

Chair's Column

A warm autumnal greeting to all WLFFTA members, and to anyone else who might be reading this issue of the *Advocate*, especially all Washington library Trustees, members of Library Friends or Foundations, and anyone else who advocates for libraries!

We want to take this opportunity to let you know about our plans for the immediate future, as well as further into the coming year.

First up is our imminent continuing education opportunity for November, a reprise performance of our 2012 WLA Conference Friends Panel: "Successful Friends Groups: What Works, What Doesn't Work." You won't want to miss our rebroadcast of the video recording of this standing-room-only program on November 15, at 10 a.m. (see sidebar).



Listen and interact as this panel of Friends of the Library representatives from large and small libraries discusses how to make library Friends groups great. The panelists share what makes their particular groups successful — what has worked well, what has not. What didn't work for one group may be successful for another!

The program features as speakers:

- Carol Spate, Friends of the Mill Creek Library, Sno-Isle Libraries;
- Mandy Thompson, Co-Treasurer, Friends of Neill Public Library, Pullman;
- Wanda Alderman, Whitman County Library Friends;

Successful Friends Groups: What Works, What Doesn't Work



November 15, 10:00 a.m.

Join us for the streaming video rebroadcast of this standing-room only WLA 2012 Conference Program. Access link: WLFFTA-link

- Mary Belz, Friends of the Olympia Library, Timberland Regional Library;
- Nori Zukerman, President, Friends of the North Fork Library, Whatcom County Library System;
- Moderator: Nancy Patton, Volunteer Program Administrator, Sno-Isle Libraries.

We hope to have members of the panel available during and after the streaming video broadcast to answer questions from the audience.

We'd love to "see" you online for this exciting and useful program, reprised for the benefit of anyone who wasn't able to attend last year's live presentation at the Washington Library Association Annual Conference in Tulalip, or anyone who might like to hear it again!

Then plan to join us again on February 14, 2013, at 10:00 a.m. when we provide yet more love for our library Friends, as we stream another great program from last year's WLA conference: "Washington Law and the Friends of the Library: What Friends' Groups Need to Know."

On March 12, 2013, plan to be with us at the same time, (10 a.m.) when Diane Hutchins of the Library Development Program at the Washington State Library will present an overview of the newly revised and updated Washington Library Trustees Manual, which will be available online in a wiki format.

The end result of an 18-month long process, the revised manual will

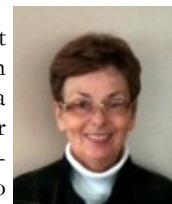
be a valuable resource for all library Trustees, and their library directors. Diane will explain how the wiki works, and demonstrate key aspects of the newly updated manual.

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New Board Member Represents Trustees

Hello! I'm Linda Bagaason – your newest WLFFTA trustee representative. I live in Longview, having retired from Kelso Schools as a classroom teacher, reading specialist and elementary librarian.

I have taught Adult Basic Education at Lower Columbia College and volunteer to teach young mothers to read aloud to their toddlers.



I've been married for 42 years to Bob who is currently serving as a Port Commissioner. We have two grown daughters and four grandchildren.

Currently I serve as a trustee at Longview Public Library. I tutor children in need of reading remediation, attend literacy coalition meetings, roll *leise* for the Sons of Norway and sew quilts for children in need.

My hobbies include reading, quilting, gardening, travel, and collecting beginning reader books – remember Dick and Jane and Cowboy Sam and Freddie? I look forward to further promoting our libraries and getting to know all of you.

Contact Linda Bagaason at lindabagaason@yahoo.com.

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Friends of the Library News

Neill Public Library

The Friends of the Neill Public Library (FNPL) in Pullman have had a busy summer.

The Neill Public Library (NPL) summer reading program funded largely by FNPL was a great success! The adult program featured four programs and received 685 entries for various prize drawings.

The program for children and teens registered over 1,300 unique participants, the second highest number ever at NPL. Programs for the children included a juggler, bubble magic, reptile man, and children's singer/songwriter.

Guest "celebrity" readers also came to read - Pullman's city mayor, firefighters, and police officers. Thanks to our great librarians who ran the programs and our enthusiastic community participants!

Also this summer, we completed the printing of t-shirts and tote bags with our beautiful new logo which was designed by FNPL board member Sarah Moore. Many of these items were pre-sold to members, and we sold them at two local farmer's markets and at the National Lentil Festival in Pullman on August 17, as well as

Bellingham Public Library

Always our loyal advocates, the FOBPL asked farmer's market shoppers to tell them "the most important thing the Bellingham Public

selling donated books from our book sale at these events.

We are pleased to announce a record number of memberships for us this year, currently with 302, and feel fortunate to have such a supportive community.

