

Chair's Column: Play It Again, Sam

The wonderful programming offered at the WLA conference in Yakima this past spring was only taken advantage of by a limited number of individuals. Fortunately the programs were videotaped and have been posted on the WLFFTA website at <http://wlffta.wla.org/2011/09/26/energizing-videos/> so more individuals can view them.

Your WLFFTA board thought that it would be a good idea to offer certain of these programs as a basis for a discussion opportunity for Friends, Foundation, and library Board members. Consequently these programs will be offered online with an opportunity for questions from the original speaker.

“More than just book sales: alternative fund raising ideas for Friends’ groups” will be presented once more on Tuesday, October 25th at 2 p.m. Rick Smithrud, head of the Fort Vancouver Regional Library Foundation produced this program. This program demonstrated ways in which Friends could make additional money by expanding what they already do. It was an extremely practical program and Friends groups will get great ideas from it.

On Tuesday, November 29th at 2 p.m., WLFFTA will reprise a **“Primer on Roberts’ Rules of Order.”** This is a basic introduction to the rules of order which govern most organizations. WLA Executive Director Dana Murphy Smith will be on hand to answer questions board members or friends may have.

The web link to attend these programs is: <http://www.sos.wa.gov/quicklinks/WLFFTA-link>. Please consider joining us in watching, learning, and discussing these useful topics! We hope to “see” you there.

Carolyn Petersen is WLFFTA Chair. Contact her at carolyn.petersen@sos.wa.gov.



New WLFFTA Board Member

Ken Kortlever, the newest member of your WLFFTA Board, who represents library foundations, has submitted the following personal profile:

As a young boy growing up just north of Seattle one of my most vivid summer memories is of the brightly colored book-mobile showing up in front of our house. I would enter into the long, narrow aisle looking for the treasures I would get to unlock over the next few weeks.

I don’t remember the books I read as much as the sight of this magical bus. My local library has replaced the colorful bus, but I still feel a sense of magic as I wander through the aisles, once again on a quest for treasures.

I am a native Washingtonian living on an island and working as a pro-

ject manager for a software company. My children have left home for college and are slowly beginning a life of their own. I enjoy reading, gardening, biking, kayaking and taking long walks with my wife and our small dog.

My personal/professional affiliations over the years had more to do with supporting my wife in doing her work in several non-profit organizations. I have focused my attention on helping her get the support she needed to do her job, including going to different functions, raising funds, networking and even cooking some Thanksgiving dinners. Now she is in a position that allows me time to pursue my goals in service work and I have turned my support to the libraries.

I have been serving as a board member for the Sno-Isle Library Foundation since April 2010. I find the work interesting, challenging and one of the most important ways that I can support everyone in this community by keeping our library system strong and healthy.

Moving into a board position with WLFFTA I am pleased to be able to serve libraries in a broader way and give back to the libraries that have served me and my family for years.

I believe in libraries. They have supported my life, my children’s lives and my community. No matter where my life leads, no matter where my interests lie, the library is there to help fulfill my needs.

There is no other institution that has given me such consistent, ongoing support. I am thrilled to be able to give my support back to libraries.

Contact Ken at ken@kenkortlever.com.

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Book Sale Finder Survey

In November of 2010, Book Sale Finder (www.booksalefinder.com) conducted a comprehensive survey concerning people who attend or organize charity used book sales in the United States and Canada. About 2,800 responses were received. The results are reported in 3 different documents (all reports are in PDF format).

The *Survey of Used Book Dealers Report* includes information supplied by those who categorize themselves as part-time or full-time book sellers (823 respondents). It includes such information as:

- Where dealers get the books they sell;
- Types of books they have for sale;
- Where they sell their books online;
- The number of books they generally have in stock and their annual sales.

The *Survey of Used Book Buyers Report* includes information supplied by those who categorize themselves as book buyers, but not book dealers (981 respondents). It includes such information as:

- What types of books they buy (used, new, e-book);
- Where they buy their books;
- What attracts them to charity book sales;
- How many book sales they attend, and how much they spend at a book sale;
- What formats and types of books they want to buy;
- What they do with books when they are finished with them.

