



Among Michigan Friends

INFORMATION • SUPPORT • ADVOCACY

Volume 17, Issue 1

Spring 2010

www.foml.org

Char Wows ‘em in Ypsilanti!

Charlaine Ezell of The Extra Edge from Lansing, Michigan, was the featured speaker at the FOML Friends Linking Friends workshop in Ypsilanti February 18, 2010.

For the “Communication: The Art of Understanding” workshop topic, Char effectively entitled her presentation, “Tin Cans, Twitters But No Naked Ladies: Communications That Work and Some That Don’t!” More than 60 attendees from over 15 libraries found themselves riveted to this lively and humorous program.

Char succinctly outlined significant techniques of marketing persuasion, of the importance of clear benefits to members of your organization, of effective motivational tools. The highlight of her program aptly presented findings of current innovation studies which identify and teach how to reach market populations.

Workshop audience members scribbled their notes furiously, excited by the concept of Innovators, Early Adopters, Late Majorities and Resisters!

The workshop afternoon included a catered lunch and architect-led tours of the Ypsilanti Public Library, the FOML Annual Meeting, a panel discussion on communications between library directors, trustees and friends groups, three presentations related to FOML membership and the popular Talk Table Discussions.



Message from the President

*Charles Hanson,
Kettering University*

“The library is closing.” That statement seems like a perfectly normal announcement; after all, we don’t expect libraries to be open 24 hours a day. But last year, nearly every library in Michigan had to cut funds. Many cut hours and staff. Building remodeling and new construction projects were put on hold. Library directors are looking at their plans and their budgets and trying to hold the line against rising costs for books and technologies.

And, sad to say, some Michigan communities are considering closing library branches or the main library to offset deep budget deficits. One of Michigan’s premier libraries, The Library of Michigan, seems to be headed toward dismantling and restructuring that will change its services forever and result in diminished services to Michigan citizens. Yet it is during times of economic crisis that Michigan citizens need libraries more than ever!

A commentator at the *Washington Post* remarked, “Libraries are shining so brightly in this recession, the nation’s politicians - from Obama to the mayors - must keep their lights flickering. Obama says he wants to link all libraries to the Internet. You cannot connect them if the doors are locked.”

If it weren’t for Friends volunteering their time, raising money and advocating for better funding, more and more of our libraries would be in crisis. They need all the friends – and Friends – they can get!

Without Friends like you, no one would be actively and consistently promoting libraries among library borrowers, library users and library visitors. No other organization in Michigan coordinate efforts to raise awareness of the value and usefulness of libraries among Michigan residents like FOML does. We need you to help us help libraries.

The architect Frank Lloyd Wright said, “The thing always happens that you really believe in; and the belief in a thing makes it happen.” Believe in libraries!

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FOML Interviews with Char Ezell: What Makes Effective Communication?



Char Ezell and Deb Biggs-Thomas at the February 10, 2010, Friends Linking, where Char gave a speech entitled "Tin Cans, Twitters But No Naked Ladies: Communications that work and some that don't."

Charlaine Ezell spoke at the February 10, 2010 Linking. The program title was "Tin Cans, Twitters But No Naked Ladies: Communications that work and some that don't." Char's name is familiar to the public library community. She is president of The Extra Edge, a public training and consulting firm based in Lansing, Michigan. Char has worked with more than 2,000 different public libraries around the country. She gives training programs for the staff. She works with trustees on long range planning, and with administrators and departments on improving libraries. Char helps Friends' groups understand their role as fundraisers, advocates, and volunteers.

Char has more than 40 years' experience with public, school, and state libraries. She worked as the children's librarian for the Daniel Boone Regional Library in Columbia, Missouri, and sponsored more than 1000 programs sponsored by the Library each year. Her work at the State Library of Oklahoma won the Library the John Cotton Dana Award. While at the state library in Michigan, she was awarded the Outstanding Educator of the Year Award by the American Library Association and, later that year, the Michigan Library Association Educator of the Year award.

