United for Libraries debuts new Trustee Academy

United for Libraries has debuted a new series of the Trustee Academy, a collection of online courses to help Trustees become exceptionally proficient in their roles on behalf of their libraries. All courses are taught by a professional in the field. Courses include:

Trustee Competencies
Led by Kevin Tomlinson, area field consultant with the Idaho Commission for Libraries, this course covers the knowledge, skills, abilities, and attributes of a successful public library Trustee.

Working Effectively with the Library Director
Led by Deirdre Brennan, executive director of Reaching Across Illinois Library System (RAILS), this course covers the role of the board, the role of the library director, and how to communicate effectively with each other. Learn about strategic planning, board meetings, an emergency communication plan, and how to create a sustainable and effective working relationship.

The Library’s Budget for Trustees
Led by Marcellus Turner, city librarian, The Seattle (Wash.) Public Library, this course covers understanding where funding comes from, working with the director to develop the budget, ensuring the budget is in alignment with goals, making the case for the budget to funders, making effective budget presentations, and monitoring the budget at monthly meetings.

Evaluating the Library Director
Led by Donna McDonald, director, Arkansas River Valley (Ark.) Regional Library System, this course covers, for both governing and advisory boards, why it’s important to do an annual evaluation, the evaluation process, and how to coach the library director and give feedback throughout the year.

Standing Up for Intellectual Freedom
Led by James (Jamie) LaRue, director of the American Library Association’s Office for Intellectual Freedom, this course covers intellectual freedom, the core value of librarianship, the difference between a challenge and a ban, library policy and the process of reconsideration, the purpose of the Office for Intellectual Freedom and the Freedom to Read Foundation, and resources and services offered by the Office for Intellectual Freedom.

Everyday Advocacy — Why the Library Matters!
Led by Libby Post, strategist-in-chief and president of Communication Services, this course covers getting to know your funders and letting them know what the library is doing, and importantly, why it matters. Learn how to be a powerful voice at budget time to ensure your library receives the funding it needs.

The cost for the series is $300 for non-members and $225 for members. Special prices are available for statewide or regional purchases of the Trustee Academy. For more information, visit www.ala.org/united/training/trustee_academy.
Part II: What I hope to know

In our last newsletter, I told you the truth when I said that as hard as I try, I will never learn everything there is to know about volunteering, fundraising, or advocating for our libraries. Another truth that I have recently discovered is that I enjoy connecting with people who have insight into how libraries are changing, and what we need to understand to continue volunteer support. This truth led me to participate in various sessions and meetings at the ALA Midwinter Meeting in Atlanta. I was fortunate enough to attend several sessions of the Symposium on the Future of Libraries, sponsored by ALA’s Center for the Future of Libraries. There, speakers from all types of libraries around the country explored what’s happening now and what to expect in the next few years — and beyond.

Additionally, I was able to join my colleagues from United for Libraries in a session titled “Building the Future: Public Library Directors and Their Trustees Making Future Policy Decisions Together!” Also presenting during the session were Sally Gardner Reed, executive director, United for Libraries; Peter Pearson, lead consultant, Library Strategies Consulting Group, and Fred Stielow, Trustee, Anne Arundel County (Md.) Library System. More than 40 library directors, staff, and Trustees heard how volunteers would be challenged to adjust library policies because of innovative practices that their communities will expect.

“Thinking about the future requires us to work together — library directors, library professionals, board members, Friends, and volunteers,” said Miguel Figueroa, director of the Center for the Future of Libraries. “Beyond helping with activities and projects, volunteers might also try to find a little time to talk with staff about their experiences outside the library — the changes they are seeing in technology, in schools and education, in entertainment, or even in stores and restaurants — and how that makes them think about the library of the future in new and different ways. Innovating for the future starts with collecting diverse insights and thinking in new and different ways.”

On page 2 of this newsletter you will find a reprint of an article about the session by Terra Dankowski that originally appeared in American Libraries (http://americanlibrariesmagazine.org). On page 8 is a piece by Fred Stielow from the session.

What do I understand now?
One person doesn’t have to know everything, because we are all in this together — library staff, Friends, Trustees, Foundations, and library lovers. Find the answers from experts. Don’t reinvent the wheel. We have no choice but to catch our breath and forward on — together. See, that wasn’t so hard to learn!

SPECIAL OFFER: Orders of 100 or more Books for Babies kits will include free onesies courtesy of Penguin Random House. Offer is valid while supplies last. Color, graphic, and size will vary and will automatically be added to orders of 200 or more kits. To order, see Page 24.


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

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Directors, Trustees, and Friends build the future: How the relationships between supportive groups can fund and advocate for libraries

BY TERRA DANKOWSKI
Associate Editor, American Libraries

“You may still have the wonderful, older volunteers who want to do the book sales,” acknowledges Susan J. Schmidt, president of United for Libraries, “but as [your library] changes, we’re going to have to help them adapt.”

Schmidt kicked off her 2017 Midwinter Meeting & Exhibits session, “Building the Future: Public Libraries and Their Trustees Making Future Policy Decisions Together!” in Atlanta on Jan. 22 by painting a picture of the challenges directors, Trustees, and Friends groups are up against. Panelists then presented tactics for ways these groups can leverage their relationships, to keep the library technologically competitive and financially sound.

Fred Stielow, a Trustee at Anne Arundel County (Md.) Library System and a retired scholar who has worked as a university library dean, library director, and professor, presented a paper that described how libraries historically came to be, and how the postmodern library is “no longer confined to space.”

Stielow also listed some areas where Trustees can step in and help their directors, such as licensing and contracts (“directors should lead, but we’re invested as Trustees with fiduciary responsibilities — contracts should be negotiated”), computer security, intellectual freedom and privacy challenges, fair use, and right of sale.

While Trustees can help libraries show their value, Stielow says, he warns that the board cannot let metrics encourage micromanaging. “Technology is not the lead — it is a factor in your planning,” he says.

Peter Pearson, principal consultant at Library Strategies and retired former director of United for Libraries, confessed that her own views on fundraising have evolved, and that we should more seriously be considering the library’s importance and financial future in this “era of fake news.”

“I used to comment, ‘As soon as the police department does a bake sale, we’ll do some fundraising,’” says Reed. “[But] I totally fell in love with fundraising,” she says. “I love the nurturing part of it.”

Reed’s spoke to how directors and Trustees can better work together. Directors need to communicate trends and changing demographics to the board, she says, and Trustees need to accept that we’re currently in a climate that may not be friendly to libraries — or else step back from the role.

During the Q&A period, Claudia Bellony-Atanga, president of the Trustee board at Charles County (Md.) Public Library, asked how directors and Trustees can assemble more diverse boards, including Millennials and people of color.

“The largest cohort of volunteers are Millennials,” says Reed. “They want to hit and make an impact.” She suggested encouraging younger people to become board members by eliminating “talking head meetings” in favor of “action meetings,” where trends and the future are discussed.

“If they feel they can’t make an impact, they’ll go somewhere else,” says Reed.

This story first appeared in American Libraries’ blog, The Scoop, and it was reprinted with permission. It can be found at http://americanlibrariesmagazine.org/blogs/the-scoop/directors-trustees-friends-build-future.
WHCLIST Award applications due April 3

The White House Conference on Library and Information Services Taskforce (WHCLIST) and the ALA Washington Office are calling for nominations for the WHCLIST Award. Each year, the award is granted to a non-librarian participant in National Library Legislative Day (NLLD). The winner receives a stipend of $300 and two free nights at the NLLD hotel. NLLD is May 1-2, 2017.

WHCLIST has been an effective force in library advocacy nationally, statewide, and locally since the White House Conferences on Library and Information Services in 1979 and 1991.

The criteria for the WHCLIST Award are:

- The recipient should be a library supporter (Trustee, Friend, general supporter) and not a professional librarian.
- Recipient should be a first-time attendee of NLLD.

Representatives of WHCLIST and the ALA Washington office will choose the recipient. The ALA Washington Office will contact the recipient’s senators and representatives to announce the award. The winner of the WHCLIST Award will be announced at NLLD.

To apply for the WHCLIST award, please submit a completed NLLD registration form; a letter explaining why you should receive the award; and a letter of reference from a library director, school librarian, library board chair, Friend’s group chair, or other library representative to Lisa Lindle at llindle@alawash.org.

