**2009 ALTAFF Agenda Annual Conference**  
**Chicago, IL**

**Executive Committee Meeting I**  
**Friday, July 10, 2009** – **MCP, 176a**  
**3:00-3:30 P.M.**

1. Call to Order  
   Peggy Danhof, Peggy Barber  
2. Review of Mission, Vision, Committee proposal (BD Doc 2a-2c)  
   Peggy Danhof, Sally G. Reed  
3. Recap of Director’s goals (EB Doc 1)  
   Sally G. Reed  
4. Executive Committee Response/Discussion  
5. Adjournment  
   Peggy Danhof, Peggy Barber

**ALTAFF Board Meeting I**  
**Friday, July 10, 2009** – **MCP, 176a**  
**3:30-5:00 P.M.**

1. Call to order & Welcomes  
   Peggy Danhof, Peggy Barber (5 min.)  
2. Acceptance of Minutes (BD Doc 1a-1d)  
   Peggy Danhof (1 min.)  
3. Announcement of Election Results & Awards (BD Doc 3)  
   Peggy Danhof (5 min.)  
4. Discussion of Vision, Mission and New Committee Structure  
   (BD Doc 2a-2c)  
   Sally G. Reed, Peggy Danhof (20 min.)  
5. Recap of ALTAFF events for this conference (BD Doc 4)  
   Peggy Barber, Peggy Danhof (10 min.)  
6. New Business  
7. Public Comments  
8. Adjournment

**ALTAFF Board Meeting II**  
**Sunday, July 12, 2009** – **Hyatt Regency Hotel, Conf. Ctr. 24**  
**8:00-9:30 A.M.**

1. Call to Order  
   Peggy Danhof, Peggy Barber (3 min.)  
2. President’s Report (BD Doc 5)  
   Peggy Barber, Peggy Danhof (10 min.)  
3. Director’s Report (BD Doc 6)  
   Sally G. Reed (10 min.)  
   A. Budget Report – FY 2009 to date (BD Doc 6a) and 2010  
   B. Membership Report (BD Doc 6b, 6c)  
   C. 2010 ALA Election Schedule (BD Doc 6d)  
4. PLA Program Report  
   Don Roalkvam, Gail Griffin  
5. Division Councilor’s Report  
   Shirley Bruursema (5 min.)  
6. Discussion of Vision, Mission, Committees (BD Doc 2a-2c)  
   Peggy Barber, Peggy Danhof (15 min.)  
   A. ACTION ITEM – Vote on Committee Restructure (BD Doc 2a)  
7. Committee Issues & Information  
   Peggy Danhof (10 min.)  
8. Turning Over the Gavel  
   Peggy Danhof (5 min.)  
9. Incoming President’s Report  
   Rose Mosley (15 min.)  
10. Public Comments  
11. New Business  
12. Adjournment

**ALTAFF Executive Committee II**  
**Sunday, July 12, 2009** – **Hyatt Regency Hotel, Conf. Ctr. 24**  
**9:30-10:00 A.M.**

1. Unfinished Business  
   Rose Mosley  
2. Adjournment  
3. Peggy Danhof and Peggy Barber review Executive Director
ASSOCIATION FOR LIBRARY TRUSTEES AND ADVOCATES

Executive Committee Meeting
Saturday, January 24, 2009, 8-9 A.M.
Colorado Convention Center

MINUTES

The meeting was called to order at 8 A.M., President Peggy Danhof presiding.

Also present: Rose Mosley, Don Roalkvam, Claire Gritzer, Shirley Bruursema, and Sally Reed (executive director).

Leadership Training: Danhof reported that agenda and evaluations are available for it and Vic Johnson will be heading the session. Danhof suggested that the program planning committee might want to discuss whether to have leadership training in Washington DC.

Discussion on committees and Chicago Agenda/Programs: Danhof reported that there is currently no existing development committee but development might be merged into the Foundation section or Corporate Friends section of ALTAFF. Awards committee meets this afternoon. Danhof urged that we find recipients for the awards – especially the Gale award.

Nominations and Committees: Don Roalkvam reported the following are on the ballot for trustee at large: Gail Guidry Griffin and Tanya T. Butler. On the ballot for Trustee Section Chair-Elect are Mable W. Robertson and Donna McDonald. On the ballot for Division Councilor are Donald L. Roalkvam and Shirley Ann Bruursema.

At this meeting the nominating committee will look toward filling trustee openings but ALTAFF will need to pull together a more comprehensive nominating committee that includes corporate members, friends, and trustees. The next committee will also have to nominate two candidates for president elect (to follow Rod Gauvin). There is an opening for publication cluster chair. Although staff will be doing most of the publishing, ALTAFF will still need someone who will work with staff to help develop ideas for content.

Recent Appointments: Danhof reported that Skip Mosshammer, who is very knowledgeable about trustees including legal aspects, is interested in being on the publications committee but not as chair. Mabel Robinson has been appointed to the Intellectual Freedom committee. Meredith Brownfield has been appointed as chair to fill a recent vacancy on the President’s Program committee. Terry Higgins and Patricia Owens were appointed to the Leadership Development committee. These appointments are through ALA year 2009. Don Roalkvam reported that no one has come forth to be a State/Regional Representatives. Clair suggested that the best way to recruit is one on one.

Executive Session was voted at 8:55 A.M. to discuss personnel issues. The Executive Committee came out of session at 9:10 A.M. and adjourned.

Respectfully submitted,
Sally G. Reed, Acting Executive Director
ALTAFF Bd Doc 1b

ASSOCIATION FOR LIBRARY TRUSTEES AND ADVOCATES

Board of Directors Meeting
Saturday, January 24, 2009, 9:25-10 a.m.
Colorado Convention Center

MINUTES

President: Peggy Danhof called the meeting to order at 9:25 A.M.

Other Board members present included: Donald Roalkvam, G. Victor Johnson, Claire B. Gritzer, Rose Mosley, Shirley A. Bruursema, Sharon Salmon, Jane Rowland, and Nann B. Hilyard. Sally G. Reed, Executive Director.

Visitors: Debby Miller, Terry K. Higgins, Gwendolyn B. Welch, Mable W. Robertson, Gail G. Griffin, Nell Allen, Dora U. Sims, Meredith Bromfield, Kathy Spindel, Joan Ress Reeves, Ann Fabrizio, and Marguerite Ritchey.

Minutes: Moved by Sharon Salmon and seconded by Vic Johnson to approve the minutes from the annual Conference in Anaheim, CA. June 2008.

President’s Report: Danhof discussed her President’s Program for the annual conference in Chicago. Her guest speaker will be best-selling author Debbie Macomber and will be titled, “Let’s Put a Little Romance in our Lives.” In addition, Danhof reported that the opening general session for ALTAFF will focus on advocacy and will also include a presentation by Pierrette Simpson who did research and wrote about the Andrea Doria. Danhof recognized Kent Oliver who is a candidate for ALA President. He addressed the board about his qualifications and his vision for ALA and trustees and advocates and asked for the Board’s vote. Rose Mosley reported on the ALTAFF budget and talked about her planned agenda as ALTAFF president. Her theme will center around learning how to face and embrace the changes that we are about to face as ALTAFF. Strong advocacy will be a hallmark. Rose will be spending her year before and during her tenure learning everything she can about ALTAFF. She appealed to all those present to help her make a success of her presidential year.

Regional Programming: Claire Gritzer reported that the state representatives have not been selected and that there will be no meetings this midwinter for state and regional programming. Claire emphasized the importance of one-on-one outreach.

ALA Council Report: Shirley Bruursema reported that the main issue for council is on electronic participation for ALA members. There are still outstanding questions such as how this fits with the open meeting policy, about validity of phone votes, etc. On the other side, this could increase participation by those who cannot afford to attend conferences.

Executive Director’s Report: Reed reported that ALTAFF will become official on February 1, 2009 and that the entire year will be one of transition for the organization both for staff and for members. Reed noted that the transition documents are currently on the ALTA website and will be on the ALTAFF website once that site is up and running – probably in early spring.

