

Congratulations to the 2015 CPLA Awardees!

What a special evening and dinner we had on Thursday, November 5 at the Pasadena Convention Center. The room was filled with library advocates! We began our program with a welcome from Robert Karatsu, now past CLA President who introduced ALA President Sari Feldman. Ms. Feldman presented her ALA Initiative “Libraries Transform.” Each awardee was then invited by CPLA President Robin Hoklotubbe to say a few words and in this small way we all got to know the awardees a little better. CPLA wishes to thank Sage for their sponsorship of the dinner. We also wish to congratulate Carla Lehn on her retirement from the California State Library as she has been a wonderful asset to the continued development of CPLA and was so recognized this night as well.

Please meet our 2015 CPLA Award Winners:

Trustee for outstanding service to a local library or system

Doris Huxtable, Whittier Public Library

Nominated by Paymaneh Maghsoudi, Director of Library Services, Whittier Public Library

Doris Huxtable, a former librarian, is generous with her time, talents and monetary generosity. Doris serves on the Library Board of Trustees and is currently in her third four-year term. Her extensive experience and knowledge of the community has been invaluable to the Board. During her time on the board, the Whittwood Branch Library was expanded and remodeled and currently the Board is working on plans to update the central facility. She also actively serves on the Whittier Public Library Foundation. Doris Huxtable has given a lasting legacy to the Whittier community.

Friends for outstanding service to a local library or system

Zora Charles, Santa Barbara Public Library, Friends then Foundation Board

Nominated by Beverly Schwartzberg, Library Services Coordinator

Accepting the award for Zora will be Irene Macias, Library Director, Santa Barbara Public Library Zora Charles served for many years as a board member and past President of the Friends of the Santa Barbara Public Library. Through the years, Zora remained connected to the library as a reliable and generous donor, supporter and cheerleader. In 2012, Zora joined the newly formed Foundation board as one of its first board members and donors. When the public phase of the campaign was announced, Zora stepped up with a large challenge grant. Her commitment to the library has never flagged as she has most definitely made a significant difference.

Individual making a significant financial or in-kind contribution

Jim Jackson, Santa Barbara Public Library

Nominated by Beverly Schwartzberg, Library Services Coordinator

As co-chair of the children’s Library Campaign, community leader Jim Jackson was instrumental in successfully leading the charge of a \$4.6 million dollar in donations. His family foundation donation of \$250,000 led the way and inspired the community. Jim is an advocate for the library and spoke publicly and in private, informal meetings. He opened the doors to many who now consider the library an important and vital philanthropic community investment. Jim’s leadership continues to make a positive difference.

(continued page 2)



We invite you to nominate your own library champion so they can be recognized for their outstanding contribution to the success of YOUR library. Look for more information on our website and in a future newsletter.

CPLA Award Winners (continued)...

Librarian for outstanding work with a Board of Trustees/ Commission and Friends of the Library

Kathy Gould, Director of the Palos Verdes Library District

Nominated by Nancy L. Mahr, President, Peninsula Friends of the Library

Kathy Gould has attended virtually every meeting of the Friends Board for the past eleven years. She is extremely supportive of the Friends efforts in fundraising and book store operations. The Friends have held successful gala fundraising events for the past 6 years, and the support by Kathy has been outstanding. She has helped make the current Friends board into a diverse and committed group. Additionally, Kathy has established an individualized and cooperative relationship with each Library Trustee based on friendship and mutual respect. Kathy's amazing work at all levels in the District has created a unified organization at the center of the community with outreach to all segments of the community.

...CONGRATULATIONS
TO A STELLAR
LINE-UP OF LIBRARY
ADVOCATES...

Elected Local Official from California

Hon Dan Kalb, Oakland City Council

Nominated by Gerry Garza, Director of Library Services,
Oakland Public Library and Kathryn
Sterbenc, Chairperson, Library Advisory Commission

District 1 Oakland City Council member Dan Kalb may not be a library user, but he certainly is a library supporter extraordinaire. In an already stretched FY 2014-2015 mid-year funding cycle, he suggested and it was approved to set aside \$500,000 in General Fund surplus to fund the library which was looking at a 2015-2016 shortfall. This happened again in the December 2014 funding cycle. Most recently, Dan Kalb recommended an additional \$500,000 to fund expanded library hours and that was approved too! Due to his unwavering support of the Oakland Public Library, some library advocates have been referring to him as St. Dan.

Special award to the Palo Alto Library Foundation

Nominated by Monique le Conge Ziesenhenn, Library Director, City of Palo Alto

The legacy that the award-winning Palo Alto Library Foundation has left on the City of Palo Alto will last for years to come. Their 14 year commitment to raising \$4 million in support of renovation and construction of much-needed library facilities was recently met. With the grand re-opening of the last of the city libraries in February 2015, the foundation met their goal and will be remembered for their dedication and hard work.



