



MFOL NEWS

MASSACHUSETTS FRIENDS OF LIBRARIES

December 2011, Volume 21, No. 3



Dick Luxner, Photographer



Sarah Watkins, Curator of the USS Constitution Museum talking about the 200th anniversary commemoration of the War of 1812. A copy of the forever stamp to be issued in memory of the War of 1812 is shown above.



Photo by Stacie Whittier

This issue of our newsletter is devoted to sharing information from the joint conference of the Massachusetts Friends of the Library and the Massachusetts Library Trustee Association held on November 5. For the second year, the conference was held at the Worcester Technical High School with the students providing food and logistical support.

Our thanks to the school for hosting the conference and to Jack Donohue, President of the MLTA, and Alice Welch, President of the MFOL, for their leadership in planning the conference, to Ted Irvin, Stacie Whittier and Carol Gafford, our reporters, and Dick Luxner and Stacie Whittier, our photographers.

Keynote Address

Sarah Watkins from the U.S.S. Constitution museum spoke on the partnership between the museum and the library system. This upcoming year is the bicentennial of the war of 1812, and the museum is using this opportunity to reach out to the public through libraries. The museum has created a discovery kit that they have distributed to about 50 libraries throughout the state. Each kit comes in a bag and contains about seventeen activities, music, recipes, examples of knot tying, a book, a flat Guerriere the Terrier that you can take on adventures, and other items. The kits were created through LSTA funds administered by the MBLC. They also currently have about 253 libraries actively participating in the museum pass program.

Sarah spoke on the upcoming celebration that the Navy and the museum are planning to commemorate the bicentennial. The tall ships will be coming back to Boston and will be part of a parade lead by the U.S.S. Constitution. The tall ships will be there from June 30th-July 6th. The constitution is still in commission and has a full crew and captain on board that will take the public on tours of the ship. One of the other programs that the museum has been working on is launching a website (<http://www.asailorslifeforme.org/>) that is interactive. It is full of games and lesson plans for both parents and educators. It allows you to learn more about the sailors and even can play the role of an interviewing sailor.

Legal Issues and Requirements for Library Friends Groups

Presented by Robert "Bob" Abruzzo

Bob is the former treasurer of the Burlington Friends of Libraries and presented this session. Bob produced a "Guide to Legal Issues and Requirements for Library Friends Groups" which can be found at <http://mla.membershiplodge.org/mfol>. It pretty much tells all you ever wanted to know about the subject but were afraid to ask.

The power-point presentation made the session easy to follow. Bob explained how to obtain a federal Employer Identification Number (EIN) which is necessary to everything else you have to do. He then talked about how to become incorporated in Massachusetts and then how to become a 501 (c) (3) organization with the IRS using IRS form 1023 and a check for \$850, a one time fee.

The Massachusetts Secretary of State requires an Annual Report with a check for \$15. The Massachusetts Attorney General requires a PC-1 (Public Charities form) with a check for \$35 each year. The PC-1 form must have attached an IRS Form 990 or 990EZ. Approval of the PC-1 allows the group to legally solicit funds.

Sending the Form 990 or 990EZ to Internal Revenue helps the friends group to retain their 501(c) (3) status. The IRS form 990N is simplest but is for groups raising less than \$5,000 and is not adequate for state filing in Massachusetts.

The importance of the friends group being incorporated is that it lessens the chance that boards and individuals members will be sued, moving the responsibility to the corporation. It also provides continuity as the board membership changes over time.

Bob also explained the benefit of "Guide Star" as a tool to look at public charities. There is much more information than we can publish in this newsletter but do check out the website for complete guidelines.



Bob Abruzzo - Board member MFOL

Photo by Stacie Whittier

So we booked a room...now what? a presentation by Karin Turer of Tugboat 23 Consulting.

Billed as event planning 101 for the shoestring budget, this presentation took you through the planning, presenting and follow up stages of a fund raising event, emphasizing that the event was just the beginning of relationship building. Follow through is critical to insure that you get full value from all your hard work.