Other Business: Danhof reported that the President’s Dinner was very successful. Approximately 40 attended. It was a great social event and everyone really enjoyed it. Danhof noted that $335 was raised in a raffle to benefit the Division. Danhof reported that she will be co-president with Peggy Barber (FOLUSA) for the duration of her term. Nann Blain Hilyard reported that PLA is facing major restructuring changes – even more radical than those faced by ALTA/ALTAFF. Nann does not, therefore, have the depth of information that she has had in the past but will have more at our next meeting. Gail Griffin reported on the PLA program submission from ALTAFF for the 2010 conference. This program will focus on trustee education and certification. She has not yet heard back from PLA on whether the program has been accepted.

Public Q&A: None.

Meeting adjourned at 10 A.M.

Respectfully submitted,
Sally G. Reed, Acting Executive Director
EXECUTIVE COMMITTEE MEETING
2009 Midwinter Meeting
Monday, January 26, 2009
10-10:30 A.M.
Colorado Convention Center, Room 102

MINUTES

President: Peggy Danhof called the meeting to order at 10:30.

Board Members present in addition to President Danhof: Claire B. Grizter, Rose Mosley, Shirley Bruursema, and Sally G. Reed (staff).

Visitors Present: Mable W. Robertson, Marguerite Ritchey, Gail G. Griffin, Gwendolyn B. Welch, Jane Rowland and Dora U. Sims.

New Business - President Danhof reported:
1. All committee reports have been turned in except Advocacy and Legislation.
2. The new condensed ALA conferences will mean changes for ALTAFF meetings and committee meetings and will have to schedule accordingly.
3. Opening Session at annual conference 2009 will include Awards, Advocacy program by a local legislator, and Perette Simpson who wrote about the Andrea Doria.
4. The President’s Program will feature best-selling author Debbie Macomber.

There was general discussion about the revival of the Advocacy Honor Roll – no action was taken.

Danhof asked all ALTA members running for office to be sure that their biographical information and position statements be entered in the ALA system, iMIS, as soon as possible.

Moved by Joan Ress Reeves:
- That ALTA endorse a resolution to stay the requirement that all items designed for children (including books in the library) be tested for lead prior to being available to children. The motion passed.
- That ALTA endorses a resolution reauthorizing LSTA. The motion passed.
- That ALTA endorses a memorial resolution for Clayborne Pell who supported every major library legislation issue while serving in Congress from 1974-1996. The motion passed.

There being no further business, the meeting was adjourned at 10:30 a.m.

Respectfully submitted,
Sally Gardner Reed, Acting Executive Director
ASSOCIATION FOR LIBRARY TRUSTEES AND ADVOCATES

BOARD OF DIRECTORS MEETING
2009 Midwinter Meeting
Colorado Convention Center
Monday, January 26, 2009, 8-10 A.M.

President: Peggy Danhof called the meeting to order at 8 a.m.

Board Members present in addition to the President Danhof: Donald Roalkvam, G. Victor Johnson, Claire B. Gritzer, Rose Mosley, Shirley A. Bruursema, Sharon Saulmon, Jane Rowland, Nann Hilyard and Sally G. Reed (staff).

Visitors Present: Debby Miller, Terry K. Higgins, Gwendolyn B. Welch, Mable W. Robertson, Gail G. Griffin Nell Allen, Dora U. Sims, Meredith Bromfield, Kathy Spindel, Joan Ress Reeves, Ann Fabrizio and Marguerite Ritchey.

The agenda was amended to hear a report from the executive board liaison Roberta Stevens. Ms. Stevens informed the board that she is running for president, gave a brief account of why she is running and what she feels she has to offer.

The ALTA Councilor report was given by Shirley Bruursema who made the following points with regard to ALA business:
- All voting for ALA offices will be electronic unless a member specifically requests a paper ballot.
- In electronic age, there is much discussion and concern about protecting the confidentiality of ALA business.
- A process of certification for library staff is currently underway.
- Writing resolutions for council has been streamlined as a way of moving ALA and council business forward more effectively.

President Danhof and Reed updated the Board on the final work to become ALTAFF: All ALTAFF documents will be available on the ALTAFF website this spring. The final merger will take place on February 1, 2009 with the transfer of FOLUSA assets to ALA for the purposes of the new division. There were no questions regarding the final merger.

The President’s Breakfast Report was given by Don Roalkvam: There was much discussion on the Emerging Leaders program. In addition, Roalkvam discussed the possibility of electronic participation in ALA. He said that there are still many questions to be answered including, not insignificantly, the costs of such a project. He reported that plans are underway for a virtual conference at annual conference 2009 and attendance for this is $250.

Reports were heard from the following ALTA Liaisons:
- Conference Committee, Jane Rowland
- FOLUSA, Sally Reed
- Intellectual Freedom, Debby Miller
- Legislative Assembly, Joan Ress Reeves (for Sherman Banks)
- Literacy Assembly, Rose Mosley
- Membership Committee, Gwendolyn Welch
- PLA, Don Roalkvam
- ALA Advocacy, Joan Ress Reeves
- ALA Subcommittees, Shirley Bruursema

Unfinished Business: None

New Business: President Danhof announced that the President’s Program at ALA annual conference 2009 will feature best-selling author Debbie Macomber and will be called, “Let’s Put a Little Romance in Our Lives.”

Meeting adjourned at 10 a.m.

Respectfully submitted,
Sally G. Reed, Acting Executive Director
Proposed ALTAFF Division Committees and charges:

Program Committee: To develop, coordinate and implement programs sponsored by ALTAFF at Annual Conferences that specifically address, both collectively and separately, the issues and concerns of library Trustees, Friends of Libraries and Library Foundations; to receive conference program requests and review them for adherence to established procedures, elimination of duplications, and budgets. To submit program requests along with the committee’s recommendations to the ALTAFF Board for approval.

President’s Events Committee: To plan the ALTAFF president’s events including the President’s Reception at Midwinter and the President’s Program at Annual Conference.

Legislation, Advocacy and Library Issues Committee: To work closely with the ALA’s Office of Library Advocacy, Washington Office, and Office of Intellectual Freedom to identify and encourage library advocates and ALTAFF member response to library legislation and issues of intellectual freedom. To promote national legislative action as needed on the ALTAFF list-serve; to write appropriate articles for ALTAFF newsletter and website; to advise the Programs Committee on appropriate programs for advocacy – especially those that are co-sponsorship opportunities with the Office for Library Advocacy and other ALA Divisions and Units as appropriate.

Newsletter & Website Advisory Committee: To monitor the ALTAFF website and newsletter, The Voice, for quality of content and design; to solicit articles of interest to membership; to make recommendations to ALTAFF staff for website development and use; and newsletter content and structure.

Nominating Committee: To promote an publicize leadership opportunities in ALTAFF. To prepare an ALTAFF slate for the positions of President-Elect, Secretary-Treasurer; Division Councilor; one At-Large Trustee; one At Large Friend; one At-Large Foundation Member for ALTAFF Board approval and inclusion in the ALA election ballot. To recommend to the Board three At-Large Corporate Sponsors to place on the ballot as a slate of three for membership to the Board.

PLA Conference Program Committee: To develop and submit programs to the PLA National Conference Committee that will specifically address the issues and concerns of library Trustees, Friends and Foundations; to implement such programs upon PLA approval and acceptance of these submittals. These committee members serve a two-year term.
ALTAFF Leaders Development Committee: To design a Midwinter program for all incoming ALTAFF leader volunteers that will assist them in their work on behalf of ALTAFF and further their understanding of the ALTAFF division and its policies and procedures.

Regional Development Committee: To develop and vet materials that regional representatives of ALTAFF can use in each state and/or region for the education of Trustees and Friends at the state and local levels; to appoint and train ALTAFF members to act as ALTAFF representatives in each state to ensure that these materials are made available at the state and local levels.

