

NEWSLETTER

ISSN 0742-0943

www.pcbllpa.org

Vol. 26, No. 5

Dec 2004/Jan 2005

WANTED! NEEDED! DUES-PAYING MEMBERS FOR 2005

Please check your address label on this newsletter. If the year is anything other than '05, decide which category of membership you prefer and send in your 2005 dues.

PCBL uses your dues to support our advocacy programs, legislative information directories and updates and to provide newsletters like this.

All individual and organizational members should recognize the fact that they are part of an organization that speaks for libraries in their communities and throughout the state. Affiliate members have the same pride in membership as well as the additional benefit of being part of a 501(c)(3) with its inherent advantages.

PCBL members are advocates for education about libraries. They want to promote strong and well-funded libraries for all the residents of Pennsylvania. They want libraries to be foremost in importance to each and every funding body. They want people to understand the wide array of benefits for library users from infancy through adulthood.

Be a PCBL member and receive current legislative information, newsletters about PCBL events and issues, opportunities to attend library advocacy and library fund-raising workshops and speak up for libraries. Send in your dues today. If you know of friends who might be interested in becoming members, either copy your membership form or contact us through the PCBL website: www.pcbllpa.org.

A Word from the Prez...

Think partnerships this coming year. There is enough divisiveness in our country today. We need to put time and energy into building partnerships, in working with others in mutually beneficial ways.

At PCBL's 25th Anniversary Party in September, we recognized, lauded and thanked the partners who have played a significant part in PCBL's history. Certificates of thanks and commendation were given to –

- the White House Conference on Libraries and Information Services who helped to “birth” PCBL. Read more about this in our 25th Anniversary Booklet at your local library.
- Friends of Libraries USA, our national “twin” who was founded when we were and who continually encourages, sustains and motivates us.
- Commonwealth Libraries who through the years, has supported and appreciated our efforts of education, training and advocacy.
- Pennsylvania Library Association with whom we work most closely in our shared mission of advancing the cause of PA libraries.

And Pennsylvania School Libraries Association, Pennsylvania Center for the Book and the Governor's Advisory Council, all of whom have helped PCBL along the way in educational activities, in membership development and in just plain encouragement. We are deeply appreciative of these partners. We believe our work together has been mutually beneficial to our organizations and to the libraries that are the focus of our efforts.

So, with whom do you partner in your community? Are your Friends reaching out to other service clubs, interest groups or community coalitions? This could be the step that is missing in your development as a group. FOLUSA Fact Sheet #15 presents some super ideas to enable Friends to move to “center stage” in the community. Build contacts in other groups. Identify issues of mutual interest. Invite representatives to your meetings and offer to bring a library message to their meetings. Become involved in community events and activities. And above all, tell Library Stories wherever you are!

Value partners. They enhance your life. Together we are more than we can ever be separately. Let's make 2005 the Year of Growing Partnerships. It will make us all bigger and better.

Happy Holidays!
Sara

PCBL Celebrates 25 Years of Service at the Annual Luncheon and Award Ceremony



Wayne Stebbins, Anniversary Booklet Chair.



FOLUSA representative and PCBL Partner, Beth Nawalinski displaying her citation



Sara Oates looking on with Elliot Shelkrot, luncheon speaker and Director, Free Library of Philadelphia at his award as PCBL's Super Librarian.



Kathryn Stephanoff, GAC member and Gary Wolfe, Former Commissioner of Libraries and PCBL Board member.



Dennis Leeper, V. Pres. congratulating PCBL Partner Steven Herb, Director, Center for the Book.



Rose Ellen Reynolds, Chair of WHCLIST displaying her PCBL Partner citation





Left: Representatives of Friends Berks County Public Libraries with PCBL's award for Friends Groups of the Year for a countywide Friends group.



Right: Matt Flynn, GAC Chair with PCBL's Partner citation



Right: Sara Oates, Pres. congratulating Clare Zales, PCBL Partner and Deputy Sec. Of Ed. and Commissioner of Libraries.



Below Right: Linda Carvell, representative of PSLA with PCBL's Partner citation.



Lois Albrecht, Executive Secretary, receives special recognition of an engraved sterling silver bracelet for 25 years with PCBL as Dennis Leeper and Elliot Shekrot look on.



Below: Elsie Hart, retired school librarian and a member of PCBL's first Board as a White House Conference Delegate in 1979.



Above: Representatives of the Friends of the Easttown Library and Information Center with their award as PCBL's Friends Groups of the Year for a local library.



Below: Sara Oates, congratulating Jonelle Darr, PaLA President and PCBL Partner.



