



President's Message



Make sure the dates of the Trustee/Friends Institutes are on your calendar – April 27-28 in Mars (Pittsburgh) and May 4-5 in Grantville (Harrisburg/Hershey). The theme for this year is “Trustees and Friends Working Together with a Vision for the Future”. This is the second year for the combined Institutes, with

the theme for this year clearly reflecting last year's success.

This year's program will feature many sessions which will be of interest and provide useful information on a variety of subjects. Sessions focusing on new technologies and creative library practices as well as practical information on subjects such as fundraising and personnel issues will be presented. One of the major benefits of attending is the opportunity to network with your peers and gain a better understanding of how Friends and Trustees can work together to improve their libraries.

PLAN TO BE THERE!!

Results from the “Taxpayer Return on Investment in Pennsylvania Public Libraries” report, which I discussed briefly in the last edition of “Connection”, were scheduled to be released in February. This study should be of interest to all citizens in Pennsylvania, as they benefit through libraries' contribution to education, the economy and our quality of life to name just a few.

As many of you know, PCBL is a not-for-profit, self sustaining, grassroots, volunteer driven organization whose mission is to encourage the citizens of Pennsylvania to work for excellence in all Pennsylvania libraries.

We rely solely on membership dues and donations for our funding so it is critical that we receive your support. Our 2007 Membership Campaign is currently under way so, if you have already joined, please accept our sincere thanks. If you have not, please remember that the success of PCBL hinges on the support of people like you, your associates and your Friends group. Maintaining your membership on an annual basis enables us to effectively plan for the future.

Phil Albright, PCBL President

PCBL Mission Statement

The mission of Pennsylvania Citizens for Better Libraries is to:

- Stimulate public and governmental awareness of libraries as essential community services;
- Encourage, train and support library Friends organizations;
- Advocate for improved library funding and legislation of benefit to libraries;
- Partner with other library associations, agencies, businesses and community groups to provide educational programs for library advocates.

PCBL Vision Statement

By the year 2010, Pennsylvania Citizens for Better Libraries will be acknowledged as the leading organization advocating for library users and Friends groups throughout the Commonwealth. In cooperation with other organizations, PCBL will advocate to improve free access to library services for all. We will maintain open communication with all public officials and advocate for stabilized funding sources for all libraries.

**PLAN NOW TO ATTEND THE
2007 COMBINED TRUSTEE/
FRIENDS INSTITUTES
SAVE THE DATES!**

**Mars (West) = April 27 – 28
Grantville (East) = May 4 - 5**



The Institutes 21st ANNUAL INSTITUTE FOR TRUSTEES AND FRIENDS

Trustees and Friends: Working Together with a Vision Toward the Future—that's the theme for the best FREE workshop in Pennsylvania!

Held in two locations –Western - Mars (Four Points Sheraton Pittsburgh North) on April 27-28 and East - Grantville on May 4-5 (Holiday Inn Harrisburg/Hershey), the Institute provides free information sessions and informal socializing with library Trustees and Friends. The cost of the hotel room (double occupancy), meals and sessions are paid by the Pennsylvania Office of Commonwealth Libraries.

This year's Institute includes some sessions that draw attention to new technologies and innovative library practices. But the Institute also provides practical information on a variety of subjects, from fund-development, personnel issues and library "success stories." We considered your most requested topics and included many of them in the selections of this year's sessions.

Registration forms will be sent in the mail.

On site registration for each session will begin on Friday at 12:30 PM with the first session beginning at 2:00 PM. Choices for sessions include "How to Organize Your Friends Group," "Fundraising Ideas for Small Libraries," "Trends Among Friends," "Library Buildings for the Future," "A Panel of Friends Success Stories," and "Stable Public Funding for PA Libraries."

The Institute is presented free of charge to active Friends board members and Trustees. The Institute is supported in part by the Institute of Museum and Library Services under the provision of the Library Services and Technology Act.