She holds a master's degree in library science from the University of Missouri and a doctorate in continuing education from Michigan State University.

FOML: You've spent a number of years working with library staff and conducting workshops and training on development of communication skills. What do you perceive are some of the major communication roadblocks between libraries and their patrons or between Friends and Library Administration? Both?

Char Ezell: One roadblock between libraries and their communities is that the libraries don't understand what their communities consider to be the benefits of the library, so it is hard to convince people of their value. Library people think the real benefit to the library is access to books, DVDs, and programs, but their patrons know the real value is that libraries are fun, you get free stuff, they let you satisfy curiosity and are nice places to go.

Books by Char Ezell:

- *How to Be a Really Great Trustee*
- *You Look Good in Print*

An obstacle between Friends' and library boards is that informal communications get tangled up with the formal ones. Members may overstep the limits of their positions. The same is true of policy

development. Sometimes Friends think it is their responsibility to dictate the library's policies and procedures. And sometimes, both the board and the Friends place conflicting demands on the library director.

That brings up another roadblock: the lack of long-range planning. In some libraries, the only long-range plan for the library may be the one in the director's head, so the Friends are dependent on the director to give them ideas for short-term fundraising goals, things to hang a gold plaque on. If the Library does have a long range plan, it should be the basis for the Friends' long range plan, so the Friends can see how to meet the needs for volunteers, advocacy and fundraising in the next several years. It's always better to take the long view, especially when you expect to go back to the same donors/funding sources year after year.

FOML: What would you say to a Friend of the library who wants to re-energize his/her Friends group and wants to know the most effective way to communicate the value of being a Friend to others?

Char: Take this literally: bring your own friends to the Friends meetings. You like the same things, so the same benefits of being members of the Friends should hold appeal for your friends.

Char's Interview (cont'd.)

Let me tell a story: Several years ago, I joined a group that had already been in existence for some years. All the members knew and enjoyed each other's company. People said "hello" to me, the newcomer, but nobody really made much effort to make me feel welcome. They all sat by and talked to their own friends. But I liked the purpose of the group, so the next meeting, I brought along a friend and the two of us sat together, so we were company for each other. The next month, we brought along two more, so now there were four of us and it was hard for the veterans to ignore us; we could participate more in discussions without appearing to be dominating the group. We kept adding new members. Now there's no difference between the original members of the group and the newcomers. The friendships have broadened and deepened. We like and trust one another, so it's easy to keep up the energy. When a "newcomer" proposes a new idea, nobody's feathers are ruffled, and setting new goals like this, although we don't refer to it that way, keep us energized. It's not always new projects and fundraising ventures that energize people; it's doing things with your friends.

FOML: We all fear that our library (or Friends group) might at some point receive bad publicity. What method(s) do you recommend for dealing with bad news/publicity?

Char: Whether the bad publicity is for the Library or the Friends, it should be handled the same way: One person should be the spokesperson and all media inquiries (or demands) directed to him or her. If staff is asked about it, they should have a prepared script with good answers and refer most questions to the spokesperson.

The spokesperson should be calm, well-prepared and ready with facts and illustrations. S/he should stress the positive aspects of the library, the issue or the (unpopular) decision that was made and why it was made. But facts alone do not always convince people. Sometimes stories and examples that tug at the heartstrings explain things better. Keep the message simple. Tell the truth, but you don't have to use words used by the interviewer. Do not repeat the trigger words. My good friend Arch Lustberg, who helps corporate heads face Sixty Minutes interviews, says this: Rephrase the "bad question" as though a nice person had asked it. Don't be drawn in by hypothetical or leading questions. Turn them aside with "I wouldn't want to speculate on that" or "That's a leading question and I find that a leading question often leads to a misleading answer." In general, the tougher the question, the shorter the answer and the calmer the spokesperson's demeanor should be. And, end on a high note. Leave people with the message that the library/Friends made the right decision. As Franklin Delano Roosevelt said, "Be prepared. Be brief. Then be seated."