Applicants must register for NLLD and pay all associated costs. Applicants must make their own travel arrangements. The winner will be reimbursed for two free nights in the NLLD hotel in D.C. and receive the $300 stipend to defray the costs of attending the event.

For more information, visit www.ala.org/advocacy/advleg/nlld/funding.

Register now for April 25 webinar on working with Friends

United for Libraries will present a webinar titled “With Friends Like These” on Tues., April 25, at 2 p.m. Eastern Time.

Friends are wonderful assets to their libraries . . . until they’re not! Sadly, some Friends groups fall into cliques, start demanding to determine how the money is spent, start believing that they “own” the money raised rather than understanding their role as “trustees” of the money, and even start wanting a say in the library’s governance and/or operations.

Based on her recently published book, The Good, the Great, and the Unfriendly: A Librarian’s guide to Working Effectively with Friends (see opposite page), Sally Gardner Reed, executive director of United for Libraries, will discuss ways to work with Friends who go rogue, how to bring them back in line, and what to do when nothing works.

Participants will be invited to send in questions (anonymously if preferred) ahead of the webinar so that personal cases can be addressed during the 30-minute question and answer period. The webinar will be archived so that access can be purchased in the future.

The cost will be $75, $50 members. To register, visit www.ala.org/united/training/webinars or call (800) 545-2433, ext. 2161.

‘Taming the Troublesome Trustee’ webinar to be held May 9

United for Libraries will host a webinar on “Taming the Troublesome Trustee” on Tues., May 9 at 2 p.m. Eastern Time.

It’s amazing what a difference one person can make! We’ve all known Trustees who are engaged, supportive, and terrific advocates for the library. Unfortunately, we also know there are Trustees out there who just don’t understand their roles, or even worse, get on board because they are unhappy with the library!

This webinar will discuss ways in which to successfully orient your Trustees, what to do to get a wayward Trustee back on the right track, and how to move forward as a high functioning team. You will hear from Sally Gardner Reed, executive director of United for Libraries; Trustee Jo Beckwith from Illinois, and Stephen Bero, director of the Algonquin (Ill.) Area Public Library.

Participants will be invited to send in questions (anonymously if preferred) ahead of the webinar so that personal cases can be addressed during the 30-minute question-and-answer period. The webinar will be archived so that access can be purchased in the future.

The cost will be $75, $50 members. To register, visit www.ala.org/united/training/webinars or call (800) 545-2433, ext. 2161.

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To follow United for Libraries on Twitter, visit www.twitter.com/ala_united.
Save $5 on ‘good ideas’ resource for Friends

Though written specifically to help public and academic librarians work effectively with their Friends groups, there is much in *The Good, the Great, and the Unfriendly* to help Friends groups increase their effectiveness as well.

Written by United for Libraries Executive Director Sally Gardner Reed, the book is loaded with good ideas for Friends on fundraising, advocacy, membership development, and programs. It also discusses how and whether to consider merging with your Foundation, how to start a Friends group (both public and academic), and how Friends can attract new and active members, along with best practices for getting along well with your library.

If you have a group that is divided on how to provide the best support for the library, you’ll find a chapter addressing this as well. Friends groups are essential to their libraries — raising money and their voices when necessary. This book can help you do what you’re doing even better!

To purchase, the book, visit the ALA Store (*www.alastore.ala.org*), where you can also read an excerpt. To download a coupon for $5 off, visit *www.alastore.ala.org/united/products_services/publications*.

**Personal and organizational members of United for Libraries will automatically receive a 10% member discount when purchasing the book online. To use the $5 coupon and receive the 10% discount, group members should call the ALA Store at (866) Shop ALA.**

*ALA Editions; 978-0-8389-1498-4; $57; [www.alastore.ala.org](http://www.alastore.ala.org).*

United for Libraries to dedicate Literary Landmarks™ for Children’s Book Week, May 1-7, 2017

In celebration of Children’s Book Week (May 1-7, 2017) United for Libraries will dedicate 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.

The following Literary Landmarks will be dedicated:

- **Edinboro (Pa.) Branch Library and Bookmobile, May 1, 2017,** in honor of Virginia Sorensen (in partnership with Hurry Hill Maple Farm Museum Association, Friends of the Edinboro Branch Library, and Friends of the Erie County Public Library)

  Virginia Sorensen wrote the Newbery Award-winning *Miracles on Maple Hill* during her time in Edinboro. She drew inspiration from visits to a bookmobile for her children’s novel *Curious Missie.*

- **Quarry Farm, Elmira, N.Y., May 3, 2017,** in honor of Mark Twain (in partnership with Empire State Center for the Book)

  For more than 20 summers, starting in 1871, Mark Twain brought his family to Quarry Farm, home of his sister-in-law Susan Crane. In a study about 100 yards from the main house, Twain created his iconic characters Tom Sawyer and Huckleberry Finn.


  Barbara Park (1947-2013) was inspired to write *Junie B. Jones and the Stupid Smelly Bus* when she found a young Cherokee student walking home after he missed the school bus. The book was the first in the bestselling Junie B. Jones series.

  The Literary Landmark program is administered by United for Libraries. More than 150 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.alastore.ala.org/united/products_services/literarylandmarks.*
Foundation Center announces launch of ‘Visualizing Funding for Libraries’

Foundation Center announces the launch of Visualizing Funding for Libraries, the most comprehensive database of library funding that has ever existed, containing grants given to U.S. libraries by U.S. foundations. It is available for free to the public at http://libraries.foundationcenter.org.

Libraries, as community-connectors providing critical outreach and resources, can use this searchable data visualization tool to find foundation grants to fill gaps in government budget cuts, diversify funding sources, and expand programming. Library advocates, foundations, and nonprofits can also use it to understand the funding landscape. A search of the tool will quickly reveal:

• Local, state, and national sources of funding for public, academic, school, special collection, and government libraries
• Demographic information corresponding with library service area
• Regional funding trends

Because many libraries lack grant-seeking experience, Foundation Center will offer free capacity-building training, including:

• Webinars that demonstrate how to use the mapping tool and grant-seeking basics
• A self-paced online course, ideal for libraries with limited resources
• In-person events with Foundation Center’s partners, including select Funding Information Network locations nationwide

“Foundation Center has applied its data mapping technologies to libraries because they support a wide range of nonprofit organizations and deserve funding from an equally broad array of funders,” said Bradford K. Smith, president of Foundation Center. “I’d encourage all foundations to visit Visualizing Funding for Libraries to explore ways they can support the libraries that support their causes.”

The Visualizing Funding for Libraries project is a winner of the John S. and James L. Knight Foundation’s 2016 Knight News Challenge on Libraries, which funds breakthrough ideas that help libraries serve 21st century information needs.

“To submit an article for Framework for Foundations, email it to united@ala.org.”
Want to win $1,000 for your library? Apply for a Baker & Taylor Award

Two Friends groups and/or library Foundations will be recognized with Baker & Taylor Awards for their outstanding efforts to support their library during the year 2016.

Given annually since 2000, the Baker & Taylor Awards have recognized more than 40 groups around the country. Winning groups receive $1,000. Applications must be emailed, faxed, or postmarked by May 1, 2017, so now is the time to think about your group’s activities in 2016 with an eye on winning $1,000.

The awards will be given based on a specific project that took place or culminated during the 2016 calendar year.

Applicants must be Friends or Foundation group members of United for Libraries through June 2017. Please contact United for Libraries to verify your eligibility prior to preparing your entry.

Groups may apply in any of the following categories:

• Public Library Friends Group or Library Foundation with assistance from paid staff (employed by library or Friends group).
• Public Library Friends Group or Library Foundation without paid staff.
• Academic Friends Group; School Library, Media Center, or Special Library Friends Group; State Friends Group.

The application form is available at www.ala.org/united/grants_awards/friends/bakertaylor. Entries should also include a two-page summary, any additional background information, and a copy of the official release form (available online with the application). Entries must be postmarked no later than May 1, 2017.

Supporting materials (press releases, photographs, clippings, promotional materials, etc.) may be included. No materials will be returned.