Above: Sara Jane Cate, PCBL Board, GAC and WHLIST member receives PCBL's Citizen of the Year Award.

Left: Carolyn Poff, PCBL Awards Chair congratulating Media Award winner, Patrick McHugh, Publisher, Wilkes-Barre Times Leader.



The following are Recent NEW MEMBERS of PCBL:

James L. Sauer, Coatesville

Merle J. Slyhoff, Glenside

Thomas J. Healy, New Freedom

Darla L. Wagner, Schuylkill Haven

Barbara E. Graf, Minersville

Denis Weaver, Rockwood

Deborah Friday, Marysville

Harriet Layton, Shillington

Peggy Ottens, Enola

Susan Asbury, Mechanicsburg

Deborah A. Lupold, Enola

Barbara Casini, Secane

Stephanie Budman, Muncy

Susan McClellan, Pittsburgh

Paula Yusko, Portage

Library Research Center,

Parkland High School, Allentown

Members – Affiliates – Advocates

**Ask us about the new PCBL PowerPoint Presentation –
soon to be available to bring to your Library!**

Welcome Aboard

Nan C. Cavanaugh

I currently work four-fifths time as Adult Outreach Services Coordinator for the Cumberland County Library System, a job I have held for the last 14 years. In addition to managing the homebound program for individuals and facilities, I also coordinate the county's advocacy work. My tasks include informing and energizing a volunteer Advocacy Committee, keeping the county board and staff up to date on important issues and putting together an annual legislative breakfast.

Meanwhile in my home county of Dauphin, I have been on the Friends board of my local library, The Kline Branch of the Dauphin County Library System, since 1978. I also served on the Dauphin County Library System Board of trustees. I chaired the successful Referendum campaign to establish the county-wide tax in 1985.

I have been mentored by Sara Jane Cate who encouraged my involvement in both the Pennsylvania Library Association where I chaired the Trustee Division and have often served on the Legislative Committee.

As a previous PCBL Board member (1986 – 2001), I often co-chaired Advocacy with Jan Cary as well as serving two terms as secretary and two as a past president. I am pleased to be returning to the PCBL Board to meet new friends and rejoice in old acquaintances.

A book lover's quote to ponder:

"The world of books is the most remarkable creation of man; nothing else that he builds ever lasts ... Monuments fall – nations perish – civilizations grow old and die out. After an era of darkness new races build others; but in the world of books are volumes that live on – still as young and fresh as the day they were written – still telling men's hearts of the hearts of men centuries dead ..."

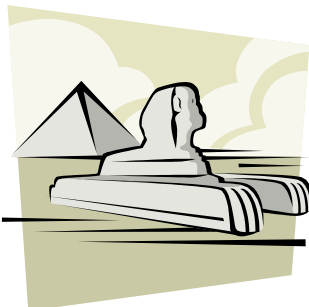
--Clarence Day

☹ **The Bad News...**

and ☺ The Good News

We are sad to report Lois Albrecht is retiring. Lois has submitted her resignation as PCBL's Executive Secretary effective December 31, 2004. For twenty-five years Lois has been PCBL's anchor and champion. Now she looks forward to a well-deserved retirement and we wish her well.

We are happy to report that Carolyn Pfeifer has accepted a contract offer from PCBL to assume the duties of Executive Secretary. Carolyn will resign as a Board Member to take on the responsibility. We look forward to this new relationship with Carolyn and pledge her our utmost support.



PCBL 25th Anniversary Awards

Media Award – The best newspaper, radio or TV editorial, article or video in support of libraries during this past year.
The Wilkes-Barre Times Leader

Friends Group of the Year – Local Library – a Friends group which has provided the greatest assistance to its library.
Friends of the Easttown Library and Information Center

Friends Group – County System – a Friends group which has provided county wide assistance to its Library
Friends of Berks County Public Libraries

Lifetime Achievement – A citizen or group who has shown exceptional meritorious service to libraries.
Sara Jane Cate

Special 25th Anniversary Award **Lois Albrecht**

The 25th Anniversary of PCBL would not be complete without recognizing and expressing particular appreciation to one of its founders, Lois Albrecht. Lois is a library icon in her own right even without reference to the work she's done for PCBL. She's a "librarian's librarian," the holder of nine awards, citations and certificates of merit. She was interim executive director of the Pennsylvania Library Association and a board member of numerous state professional civic organizations. Lois was also the major prime mover in getting PCBL organized and operating. She is still active as PCBL's Executive Secretary, serving quietly behind-the-scenes to make sure its workshops, conferences, institutes and annual meetings run smoothly.