Proposed Section Committees and charges:

Trustee Section Committees

Nominating Committee: To prepare a slate of candidates to the Board for Trustee Section Chair-Elect for ALTAFF Board approval and inclusion in the ALA election ballot.

Publications Committee: To develop publications, toolkits and model policies for inclusion in the ALTAFF list of publications for Trustees across the country; to evaluate existing publication and make recommendations for modification or elimination; to identify existing useful publications across the country and obtain permission for their availability to ALTAFF members.

Awards Committee: To recommend to the Board recipients for the Trustee Citation Award; the Major Benefactors Honor; and the Gale Grant for a Trustee to attend the Annual Conference for the first time.

Friends Section Committees and charges:

Nominating Committee: To prepare a slate of candidates to the Board for Friends Section Chair-Elect for ALTAFF Board approval and inclusion in the ALA election ballot.

Publications & Services Committee: To develop publications, toolkits, and Fact Sheets for inclusion in the ALTAFF list of publications for Friends groups across the country; to evaluate existing publications and make recommendations for modification or elimination; to identify existing useful publications across the country and obtain permission for their availability to ALTAFF members. To design webinars and podcasts for Friends groups across the country.

Awards Committee: To work with ALTAFF staff to identify winners of the Baker & Taylor Awards; the Best Friends Awards; and the National Friends of Libraries Week Awards.
Foundation Section Committees and charges:

Nominating Committee: To prepare a slate of candidates to the Board for Foundation Section Chair-Elect for ALTAFF Board approval and inclusion in the ALA election ballot.

Publications & Services Committee: To develop publications, toolkits, and Fact Sheets for inclusion in the ALTAFF list of publications for Foundations across the country; to evaluate existing publications and make recommendations for modification or elimination; to identify existing useful publications across the country and obtain permission for their availability to ALTAFF members. To design webinars and podcasts for Foundation members across the country.

Corporate Sponsor Section Committees and charges:

Nominating Committee: To prepare a slate of candidates to the Board for Corporate Sponsor Section Chair-Elect for ALTAFF Board approval and inclusion in the ALA election ballot.

Development Committee: To work with ALTAFF staff to recruit and retain corporate sponsorship of ALTAFF; to identify meaningful corporate benefits; to advise and participate in recruitment; and to propose networking possibilities for ALTAFF corporate sponsors.
Notes from Vice-President Elect Rod Gauvin’s
Pre-Planning Session, April 28, 2009

Tagline “Citizens for Libraries” This will be attached to all promotional materials, stationary, brochures, etc.

Vision Statement

The vision of ALTAFF is that every library will be well governed and fully funded.

Mission Statement

The mission of ALTAFF is to support citizens who govern, promote, advocate and fundraise for all types of libraries.

Goals and Activities

Expand Awareness of ALTAFF

• Find “famous friends” – spokespeople and endorsements
• Have links to ALTAFF at all corporate sponsors websites with “Proud Sponsor of the Association of Library Trustees, Advocates, Friends and Foundations.”
• Develop a marketing and communications plan

Provide for ALTAFF’s Financial Stability

• Expand membership
• Grow existing endowment – capital campaign
• Expand sales revenues – ALTAFF products and services
• Conduct year-end annual appeal

Expand Training and Programming Opportunities in Governance, Fundraising, Promotion and Advocacy

• Regional programming
• Educate members on legal limits of lobbying
• Provide members with training on use of technology
• Fundraising training

Expand Active Participation in ALTAFF by Members

• Offer remote committee membership
• Expand on-line discussion opportunities for Board and members via ALA Connect

Expand Member Services that ALTAFF Provides

• Review and forward grant opportunity for members
• Plan for how ALTAFF can apply for grant funded projects in the future.
• Provide webcasts and podcasts
• Provide Trustee certification
Association of Library Trustees, Advocates, Friends and Foundations

“Citizens for Libraries”

- ALTAFF became a combined division of ALA in 2009 and includes the former organizations we knew as the Association of Library Trustees and Advocates and Friends of Libraries U.S.A. We are now a “new” division of ALA.

- With the merging of these two organizations, ALTAFF automatically grew to nearly 5,000 individual, group, and board members.

- By bringing together all formalized citizen groups that support and govern libraries, we believe we can become the most powerful lay voice for libraries in the nation.

- The focus of ALTAFF will be to help educate and support Trustees, Friends and Foundation members to help maximize their effectiveness on behalf of all types of libraries everywhere including their ability to be excellent library governors, fundraisers and especially advocates.

- ALTAFF will provide education and support through its newsletter – *The Voice for America’s Libraries* – regional training, webinars and podcasts, toolkits, publications, and programs at national, state and regional conferences.

- ALTAFF welcomes new members and information on joining can be found at ala.org/altaff.

The mission of ALTAFF is to support citizens who govern, promote, advocate and fundraise for all types of libraries.
**ALTAFF Awards 2009**

**Trustee Citation** – Awarded to Shirley Ann Bruursema and David Goldsmith

Bruursema is chairperson of the Kent (Mich.) District Library and president of the board of directors of the Michigan Library Association’s Trustees and Advocates Division. For many years she was on the board of the Lakeland (Mich.) Library Cooperative, where she served as president, vice president, treasurer and board member. As a member of the Association for Library Trustees and Advocates (ALTA), she has served as president, division councilor, executive board member, chair of the National Honor Roll Banquet, regional vice president and member of the budget and legislation committees. Bruursema has been a delegate for the White House Conference on Libraries. She was treasurer and co-chair of millage campaigns that continued the Kent District Library’s service to 26 communities and 18 libraries. Bruursema has also volunteered in assisting other communities with their millage campaigns.

Goldsmith served on the Prince George’s County (Md.) Memorial Library board for 17 years. After moving to Baltimore County, he was appointed to the board of the Baltimore County Public Library, where he has served since 1995. He served as vice president and president of both boards. He has been a member of ALTA for 30 years and has served on ALTA’s board as a regional vice president, as well as on several committees. Goldsmith has acted as vice president and president of the Maryland Library Association’s Trustees Division and participated in the association’s legislative efforts to obtain additional funds and support from the Maryland General Assembly. He was appointed by the governor of Maryland to the Maryland Advisory Council on Libraries. He also serves on the board of directors of the Citizens for Maryland Libraries.

**Baker & Taylor Award for Friends**

Public Library Friends Group with Assistance from Paid Staff

- Friends of the Florence County Library (Florence, SC)

Public Library Friends Group without Assistance from Paid Staff

- Friends of the San Benito County Free Library (Hollister, CA)
- Friends of the Orangevale Library (Orangevale, CA)
- Friends of the Cedar Rapids Public Library (Cedar Rapids, IA)
- Friends of Henderson Libraries (Henderson, NV)

**Gale Award for First Time Trustee Attendance at Annual Conference**

Awarded to Elisa Bruce, Advisory Board, Lexington, KY, Public Library.
**Wait, Wait... Don’t Tell Me!**

*A fundraiser to benefit ALA’s newest division.*

**Thursday, July 9, 7:30-9:30 p.m.**

Chase Auditorium, Downtown Chicago

*Wait Wait... Don’t Tell Me!,* National Public Radio’s weekly hour-long quiz program sponsored by ALTAFF in partnership with Conference Services will feature host Peter Sagal, official scorekeeper Carl Kasell and a panel of the nation’s foremost pundits, including Paula Poundstone, who will play this witty and quirky weekly quiz show. Each show features eight quizzes based on events from the week’s news. Four of the games include listeners who call in to win the most coveted prize in public radio – veteran NPR newsman Carl Kasell recording the greeting on their home answering machine. The “Not My Job” segment, where guests are pushed to talk about something they know nothing about, is played on behalf of an audience member, who can also win Carl Kasell’s voice on his or her home answering machine. General seating tickets are $30 (event code AL4) which includes $22 for the ticket and a $8 donation to ALTAFF. Doors open at 7:00 p.m. NOTE: As of 5/20/09, all VIP tickets are sold. General seating tickets are still available but selling quickly!

