

STRENGTHENING CALIFORNIA LIBRARIES THROUGH ADVOCACY AND EDUCATION

# CPLA ADVOCATOR!

California Public Library Advocates

NOVEMBER 2015-JANUARY 2016

## Awards season for CPLA is here!

**Deborah Doyle, CPLA Awards Chairperson**

This year, California Public Library Advocates (CPLA) Awards Program and Dinner will kick off the 2015 CLA Conference! This annual event will take place on Thursday, November 5 at the Pasadena Convention Center at 7 p.m.

We are delighted to welcome keynote speaker Sari Feldman, President of the American Library Association. You'll also hear brief and inspiring comments from the worthy winners of seven awards — one of the highlights of conference.

### Our award recipients:

*Ms. Doris Huxtable* was nominated by colleagues at the Whittier Public Library for her work and support and will receive the CPLA Award for Library Trustee.

*Ms. Zorah Charles* was nominated for her far-reaching work on behalf of the Santa Barbara Public Library and will receive the CPLA Award for Library Foundation Board Member.

*Ms. Kathy Gould* is recognized by Palos Verdes Library District Friends of the Library, colleagues and library trustees for her strong work for the library and the community and will receive the CPLA Award for Library Director.

*Mr. Jim Jackson*, acknowledged for his important work on behalf of the Santa Barbara Public Library, will receive the CPLA Award for Individual Making a Significant Contribution.

*Hon. Dan Kalb*, is recognized for his far-reaching efforts on behalf of the Oakland Public Library and will receive the CPLA Award for Elected Local Official.

The company *Allegra*, was nominated by the Corona Friends of the Library for its work on behalf of California libraries and communities, and will receive the special CPLA President's Award.

Finally, *Palo Alto Library Foundation*, nominated for outstanding work on behalf of the Palo Alto Public Library for the community has been awarded CPLA's Special Award and will be received by Susie Thom and Alison Cormack.

CPLA looks forward to honoring those who have worked tirelessly to strengthen libraries for their communities and have been recognized.

We invite you to nominate your own library champion next year so they can be recognized for their outstanding contribution to the success of YOUR library.

...CPLA LOOKS FORWARD  
TO HONORING THOSE  
WHO HAVE WORKED  
TIRELESSLY TO  
STRENGTHEN LIBRARIES...

## We'd love to have you join us at the CLA conference for the following CPLA sessions and meeting:

**Friday, November 6 at 10:15 am: How to Book an Author; CC lower level in room 104**

**Saturday, November 7 at 8:30 am: CPLA Board meeting in room 104 on CC plaza level and at  
3:30 pm in room 103; ABC's of Summer Reading Fundraising - Reinvent your Ask!**

The 2016 CPLA Awards nominations will be made available in July. We hope you will consider sending in a nomination.

# Foundation Features

April L. Butcher, President-Elect, CPLA

## Should Library Foundations Re-Invent Themselves?

I've noticed that many of our Library Foundations were founded in the 1980's and 1990's. During that time, the industry of non-profits grew exponentially. Maybe this growth was due to market growth, maybe the value of having an organization with tax exemption increased or maybe the goals of the corporate and government sectors were not in line with the growing needs of their customers and constituents. No matter what the reason, as Library Foundations formed with their respective libraries we found ourselves in a public private relationship partnership.

For libraries, it seems that creating foundations became a means to collect private support for the public good and often our foundations were founded with financial assistance from our libraries. Foundations became a means for community members with less time and more resources to step in and make their libraries greater.

As history has marched forward the non-profit community has grown to be more than a 330 billion dollar (plus) industry and with these increases has come regulations that demand that a donors direction be upheld and accounted for through financial reporting.

...WE FOUND OURSELVES IN A PUBLIC PRIVATE RELATIONSHIP PARTNERSHIP...

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## Meet The Board: Dick Wayman

Regina Moore, Past CPLA President



With all the unsettling things going on in the world, it is gratifying to know that Richard "Dick" Wayman, one of our Board Members here at CPLA was honored when a state-of-the-art technological center, "Dick Wayman Technology Center" was named after him at the Ramona Branch of San Diego County Library. Dick, a staunch Library advocate and a long time Ramona resident said he was humbled by this important honor. He remarked "This is the most outstanding Library honor that I have ever received," during the ribbon cutting on April 30, 2015.