Entries will be evaluated with these areas taken into consideration:

1. Planning: Friends/Foundation, library, and community involvement, use of resources, appropriateness of the activity, and measurable goals and objectives.
2. Implementation: Use of resources, public relations, task monitoring, and broad membership involvement.
3. Evaluation: Assessment of activity or program, measurable results.
4. Innovation: New idea or implementation, creative involvement of people, fresh use of public relations.
5. Community Involvement: Broad support by the community in planning and implementation.

To learn more about past award-winning projects, visit www.ala.org/united/grants_awards/friends/bakertaylor.

Join the United for Libraries email discussion group for Foundations

Library Foundation staff, board members, volunteers, etc., from all types of libraries are invited to participate in the United for Libraries email discussion group focused on topics of interest to library Foundations.

Both those with expertise in library Foundations as well as those in the beginning stages of creating a Foundation are encouraged to participate in the free form discussion.

Discussion topics might include starting a Foundation, fundraising, event planning, capital campaigns, planned giving, effective meetings, board recruitment, merging a Friends group and a Foundation, database management, partnerships, sponsorships, etc.

The email discussion group is an information forum for those wishing to seek and share best practices for library Foundations.

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

For instructions on how to join the email discussion group for Foundations, visit www.ala.org/united/foundations/electronic-discussion-group or email United for Libraries at united@ala.org.

We want to hear from you! Please send United for Libraries your library and/or Friends or Foundation group’s newsletter. For digital newsletters, please add united@ala.org to your distribution list. For print newsletters, please mail to: United for Libraries, 859 W. Lancaster Ave, Unit 2-1, Bryn Mawr, PA 19010.
To me, preparations for the future launch with critical evaluations of the past — an approach that looks to surface mistakes, precedents, and crucial continuities. American public libraries, for our example, took shape in the late 19th century — party to what historian Robert Weibe called The Search for Order (1967). Then, the U.S. engaged in a transformative switch from rural and agrarian into modern society. The era was riven by rapid urbanization, massive influx of immigrants, and industrialization. The times also featured a major communications revolution. Innovations in printing and paper making met unprecedented demands from mandatory schooling and a newly literate populace. Enterprising authors and publishers joined to foster the Rise of the Mass Press. Popular reading exploded with a seemingly uncontrollable deluge of new genre — illustrated magazines, penny dreadfuls and dime novels, newspapers with comics. The new media spawned other disturbing outgrowths like modern advertising and propaganda.

While drawing on self-help ideals and the era's educational reforms, public libraries were in fact largely shaped in response to that unstable climate. Internal operations fought to bring order to the media revolution. They would ensure an orderly flow of properly vetted materials. The mission expanded to include the Americanization of immigrants. Facilities developed with dedicated reading chambers, but extended as safe civic harbors for women and children. Indeed, these uniquely American, public/private creations emerged as requisite symbols for a civilized, progressive community — as well as helping mark the end of the frontier. Trustees and their community supporters stood largely alone in forming early responses. By the turn of the century matters had changed. State libraries and representatives from the new field of college-educated librarians had joined the scene. Andrew Carnegie, a legacy from the first generation, followed to further catalyze a national craze. Over time, the institution also evolved an informal corporate order. Trustee retained oversight, yet trended to the background with fiduciary and policy making functions, as well as crucial liaison activity within their community and to governments. Librarians as part of the nation's new professional classes would direct ground operations. They tied to external developments and emerging scientific techniques from the field, like standardized cataloging along with expanded ILL services and children's programing.

Enter the Web

As evidenced by this panel, the comfortable pattern was destined to encounter another communications upheaval. The World Wide Web and post-modern era forcibly intruded during the mid- to late-1990s. Given a bit of incentive from the Gates Foundation, state libraries, and federal funding — public libraries transformed in remarkably short and dramatic order. ILL streamlined and networking prospects with other libraries expanded. Reference would adapt to the realities of a Google. Information literacy training and expanded public services increasingly augmented traditional reading and children’s programing. Internal layouts altered too with the demise of card catalogs and rapid ascent of automated terminals. Dedicated space emerged for public Internet and Wi-Fi stations.

Equally important, institutional walls tumbled. The dominant trope of library as building morphed. New homepages constituted a distinctly different and transformative type of branch facility. The library was no longer confined to place or even constrained by local geography. Patrons could now travel around the world with their local library a click away. Instead of limited hours, services were suddenly available 24/7. Electronic collections enjoined with similar impact. The challenges of binding and housing journals and newspapers could give way to cloud storage. Materials could be loaned, read, and renewed online. Moreover, virtual holdings altered bedrock ownership principles with licensing and rental agreements.

Today, the inevitability of the Web has been decided. Internal settings have altered. The library website is an expected presence. Despite dire predictions and ongoing cautions, public libraries also continue to survive. Like our 19th century predecessors, they benefited by proactively extending roles as safe havens and revising educational traditions to accommodate a new medium. Although awaiting definitive study, library directors seem to have taken the technical lead in the rush to respond to the new realities. Based on my experiences, boards in general underwent their own significant transformations in coming to grips and pivoting to deal with the onset of the new age. Trustees across the country stepped forward to enable pioneering recognition of Internet services for their communities.

Phase 2

Fast forward to this panel. The birthing pains are largely over. Change, however, remains endemic. Unpredictable advances dominate the horizon, and the rapid nature of initial responses may call for fine tuning. Hence, where do we go from here — roughly a generation into our second communication revolution? How to best mature and stabilize the roles of public library for the post-modern Web Era?

If past can be prelude, I suggest that final order calls for more time and...
ultimately insights from an onrushing Born-Web generation. We’ve entered a middle or processing phase — one of clean-up, surfacing, and blending. Contemporary Trustees engage their directors on an active teeter-totter. Our joint goal is balancing the transformational drivers of electronic media on one side with enduring print-era legacies and established traditions on the other.

Web/database elements

On one hand, Trustees obviously recognize the impact of the medium per se. That implies consciousness of established Web services along with heightened flexibility for the inevitability and unpredictability of the revolution. To me, it also suggests deferring judgement within the context of professional librarianship. Even the most tech-savvy Trustees are advised to rely on their directors, who in turn incur the responsibility of regularly informing their boards on the unfolding state of the art.

Deference, however, does not imply a washing of the hands. Trustees retain policy responsibilities for balancing revolutionary impacts and redefining their institution. The dangers are real. The inherently disruptive nature of the medium demands heightened diligence and added zones of engagement, for instance:

- Licensing and Contracts: Electronic collections and Web services persist in expanding the number of contracts. Although directors remain in the lead, such arrangements include fiduciary and legal obligations that fall under the trustees’ purview. From my experiences, such documents need to be understood as subject to negotiation, especially on pricing and cooperative purchasing alternates. Boilerplate is often in need of clarification for the library’s legal position, including advancing attempts to gain ownership rights. Since not every director will be trained or skilled in such matters, individual boards may want to weigh if or how best to assist.

- Emerging Threat Arenas: The Web revolution induces other ripple effects, including heightened threats from:
  - Computer Security presents a technical arena that is unfortunately growing in prominence.
  - Intellectual Freedom and Privacy Challenges are expected to grow. Rather than reactive responses, Trustees may want to take the time to consider the abstract issues and build proactive defenses. For instance, could we bridge from trustee status as a mechanism for determining community values in dealing with censorship attacks?
  - Fair Use and the Right of Sale provide the legal underpinnings for library operations and the free-flow of information. Yet, we must recognize they are coming under ongoing attack. Anticipate that the post-modern trustee agenda will increasingly address such issues. Prepare to join a battle to preserve the public good in the copyright arena.

- Big Data and Community Based Metrics: Recognize too that Web-based operations come with powerful analytical byproducts. We can expect increasing demands for quantitative data from funding agencies, as well as applications for improving internal operations. Data mining and predictive analytics proffer intriguing potentials, but come with dangers. Metrics bring the temptation to extend beyond managerial boundaries and micromanage operations. Moreover, library statistics are woefully inadequate. Indeed, I strongly advocate the development of simple shared metrics for boards. Such heuristics could help gauge the emerging realities of physical and virtual services for national comparisons and impact on our specific communities.