All attendees will receive a large binder of program outlines and guides for Trustees and Friends.

Encourage all your group members to attend the Institute to enjoy the programs and then be able to bring back worthwhile suggestions to your group.

VISIT TO CHARTIERS-HOUSTON FRIENDS



Al Kamper, Carl Mitchell, Lisa Gerhart,
Linell Mankey, and Joanne Bier

On Saturday, January 20, 2007, Joanne Bier, President of the Friends of the Chartiers-Houston Library, welcomed Al Kamper and Carl Mitchell of the PCBL Board to a development meeting focused on recruitment and grant writing. In his segment, Mr. Kamper stressed the necessity of thorough research in the process of grant application. This means that the local Friends group must have an accurate idea of grant requirements and their ability to meet those requirements. Many Friends groups have applied successfully for grants, to the benefit of their community library work. Mr. Mitchell noted that Friends groups would most likely find their recruits among empty-nesters and the newly-retired. However, the pool of capable volunteer talent is shallow, forcing churches, hospital and fire company auxiliaries, fraternal organizations, library Friends groups and other voluntary associations to struggle for manpower to meet their needs.

Friends do not have financial control of library expenditures but do a spectacular job of fundraising for its needs. Friends solicit assistance from the community to support library endeavors and are great assets in raising needed funds to supplement budgets that are sometimes spartan.

Submitted by Carl Mitchell

Please Visit Our Friend's Group!

Name: _____

Library: _____

Phone: _____

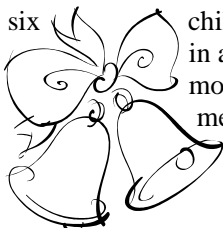
Email: _____

Date & Time of Meeting _____

Send to: **PCBL, PO Box 752, Camp Hill, PA 17001**
or email us at pcb12002@yahoo.com

NEWS FLASH!

Former PCBL President marries retired Presbyterian minister. Sara Oates and Jim Donnell were married December 30, 2006 with their six children and their spouses and seven grandchildren in attendance. Following a New York City honeymoon, they are living at Sherwood Oaks, a retirement community in Cranberry Township, Pennsylvania.



Congratulations!

PCBL New Affiliates

Southern Lehigh Public Library Friends

New Groups

Jeannette Library Friends

PCBL New Members

Franck Chenet, Margaret Harting,
Elizabeth Heim, Charles Greenberg
Janice Trapp, Pres. PaLA
William G. Wilson
Roy E. Roper
Heidi Sproat

Dauphin County Library System

Board Members:

Marion Alexander; Dr. Thomas P. Carey; William
Cologie; Steven Dade, Esq.; Carole DeSoto;
Marilyn Kanenson; John D. Killian, Esq.; Sally S.
Klein; Deborah Nifong; Maria B. Persico; Bruce
A. Senft; Kenneth R. Shutts, Esq.; Kathy A. Silks;
Morton Spector; J. Bruce Walter, Esq.; Nick Di-
Francesco

**WOW! Congratulations and
THANKS to Dauphin County!**

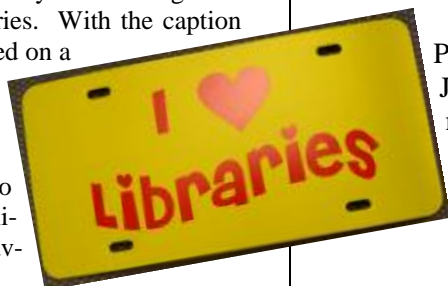
LICENSE PLATE SALE !!!

PCBL's vibrant yellow-and-red front-bumper license plates will be on sale at the 2007 Trustee/Friends Institutes in Pittsburgh, April 27-28, and Harrisburg, May 4-5 for only \$5.00 each. And with no shipping or handling charge, that is a 70% savings over the regular cost. Buy as many as you like – for yourself, your Friends group, your library, and as gifts for your own family and Friends – the cost is still only \$5.00 per plate. (For purchases of 50 or more, the cost drops to \$3.00 each.)