Apart from being a tireless and dedicated CPLA board member, Dick has been a library volunteer and advocate for 40 years and was a former Vice President of Friends of the Ramona Library and President of Library Friends of San Diego County. He was the founding President of the Library Foundation of San Diego County, which offers financial support to other county branches in the area. He is currently in charge of the Foundation. From 1965 to 1976, Dick was elected as Trustee of Villa Park, IL, Library Commissioner, served as Treasurer and President respectively of Dupage Library System for 2 years. While in Michigan his services there from 1977 to 1998 were: Member of the East Grand

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## From the President, Robin Hoklotubbe



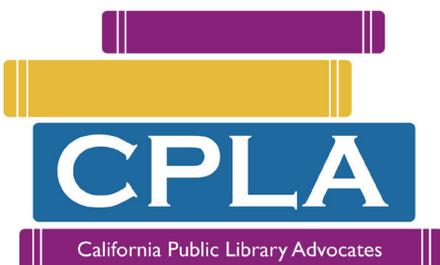
As some of you may know, I have had the pleasure and honor for 10 years of serving on the board of United for Libraries (UFL); (a division of ALA) which is the nation-

al organization for Friends, Trustees and Foundations. I am currently still active on UFL committees and current chairperson of Nuts and Bolts which has been a popular ALA pre-conference staple for over 20 years. Last year I was asked to run for President of United for Libraries in the upcoming March elections. I was honored for the consideration and after thinking about it I declined. The reason was that I am committed to continue building our state organization for Friends, Trustees and Foundations. I want to take all that I have learned from serving on the national and local level and bring that experience to our state level. I joined the board of CPLA 5 years ago. At that time, it was called CALTAC (California Association of Trustees and Commissioners) and they had just decided to include Friends and Foundations into their organizational profile and thus the new name was born: California Public Library Advocates. Serving on the board has been a very rewarding experience for me and one of the most exciting parts is meeting the many dedicated and hardworking library advocates in our state. It is a privilege to be of service in any way to them as they lead their library boards, fundraise and operate book stores, as they advocate across the state in support of their California library, and of course much more.

CPLA has come a long way yet there is still much to accomplish. We are a big state and we serve a diverse library population. We need more good people like YOU so we can do more. I am inviting you to join me on this board in our efforts to provide resources, training and support to the thousands of lay library leaders in California.

...WE NEED MORE GOOD PEOPLE LIKE YOU SO WE CAN DO MORE...

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### 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  
DEBORAH DOYLE  
RICHARD WAYMAN

NEWSLETTER GRAPHICS: DANELLE BELL

### From the President (continued)...

If you have served in any capacity as a volunteer leader in your library and are interested in making a difference at the state level, than please contact me today! The deep satisfaction in being a part of an organization like CPLA is immeasurable. Two of our perennial favorite programs we present are our Spring Workshops and our Annual Awards. We also offer free Board Effectiveness Trainings to CPLA members and provide resources via our website. We are looking for enthusiastic library lovers with past or current service on a Friends, Trustee, Commissioner or Foundation Board. This is a 2 year commitment and we meet 3 times a year in person with subsequent monthly 60 minute conference calls.

Please contact me if you would like to know more about how to be a part of the CPLA team. I would love to talk to you. Robinhoklotubbe@aol.com  
Together we are Library Strong!

### Foundation Features (continued)...

At this year's CLA conference we are being asked to reinvent and reimagine what we do at conference. Perhaps this growth was due to market growth, or the value of having an organization with tax exemption increased. The goals of the corporate and government sectors may not have been in line with the growing needs of their customers and constituents.

### Meet the Board (continued)...

Rapids Library Commission Chairman of the Kent County Library Committee and participated in the two White house Conferences in DC held in 1979 and 1991. Dick's education includes a B.S., Accounting, Miami University, Ohio (1956) and an MBA, Accounting/Finance, University of Chicago (1971)." He retired from Amway Corp in 1996 and held Corporate Controller and Director of Corporate Financial Systems. He served as Director of Amway Mutual Fund from 1998 to 2008 (a publicly held mutual fund with assets of up to \$500,000,000). We are proud of him and are very fortunate to have him on our Board. Dick, we salute you for your recent honor.