FOML: Do you have examples of organizations that have exemplary communication channels in their organization? Or of public figures who are outstanding communicators?

Char: Yes, I know those people, but rather than offer a list of names, I'd ask you: Who are the persons in organizations whom YOU think are outstanding communicators? Look for the people in a group whom others listen to. Whom do they wait to hear from before they make up their own minds? Who is the one who never is interrupted when she speaks, whose words are later quoted by the rest of the group? These people are not always the heads or the administrators. They might be front-line or support staff whose opinions carry great weight with the rest of the staff or the group. What they say or do is what the whole group will say or do. These are the communicators who have power. Those are the ones to emulate.

FOML: How do you go about teaching the art of listening (and understanding) which is so vital in library service when communicating with library users?

Char: I'll answer this as though it were a staff member talking to a patron and say this: Let the patron/new member finish his question or remark before you try to answer or respond. To demonstrate that you have been listening, paraphrase what you heard the speaker say first, then explain how you intend to answer or answer it yourself. Then do it. When you think you have answered the question satisfactorily, check with your patron/listener to see if he was satisfied. You can also check his hand movements, words, and/or facial expression for these will reveal whether you got the message right and if your patron/speaker is satisfied with your answer.

FOML: Do you use social media (Facebook, LinkedIn, Twitter)? What is your point of view on the impact of social media on communication and its use in libraries?

Char: The answer to your first question is that, yes, I do use some of those, because I'm comfortable with print and computers and using these was an easy step to make. However, you'll be surprised to learn that I don't have a cell phone. I'm waiting for one with more of the gizmos, like an ice scraper.

In answer to the second part of your question, social networking communications are already hugely popular, and the rate of adoption will be just like it was fifty years ago when libraries needed their own telephones or seven years ago when they needed their own web sites. However, social networking is intended for MAKING CONNECTIONS that are FREQUENT and MEANINGFUL. What you say on social networking sites and how you say it is just as important to your image as if you were talking on the telephone or writing a letter in long hand. It reflects on you. Not all your Facebook friends want to hear from you daily nor do they care what you had to eat for dinner.

FOML: I know that public speaking is on the top of the list of phobias for many people. How do you encourage people to overcome their fears?

Char's Interview (cont'd.)

Char: If you are new to public speaking and nervous, practice three things you intend to say to your audience, but don't memorize them. It's easy to remember three things. If you can, sit down when you make your presentation, which makes you feel less nervous. Go into the presentation as though you are having a conversation with others, even if there are a lot of them. Smile at them, ask questions, listen to their answers, respond as though you were having a conversation rather than making a speech. Don't be afraid to make a mistake. People are very forgiving. When you have finished, make a mental list of all the things you did well instead of all the things you think you flubbed. Repeat the list three times so you remember it. When you tell yourself how good you were, you build up your confidence for the next time you have to speak in front of a group.

FOML: Any advice about effective communication in Board Meetings?

Char: If I had a nickel for every time I'm asked this question!!! ... This is hard to answer. For a general answer to your question, I'd recommend that the board request a written report from the Friends about their activities for insertion in each board packet. Secondly, assign a liaison to the Friends. That might be the director or another person, appointed for the job, who relays information back and forth.

Usually, however, when a person says to me, "please talk about communications in board meetings," she really means "we are frustrated with one individual trustee's personal communication style and we want you to tell us how to fix him." Those communication problems are legion. Perhaps that trustee doesn't read the minutes or the board packet until just prior to discussion of an agenda item or worse, just after it. Perhaps a trustee takes up the board's time with remarks about things that aren't on the agenda or talks too much, or doesn't talk at all. Some people on the board are really bothered by the communication problem; others don't notice it or don't care. But nobody wants to play the heavy and do something about the trustee with the "communication problem". A strong board chairperson is essential, not just for preparing and controlling the agenda items, but also for gently and firmly directing people to better behavior. In fact, any strong, influential person in the group can do the following to curb somebody else's "poor" behavior.