BUT, this saving is available only to attendees at either one of the Institutes. It is not available by mail order. The plates must be picked up at the Institute and will not be shipped by PCBL. Add 6% sales tax to each purchase.

Although this license plate promotion has significant fund-raising potential for local Friends groups, its biggest value has become the visibility that it brings to all advocates and Friends of libraries. With the caption "I Love Libraries" in brilliant red on a bright yellow background, the plate is immediately recognized wherever you drive.

Don't let this opportunity to obtain an **I Love Libraries** license plate at a spectacular saving pass you by.



Submitted by John Fordon, Treasurer

PCBL LEGISLATIVE DIRECTORY: 2007-2008

With over 50 new members of the Pennsylvania General Assembly and significant new leadership in both the Senate and the House, getting a new complete listing of PA elected officials including the State Senators, State House of Representatives, the Governor and his administration, and the PA members in the U.S. Congress is a valuable resource and a great advocacy tool!

Available this Spring, each current PCBL member will be mailed one copy. Additional copies are available at \$3.50 to cover our printing and mailing costs. Make checks payable to PCBL and mail to P.O.Box 752, Camp Hill, PA 17001.

For details, please visit: www.legis.state.pa.us.

SHOW UP - SPEAK UP

Remember those invitations you get from your elected officials to come to a community forum? Show Up! And Speak Up!

What an easy opportunity to get an official to hear your brief words of support and appreciation for your library. So, go to those forums, and find the moment to say how you use your library, what services it provides, and what it means to your community. Invite the official to come for a visit or to hold their next forum at your library. Thank them for their support. Ask for their continued support. And thank them again.

PCBL ONLINE FORUM

One of the benefits of membership in PCBL is that you can receive periodic immediate updates from PCBL on our Online Forum. If you're not signed up already and would like to join us, please visit www.pcbllpa.org, click "Contact PCBL" to give us your email address by sending an email to pcb2002@yahoo.com.

Submitted by Kay Dowhower

REMEMBER TO SAVE THESE DATES

National Library Legislative Day 2007! - May 1 & 2

April 30, Pre-Conference Event

May 1, Legislative Briefing Day

May 2, 33rd Annual National Library Legislative Day

For more details, please visit

<http://www.ala.org/nlld>

PCBL Board Meeting dates for 2007 are March 15, June 14, August 23, and October 14. Most of the meetings will be held in the Harrisburg area.

**The next ANNUAL MEETING
is set for October 14th, 2007
in State College.**

Adams County Friends of the Library Recipients of the 2006 PCBL Friends Award

The Adams County Friends of the Library has been in existence since 1959. It has been a separate non-profit corporation since 1981.

The group has supported the Library in many ways over the last 47 years. Initially the group supported special projects and capital needs of the Library. As the Library System grew, the group refocused their mission on supporting the operations of the Library System. Since 1989, the group has dedicated an amount to the operational budget of the Library. This money is used by the Library for the purchase of books and for children's programs.

In 1989, this contribution was \$20,000. It grew to \$40,000 in 1996 and when the 2004 State budget cut was realized, the group increased their contribution to \$60,000.

The funds are raised through a number of regular fundraising projects. Each year the Friends recruit membership dues. Current membership is around 640.

Each year, the group organizes a book sale that takes place during the first week of August and is held in the Gettysburg Middle School. Last year this book sale raised \$16,000. The books are generously donated by the community and a group of volunteers work weekly to sort the books by category and condition.

Also, the group runs a book store in the Adams County Library. The book store is open seven days a week during the day. This store raises \$19,000 a year. Members receive a 20% discount on purchases from the store.