The *Survey of Charities Who Run Used Book Sales Report* includes information supplied by those who categorize themselves as organizers or volunteers of non-profit used book sales (979 respondents). It includes such information as:

- Number of book sales held per year;
- Number of books available at the sales (total over 60 million per year!);
- Revenues from book sales;
- How many also sell books online;
 - Where they sell their books online;
 - Number of books sold online;
 - Revenue from online book sales.
- How many groups run physical book stores or large ongoing sales;
 - Number of books available for sale in the book stores;
 - Annual revenue from the book stores;
 - Number who also hold periodic book sales, and revenues from those sales;
- How the influx of used book dealers has affected book sales.

The survey reports are available at <http://www.booksalefinder.com/surveys.html>.

KCLS Named Library of the Year

The King County Library System (KCLS) has been named 2011 Library of the Year by *Library Journal* magazine and Gale, part of Cengage Learning.

In their announcement June 7, Gale and *Library Journal* honored KCLS as the “public library in the United States that most profoundly demonstrates service to community, creativity, leadership and innovation in developing specific community programs, particularly programs that can be emulated by others.”

Special notice was given to the library’s efforts to encourage reading, to help people who are looking for jobs, and for reaching out beyond the libraries and into communities so new patrons can discover the resources and services available through KCLS.

“King County Library System has a lot of fans at *Library Journal*, with good reason. We’ve watched KCLS lead the way for years in innovative service to their community,” said Francine Fialkoff, editor-in-chief, *Library Journal*. “This year, all their efforts aligned—from new buildings to new services to record-breaking usage—and we’re thrilled to name them Library of the Year.”

“We’re delighted to receive this recognition from Gale and *Library Journal* on behalf of the entire community,” said KCLS Director Bill Ptacek. “This honor rightly goes to our patrons who made KCLS libraries the busiest in the nation; our Friends and Advisers; the voters who make it possible through their continued support; and for our hard-working staff who continuously create innovative programs and services that best meet the needs of the communities we serve.”

This honor brings a cash award of \$10,000 that KCLS will contribute to the King County Library System Foundation to provide and enhance library programs and services across KCLS. In addition, KCLS was featured as the cover story for the June 15, 2011, issue of *Library Journal*.

In recognition of this honor and the library’s service, Governor Gregoire declared June 7, 2011 as King County Library System Day.

For more details, visit <http://www.kcls.org/libraryoftheyear> or read [the *Library Journal* story](#) online.



Whitman County Library Honors Library Supporters

How can Libraries ever show ample gratitude to active supporters and members of our Friends groups for all they do? At Whitman County Library we constantly struggle with this question.

We rely upon our Friends group for so many things including their volunteer efforts, library advocacy and financial support. Yet, sending thank you notes becomes redundant, getting people to attend appreciation luncheons is difficult and how many lapel pins can one person own?

Our favorite method for expressing our gratitude started five years ago when the Board of Trustees, Friends president and Library administrators began presenting the Library Supporter of the Month award. Since that time, more than 50 community members, businesses, communities and organizations from all parts of our county have been honored for their dedication and contributions to both our libraries and our communities.

As part of the award process, we present the winner with a certificate, send a news release to local newspapers and purchase a monthly advertisement with a photo of the person receiving their award. Winners love the surprise presentations, the public recognition and kind words they get from their friends and neighbors.

We've awarded Supporter of the Month honors for everything from sizeable monetary donations to grandmas baking cookies for library programs. A complete list of award-winners and their contributions can be seen at our website, <http://www.whitco.lib.wa.us>, under the "Your Library" link.

If your library needs a simple way to recognize Friends members and library supporters, I would recommend something like our Supporter of the Month award. If your library has found other ways to thank these folks, I would love to hear from you: kirkpatr@colfax.com.

Kristie Kirkpatrick is director of the Whitman County Library

Successful Volunteer Engagement Strategies for Libraries: Capturing the Talent of Baby Boomers and the Generations that Follow

Baby boomers and the generations that follow are seeking new ways to use their skills and experience to make a difference in their communities. While libraries are uniquely positioned to benefit from these volunteers, there is a disconnect between the volunteers' intent and their actual participation because they do not find the volunteer opportunities they seek. Multiple studies have shown that Boomers' interests in volunteerism are vastly different from those of current "senior volunteers," and that organizations seeking to recruit them will need to adjust their volunteer engagement practices.