I recommend the following technique for getting people to change their behavior:

- A. describe the behavior (what you see or hear)
- B. consequences (what happens as a result of the "bad" behavior)
- C. describe behavior you want instead.

Here's an example what the board chair might say, "Ethel, when you were absent from two board meetings in a row without notifying anyone, we didn't know where you were. We need full board participation to be sure our discussions are as well-

informed as possible and our decisions are sound. If you must be absent, please notify the board chair, and if you think your attendance will be only sporadic, please resign from the board. We'd hate to lose you but we do need full participation."

New board chairpersons would be advised to read some books about chairpersonship. There should be some in your library's collection! If I were the chair, I'd have these talks privately with the other trustee, not in the middle of the meeting. Never presume to ascribe motivations for why a person does what s/he does. Concentrate on the behaviors that can be changed and can't be refuted.

FOML: What are effective ways to say "no" or "not yet" to your library director?

Char: This is a "What happened to Bambi's mother?" question. No matter what I say, nobody's going to want to hear the answer. For one thing, it is the library board's job, not the Friends', to secure adequate resources for the library, and that means ensuring there is sufficient funding. So the library board ought to start thinking about approaching their funding sources in different ways, or begin looking at different ways to fund the library.

And, if there is a long-range plan for the library in place, with the goals for new services, new needs, budget predictions, and so on, the Friends will be better prepared to withstand persistent pleas for money and activities that aren't in the plan. It will be easy to say, "We love you, O Director, but our fundraising this year is to get \$15,000 for six new display cases and chairs in the new meeting room and we intend to do that by promoting gold card status for local business owners. We'll keep your request for a story book garden on a wish list for next year." If everybody knows the yearly goals, it will be easier to say yes, or no, because everybody knows the plan.

FOML: What's the one impression (perception) that you believe all of us should leave with a person or audience when we've finished communicating "our message"?

Char: That they see the benefits of whatever we were talking about so they will remember it, act on it and support it. ♦

63 public libraries responded positively (YES vote) to the January 2010 survey which asked whether Michigan public library trustees would consider a Trustees Membership in a cooperative alliance with the Friends of Michigan Libraries (FOML). As a result of this affirmative vote, the FOML Board approved a Trustees Membership category at its April 7th meeting, and a committee comprised of trustees and Friends has begun work on a strategic plan and structure for implementation of this collaborative alliance. A library's \$35 FOML trustees membership is an all-inclusive fee which includes all trustees and which has benefits to include trustee training and education, a trustees section on the FOML website (www.foml.org), networking opportunities, and advocacy assistance.

FOML Annual Meeting: February 18, 2010 Minutes

President Charles Hanson called the meeting to order at 1:18 PM during the Linking Workshop at the Ypsilanti District Library.
(Annual Meeting delayed due to overlapping of tours of the Ypsilanti Library building.)

Present: approximately 64 Friends from over 15 different libraries

TREASURER

Charles presented the Treasurer's Report, indicating funds on hand as of December 31, 2010, at \$8024.84 and an investment balance of \$10,000 in two CD's. Motion to approve and seconded. Motion approved.

BY-LAWS REVISION REPORT

By-Laws Summary of Changes submitted by Charles for vote. Motion to approve made and seconded. Motion approved.

ELECTIONS

Charles referred to the Proposed 2010 FOML Board of Directors & Officers slate from the Nominating Committee and asked if there were any further nominations for new board members. There were no nominations from the floor. It was moved and supported to accept the nominations as presented. Motion carried.

New Board members are: Michael Mok, Avery Weaver, Charlaire Ezell, Barbara Fronczak, Mary Beall, and JoAnn Gavey.

Charles asked for nominations from the floor for Board officer positions. There were no additional nominations. A motion was made and supported to accept the nominations as presented by the committee. Motion carried.