Friends of the Adams County Library System
Seated Left to Right: Marge Benson, Treasurer, Kathy Schneider, Ila Verdirame, President, Mary Stamm, Vice President.
Standing Left to Right: Clodius Willis, Ellie Sheen, Ray Pollack, Roz Parkhurst, Corresponding Secretary.

Additional funding is raised through some ongoing projects such as collecting ink cartridges and cell phones for recycling. In the past year, the Friends of the Library historian published an updated history of the Adams County Library System (ACLS) which is being sold in the Friend's Store.

Over the last few years, the work of the Adams County Friends of the Library has helped the ACLS to continue to provide excellent service to our patrons. Their level of commitment has grown to meet the more demanding needs of the ACLS.

Their monetary aid has increased by one-third over the last three years and their increase in library advocacy support is immeasurable. This small group of volunteers is helping to educate the citizens of Adams County, helping them to realize the importance of their libraries and its funding.

New PCBL Board Member Alicia Stine

I have been a member of PCBL for four years. At the present time, I am the Treasurer of the Board of Trustees of the Cleve J. Fredricksen Library. I am a past president of the Cumberland County Library Systems Board and I am currently the alternate representative to that Board. I am currently an active member in both the Camp Hill and Enola branch Friends group.

I have also been President of the Harrisburg Symphony Association, the College Club of Harrisburg and the Pinnacle Health Auxiliary. I also served as Commissioner and Treasurer of East Pennsboro Township.

I am a former teacher of Spanish at Trinity High School in Camp Hill. As a former teacher, I can well appreciate the services that local libraries offer their constituents and am pleased that I have been asked to participate in a PCBL Board capacity. I consider myself a "professional volunteer" and am married to a wonderful man who supports my volunteer involvement. We have two grown children and four grandchildren. Thank you for the opportunity to serve on the Board.

A room without books is like a body without soul. -- Cicero

New PCBL Board Members

Margaret Harting

As a former high school student librarian, I have been involved with libraries, specifically, the Adamstown Area Library. Adamstown Area Woman's Club founded, ran, and maintained the tiny library from 1945 through 1980 when it became a part of the Lancaster County Library System. No, I haven't been a member since 1945 but have been for a long time and served all that time as a member or chairman of the Library Committee where we performed services such as paying the librarian, washing windows, sewing new curtains, etc. In 1980, we established a volunteer system and I have been a volunteer library worker since then. Later, the Woman's Club turned the Library over to a Friends Board, of which I was a member and chaired the Fund Raising Committee for six years. At that time, the Board was divided into a Trustee Board and a Friends' group, of which I became President and have been for the past six years. Twenty four years ago, I started a house tour, The Pumpkin Path, for the Woman's Club, which I chaired several years and served most years on the Committee. All funds from this tour were given to the Library. Last year was a banner year and \$10,000 was given to the Library.



The Library is on the edge of Berks and Lancaster Counties, and some years ago, I was honored by the *Reading Eagle* and later, by the *Lancaster Intelligencer* with the Red Rose Award for my many volunteer efforts.

Although I am not an awards-driven person, I truly reap my rewards when I see successful projects accomplished which enables the Library to provide better services. Thankfully, our Friends Board is blessed with dedicated members who feel the same way.

I am honored that you wish my presence on the PCBL Board, because this is what I and many others want ... better libraries for Pennsylvania. Whatever the value of my abilities, I am willing to share them. I am looking forward to meeting all of my new Friends.

Dr. Charles Greenberg



Charles B. Greenberg earned his Ph.D. in materials engineering in 1965 from the University of Illinois, Urbana-Champaign campus, with a minor in chemistry. He received a Master of Science degree in materials engineering in 1962 at the same campus, and his Bachelor of Science degree in materials science in 1961 at Rutgers University. During his academic career, he held Lead Industries Association and Edward Orton, Jr. Fellowships and was a recipient of the Indiana General Scholarship.

