

STRENGTHENING CALIFORNIA LIBRARIES THROUGH ADVOCACY AND EDUCATION

# CPLA ADVOCATOR!

California Public Library Advocates

OCTOBER-DECEMBER 2016

## Congratulations to all of the 2016 CPLA Awards Recipients!



Every year CPLA honors individuals or organizations that have made a significant and positive impact on California libraries, and thus, on our communities.

### **We are delighted to announce our 2016 award winners:**

**Friends or Foundation Board Member:** *Mary Ellen Shay (Sacramento) and Nancy Harray (Monterey County)*

**Outstanding Librarian:** *Hillary Theyer (Torrance)*

**Community Organization:** *Advocates for Library Enhancement – Mandy Walters and Miranda Lomeli-O'Reilly (Kern County)*

**Elected Official/Official Group:** *Malibu City Council Library Sub-Committee Joan House, Councilmember; Laura Rosenthal, Councilmember; and Reva Feldman, City Manager*

**Individual not included in other categories:** *Regina Powers (Anaheim School District)*

### **We are also very pleased to present special awards to those who have provided extraordinary service to California libraries.**

**Legislator Award:** *Mark Leno, who has supported libraries throughout his political career — San Francisco Supervisor, Assemblymember and Senator.*

**President's Award:** *Helen McAlary and Shawn Thrasher.*

They are part of the team that created, planned and implements Serving with a Purpose (an annual one day conference for library Friends, Trustees, Foundations, Volunteer Leaders and staff) held in Ontario for the past 4 years.

**Special Award:** *Fran Wielin, CPLA Board Member, Palos Verdes Library District Trustee.*

Fran joined the board in 2009 and has held the position of secretary and officer.

We look forward to celebrating their contributions at our annual CPLA Awards Dinner in Sacramento on Friday, November 4 during the CLA conference.

Check back on our Facebook and website to view pictures from this special event!

**Attending the upcoming CLA conference?** More info on CPLA sponsored programs on page 2.

For those of you attending the upcoming  
CLA (California Library Association)  
Conference in Sacramento November 3-6,

we hope you will consider joining us for programming that will be educating, inspiring and beneficial to take home and share with your library advocates!

**Board Effectiveness Training: A Taste of CPLA 's training sessions for Commissioners, Trustees or Friends**

**Friday, November 4, 2016 8 AM - 8:45 AM**

**Hyatt - Regency C**

California Public Library Advocates introduces its revitalized Board Effectiveness Training for library commissions and trustees -- and now for Friends as well! This session will give an overview of roles, legal obligations, relationships with the library and goals, and how they are covered in the 1/2 day training sessions. The session will also include an open conversation with attendees about critical issues and concerns facing volunteer or elected supporters of libraries and community organizations that support libraries.

Deborah Doyle and Robin Hoklotubbe, California Public Library Advocates

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**From the President,  
Robin Hoklotubbe**



It has been an honor serving as CPLA President these past 2 years. As my time comes to a close, I want to thank the many wonderful library board members, supporters, staff and directors I have met who work, volunteer, give and advocate for California Libraries. Your investment is a legacy to your library and I have been inspired and encouraged by your accomplishments. I have heard and seen literally miracles happen by your efforts. CPLA is an all-volunteer, working board. Our hope and mission is to serve the community of library advocates in our state. If you or your organization (Trustees/Commissioners/Friends/Foundation) are not members yet or need to renew, I do hope you will join us in our efforts. You can join online at: [CPLAdvocates.org](http://CPLAdvocates.org). Collectively we can all make bigger difference for libraries. I want to wish April Jarvis, the incoming President, all the very best as I pass on the proverbial baton to her.

Exciting times are ahead, stay tuned advocates! Be miracle-makers at your library!

...THERE ARE TWO WAYS TO LIVE: YOU CAN LIVE AS IF NOTHING IS A MIRACLE; YOU CAN LIVE AS IF EVERYTHING IS A MIRACLE." ALBERT EINSTEIN...



**Meet The Board: Regina Moore  
Fran Wielin; Board Secretary**

Regina's passion for libraries started in high school when she helped the school Librarian with circulation and reference. In college she earned a degree in education and graduate degrees in Library Science and Business Administration. She also has a CA insurance license for Life & Health. And she met her husband while working part-time in the library. She is now the Library Manager for a large law firm in Oakland. While living in Daly City, Regina became a Public Library Commissioner. As President of the Board, she learned the importance of working with the City Council, Library Director and Staff, and the community to accomplish their goals of building two new branches. The library board also obtained donations of computers from the Gates Foundation. She joined the Board of CPLA to strengthen California library advocacy and to support her desire to build better library advocates among the Library Commissioners, staff and patrons through a statewide organization. Regina has been President, Vice President, Treasurer and Chair of committees for CALTAC/CPLA in the thirteen years she has served on the Board. She feels privileged to have worked with so many outstanding people over those years and to have taken part in many advocacy activities, workshops, and CPLA Awards programs awards for outstanding members of the library community.

**CPLA**  
California Public Library Advocates

**BOARD OF DIRECTORS**  
PRESIDENT, ROBIN HOKLOTUBBE  
VICE-PRESIDENT/PRESIDENT - ELECT  
APRIL JARVIS  
PAST PRESIDENT, REGINA MOORE  
SECRETARY, FRAN WIELIN  
TREASURER, APRIL BUTCHER

**BOARD-MEMBERS AT LARGE**  
VIKKI CERVANTES  
DEBORAH DOYLE  
ALLEN RAVINE  
MARIA CRISCIONE STEL  
RICHARD WAYMAN  
NEWSLETTER GRAPHICS: DANELLE BELL

**Foundation Features (continued)...**

**Friday, November 04, 3:45-4:30 PM**

**Your Gala Fundraiser: Create, Build or Revitalize it and Make It Unique!**

Fundraising galas are expensive and time-consuming to plan. Learn how to make them profitable while creating and building strong community support and recognition. Listen to three fundraising experts who have organized very successful, yet different, author gala evenings this year in California. You'll hear about a successful new author event in Saint Helena; the Sacramento Authors on the Move that, in a few short years, has become a premier community literary event; and the Friends of the SFPL's classic Library Laureates event, a popular but mature celebration that was revitalized to make it more relevant and much more profitable. Panelists will discuss their expected and surprising problems and successes and answer questions from the audience.