Community Narrative

On the other hand and if not already clear, I believe the Trustee portion of the balancing act should be particularistic and conservative with a twist. Technology is not my primary focus. Instead, it is the catalytic tool within an inevitable strategic realignment and my primary concentration as a trustee on the community.

My approaches embrace trend lines on the reinvention of the public library as a special type of multi-purpose virtual and physical civic space. I want the electronic potentials to join within a consciously redefined community narrative. We blend the new with renewed emphasis on established American nationalistic tropes. Tactics are reframed for the times and altered economic realities. For instance, trustees anticipate growing demands for fundraising, but remember to harken to the public library’s pioneering role in originating public/private cooperatives. While educational and entertainment services remain, stress is given to traditions of self-help and community advancement for every element of the community. The public library is proactively positioned to expose its practical economic and competitive values to businesses and governments.

Ultimately, the shape of your reinvention and any final order will vary by institution. Consider, for example:

Resource Sounding Boards: Although database and Web selections remain the purview of our professionals, should Trustee presence help ensure that selection policies include evaluation tools to reflect the nature of the community.

continued on page 11
What should I know before joining the board? Questions prospective board members should ask

Editor’s Note: The following article was written for prospective board members provides some excellent tips to help you create a “Fact Sheet” about the roles and responsibilities associated with serving on your board. Use the questions below as a starting point to develop a one-page information sheet. Once a prospective board member expresses a deeper interest or commitment, be sure to provide a packet of supporting materials. This article can be found at www.boardsource.org. BoardSource is a 501(c)(3) nonprofit organization that works to increase the effectiveness of nonprofits by strengthening boards of directors.

Serving as a board member is one of the most challenging and rewarding of volunteer assignments. While appointment or election to a board is an honor, board members have important legal and fiduciary responsibilities that require a commitment of time, skill, and resources. Prospective board members do themselves a service and show that they are serious about the commitments they make by asking some basic questions before joining an organization’s board. You can find the answers to the board member who issues the invitation to join; the chief executive of the organization; the board chairperson; other board members, current and former; or written materials. Longtime board members might also benefit from an organization review that answers these questions.

Ask questions about the organization’s programs

- What is the organization’s mission?
- How do its current programs relate to the mission?
- Can I visit the organization to observe a program firsthand?
- Does the organization have a strategic plan that is reviewed and evaluated on a regular basis?

Ask questions about the organization’s financial status

- Is the financial condition of the organization sound?
- Does the board discuss and approve the annual budget?
- How often do board members receive financial reports?

Ask questions about the organization’s clients or constituencies

- Whom does the organization serve?
- Are the organization’s clients or constituencies satisfied with the organization?

Ask questions about the structure of the board

- How is the board structured?
- Are there descriptions of the responsibilities of the board as a whole and of individual board members?
- Are there descriptions of board committee functions and responsibilities?
- Who are the other board members?
- Is there a system of checks and balances to prevent conflicts of interest between board members and the organization?
- Does the organization have directors and officers liability coverage?

Ask questions about individual board members’ responsibilities

- What are the ways that you think I can contribute as a board member?
- How much of my time will be required for meetings and special events?
- How are committee assignments made?
- What orientation will I receive to the organization and to the responsibilities of board service?
- Does the organization provide opportunities for board development and education?
- What is the board’s role in fund-raising?
- Will I be expected to make a specific annual financial contribution?

Evaluate your interest in serving on the board

Once you are satisfied with the information you have received, it is time to evaluate your own interest in serving on the board. Ask yourself the following questions:

- Am I committed to the mission of the organization?
- Can I contribute the time necessary to be an effective board member?
- Am I comfortable with the approach and tone of the organization’s fundraising efforts?
- Can I contribute financial support consistent with the organization’s expectations of board members and with my own means and priorities?
- Can I place the organization’s purposes and interests above my own professional and personal interests when making decisions as a board member?

Background materials

Selected background information can provide a useful overview of the organization, the board’s work, and the responsibilities of board members. Helpful material includes:

- The organization’s annual report.
- The most recent audited financial
• The long-range program and financial plan.
• A list of current board members, titles, and all affiliations.
• A description of board members’ responsibilities.
• A board organization chart.
• A staff organization chart.
• The organization’s newsletter, brochure, or other publications.
• Newspaper or magazine articles about the organization.
• A brief biography of the chief executive.

continued from page 9

and its particular needs? Could or should Trustees consider engaging as sounding board to ensure that local context is not inadvertently submerged under the wealth of global electronic resources?

• **Local Culture Forum:** With the Web, the library gains potential as an entrancing venue for the cooperative housing of the community’s educational, historical, and cultural resources. The medium, especially with blockchain or newer technologies, readily facilitates linking with other local agencies toward a collected virtual village. Who better to act as intermediaries with local agencies toward such ends than Trustees along with foundation supporters?

• **Athenaeum Renaissance:** Finally, having just returned from a long stay in Rome, history beckons. Could post-modern synthesis prefer the renaissance of a long lost ideal? Do we consider combining Web and physical presence across the range of curatorial, educational, entrepreneurial, presentational, and reading roles? Should the Trustees’ post-modern search for order opt for the public library’s original classical position as multipurpose athenaeum that help define their community?

*This article can be found online at [www.ala.org/united/sites/ala.org/united/files/content/trustees/orgtools/trusteessearchforweborder.pdf](http://www.ala.org/united/sites/ala.org/united/files/content/trustees/orgtools/trusteessearchforweborder.pdf).*

**United for Libraries offering Skype and in-person consultation services**

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

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

In addition, United for Libraries board members can provide professional expertise in such areas as academic library governance, strategic planning, conflict resolution, fundraising, Friends development, financial management, and more.

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

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

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

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

Trustees from all types of libraries are invited to participate in an email discussion group focused on topics of interest to library Trustees.

The email discussion group is an information forum for those wishing to seek and share best practices.

When you send an email to the discussion group, it is automatically sent to all subscribers, and their emails are sent to your email. In this way, Trustees from around the country can share advice and their real world experiences.

Messages are archived for future searching. Discussion topics can include effective meetings, strategic planning, hiring a library director, board recruitment, library policies, etc.

For instructions on how to join the email discussion group, visit [www.ala.org/united/trustees/electronic-discussion-group](http://www.ala.org/united/trustees/electronic-discussion-group), email United for Libraries at united@ala.org, or call (800) 545-2433, ext. 2161.
Maui Friends of the Library raises $300,000 to purchase new bookmobile for Hawaii library system

Maui (Hawaii) Friends of the Library (MFOL), a 104-year-old nonprofit, has parlayed the sale of thousands of used books into nearly $500,000 in gifts to the Hawaii State Public Library System.

For the 160,000 residents of Maui County, the group funded a new bookmobile, helped modernize a library, and provided supplemental funds for nine local libraries.

Meeting a long-term goal to replace a 21-year-old bookmobile, MFOL took profits from book sales and worked with a mainland company to research, plan, and design a high-tech model with a colorful exterior. The group christened the vehicle Holo-holo, which means “go for a ride” in Hawaiian.

MFOL persuaded the state legislature to create a full-time position for a bookmobile librarian, recognizing that in effect the vehicle would be a 10th branch unto itself. The bookmobile offers complete services ranging from circulation of books and completion of library card applications to research capability and Internet access.

Three members of the bookmobile planning committee — MFOL board members Dorothy Tolliver, Sara Foley, and librarian Susan Werner were honored by the Maui News at year’s end as “People Who Made a Difference.”

“Hawaii public libraries have suffered under state budget constraints for years,” said Past MFOL President Tolliver. The Friends group over time has raised money annually for nine Maui County Public Libraries with funds for materials, programs and supplies.

MFOL funding reached an all-time high last year with the nonprofit, which gifted the bookmobile as well as $10,000 in library-directed funds to be used for the purchase of new books, music, and movies, and for public programming such as story times, sing-alongs, and family movie nights at nine libraries.


Five years ago, the MFOL provided $80,000 in funds to renovate the historic Lahaina Public Library in a major collaborative with the community. Completed with the Rotary Club of Lahaina under the direction of MFOL board members, the modernization involved 80 volunteers and 21 contractors who provided $300,000 worth of free contracting.

Added together, funding the bookmobile, helping to modernize the Lahaina library, and providing supplemental funds to each library approaches $500,000.