# Active Library Advocacy in 2015

## Deborah Doyle

This year has seen an increase in library funding, thanks to solid lobbying and supportive legislators. California legislators suggested—and Governor Brown approved— increases in library and literacy program state funding as well as increased funding that will help create, expand or strengthen broadband for public libraries. In total, the funding reaching \$14.175M for 2015-16.

### CA Budget—Library Funding

The California Library Association's Advocacy and Legislation Committee, led by Chair Laura Seaholm and CLA's lobbyists Mike Dillon and Christina Dillon DiCaro, fought to secure additional funding. This year's total includes baseline funding carried forward from past years as well as new appropriations and programs in this year's 2015-16 Budget.

Statewide Library Broadband Services –Total: \$6,475,000

Included ongoing membership fees and administrative funding as well as one-time CENIC connection grants.

California Library Literacy Program – Total: \$4,820,000

Adds an ongoing appropriation of \$2M to the existing \$2.8 million that funded literacy services to adult learners last FY.

Career Online High School Pilot Program – Total: \$1,000,000

Helps adult learners obtain their high school diploma.

California Library Services Act – Total: \$1,880,000

Funding supports collaborative efforts between the eight regional systems that participate as part of CLSA. (Ongoing appropriation; no new money this FY.)

Total Funding: \$14,175,000

### Library Bond Measure May Be Possible

A new survey that assesses library facility needs throughout the state was distributed several months ago and data is being collected. The goal is to have the needs assessment data ready to take to legislators in January 2016 and place a bond measure on the November 2018 ballot. CPLA heartily supports this. A library construction bond measure that would have sold \$600M of General Obligation bonds for local library facilities failed in 2006.

### CLA Conference in Pasadena – Advocacy session

Stephanie Vance, a Washington D.C. political consultant, will lead a pre-conference conversation about Advocacy during the CLA conference in Pasadena. We recommend it!

CPLA members can help make library advocacy in 2016 even more successful!

# Free Advocacy Training For All



The Public Library Association (PLA) has made the advocacy training curriculum Turning the Page: Supporting Libraries, Strengthening Communities available online at [http:// publiclibraryadvocacy.org](http://publiclibraryadvocacy.org). This training curriculum is an updated version of Turning the Page that was developed for library associations and networks around the world, with input from the Public

Library Association and other grantees of the Bill and Melinda Gates Foundation's Global Libraries initiative. Turning the Page: Supporting Libraries, Strengthening Communities is a complete training package that includes an Advocacy Training Implementation Guide — a recommended read before diving into the curriculum — and a set of 15 training sessions that each includes a trainer script, PowerPoint presentation, and handouts. An Advocacy Action Plan Workbook accompanies the training so participants can develop an advocacy plan for their library in real-time. All are welcome to download and use Turning the Page: Supporting Libraries, Strengthening Communities; the curriculum and other resources are free to use and share.

# We Want to Know You Better to Serve You Better

## Regina Moore

It is always gratifying to be able to network with colleagues, share information, have an opportunity to create lasting friendships and have an open power of connection in our daily lives. To accomplish these, CPLA welcomes you to be a part of its growing organization, serving Trustees, Commissioners, Friends Groups, Foundations as well as Library Directors, Librarians, Library Staff, and other Library Supporters in California. Benefits of being a CPLA member also includes workshops of topical interest as well as issues of The Advocate, CPLA's newsletter.

Becoming a member of CPLA is easy and a good investment in your libraries future. If you are not already a CPLA member, we encourage you to download and fill out the application for membership and voluntary donation forms (tax deductible) using PayPal at [http://cpladvocates.org/join\\_us/](http://cpladvocates.org/join_us/)

Please mail your completed form with payment to:  
CPLA Membership, P.O. Box 574, Sacramento, CA 95812-0574.

We look forward to working for you and with you in advocating for the needs of California Libraries.

# CPLA WANTS YOU!

## Calling All Library Advocate Leaders

### 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

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

## SAVE THE DATE

We invite you to save the date and join us for our popular 2016 Spring Workshops. As in past years, we will offer North and South workshop. Times and themes TBD. Stay tuned!

South: Saturday, April 16

Tustin Branch Library, Orange County Library  
(345 E. Main St. in Tustin Civic Plaza.)

North: Saturday, April 23

Redwood City Public Library  
(1044 Middlefield Road)

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

Formerly **CALTACTICS**

Strengthening California Libraries through Advocacy and Education

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