This course is focused on just that – how to start or "re-tool" a volunteer engagement program that will not only capture the talents of these potential volunteers, but will reap the benefits of ongoing support for the library that comes from having these persons meaningfully engaging Boomers.

This course will provide tools, techniques, resources and models for volunteer engagement so that participants will be able to:

- Understand the potential for engaging high impact, skilled volunteers from the Baby Boom generation and those that follow;

LIBRARY SUPPORTER OF THE MONTH *Rosauers & Shawn McAdams*



Reading Bear & Shawn McAdams with Paige, Anna & Liam Cocking

*Making a difference
in our libraries
and in our community!*

Sincere thanks from
the Board, Staff and
Friends of Whitman County Library

Whitman County Gazette advertisement features grocery store manager Shawn McAdams who supports refreshments for children's programs and carries the Summer Reading theme on grocery bags each year.

- Engage this talent to extend the library's capacity in the community and to benefit from these new library advocates and supporters;
- Understand motivations in order to create diverse, meaningful, and skilled positions to attract a broad range of community volunteers;
- Implement the elements of a successful volunteer engagement program;
- Address potential barriers such as union issues and staff resistance;
- Understand current trends and issues in volunteer engagement, including online recruitment and legal issues.

Presented by Carla Lehn, of The Lehn Group. Register at <http://www.sos.wa.gov/quicklinks/Lehn>.

The workshops have been running from 9:30-3:30 at a variety of locations and dates around the state from Sept. 20 – Oct. 7. Upcoming dates and locations include:

- Oct. 3, Whatcom County Library, Bellingham;
- Oct. 4, Kitsap Regional Library, Sylvan Way Branch, Bremerton;
- Oct. 5, Timberland Regional Service Center, Tumwater;
- Oct. 6, Everett Public Library;
- Oct. 7, Washington Talking Book & Braille Library, Seattle.

Advocacy Resources from OCLC

All of these reports are available to download for free, or printed copies can be ordered at cost.

- **How Libraries Stack Up** is a short piece that talks at a broad level about how public libraries and their contributions compare to other entities. The piece has been used by some libraries with elected officials.
<http://www.oclc.org/us/en/reports/stackup/default.htm>
- **Perceptions 2010: Context and Community** provides the results of a study looking at perceptions of libraries in 2010, including impact of the economic downturn on those perceptions for people impacted by the recession. <http://www.oclc.org/us/en/reports/2010perceptions.htm>
- **Geek the Library** is the report documenting the results of a community awareness campaign pilot conducted in Georgia and Iowa raising awareness of the need for library funding. The campaign is now being run by a number of public libraries around the country. More information about the campaign is at <http://get.geekthelibrary.org>. The report is available at: <http://www.oclc.org/us/en/reports/geekthelibrary.htm>
- **From Awareness to Funding** documents the results of a major segmentation study that looked at drivers of the public's willingness or not to support library funding. The results of this research informed the creation of the Geek the Library campaign.
<http://www.oclc.org/us/en/reports/funding/default.htm>

ADVOCATE

Published by WLFFTA and WLA

Receiving the *ADVOCATE*, a publication of the WLA Washington Library Friends, Foundations, Trustees & Advocates Interest Group, is a benefit of interest group membership.

The *ADVOCATE's* mission, like that of WLFFTA, is to advance community and statewide support for libraries, encourage library Friends, trustees and foundation associates to share ideas and enthusiasm, assist in their training, and link library supporters across Washington to address effectively issues impacting libraries.

The deadline for submissions is open. Contact the editor for specific issue deadlines. More information about WLA and WLFFTA can be found on the Internet—see <http://wiffa.wla.org>

Comments and suggestions for articles and WLFFTA activities are welcome.

Views and opinions expressed here do not necessarily reflect those held by the editor, WLA, or the WLFFTA Board.

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