Board officers are as follows:

President and ALA, ALTAFF Liaison: Charles Hanson

Vice President: Shelley Gach-Droz

Secretary: Ann Ingles

Treasurer: Sandra Brown Gellis

Grants Administrator: Betty Newton

Newsletter Editor: Mary Beall

Archivist: Jim Doyle

Charles offered words of welcome to the 6 new Board members and thanked our hosts, the Friends of the Ypsilanti Library, and all those who worked on the Linking Workshop.

OLD BUSINESS

Trustee Surveys sent out. 39 positive responses have been returned.

Deadline for the next round of grants is March 31, 2010.

Grant applications are available on www.foml.org website.

Eight past grant applications have been approved to date.

NEW BUSINESS

June 2010 ALA Conference in Washington, D.C.

1st ALA Legislative Day is planned: Library Friends groups are encouraged to attend.

ADJOURNMENT

The Annual Meeting adjourned at 1:35 PM and the group continued with the Linking agenda.

The FOML Board meets regularly at 10:00 a.m. on the first Wednesday of each month except during the summer months of July and August. At least 4 of the meetings during the year are held at a library, with the remaining meetings conducted by conference call. Future FOML Board meetings: Wednesday, May 5th – Huntington Woods Library; Wednesday, June 2 – Conference Call. All FOML members are welcome to attend board meetings.

FOML Fall Friends Linking Friends Workshop: The Fall FOML workshop will be held at the new Novi Public Library on Wednesday, October 20th. The FOML Workshop Committee will be working with the Friends of the Novi Public Library to present yet another stimulating day of information and networking. Be sure to save that day – October 20th!

FOML Quick Survey

47 people responded to the FOML quick survey conducted at the FOML Friends Linking Friends Workshop at the Ypsilanti District Library on Thursday, February 18th.

SURVEY RESULTS:

Do you text (message)?
13 YES (28%) and 34 NO (72%)

Do you use social media?
25 YES (53%) and 22 NO (47%)

If YES, what social media?
FACEBOOK 24 (51%)
TWITTER 3 (6%)
LinkedIn 10 (21%)

How often do you access the FOML website (www.foml.org)?
REGULARLY 8 (17%)
AS NEEDED 24 (51%)
FEWER THAN 5 TIMES A YEAR 12 (26%)
NEVER 8 (17%)
(NOTE: There were several responses with multiple answers to this question.)



What FRIENDS are Doing Around the State:

Get your Friends news from around the State by sending your Friends newsletters to FOML President Charles Hanson at his Kettering University address.

Our new newsletter editors want to see your logos, your programs, events, fundraisers, and book sale \$\$ tallies, etc. If we can help you become more proactive, more innovative, more creative, then we will all be more productive!

Impact our public libraries with creative ideas, proactive solutions and innovative events. Let us know what you are doing. If you reinvent the wheel, let everyone else know! That's what we're here for...we have work to do. You can help!

FOML helps Friends help Libraries.

In order by library name...

Bayliss Public

BAYLISS PUBLIC

"Sweets for Your Valentine!" was a February fundraiser by the Friends of the Bayliss Public Library. Delicious baked goods were sold for everyone's favorite valentine and/or co-worker!

Cadillac Wexford

CADILLAC WEXFORD PUBLIC

For April's National Poetry Month, a 'first ever' "Poetry Book Sale" by the Friends on April 10th.

Canton Public

CANTON PUBLIC

CPL Friends "Secondhand Prose Used Book Store" is open daily to the public with Tuesday hours reserved for Friends only!

Chelsea District

CHELSEA DISTRICT

Bi-Monthly Used Book Sales on the second Saturday of selected months. Sales in 2009 netted over \$10,000 for the Library!

Fenton Library

FENTON LIBRARY

First-ever Friends book sale raised over \$1400 in two days!

Flat River Community

FLAT RIVER COMMUNITY

The Friends present "Booked for the Evening" programs throughout the year. The "Books -N-Things" used book store operates in the library year-round.

