

# FOCL POINT

## Fall Meeting Centers Around Young Members, E-Books

**T**he annual Fall Conference of the Friends of Connecticut Libraries was held Saturday, Nov. 10 at Central Connecticut State University.

Almost 100 people attended from Friends groups around the state.

The two main programs were panel discussions:

- **Recruiting And Retaining Active Friends**

— Ted Coss, a behavioral special needs specialist

for the Montville Schools; Adam DeLaura, technology librarian at Bristol Public Library and webmaster for FOCL; Naomi Reid, youth forum coordinator for the Connecticut Forum; and Caitlin Thayer, a media consultant for Barefoot Media.

- **E-Books and Used Book Sales** — State Librarian Kendall Wiggin; author James Benn; and Ernie DiMattia, director of the Stamford Library and a member of the Connecticut E-book Task Force.

## Younger Volunteers Tell How You Can Attract Others Like Them



A panel of 20- and 30-somethings talk about how to attract people their age to your Friends group. They are, from left, Adam DeLaura, Ted Coss and Naomi Reid. Caitlin Thayer is in the background.

**F**our people from the 20- and 30-something group, say that it's sometimes nice to be them.

"We are like unicorns," said Naomi Reid, youth forum coordinator for the Connecticut Forum. "Everyone wants us on their boards."

The others from her age group who spoke at the FOCL Fall Conference were Caitlin Thayer, a media consultant for Barefoot Media; Adam DeLaura, technology librarian at Bristol Public Library and

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## E-Books Bring Change But Print Books Won't Die

**W**hen it comes to the future of libraries and e-books, Connecticut's state librarian, an author and a library director all agreed

it could be summed up in one word – change.

They also agreed that there will always be a place for printed books, whether to get away from a computer screen

or because they offer a sense of comfort.

But that is about all the three agreed on.

The future of libraries and e-books is looking

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## Terryville Loans House to Library Friends To Use for Booktique

When Plymouth Mayor Vincent Festa Jr. told the Friends they could no longer use the one-car garage where they had been storing books, the group wondered where they could go.

Then the mayor announced that the Friends could use the old Dr. Wilcox house next to the Terryville Public Library. It had been purchased to keep the property available in case the library eventually expanded.

It had also been empty and neglected for years, so the first look was shocking. The house was in need of a lot of work.

During July and August, five members began scrubbing, painting, washing and waxing floors, cleaning windows, etc. The Friends did have to hire a contractor to repair leaks in the roof, which were damaging walls in the rooms they planned to use.

These include a kitchen, living room with fireplace for fiction, dining room for non-fiction and paperbacks, and sitting room for children's books. The house is filled with beautiful woodwork and wooden coffered ceilings.

After carpentry and cleaning duties were completed, the job of finding bookcases began. The



**The Friends group at the Terryville Public Library fixed up this house at 244 Main St. for their Booktique.**

Friends were fortunate enough to have all the bookcases and shelves donated. The catch, however, was that they had to pick them up. Husbands stepped into the mission, traveled around picking up the cases and delivering them.

Once the shelves and bookcases were cleaned, painted and in place came the job of hauling hundreds and hundreds of books in, a truly back-breaking task!

The Friends finally finished and held a grand opening reception Sept. 16 to thank volunteers and donors. Local political candidates, town officials and numerous guests attended.

On Sept. 27 they held their first book sale in the Booktique, 244 Main St.

They plan to be open monthly, every third Saturday, except in January and February.

## Let's Honor Our Talented, Hardworking Members

Friends of Connecticut Libraries invite our Friends groups to participate in the 2013 Awards. In January, the FOCL award letter will be mailed along with nomination forms that will include the April deadline. Start thinking now of who your hardworking members are!



Nominating the talented people in your organization for FOCL awards is a wonderful opportunity to recognize them and all they do for you.

Awards are presented at the Annual Meeting in June.