**ALTAFF Presidents’ Program**

**Saturday, July 11, 1:30-3:00 p.m.**

Hyatt Regency Chicago, Columbus Hall E/F

Author Debbie Macomber has become a leading voice in the romance genre worldwide. Her work has appeared on every major bestseller list, including “The New York Times” and “Publisher’s Weekly” lists. She is a multiple award winner, and won the 2005 Quill Award for best romance. There are more than 60 million copies of her books in print. Come join ALTAFF Co-Presidents Peggy Danhof and Peggy Barber as they showcase Debbie to Chicago and encourage the “Love of Reading!”

**Champagne Toast to ALTAFF**

**Sunday, July 12, 4:00 p.m.**

ALA Membership Pavillion, Exhibit Hall

Please join Paula Poundstone for a champagne toast in celebration of ALTAFF in the ALA Membership Pavillion located in the exhibit hall.

**The Laugh’s On Us!**

**Sunday, July 12, 5:30-7:30 p.m.**

McCormick Place West, W-187

Comedian Paula Poundstone will help you end the day with laughter when she joins a panel of humorists for this fall-off-your-seat-laughing evening. This event is always a sell out, so buy your tickets early to ensure you have a seat. Wine and cheese will be served and a book signing will follow. Speakers include *Paula Poundstone (There’s Nothing in This Book That I Meant to Say, Random House), Elizabeth Beckwith (Raising an Perfect Child Through Guilt and Manipulation, Harper), Lisa Grunberger (Yiddish Yoga, Newmarket Press), Jen Lancaster (Pretty in Plaid, Penguin), Mishna Wolff (I’m Down, Macmillan) and Anita Renfroe (Don’t Say I Didn’t Warn You, HarperCollins). Tickets are $35 in advance or $45 at the door while supplies last. Use event code FF3 when registering with ALA.

**ALTAFF Gala Author Tea**

**Monday, July 13, 2:00-4:00 p.m.**

Fairmont Hotel, Gold Room

Bestselling authors talk about their current and forthcoming books during this popular conference event. A book signing will follow with some books given away free and others available for purchase at a generous discount. Authors include *Lisa Scottoline (Look Again, Macmillan), Jill McCorkle (Going Away Shoes: Stories, Algonquin Books), Gillian Flynn (Dark Places, Harper) and Jane and on Hitchcock (Mortal Friends, Harper). Coffee, sandwiches, and a variety of sweets will be served. Tickets are $35 in advance ($30 for ALTAFF members and affiliates) or $45 at the door. Use event code FF1 when registering with ALA. The ALTAFF Gala Author Tea is generously sponsored by ReferenceUSA.

To purchase tickets, please use the codes provided when registering online at www.ala.org. If you have already registered, you may call 800-974-3084 to add tickets to your current registration. Full conference registration is not required to purchase tickets for the *Wait Wait... Don’t Tell Me!* fundraiser. Follow the online registration process and select the option for Pre-Conferences and Events Only then add on the ticket(s).
Surviving in a Tough Economy: An Advocacy Institute Workshop
Friday, July 10, 2:00 pm - 5:00 pm
Hyatt Regency Chicago Columbus Hall E/F
$25 advanced registration
Can libraries make it through the economic crisis? Yes, we can! Learn how some libraries can survive – and even thrive – during a tough economy. Hear success stories, get the latest tips, and learn how to better advocate for your library in this difficult financial time. Breakout sessions will focus on budgets, coalition building, and more. This Advocacy Institute workshop is brought to you by the ALA Committee on Library Advocacy, the Association of Library Trustees, Advocates, Friends and Foundations, and the Committee on Legislation. Advance registration only.

ALTAFF Opening General Session: The Time for Action is Now! Grassroots Advocacy
Saturday, July 11, 8:00 am - 10:00 am
Hyatt Regency Chicago Columbus Hall E/F
who have been a force for advocating change statewide—Emily McAsey, Illinois State Representative, District 85, and A.J. Wilhelmi, Illinois State Senator, District 43. In addition, meet and listen to Pierette Simpson, author of “Alive on the Andrea Doria,” who will have you riveted as she shares her amazing story of being part of the greatest sea rescue in history and her pursuit to find the truth of what happened that night. Her research created two PBS specials. Hosted by the Trustees section. Speakers: Emily McAsey, IL State Representative; A. J. Wilhelmi, IL State Senator; Pierette Simpson, Author

Change is in the Air: How Intellectual Freedom Affects You in Your Life
Saturday, July 11, 10:30 am - 12:00 pm
Hyatt Regency Chicago Columbus Hall E/F
Intellectual Freedom is the bedrock of libraries as expressed in its policies and procedures. Be prepared for any challenges your library may face. Come and join fellow trustees and librarians in a lively discussion. This program will give you valuable information that you can share with your colleagues. Hosted by the Trustees section. Speakers: Angela Maycock, ALA Washington Office; Mable Brey-Casiano, Trustee, Brooklyn Public Library; Kathy Spindel, Trustee, Fountaindale (IL) Public Library

Nuts and Bolts for Friends
Part I: Saturday, July 11, 10:30 am - 12:00 pm
Part II: Saturday, July 11, 1:30 pm - 3:00 pm
Hyatt Regency Chicago Columbus Hall A/B
Come hear experts talk about ways to improve your Friends of the Library group and maximize the Friends’ ability to raise money, increase membership and work effectively with their library. Be prepared to share your best practices and your stumbling blocks with other Friends from across the country. This program is a two part series. It is not required that you attend both. The second session will be a continuation of discussions and not a repeat. Hosted by the Friends section. Speakers: Susan Schmidt, Past President, ALTAFF; Robin Hoklotubbe, Secretary, ALTAFF

Love is in the Air - Romance Writers Discuss their Work
Saturday, July 11, 3:30 pm - 5:30 pm
McCormick Place West, W-194a
Debbie Macomber, Laura Caldwell, Cathie Linz, and Eloisa James will discuss and read from their work and engage the audience in questions and answers. The program will be moderated by Barbara Hoffert, Editor of the Book Review, Library Journal. Following the discussion, authors will sign their books - many of which will be given away and others sold at a very generous discount. Hosted by the Friends section.

Assembly of States 101
Saturday, July 11, 4:00 pm - 5:30 pm
Hyatt Regency Chicago Columbus Hall E/F
Each state has been assigned a representative for ALTAFF. This program is designed to help define the functions of Trustees and Friends as advocates and to increase membership. Trustee and Friends representatives are invited to find out what is happening in other states, what ALTAFF is doing, and how ALTAFF can help. Hosted by the Trustees section.

Coalition Building for All Libraries in a Tough Economy
Saturday, July 11, 4:00 pm - 5:30 pm
McCormick Place West, 196b
Join ALA President Jim Rettig, 2004-2005 ALA President Carol Brey-Casiano, and others for a panel discussion focusing on the value of building statewide coalitions during times of economic downturn and the concept of the “Library Ecosystem,” or how libraries of all types are interdependent. The program is sponsored by the Advocacy Training Subcommittee of the ALA Committee on Library Advocacy, the ALA Chapter Relations Committee, the ALA Committee on Legislation, and Jim Rettig’s Ad Hoc Task Force on Advocacy.

Advocacy 401
Sunday, July 12, 10:30 am - 12:00 pm
Hyatt Regency Chicago Columbus Hall E/F
Learn about the issues that are set forth by ALA’s legislation committee and come up with ways on how to advocate for these issues in your own community. Hosted by the Trustees section.