Helena Township

HELENA TOWNSHIP PUBLIC

The Friends present an "Off the Wall" film series for 2009-2010 with soup and bread served before the show.

Lewiston Public

LEWISTON PUBLIC

The Friends Annual Book Sale will be held June 19-20 at the Library. The 6th Annual Holiday Gala held in December 2009 raised \$500!

Menominee County Public

MENOMINEE COUNTY PUBLIC

Their 2009 December Fundraiser and Dinner was a success with \$353 raised for the Library.

ROBERT J. PARKS

Through book sales, donations, cookbook and coffee sales, and membership dues, the Friends have a healthy balance of \$3242.25 to begin 2010!

PETOSKEY PUBLIC

In March 2010, the Friends donated a check for \$3324 to the Library. The annual spring fundraiser, "Cards for the Carnegie" luncheon and card party will be held on May 3rd.

RAWSON MEMORIAL

Armed with Ralph Waldo Emerson's definition, "A friend may well be reckoned the masterpiece of nature," the Friends call themselves 'Masterpieces' and meet on the 1st Thursday of every month to, "fold a newsletter, listen, talk, laugh, eat...the best homemade desserts...."

SAGINAW PUBLIC

A distribution of 300 hardcover books for the National Library Week April 11-17, 2010 "Books For Babies," program is planned for the Harrison Covenant Hospital. Funding has been raised through Friends book sales at the five Public Libraries of Saginaw. This will be the second book distribution since the program began in January of 2009.

STERLING HEIGHTS PUBLIC

The Friends offer \$1 discount coupons for the Friends Book Store for March and April 2010. The coupons are for Friends members only! That's a benefit!

TECUMSEH DISTRICT LIBRARY

The **Friends of the Tecumseh District Library** were recently selected by The Association of Library Trustees, Friends and Foundations (ALTAFF) a division of the American Library Association (ALA) for a \$500 "Books for Babies" matching grant supported by Nordstrom. The grant was one of ten given nationally to Friends groups providing the "Books for Babies" program. The unique quality of the Friends of TDL program is the result of the partnership with the local health-care facility, Herrick Medical Center, with the Friends organization. The program has been in place since 2005 and is highly effective in reaching each new mother giving birth at Herrick Medical Center. Each of the "Books for Babies" kits contains a book for the baby, a library card to be redeemed at the library for the child's first official library card and literacy materials for parents which encourage reading to newborns. The grant is helpful to maintain the long-running and successful program.

TRAVERSE AREA DISTRICT

Save the Date! The TADL Friends will present Bill Hart and Big Band memories on May 20th at 7:00PM after the Annual Meeting at 6:00PM.

Robert J. Parks

Petoskey Public

Rawson Memorial

Saginaw Public

Sterling Heights Public

Tecumseh District

Traverse Area District

Catchy Mottos:

Bayliss Public Library: *"The Coolest Place in Town!"*

Fenton Library: *"The Busiest Building in Town!"*

Canton Public Library: *"Great Libraries Need Great Friends!"*

ARTWORK NEEDED!

Please send us your promotional materials so that we can include them in forthcoming newsletters. We are looking for your logos, bookmarks, donations, etc.

E-mail them to:
newslettereditor@foml.org

Northville Friends Focus on Message at Annual Meeting

Paul Snyder

Northville District Library



20th District
State Congressman
Marc Corriveau

The Friends of the Northville District Library's Annual Meeting offered their members something a little different from the past Annual Meetings. To encourage members to find new ways to be active in their library advocacy, guest speakers were engaged to reinforce the need for activism in the preservation of vital library services. Twentieth District State Congressman

Marc Corriveau provided a legislative overview of how the state government has been approaching the current financial crisis and how citizens can participate to try to help protect services that are important to them. His talk was followed by our own Dr. Charles Hanson President of the Friends of Michigan Libraries, to show how Friends groups and individuals can access information through the FOML website and other sources to help keep themselves and their members informed. Irish music by Tyler Duncan and Jessie Mason along with refreshments followed the speakers. The entire meeting was well received and the members left feeling recharged to tackle the challenges ahead.