For the library modernization project, the community helped empty the library of books; stripped it to bare walls; added a new floor, bookcases, and circulation desk; painted inside and out, and reshelved all of the books. The Friends were recognized by the Hawaii State Legislature for their role in the renovation.

According to Tolliver (who, along with her board activities, is also professor/librarian at University of Hawaii-Maui College), “The MFOL bookstores, staffed by volunteers in shopping centers, provides easy access for Maui people to purchase new and used books. The community gets wonderful books and a new bookmobile and modernized library — and the state library system provides better service to readers. It’s a win-win.”

Maui Friends of the Library sells donated used books, CDs, and DVDs in their three stores on Maui — all operated by volunteers and overseen by the all-volunteer MFOL Board of Directors.

For decades, the Friends sold donated used books at a small funky building behind a sugarcane refinery in central Maui, but sales jumped when the island’s largest shopping center offered an empty retail space for a bookstore.

That offer filled a need for both parties — there was no longer a retail bookstore in central Maui. The shopping center benefitted with the extra foot traffic and good community relations.

MFOL President John Tryggestad (who has racked up thousands of miles and hours in collecting used books from various points around the island to keep the warehouse stocked), notes that “Book donating has become more popular as people downsize or reduce their book collections during retirement.

“Our biggest store was also partially stocked by the donation of thousands of books by collectors... although bags and boxes of books from small donors come in every day,” he said.

Maui Friends of the Library also conducts pop-up sales of used books at various locations throughout the year — and always gives a free book to children at each sale and at each store.

“The colorful and powerful new mobile library remains as the most visible sign of MFOL contributions to the public libraries and we hope our work will inspire others. It’s amazing what ripples can be generated from the shores of a small island in the Pacific,” Tolliver said.

For more information about Maui Friends of the Library, visit http://mfol.org.
Advocacy 101: Time to talk libraries with your officials

For almost 20 years Kate Robinson has been a lobbyist for Connecticut nonprofits.

“I represent an army of people in every community in the state,” Robinson said.

Now “we’re in the worst economic situation we’ve ever been in in my career” with a budget deficit forecast at $1.5 billion. It’s a very stressful time for all, she said.

In 2017, the state government will set a budget for the next two years. In 2016, the General Assembly had to revise budgets down because of the economy. The state had asked every agency to cut its budget request by 10%.

Spring is the crucial time for Friends to speak up for their libraries. “Everyone is going to be fighting for survival,” she said.

The Connecticut Library Association will be organizing people to testify before the appropriations committee. But even library supporters who won’t be testifying will help by going to the hearing when the issue of libraries comes up. If everyone dresses in the same color — in 2015 time red was chosen — it shows a visual presence.

Library Friends can also call or meet your local legislators and advocate for libraries. Friends can organize a meeting at their library with a group of patrons to discuss funding.

In this past election, 33 new people were elected in Connecticut.

“It’s important that you reach out to these freshmen,” Robinson said. Get to know them and their priorities.

“Don’t get nervous about meeting with them,” she said. “Legislators are people, too!”

Congratulate them for winning their election. Follow up by meeting with them in their district or at the State Capitol. Introduce yourself and wear a nametag.

Find out what you have in common with your legislator — sports team you both follow, a school you both attended, a book you both like.

These elected officials represent you, so you need to build a relationship with them.

Make sure they know that libraries provide core services to their communities and help solve local problems.

Quote facts — the number of items borrowed, the number of computer hours, the programs for the elderly, for children. If they ask you a question that you can’t answer, tell them you can get that for them later.

If you can’t talk with your elected official, speak to her aide. If you call and get a recording, leave a nice message and ask for them to call back, Robinson said. Expect them to do so.

In addition to the Friends, ask any community groups that use your library to speak with an elected official on your behalf. Write letters to newspapers because that’s what your local legislators are reading.

Friend your legislators on Facebook. If they are featured in a news story, cut it out and send it to them with a note, because personal notes matter.

“Just because we’re good at what we can do doesn’t mean we’re going to get all that we need,” she said.

One friend from Granby, Jane Reardon, said she also talks with legislators on behalf of the American Lung Association.

“One thing they coach us on is to present only one fact (per meeting),” she said, “but also tell a personal story.”

Don’t forget your local elected officials, said Frank Ridley, president of FOCL and the Meriden Friends group.

“One you develop that relationship you can build on it,” he said. “I meet regularly for coffee with local and state legislators.”

This article was reprinted with permission from the Friends of Connecticut Libraries newsletter and can be found online at http://foclib.org/news/4575749.

Notable Quotables

“Libraries are public spaces that open doors to the entire world.”

Charlie Sheldon, Strong Heart, 2017

“My childhood library had a small walled garden attached to it. When I was 11, I remember sitting in that garden as I finished Pearl Buck’s The Good Earth. I looked up at the library and thought — I want to read every book in the library. And then realized with a great sadness, that I would never live long enough.”

Sara Baker, The Timekeeper’s Son, 2016

“A library is a place to get away to so that you can find yourself.”

Gwen Jackson, Lump Lump and the Blanket of Dreams, 2016

“Libraries are magical destinations. Wherever you want to go, the library can take you there with your favorite author or introduce you to new adventures.”

Sandra L. Richards, Rice & Rocks, 2016

“Libraries are the foundation of a democratic society, a home away from home, and the key to a wider world.”

Ellen Kirschman, The Right Wrong Thing, 2016

For more quotes, visit http://authorsforlibraries.org.
Two Friends groups win National Friends of Libraries Week Awards


Each group received $250 and were recognized at United for Libraries’ Gala Author Tea, sponsored by ReferenceUSA, at the ALA Midwinter Meeting. Friends of the Stirling Road Branch Library (Hollywood, Fla.) and Friends of the Tellico Village Library, Inc. (Loudon, Tenn.) earned honorable mentions for their efforts.

As part of National Friends of Libraries Week, the Friends of the Glendale Public Library kicked off a membership drive and presented a Fall Library Tour, which included the library’s 3D printer and IDEA Center. Guests included two members of city council and Mayor Jerry Weiers, who honored Friends President Char Sharp with a special proclamation commending the work of the Friends, who have helped develop successful library programs, raised money for special equipment, helped connect with city leaders, and engaged library customers with ALA’s Libraries Transform Campaign.

Holdrege Area Friends of the Library hosted an event for each day of National Friends of Libraries Week, including a partnership with Humanities Nebraska to host a Native American storyteller, a Patron Appreciation Day, a Membership Appreciation Evening, a book sale, and a Staff Appreciation Supper. The successful week followed a yearlong revamping of the Friends group after it nearly folded in 2015. A group of younger volunteers stepped up to form a new board of directors, who organized the group’s first National Friends of Libraries Week celebration.

Friends of the Stirling Road Library hosted a National Friends of Libraries Week celebration that included a family sing-along, raffles, storytelling, a lecture, and a reading of the Brook County proclamation declaring National Friends of Libraries Week. They also produced a video to mark the week.

Friends of the Tellico Village Library, Inc.’s events for the week included “An Evening Under the Stars,” fundraisers in the library courtyard sponsored by several local businesses, a membership drive, and the “4 Bs Festival” featuring barbecue, bluegrass, beer, and books. The Friends received television and newspaper coverage of their events.

Additional Friends groups celebrating National Friends of Libraries Week were:

- Friends of the Will Rogers Library, Claremore, Okla.

- Presque Isle (Mich.) District Library

- Friends of the McAlester (Okla.) Public Library

- Friends of the Orion Township Library (Lake Orion, Mich.)

- Friends of the Morrice (Mich.) Library

- Friends of the Presque Isle (Mich.) District Library

During National Friends of Libraries Week, Presque Isle District Library hosted a workshop for its Friends group. Several Friends group had not met before, so this was a chance for them to get to know each other and network. Speakers included Shelly Kasprzycki, executive director of the Michigan Humanities Council, who discussed fundraising ideas. Library law attorney Anne Seurynck also spoke, addressing legal issues of concern to Friends groups.

Friends of the McAlester (Okla.) Public Library

- Friends of the Tellico Village Library, Inc.

- Friends of the Orion Township Library (Lake Orion, Mich.)