Authors Come in All Colors: Diversity in Literature
Sunday, July 12, 10:30 am - 12:00 pm
McCormick Place West W-476
Join this traditionally popular panel of ethnic writers who will discuss their work and what it means to be an ethnic writer in America. Authors include Marlon James, David Mura, Kimberla Lawson Roby, Carleen Brice, and Bich Minh Nguyen. This panel will be moderated by Barbara Hoffert, Editor of the Book Review, Library Journal. Following the discussion, authors will sign their books - many of which will be given away and others sold at a very generous discount. Hosted by the Friends section.
ALTAFF Programs and Meeting continued

Nuts & Bolts for Academic Friends
Sunday, July 12, 10:30 am - 12:00 pm
Hyatt Regency Chicago, Columbus Hall A/B
Friends and development officers for academic libraries are invited to attend this highly interactive session where attendees will share best practices for fund raising, creating endowments, increasing membership, and improving the profile of library Friends and Foundations on campus. Hosted by the Friends section. Speakers: Mary Dodge, Sam Huang

Specialized Outreach Services Program
Stacking the Deck Part I
Sunday, July 12, 12:00 pm - 2:00 pm
Hyatt Regency Chicago Grand D North
An examination of the delicate balancing act libraries must perform in guaranteeing patron rights to privacy. Hosted by the Trustees section.

Specialized Outreach Services Program
Stacking the Deck Part II
Sunday, July 12, 12:00-2:00 pm
Hyatt Regency Chicago Grand C North
Do you know how to work with the hand you have been dealt? Topics covered include how to select a good director, strategic planning, relationships between the library director and the board, understanding your role as a Trustee, liability, resources for Trustees, and how to be great in your role. Tickets advance and onsite, $55. Event code FF2. Hosted by the Trustees section.

First Author, First Book
Sunday, July 12, 1:30 pm - 3:00 pm
Hyatt Regency Chicago, Columbus Hall E/F
Join this traditional event where you will get a first introduction to tomorrow’s best selling authors. Hear from these first time authors and join in a lively question and answer period. Authors include Paul Harding, Cristina Henriquez, Hilary Jordan, Steve Winn, Carrie Host, and Margot Berwin. The panel is moderated by Barbara Hoffert, Editor of the Book Review, Library Journal. Following the discussion, authors will sign their books - many of which will be given away and others sold at a very generous discount. Hosted by the Friends section.

Reflecting on the Past - Literary Memoirs
Monday, July 13, 10:30 am - 12:00 pm
McCormick Place West, W-194a
Join notable authors as they discuss their recently published memoirs and what has inspired them in writing. Authors include Frank Wilderson III, David Small, Gary Moore, Carlotta Wells LaNier, and Ralph Eubanks. The panel is moderated by Barbara Hoffert, Editor of the Book Review, Library Journal. Following the discussion, authors will sign their books - many of which will be given away and others sold at a very generous discount. Hosted by the Friends section.

ALTAFF Meetings

Committee Meetings
Friday, July 10
Hyatt Regency Chicago, Columbus Hall A/B
1:30 p.m.-2:15 p.m.
PLA National Conference, President’s Events, Membership
2:30 p.m.-3:15 p.m.
Leadership Development, Legislation Committee, Intellectual Freedom Committee
3:30 p.m.-4:15 p.m.
Advocacy, Regional Program, Publications
4:15 p.m.-5:00 p.m.
Newsletter, Website, Awards
Nominating Committee (closed)
Saturday, July 11, 3:30 p.m.-5:30 p.m.
Hyatt Regency Chicago, Grand Ste. 2A

Board Meetings
Executive Board Meeting
Friday, July 10, 3:00 p.m.-3:30 p.m.
McCormick Place West, W-176a
Board Meeting
Friday, July 10, 3:30 p.m.-5:00 p.m.
McCormick Place West, W-176a
Board Meeting
Sunday, July 12, 8:00 a.m.-9:30 a.m.
Hyatt Regency McCormick, Conf. Ctr. 24
Executive Board Meeting
Sunday, July 12, 9:30 a.m.-10 a.m.
Hyatt Regency McCormick, Conf. Ctr. 24

ALTAFF
Association of Library Trustees, Advocates, Friends and Foundations
109 S. 13 Street, Suite 3-N, Philadelphia, PA 19107
Phone: (800) 545-2433, ext 2161
Web: www.ala.org/altaff Email: altaff@ala.org
ALTAFF PRESIDENT’S REPORT
2008-2009
SUBMITTED BY PEGGY DANHOF, CO-PRESIDENT
(FORMER PRESIDENT OF ALTA)
SUBMITTED BY PEGGY BARBER, CO-PRESIDENT
(FORMERLY PRESIDENT OF FOLUSA)
JUNE 15, 2009

The year began for ALTA by holding a Town Meeting for ALTA members in Anaheim, California concerning our merger with FOLUSA. Much work had already been accomplished with Acting Executive Director, Sally G. Reed and a task force set up the previous Midwinter meeting in Philadelphia, Pennsylvania. The task force met in Minneapolis, Minnesota and by conference call in March of 2008 and drafted several proposals for bylaws and developed a chart of organization that demonstrated what the new division of ALA would look like and how it would operate.

Throughout the summer of 2008, the bylaws were tweaked to ensure membership benefits both for ALA, ALTA, and FOLUSA.

The bylaws were approved by the membership in October 2008 and the first joint meeting was held at the Fall Conference in Chicago. Plans were made to present the new board and changes to the structure of the organization at the Midwinter meeting in Denver, Colorado in January 2009.

The Midwinter meeting went smoothly and the ALTA members present commented favorably on the way the merger was progressing.

The Leadership Development Committee put on a training session in Denver promoting ALTA leadership training. The training consisted of orientation and leadership programming for ALTA volunteers and education development to understand the division and its policies and procedures. This knowledge is to be transferred to ALTAFF volunteers when the merger goes into effect. Forty-three people attended, making it a very worthwhile session.

The President’s Dinner was held at the 1515 Restaurant in Denver. It was a great networking session and a special social event for ALTA members. Sixty people attended. Several raffles were held and very few left empty handed!

The various ALTA committees also met during Midwinter and made their final plans for the Annual Conference in Chicago.
February 1, 2009 was the beginning date of the implementation of the merger. The membership of ALTAFF grew significantly, from approximately 1200 to 5000 with the addition of the former FOLUSA members. A new category of membership was added to allow the director of a library to have a membership as well as one trustee and one Friend. This will expand the interest and influence of this new division among libraries everywhere. A big “Thank You” goes out to the ALA Council for formally approving this merger!

An April meeting was held in Chicago of the ALTAFF task force where the mission statement of ALTAFF was solidified as well as the beginning of a new committee structure that will encompass all parts of the new division.

**THE MISSION OF ALTAFF IS TO SUPPORT CITIZENS WHO GOVERN, PROMOTE, ADVOCATE AND FUNDRAISE FOR ALL TYPE OF LIBRARIES.**

Currently ALTAFF (Association of Library Trustees, Advocates, Friends and Foundations) board members are planning their programs for the ALA Annual Conference in Chicago, Illinois. This will be the first conference where both organizations have merged. Programs for the Friends will include Nuts and Bolts I and II for Friends; Nuts and Bolts for Academic Friends; Romance Writers Discuss their Work; Authors Come in Many Colors: Diversity in Literature; First Author, First Book; and Reflection on the Past: Literary Memoirs. Programs for Trustees will include The Opening Session featuring two Illinois Legislators (Representative Emily McAsey and Senator A.J. Wilhelmi) who continue to make a difference in Illinois and have special connections to libraries and Pierette Simpson, a survivor of the Andrea Doria and an author, who will discuss her successful book on the subject. The President’s Program will be combined and will present Debbie Macomber speaking on the topic “Put a Little Romance in Your Life!” The training sessions will include Intellectual Freedom, Assembly of States 101, Advocacy 401 and the Specialized Outreach Services Program in two parts and the accompanying luncheon.

A fundraiser for ALTAFF “Wait, Wait…Don’t Tell Me!” will be held on Friday evening at the Chase Auditorium in Chicago; Paula Poundstone (ALTAFF’s national spokesperson) will be featured at a Champagne Toast to ALTAFF at their booth on Sunday at 4:15 and also will be featured at a program called “The Laugh’s On US!” at 5:30 on Sunday; and the ALTAFF Gala Author Tea will be held Monday afternoon at 2:00.