Friends of the Public Libraries of Saginaw: *"Books For Babies"*



Through a generous bequest from Mary Williams, a lover of libraries and a Charter Member of the Friends of the Public Libraries of Saginaw, the Friends Board of Directors began researching and developed a program which became known as "Books For Babies". Through the assistance of Nancy Butterfield, an employee of Covenant Hospital, the Friends were informed that the Hospital Education Department would provide our Friends group with publicity through-

out their hospital network and through the Township Times, a local newspaper. Approximately 300 babies are born each month at Covenant Hospital — Harrison site.

Beginning in January 2009, the Friends were looking at the cost of providing board books for one month to new mothers. In June 2009, with assistance from Barnes and Noble Booksellers, 300 new board books were purchased for distribution to the anticipated 300 newborn babies in September, 2009. The four beautiful selections feature animals with fur and soft things to touch. The thick pages will hold up to the chewing that babies do. Along with the books bookmarks listing the phone numbers and addresses of the libraries were included in the distribution.

The first distribution was planned for September which was library card sign

up month in the Saginaw Public Libraries. Since National Library Week is April 11-17, 2010, another distribution is being planned for the month of April at Covenant Healthcare — Harrison site. To provide additional funding to supplement the initial bequest, the Friends at each of the five local libraries are working diligently at conducting used Book Sales at each library, at the local Farmer's Market in the summer, and Book Fairs at our local Barnes and Noble Booksellers store.

Through this outreach program the Friends hope to encourage new parents to read to their babies and promote an interest in the Public Libraries.

FOML MISSION STATEMENT

The mission of the Friends of Michigan Libraries (FOML) is to support Friends working on behalf of Michigan libraries, to serve as an information resource for Friends groups, and to be advocates for libraries at the state level.

FOML Increases Grant Amount to \$400!

Just When You Need It Most, FOML Is Ready to Help

FOML is pleased to announce that, effective immediately, the maximum grant amount awarded to deserving Friends organizations has been increased from \$250 to \$400!

Now FOML will offer grants of *up to \$400* twice a year to Friends groups whose applications meet the necessary criteria and the deadline requirement. (See below for details.) The grants are intended to help new or revived Friends organizations in their efforts to become more effective. This typically includes developing materials that explain who the Friends are and what they do.



Past recipients have used their grant money to design and print brochures, create new logos, purchase banners to display at Friends events, underwrite mailings to potential members, design and distribute bookmarks, pay for newspaper advertisements, launch newsletters, and fund membership drives. Our goal is to help you thrive and grow to become vital members of your community. The possibilities for outreach are limited only by your imagination!

So what are you waiting for? Apply today for your FOML grant!

Could *Your* Group Use a Grant?

Applying for an FOML grant is easy! There are two different ways to obtain the necessary form: you can download it from the FOML website (www.foml.org), or you can request a copy by mail by contacting Betty Newton, FOML Grants Coordinator, 31272 Kendall, Livonia, MI 48154.

Once you have filled out your grant application, submit it along with a brief explanation of how you intend to make use of any money you might receive. Be sure to keep in mind that the purpose of an FOML grant is to assist new or revived Friends groups become more effective.

Also, please note that applicants must agree to join FOML prior to receiving the grant if selected and to report on their grant-related activities periodically following receipt of a grant.

Applications received by September 30 will be considered for the fall grant cycle, and those received by March 31 will be considered for the spring cycle.