Mandy Thompson, FNPL



Library needs to do in the next five years." This dovetailed with our Strategic Planning Survey and gave us even more evidence (photos and quotes gathered) to present to our City Council members to garner support for our future strategic directions.

Goldendale Community Library

The Goldendale Friends' Centennial Committee has been hard at work for over 18 months, collecting photographs, scouring newspaper archives for library history, brainstorming with the librarian about events & displays, finding a costume designer, and coming up with a myriad of ideas for promoting recognition of this event in the community.

The Friends were formed around the time of annexation into the Ft. Vancouver Regional Library District. They were responsible for the first Ice Cream Social in 1975.

This year's Ice Cream Social will feature ladies in 1912-era costume, a special anniversary cake, and barber-shop music from the era, all provided by the Friends.

The Centennial's year-long celebration is the brain-child of the Friends, starting last June with a kick-off dinner-fundraiser in partnership with Goldendale's best known restaurant, and concluding in July 2013 with a themed parade float in Goldendale's Community Days celebration.

Throughout the year the Friends are putting together a number of displays for the Goldendale Library's front display case, including one featuring artifacts like the library's first acquisitions book and ledger, and the minutes of the founding association.

Friends are underwriting a num-

ber of special programs during the year, including a lecture on the importance of historic architecture featuring an architectural historian from Seattle.

Naomi Fisher is the Goldendale Community Librarian. She can be reached at nfisher@firl.org.



Celebrating 100 Years of Service from the Goldendale Community Library

One hundred years ago, a small but dedicated group of women got together in Goldendale, determined to establish a public library for the education and betterment of the community. These women formed the Woman's Association of Goldendale and their first act, in June of 1912, was to establish the Goldendale Free Public Library.

granges, schools and ranch houses around the county, providing a small browsing collection for residents.

They also started providing story hour readings for children, with the women of the Association taking turns providing these initial services.

In 1985, the residents of Goldendale once again came together with vital energy to build an expansion on

dren's programs, book discussions and teen programs throughout the year, as well as providing informational and entertainment books and videos, answering questions and providing Internet and Wi-Fi access.

With over 15,000 square feet, including a performance amphitheater, public meeting room and gallery, and five distinct rooms of book collections, this library is a hub of community activity.

It is no surprise that the library sees, on average, about 70,000 visits each year. The building itself is a tourist attraction. During the expansion, the architects, Gene Callan and Ralph Willson, took great pains to create both an interior and exterior that remained in keeping with original architecture, creating an architectural showpiece that is included on the city of Goldendale's tour of historical buildings.

Many community members have said that the high-quality resources and service at the library played an instrumental role in their decision to move to Goldendale.

With its variety of resources for families, businesses, researchers and others, this Carnegie library remains a vital center of community activity in the town of Goldendale.

Naomi Fisher is the Goldendale Community Librarian. She can be reached at nfisher@fivrl.org.



Photo courtesy of the Klickitat County Historical Society

They immediately set to work getting the land and financial grants necessary to build a Carnegie library. They applied for the sum of \$8000 from the Carnegie Fund and hired architect A.E. Doyle of Portland.

This would come to be a two-year, community-wide effort, culminating in the beautiful library building located on the corner of Burgen and Grant streets in Goldendale.

The building was completed in 1914, and the Goldendale Free Public Library opened its doors in March of 1915.

During those two years, these dynamic women weren't content to simply work on acquiring the land, raising money, obtaining architectural designs and working with the city. They felt it important to start library services immediately.

So, they worked with the Washington State Library to get mobile library services started, in the form of crates of books that were stationed at

the original 1914 Carnegie building, adding two wings that quadrupled the floor space.

This new building, since 1973 a branch of the Ft. Vancouver Regional Library District, hosts a huge variety of programs and services, including concerts, lectures, workshops, chil-



The Library as it appears today

ALTAFF Changes Name

The membership of the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF), a division of the American Library Association, recently voted to change the name of the organization to “United for Libraries: the Association of Library Trustees, Advocates, Friends and Foundations.”

The name change became official on Tuesday, Sept. 4, 2012. In the coming months, the new “United for Libraries” name and logo will be featured on the organization’s website and materials.

United for Libraries will continue to provide its members, which include friends of the library, trustees, foundations and library advocates, with the best possible specialized resources that will empower them to support and

advocate for their libraries.

“We are so fortunate to have library advocates – trustees, friends and others – speaking out to support libraries of all types,” said ALA President Molly Raphael. “My presidential advocacy initiative, ‘Empowering Voices, Transforming Communities,’ focuses on the transformative power of communities making the case for



the value of libraries of all types. We are so appreciative of library advocates’ efforts on behalf of libraries to mobilize communities to make their libraries even better. ‘United for Libraries’ says it all – together, we can

make a difference!”

