

NEWSLETTER

ISSN 0742-0943

www.pcbllpa.org

Vol. 27, No. 6

Spring 2005

The Prez Sez.....It's All About Advocacy

It doesn't matter if your Friends group is small or large, newly organized or well-seasoned, the aim ought to be advocacy. We are citizens who love our libraries. We want to do our best for them. What do we do? We become advocates. Advocates are those who speak "in favor of", who argue for a cause, who speak in another's behalf. That's us - and our cause is libraries. And to whom do we speak? Certainly it's easy to talk up libraries to family, friends, community partners, but these days our most important audiences are municipal authorities, local governments, and state representatives....all those bodies and individuals who regulate the purse strings that affect the quality and performance of our local libraries. In the last newsletter, I urged you to form partnerships. This time I urge you to stretch and build your advocacy muscles. There are many upcoming opportunities available to help you in this:

- ❖ PCBLPA.org is our website which contains advocacy information. It provides information on the State budget for libraries, current bills in the legislature regarding or affecting libraries and calls for help on advocacy actions.
- ❖ PCBL Board Members are available to come to your group and talk about PCBL and the many ways you can join our advocacy efforts. Contact us through the 800 number or send a request via the email on our website.
- ❖ The American Library Association is launching a new website this spring on Best Practices in Advocacy Issues and Actions. Look for it and get ideas. PCBL is proud to be referenced on this website.
- ❖ The Annual Trustees Institute, presented by Commonwealth Libraries, will have sessions on advocacy. We know because PCBL is sponsoring and arranging for them. Make a Friend of a Trustee and tag along. The East session is in Grantville, April 10th and the West session is in Pittsburgh, April 16th.
- ❖ Federal Legislative Day for Libraries will be held May 3 and 4 in Washington, D.C. A new offering this year will be a Basic Training day on May 2. Gather some Friends and sign up together. You'll have a wonderful time! And you'll learn how these days work and what an influence you can have on leveraging dollars for PA libraries.
- ❖ PCBL's Fifth Annual Friends' Institute happens on Saturday, June 4 at Four Points Sheraton, Greensburg, PA. Three different sessions on issues relevant to Friends groups will be offered. Watch for the brochure in late spring.
- ❖ PaLA's Library Legislative Day at the Capitol in Harrisburg will unfold on June 7th. PCBL will be there and we welcome participation from as many of you as possible. Details will appear in your mailbox by May.

Friendly Advocates are great and influential assets to libraries. We need to maximize our potential in influencing local, state and federal governments. The challenges of funding still loom large. We are a part of the answer. Let's get educated, trained, and plan to act throughout the coming months.

Spring-forth and step into advocacy!

Sara Oates

PCBL President



Breaking News

Governor Rendell's proposed budget includes a 2.5% increase to Public Libraries, 3.8% increase for State Library services and level funding for all other library services.

Advocates Alert:

Contact your state elected officials over the next five months. Discussion points can be found on:
www.pcbllpa.org.



Fifth Annual Friend's Institute

The Fifth Annual Friend's Institute will be held on Saturday, June 4, 2005 at the Four Points Sheraton in Greensburg. Open to all interested friends, trustees and librarians, the program will begin at 9:30 AM and end at 3:00 PM. Total cost for the entire day is \$20.00.

After coffee and registration between 9:30 and 10:00, the main speaker will be Clare Zales, Pennsylvania Deputy Secretary of Education, Office of Commonwealth Libraries. Between 10:00 and noon there will be a choice of three concurrent sessions: "Working Together" – fostering positive relationships between Friends, Staff and Trustees, presented by Pat Owens, PCBL board member; "How to Get Your Friends Group Up and Active" – presented by Kathy Kennedy and Friends of Monroeville Public Library; and "How to Develop Community Partnerships and Obtain Mini Grants" – presented by Loretta Coltrane of the Lock Haven Friends Group.

