



MFOL NEWS

MASSACHUSETTS FRIENDS OF LIBRARIES

September 2012, Volume 22, No. 2

The annual joint conference of the Massachusetts Library Trustees Association and the Friends of the Massachusetts Libraries - October 27 at the Worcester Technical High School.

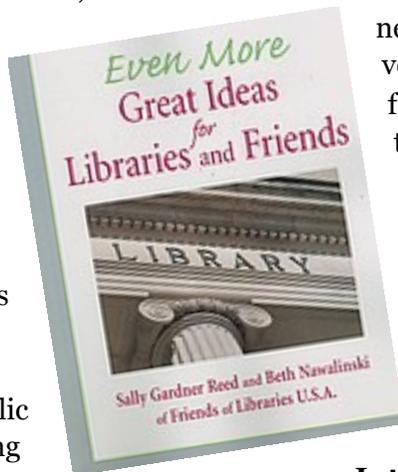
Keynote Speaker

Beth Nawalinski is the Director of Marketing & Communications for United for Libraries: The Association of Library Trustees, Advocates, Friends and Foundations, a division of the American Library Association. Although Beth completed her undergraduate studies in nuclear engineering, she has pursued her career for almost 20 years supporting libraries and literacy first as Community Relations Coordinator with Barnes & Noble, followed by Public Relations Specialist with the Norfolk (VA) Public Library, and most recently, Marketing & Public Relations Coordinator with Friends of Libraries U.S.A. (FOLUSA). She is the co-author of *101+ Great Ideas for Libraries and Friends* and *Even More Great Ideas for Libraries and Friends*.

At the conference she will present two sessions.

The first, ***Friends and Baby Boomers - Getting New Active Members for Your Group***, is aimed at members of Friends organizations.

The baby boomers are retiring! And...they are volunteering in large numbers in communities across the country. Learn about this new generation of baby boomer volunteers — how they are different from volunteers in the past and what they want from service opportunities. Find out how Friends of the Library groups can attract and retain baby boomer volunteers while ensuring that the group will remain strong and viable long into the future.



Her second session will be **Intellectual Freedom for Trustees.**

This session will cover meeting room policies, book challenges, policies, events and awareness (Banned Books Week), etc. Intellectual Freedom is a hot topic for Trustees and one about which United for Libraries receives a large number of questions. United for Libraries is introducing a fee-based webinar on the topic in late September/early October.



Museum Passes

Please join **Paul Trunnell** from the Friends of the Cambridge Public Library, **Sarah Hubbell** from the Friends of the Wayland Public Library and **Deborah Dutra** from the Taunton Public Library as they discuss the many varied ways their different libraries handle museum passes.

Topics include how passes are chosen, how they are booked, how use is counted and policies regarding the borrowing of passes. Please bring your own stories and handouts to share with others in attendance.

Ebooks Update

This follow-up to last year's Ebooks 101 will be presented by **Jack Donahue**. What's the latest on the "agency model" vs. the "wholesale pricing model"? What have the courts determined? Who will have increasing control over the ebook market? What might be the implications for libraries? Join us for an update on the important news in ebooks so that you can make better informed decisions about what your library should do. The ALA's report "Ebook Business Models for Public Libraries" and their digital rights management (DRM) tipsheet will be discussed.

Take Action! Build Community Support: Part 1

We know how important statewide advocacy is to our libraries which is why MLS & MBLC, along with many other state organizations and partners, have created this advocacy program. Through formal and informal presentations, you will learn the tools, skills and the stories that create an easy 3-level approach to building local support for your library. **Nancy Rea**, Library Consultant, will provide the formal tools and guide you through practical exercises to develop your message and advocacy plan.

Take Action! Build Community Support: Part 2

We know how important statewide advocacy is to our libraries which is why MLS & MBLC, along with many other state organizations and partners, have created this advocacy program. Through this informal presentation, you will learn stories that will help you build local support for your library. **John Ramsay** and **Eric Poulin**, Western MA Advocates, will provide real-life successes and challenges they have faced while building advocacy in their local communities. Part 1 of this program will focus on the tools and skills that create an easy 3-level approach to building local support for your library.

MFOL Initiates New Friends Award Program

This year MFOL initiated a new awards program for member groups.

The first-ever "***Fantastic Friends Award***" will be presented at the annual MLTA/MFOL joint conference on October 27.

MFOL received 18 nominations. Submissions will be judged on the impact of the Friends' group to better serve its community, the degree of creativity involved in the activity, the cost effectiveness of the activity and the extent of community involvement.

MFOL Needs Board Members

The MFOL mission is to support and recognize the work done by Friends groups through the Commonwealth. In addition to organizing the annual MFOL/MLTA conference, they sponsor workshops on critical issues, advocate for library funding and support with the state government, and provide a network for sharing information among Friends of Libraries. MFOL publishes at least 3 newsletters each year and MFOL members are available to consult with Friends groups on specific issues.

If this sounds like work you would enjoy, we invite you to join the MFOL Board of Trustees. For more information - or to volunteer - contact **Alice Welch**, MFOL President at alicewelch@verizon.net.

REGISTRATION INFORMATION

The conference begins at 8:30 with business meetings for the MFOL and the MLTA organizations. The keynote speech begins at 9:45. The last sessions will end at 2:15 p.m.

Registration forms are available on-line at MLTA-online.org. You can fill the form out on-line and then print it and mail it with your check.

The conference fee - \$30 for MFOL or MLTA members and \$35 for Non-Members - includes coffee and pastries and lunch.

Directions to Worcester Technical High School

From the South and West:

1. **I-290 E** toward **Worcester**
2. Take exit **17** for **MA-9, Ware Framingham**
3. Turn **right** at **Belmont St, 9 East** 0.7 mi
4. Turn **left** at **Skyline Drive**. School will be on the right.

From the East

Follow Route 9 into Worcester to top of Belmont Street hill.

Turn **right** at **Skyline Drive**. School will be on the right.

From the North

1. Head **south** on **I-190 S**
2. Merge onto **I-290 W, Stay in right lane**. 0.5 mi
3. Take exit **18** for **MA-9** toward **Ware Framingham** 0.2 mi
4. Keep **right** at the fork, follow signs for **Downtown** and merge onto **Lincoln St** 0.3 mi
5. Turn **left** at **Belmont St** 0.9 mi
6. Turn **left** at **Skyline Drive**. School will be on the right.

From the Northwest

1. Head **southwest** on **I-290 W**
2. Take **exit 22, Main St. Shrewsbury Worcester** toward **Worcester** 0.4 mi
3. Merge **right** onto **Main St (Shrewsbury)** 0.5 mi
4. Turn **left** at **Plantation St** 1.7 mi
5. Turn **right** at **MA-9 W/Belmont St** 0.7 mi
6. Turn **right** at **Skyline Drive**. School will be on the right.

Parking

Parking is to the right or continue straight to the parking garage on the left.

Handicapped parking is on the left, just past the gym parking.

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FIRST CLASS

← Your expiration date

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