Karin provided examples of budget preparation with optimistic, realistic and pessimistic projections to help you decide whether the event is worth the effort involved. She emphasized that events don't raise serious money fast, suggesting that a direct mail appeal or a major gift initiative is the way to do that. Beyond money, however, events can provide many more benefits. They can reconnect with previous donors, strengthen relationships with the business community, animate your board and bring fresh faces into your organization.

She has her own definition of R&R - reachable goals and resources. Resources include the buy-in from your board and the commitment from your members to support this effort. Another handout Karin provided was a sample timeline to allow you to identify all actions required for a successful event, when they have to be done and who will do them. This timeline can also insure that your volunteers are used efficiently and avoids the problems that can occur if a volunteer shows up and there is nothing for them to do.

Other topics covered included thinking about having an Honorary Host Committee, especially valuable if you have people in your community with lots of name recognition. She talked about the value of treating your vendors well and having your thank you letters and press releases ready before the event. It is important to have a greeter at the event along with good signage. Be sure to get contact information from every guest and leave your Director and board free to talk to guests - letting others manage the logistics.

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Important Dates to Remember

Library snap shot day is April 12. Last year over 6,000 snapshots were submitted - a great tribute to our very active libraries.

ALA National Library Day is April 23 and 24.



Photo by Stacie Whittier

Millie Gonzalez, Alison Kenney and Cindy Roach at their Advocacy workshop

Advocacy 101

*A panel discussion moderated by **Cindy Roach**, Head of Library Advisory and Development, MBLC and including **Alison Kenney** from the Friends of the Swampscott Library and **Millie Gonzalez**, Reference Librarian at Framington State University*

Our public officials, whether at the local, state, or national level, are lobbied all the time by people who want their causes, businesses, or ideas supported. If we want to insure that libraries and the patrons who depend on them are given appropriate attention by these public officials, we need to learn to be advocates.

Alison Kenney and Millie Gonzalez went with Cindy last year to lobby at the national level in Washington and they talked about their experiences. Both discussed how they got involved with advocacy, how nervous they felt in approaching their first congressional staff person, and how well they were listened to and received.

But not everyone can travel to Washington and - it was pointed out by an audience member - much of what happens at the budget levels for our local libraries happens in the meetings of selectman, mayors, and finance committees. So how do we advocate and what techniques are most effective?

Letters, e-mails, and phone calls to the appropriate officials when they are making decisions can be very

effective. Even more effective is personal contact once you have a relationship with the official. Attending the office hours in your district of your representatives and senators, attending finance and selectmen meetings, showing up at budget hearings - all of these are ways to get to know your representatives. Pay attention to their votes and send them a thank you when they support the library efforts. Invite them to participate in library events. Every politician loves an audience. If you are uncomfortable going alone to a meeting, take a friend.

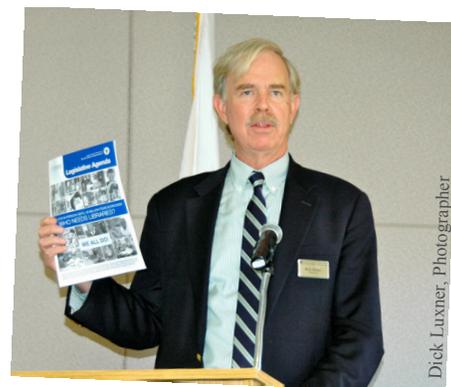
Learn about the issues. Check out sources to help you at our website:

<http://mla.memberlodge.org/mfol>

Encourage the members of your Friends group to join you in e-mailing, phoning or writing to your representatives. Provide handouts on the issues to help them understand what is at stake in the federal, state and local budget processes. Sign up for Project Alert: <http://www.masslib.org/mfol/mfol-form.htm> and pass the information on to your Friends group when support is needed. Make sure everyone you know is aware that you are a library supporter. Tell them the stories about the importance the library has in the life of your community. Send letters to your local paper supporting library events and activities.