Dr. Greenberg was employed with PPG Industries, Inc. from 1965 to 2002 at the Glass Technology Center outside of Pittsburgh, PA. He retired from PPG on March 1, 2002 with the titles of Corporation Fellow and Manager/Flat Glass New Product Development.

Dr. Greenberg has been a Distinguished Colleague of PPG's Collegium since 1988, denoting critical contributions to key commercial developments, and was Collegium President from 1992 to 1994. He was a recipient of PPG's President's Award in 1989 for the development of SOLARCOOL[®] glass. He was founding editor of the PPG Technology Journal. Additionally, he has authored or co-authored 21 scientific article (three invited) and has 25 U.S. patents.

Since 2001 he has been on the Steering Council of the Math & Science Collaborative, Allegheny Intermediate Unit 3, and has served as a resource to Pittsburgh Public Schools. He retired in 2005 from the Board of Directors of PRCST (Pittsburgh Regional Center for Science Teachers). One of the projects on which he worked was based on the national 2003-06 bicentennial commemoration for the Lewis and Clark Expedition. Lastly, he also completed work as principal author, editor and manager for its Lewis and Clark website. See

<http://www.education.pitt.edu/lewisandclarkpgh>.

I welcome the opportunity to become a member of the PCBL Board as a further expression of my interest in promoting lifelong learning generally, and math and science learning specifically, for people of all ages.

STUDY SHOWS THAT THE RETURN ON INVESTMENT FOR PA LIBRARY USE TO BE 5.5 TO 1

In December 2005, the Commonwealth of Pennsylvania, Office of Commonwealth Libraries awarded a contract to the School of Information and Library Science (SILS), University of North Carolina, to conduct a study, the Taxpayer Return on Investment in Pennsylvania Public Libraries. The purpose of the study was to determine the economic benefit of public libraries for Pennsylvanians and to what extent citizens feel the public library contributes to their overall economic well being.



public libraries, the total estimated cost would be \$1,647 million. Library users currently spend \$683 million. Therefore, it would cost public library users \$964 million more to obtain needed or desired information if there were no public libraries.

Without libraries, Pennsylvanians would lose dollars in other ways as well:

- They would lose time and money in performing work, making household repairs, or purchasing a product at a lower price (a loss of \$84 million by not knowing where to go to obtain needed information).
- The local economy would suffer due to lost library staff wages and salaries (\$180 million).
- In-state library purchases of publications and other goods and services (\$68 million).
- Gift shops, vending machines, copying machines, and other services that are operated by non-library vendors and others (loss to the local economy is \$1 million).
- The “halo” effect or loss of revenue to local shops, restaurants, and other services before or after a patron’s trip to the library (estimated to be \$80 million).

Four surveys were conducted in Spring, 2006, including: 1) a statewide household telephone survey of adults 18 and over, (a Random Digit Dial survey resulted in 1,128 complete or partial interviews); 2) an in-library survey of 2,614 visitors in a sample of 19 representative public libraries and their branches; 3) a survey of 226 school, university and college, business and non-profit organization librarians; and 4) a follow-up survey of 112 public libraries.

One economic method for estimating taxpayer return on investment in public libraries is contingent valuation. Contingent valuation is a tool that evaluates non-priced goods and services and examines the economic implications of not having them.

The study found that if the public had to find alternative sources for information and services currently provided by

Thus, the Pennsylvania taxpayer return on investment (ROI) in public libraries is 5.5 to 1 (\$1,377÷\$249 million).

*Submitted by Bonnie Young,
Commonwealth Libraries Liaison to the PCBL Board*

VIRTUAL ALA LEGISLATIVE DAY MAY 1 & 2, 2007

Can't make it to Washington, DC to participate in ALA Legislative Day in person? You can still participate via Virtual ALA Legislative Day! On May 1st and 2nd call, fax, or email your members of Congress and tell them how important libraries are to you, your family, and your community.