- Friends of the Morrice (Mich.) Library

- Friends of the Presque Isle (Mich.) District Library

The next National Friends of Libraries Week will be held Oct. 15-21, 2017. For information, visit www.ala.org/united/events_conferences/folweek. For information on the National Friends of Libraries Week Awards, visit www.ala.org/united/grants_awards/friends/friendsweek.
Crowdfunding: A fundraising source for Friends of the Library

BY CHARLES HANSON
Director of Library Services, Kettering University, Flint, Mich.

What is crowdfunding?

The most common definition of crowdfunding is “the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the internet.”

Why use crowdfunding?

In 2016, the board of the Friends of the Library and Archives (FOLA) at Kettering University in Flint, Mich., made a decision to change the strategy for fundraising from a membership-focused organization to a donor-focused organization. Crowdfunding lends itself well to fundraising projects that are narrow in scope, and where donors can see the impact of their gifts. It is generally a low-cost and low-effort way to invite your audience to give and is very convenient for donors. It also gives us a way to reach out to a much larger group to solicit support for the library and potentially discover new donors. With the assistance of staff in the University Advancement Office, FOLA began its first crowdfunding campaign during Love Your Library month in February 2016.

What were our steps to implementing crowdfunding?

- We selected and set up a crowdfunding page utilizing the platform GiveCampus so people could give electronically (www.givecampus.com).
- We decided upon a timeline, limiting our campaign to one week, and chose a realistic and attainable goal.
- We created a compelling video, less than 60 seconds in length, that told a story and included “an ask” (www.givecampus.com/schools/KetteringUniversity/love-your-library).
- We developed an outreach strategy, raising awareness through e-blasts and social media.
- In advance of the launch, we asked our Friends of the Library board members to visit the site and explore the tools they could utilize to promote giving and encourage advocacy.
- During the campaign, we shared regular updates to maintain enthusiasm with our board members.

We tied this campaign to February’s “Love Your Library” theme, and even designed a specific logo for it. The library hosts an annual Valentine’s Reception, so we tie into that as well. Last year we kicked the campaign off with the party. This year we concluded the campaign at the party, and asked students to pose for photos holding up signs to thank our donors. We will use the photos in personalized email thank you messages as well as on university social media.

What were the results of crowdfunding?

In 2016 we set a goal of $5,000 for our crowdfunding campaign, and we came very close to achieving that goal during the week-long posting of the site. We just completed our second year and reached a little over 50% of our new goal of $6,000.

As we look back and compare the income raised with our previous membership-based model, we saw a 250% increase in donations using crowdfunding in 2016 compared to membership revenue in 2015. Although we fell short of our goal in 2017, we still saw a 128% increase in funds as compared to 2015.

We will debrief the most recent campaign as a board and continue to refine our approach. Crowdfunding is new to us, so we are still in the discovery phase of what works best for our audience. Our plan is to keep using this tool for at least a few more years in the hope that with improved peer-to-peer interaction and greater brand recognition, the Love Your Library campaign will gain momentum.

Book review: ‘Successful Fundraising for the Academic Library’

The authors of this important and well-researched book begin by acknowledging that “The academic library within the university environment is often the most difficult fundraising landscape to maneuver.” With that recognition in mind, the reader is then taken for a look at the current academic environment and what impact that has on fundraising. Librarians, for example, are not naturally inclined to embed philanthropy in their work.

In Part I, everyday strategies are discussed such as librarians align their resources with the potential donor. More intentionally, the authors give the readers specific strategies such as making the case for various services such as information literacy and career readiness. Also included are ways to target funding for capital campaigns, endowed staff positions, archives, and even the university press.

Part 2 is a discussion of tools that will be effective in fundraising for the library, including creation of strategic partnerships and individual giving campaigns, as well as seeking out foundation and corporate funding. This section also addresses social media and fundraising events.

The wide-ranging and ever-growing services provided by academic libraries often outpaces funding, making a turn to philanthropy an important role for them. This book demystifies the fundraising game and provides excellent and on-point information to take even the most inexperienced rookie through the process. Highly recommended. (Elsevier; ISBN 978-0-08101-130-0; $78.95.)
Good Ideas From The Network

**Programs**

**Provincetown, Mass.**

Provincetown Public Library asks, “What book were you supposed to read in school but never did? What book have you been meaning to read but just haven’t got around to? What book might take you out of your comfort zone, whether it’s recommended by your librarian or chosen for you by your spouse — or your child?” The community is invited to take the Provincetown Library 2017 Reading Challenge to read 12 books in 12 months. Participants chose their own books from 12 different categories. Readers were asked to discuss their choices for fun and prizes! Anyone who took all 12 books out of the Provincetown Library received an extra prize.

**Philadelphia, Pa.**

The Free Library of Philadelphia offered a way for their community to engage as the presidential administration changed over on Jan. 20, 2017. They announced, “Wondering how you can get involved in your community to effect change? Looking for help finding social services? Want to start meaningful conversations with your neighbors to make Philadelphia even better? The lobby will be flooded with local and national groups that, like the Free Library, welcome and celebrate individuals of all backgrounds. Join us as we celebrate inclusivity and civic engagement.” Library Friends can perform a great service to their community by offering ways for civic engagement throughout the years ahead.

**Walnut Creek, Calif.**

Walnut Creek Library asks, “Are you new to the U.S. and unsure how to communicate your experience and education abroad to U.S. employers? If you’re struggling to prepare your resume for your current job search, this workshop will offer How to Tips on creating a strong resume highlighting your global background. This workshop will go over tips on things such as: Formatting, Content, Recognizing and Highlighting Marketable Skills, Addressing Work Gaps, and more. Learn how to communicate and leverage your global background to land your foot in the door of your next job at this free workshop from Upwardly Global, a national non-profit that helps work-authorized, skilled immigrants rebuild their professional careers in the U.S.”

**St. Paul, Minn.**

Recent programs in the Friends of the St. Paul Public Library “Women Lead the Way” series included “Sacajawea of the Shoshone: The Myths and the Reality” — “The American historical memory of Shoshone guide Sacajawea has long been rife with myths and distortions. Find out what historians have now unearthed about her life and legend and what they now believe about this woman of mystery.” The second program was “Ida B. Wells and Her Campaign Against Lynching: The First Black Lives Matter Movement” — “Ida B. Wells, later Wells-Barnett — activist, feminist, crusading journalist — played a key role in African Americans’ struggles against the Jim Crow laws and virulent racism of the early 20th century. Discover Wells’ story, her successes and failures, and how she led the way for the civil rights movement of the 1950s and 60s.”

**Allen, Texas**

The Friends of the Allen Public Library invited folks to share coffee with Allen Police Chief Brian Harvey in January at the library. Chief Harvey discussed challenges that confront Allen, the impact of national issues on local law enforcement, and programs offered by the Allen Police Department. After this presentation, citizens were invited to interact personally with Allen’s police chief by submitting questions, expressing concerns, and making suggestions. If the issue was
confidential, the Chief arranged a private meeting afterward.

**Book Sales**

**St. Cloud, Minn.**

The St. Cloud Friends of the Library celebrated its 50th anniversary in 2016. Last year, the group also completed a bookstore renovation project. The Bookstore Committee developed a plan to update the paint colors, enhance the children and teen areas, rearrange the bookshelves, and add new decorative items to the walls. To celebrate the history of the library, the bookstore displays a collage of the St. Cloud Public Libraries over the years. The funds for the collage were donated by the Ahles family in honor of Angie Ahles, a longtime volunteer at three of the St. Cloud library locations. A fire in the library prevented the bookstore from holding a grand reopening event in August when renovations were completed, but the bookstore reopened for business on Oct. 26.

**Fundraising**

**Minneapolis, Minn.**

The Friends of the Hennepin County Library celebrated the 10-year anniversary of their new central library by inviting the community to a special event saying, “If you love your library... if you feel a burst of pride each time you open your wallet and see your Library card... this party is for YOU! And you’re not alone... You will be joined by Marlon James, winner of the Man Booker Prize last year (the most prestigious prize for any book written in English!). You’ll hear from Minneapolis Central Library architect, Cesar Pelli about his vision and inspiration for the building, and enjoy moving musical performances from the Twin Cities Gay Men’s Chorus, soprano Maria Jette and pianist Dan Chouinard. Guests will also have a rare opportunity to see treasures from Special Collections and explore state-of-the-art technology in the Best Buy Teen Tech Center. Best of all, proceeds from this event will support vital library initiatives. There’s so much to celebrate about our amazing Hennepin County Library system. This kind of party only happens once in a decade.”