You love the library and you know how important it is. Get out there and tell everyone.

Rob Maier, Director of the Massachusetts Board of Library Commissioners, introduces the 2013 Legislative Agenda to conference attendees. The agenda is focused on returning state funding for libraries to earlier levels, with special emphasis on aid to town and city libraries. Both the MFOL and MLTA voted to endorse the agenda. A copy of the agenda will be available at your local library or on-line at <http://mblc.state.ma.us/mblc/legislative/index.php>.



Diek Luxner, Photographer

Event Planning continued from page 2

Get good photos and have an event tool kit on hand with the timeline, phone numbers, guest lists, volunteer assignments, a list of set up tasks and a box of supplies like pens, tapes, water bottles, and Tylenol.

Karin ended by reminding attendees that it is critical to devote time - before and after your event - to developing goals (including non-financial goals) and evaluating whether they have been reached.



Dick Luxner, Photographer

Karin Turer of Tugboat 23

A note from the President

Thank you everyone for the hard work, energy and enthusiastic support in putting the MFOL/MLTA conference together. It was an educational, and pleasurable experience. All of our presenters gave interesting and thought provoking presentations. It is always a pleasure to meet and great attendees from all parts of our Commonwealth. Planning for the 2012 conference has already begun. If you have some ideas for next year, please email me at mfolpresident@gmail.com

Please take some time in your busy holiday season to check a pleasurable book out of the library and enjoy a few moments in another place and time. I would like to wish everyone a safe and happy holiday season.

Alice Welch



Maureen Killoran



Brian Donoghue

Dick Luxner, Photographer

In her introduction, Alice Welch acknowledged the great contributions to the Library community made by Maureen Killoran and Brian Donoghue, both recent retirees from the MBLC.

After twenty five years with the Massachusetts Board of Library Commissioners, Maureen Killoran, Head of the Public Library Advisory Unit and Government Liaison, retired from MBLC in July 2010.

During her career with the Board, Ms. Killoran worked on some of the most critical issues facing libraries including funding during times of economic crisis, library privatization, patron privacy rights and confidentiality laws, internet safety issues, and library security. Maureen has been a champion of libraries and of patron rights. Everyone across the state knows and respects her.

Friends of Libraries have benefited from Ms. Killoran's efforts through *Friends Sharing with Friends*, an annual conference which provides an opportunity for Friends of Library groups from across the Commonwealth to meet and share experiences while learning about successful efforts and programs. Some of the things we will miss about Maureen include her commitment, her caring, and her great talent.

Massachusetts Board of Library Commissioners (MBLC) Research Librarian and Friends Liaison, Brian Donoghue recently announced his retirement in October 2011. Brian is one of the most respected librarians in the state. One can always count on Brian to provide the best, most complete information on any issue.

Brian also worked closely with members of the Friends of Library groups. He helped create the successful conferences "Friends Sharing with Friends". Brian is known and respected throughout the library community. He has helped thousands of librarians and friends find their way out of difficult situations involving law and regulations. With his logical mind and wonderful manner he was able to find creative solutions to issues great and small.

Massachusetts Library Association Legislative Day at the State House is April 30.

Mark your calendars for this opportunity to meet your legislators and tell them your library's story.

eBooks 101: A Conversation on Basic eBook Information

Anyone who hangs out around libraries these days knows one of the hot topics of conversations is eBooks. There are infinite debates on whether ebooks will replace books or what place they have in our lives. But for many, the questions are still basic ones: What are eBooks? How do they work? Who has the best eReader? Jack Donohue, MLTA President, has been doing research on this very subject and gave a simple and understandable overview in his talk.