## Friends Groups Still Concerned About Number of Members

This summer, FOCL surveyed Friends groups in Connecticut about membership. Forty-seven groups responded.

Results show that total membership has remained the same over the last couple of years for about 2/3 of the reporting groups.

For the remaining groups, membership went up for about half and down for the other half. Although membership remained the same for most groups, only 22% were satisfied with their membership totals.

The groups were split in the focus of their recruiting efforts. Half were interested in recruiting members only while the other half were also looking for board members and officers.

The most popular way of recruiting member is asking individuals to join along with providing a brochure describing their Friends group.

The next most popular method is using a web page or an e-mail blast. The jury is out on how much social media helps with recruiting. The groups using Facebook said it is too early to tell.

Examining the responses from the 22% of the groups that said that they were satisfied with membership produced some interesting results.

The groups ranged from populations of 4,000 to 25,000. All groups either kept or increased their membership.

Population served	Average membership as % of population served	Lowest and highest membership in number of people
Small (up to 5,000)	2.4%	10 – 450
Medium (5,000 – 25,000)	0.8%	20 – 150
Large (over 25,000)	1.3%	100 - 900

Characteristics of these groups include:

- A membership of about 2% of the population served
- A full-time membership committee for 95% of the groups.

### Recruiting methods

Approaches in recruiting used by these groups include:

- Providing tasks that potential new members could get involved in and which were available 100% of the time
- Recruiting in the larger community beyond the library by sending townwide mailings, recruiting at Friend-sponsored events or distributing literature at community events
- Heavy use of social media -- i.e. Facebook, e-mail, web sites -- to recruit

Looking at the groups who said that they were not satisfied

with membership produced results that somewhat differed. Groups in this category ranged from areas with populations served of 1,600 to 80,000.

Most memberships stayed the same or went down with two exceptions.

Characteristics of the non-satisfied groups include:

- A membership of about 1% or less of the population served
- A membership committee in only 50% of the groups.

Approaches to recruiting used by these groups include:

- Providing tasks that potential new members could get involved in were available 50% of the time
- Recruiting in a larger community beyond the library only 25% of the time
- Using social media to recruit 25% of the time

## Friends Around the State

We encourage all Newsletters editors to put us on their mailing lists so we can have a rich exchange of information to pass on to fellow Friends organizations. If you'd like to see your news here please put Friends of Connecticut Libraries, Middletown Library Service Center, 786 South Main St., Middletown, CT 06457 on your newsletter mailing list, or send by email to friendsctlibraries@gmail.com. Note: We only include events run, sponsored, or funded by Friends Groups. To make our job easier, in your newsletters, please include that information when describing events.

### Friends of the Watertown Library

presented "Is There Value in Your Old and Rare Books?" with Kenneth Gloss, proprietor of the Brattle Book Shop in Boston and book expert on PBS' "Antiques Roadshow." Gloss brought examples of

notable books, magazines and ephemera from the store's private collection. More than 150 people attended, and many brought books for free verbal appraisals. A couple of people left with books appraised at more than \$1,000!

### Friends of the Lucy Robbins Welles Library

in Newington sponsored a Halloween movie marathon for teens. This after-hours (6 pm to midnight) scary

movie marathon included "Carrie" and "The Addams Family" as well as "Twilight Zone" episodes. Pizza and special Halloween snacks were provided.

The Friends also sponsored a cookbook club for grades 3-6, where the chefs made and ate a



This dollhouse was raffled off by the Friends of the Terryville Public Library

bug or two, and a junior cookbook club for grades K-2, where the chefs heard a story and then made pumpkin mini-tarts.

**Friends of the Terryville Public Library** raffled off a dollhouse as a fundraiser. The house, decorated and designed by Nancy

Henderson, treasurer, was fully furnished and illuminated. The house, once painted like a Victorian, was given a more traditional look. Nancy completely re-sided and painted it a creamy yellow with black shutters. The house was on display in the library until the drawing Dec. 8. The proceeds went to the library for adult and children's programming.