A buffet lunch will be offered between noon and 1:15. Attendees will have a chance to "table talk" while enjoying their meal. The three workshops will be repeated in the afternoon. Between 2:30 and 3:00 there will be time for wrap up and evaluation of the Institute.

For additional information please contact committee chair, Pat Owens, at powens@frontiernet.net.

National Library Legislative Day

National Library Legislative Day 2005, sponsored by the American Library Association's Washington Office will be held May 3 and May 4 in Washington, DC. This is the opportunity for members of Pennsylvania Citizens for Better Libraries and other library friends to accompany their librarians to Washington to learn about library issues at the federal level. This training will occur on May 3. On May 4 you will visit with our members of the House and Senate to talk to them about library issues as they relate to Pennsylvania's libraries.

In addition, on May 2, there will be a pre-conference meeting to focus on an introduction to grassroots advocacy on the hill.

This year marks the 60th Anniversary of the ALA Washington Office's tradition of advocacy on Federal issues. More information on how to become an advocate for libraries and how to participate in Legislative Day events is scheduled to come out in late January.

Please talk to your librarians about how you can participate with them in Federal Legislative Day. YOUR voice is NEEDED.

Sara Jane Cate
Chair, Federal Legislation

What's New In Advocacy. . .

PCBL State Advocacy Legislative Chair Kay S. Dowhower

**SAVE TUESDAY, JUNE 7!
Plan to Attend
Pennsylvania Legislative Day!**

Pennsylvania Library Association's annual Legislative Day is set for TUESDAY, JUNE 7. Plan now to join library supporters at Pennsylvania's State Capitol in Harrisburg for a day of Briefings, Continental Breakfast for Legislators & Advocates, Meetings with Legislators, and other special events. We must remind our legislators that libraries and their users are still suffering from the devastating budget cuts of 2003 and to urge full budget restoration to \$75 million. Check www.palibraries.org for registration information. Join Pennsylvania Citizens for Better Library colleagues, librarians, trustees, and other library supporters for an energetic and productive day!



2005 – 2006 Pennsylvania Legislative Directories Available Soon

You gotta have a program if you want to know the cast! 'Tis true in any event, and especially when working with Pennsylvania state government. Get 100 pages of information about the members of the Governor's Cabinet, the State Senate, the State House of Representatives, Pennsylvania's Congressional Delegation, their contact information, committee assignments, and key staff contacts. PCBL individual and group members will each receive one free copy in the mail.

Order now: \$3.50 per copy includes S&H; make check payable to PCBL; mail request to PCBL State Legislative Advocacy Chair, Kay S. Dowhower, 1113 Gregor Court, Mechanicsburg, PA 17055. Your copy will be mailed hot off the press this spring.

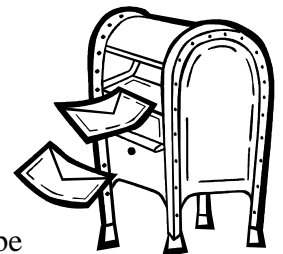
Did You Know ...?

It's budget season – and you know what that means! Governor Rendell introduced his budget proposal to a joint session of the General Assembly on Wednesday, February 9. The budget proposal for the Department of Education contains the proposed State Aid to Public Libraries for 2005-2006. What happens next? The Senate and House Appropriations Committees will hold hearings, department by department, asking questions and gathering information regarding the budget requests. June 30 is the deadline for passage of a budget by both the House and the Senate to begin the July 1 to June 30 state fiscal year.

That means it's time to express your commitment for restored state library funding to the \$75 million level to your elected state officials: your state Senator, state Representative, elected leadership in each chamber including the chairs and membership of the Appropriations Committees, the Governor and the Secretary of the Department of Education.