Membership or Renewal Application

- ☐ **YES! We want to JOIN Friends of Michigan Libraries (FOML)**
- ☐ **YES! We want to RENEW our membership**

Contact Person's Name

Contact Person's Phone Number and E-mail Address

Contact Person's Street Address

City/State

Zip

Library Name

Library phone number

Membership Fees (please check one; all are tax deductible)

- ☐ **Individual** \$ **10.00**
- ☐ **Friends Group** \$ **25.00**
- ☐ **Patron** \$ **100.00**
- ☐ **Benefactor** \$ **500.00**
- ☐ **Corporate Sponsor** \$ **1,000.00**

Make checks payable to: Friends of Michigan Libraries

Send completed application form and check to:

**FOML
c/o Dr. Charles Hanson
Kettering University Library
1700 University Ave.
Flint, MI 48504-9974**

Cooperative Library News

Roger Mendel

Director, Northland Library Cooperative

This year the Cooperatives in Michigan are facing the most challenging of times in their history. The 40% cut in state aid for libraries includes the cooperatives that depend on this funding source for 70 -90% of their total funding. This means, of course, that the cut actually means an almost 40% cut in funds for the year.

The eleven (11) Cooperatives in the Michigan serve almost every public library in the state. Although the specific services vary depending on the needs of the member libraries, all the cooperatives play significant roles in Interlibrary Loan, Delivery of materials, Continuing education for library staff and trustees and technology. Some of the library

cooperatives such as The Library Network (SE Michigan), Suburban (Macomb co.), Superiorland (UP) and Lakeland (SW Michigan) operate automated circulation systems for their members.

At a time when state agencies are called upon to consolidate services and network to save money, the library cooperatives that have worked for years to do just that are now facing the elimination of those services because of the lack of funding to support the services. Some of the services at risk include a reduction in delivery, interlibrary loan services, training for library staff, and a reduction in staff at the cooperatives to provide support for technology and other library

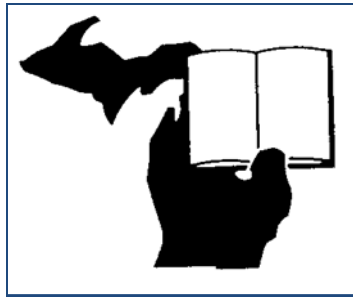
operations. At least three of the cooperatives have gone to a part time director.

What can the Friends groups do? Ask your Director to arrange to have the cooperative director do a presentation at a Friends meeting to get an update on what the cut in state aid means to the cooperative and to your library. When asked to contact legislators please do so, especially if you have a personal connection to a legislator. We are all in the same boat whether your library is very large or very small, finances are being attacked on every level and we are all in the same boat that is sinking. As a friend/advocate you can help keep the "library boat" afloat.

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Among Michigan Friends is published three times a year as part of membership in the Friends of Michigan Libraries. FOML would like to thank Gale/Cengage Learning for its support in helping to print and mail copies of this newsletter. Administrative questions may be directed to Laura Difilippo, Kettering University Library, at: ldifilipp@kettering.edu Editorial contributions to the publication are welcome and should be sent to: newslettereditor@foml.org



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This manual was compiled by:
The Friends Of Michigan Libraries
Revised: 2006

Friends of Michigan Libraries
c/o Dr. Charles Hanson
Kettering University Library
1700 University Ave.
Flint, MI 48504-9974



WE NEED YOUR E-MAIL ADDRESS!!!

The FOML organization is moving forward with the process of adding electronic records of FOML memberships and future electronic

delivery of the FOML newsletter. In order to accomplish this, we need your individual or Friends Group e-mail address. **Please send your e-mail address with the subject "FOML EMAIL" to Laura Difilippo, Kettering University, at ldifilip@kettering.edu.** She is also available to answer any administrative questions that you may have, at 810-762-9840. *Thanks for your help!*

Calendar

September 30, 2009

Deadline for applying for a grant from FOML (see page 9)—now up to \$400!

**Wednesday, May 5, 2010
10:00 a.m.**

**FOML Board Meeting
Huntington Woods Library**

**Wednesday, June 2, 2010
10:00 a.m.**

**FOML Board Meeting
Conference Call**

Wednesday, Oct. 20, 2010

**FOML Fall Friends Linking
Novi Public Library**