The swearing in of new officers for ALTAFF will be held at the ALTAFF booth on Sunday, July 12 at 4:00pm. This will be a celebration of the formation of ALTAFF and will also recognize the importance of the merger to our members and to ALA.

This has been a year of historic milestones with the merger of ALTA and FOLUSA. We are a much stronger organization within ALA and will continue to promote the citizen voice in our search for advocacy for all libraries everywhere!
State of the Organization: The merging of ALTA and FOLUSA has gone fairly well but has entailed more time and many more details than we anticipated thus taking up the bulk of the staff’s time this year. We are still sorting out structural differences between our website and ALA’s – particularly with regard to the implementation of a “members only” portion of our site that limits access to ALTAFF members and affiliates only. In the past, ALA’s website gave full access to all division materials and resources to any ALA member (unbeknownst to many division E.D.s). We are also working out significant differences between the line item budget template given to us for fy2009 and the actual line items available and used in the ALA general ledger. Until these issues are resolved, we are continuing to hold approximately $70,000 in FOLUSA money so that when it is transferred, it is credited to the correct line items.

Budget: We are currently running in arrears in our budget but should end the year in the black. At present the ALA budget report shows our expenses equal approximately $202,877 while revenue is at $89,236. This does not reflect, however, $70,000 in FOLUSA’s account still to be transferred, $10,000 net revenue from ticket sales at the 2009 annual conference, and ALA’s small division contribution of just over $50,000. We intend, additionally, to make a case for less overhead charges in 2010 because we are paying our own rent, utilities, maintenance, phone and data lines whereas other divisions do not but are charged overhead for same – as are we.

Based on the slow work with finance and a larger learning curve than anticipated, we expect to continue to have “fuzzy” budget reports in 2010 but we believe that we will also balance our budget next year as we will have a better understanding of what revenues and expenditures to expect.

Membership: Both former ALTA members and FOLUSA groups are joining at rates similar to those prior to the merger. We anticipate, however, a significant jump in membership in fy2010 with our aggressive membership drives. In addition to the promotion at the annual conference, ALA has sent one informational direct mail to boards of Trustees across the country this spring and we will be working with them on a “join ALTAFF” mailing in late summer. We have extremely high hopes for our Librarian Plus package which allows an ALA member to join ALTAFF for $250 and get a free ALA/ALTAFF membership for a Trustee and a free ALA/ALTAFF membership for a Friend.

The Voice: Jillian Kalonick and Beth Nawalinski have published our first combined newsletter which is now 24 pages long and includes articles that will help our members be more effective on behalf of their libraries. In addition to individual sections for Trustees, Friends, and Foundations; there are also good ideas from other groups across the country; book club reviews;
and important information about ALA and national library issues. We believe this will become (as it was with FOLUSA) one of our members’ favorite benefits.

Moving Forward: In fy2010, the staff plans to concentrate in the following areas:

- Achieving objectives of strategic planning
- Publishing a Trustee Handbook (in process) – all proceeds to ALTAFF
- Development of remote digital training for Trustees and Friends
- Development of additional content for the members’ only portion of our site.

Respectfully submitted,

Sally Gardner Reed
Executive Director
<table>
<thead>
<tr>
<th>ACCOUNT # / DESCRIPTION</th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>VARIANCE %</th>
<th>PRIOR YEAR</th>
<th>REMAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>FUND BALANCE</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
</tr>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
</tr>
</tbody>
</table>

May

<table>
<thead>
<tr>
<th></th>
<th>ACTUAL</th>
<th>PRIOR YEAR</th>
<th>BUDGET</th>
<th>ACCOUNT # / DESCRIPTION</th>
<th>ACTUAL</th>
<th>PRIOR YEAR</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>VARIANCE %</th>
<th>PRIOR YEAR</th>
<th>REMAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>FUND BALANCE</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For the Nine Months Ending May 31, 2009

<table>
<thead>
<tr>
<th></th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>VARIANCE %</th>
<th>PRIOR YEAR</th>
<th>REMAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>FUND BALANCE</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
</tr>
<tr>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
</tr>
</tbody>
</table>

Summary of All Units

DETAILED GENERAL LEDGER

For the Nine Months Ending May 31, 2009

DATE: 06/24/09

ALTAFF BD DOC 6a

American Library Association

May

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>ACTUAL</th>
<th>PRIOR YEAR</th>
<th>BUDGET</th>
<th>ACCOUNT # / DESCRIPTION</th>
<th>ACTUAL</th>
<th>PRIOR YEAR</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>VARIANCE %</th>
<th>PRIOR YEAR</th>
<th>REMAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>FUND BALANCE</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
</tr>
<tr>
<td>$0.00</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>FUND BALANCE</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

YEAR TO DATE REMAINING

BUDGET

ACCOUNT # / DESCRIPTION

<table>
<thead>
<tr>
<th>FUND BALANCE</th>
<th>$0.00</th>
<th>$175,554.64</th>
<th>$0.00</th>
<th>$175,554.64</th>
<th>100.00</th>
<th>$175,554.64</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
</tr>
</tbody>
</table>

May

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>ACTUAL</th>
<th>PRIOR YEAR</th>
<th>BUDGET</th>
<th>ACCOUNT # / DESCRIPTION</th>
<th>ACTUAL</th>
<th>PRIOR YEAR</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>VARIANCE %</th>
<th>PRIOR YEAR</th>
<th>REMAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>FUND BALANCE</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
</tr>
<tr>
<td>$0.00</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>FUND BALANCE</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

YEAR TO DATE REMAINING

BUDGET

ACCOUNT # / DESCRIPTION

<table>
<thead>
<tr>
<th>FUND BALANCE</th>
<th>$0.00</th>
<th>$175,554.64</th>
<th>$0.00</th>
<th>$175,554.64</th>
<th>100.00</th>
<th>$175,554.64</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>$0.00</td>
<td>$175,554.64</td>
<td>100.00</td>
<td>$175,554.64</td>
</tr>
</tbody>
</table>
## Summary of All Units

### American Library Association

**DETAILED GENERAL LEDGER PAGE: 2**

For the Nine Months Ending May 31, 2009  
**DATE: 06/24/09**

<table>
<thead>
<tr>
<th>ACCOUNT#/ DESCRIPTION</th>
<th>TOTAL YEAR TO DATE</th>
<th>ACTUAL</th>
<th>PRIOR YEAR</th>
<th>REMAINING CURRENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BUDGET ACTUAL VARIANCE VARIANCE % ACTUAL BUDGET</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$0.00 $0.00 $0.00 $0.00 $0.00</td>
<td>$0.00 $0.00 $0.00 $0.00 $0.00</td>
<td>$0.00 $0.00 $0.00 $0.00 $0.00</td>
<td>$880.00 $0.00 $0.00 $0.00 $0.00</td>
</tr>
<tr>
<td>IUT/PREPRESS</td>
<td>$0.00 $0.00 $0.00 $0.00</td>
<td>$0.00 $0.00 $0.00 $0.00</td>
<td>$0.00 $0.00 $0.00 $0.00</td>
<td>$0.00 $0.00 $0.00 $0.00</td>
</tr>
<tr>
<td>IUT/ALLOCATIONS</td>
<td>(95,358.00) 0.00 0.00 0.00</td>
<td>0.00 0.00 0.00 0.00</td>
<td>0.00 0.00 0.00 0.00</td>
<td>0.00 (95,358.00)</td>
</tr>
<tr>
<td>TOTAL DIRECT EXPENSES</td>
<td>36,725.30 52,769.00 19,073.17</td>
<td>455,070.00 204,422.71 203,402.29 49.87% 100,762.06 250,647.29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONTRIBUTION MARGIN</td>
<td>(5,961.24) (24,146.00) (12,825.07)</td>
<td>16,516.00 (109,806.98) (22,128.00) (87,678.98) 396.24% (53,677.85) 126,322.98</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OVERHEAD</td>
<td>(537.12) 1,624.00 0.00</td>
<td>20,668.00 2,064.88 14,309.00 12,244.12 85.57% 6.10 18,603.12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>36,188.18 54,393.00 19,073.17</td>
<td>475,738.00 206,487.59 422,134.00 215,646.41 51.08% 100,768.16 269,250.41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NET REVENUE/(EXPENSE)</td>
<td>(5,424.12) (25,770.00) (12,825.07)</td>
<td>(4,152.00) (111,871.86) (36,437.00) (75,434.86) 207.03% (53,683.95) 107,719.86</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENDING NET ASSET BALANCE</td>
<td>$0.00 $0.00 $0.00</td>
<td>$0.00 $63,682.78 $0.00</td>
<td>($63,682.78) (100.00%) $102,890.84 ($63,682.78)</td>
<td></td>
</tr>
</tbody>
</table>