To register to participate in the PA Virtual ALA Legislative Day email your state coordinator, Debbie Malone at debbie.malone@desales.edu. Please include the name of your Federal Congress person and/or your district number. Information on specific issues to address and advocacy tips will be sent out throughout the Spring.

Debbie Malone Library Director, Trexler Library (610) 282-1100 x 1253
FAX (610) 282-2342.

EDITOR'S NOTE

Enclosed with this issue is a one page insert entitled **Library Advocates Seek Legislative Boost to Improve Rendell Budget Offering** written by Glenn R. Miller, Executive Director of the 1800-member Pennsylvania Library Association headquartered in Mechanicsburg, PA.

Glenn has shared PaLA strategies for approaching the 2007-08 budget for Pennsylvania libraries. As a trendsetter for advocacy, Glenn's information helps us to develop our approach for a united role. Please copy the insert and distribute it to your Friends groups, Trustees, Foundation Boards and other interested parties to enhance library advocacy.

"HOW LIBRARIES TRANSFORM COMMUNITIES" ESSAY CONTEST WINNER

Please check our next issue highlighting the FOLUSA Award of \$1,000 to Berks County (PA) Public Libraries in 2007. The "How Libraries Transform Communities" Essay Contest was won by Linda Baer and sponsored by FOLUSA and the Lana and Michael Porter Foundation.

Note from p. 1. A cataloger reviewed the Vol. and No. assignments made for issues of the PCBL Connection, noting an inconsistency. The first issue of this year, Winter 2007 should have been Vol. 30, No. 1. This issue is properly designated Vol. 30, No. 2. Our apologies for past incorrect designations.

PCBL Board of Directors

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PCBL NEWSLETTER QUESTIONNAIRE

The Newsletter Committee would like your feedback about the Newsletter – please complete the following form and send it to Dorothea Shoemaker, 48 Midland Avenue, Berwyn, PA 19312.

1. I do _____ do not _____ read the Newsletter.
2. The features I value most are _____.
3. The features that do not interest me are _____.
4. Suggestions for articles for future PCBL Connection newsletters _____.
5. I would be willing to write a Newsletter article about _____.

Did you know that you can view prior Newsletters at <http://www.pcbllpa.org> ?

Requirements To Enjoy The Benefits Of A 501(c)(3) Designation Through PCBL

- Available to any Pennsylvania public library Friends group
- Complete application form affiliating your group with PCBL
- Submit an annual financial statement to PCBL
- Send in your application with the \$70 fee
- PCBL submits a consolidated return to the IRS

For more information, see the Tax Exemption page at www.pcbllpa.org

Do you want to revisit an article that appeared in a prior issue of the PCBL Connection Newsletter?
 Visit PCBL's website www.pcbllpa.org and click on Newsletter.

EDITOR'S CORNER

Editorial Committee

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Newsletter articles in Microsoft Word Format may be sent to:

MAIL TO: OR EMAIL TO:
 PCBL NEWSLETTER
 C/O Marcy Abrams
 P.O. Box 412
 Broomall, PA 19008
 Questions: Call Dottie 610-644-6402

The PCBL Connection newsletter connects our readers from across the State. Do you have an idea that worked well for your group? Why not share it so others can benefit from your great ideas. Do you have a success story to share? Announce it to all your Friends in PCBL!

See Page 7 to Learn How You Can Enjoy The Benefits Of A 501(c)(3) Designation Through PCBL

Don't Put it Off—Apply for PCBL Membership Today

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 ____

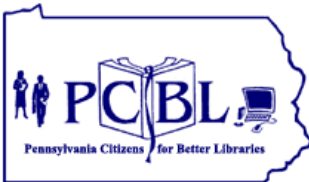
Tax Deductible Donation \$ _____ for Educational & Legislative Efforts

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

* All memberships are based on a calendar year.

** One of the benefits of membership is access to the PCBL Listserve available to PCBL Members by submitting your email address on this form.

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



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