



New Hampshire Library Trustees Association

To serve, improve and promote New Hampshire public libraries.

25 Triangle Park Drive, Concord, NH 03301

2018 SPRING CONFERENCE & ANNUAL MEETING

MONDAY • MAY 14, 2018

The Manchester Downtown Hotel
(formerly the Radisson Hotel Manchester Downtown)
700 Elm Street, Manchester, NH

REFRESH & REFOCUS

NHLTA is pleased to celebrate its 71st year with an Annual Conference packed with timely information, expert presenters, and engaging networking opportunities all designed to assist library trustees in the governance of their libraries.

KEYNOTE

21st Century Library Services and Transformation

Kimberly Bolan

It is a time of reinvention for public libraries. We have all heard discussion of transformation, rapid change and even crisis. The challenges we face have provided an opportunity to refocus on what it means to be a thriving public library in the 21st Century. Join us as keynote presenter Kimberly Bolan kicks off this exciting topic.

Kimberly Bolan is a library evolutionist and the president of Kimberly Bolan and Associates (KBA). An experienced librarian, author, and speaker, she has worked in libraries for 30+ years. She has consulted with hundreds of libraries in the United States and abroad and is a recognized *Library Journal* "Mover & Shaker." KBA is about helping libraries survive and thrive in times of



constant change. Kim and her associates are committed to working collaboratively with libraries and their communities to rethink library services, facilities, and operations. KBA's goal is to keep libraries growing and succeeding through excellent service and design that exceeds expectations.

PREMIER SPONSOR



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CONFERENCE SCHEDULE

8:00–9:00 am Registration & Breakfast

9:00–9:40 am Welcome & Keynote

Keynote sponsored by



9:50–10:50 am Workshops 1–5

11:00–12:15 pm Workshops 6–10

12:30–1:30 pm Lunch & Annual Meeting

Lunch sponsored by



and

Tennant/Wallace Architects

LAVALLEE BRENSINGER ARCHITECTS

1:45–3:00 pm Workshops 11–15

9:50 – 10:50 am

1  **ORIENTATION HIGHLIGHTS**

Are you a new trustee or new alternate? If so, congratulations! This workshop is designed for new trustees and alternates who haven't taken the full NHLTA orientation course. We will hit the highlights of trustees' responsibilities including making policies, budgeting and managing funds, hiring and managing personnel, and advocacy.

Liz Tentarelli served 12 years on the Newbury Public Library board of trustees, 8 years as chair. She has been on the board of the NHLTA for two years and serves as co-chair on the education committee.

2  **HOW TO RUN AN EFFECTIVE MEETING**

An effective public meeting requires knowledge of the Right-to-Know Law, an appreciation for the First Amendment, tact, poise and a healthy dose of humor and humility. This session will cover all those topics and more!

Stephen C. Buckley is Legal Services Counsel at the New Hampshire Municipal Association. Prior to NHMA, he was in private practice representing individuals and municipalities.

3 **FUNDRAISING 411**

Fundraising doesn't have to be scary, awful or annoying! Intended to be an example of one way it can be done, this presentation profiles the Abbott Library Foundation's journey to raising \$1.325 million in private donations for a new library building. There will be ample time for questions following the presentation.

Mindy Atwood is the director of the Abbott Library and the former chair of the Abbott Library Foundation.

4 **CREATING SMART SPACES FOR ACTIVE LEARNING**

Our residents want varied programs and materials yet finding space and money for these initiatives is difficult. Two NH library directors share how they are balancing these divergent goals. Their libraries have been participating in the "Small Libraries Create Smart Spaces" program with 13 other small, rural libraries across the nation. Smart spaces are where discovery and community intersect, fostering social connection by providing active learning. Learn how these directors created unique areas to accommodate changing expectations and facilitate change in their libraries.

Lynn Piotrowicz is the director of the Tucker Free Library in Henniker, NH. She has implemented a Dewey Lite system, created a quiet space, extended evening and weekend hours, completed four Moose Plate grants, and designed TFLKidSpace: A Playground for the Mind.

