan. 22. Participants learned about some of the progress that has been made since MLK Jr.’s speech, as well as some of the challenges that remain in the U.S. today.

**Tiverton, R.I.**

On Wednesdays and Thursdays Feb. 6-April 11, the Friends of Tiverton Public Libraries offered free tax preparation in the library’s Community Room for low-to-moderate-income individuals. Services offered through AARP Tax Prep, which has nearly 5,000 free tax prep locations nationwide.

**Columbus, Ohio**

Columbus Metropolitan Library’s Hilltop Branch has been approved for expansion by the Board of Trustees. The renovation is expected to add an additional 10,000-12,000 square feet. The Hilltop Branch project is part of Phase II of CML’s aspirational building program to renovate its aging and/or outgrown facilities. Phase II also includes transforming or upgrading CML’s Karl Road, Gahanna and Reynoldsburg branches.

To submit an event or program to “Good Ideas From the Network” email united@ala.org.
United for Libraries Institute: Trustees, Friends, and Foundations

BY LISA KIPPUR
Executive Assistant to the Deans, University of Colorado Boulder Libraries

At the ALA Midwinter Meeting in Seattle, United for Libraries presented the United for Libraries Institute: Trustees, Friends, and Foundations. What a great afternoon of energy, enthusiasm and an exceptional keynote speaker!

Eric Klinenberg spoke on the theme Why libraries are more than just people. He filled in for Jan Masaoka, Director of California Association of Nonprofits, who was to speak about “Libraries, Volunteerism and the Meaning of Life.”


Klinenberg refers to the influence of public libraries in writing his books, especially his latest mentioned above, Palaces for the People, in which he writes about the future of democratic societies relying on shared spaces, including libraries. His talk focused on this topic as he gave examples of libraries in his past like the Sewerd Park Public Library, an old, classic library. Libraries are for everyone, regardless of economic or social status. It’s like an Amazon 4-star store where you can get thousands of dollars of knowledge, entertainment, and research — only in a library, it’s free. A parent can say yes to everything at the library; books, videos, time on the iPad, etc. However, we are running into a time where libraries are struggling economically. Upon taking his own children to the library on a Sunday, Klinenberg noted that it was closed and locked, because on Sundays, branch libraries are no longer open in New York City. They aren’t closed because of family or religious reasons, they are closed due to the lack of budget to keep them open. In addition to the closures on Sundays, the branches also have limited hours on Saturdays and can close any time between 6-8 p.m. on weekdays, when working individuals could make the most use of them.

Klinenberg states that the life expectancy of a community neighborhood is five times more positive if there is a place for folks to gather like libraries, churches, synagogues, parks, and many other community focused buildings. These types of spaces give the opportunity for connections and can create a bridge for democracy.

He refers to a controversial Forbes article entitled “Amazon Should Replace Local Libraries to Save Taxpayers Money,” which was published on their website July 21, 2018. In the article, the author argues that Amazon should take the place of libraries, physically, thus closing all libraries and opening those spaces as Amazon bookstores. That article was removed from the site two days after it was made public; however, the Young Adult Library Services Association (YALSA), has access to digital tools, the internet, and opportunities to learn how to use technology. The article gives information about the benefits of libraries and their year-round programming, especially during the summer when youth are on break for three months.

Klinenberg identifies the library as the best example of social infrastructure. Almost every neighborhood in almost every country has a library. Using Facebook as an example of a new social infrastructure bothers Eric. It’s not a community builder; there is no in-person, community-wide interaction. The investment in a physical, social infrastructure ties people together!

For more information about Eric Klinenberg, check out his website at www.ericklinenberg.com.
Time for more E’s: The E’s of Libraries®!

Charity Tyler, Executive Director, Cedar Rapids (Iowa) Public Library Foundation, and Co-Chair, United for Libraries Program Committee, and Paula Miller, Director, Baltimore County (Md.) Public Library, gave a presentation on “The E’s of Libraries®: Eliminating the Library Reality-Perception Gap.”