**Outreach**

**Oklahoma**

The Double R Author Tour, sponsored in part by Friends of Libraries in Oklahoma (FOLIO), came to a close on Nov. 4 in Yukon. The tour featured 2015 Oklahoma Book Award winners Roy Deering, author of the young adult book *Finders Keepers*, and Hannah E. Harrison, author and illustrator of the children’s book *Extraordinary Jane*. Deering and Harrison appeared in several towns across Oklahoma, and presented programs at local schools and libraries, speaking to more than 5,700 students. Students and parents learned about writing and the publishing industry. Authors also signed copies of their books. The Double R Author Tour was also sponsored by the Oklahoma Department of Libraries, the Oklahoma Center for the Book, Best of Books, the Oklahoma City Dodgers, and the Institute of Museum and Library Services.

**Calvert, Md.**

Mini golf in the library? Why not! The Friends of the Calvert Library jumped into this project with great enthusiasm. They held three events. The super

**2018 Book Lover’s Calendars available**

United for Libraries members can purchase the 2018 *Book Lover’s Calendar* at a greatly reduced price. Sell these calendars at a deep discount to Friends, use them as an incentive for joining your group, in recognition of volunteer hours, or as prizes. A great fundraiser, these calendars are so popular they practically sell themselves.

The retail price for the 2018 *Book Lover’s Calendar* is $14.99; the discounted rate for United for Libraries members is $3.50 per calendar. There is a 30-copy minimum order (no maximum), and calendars must be purchased in increments of 30. Calendars are non-returnable.

Shipping and handling is included in the cost of the order. Other Workman calendars may be added to your order at 50% off the suggested retail price (plus 7% shipping and handling). A wide selection of wall and Page-A-Day calendars can be viewed online at [www.workman.com](http://www.workman.com). Stock your book store with a selection of calendars offered at a special discount.

For more details, including ordering information, log into the Friends & Foundations Zone or the Trustee Zone at [www.ala.org/united](http://www.ala.org/united).
Good Ideas From The Network

At the end of 2016, the Friends of the Austin Public Library exhorted the community to donate during the holiday season to give the gift of free access to knowledge and information, telling potential donors, “Your donation to the Austin Public Library Friends Foundation is an investment that will pay great dividends to you, your family, your neighbors and thousands of others. With your support, we can continue our work to enhance the Austin Public Library’s collections, programs, and facilities, and to increase public awareness of the library and its importance to the community.”

Portland, Ore.

The Foundation of the Multnomah Public Library begins its fundraising ask by saying, “Positive energy, growth, and community abound. Libraries are buzzing with excitement. They are vibrant centers of learning and achievement. Each and every day, families, job-seekers, seniors and students are changed by the work of our community’s dedicated librarians. They are trusted guides, offering encouragement and inspiration along with books. Librarians help kids persevere in school, go on to college, and envision possibilities for their future.” And to show the impact of giving they say, “Last year, gifts to the Library Foundation, large and small, helped Multnomah County Library transform the lives of more than 220,000 people across our community. It’s important to say why the library is important as well as the impact that gifts have on services!

Minneapolis, Minn.

During the Week of Thanksgiving, the Friends of the Hennepin County Library reported that “Last Thursday was Give to the Max Day, and (despite some technical glitches) 350 generous donors stood with our library. We met our goal, raising over $50,000 and unlocking an extra $10,000 for our beloved library. [This was accomplished as part of a giving challenge by several donors.] On behalf of the 840,000 people with a Hennepin County Library card, thank you!” This report both gave a shout out to donors but also shows all library supporters what can be done when everyone pitches in!”

Rochester, N.Y.

The community in Rochester is invited to remember someone by publishing their name on the Giving Tree. The Giving Tree is a huge metal sculpture that is mounted right near the front door of the library. Donors are asked to fill out a Giving Tree Donor Spine Donor Form.

New York, N.Y.

Bestselling author Judy Blume says (on behalf of the New York Public Library), “Sometimes I still can’t believe it when I see my name on the spine of a book on the shelves at the library. It’s a thrill, and an honor.” Added the NYPL, “Now is your chance to give that honor to someone you love, too. For a limited time, if you donate $50 to the New York Public Library, you’ll have the opportunity to put your loved one’s name, along with a custom message, inside a book in circulation at the library.”

Minneapolis, Minn.

The Friends of the Hennepin County Library remind their members that there are a variety of ways to give! Among them are:

Stocks and Appreciated Assets

You can make a gift of long-term appreciated securities (such as publicly traded stocks, bonds, and mutual fund
Good Ideas From The Network

libraries = strong communities

stockton, Calif.

Advocacy

$5 or members, $10 for non-members. Tickets were proceeds benefitted the Friends of the library that has a 3D printer and even a sound studio. The best part? Attendees could just as easily be done with a smart phone and featured on YouTube, then promoted heavily through all social media channels!

St. Paul, Minn.
The Friends of the St. Paul Public Library held a “Get Loud at the Library Event.” Loud at the Library had everything to love — live music and craft beer — in an unexpected venue: the middle of the library. Attendees were asked to bring their library card and photo ID to receive a free beer courtesy of sponsor Summit Brewing! In between bands, there was a tour the library’s Innovation Lab that has a 3D printer and even a sound studio. The best part? Attendees were supporting their community — proceeds benefited the Friends of the Saint Paul Public Library. Tickets were $5 or members, $10 for non-members.

Advocacy

Stockton, Calif.

This past fall, Stockton’s “Strong Libraries = Strong Communities” campaign held an “Evening on the Lake” to benefit the Yes campaign on Measure M, which would provide (1/4) cent sales tax on the Nov. 8, 2016 ballot for libraries. Measure M restores and expands hours at libraries and recreation centers, protects after-school programs, and enhances programs that keep kids safe and out of trouble. The referendum to get this on the ballot passed by 74% in the spring! The measure passed in the fall — again by 74%. The Friends of the Stockton Public Library received a Neal-Schuman grant for advocacy provided by United for Libraries in 2015.

Portland, Ore.
The Foundation of the Multnomah County Library sponsored a wonderful video that tells the community all about the value and wonderful services of their Rockwood Library. The video can be viewed at http://vimeo.com/193992067/fc422f6e9. Though this video is very polished and professional, the endorsements made by a wide variety of library users could just as easily be done with a smart phone and featured on YouTube, then promoted heavily through all social media channels!

Other

Stamford, Conn.
The Friends of the Ferguson Library and all they do are featured in a video (http://youtu.be/LpU-1_JT14A) highlighting their purchase of a bookmobile, their book shop, their sponsorship of the annual author series, and for their support for Books for Babies (visit www.ala.org/united/products_services/booksforbabies to start your own Books for Babies program).

Saratoga Springs, N.Y.

At the New York Library Association Conference in November, more than 60 people heard consultant Polly-Alida Farrington highlight ways Friends groups and libraries could boost their Friends membership. Friends were urged to analyze what they need and how the Web presence could help. Do you need members, active volunteers, donors/supporting members, or even an audience for your programs and events? The #1 social media site is Facebook, with more than a billion users. Twitter is #2 and Instagram #3; all are easy to use. Visuals are vital to convey your message. Your own photos are the most personal way to show what is happening, but for the times you need a particular image, be sure to use those which are free of copyright under Creative Commons CC0. And yet, the consultant said, email is still “the Holy Grail.” Many groups have electronic newsletters, often delivered by MailChimp. A first step is to gather email addresses from your members. Encourage patrons to sign up online, whether on Facebook or the library’s website, and share their address. To reward them, a return “thanks for signing up for the newsletter” message could also have a coupon to use at the next book sale.

Bentonville, Ark.