Mr. Donohue began his talk with an understanding of the key words used when discussing eBook technology such as eBook hardware and software, digital rights management, registering and Overdrive. It is when one learns about eBook hardware and software that you begin to understand the reason people are confused and overwhelmed by what should be a simple technology. Jack touched on the most popular hardware to date include the Amazon Kindle and Barnes and Noble's Nook. He explained, in clear and understandable terms, how each of these products come with their own software to download a book. Each company has its own eBook format. Libraries, for instance, use the Overdrive platform and books are downloaded to the Adobe Digital Editions software which puts a book on your device. One key point that was made throughout the presentation was the fact that the companies involved with this technology are clearly in the business of making money. This is why each company keeps strict control on what you need to access a book. This presents a conflict for libraries who have a very different agenda. There are still many players and variables and the industry continues to work out the details.

Digital Rights Management is the term that explains who has the rights to a certain book. It is this concept, which keeps tight control over who downloads what book to a registered device, that has caused much debate for libraries and its patrons. As he pointed out, the old formula was Author - Publisher - Bookstores/Distributors-



Jack Donohue, MLTA President talking about eBook basics

Dick Luxner, Photographer

Reader. Today it is Author - Publisher - Bookstores/ Distributors/eBooks -Reader. The eBook companies are competing for their piece of the “book” pie.

Mr. Donohue explained how libraries offer eBooks to the public through the Overdrive Platform which allows patrons to download books to many types of eBook readers. In this way, libraries are trying to make this technology available to all as easily as possible.

In conclusion Jack explained the best way to look at this technology is similar to a vending machine which offers many options for you to pick from. He suggested people do the research and keep abreast of ALA's updates and reports on DRM. Librarians need to continue to push for companies to open up more and make this technology available to libraries who clearly are not in the for profit business. Members of the audience had many questions which encouraged a lively debate.

It remains to be seen if eBooks become yet another gadget that will have its moment and then take its place on the ever growing shelf of “Next Best Thing” technology. Libraries will continue to offer technology options to keep up with its core mission of providing access to information, education and knowledge regardless of the format.



Beth Gallaway, Rick Levine and Jackie Mushinsky man the eBook petting zoo at the conference.

Dick Luxner, Photographer

Implementing eBooks

A joint presentation by Pingsheng Chen, WPL reference supervisor and E-resources Librarian and Curtis Wyant, from the Wilmington Memorial Library.

Both presenters talked about the way in which eBooks are used in their libraries and discussed the many challenges that these tools present to library staff.



Pingsheng Chen and Curtis Wyant

Pingsheng Chen began her talk with statistics on the increased demand the Worcester Library has seen for eBooks and eBook content. She has been involved in a pilot program to determine what materials are needed, how to provide and control them and how to select and provide content.

She emphasized the diversity of the devices that people are asking to have supported, separating requests into people who have a device and are looking for content and people who don't have a device and need both. The people without a device were further separated into those wanting to evaluate a device before purchase and people who could not afford a device and would need to borrow one.

The library created processes and forms - everyone borrowing a device must sign an agreement accepting responsibility for loss or damages - and the devices need to be set up correctly before leaving the library to insure that borrowers cannot charge books to the library account. Deciding how the devices and content will be added to the acquisition process must be considered since credit cards are required for many of the purchases. There are a variety of companies providing content. The Worcester Library currently uses OverDrive but Pingsheng was pleased that there were competitors and hopes that will reduce the now substantial cost.

The Worcester Library currently has four Kindles, and four Nook Colors to loan plus one of each kind kept in-house for training. The response from their patrons has been very positive and she sees E-books becoming an increasingly important part of their collection.

Curtis Wyant said that the Wilmington Library has been loaning devices out for about two years, focusing more on the devices than on content. They have Kindles, iPads, Color Nooks and Sony Readers. Because they have been involved with this for quite a while and because the market changes rapidly, they have been dealing with the question of what to do with obsolete equipment.

They also use OverDrive and have OverDrive Advantage which lets them provide popular titles exclusively for their patrons.

Amazon does not permit Kindles to be charged out from a library. They have not yet pursued libraries that are loaning the Kindles but libraries thinking of purchasing Kindles should be aware of

this. The iPad is very popular with Wilmington patrons but it creates an issue with personal data that patrons can add. The Library also uses a written agreement when a device is checked out and one of the items covered is that the patron is responsible for removing personal data. The privacy issue is raised by all the devices that keep track of what a patron has read on it which may violate library privacy standards.