What are The E’s of Libraries®?” They are an easy way to explain the value libraries bring to their surrounding communities. It’s critical for community members and community leaders to understand why libraries are essential. The E’s of Libraries® enable the immediate sense of the range of areas in which libraries provide services:

- Education
- Employment
- Entrepreneurship
- Empowerment
- Engagement
- Equity
- Economy

The following were particularly impactful:

**Education** can be highlighted by the lifelong learning libraries provide like story-time opportunities, which help children learn how to sit still and focus, giving them the ability to participate in group settings with peers, and sharing with a neighbor they have never met before.

**Economy** is emphasized through career exploration and job skill development. Additionally, self-evaluation is key. Library experts and staff can ask questions and provide patrons the information they seek.

**Equity** is related to gracious, open spaces and instruments of democracy the library provides as our previous speaker mentioned.

**Engagement** is found through discussions, lectures, civic awareness, arts and culture.

Any of the E’s listed above can act as a product package by lumping items under the E’s that resonate with your particular library. Photographs can be particularly helpful when developing marketing materials in order to highlight the use of the E.

After the presentation, attendees were asked to pair up and discuss their own E’s and how they would use the information for their libraries. Other E’s that came up were:

- Everyone
- Everywhere
- Essentials
- EZ4U

**Although not an “E”, Library Giving Day is April 10, 2019 and is so very ESSENTIAL!**

Jonna Ward, Chief Executive Officer of the Seattle Public Library Foundation discussed Library Giving Day, an opportunity to increase awareness around the importance of libraries. This annual event builds a culture of philanthropy among library staff, patrons and the larger community, which has a lasting impact on fundraising and advocacy efforts. Campaigns like #LibraryGivingDay help activate communities and attract new donors and corporate partnerships to support your library, while also providing opportunities for the media to highlight the benefits derived from local libraries.

Information along with a digital campaign can assist efforts. By collaborating and sharing resources between libraries, this campaign provides a unique opportunity to create a fundraising movement for the benefit of all libraries. Library Giving Day was established to provide library systems with a new funding source that can grow over time as awareness builds.

The American Library Association (ALA) has designated April 10, 2019 the official #LibraryGivingDay (which is in the middle of ALA’s National Library Week.)

For more information about Library Giving Day, visit www.librarygivingday.org.


A panel of five professionals from library foundations, public and university libraries spoke on the subject of fundraising, friend raising and fresh board members.

Ross Baker, past president of the Seattle Public Library Foundation, spoke on how to build a diverse foundation board.

It’s important to make the case about why libraries matter in their own backyard and why an organization would want to be part of the library.

In Seattle, millennial workers at Amazon or other, similar organizations may be great resource for future, untapped members of any library board. A board should be diverse in age as well as ethnicity, culture, geography, and economic standing. This helps varied opinions and elements that can be added to the discussion.

When looking at boards you may want to consider recruiting with the following criteria in mind:

1. Boards work on a mission, and the work of the mission should be working on part of the library.
It’s impossible to be a good board member if you don’t know your library.

2. Boards should know their community and who loves the library, who is interested in library offerings.

3. Individuals attending the library functions (workshops, events, author talks, etc.).

4. Doers in the community (recruit those 20 percenters that do 80 percent of the work).

5. Anyone else board members or library staff can recommend.

6. Who is on the board already? Does the board need to be refreshed?

7. What are the demographics of the current board, strengths and weaknesses? Put a self-assessment in place and meet with potential donors. Find strengths for each member. Some examples can be: finding who is good at writing thank you notes, who is good at meeting people, who is task oriented. Play on your board members’ strengths.

A few other helpful hints include incorporating term limits, a board member orientation and a common message/elevator speech for why members are supportive and why the member is on the foundation committee. Keep in mind social media; lunches and dinners can all be used for solicitations.