Pat Fickett is the director of the Wilton Public & Gregg Free Library in Wilton, NH. This historic library has been the recipient of LCHIP and Moose Plate Grants, as well as the more recent Small Libraries Create Smart Spaces initiative.

5 **COMMUNITY FACILITIES LOAN AND GRANT PROGRAM**

Wish you could build but lack funding? The US Department of Agriculture (USDA) Community Facilities Loan and Grant Program provides affordable funding to develop essential community facilities in rural areas. Yes, libraries qualify as an essential community facility! This session will outline the eligibility and application process for these grants and loans.

Beverly L. Mason is the USDA Rural Development Area Director for the State of New Hampshire.

11:00 – 12:15 pm

6  **STRATEGIC PLANNING: A NEW APPROACH**

What comes to mind when you hear the words "strategic planning?" Overwhelming process? Disappointment? A 30-page, bound document sitting in a drawer or collecting dust on the shelf? Fear no more! Join Kimberly Bolan to learn about new approaches in planning to create a collaborative, relevant, actionable, and dynamic strategic plan, customized to meet your organization's needs while also addressing the shifting landscape facing today's public libraries.

Kimberly Bolan is a library evolutionist and the president of Kimberly Bolan and Associates. (See keynote for full bio.)

7 **THE HOPEFUL WORKPLACE**

There is no reason why any workplace should be a baleful, Dickensian environment. Trustees and other library leaders can make a difference by encouraging a workplace that inspires rather than intimidates; that encourages rather than deflates; that favors reaching out rather than hunkering down. These ideas won't cost you a cent, but the return on your investment of spirit could be massive!

George Needham is the director of the Delaware County District Library in suburban Columbus, Ohio. Over his 40+ year career, George has done practically every job libraries offer, from shelving to technology to association executive to director. His one brush with non-library fame was as a two-time "Jeopardy!" champion.

8  **GETTING TO KNOW THE LIBRARY RSAS**

Did you know that the New Hampshire laws, usually referred to as the "RSAs" (Revised Statutes Annotated), contain a chapter devoted entirely to public libraries? This workshop will walk you through RSA Chapter 202-A, including the basic duties of the library trustees, budgeting basics, acceptance of gifts, and management of library employees, with plenty of time for questions.

Margaret Byrnes is New Hampshire Municipal Association's staff attorney. She provides legal advice to NHMA members, speaks at NHMA workshops, and writes for NHMA's many publications. She also teaches legal research and writing and writes the "Ask Margaret" column in the NHLTA newsletter.

REGISTRATION DEADLINE: April 27, 2018 • Select only one workshop from each time slot—save this form for reference.

9 MARKETING YOUR LIBRARY BRAND

After doing the hard work of creating a library brand, the next step is to develop a plan to share that brand with your community so that everyone understands why the library matters. This session will start with clarification of the difference between marketing your brand and promoting a library program, and then we will discuss simple ways of building awareness about your brand.

*Elisabeth Doucett is Director of the Curtis Memorial Library in Brunswick, Maine. She is the author of *New Routes to Library Success*, *What They Don't Teach You in Library School*, and *Creating Your Library Brand*.*

Joyce Schmitt is Development and Marketing Officer at Curtis Memorial Library. She has over 30 years of experience in public relations and fundraising.

10 UNDERSTANDING LIBRARY FRIENDS AND FOUNDATIONS

This session explores the differences between Friends organizations and library foundations, the benefits and challenges for each type of organization, and how to determine which entity a library should consider when seeking outside donations.

Terry Knowles has been the assistant director of Charitable Trusts at the New Hampshire Attorney General's Office for the past 37 years. Terry writes and lectures on the nonprofit sector both in New Hampshire and nationally.