**Friends of the Mystic & Noank Library** in Stonington held their

Second Annual Pumpkin Festival, which included a costume parade, crafts, games, stories, songs, a movie, cookies, cider and goody bags. A few weeks before the festival, baskets to be raffled, with names such as "All Things Pumpkin," "All Things Dog," and "All

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## Friends, continued

(Continued from page 4)

Things Bear,” were displayed in the library to get everyone in a festive mood.



The Friends also sponsored an international film series, showing films Saturday afternoons in October and November. Children's films were shown separately at the same time so families could visit the library together.

### Friends of the Bethel Public Library

sponsored “Music and History Together,” songs of the 1856 presidential campaign performed by historical scholar and musician

Rick Spencer. They also sponsored a dramatic performance by Colleen Plimpton, a favorite local



garden writer and speaker, on the life of Beatrix Farrand, America's first female landscape architect.

**Friends of the Fairfield Public Library** have underwritten the library's music programs and the receptions that follow, including the latest in the Soundwaves Concert Series, “Musical Treasures,” an afternoon of music with violinist Katie Lansdale and pianist Wei-Yi Yang. The musicians discussed and performed music by Bach, Prokofiev, Brahms and Mendelssohn, and joined the audience at a reception afterward.

**Friends of the Brookfield Library** was one of several sponsors of “Health, Wealth, Happiness, and Humor: A Four-Part Series Especially for Women.” The four sessions were “Why Women's Health Matters” with keynote speaker former Gov. Jodi Rell; “Financial Wisdom for Women;” “Aging in Place;” and “There's Still Life After Sixty”



with guest speaker Gina Barreca, author, educator, and humorist.

**Friends of the Ferguson Library** in Stamford continued their author series with a group of three cookbook authors. Katie Workman writes a bi-weekly column for The Huffington Post and wrote “The Mom 100 Cookbook,” a collection of 100 recipes every mom needs in her back pocket.

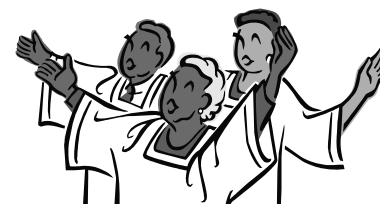


Michele Stuart, owner and pastry chef of Michele's Pies in Norwalk and Westport, wrote “Perfect Pies,” which contains more than 80 delicious recipes for pies that have earned national awards. Claire Criscuolo, owner of Claire's Corner Copia in New Haven, is the author of “Welcome to Claire's: 35 Years of Recipes and Reflections from the Landmark Vegetarian Restaurant.” The evening began with a wine and appetizer reception and, after the book discussion, concluded with a book sale and signing.

## Renew Your Membership, Online or by Snail Mail

If you haven't done so already, please renew your membership in FOCL. Printable forms are available at <http://foclib.org/focl-membership/>. You can even fill out and submit your form online.

Any questions? Contact Mary Engels at the Middletown Library Service Center. She can be reached at 800-437-2313 or at [mary.engels@ct.gov](mailto:mary.engels@ct.gov).





**State Librarian Kendall Wiggin questioned who is running publishing houses — business people or people really interested in books? Author James Benn and Stamford Library Director Ernie DiMattia await their turns during a discussion on e-books and what they mean for the future of libraries and Friends groups.**

## E-Books, continued

*(Continued from page 1)*

bright, said State Librarian Kendall Wiggin.

“As far as publishers are concerned, an e-book is not a book,” he said. “It is licensed digital content.”

As such, publishers can prevent you from sharing an e-book.

Also, Amazon with its Kindle and Barnes & Noble with its Nook can see what you read, when you read it and what you underline, Wiggin said. This goes against the privacy guidelines that libraries advocate and follow.