“Those who support, govern and raise money for libraries many times work independently, often reinventing the wheel in every city and town,” said ALTAFF President Donna McDonald. “Our name change mirrors the work this important division of ALA does – that is, uniting the voices of library lovers everywhere to strengthen, support, share best practices and to ensure that libraries of all types thrive.”

ALTAFF is a division of the American Library Association that supports citizens who govern, promote, advocate, and fundraise for libraries. ALTAFF brings together library Trustees, advocates, Friends, and Foundations into a partnership that creates a powerful force for libraries in the 21st century.

For more information, visit www.ala.org/united, or contact Jillian Kalonick at (312) 280-2161 or jkalonick@ala.org.

Aim High and Win Awards

United for Libraries, a division of the American Library Association formerly known by the acronym ALTAFF, offers several awards and grants each year to encourage Friends of the Library groups to strive for excellence.

Listed below are the grants and awards. The application deadline dates range from April 15th to November 1st. For additional information, or to apply for any of these opportunities, visit www.ala.org/united/grants_awards/friends.

- **United for Libraries/LexisNexis Outstanding Friend Conference Grant**

The United for Libraries/LexisNexis Outstanding Friend Conference Grant will enable a person who is active in his or her local Friends of the Library group to attend the ALA Annual Conference.

A grant of \$850, plus full Annual Conference registration, will be awarded to the recipient. The winner will be required to write an article chronicling their experience at the conference for *The Voice*.

The deadline for submitting the application is April 15. The winner will be notified by May 1.

- **Baker & Taylor Awards**

These awards are given annually to recognize outstanding efforts of Friends groups and Foundations. Submissions are due in early May of each year. Winners receive \$1,000.

- **Best Friends Awards**

The Best Friends Awards are given annually to recognize outstanding publicity and marketing materials created by Friends groups. Submissions are due in mid June of each year. Winners receive a certificate.

- **National Friends of Libraries Week Awards**

Friends groups are recognized each year for outstanding efforts to promote and celebrate National Friends of Libraries Week in October. Application submission begins in November with a deadline of December 1 of each year. Winners receive a small financial award and certificate.

Chair’s Column, Cont.

Your WLFFTA Board is also hard at work planning stimulating and educational programs for the upcoming joint Washington/Oregon Library Association Annual Conference next April 24-26 in Vancouver, Washington. We’ll be providing more information in the future, as our plans mature.

In the meantime, we hope you can join us November 15, as we explore what makes for successful Friends groups. As a reminder, here is the link for that program: www.sos.wa.gov/quicklinks/WLFFTA-link.

Will Stuiwenga is WLFFTA Chair; Contact him at will.stuiwenga@sos.wa.gov.



Helping kids learn to read and enjoy books is a big part of what libraries and the groups that support them are all about.

Explore New Fund Raising Ideas

Raising funds to improve library services has always been the primary reasons that Friends of the Library and library foundations exist.

Currently most Friends of the Library sell donated or discarded library books either in an ongoing sale within the library itself or certain designated times during the year.



If your group is ready to make more at your existing sales events, then you might wish to view the video presentation “More than just book sales: alternative funds raising ideas for Friends groups” available at vimeo.com/24844999.

This workshop offered more practical, easy ideas to increase your take at your annual events than any other workshop I have ever attended.

Two national companies offer a solution for what to do with those extra books that always hang around when your book sale is over.

Thrift Books is a corporate sponsor of **United for Libraries**, the American Library Association’s equivalent of our WLFFTA organization. Their selling points are the following:

- Receive a 50% commission on your books with no pre-screening required;
- Thrift Books’ national network of distribution centers sell your books worldwide on numerous online market places;
- They take care of listing, pricing, and mailing your books out to customers, but you do have to ship the materials to them.

Thrift Books sells over 10 million books a year with over a million being ex-library books. For additional information visit: www.GotLibraryBooks.com.

Better World Books promotes itself as a business with a mission to promote literacy and libraries: a cause near and dear to book lovers’ hearts.

- They provide shipping materials AND pay for shipping;
- They also take care of listing, pricing, and mailing your books out to customers;
- Better World books does ask that you prescreen your books.

For additional information on Better World Books’ programs, use this shortcut link: www.sos.wa.gov/quicklinks/better.

Carolyn Petersen is past WLFFTA Chair, and a current WLFFTA Board Member. Contact her at carolyn.petersen@sos.wa.gov.

Whitman County Honors Sam Reed

Washington’s Secretary of State, Sam Reed was honored as Whitman County Library’s Supporter of the Month during his recent visit to the Colfax Library.