Tess Wilson, LYNCS Outreach Librarian, Carnegie Library of Pittsburgh and United for Libraries Emerging Leader, spoke on the topic of barriers to engaging millennial trustees and donors. Here research deals with finding millennials who want to engage in library boards. The Millennial generation is defined as anyone between the ages of 21-38. Current library boards are facing increased aging out of their members and the need to recruit newer and younger individuals to their boards.

Pew did a survey in 2016 of a variety of generations and their use of the public library. The largest generation (53%) of public library users were millennials.

There were three goals for researching the engagement of millennial trustees:

1. Analyze current trends in advocacy and support among millennials
2. Identify barriers for millennials to serve on library boards and support groups
3. Compile best practices for engaging millennials and create tools and resources to help libraries promote civic leadership to millennials.

Research was looked at in three areas:

1. “How do I communicate?”
2. “How should decisions be made?”
3. “What do I think about leaving the company?”

Millennials typically communicate via text or instant message or connect with a social networking site; they are big on team work and like to have a variety of options where a team decides together. Only if a decision cannot be made should a person in power make that decision; and finally, millennials feel there is nothing wrong with changing careers until you find the right one, but they also value loyalty to the organization. These responses are very different from previous generations due to the advent of technology, a team oriented culture and loyalty to the organization, but not specifically the profession. It was found that volunteerism is high amongst this generation; however, they are also motivated by extrinsic rewards and lifestyle balance.

The data collected through surveys noted that the largest area of respondents were born in late 1940, but nevertheless, the information gathered was very useful. As far as possible, motivations for millennials to get involved with boards included:

- Being involved and giving back to the community
- Expanding on current or past library involvement
- Creating a positive environment for their children
- And making a difference.

These are all great motivations, but the barriers below need to be lifted in order to attract this generation to foundation, trustee and friend boards.

- Time, money and long-term commitments when thinking of careers, also location changes.
- Social connections, inclusion and clout with lack of long standing networks.
- Different methods of communicating, attitudes and structures, interpersonal skills.
- Changing roles of the libraries and the thought that libraries are routine, steeped in tradition and resistant to change.

In the end, the following suggestions were recommended:

- Expand your networks
- Explain your work
- Know your needs
- Be flexible
- Empower members
- Pitch to community passions
- Ask for help.

For links to the data and graphs from the research completed by Lina Bertinelli and Tess Wilson, check https://bit.ly/EL18United.

Julia Stringfellow, professor, university archivist, and library faculty chair, along with Maureen Rust, assistant professor, student engagement and community outreach librarian, both from Central Washington University, spoke about leveraging your friends of the library as community ambassadors. Friends of the Library members can act as ambassadors in the following ways:

- Funding
- Annual book sale
- Promotion
- Newsletter sponsorship
- Bridging town-gown divides
- Powerful campus advocates
- Representations in a dean search
- Community events sponsors

Some of the above can happen when Friends boards are revitalized.

continued on page 22
Book Club Reboot

Is your book club feeling stale or uninspired? Has attendance dropped, or are you struggling to keep your patrons engaged? What you need is a reboot. *Book Club Reboot: 71 Creative Twists* is a new resource published in cooperation with ALA's Public Programs Office. In it, Sarah Ostman and Stephanie Saba profile dozens of successful book clubs across the country, sharing a diverse cross-section of ideas will inspire you to rethink your reading groups and try out new ways to better meet your library's and community's needs. Below is an excerpt from the book, courtesy of ALA Editions. Drawn from responses collected through social media, electronic mailing lists, e-newsletters, websites, as well as the authors' own research, this book

- outlines the main reasons that traditional book clubs can grow stagnant over time and offers concrete advice on how to change things up;
- shares such real-world initiatives as a “walk and talk” book club, book clubs held in non-library spaces like ferries and bars, a discussion group for presidential history buffs, programming for people with developmental disabilities, a partnership with a health clinic network, and many others;
- includes programs from a wide range of library types (public, school, academic) and sizes;
- features short, easily scannable chapters that are convenient for browsing; and
- provides a handy list of resources for additional information.