Some publishers will not even sell e-books to libraries because they think that will discourage people from buying them. This is allowed as long as two or more publishers don’t collaborate on this, he said.

Wiggin questioned whether it is business people or people interested in books who are running the publishing houses.

Libraries are allowed to loan books because of a U.S. law called the “first-sale doctrine,” which allows the first person who buys a book to loan it to someone. But that doctrine is being challenged in court.

A publisher is saying if a book is printed outside the country that the doctrine doesn’t apply. This could affect not only print books, many of which are printed in other countries, but e-books.

There is a radical change going on in the book field, and publishers are not sure how it will turn out, Wiggin said.

But author James Benn sees things differently. Benn writes the popular “Billy Boyle” series of mysteries, his sixth and most recent being “A Mortal Terror.”

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**There’s always time at the conference for a question from the floor.**



It was a full house when almost 100 people attended the Fall Conference at Central Connecticut State University.

## E-Books, continued

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His publisher, Soho Press, sells e-books to libraries. And he thinks the growth of e-books has slowed after more than doubling from 2010 to 2011. From 2011 to 2012 they grew by 16% but print books also grew -- by 6%.

Benn compares the development in e-books with the introduction of paperbacks in 1939. They revolutionized reading, he said, because they were cheap and sold in places other than bookstores.

"People thought that would be the death of literature, but that didn't happen," Benn said. The same will be true with e-books, he said. People who read with e-readers generally read five times as much as others, not because of e-readers but because *they* are big readers.

As for publishers' rules on e-books, Random House says that when a library buys an e-book,

they own it. However, they do charge libraries more.

Benn says he wants his books to be lent to others, figuring that will spur an interest in people to go back and read all this books. However, he spoke somewhat longingly of British libraries, which pay authors each time their books are checked out.

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*"Once you make sure that your bookstore is strong and vibrant and alive, then you can meet the [public's] demand."*

— Ernie DiMattia

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As for Friends groups and others that earn money by selling used books, "Maybe someday there will be a laptop on a table and you could buy a copy of a book."

For the director of the Stamford Library and a member of the Connecticut E-book Task Force, Ernie DiMattia, the one word that best describes the situation is "change."

Neither publishers nor librarians are sure of what is going to

happen next, he said, and "it is not going to settle down soon."

The e-book issue is important for libraries, which pay two to four times as much for e-books as for print books. Some publishers want to make it even more difficult for library patrons to get e-books, such as possibly making you go to the library to download them.

And not everyone has access to a computer or e-reader to get this material. Libraries are addressing the problem of the "digital divide," where people without the money to buy technology or the knowledge of it can learn to use it at the library.

In the meantime, make your Friends book sale the best it can be, DiMattia said. Make sure books are clean and in good shape. Staff should know what you have and what sells. Adding a service, such as selling coffee, can help attract buyers.

"Once you make sure that your bookstore is strong and vibrant and alive, then you can meet the [public's] demand," he said.

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*"Maybe someday there will be a laptop on a table and you could buy a copy of a book." —Author James Benn*

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## Recruiting, continued

(Continued from page 1)

webmaster for FOCL; and Ted Coss, a behavioral special needs specialist for the Montville Schools.

Sometimes that need is a little overpowering, Thayer said, and younger people may not think they're up to the task. This is especially true if they don't know what that task might be.

"When you're looking for Friends, what do you want them for?" asked Timothy Cole -- a research, planning and development expert with West Wind Consulting of Hartford who moderated the panel. Groups need to decide if they're looking for people to work, promote the library, lead committees, become officers or pay dues.

Some groups said they would like younger members so that they can take advantage of their knowledge of technology.

Friends need to find just one person to run their social media, especially Facebook or Twitter said Thayer. "Social media is the way to find these [younger] people," she said.

The four also recommended getting younger people into the library by holding programs that will attract them.

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*"I always imagined the library as a nicer nursing home."*

— Adam LeLaura

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Put up a sign or make an announcement that the program is sponsored by the Friends. And when younger people come, ask them to join and have something specific for them to do.