Bentonville Public Library celebrated its 10th anniversary with help from community leaders, the Bentonville Library Foundation and the Friends of the Bentonville Library Oct. 22-29. From the farmers’ market to a cocktail reception to breakfast at the library, supporters and patrons had several opportunities to participate in the festivities. Other special events included musical performances, drop-in activities for kids and teens, and the unveiling of a special limited edition library card designed by Bentonville’s own artist and children’s book illustrator, Ard Hoyt. Each event and initiative offered was planned with the community in mind, to share their gratitude in making the library wonderful.

planned giving

The Gratia Legacy Circle honors individuals who leave a legacy for our Library through a bequest in a will or other planned gift to Friends of the Hennepin County Library. Common planned gifts include bequests in a will, designation of an organization as a beneficiary of a retirement asset, IRA, or life insurance.

IRA Distributions

If you are 70 1/2 years or older, you can make a tax-free distribution from you traditional or Roth IRA to Friends of HCL without incurring federal income tax. Distributions can total up to $100,000 annually.

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Little Free Library seeks partnerships with Friends and Foundations

At the Little Free Library organization, a favorite saying is: “Libraries big or small, we love them all.” Now the Wisconsin-based nonprofit hopes to team up with public libraries across the country to provide increased book access, build community, and inspire readers.

Little Free Library (http://littlefreelibrary.org) has seen rapid growth in recent years. There are now more than 50,000 registered Little Libraries around the world, standing in all 50 states and more than 70 countries — from California to Kentucky and Nigeria to the Netherlands. Through them, millions of books are shared each year.

Beyond Little Free Library book boxes, the nonprofit maintains robust programming to help bring people together, celebrate the joy of reading, and encourage positive community action.

Last month, Little Free Library launched the Action Book Club, a new twist on the traditional book club that invites participants to read books on timely topics, engage in lively discussions, and take part in meaningful — and fun — group service projects to benefit their communities. In the first 48 hours, more than 200 groups signed up for the program.

Little Free Library is also proud of its Kids, Community, and Cops initiative, which uses books to bring the police and the public together. Police departments in cities like Los Angeles, Milwaukee, Cleveland, and New Orleans are using the program to engage with the people they serve in a positive way.

Because Little Free Library has great admiration for public libraries, the organization is delighted to see more libraries in urban settings, like Denver, Colo., and rural settings, like Onamia, Minn., using Little Free Libraries to enhance their public outreach.

“Little Free Libraries could effectively become satellite libraries of the public library systems in cities around the country,” says Little Free Library Operations Manager Branden Pedersen.

Creating curbside book access is effective, Pedersen notes. “I just completed a yearlong pilot program in North Minneapolis, an area with huge book scarcity and a daunting achievement gap. We placed fifty Little Free Libraries in Promise Zone neighborhoods to great success.

“What if every major city could have Friends of the Library/Little Free Library partnerships where good books could get into the right hands?” he asks.

Little Free Library is interested in working with Friends and Foundation volunteer groups to:

- Sponsor Little Free Library book exchanges where they can make a difference.
- Start Action Book Clubs to read good books and do good deeds in your community.
- Help connect local law enforcement to our Kids, Community, and Cops initiative.

To learn more about how your Friends or Foundation group can partner with the Little Free Library nonprofit, contact Branden Pedersen at bpedersen@littlefreelibrary.org.

To ensure you are receiving all available member benefits, United for Libraries needs your email address. To add your email to your membership record, send it to united@ala.org.
The Laugh’s On Us, sponsored by Ingram Content Group

Sun., June 25, 2017
5:30-7:30 p.m.

Comedian, author, and United for Libraries spokesperson Paula Poundstone will headline this evening featuring a lineup of hilarious writers. Poundstone’s new book is *The Totally Unscientific Study of the Search for Human Happiness* (Workman). Wine and cheese will be served, and a booksigning will follow. Tickets cost $60 in advance ($55 United for Libraries division members), $65 onsite (if available). Event code: UNI2.

Gala Author Tea, sponsored by ReferenceUSA

Mon., June 26, 2017
2-4 p.m.

Authors Elly Griffiths (*The Chalk Pit*), A.J. Finn (*The Woman in the Window*), and more will discuss their writing life and forthcoming books. Enjoy tea, finger sandwiches, and sweet treats. A booksigning will follow. Tickets cost $60 in advance ($55 United for Libraries division members), $65 onsite (if available). Event code: UNI1.

Bestselling author Karin Slaughter was a special guest at the United for Libraries President’s Reception at the ALA Midwinter Meeting in Atlanta. From left: United for Libraries Executive Director Sally Gardner Reed, Karin Slaughter, United for Libraries President Susan Schmidt, and past United for Libraries Board Member and United for Libraries Annual Conference Committee Chair Robin Hoklotubbe.
Polly is just the type of character to bring a falcon on her shoulder to a meeting with her daughter’s school principal. Willow has been lying and the administration is concerned. Polly, determined to show that her daughter’s outrageous stories are true, borrows a falcon to convince the principal that she is, indeed, an experienced falconer.

And there you have it — a fiercely protective mother who loves margaritas and cigarettes, and who truly hates squirrels. But why is Willow so troubled — why is she acting out? First it’s because she knows her mother is dying, losing a battle with the Bear (cancer). But also because her mother is keeping a secret about why she left her hometown in Texas years ago and never returned.

Willow will do anything at all to stave off the Bear — including persuading her mother to return to her hometown and see a faith healer. Full of brilliantly drawn characters and Southern wit, this novel is a great choice for book clubs that love to laugh and dissect the attributes that comprise a loving but quirky family.


The Twelve Lives of Samuel Hawley by Hannah Tinti

The twelve lives of Samuel Hawley represent the twelve times in his life that he’s been shot. A bad guy, really, Hawley is nevertheless lovable as seen through the eyes of his 12-year-old daughter, Loo.

Despite the constant moves from town to town, and her father’s seemingly irredeemable life choices, Loo does love him and sees him as a good father.

Eventually, Hawley and Loo move to Olympus, Mass., home of Loo’s deceased mother and living but remote grandmother. Here Loo must learn to fend for herself (with dubious advice from her father who loves her dearly) and she becomes a firebrand herself.

In time, Loo learns more about the mother she never knew, her parents’ relationship, and how her father came to be the man that he is. This is a tremendously beautiful book full of both violence and unconditional love. It would make a terrific choice for a father-daughter book club or any book club that loves the intricate connections that make up family.


The Story of Polly by Kathy Hepinstall

Polly is just the type of character to bring a falcon on her shoulder to a meeting with her daughter’s school principal. Willow has been lying and the administration is concerned. Polly, determined to show that her daughter’s outrageous stories are true, borrows a falcon to convince the principal that she is, indeed, an experienced falconer.

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The Hearts of Men by Nickolas Butler

This poignant and moving novel begins and ends with Nelson, a young teenager in 1962 who spends his summers at a Boy Scout camp. Nelson is an over-achiever who is bullied unmercifully by his mates. His only (occasional) ally is a popular boy named Jonathan.

The story follows Nelson and Jonathan and succeeding generations from Jonathan’s ill-fated marriage. Each generation comes back to the same Boy Scout camp every year, striving to meet a model held out for decency, honor, and bravery — a code, as it were, to live by. As the story progresses, Nelson, once belittled, is now revered for his service and perceived act of bravery in Vietnam. And, as his first scout master predicted, Nelson becomes the director of the camp.

This story ends with a tragic event at Nelson’s camp that involves Jonathan’s daughter-in-law and his grandson Thomas. The event redeems Nelson and teaches Thomas about the kind of bravery the scouts alone never could.


An Almond for a Parrot by Wray Delaney

In the mid-18th century, women were little more than chattel — their survival largely depended on the men in their lives. When the protection of fathers, brothers, and/or husbands broke down, many women were forced into prostitution. So it was with Tully.

Tully’s father, a wretched man once of wealth, cared not for Tully, whose mother died in childbirth. In time, he lost all his wealth to gambling and Tully was gambled away to a brothel. It was here that she found the first truly caring family in her young life.

Though women lived somewhat independently in these brothels, they were at the mercy of the men who paid for their time. The “lucky” ones found men who would keep them for themselves, give them gifts, and treat them well. Because Tully was pretty and witty, she attracted the attentions of several men who became loves in her life.

This novel about the limits of women’s freedom is also one of love and even magic. Book clubs not shy about erotic passages and interested in the darker side of women’s history will find much to discuss here.


The Book of Polly by Kathy Hepinstall

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