This title can be purchased at [www.alastore.ala.org/content/book-club-reboot-71-creative-twists](http://www.alastore.ala.org/content/book-club-reboot-71-creative-twists) (ALA Editions; 9780-838918562; $49.99).

Book Clubs: “Their surge in popularity is no doubt fueled by many factors: book-loving celebrity trendsetters like Oprah Winfrey who, beginning in the late 1990s, inspired the reading habits of hordes of fans; the ease of online book clubs that let people indulge in shared experiences without leaving their homes; and a growing embrace of nerdivness in youth and popular culture. In recent years, reading groups have sprouted up by the thousands on Twitter, Facebook, and of course, Goodreads; they have intersected with the news in “Now Read This,” a joint offering of the PBS NewsHour and the New York Times; and they have found a spotlight through *The Great American Read*, a televised series — with a corresponding Facebook book club — that called on Americans to vote for their own top novel. Book clubs even served as the inspiration for a 2018 film, *Book Club*, with a star-studded cast including Jane Fonda and Diane Keaton.

**Successful book clubs are often work**

“‘How much work could it possibly be to run a book club?’ they say. ‘It’s just sitting around, talking about books.’ Tell that to a librarian who hosts two or three clubs a month. Because as we all know, preparing for a book club can take a tremendous amount of work, between reading the books, locating copies for your members, developing discussion questions, marketing the club, communicating with members, and preparing the meeting space. And that’s even before all the creative twists and add-ons that we’ll be talking about throughout this book, from guest speakers to field trips to art projects.”

Your book club may need a reboot and this is the book to help you get there!

Below are some twisty examples:

**President’s Book Club**

*Idyllwild Library, Riverside County Library System, Idyllwild, California*

“When the President’s Book Club began meeting in February 2016, the goal was to learn about our presidential history during a time of what seemed to be great divisiveness in the current political climate,” says the club’s coordinator, Colleen Tell. The first meeting — where members discussed *Washington: A Life* by Ron Chernow — was one of their best. Tell says the book gave everyone “a great understanding of events leading up to the creation of our country and our government.”

**Boneyard Bookworms**

*Laurel Hill And West Laurel Hill Cemeteries Philadelphia And Bala Cynwyd, Pennsylvania*

“Since 2011, the Boneyard Bookworms have met monthly on Thursday evenings, alternating between the Philadelphia graveyard and its sister cemetery, West Laurel Hill, in suburban Bala Cynwyd. Meetings take place inside the cemeteries’ historic buildings or funeral home. To keep the conversation fresh, each discussion is led by a different club member or representative of one of the cemeteries. And what does a cemetery book club read? “We tend to read more death-related books than an average club,” says Rachel Wolgemuth, the cemeteries’ administrator.”

**Silver Fox Audio Book Club**

*Baldwinsville Public Library, Baldwinsville, New York*

“Nancy Howe, a public relations and outreach librarian at the Baldwinsville Public Library, was inspired to start the Silver Fox Audio Book Club after having a conversation with the activity director at the Silver Fox Senior Center. The director was hoping to provide additional programs for the seniors at the center, and a book club run by the library seemed like a great fit. Describing the group, Howe says, “This is an audio book club for seniors, many of whom have early onset dementia, which makes reading difficult.”
The Honey Bus: A Memoir of Loss, Courage and A Girl Saved By Bees by Meredith May

Following the breakup of her parent’s marriage, Meredith May, her brother Matthew, and her mother move from Rhode Island to California’s Big Sur to live with her grandparents. There Margaret is exposed to her eccentric grandfather’s passion: beekeeping. In her memoir The Honey Bus, May recounts her childhood and teenage years in 1970’s California with exacting detail that is remarkable considering these events began when she was only 5 years old.