Not every younger person thinks about using the library.

"I never used public libraries until I got a job at one," DeLaura said. "I always imagined the library as a nicer nursing home."

But he is willing to volunteer as would many of his friends. But rather than hold an office or serve on a

"Ask people our age what we would like to use the library for," DeLaura said. "Then there's an incentive for us to help."  
"We crave the interaction," Reid said.



**Ted Coss** listened as **Naomi Reid** said that people her age "crave the interaction" that can come from attending events at libraries.

committee, he would rather be asked to do a particular task, such as hang promotional posters up at a coffee shop or the dry cleaners where he shops.

Coss said younger people are looking for three things when they consider joining a group such as Friends:

1. Something to put on their resume.
2. Someone to listen to their ideas and act on them.
3. Someone who will not only welcome a new officer but will train one.

But Cole said that in the search for more members, Friends groups should not neglect Baby Boomers. They typically like to work together to accomplish things.

Let volunteers know why it's important for their town to have a strong library. For older people this might be because it makes their town better or so that they have a say in how their tax money is spent.

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## Recruiting, continued

(Continued from page 8)

Some Friends groups say they have trouble attracting a variety of members and end up with a majority of retired English teachers.

The Meriden Friends say they recruit by attending city council meetings and putting up booths at all the fairs in the city.

Friends from the Lucy Robbins Welles Library in Newington said they have signs that are posted at every event they sponsor.

The Cheshire Friends said they joined the local chamber of commerce so that their publicity will go to all chamber members.

The Wethersfield Library said the high school marketing class prepared a marketing campaign for

the library that was presented to the town council and also won a state competition.

Cole added that Friends groups should consider co-sponsoring events with community groups or with Friends in the next town.

This would be a good way to get foreign language speakers involved, he said.



**Lillian Levin, left, who fought to make sure that Friends groups didn't have to collect sales taxes at their book sales, attended the conference with a friend.**



**FOCL Fall Conference**



**Tanya Castiglione of the Danbury Friends asks a question.**

## A Chat With Dawn LaValle, New State Library Development Director

*Recently, Dawn LaValle was named director of library development for the Connecticut State Library. Carl Nawrocki interviewed her for our membership.*

**Thank you for allowing me to interview you.**

**It is my understanding that you were once a member of the U.S. Marines. Now, you are director of library development for the State of Connecticut. There has to be a story here. How did you get from the Corps to your present position?**

"Unconventional," "alternative," "crazy!" are just some of the terms friends and colleagues have used to describe my career path that led from my service in the Marine Corps through corporate America, education and ultimately to the field of public service as a librarian for the past 11 years.

I joined the Marines right after high school simply because it was a challenge, and I love a challenge, and also because I thought the uniforms were very cool. Accumulating advanced degrees, while working full-time in sales and marketing, was not a viable life option so I had to decide what I wanted to do when I grew up. The fact that I was grown up in the literal sense forced my hand. My college advisor asked that pivotal question "what do you love?" I love my son, but I also love books, research and helping



people. She proclaimed "go to library school, young warrior!" The rest is history.

My background as a U.S. Marine has afforded me a unique skill set. In the past, Inc. Magazine has profiled the U.S. Marine Corps as one of the top management training organizations in the world. I have benefited from my active duty service in that I have developed strong leadership and management skills as well as the ability to adapt to a variety of situations in order to get the job done. A sense of honor, duty and public service has readily translated to my career as a librarian.

**Could you briefly describe the duties of your new position for our membership?**

The director of library development directs and coordinates the operations and services rendered by the Division

of Library Development. The Division of Library Development provides leadership, funding, education, and statewide services that enhance a local library's ability to deliver high-quality library service to their community.