### Notes
- The table provides a detailed overview of the financial performance for the nine months ending May 31, 2009, comparing actual results to budgeted amounts and previous year's figures.
- Key financial metrics include total expenses, contribution margin, net revenue/expense, and ending net asset balance.
## ALA Statistics Monthly Report

### April, 2009

**ALTAFF** 05/14/09

**ALTAFF BD DOC 6b**

<table>
<thead>
<tr>
<th>Overall</th>
<th>2009</th>
<th>2008</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>1,000</td>
<td>1,022</td>
<td>-2.15%</td>
</tr>
<tr>
<td>Organizational</td>
<td>157</td>
<td>165</td>
<td>-4.85%</td>
</tr>
<tr>
<td>Corporate</td>
<td>5</td>
<td>6</td>
<td>-16.67%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,162</td>
<td>1,193</td>
<td>-2.60%</td>
</tr>
</tbody>
</table>

### Personal

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renew</td>
<td>50</td>
<td>51</td>
</tr>
<tr>
<td>New</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Reinstatement</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Drop</td>
<td>25</td>
<td>33</td>
</tr>
<tr>
<td>Regular</td>
<td>139</td>
<td>136</td>
</tr>
<tr>
<td>Student</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Support Staff</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Retired</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Trustee</td>
<td>756</td>
<td>790</td>
</tr>
<tr>
<td>Associate</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Non-Salaried</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>International</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Cont - 2 Free</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Cont- No Free</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>Life Installment</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Life - 2 Free</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Life - No Free</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Honorary</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Other/Misc</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,000</td>
<td>1,022</td>
</tr>
</tbody>
</table>

### Organization

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renew</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>New</td>
<td>1</td>
<td>%</td>
</tr>
<tr>
<td>Reinstatement</td>
<td>1</td>
<td>%</td>
</tr>
<tr>
<td>Drop</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Lib&lt; $50,000</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Lib&lt;$199,999</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Lib&lt;$499,999</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Lib&lt;$999,999</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Lib&gt;$2,000,000</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Lib&gt;$2,000,000</td>
<td>77</td>
<td>80</td>
</tr>
<tr>
<td>State Libraries</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>Chapter Mbr</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Non-Profit Org</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>International Lib</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>TOTAL</td>
<td>157</td>
<td>165</td>
</tr>
</tbody>
</table>

### Corporate

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renew</td>
<td>2</td>
<td>%</td>
</tr>
<tr>
<td>New</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Reinstatement</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Drop</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Benefactor</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Champion</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Patron</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Contributor</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Subscr Personal</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

12/31/2008 MEMBERS HAVE BEEN SUSPENDED
<table>
<thead>
<tr>
<th>Voice Subscriptions</th>
<th>12-411-5903-0000</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Month's Total Subscriptions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>70</td>
<td>181</td>
<td>28</td>
<td>279</td>
<td></td>
<td></td>
<td>432</td>
</tr>
<tr>
<td>New-Renewed Subscribers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>70</td>
<td>251</td>
<td>279</td>
<td>432</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Lapsed Subscriptions</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Canceled Subscribers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Subscriptions</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>70</td>
<td>251</td>
<td>279</td>
<td>432</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

| Subscription Fee Budgeted | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $29.40 | $105.42 | $117.18 | $181.44 | $0.00 | $0.00 | $0.00 |
| Actual Monthly Subscription Fee | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $29.40 | $105.42 | $117.18 | $181.44 | $0.00 | $0.00 | $0.00 |
| Adjustment to Service Fee  | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 | $29.40 | $105.42 | $117.18 | $181.44 | $0.00 | $0.00 | $0.00 |
### Date: June 11, 2009