Library director Kristie Kirkpatrick thanked Secretary Reed for his oversight of the Washington State Library, which was at risk of



Books are for sharing!

closure before coming under the wing of the Secretary’s office.

The Washington State Library provides many services to local libraries including the administration of federal funds. Last year, Whitman County Library received these funds for the Rural Heritage project, Ask Us 24/7 online librarian service, downloadable audiobooks, statewide databases like newspapers, magazines, reference materials, continuing education and more.

The state library also provides local libraries with access to valuable consulting and training services.

The Board of Trustees and administration of the Whitman County Rural Library District sponsor the Library Supporter award to recognize those individuals and groups that play an irreplaceable role in supporting and supplementing the library’s budget and activities.

Kristie Kirkpatrick is Director of the Whitman County Library.

Contact her at kirkpatr@colfax.com.



From left to right: Sam Reed, Kristie Kirkpatrick, Patrick McDonald

Core Library Value: Tools for Telling It Over and Over

“We don’t need to invent a new advocacy program every year; we just need to repeat the core messages over and over and over.” ---Jamie LaRue, Director, Douglas County Libraries, Colorado.

WebJunction has a web page devoted to library advocacy tools, which you can access via this web shortcut: www.sos.wa.gov/quicklinks/Tell_It. Some of the tools that are listed and described have been featured in previous issues of the *Advocate*. Those include:

- PLA’s Turning the Page;
- Geek the Library;

But some of the tools described here haven’t yet found their way into the pages of the *Advocate*, so we’ll take this space to provide brief descriptions of them

BHAG Colorado

BHAG Stands for “Big Hairy Audacious Goal,” an advocacy program that launched in 2010 as a proactive response to ballot initiatives aimed at cutting library services across the state. The program was designed to assist non-library speakers in promoting the value of libraries, and to speak out against the crippling impact of the anti-tax measures. The campaign condensed its message to four key points:

- Libraries change lives.
- Libraries mean business.
- Libraries build communities.
- Libraries are a smart investment.

While BHAG’s successful campaign is now concluded, its legacy lingers on, with resources available that other libraries can use to model similar programs.

Edge Initiative

The Edge initiative is an effort to develop [public access technology benchmarks](#) for public libraries in order to help libraries evaluate and continually improve their public technology services for their communities. The benchmarks serve as “reference points” for a library or library system of any size to gauge its performance and determine what steps to take to advance their technology services. The project is currently piloting the benchmarks with selected libraries.

Library advocacy is one of four focal points of the benchmarks: “Sustainability by building a national network of leaders that share knowledge, information and experience to advocate for the impact of public access technology.”

Impact Survey Advocacy Tools

The [Impact Survey](#) conducted a 2009 large-scale investigation of the ways U.S. library patrons use computers and the Internet at public libraries. The resulting 2010 report [Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries](#) revealed invaluable evidence of the extent of library use and value. The IMPACT team offers two ongoing resources for using the study to advocate for libraries:

[Run the IMPACT Survey](#) at your library system “The University of Washington, with generous support from the Bill & Melinda Gates Foundation, has extended the benefits of the U.S. IMPACT patron web survey by making it available to all public libraries to use in their own data collection,

ADVOCATE

The *ADVOCATE* is a publication of the WLA Washington Library Friends, Foundations, Trustees & Advocates Interest Group (WLFFTA).

Comments and suggestions for articles and WLFFTA activities are welcome. 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://wlffta.wla.org>

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

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evaluation, and advocacy efforts.”

The [Advocacy Toolbox](#) has customizable documents for using survey results to improve services and to communicate the impact of those services to community stakeholders. Resources include patron comment cards, op-ed and letter-to-the-editor samples, talking points and more.

ALA Advocacy & Legislation

ALA (American Library Association) is practically synonymous with advocacy. The comprehensive list of resources in the [Advocacy & Legislation section](#) proclaims an abiding focus on helping libraries demonstrate their value and impact. The following are just a small sampling of the treasure chest of ALA resources.

- [Advocacy Fact Sheets](#): Handouts with tips, checklists, and ideas for becoming a better advocate, building a campaign, making your case, lobbying and working with the media.

- [The Small but Powerful Guide to Winning Big Support for Your Rural Library](#)

- [Advocating in a Tough Economy](#): Help to make the case for libraries in the face of reduced budgets and competing interests; includes handy [Library Value Calculator](#).

- [Frontline Advocacy Toolkit](#): includes an online tutorial to empower frontline staff.

- [Library Snapshot Day](#): Tips, templates and graphics.

- [I love libraries](#): Invites the public to get informed, get involved, and use the database of library quotes for citizen advocacy.