BOARD OF DIRECTORS

PRESIDENT, ROBIN HOKLOTUBBE
VICE PRESIDENT-PRESIDENT ELECT
APRIL BUTCHER
PAST PRESIDENT, REGINA MOORE
SECRETARY, FRAN WIELIN
TREASURER, APRIL BUTCHER

BOARD MEMBERS AT LARGE
VIKKI CERVANTES
DEBORAH DOYLE
RICHARD WAYMAN

NEWSLETTER GRAPHICS: DANIELLE BELL

President's Award

*Corona Allegra, Eugene and
Paula Montanez*

Nominated by the Friends of the
Corona Public Library

Allegra is a local Corona family owned business that provides printing services to many local businesses in the City of Corona and the Inland Empire.

The owners Eugene and Paula Montanez are strong civic-minded citizens and serve on and with many boards and organizations in Corona. Eugene is also the current Mayor of city of Corona. For some time now, Allegra Corona has donated print services to not only the Friends of Library but also to organizations that support libraries such as CLA as CPLA.

From The President

Robin Hoklotubbe



A hallmark of what CPLA is about is the Annual Spring workshops. We are always so pleased with the amount of attendees each year and enjoy meeting

new colleagues and saying welcome back to others. We hope you will join us in April!

The 2016 Spring workshops are still being planned as this goes to print but I do want to share what we know so far. We are thrilled to announce that we have a 3rd location for the first time. Central California will be represented and we are very excited.

All Spring workshops will be from 10 am-2 pm and will include a boxed lunch.

Prices are \$25.00 for CPLA members and \$35.00 for all others.

Registration forms and more information on our web site: www.CPLAdvocates.org.

South: Saturday, April 16 at the Tustin Branch Library, Orange County Library (345 E. Main St. in Tustin Civic Plaza.)

North: Saturday, April 23 at the Redwood City Public Library (1044 Middlefield Road)

New for 2016 Central: Saturday, April 30 at the Betty Rodriguez Library, Fresno County (3040 North Cedar Avenue)

Our theme for 2016 is If Not Now, When? Working together politically, financially and strategically. Each location will have a line-up of guest presenters, legislators and local leaders and discussion circles relevant to what YOU would like to know.

Like us on **Facebook** to stay informed on additional details.

...REGISTER TODAY FOR THE 2016
SPRING WORKSHOPS...

Trustees/Commissioners: Who are they and what they do! Regina Moore, CPLA Past President

Our library Trustees/Commissioners play an integral part in the library community. In California, they are appointed by the City Council, or elected and are fearless advocates for libraries in their communities as well. Through the hard work and determination of Trustees, new libraries have been built; budgets once eliminated were restored and increased.

There are two types of Trustees Board. 1) a Governing Board, or 2) an Advisory Board. The Governing Board is either elected by the general population, or is appointed by the City Council. This board is charged with authority to govern the library, by hiring the Library Director, sets policy and helps in presenting the library's budget to the City Council.

The Advisory Board has less governing authority though it may be elected or appointed. They don't have budgetary and policy setting powers.

There is often some confusion between the roles of the Friends and that of the public library Trustees. Friends are citizens who appreciate the services of libraries, volunteer to help them and they usually operate with their own self-elected Board of Directors representing the community. Their funds supplement the library's operating budget, providing materials and programs that enhance library's service.

Although Trustees/Commissioners serve on a voluntary basis for a period of time, they share similar challenges in terms of keeping up with information technology trends for their libraries. They embrace, welcome, accept changes and make them work for their libraries. They would even go the extra mile to visit other libraries, take notes and borrow ideas as to how these libraries are adapting to technological changes.

Creating networks within their communities is of paramount importance, but collaborating with other organizations, i.e. California Library Association (CLA), California Public Library Advocates (CPLA), American Library Association (ALA) and United for Libraries is a must for their professional development. Trustees do not stop learning. They always seek new learning opportunities that will make them better Trustees.

As a library Trustee, you should be proud of your position, and love what you are doing. Enjoy being a Trustee, continue your good work, and most importantly, have fun.

Library Advocacy in 2016

Deborah Doyle

Budget Update

Governor Brown's proposed State Budget recommends a small increase in library support: \$4.8M in new funding (\$1.8M ongoing in General Funds and \$3M General Fund on a one time basis) to strengthen statewide and regional services for public libraries. Literacy programs and broadband connectivity continue to receive funding.

Legislators

Your work with legislators makes a difference. We encourage you to get to know your new legislators, making them aware how important your library is to their constituents. If you already know your legislators, please let us know.

CLA's Day in the District

Day in the District is a local, grass roots effort to inform legislators of library issues. Please let us know if you can meet with them or write letters.

National Library Legislative Day, Washington D.C., May 1 & 2

Library supporters from all over the country—staff and users—gather on Capitol Hill to discuss library-related issues with their legislators and staff. We'd love to have you there.