LETTER WRITING TIPS:

1. Identify your involvement in your library.
2. Be Informative, Personal, and Speak from Your Own Experience: Tell the story about your library services, impact of reduced funding, and efforts to continue service.
3. Be Concise & Brief: Short letters have a better chance of being read.
4. Be Courteous: Don't demand, insist, boast or threaten. Be polite, but urge supportive action.
5. Be Appreciative: Acknowledge past support or involvement on behalf of libraries.
6. Be Specific: Ask a specific question that encourages a personal reply.
7. Be Welcoming: Invite the official to visit their local library.
8. Write Early & Often: But, don't be a pest. Provide new content in each letter.
9. Observe Protocol: For Pennsylvania State General Assembly, mail should be addressed to their House P.O. or Senate P.O. Box in the Main Capitol Building, Harrisburg, PA 17120 (not to their specific room number), and mail should be addressed as "Honorable....". For House Members, the proper salutation is "Dear Representative....". For State Senators, use "Dear Senator....".
10. Mail it



A Heads-Up Notice PCBL Award Nominations

July 25 deadline for the 2005 PCBL Award Nominations in the following categories:

Citizen of the Year	Corporate Citizen of the Year	Friends Group
Friends Newsletter	Elected State Official	Local Public Official
Library Public Relations	Media/Newspaper/TV	Lifetime Achievement

Letter of recommendation with supporting documentation to
Diana Murphy, PCBL c/o P.O.Box 752, Camp Hill, PA 17001.

P.C.B.L. Board Members - Getting to Know You

KATHY KENNEDY

Kathy is a native of western Pennsylvania, a graduate of Thiel College in Greenville, Pennsylvania, and received her Master's in Library Science from Drexel University, Philadelphia. While attending Drexel, she worked full-time at the Union Library Catalogue of PA, which was a great way to learn about the hundreds of libraries in the Philadelphia area.

She returned to western PA in 1967 to work as a Reference Librarian in the Science-Technology Department of Carnegie Library of Pittsburgh. After 6 years there, she worked in the Carnegie's Office of Adult Services, helping branches with programming and collection development.

In 1973, an opportunity came along that she couldn't refuse – to become the first professional library director of Peoples Library in New Kensington, and move the library from a basement location to a newly renovated supermarket building! Under her direction, a Branch was opened in Lower Burrell, and a Homebound Service (Peoples to People) was begun.

In 1987, she became Head of Adult Services at Monroeville Public Library, and then became Director in 1993, after the retirement of Patricia Hays, the first and only Director of that Library.

Active in the Pennsylvania Library Association (PaLA), Kathy has served as PaLA Bulletin Editor, 2d Vice President/Conference Chair, and President of PaLA in 1995. She also is a recipient of a Certificate of Merit from PaLA. She has served on the Board of PCBL since 1997 and has been the Newsletter Editor, Awards Chair, and Annual Meeting Chair.

Kathy is also a member of ALA, Business and Professional Women, and a local women's investment club (not quite the Beardstown Ladies, but we have fun!). She also serves on the Thiel College Board of Associates, an advisory board to the President of the College.

Kathy became interested in PCBL when she was President of PaLA and attended one of the Board Meetings as a guest. She was impressed that there were people who were interested in volunteering their time and money to help promote libraries, even though they were no longer in the employ of libraries. Her PCBL involvement has been a great way to meet new library advocates as well as keeping in touch with colleagues from different parts of the state.

In these times of poor funding, it is vital to have a citizen based group of library supporters. Kathy appreciates the fact that PCBL brings together people from many areas of the workplace and the community to generate such support and she especially enjoys the annual recognition PCBL gives to those who “love their libraries”!

In her "spare" time, she enjoys singing in the church choir, attending Pittsburgh Symphony concerts, plays, traveling, especially to visit her family in Texas, and of course, reading!



(Photo by Heidi C. Sproat)

Volunteers

Volunteers ... have style.

They're fiercely independent.

If you have to ask how much they cost, you can't afford them...

They are the only human beings on the face of this earth who reflect the nation's compassion, unselfishness, caring, patience, need, and just plain loving one another.