Lois (Kindelberger) Albrecht, Executive Secretary of PCBL formerly worked for the State Library of Pennsylvania, now called Commonwealth Libraries, as Head of Consultant Services. While working in this capacity, she was assigned as liaison with the first Governor's Conference on Libraries and helped to establish PCBL as a result of a resolution passed at the Conference.

Albrecht was born in Wheeling, West Virginia, and grew up in Oil City, Pennsylvania, and attended Clarion University, graduating with a double major in library science and mathematics.

Albrecht began her career as a librarian at Richland Township High School in Johnstown, PA. She later graduated magna cum laude with a master's degree in library science from the University of Pittsburgh and did additional graduate work in educational technology at the University of Maryland.

She married Charles Albrecht (now deceased) after graduation and moved to Hagerstown, MD where she served as Head of Technical Services for the Washington County Library System. While Albrecht was working at the Library System she was selected as one of the representatives to the World's Fair in New York, demonstrating rudimentary information retrieval to fair attendees from the first generation "UNIVAC" computer, and enhancing her love of technology.

She later joined the Washington County Board of Education as a school library adviser and worked on a project to catalog the AV materials of the high schools and junior college and developed an on-line system for students to request these materials and a delivery service to bring the materials to their library all on second generation computers. The project was so successful that it shut down the bookkeeping operations of the School System and the project ended. From there she began her work at the State Library.

In 1984 she took an early retirement to establish her own consulting firm with Pat (Broderick) Mulgrew. She served as President and Chief Consultant and worked on numerous projects with libraries in Florida, Pennsylvania, New York and Virginia. She retired the business at the end of 2003.

Friends Sharing Great New Ideas

Fund Raising for Medium-Sized Friends Group

Robin Glossner, President, Friends of the James V. Brown Library, Williamsport, PA



The Friends of the James V. Brown Library was established over 20 years ago to actively support the library through advocacy, volunteer service, and fund raising. We have a board of 18 and about 400 paid memberships. Over the years, the Friends have been able to help our library fund many projects, programs and improvements. Our money comes from standard Friends sources, such as memberships and book sales, but we have also branched out into other forms of fundraising. I recently spoke to the PCBL Friends' Institute about the kinds of fund raising we do and some of the lessons we have learned.

Like most Friends' groups, the majority of our funds come from memberships and used book sales. The rest of our fundraising is divided into two categories. We have small fundraisers that require little volunteer work and raise small but respectable amounts of money; and event fundraising, which requires a lot of work and therefore should result in better returns.

Knowing What Works

The key to our small fundraisers is knowing what works and who we can work with in our community. Williamsport is about 3-4 hours from New York, Baltimore, Philadelphia, and Washington, and people like to take buses to those cities for day trips. So for a number of years, we have offered a Spring bus trip to New York. We simply hire a bus, publicize it in our newsletter and in the library, and offer a convenient drop off and pick up/point in midtown. We highlight current museum exhibitions in the brochure we print to publicize the trip. IF we fill two busses (and we have done that) we can make about \$1,300 for very little work. Of course, timing is everything. Our last bus trip was not sold out, and we discovered that there were 6 busses from different organizations in our town going to New York on the same day! We are looking at changing this to a Fall trip.

Local Resources

We have a beautifully restored theater in our downtown which offers live entertainment as well as first run movies that we might not otherwise see in Williamsport. The Community Arts Center has partnered with us for several years in 'Friends Night at the Movies.' They allow us to hold a pre-screening reception in their handsome Patrons' Lounge. The Friends Board makes refreshments and a local musician provides music. We publicize this in our newsletter and with posters around town and in the library. Before the movie begins, someone from the Friends board make a plea for funds and high school Key Club members pass baskets in the audience. This simple fundraiser can net up to \$700 - \$800. We do this around Oscar time and usually choose a movie made from a well known book, such as "The Hours," or "Cold Mountain."

We also have a cooperate shopping day at our local bookstore, where Friends present a special bookmark when they make their purchases and the owner donates a percentage of these sales to the Friends. This requires only publicity in our newsletter and in the library.

High Visibility

These small events show how we can use what we have right here in town, our convenient geographic location, our beautiful theater, our local bookstore, to help the Friends. We use these opportunities to strengthen our ties to other community organizations and to keep the Friends visible. We make sure we look for new members at Friend's Night at the Movies and on the bus trips. All Friends groups can look around their communities and see what might work for them.

Every fundraising event requires a different level of volunteer commitment, but it can be quite rewarding. If event fundraising is done right, you can raise the visibility of your organization, educate the public about your purpose and have some fun.