...CPLA MEMBERS CAN
HELP MAKE LIBRARY
ADVOCACY IN 2016 EVEN
MORE SUCCESSFUL!...

I invite you to check out the Advocacy area on our "resources" page on the CPLA website. New items have just been added. www.CPAAdvocates.org

Please help! There's lots going on, as you see. CPLA advocacy depends on your support! Please call us with any questions or to become more involved!

Deborah Doyle, Liaison/CLA Advocacy & Legislative Committee, zorrah@gmail.com; cell: 415-269-0540

Meet The Board: Deborah Doyle

Fran Wielin, Board Secretary



Deborah Doyle's family moved frequently with her father's government job. The first thing they did in a new town was to find the public library. After studying communication and film at the University of Virginia and Loyola in New Orleans, Deborah moved to San Francisco and found the public library; it was understaffed, under-funded and badly in need of renovations. As an editor/writer/event producer with corporate experience (Dolby Laboratories, Heidrick & Struggles and Booz, Allen and Hamilton), she wanted to give back to the community.

Deborah joined the Friends of the SFPL (now a merged Friends and Foundation) in its successful campaigns to build the new Main library, create a protected source of funding for SFPL and fight for the renovation and modernization of the branches. Her various roles with Friends—volunteer and staff—have included Board Chair, Advocacy Manager, Acting Executive Director and more.

Deborah has worked on myriad library projects and campaigns at state and national levels. She served as CLA President (2013-2014) and is a Director of United For Libraries, an ALA division. Along the way, she received her Executive MLIS degree from SJSU.

As CPLA President (2010-2012), she expanded its membership to welcome trustees, commissioners and all library advocates and supporters. She is currently Membership Chair, Liaison to CLA's Advocacy and Legislative Committee and a trainer in CPLA's Board Effectiveness Training program (free to its members).

A performer and educator, Deborah plays Queen Elizabeth at California Renaissance Faires and manages an international short film competition in Marin. We are grateful for Deborah's many years of service on the Board of CPLA.

The Value of Workshops and Trainings

Vikki Cervantes, CPLA Board member, Porterville Library Director

It is remarkable what we can accomplish within budgetary constraints. I strongly believe in the value of well-organized trainings, workshops, webinars, etc. that allows us to grow our toolbox. Over the years, I have been able to maintain in our budget an adequate amount that allows representatives of the Porterville City Library to pursue opportunities available through our CPLA membership.

If you have not attended a workshop shop in a while I guarantee you will not be disappointed. The caliber of information that is shared within a ½ day workshop is a worthy investment. I find that the announcement of upcoming workshops allows me adequate time to place it into our Library and Literacy's Commission agenda and that it frequently targets an issue and/or topic that are important to their advocacy goals. A bonus to us is that once plans are made to attend, the wealth of knowledge that is shared upon their return is priceless, not to mention the extended connections with other fellow library advocates. Personally, for our Commission this has meant a boost of confidence building to initiate those critical community conversations about why libraries matter and the importance of public library sustainability.

I suppose that it would be appropriate for me to admit I am especially picky as most of the workshops that pop up throughout the year always require a great distance of travel. However, I must say that from Commissioner to Library Administrator to Foundation, that all workshops give each participant an opportunity to strengthen their advocacy knowledge.

Our Membership Fees are Changing

We've decided to structure our fees more like others in the library industry. Membership fees cover all board and staff members of your organization: library, Friends or Foundation.

Your organization's budget	Your membership fee Thank You!
Individual	\$ 25
UP TO 99,999	\$ 50
\$100,000 - \$499,999	\$100
\$500,000 - \$999,999	\$150
\$1,000,000 PLUS	\$250

LIKE US ON
FACEBOOK



JOIN **CPLA**
@ www.cpladvocates.org

SAVE THE DATE

You can register today and even pay online for our Spring Workshops:

South: Saturday, April 16 at the Tustin Branch Library, Orange County Library
(345 E. Main St. in Tustin Civic Plaza.)

North: Saturday, April 23 at the Redwood City Public Library
(1044 Middlefield Road)

New for 2016 Central: Saturday, April 30 at the Betty Rodriuguez Library, Fresno County
(3040 North Cedar Avenue)

We also invite you to *save the date* for the 4th Annual Serving With A Purpose Conference on Thursday, May 12 at the Ontario Convention Center. The Serving With a Purpose Conference is a gathering for California Friends, Trustees, Foundations, Volunteer Leaders and the staff who support them! Last year over 200 people attended representing 55 libraries throughout southern California (and even a few from central and northern CA too!). Look for more information on CALIX and on their Facebook page: Serving With A Purpose. CPLA is a proud sponsor of this conference.

P.O. Box 574
Sacramento, CA 95812-0574

Formerly CALTACTICS

Strengthening California Libraries through Advocacy and Education

CPLA ADVOCATOR!

California Public Library Advocates