**Speakers:**

**Presenter:** Maria Criscioni Stel; *St Helena Friends and Foundation Executive Director/CPLA board*

**Moderator:** Deborah Doyle

**Presenter:** April L. Jarvis; *Sacramento Public Library Foundation Executive Director/CPLA board*

**Presenter:** Laurie Berk; *Laurie Associate Director, Individual & Institutional Giving, Friends of the San Francisco Public Library*

**Saturday, November 05, 8- 8:45 AM**

**Are You Ready to Build an Endowment for your Library?**

**Library Endowments:** What exactly are they and why should Library advocates be interested? That's what you will learn about in this workshop which will provide a toolkit for creating an endowment for your library. This program will detail the steps in creating a vision and consequent goals, establishing financial capacity and sustainability and taking your first steps toward long-term philanthropy.

**Speakers:**

**Presenter:** April L. Jarvis; *Sacramento Public Library Foundation Executive Director/CPLA board*

**Presenter:** Delbert Chang; *High Mark Capital, Union Bank*

# Advocacy and Legislative News

**Deborah Doyle**

California's legislative session ended early in the morning on September 1 and legislators are back in their home districts working on the upcoming elections.

Take this opportunity to meet with your representatives and staff, making sure they have libraries on their radar screens. What are the burning issues in your community and how does your library address them? State funding for library programs has decreased significantly in the last decade. Let them know you want this to change and why. With additional funding, what else could your library do? Does your library need expansion or rebuilding? Would a state library construction bond measure be helpful? Remember, the last successful California library bond measure, passed in 2000, provided only \$350 in bond funds for library construction projects. Please let them know your concerns and suggestions. Remember: they represent you.

Local library measures will appear on ballots throughout California this November, including Measure B in El Cerrito, a \$30m bond measure to replace its current library; Measure Y in Sonoma County, an 1/8 of 1 percent sales tax that would raise an estimated \$12 million a year for its 14 libraries; Measure N in Pacifica, a small tax that would replace two old buildings with a larger new one and Nevada County's Proposition A would replace the current 1/8 cent sales tax with a 1/4 cent tax to fund its library. Any others you'd like to publicize?

Please let us know if you have local advocacy and legislative stories to tell. Other library advocates would be delighted to learn from your experience!

...WE  
VOTE FOR  
LIBRARIES..

In other news, CPLA sends thanks to two strong library advocates who have worked so hard for us at the local, state and national levels: Jan Sanders, legislative advocate par excellence has retired as Library Director of Pasadena PL and Susan Hildreth will be teaching at the University of Washington's Information School. We wish them well!

## We have a new fee structure that is like others in the library industry

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

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@ [www.cpladvocates.org](http://www.cpladvocates.org)

**LIKE US ON FACEBOOK**



# Friends and Foundations: Working Together as ONE Organization?

**Maria Criscioni Stel; St Helena Friends and Foundation Executive Director/CPLA Board**

Are you considering a merger of your Friends and Foundation groups? Nearly three years after the merger of St. Helena Public Library's Friends and Foundation, the organization is thriving.

Here's what you can do to help your Friends and Foundation groups through the process:

1. Start with a planning session run by an experienced, outside facilitator. (We used Library Strategies—they were outstanding.) The Facilitator will guide you through a discussion about the two groups' goals and how they have or have not been met. Have a frank conversation about what the positives and negatives of the merger might be, what the new board will look like, and how the role of the new board of directors will change. Remember, it's a merger, not a takeover, so board members from both groups need to be respected and represented in the new organization.
2. Be prepared for some push-back. When some people think "foundation," they think, "uh-oh...does that mean I have to ask people for money?" And when some people think "friends," they think, "But I just want to handle the big stuff like bequests. I'm not interested in book sales." It's all valuable. Every gift and every dollar count.
3. Once the decision is made to proceed with the merger, have the Friends and Foundations board presidents write a joint letter to their constituents announcing the merger. Tell them what each group has accomplished individually over the years and what their goals are for the newly merged group. Remind them that their continued support is necessary and valued.
4. After the merger, expect more push-back and some board attrition. Some Friends who paid for a lifetime membership and never donated again may not be happy when they get their first annual appeal letter from the newly formed organization. That's okay. Keep trying! And no matter how clear you are about expectations for the new board, some directors will decide the new board just isn't their thing. That's okay too...get your recruitment committee working!

For questions, please contact Maria at [friends@shpl.org](mailto:friends@shpl.org).

## SAVE THE DATE FOR OUR 2017 SPRING WORKSHOP

The 2017 theme will be focused on Fundraising. All workshops will be from 10 am-2 pm and will include lunch.

<b>Saturday, April 8</b>	Redondo Beach Public Library (303 N. Pacific Coast Hwy)
<b>Saturday, April 22</b>	Mill Valley Library (375 Throckmorton Avenue)
<b>Saturday, April 29</b>	Tulare Public Library (475 North M Street)

Registration information will be coming in early 2017.

**[CPLAdvocates.org](http://CPLAdvocates.org)**

P.O. Box 161536  
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**Formerly CALTACTICS**

Strengthening California Libraries through Advocacy and Education

**CPLA ADVOCATOR!**

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