Curtis also talked about the difficulty of keeping all staff members up to date on training to allow them to provide information to customers checking out the device and about the additional work load it puts on the staff. They restrict borrowing to patrons 18 and over, check the devices out for 7 days and have a \$5 a day late fine. Patrons who damage or lose a device and do not pay to replace it are denied borrowing privileges from the library.

Training is an issue for both staff and patrons. The Wilmington Library held a limited registration class on OverDrive and downloading eBooks that provided hands on instruction. Patrons brought their own devices or used one of the library's. They also had a drop by eReader petting zoo led by the staff where people could ask questions and try a device.

While eBooks are clearly a wave of the future, there are equally clearly many issues and questions that libraries need to consider as they move toward implementation.



Dick Luxner, Photographer

Selling Books On-Line - Presented by Arthur Weinberg, Worcester Public Library Friends Board Member and professional bookman.

In his presentation, Mr. Weinberg explained how Friends Organizations can make money by selling valuable and the occasional rare book online. He started by suggesting several books that should be used in identifying 1st editions and valuable books:

A Pocket Guide to Identification of 1st Editions by **Bill McBride**, has everything you need to know about buying 1st editions.

Book Collecting: A Comprehensive Guide by **Allen and Patricia Ahearn**, explains what books are most collectible and also provides a comprehensive analysis of how to identify book condition.

As for cookbooks, which is one of Mr. Weinberg's specialties, the essential book is *Cookbooks Worth Collecting* by **Mary Barile**.

Mr. Weinberg noted that most books since 1985 determine 1st edition by the numerical sequence on the copyright page but that there are some exceptions depending on publishers. He also stated that small press books do not always use the numbering sequence which can make it challenging to determine if it is a 1st edition.

Following the explanation of condition and edition, Mr. Weinberg then explained the four websites for selling books and what books sell best on each:

ABE Books (www.abebooks.com) is the key resource for selling older, antiquarian, rare and 1st edition books. This site is for book collectors looking for rare and valuable books and it is not surprising to find books in the \$10,000 to \$15,000 range.

Amazon books (Amazon.com) is the website to sell everyday book and collectibles. One of the nice things about Amazon is their ranking of books which is located in the product details section of the book for sale. Mr. Weinberg noted that this is one of the most critical numbers for booksellers as it helps determine how quickly the book will sell and even if it is worth selling. The lower the number, the better the chances of selling the book.

Ebay (www.wbay.com) is the third site to make inroads in online bookselling. This site, Mr. Weinberg explained, is excellent for selling books and he gave the crowd of potential booksellers tips on how to sell books on eBay including the importance of the title bar especially in regards to selling cookbooks

Half.com (www.half.ebay.com) is the last of the suggested websites and is primarily for students. It is owned by eBay and is good for selling textbooks. College students are a special market and can be potentially lucrative in selling some of the more esoteric titles. He noted that introductory text books are good for about 2 years; others not so long.

Mr. Weinberg gave an example of the value of certain books and explained that although book club editions are normally not valuable, there are exceptions to that rule such as **Salinger's** *Catcher in the Rye* whose first edition (book club edition) will still fetch a pretty penny. Books can also have special value because of the illustrators not just the writers. Mystery, children's and cookbooks are specialty book markets that are consistently good sellers.

Mr. Weinberg ended his talk with an explanation of the four companies that pick up books for libraries after a sale. He noted that these companies, Got Books (www.gotbooks.com), Reading Tree (www.readingtree.org), Big Heart Books (<http://bigheartedbooks.com>) and Better World Books (www.betterworldbooks.com) may not all be non-profit companies and many times the books are sold on eBay or ABE. Clearly if Friends organizations have the people and the time it would be worth selling books online.

The audience enjoyed his talk which was followed by a Q & A session with many questions regarding pricing and shipping. All in all, a great talk which left everyone thinking of ways to benefit from books.

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