



2009-2010 ALA CD#28.5  
2010 ALA Annual Conference

TO: ALA Council, Executive Board  
FROM: Rose Mosley, President, ALTAFF  
DATE: June, 2010  
SUBJ: Annual Division Presidents' Report to Council

**A New Division:** This past year was an opportunity to bring together citizens who support libraries in many different ways. Trustees govern libraries, Friends are the grassroots fundraisers, and Foundations raise large amounts of money typically for endowments or capital campaigns. Rather than focusing on our differences, however, I dedicated my Presidential year to helping everyone in ALTAFF understand our commonalities. We all love, support, and advocate for libraries!

As we moved through some “growing pains” we also got to know each other personally to become colleagues and friends. I am looking forward to this year’s ALTAFF President’s Program which is on Sunday, from 4-5 in the Constitution Room of the Grand Hyatt. This program features a very dynamic speaker who is an expert in bringing people together – Kathy Giacalone – also known as “The Corporate Nanny,” is the author of *Oops, I’m the Manager!*

It is also my hope that many of our members will attend my Presidential Gala in Washington, DC on Friday night to continue our new born comradery.

**Trustee Academy:** ALTAFF is developing a set of instructional courses for Trustees to be delivered to trustees online this fall called the “Trustee Academy.” Courses will focus on developing excellent working relationship with the director, holding effective meetings, understanding intellectual freedom principles, how to present and advocate for a strong budget, and more. Task force volunteers will be asked to find speakers for the curriculum we will be using with permission from the North Suburban Library System. In addition to being an excellent opportunity for Trustees, this will push ALTAFF into the online webinar environment for other programs and should be a new source of revenue for ALTAFF.

**Authors for Libraries:** Past- president Peggy Barber and executive director Sally Reed met this spring to discuss a new affiliate category within ALTAFF called “Authors for Libraries.” This idea was generated from our favorite author, Marilyn Johnson, who wrote *This Book is Overdue: How Librarians and Cybrarians Can Save Us All* and spoke at our last Author Tea. When she went on ALTAFF’s website, she said she was surprised to find that there was no author advocate category that she could join – surprised because we work with so many authors! As a consequence, ALTAFF has developed a new affiliate category called, “Authors for Libraries.” We will be asking interested authors (certainly all who

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Association of Library Trustees,  
Advocates, Friends and Foundations

*A division of the American Library Association*

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participate in our many author programs) to join us for \$39 and give us a pro-library quote that we will use in marketing and advocacy.

In return for their affiliate status, ALTAFF will create a link from our site to theirs and encourage them to keep their touring dates up-to-date on the front of their site. We, in turn, will promote this link to our members so they can find and contact library-friendly authors who are traveling in their areas. We will also provide them with action alerts from the Washington Office and they will receive our newsletter.

**Nordstrom:** Nordstrom has once again donated \$10,000 to ALTAFF to fund matching grants for our Books for Babies program. Their support is a wonderful way for Friends groups (and libraries and other non-profits engaged in early childhood literacy projects) to purchase our kits at a significantly discounted rate. This also enhances ALTAFF's revenue stream from our Books for Babies program.

**Membership:** The second direct mail went out to public library directors across the country in mid-March. To date, we've received approximately 100 new affiliates (Friends Groups and/or Boards of Trustees) and about 20 new individual members. Applications are still coming in so we're very encouraged. Right now we have approximately 1,200 members and about 1,100 affiliates.

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