On her first day at her new home, May is enthralled by an old army bus her grandfather has converted into a workshop specifically designed to harvest honey. Though she is not allowed to enter the bus for at least another year, it is this first glimpse into her grandfather’s world that allows her to see the possibilities in her new home.

While her mother spirals into a deep depression and ultimately into an abusive relationship with her children, and her grandmother enables her mother further, May finds solace in beekeeping with her grandfather. It is while teaching May how to tend bees and harvest honey that her grandfather explains the roles each bee plays within the hive. With each of these explanations, it seems that her grandfather is able to provide much needed insight into the difficulties May is having with relationships in her own life. It is ultimately through these lessons that May finds a way to overcome the trauma she experiences and to become a strong young woman.

The relationship May has with her grandfather is what really connects the reader to this story. His careful attention to what is happening in her life and his ability to use his passion of beekeeping and all things related to bees to help her overcome experiences of loneliness, loss, and fear illustrate the difference a supportive and attentive adult can have on the life of a child. The most poignant moment comes early in the book when the reader learns that May’s grandfather is actually not her mother’s father, but her stepfather. He makes it clear through his words and actions that she is truly a part of him, even if not related by blood.

Though a remarkable and moving memoir about her early childhood and the important relationship she has with her grandfather, May also uses The Honey Bus to advocate for the protection of honey bees. She provides the reader with a wealth of information regarding the important role honey bees play in nature, and why it is imperative they do not become extinct.

For those who are interested in bees, enjoy a well written memoir, or simply want to learn about the love between a grandfather and granddaughter, The Honey Bus is not to be missed.

Park Row Books/Harlequin; 9780778307785; $24.99.

-Erin Christmas

Erin Christmas is an avid reader, librarian and lover of a good contemporary fiction romance. She currently works as the Library Director for the Riverside Public Library. Prior to Riverside Public Library she worked for the Santa Clarita Public Library and San Bernardino County Library System. Erin is passionate about readers’ advisory and loves to match readers with books and books with readers.

A short synopsis: As his name suggests, Emmett Farmer thinks his life will be one of toil on the land. But after a bout debilitating mental illness, a strange request comes: he is to become apprentice to an old woman who some in their small rural community accuse of being a witch. Unwilling at first, Emmett comes to respect, appreciate, and finally relish his new life. But then tragedy strikes, and Emmett is thrust into a world beyond farms and cottages, in which he must learn to trust both others and more importantly himself.

I don’t want to say much more about the plot because is there anyone a reader hates more than a spoiler? (I will admit — when I was in seventh grade, I used to read the last page of Agatha Christie books, because I just couldn’t wait to see “whodunit.” As an adult, I still want to do this — but I’ve been able to fight this urge.) So don’t worry, I’m not going to spoil The Binding for you. Read it yourself if you want to see what happens to Emmett Farmer. What I want to talk about is your book club.

You are always looking for that next firecracker book, the book that sets off explosions of discussions. If your book club is like my book club, the worst books are the books everyone likes. Universal love sounds great on paper — but in reality, it makes for sort of a boring book club discussion; a few minutes gushing about the book, and then everyone turns to the latest greatest Netflix show or Trump’s tweets.

Book clubbers need some meat to chew on, some points to get people talking over all that white wine and cheese. Not too much meat, of course; nobody wants a book that sparks a book club apocalypse. But a book that leads to impassioned exchanges of analysis and conversation — that’s the key to a particularly memorable afternoon of book clubbing.

The Binding could be one of those books for your book club. Collins’s characters, plot and setting are well-springs for debate. Who is Emmett, and why does he act in these ways? What is meaningful about his relation-
Book Club Choices


-Shawn Thrasher

Shawn Thrasher is library director for Ontario (Calif.) City Library. He loves to read. It’s easier to list what he does not like to read: angsty fiction, books about abuse, anything too sapply romantic, and books that are full of themselves. He also dabbles in poetry and art.