**American Library Association**  
**2010 Election Schedule**

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTION BY</th>
<th>ACTION</th>
<th>ADDITIONAL DETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/1/09</td>
<td>ITTS</td>
<td>Open candidates’ database file</td>
<td>Donavan Vicha Include all information stated on the 2009 Biographical Information Form, in a Word Document, with stated word limitations.</td>
</tr>
<tr>
<td>10/16/09 -</td>
<td>MEMBERS</td>
<td>Member request for Paper ballots.</td>
<td>Only, Members with Disabilities &amp; No Internet Access.</td>
</tr>
<tr>
<td>10/16/09 -</td>
<td>PIO</td>
<td>Election awareness campaign.</td>
<td>Mark Gould &amp; Steve Zalusky, Press Releases, Ads, ETC.</td>
</tr>
<tr>
<td>10/30/09</td>
<td>ELECTION LIASONS</td>
<td>Ballot Preparation Instructions</td>
<td>Issue detailed procedure to appropriate staff regarding ballot preparation for Division/Section and Round Table Ballots.</td>
</tr>
<tr>
<td>12/15/09</td>
<td>EXECUTIVE OFFICE</td>
<td>Furnish master list of nominated candidates with Bios</td>
<td>JoAnne Kempf to submit official list of ALA Officers/Council, in Alpha order and Bio’s to Eileen Mahoney. Eileen to transmit to SBS on or, before 12-18-09. (Proofed, final for Web).</td>
</tr>
<tr>
<td>1/15/10</td>
<td>EXECUTIVE OFFICE</td>
<td>ALA Midwinter Meeting - Boston, MA</td>
<td></td>
</tr>
<tr>
<td>1/29/10</td>
<td>EXECUTIVE OFFICE</td>
<td>Nominating Petition Deadline</td>
<td>Last day for Nominating Petitions to be accepted for ALA Officers and Council @ 9:00 A.M.</td>
</tr>
<tr>
<td>1/29/10</td>
<td>EXECUTIVE OFFICE</td>
<td>Furnish a revised master list of nominated and petition candidates</td>
<td>JoAnne Kempf to furnish a master list of approved candidates for President-Elect, Council and Petition Council (including Petition Candidates with PC noted following name). Also to be furnished in Alpha order by position and Submitted to Eileen Mahoney.</td>
</tr>
<tr>
<td>1/29/10</td>
<td>EXECUTIVE OFFICE</td>
<td>Furnish text for Constitution/Bylaws</td>
<td>JoAnne Kempf to furnish text for the ALA Constitution and Bylaws Amendments to Eileen Mahoney.</td>
</tr>
<tr>
<td>2/1/10</td>
<td>ITTS, DIVISIONS &amp; OFFICES</td>
<td>Lock candidate database &amp; retrieve Division/Section/ Round Table &amp; Bios</td>
<td>Dovavan Vicha: @ 11:59 p.m. Locks Database. Each Division/Section and Round Table Liaison to retrieve Bios.</td>
</tr>
</tbody>
</table>
| 11. | 2/8/10 (12:00 PM CST) | ELECTION LIAISONS | Transmit Petition Biographies & Amendments | ALA Elections Liaison transmits to SBS:  
   a. ALA Petition Candidates and Biographies and Amendments. (One Transmission)  
   b. Division/Section and Round Table Ballots and Biographies. (One Transmissions for each Div/RT Ballot) |
<p>| 12. | 2/10/10 | SBS | Duplicate Candidates Report | SBS to review (all ballots) and advise duplicate candidates to Eileen Mahoney and Al Companio. |
| 13. | 2/10/10 | SBS | SBS Transmits ballot &amp; biographies | SBS transmits Officers/Council ballot and biographies (alpha order) to JoAnne Kempf and Eileen Mahoney. The Division/Section &amp; Round Table ballots and biographies will be delivered to the appropriate Liaisons and all to Al Companio. |
| 13. | 2/15/10-2/19/10 | ELECTION LIAISONS | ALA review ballot &amp; biographies | ALA to review Officers/Council ballot and biographies (alpha order) and Division/Section &amp; Round Table ballots and biographies. This is a Review only step to ensure content of the ballots and biographies delivered to SBS matches the content of the ballot and biographies produced by SBS. During the review, any items that do not match should be documented and provided to Eileen Mahoney for the Officers/Council ballot and biographies and Al Companio for the Division/Section &amp; Round Table ballot and biographies. SBS will be notified of necessary changes. |
| 14. | 2/19/10 | ITTS | Transmit eligible voting member file | Irene Marques and Jim Kanis transmit database of voting members to SBS of members in good standing as of 1/31/10, <strong>ONE TRANSMITTAL ONLY.</strong> |
| 15. | 2/26/10 | SBS | E-mail Test | SBS to conduct E-mail Test and report the number of e-mail bounces to Al Companio with detail to MACS. All bounce backs and duplicated e-mail addresses will be mailed credentials, USPS 3/15/10. |
| 16. | 3/5/10-3/10/10 | ALA LIAISONS | SBS Transmits Web Review Web ballot by All ALA Liaisons | ALA to review web ballot – This is a Review Only step to ensure content on the web ballots matches text furnished. During the review, any errors or inaccuracies should be documented and provided to Eileen Mahoney for Officers and Council/Al Companio for Division and Round Tables. The Election Committee will review for information purposes only. |
| 17. | 3/12/10 | ELECTION LIAISONS | Final approval of Web Ballots | Eileen Mahoney and Al Companio to provide SBS with final approval of their Web Ballots. |</p>
<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Group/Committee</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>3/17/10</td>
<td>SBS</td>
<td>SBS Delivers Candidate/State report.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>For: Michael Dowling, Chapter Relations to Eileen Mahoney CC: Al Companio.</td>
</tr>
<tr>
<td>19</td>
<td>3/17/10</td>
<td>SBS</td>
<td>Look and View Website</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>SBS to maintain scheduled/actual mail date report for MACS. (For paper and Web Voters). SBS will set up website that will allow ALA the ability to look up a single member and check the status.</td>
</tr>
<tr>
<td>20</td>
<td>3/16/10-3/18/10</td>
<td>SBS</td>
<td>Announce opening Of polls</td>
</tr>
<tr>
<td></td>
<td>starts 9:00 a.m.-ends at 9:00 a.m.</td>
<td></td>
<td>Broadcast e-mail announcing that the election polls are open (member #, passcode, and instructions will be furnished). This will be accomplished in 48 hours. Bounce backs and members without email addresses will be sent credentials via USPS 3-19-10. Report number of bounces to Al Companio and detail to MACS.</td>
</tr>
<tr>
<td>21</td>
<td>3/18/10</td>
<td>SBS</td>
<td>Deliver voting statistics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Beginning the day after the opening of the election, 3/18/10, SBS will supply a report outlining the following information: ballots distributed, total votes, total eligible voters and response rate. This will be broken down by web and paper and also compared to the 2009 Election data. The report will be emailed to Al Companio on a daily basis.</td>
</tr>
<tr>
<td>22</td>
<td>4/5/10-4/7/10</td>
<td>SBS</td>
<td>Email reminder #1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1st email reminder to members who have not entered their ballot or have parked ballots. This will be accomplished in 48 hours. ALA to furnish Member Friendly Text. Text will include information that members need to submit their ballot(s) in order for their votes to be counted.</td>
</tr>
<tr>
<td>23</td>
<td>4/9/10</td>
<td>SBS</td>
<td>Paper Ballots</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Final day to mail paper ballots to members with Disabilities and no Internet Access.</td>
</tr>
<tr>
<td>24</td>
<td>4/19/10</td>
<td>SBS</td>
<td>Final email reminder</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Final email reminder to those who have parked and not submitted their ballots, letting them know that their votes won’t count unless they go back and submit their votes.</td>
</tr>
<tr>
<td>25</td>
<td>4/23/10</td>
<td>SBS</td>
<td>Polls close on Friday at 11:59 PM CST</td>
</tr>
<tr>
<td>26</td>
<td>4/30/10</td>
<td>ELECTION COMMITTEE</td>
<td>Meeting</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Election Committee Meeting at ALA’ Offices in Chicago to Certify the Election Results. Starting with the 2008 election and forward, the Election Committee shall meet on the Friday before the first Monday in May.</td>
</tr>
<tr>
<td>27.</td>
<td>5/1/10</td>
<td>SBS</td>
<td>ELECTION</td>
</tr>
<tr>
<td>-----</td>
<td>--------</td>
<td>-----</td>
<td>----------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>REPORTS FROM SBS</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Duplicate Candidate 2/10/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Email Bounce Report from the 2/26/10 Test</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Candidate State Report 3/12/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Email Bounce Report from the 3/16/10 – 3/18/10 Blast</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Daily Voting Statistic, begin: 3/18/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Parked Ballots 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Outside Audit Report 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Election “Official Results” 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Write-Ins Reports 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Member Voting Statistics vs. Previous Yrs. From 1970 -2010, 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Election response rate by ballot 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Complete archive ballot material on CD 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Daily Voting Statistic – Final: 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Daily Voting Statistics Graphs: 4/30/10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-- Web Ballots</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-- Web Voters</td>
</tr>
</tbody>
</table>
Goals and Objectives
FY 2009

Transition  In this exciting and transformative year for both FOLUSA and ALTA it is critical that our merger is completed in a way that lays the ground for future success of the new Division. The transition should be smooth, should ensure that the assets of both organizations are protected, and that the members and Board members of both organizations are informed of and engaged in the process.

Toward that end, the following objectives are important:

- Work effectively with appropriate offices and departments at ALA to transfer and merge:
  - Membership
  - Finances
  - Information Technology systems
  - Operational policies and procedures
- Keep members of both organizations fully informed about the transition and assure them that their member benefits will not be reduced and their voices will be heard.
- Work closely with both Boards as we redesign our new division’s operational structure which might include redesign of committees and task forces.

Marketing for Membership Growth  A major goal for bringing FOLUSA and ALTA together is to increase citizen membership and participation in ALA especially for the purposes of creating a model for cooperation between Trustees and Friends for library promotion and advocacy. Marketing this new division will be critical to grow ALTAFF membership.

Toward that end, the following objectives will be met:

- Work closely with ALA’s membership director to highlight the new division at the 2009 annual conference.
- Develop materials that can be distributed to potential members at ALA conferences, through direct mailings and renewals, and at locations where ALTAFF is invited to make presentations.
- Identify potential new members and develop strategies to reach out to them for membership.
• Ensure that the ALTAFF website is attractive, rich in resources, and is easy to use.

**Communication / Engagement/Education** Both ALTA and FOLUSA have established a tradition of excellent conference programs for Friends and/or Trustees. In order to be a resource for Trustees and Friends who do not or cannot travel to national conference, it is important that ALTAFF provide remote resources for our members.

Toward this end, the following objectives will be met:

• Develop a toolkit for Trustees in the “members only” portion of the ALTAFF website that focuses on development of advocacy campaigns in concert with their local Friends group.
• Work with SOLINET to design a remote program plan to deliver training to Trustees and Friends via webinars or podcasts.
• Continue the publication of “content rich” newsletters for Trustees and for Friends with articles that provide information that will help them do their work on the local level.
• Work with ALTAFF publications committee to begin the development of a “Practical Guide” for Trustees on making effective budget presentations.