Erma Bombeck (1927-1996) Writer, Humorist

Saluting Friends of Easttown Library & Information Center ~ Centennial Year ~

For us, The Friends of the Easttown Library, to receive the PCBL award for Local Library Friends Group of the year was a thrill. Easttown, not to be confused with Easton, is a small township in Chester County less than twenty miles from Philadelphia, which last year very proudly celebrated its Tricentennial.

Our Friends group began in 1965 and though we may be small with regard to active members, we have accomplished much. Last year, thanks to our membership drive, book sales, trips, etc. we contributed over \$17,000 to the library. Each year we strongly support children's programs, the purchase of library materials and extras not in the library budget. In 2004 we contracted for a beautiful, handcrafted display case for our new library and we purchased a defibrillator.

In its 40th year of service, the Friends Board is comprised of the most wonderful "can do" people. When a volunteer is needed someone always willingly steps up to the plate. We support each other and the library 100%. As our library celebrates its centennial this year we plan to do even better starting with a Friends Newsletter, first issue to be out in February. We are a mighty group and I am most proud to be a member.



Maureen Mulhall, Friends President (right)
and Pat Yantis, Friends Treasurer (left)

Junior Friends Activities

The Junior Friends of the Easttown Library was established in October 2003 as a branch of the Library's existing Friends organization. The primary goals of this group of mothers of young children are volunteering and fund-raising for the Youth Services Department of the Library. A core group was easily formed, as the moms were quite anxious to become involved in developing child-centered programs that would allow them to 'give back' and thank the Library for all the wonderful services the Library provides. The Junior Friends meet monthly at a table in the middle of the children's non-fiction section over coffee and cookies with children in tow. The moms have diverse backgrounds and strengths enabling the group to work as a highly functional team.

Membership has been growing steadily and new members are always welcome.

'Historically,' the Junior Friends have sponsored two fund-raising events each year: a mother-child fashion show and a very popular etiquette tea. The participation in these events has been overwhelming, allowing the Junior Friends to present Youth Services with a child-friendly doghouse shaped book return, a huggable reading bear and a small stereo for story time use. In the future, the Junior Friends plan to continue working with the Friends and Library Staff to develop more programs which encourage both library and community involvement.

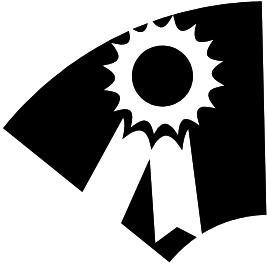


"Etiquette Tea" Judy and Clair Hallman.

Photo by Brenda Carpenter



Library Support Staff Recognition Award



The Library Support Staff Recognition Award was presented to the Easttown Library & Information Center at the 2004 PaLA annual conference in honor of their dedication to the Library and the community they serve. Although Easttown Township has a population of only a little more than 10,000 residents, over 85% have active library cards and often frequent the beautiful new 16,000 square foot library. The library per capita support has ranked in the top five in the state for many years.

Many of the support staff have worked at the Library from five to 25 years. Most of these women are college graduates, have developed computer skills as their jobs have changed, and truly enjoy working with and for the public. Easttown Library has long had the reputation in the county as being the “friendliest Library” and that is due mostly to the support staff.

The Library board and administrative staff have encouraged each person to take advantage of classes that have been offered to them. In the past three years, the support staff has taken over 263 hours of workshops, seminars, and in-house reference and Internet training sessions. Whenever it has been possible, they have been encouraged to attend PaLA conference sessions where they have enjoyed the exhibits and meeting authors and attending programs that are of interest to them. This staff always shares the ideas that they have learned with the other staff that was not able to attend.

Not only are they dedicated to providing exemplary customer service, several of the staff members have started book clubs and provided different types of programs for older adults and minority residents. Easttown Library received the 1997 AARP Excellence Award for Library Service to Older Adults and in 1999 they were awarded the Marietta Y. King Diversity Award for programs to older minority adults. Several of the support staff have also started a knitting club and hosted craft classes. The Youth Services storyteller is known throughout the county and delights both children and parents. She has also been instrumental in starting a Junior Friends group.