Bowlaway By Elizabeth McCracken

A remarkable event occurred on an otherwise unremarkable spring day in Salford, Mass., in the early part of the last century. A woman, a stranger, was found lying in the town cemetery. She was somewhat dazed but most definitely alive. Her name was Bertha Truitt. In her valise was a bowling ball and one candlepin.

So begins Elizabeth McCracken’s wonderful novel about incomers to a settled community, about hard work and forceful personalities, and the triumph of perseverance.

Bertha’s rescuers that day include the orphaned Joe Wear who worked as the cemetery groundskeeper and Dr. Leviticus Sprague, a black man from New Brunswick. Both men become fixtures in Bertha’s new life. She married Leviticus and hired Joe to work in her establishment, Truitt’s Alleys. Bertha was a candlepin bowler. (Popular in New England, candlepin-style uses slender pins and small bowling balls.) The bowling alley is a landmark for Salford.

McCracken could have stuck to a cheerful story about quirky characters who hang out at a small-town bowling alley, but she crafts a far deeper and more interesting tale. Bertha and Leviticus build a fantastical octagonal folly of a house. They have a daughter, Minna, who is brilliant and wants nothing to do with her hometown (and certainly not bowling).

After Bertha’s death in a freak accident a new stranger comes to town, claiming to be Bertha’s son and heir. He marries the widow of a Truitt’s Alleys employee and they manage the establishment. In turn their sons grow up immersed in bowling. One son takes over the Alleys while the other rejects it.

All the while there are rumors of a fortune hidden in the octagonal house. What is the truth about Bertha’s origins? What about the unexpected son? And what will happen to Truitt’s Alleys as the decades pass into post-World War II?

Reading groups can relate the characters to newcomers to their hometowns. They can talk about what happens to family businesses that do not interest succeeding generations. In the end, readers will be charmed and, indeed, bowled away, by Bowlaway.

Ecco/HarperCollins; 9780062862853; $27.99.

-Nann Blaine Hilyard

Nann Blaine Hilyard retired in 2014 after a 39-year career administering small- and medium-sized public libraries in Texas, Kansas, Maine, North Dakota, and Illinois. She has served on many ALA and division committees, including the Executive Board and Council. She is currently president-elect of the Retired Members Round Table. She is convener of the ALA Bibli quilts, whose collaborative quilt projects have raised more than $25,000 for library school scholarships.

United for Libraries Institute continued from page 19

Rust and Stringfellow paint a picture of their board that many of us can relate to, a long-standing Foundation, thriving in the early years then waning as time goes on, especially during the ‘90s and early 2000s. An outdated board, not adhering to term limits, as Friend’s boards are, for the most part, tend to become a separate entity apart from the library.

In Central Washington University’s instance, the board president was ill, and a new president was elected. Shortly after, an annual meeting was called to amend the constitution and rally for more board members. The new board is very diverse in age and ethnicity, and the friends group went through a rebranding. Now their mission aligns with the mission and value statement of the library. The group has a stronger presence on campus and within the community.

The Foundation at the university put together a discretionary spending account, which includes membership fees, and donations. Out of this fund comes a quarterly newsletter that is a shared cost with the library, the Big Read programming, event sponsorship, marketing supplies, and brochures.

Lastly, Kit Stephenson, head of adult services and outreach, Bozeman (Mont.) Public Library, spoke about the role of the library and library director with support groups as far as aligning missions and strategic direction. She advocated building relationships by working together and having very defined roles between the director, the board of Trustees and the Foundation and Friends.

The United for Libraries Institute is always a great learning experience for me and for others as well, I’m sure. Learning from expert speakers helps all of us to strengthen our organizations and gain new ideas. If you plan on attending the ALA annual meeting, check out the Institute and other offerings from United for Libraries. It’s your chance to meet staff members, board members and others with whom you can network and exchange ideas.
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