



MHLs BULLETIN

Mid-Hudson Library System | Serving the Staff and Trustees of Public Libraries in the Columbia, Dutchess, Greene, Putnam & Ulster County Area
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MHLs Thanks Friends

During National Friends Of Libraries Week last week MHLs held an event to thank member library Friends Groups for all that they do.

The event was combined with the quarterly Friends Support Group where the attendees shared their best ideas for getting the word out about the Friends and the library, social events that draw big crowds and their most popular fundraising events. Resources from the event are available on the MHLs web site: midhudson.org → *Marketing, Advocacy & Funding* → *Fundraising* → *Friends Groups*, or get there directly at <http://midhudson.org/funding/fundraising/friends/main.php>



[The ladies from the Heermance Memorial Library in Coxsackie smile for the camera. From left to right: Jacqueline Whitbeck, Lisa Gerrain, Stacey Wager-Pacuk and Laura Best-Macia]

The group learned about Word of Mouth Marketing and how to make it easier on themselves to get the message out. Friends took part in a little exercise to help them come up with a sound bite to share with others when they are out in the community, each attendee filled out a little slip of paper that started with **"I love my library because..."** Here's a sampling of what they had to say:

- it's the center of our community
- the world is at your fingertips!
- it is a great place to meet interesting people and share ideas!
- a lot of my friends are there.
- it welcomes anyone who walks in the door.
- it saves me money!



Following dinner special guest speaker and local author Marshall Karp kept the good times rolling with entertaining stories about his life and how he got to be a published author. Marshall demonstrated the value of what Friends

Groups do by asking everyone to remember back to the first time they went to the library and realized they could borrow as many books as they wanted. He pointed out that the work of Friends help ensure a new generation of kids get to have that same sense of wonder and excitement.



Marshall capped off the evening by picking the winner of the *Be-A-Character-In-A-Future-Book* giveaway – a very excited Nancy Segerberg from the Friends of the Kinderhook Memorial Library in Columbia County. Nancy will be featured in the fourth Lomax & Biggs Mystery by Marshall, slated to come out in April 2010.

(Nancy is shown on the right along with fellow Kinderhook Friend Bonnie Shannon and Kinderhook director Julie Johnson (seated).

Friends help increase the visibility of the library in the community and do this in many different ways – from book sales and bus trips to wearing a button that says "I love my library" or speaking up about the library when needed. We salute their work and thank them for being part of the team that makes member libraries successful in their communities.

MHLs Announcements

Reminder: **Orientation for New Staff & Circulation Essentials** @MHLs on Monday, November 3rd:
<http://calendar.midhudson.org/>

"A friend is one of the nicest things you can have, and one of the best things you can be."

-Douglas Pagels, author & editor

Will you be at the New York Library Association Conference in Saratoga Spring November 5-8th?

Don't forget to:

- Come cheer on MHLS Executive Director Josh Cohen as he is introduced as the 2009 President of NYLA at the Inaugural Dinner **Friday night**.
- Join the rally on **Saturday, November 8th at 12:15** (right before the Farewell Luncheon) outside the Saratoga Springs Civic Center. Local media will be invited and a press release sent out to get coverage in the Sunday papers.

Professional Development



2008-2009 Teleconferences: The NYS Library's Division of Library Development has arranged a statewide license with the College of DuPage to provide professional

development teleconferences for library staff and trustees. The DuPage teleconferences bring discussions of vital topics in librarianship, led by leaders in the field, to library facilities across the state.

November 7, 2008 -- *Reversing the Ratchet: Basic Technology Adoption Strategies for Library Workers*
Steven Bell will share ideas and techniques for regaining control over library technology with an exploration of better ways to identify, adopt and leverage the technologies that make sense for us and that create a better library user experience for our communities....

November 21, 2008 -- *Information Literacy for Life*
Mary Evangeliste, Director of User Services & Outreach at Gettysburg College and co-founder of Fearless Future: Marketing & Design for things that matter, will bring together three librarians from three very different institutions and backgrounds to explore how school librarians, public librarians, and academic librarians can collaborate to create comprehensive information literacy programs that span a user's lifetime....

February 13, 2009 -- *Targeting the Ages: Programming that Hits the Mark* In this program we will look at some of the innovative programming libraries today are creating to meet the evolving needs of their patrons. We will also provide a basic primer for anyone who has always wanted to plan a program, but didn't know where or how to begin....

[All conferences are 12:00 noon - 1:30pm.]

For more information go to:

<http://www.nysl.nysed.gov/libdev/dupage.htm>.

Please note: As you complete the registration form on the DuPage site, leave the "Method of Payment" section blank, and fill in the "Billing Information" section only. No invoice will be sent as long as a New York address is entered.

Marketing, Advocacy & Funding

The Board of Regents announced the appointment of Bernard A. Margolis as the New York State Librarian. He will assume his new responsibilities in January 2009. Mr. Margolis served

as the President of Boston Public Library (BPL), Boston, Massachusetts, from 1997 to 2008. BPL is the oldest municipal public library in the country. The New York State Library provides information and library services through its Research Library and the Division of Library Development. Mr. Margolis will have oversight responsibility for a \$13.4 million operating budget, 180 employees, over 20 million collection items and nearly \$100 million in State and federal aid to libraries.

Resource Sharing & Millennium

MUG Postponed: The Millennium Users Group meeting scheduled for November 18th has been postponed. We are in the stages of planning for the installation of the new release of Millennium and feel that there will be so much more to talk about *after* the release is in place and new services get turned on. We will set a new date as soon as our upgrade plans are finalized.

Programming

Catchy Program Titles @Member Libraries:

- **Thrills & Chills Night:** Boys and "ghouls" ages 8-12 invited to the library for an evening of "spine-chilling tales" with "revolting" refreshments. [Howland Public Library, Beacon]
- **Final Chapter:** Local funeral director came to speak about the benefits of pre-planning. [LaGrange Library]
- **Supermarket Smarts:** Library teamed up with the Family Resource Center of Columbia County for a series of parenting workshops designed to help make life easier while raising children. [Kinderhook Memorial Library]
- **So You Think You CAN'T Dance?** Dance classes [Mahopac Public Library]

Looking for more great program ideas from member libraries?

- **EZ Library Program Database:**
<http://midhudson.org/program/main.php>
- *Save the date: Wednesday, December 3rd is the next meeting of the Adult Programmers Users Group @MHLS.*

Job Openings

The Pleasant Valley Library is looking for a morning **clerk**. Duties mostly focus on morning bins, TNS follow up, and check outs for patrons. Someone detail oriented is therefore a must. Hours are Monday-Thursday 9:00am-1:00pm, with alternating Fridays 12:00 - 6:00pm & Saturdays 9:00am - 4:00pm. \$8.50/hour to start. Call Daniela at 845.635.8460, or come on in to fill out an application.

Member Libraries are welcome to submit items of interest and job openings to the MHLS Bulletin: bulletin@midhudson.org. The MHLS Bulletin is available on line at <http://midhudson.org/bulletins/main.htm>

"We live in an age of information, and libraries play a critical role in providing us with access to that information. They are vital to our economy and our communities... And in these trying economic times, they are vital to people seeking information about jobs. I am thrilled that the Regents have appointed a dynamic and innovative person like Mr. Margolis to serve in the critically important position of State Librarian."

- State Education Commissioner Richard Mills