An event fundraiser usually involves a dinner for which patrons buy a ticket, some kind of entertainment or speaker and other fundraising opportunities such as an auction or raffle. In Williamsport, the Friends hold an annual 'Burns Night Supper', and are involved in the Library's signature author event.

Integrate Teams

To have a successful event, you need to put together a team of people who are active Friends, library staff, and interested community members. Look for people who are connected, enthusiastic, creative, organized, and shameless. You won't find these qualities all in the same person, of course! Set your fundraising goals early and spend some time thinking about where that money will come from. You will quickly learn that the price of your dinner cannot be high enough to achieve your goals, so you will add a raffle or auction. Try to tie your fundraising to your theme. We had baskets of Scottish goodies on silent auction at our 'Burns Night Supper', for example.

Actively seek community sponsors for various expenses, such as printing or advertising. Do offer recognition for organizations and business willing to purchase tables for these events.

Plan Your Event. Work Your Plan.

Have a publicity plan for your event. Make sure there are people on your committee dedicated to getting the word out, and don't leave this to the last minute. You know the best way to do that in your town. Cultivate good relationships with local newspaper people and radio personalities. Invite them to your event, no charge of course. And make sure to talk about WHY you are raising funds and what your organization will do with the money.

Finally, make sure there are people on your committee who are good at making all go smoothly at the event. Think through what is needed for the speaker or entertainment and have a plan to provide it. Make sure you are prepared for any raffle or auction activity and designate who is responsible for taking money. And have fun!

Review

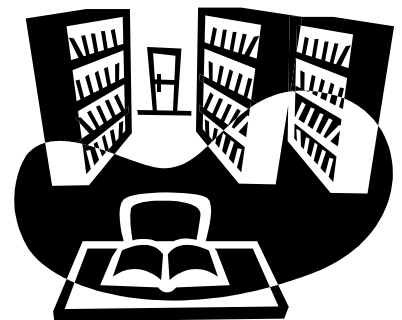
Have a wrap up meeting when the event is over. Did you make as much money as you expected? If you did not, did you make enough to justify the work? What did your friends say about the food, the venue, the entertainment? Would they come again? Is this an event that can be built on for the future? Or has your event run its course? Always be on the lookout for new ideas, and for community people who can add their expertise.

All these fundraisers, large or small, can help raise the visibility of your library and your Friends group. Make sure they are positive events that make people want to help the library – and to be a Friend.

Editors Corner

Thank you Robin Glossner for launching our newest offering "Friends Sharing Great New Ideas." We encourage other successful Friends group representatives and affiliates to step up and present the follow up feature. Everyone wins in learning about your accomplishments.

***Please send us your comments, ideas, observations.
Endeavor... Care... Share...***



<i>Editorial Committee</i> Marcy Abrams Kathy Kennedy Dennis P. Leeper Dorothea Shoemaker	Newsletter articles in Microsoft Word Format may be sent to: PCBL NEWSLETTER C/O Marcy Abrams P.O. Box 412 Broomall, PA 19008 Questions? Call Dottie at 610.644.6402.	OR EMAIL TO: Dottieshoemaker@aol.com marcy_abrams@juno.com
--	--	--

Correction: Vol. 26, No. 4, p. 1. There are 629 Public Libraries in the Commonwealth.

PCBL MEMBERSHIP FORM * New ____ Renew ____ Date _____

Name _____ or Group Name _____

Street _____

City _____ State _____ Zip _____ County _____

Email _____

Phone (H) _____ (W) _____ (Fax) _____

Individual: Personal \$20 ____ Sustaining \$50 ____ Sponsor \$100 ____ Patron \$500 ____

Organization: Group \$40 ____ or 501(c)3 affiliate \$70 ** ____ Corporate \$250 ____

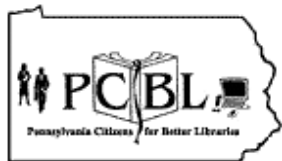
Tax Deductible Donation \$ _____ for Educational & Legislative Efforts

Mail check payable to: PCBL, 604 Hunt Club Drive, Greensburg, PA 15601

* All memberships are based on a calendar year.

** Application required.

Applications available online at <http://www.pcblpa.org/Membership.htm> or by phone at 1-800-870-3858.



Dottie Shoemaker, Editor
Lois K. Albrecht, Exec. Sec.
604 Hunt Club Drive
Greensburg, PA 15601

RETURN SERVICE REQUESTED

Nonprofit
Organization
U.S. Postage
PAID
Harrisburg, PA
Permit # 1077