1:45 – 3:00 pm

11 ★ FRIENDS & FRIENDS OF FRIENDS: BUILDING STRONG RELATIONSHIPS

The ideal local public library serves the community well-led by trustees, run by staff, and supported by Friends. These three groups have the same general goal but building a strong relationship can be “interesting.” This session will explore ways to make it work.

Tom Ladd is an independent library consultant and trainer with decades of experience helping NH libraries. He was Vice-President of the Friends of the Whitefield Library.

12 THE CARE AND FEEDING OF YOUR ARCHITECT: WHY ~ WHEN ~ HOW

Planning a project? You need this workshop to describe WHY you need an architect, WHEN you need an architect, and HOW you go about finding the right architect. Pertinent to renovation or new construction projects both large and small, this program will explore the responsibilities of the architect and the architectural process as well as the preparation work a library needs to do before hiring an architect.

Patricia Sherman, FAIA, is one of the founders of the design firm, Warrenstreet Architects, and was the 2011 recipient of the Clinton Sheer Award for Excellence in New Hampshire Architecture. She is a trustee of the Newbury Library, which she also designed.

Ron Lamarre, Lavallee|Brensinger Architects, is an architect and planner who focuses on creating forward-thinking and sustainable library environments. He is a member of the American Library Association and the American Association of School Libraries.

Jason LaCombe, SMP Architecture, grew up working in construction and has nearly 20 years of practical experience both as an architect and construction manager. He is now the President of SMP Architecture in Concord, NH, designer of a number of NH Public Libraries.

13 I DIDN'T KNOW LIBRARIES DO THAT!

Wonder what is new with libraries around the country? Get an overview from the field on new trends, techniques, and directions that public libraries around the country are taking. Some of these examples may spark your creativity, some may seem utterly outrageous, and some may give you that warm feeling of “we were already way ahead of the curve on that one!” Refresh your reservoir of new ideas at this session.

George Needham (See workshop 7 for full bio.)

14 MANAGING THE MONEY

In this session, two seasoned library treasurers will address a variety of topics related to financial management and will answer questions that trustees have posed. Among the topics: working with your town's finance officer, warrant articles, the budget process, paying invoices, reporting the financials, trust funds and other non-public income. Come prepared with your own questions, and the presenters will answer as many as time allows.

William Gould has been the treasurer for the Whipple Free Library in New Boston since 2010. He is also the New Boston Town Treasurer and Chair of the Finance/Budget Committee. Bill is a board member and Senior Consultant for Executive Service Corps providing business consulting for NH non-profits.

Peter Royce is a retired lecturer at the University of New Hampshire. He served the Town of Barrington as Selectman for 10 years, and was appointed Town Treasurer in 2013. He was a Barrington Library Trustee for 10 years and its treasurer for many years until stepping down in 2018.

15 ★ RIGHT-TO-KNOW LAW UPDATE

New Hampshire's Right-to-Know Law, RSA 91-A, applies to all public libraries and library boards of trustees. This program will provide a brief overview of the Right-to-Know Law, followed by a discussion of the latest changes to the law and court decisions interpreting the law. It will be an interactive program with plenty of opportunity for questions and discussion.

Cordell Johnston is Government Affairs Counsel for the New Hampshire Municipal Association (NHMA) where he has worked since 2004. Previously he was in private practice with the Concord firm Orr & Reno. He is also a former selectman and planning board member for the Town of Henniker.



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**New Hampshire Library Trustees Association
2018 Spring Conference & Annual Meeting**

REFRESH & REFOCUS

Monday • May 14, 2018

8:00 a.m – 3:00 p.m.

NOTE NEW LOCATION

The Manchester Downtown Hotel

(Formerly Radisson Hotel Manchester Downtown)

700 Elm Street, Manchester, NH 03101

PARKING: A parking garage is located adjacent to The Manchester Downtown Hotel. With ticket validation, parking fees are \$6 per vehicle. Attendees staying overnight at the hotel may park overnight for \$12 per vehicle. You **MUST** bring your parking ticket with you into the hotel to be validated at the Conference Registration Area located in the Assembly Area.