**I noticed that the Library Development Department is now on Facebook. Are there more changes in the offing?**

The Department of Library Development is implementing a marketing plan, which includes strategic partnerships, enhanced library community outreach and leveraged social media applications such as Facebook, Pinterest, YouTube and Twitter to ensure that our resources and services achieve a high degree of visibility in the library community. DLD is working on a "re-branding" with a new tag line and possibly a new logo to be used in conjunction with the State Library logo on all DLD materials to be distributed at various events, meetings and library visits. The idea is to remain fresh and relevant to our key target audience – libraries and ultimately to the citizens of Connecticut. This marketing plan will also serve as a "best practice" model for CT libraries for promotion and advocacy.

**Do you have any experience working with Friends groups?**

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## LaValle, continued

(Continued from page 10)

I worked with the Friends group at the Fairfield Public Library, facilitating their book sale set-ups, author lunch programs and art gallery shows, ensuring that they did not have any logistical or building issues as well as actively participating as a Friend of the Library. The Friends group was a key sponsor of the one-book/one-town signature program for which I was co-chair. The program is extremely successful from year to year only with the enduring support of the Friends group.

### **Do you have anything you would like to say to Friends groups in CT?**

I look forward to working closely with the Friends groups in CT and helping you achieve your goals and missions. I am always available to you in whatever capacity I can help, whether it be advocacy, marketing, development or anything else you may need including being an extra body at your book sale.

### **When you are not being the director of development, how do you like to spend your time?**

My spare time is spent with my golden retriever Max and my labrador retriever Louie, hiking, walking, chasing turkey and deer. I love to travel, exploring historical sites, national parks and enjoying sunny days on local beaches. And of course I love to read – military and historical non-fiction and novels of espionage, thrillers and military fiction.

## ALTAFF Changes Its Name — Again

First there was FOLUSA – Friends of Libraries USA.

Then there was ALTAFF – Association of Library Trustees, Advocates, Friends, and Foundations.

And now we welcome United for Libraries:

Association of Library Trustees, Advocates, Friends and Foundations.

The organization will be known as “United for Libraries” which should be easier to remember as well as descriptive of the groups it represents.



## Love Libraries? Let Your Legislators Know

Mary Etter, director of the South Windsor Library and a member of the Connecticut Library Association board, urged those at the FOCL Fall Conference to sign up as links to their local legislators on library issues.

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Your library** \_\_\_\_\_

**Please check: Trustee**\_\_\_\_ **Library staff**\_\_\_\_  
**Library Friend**\_\_\_\_

**Legislator(s) you'll contact (Please indicate any special connection that would be helpful, such as relative, business associate, worked on campaign, etc.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please mail to: Mary Etter, CLA Legislative LINKS Program, South Windsor Public Library, 1550 Sullivan Ave., South Windsor, CT 06074



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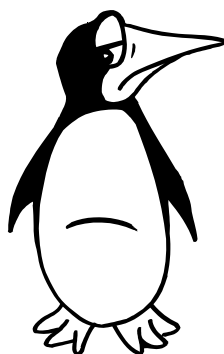
## Save the Date — April 20 — for Book Camp

**T**he annual boot camp will be held Saturday, April 20, at the University of Hartford in the Harry Gray Conference Center.

The subjects are chosen by our members. The format for the day is selected to enhance participation and sharing.

The morning will start with fundraising (not book sales). You will hear from speakers and Friends groups that have highly successful fundraising events.

You will have ample opportunity to question



these fundraising gurus about their ideas.

The break-out sessions will be from 10 a.m. to noon.

The subject areas for the break-out sessions are:

1. Chat with the FOCL webmaster
2. Advocacy do's and don't's
3. Roles and responsibilities of Friends, boards, librarians.

Don't miss out on this development activity for your board and committee chairs.

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### Find Us on Facebook

When you go to the Friends of Connecticut Libraries page you can find out what our group and libraries are up to, contact us and include your own comments. Be sure to "Like" us by clicking on the button near the top of the page.