What makes this support staff so wonderful is that they truly like their jobs and the people they serve. They believe that giving good service and providing interesting programs, computer classes and hosting book clubs for both children and adults benefits everyone and is what Libraries are about.

PCBL Officers



Seated: Dennis Leeper, Vice-President, and Sara Oates, President
Standing: Nan Cavanaugh, Secretary, Barbara Grater, Treasurer

Fifth Annual Friend's Institute

**Saturday, June 4, 2005
at the Four Points
Sheraton
in Greensburg PA**

**Open to all interested friends,
trustees and librarians.**

**9:30 AM - 3:00 PM.
Total cost for the entire
day is \$20.00**

Library System of Lancaster County Names Barbara Grater Outstanding Trustee

At its Annual meeting on January 11, 2005, the Library System of Lancaster County named Barbara Grater as the Outstanding Library Trustee of the year. She is pictured with Clare Zales, Deputy Secretary of Education, Office of Commonwealth Libraries.



Barbara Grater presently serves as treasurer for PCBL and recently retired from the Board of the Ephrata Public Library, having served for 18 years. She served as treasurer in 1991, vice-president in 1992-93, Fund drive chair 1992-93 and on the Finance committee for ten years. She was on the Public funding task force and was instrumental in obtaining a \$200,000 endowment for children's books in honor of Emily Sprecher.

Grater also served as chair of the District Advisory Council and as representative to the Library System from 1997-2002 as Interim System Administrator in 2003. She has participated in countless Ice Cream Festival bubble tables, annual Trustee Institutes and the PCBL Board.

Jennifer Raimo, Director of the Ephrata Public Library said, "Throughout the years, Barbara has not only held many responsible positions, but she has been and continues to be a tireless advocate for libraries. She supports good library service and just as important the staff members who deliver that service, by lobbying for fair pay, improved benefits, and good working conditions. The Ephrata Public Library and all the libraries in the Library System of Lancaster County have been the beneficiary of her boundless enthusiasm and dedication."

We've Got You Covered!

Pennsylvania Citizens for Better Libraries is now recognized as a tax exempt organization under section 501(c)3 of the IRC. Through a "group extension provision," we can now extend that same tax exempt status to any interested local Friends group. Don't let your contributors get wet with the IRS because of a disallowed deduction. We make getting tax exempt easy: you fill out a simple form affiliating your local group with PCBL and agree to submit to us an annual financial statement for your records.

We, in turn, submit a consolidated return to the IRS, with no identification of individual Friends group finances. You continue to run your own operation and collect your own money. You simply use PCBL's tax exemption whenever needed.

The cost to you? Only \$70 a year, regardless of your group's size or budget, and there is no further obligation to PCBL in any way. Come in under our umbrella and get out of the rain!

For more information, contact our treasurer Barbara Grater, at 717.733.7544, write her at 105 North Maple Street, Ephrata, PA 17522, or see the Tax Exemption page at www.pcbpla.org.

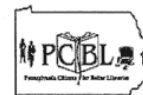
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The cost to you! Only \$70 a year over the regular (\$40 a year) organizational membership, regardless of your group's size or budget, and there is no further obligation to PCBL in any way. Come in under our umbrella and get out of the rain!

For more information, contact our treasurer Barbara Grater, at 717-733-7544 or write her at 105 North Maple Street, Ephrata, PA 17522



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 ____

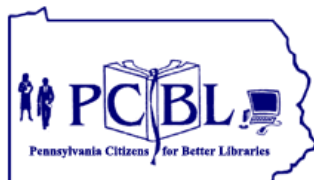
Tax Deductible Donation \$ _____ for Educational & Legislative Efforts

Mail check payable to: PCBL, PO Box 752, Camp Hill, PA 17001

* *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.



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