2024 Friends & Trustees Institute

Event Schedule

All sessions will be conducted live, Saturday, March 23 with recordings available March 26 – June 23

9:00 a.m. – 9:30 a.m.
Log-in and Prep
Attendees log-in to the virtual event platform (Pheedloop), create a profile and upload a photo (optional), post comments in the virtual lobby and get ready to engage!

9:15 a.m. – 9:25 a.m.
Welcome
Welcome from event organizers with overview and tips for engagement.

9:30 a.m. – 10:30 a.m.
Concurrent Sessions

Getting On Board: The Four Roles of Library Trustees

*Catherine Alloway, Consultant, Library Strategies*

"Getting On Board" is designed for first-time and new library trustees and Friends board members with little to no volunteer board experience. Learn how to act as Boosters, Counselors, Strategists, and Ambassadors to support the library and enhance the community. The talk reviews best practices for board members that will promote the library and uplift your volunteer spirit and contribution.

**Speaker Bio:** Catherine Alloway served as a Pennsylvania public library administrator for over 30 years and continues to work as a library consultant and presenter. She retired in 2021 as Director, Schlow Centre Region Library, State College, and is a Past President of PaLA. A current board member of Leadership Centre County, and with additional board member experience, Alloway is committed to training board members in roles and responsibilities that will allow them and their institutions to thrive.

PA Small Games of Chance and Sales Tax for Friends Organizations

*Vicky Ann Trimmer, Esq., CPA, Daley Zucker, LLC*

The application and licensing process for PA Sales and Use Tax will be addressed along with the need for and procedure for obtaining a Sales Tax license. Record keeping and on-going requirements as well as what is allowed under the license will be outlined. Advertising of the purchase price and when to collect and remit sales tax will
be covered. The difference between a Sales Tax Exemption and the Purchase for Resale Exemption will also be explained.

**Speaker Bio:** Currently a Partner with Daley Zucker, LLC, Vicky brings extraordinary depth to the practice in the areas of estate planning and administration, elder law, business law, administrative law, taxation and agricultural law. During her time with the PA Department of Revenue and her years in private practice, Vicky has developed recognition through a solid representation of her clients as well as speaking engagements at numerous continuing legal education events. She is a member of both Pennsylvania and local bar associations and continues her membership in accounting and notary organizations. She also teaches as an Adjunct Professor of Law at the Dickinson School of Law of the Pennsylvania State University.

**Working Together to Advocate for Increased Tax Funding to Support the Library**

*Philip Whitehurst, Treasurer, Clymer Library*

The session is a local case study outlining Clymer Library's successful seven-year effort petitioning our Township Supervisors to vote for an increase in Clymer’s Library Millage Tax. Section 9315 of the Pennsylvania Public Library Code expressly authorizes municipal officers to increase an existing library tax without submitting the question to the voters. Clymer's Trustees mounted a successful campaign to inform our Supervisors of the Library's financial needs and the inadequacy of the tax set 20 years ago. We also informed them of their legal rights under Section 9315 to provide a much-needed increase in the annual tax to improve Clymer's finances. The campaign had its share of drama. In 2022, the Supervisors unanimously voted to increase the millage. Two weeks later the township Solicitor determined that their action was illegal. A Declaratory Judgment request was filed with Monroe County and a trial before a Judge was held. The result was a ruling in support of the library's interpretation of Section 9315. This is significant because now there is case law binding in Monroe County that can be referenced throughout Pennsylvania. The study will outline the elements of the campaign that were necessary for a successful conclusion.

**Speaker Bio:** As Treasurer of Clymer Library, Whitehurst was responsible for leading the effort to uphold Section 9315. He worked with other Trustees to convince the Supervisors to take action, a multi-year effort that was resolved successfully in 2023.

10:30 a.m. – 10:45 a.m.

**Break**

10:45 a.m. – 11:45 a.m.

**Concurrent Sessions**

**Budgeting and Cash Reserves for Nonprofits**

*Jim Krimmel, Hamilton & Musser, PC*

Every nonprofit leader should understand the importance of effective budgeting and cash reserves to their organization. However, understanding the importance of budgeting and cash reserves and being able to develop an effective approaches in these areas of nonprofit management, are two different things. During this presentation, we will discuss effective tools for navigating the budget process and the establishing healthy cash reserves. Both of these important financial tools can greatly strengthen any nonprofit organization.

**Speaker Bio:** James Krimmel is a CPA and Shareholder with Hamilton & Musser, PC who works with over 150 nonprofit organizations. He is a retired Associate Professor of Accounting at Messiah University and has offered in-person and zoom presentations on many topics, both nationally and internationally for organizations such as, Hope International and World Vision, along with many Central PA professional associations.
Understanding Library Book, Display, and Programming Challenges: How to Design Policies and Procedures to Support Staff Through Difficult Situations

Lea Chisum, System Administrator, Library System of Bradford County

With book, display, and program challenges on the rise, boards need to be prepared with a good understanding of this fundamental aspect of librarianship. Participants will learn about the foundations of intellectual freedom in the United States and American librarianship, gain an overview of common challenge themes and forms, and learn how strong policies and preemptive discussion can ensure the continued success of the library. Participants will receive an easy to understand slideshow to share with their boards, sample policies and procedures that have been effective, and have an opportunity to ask questions.

Speaker Bio: Ms. Chisum has been a stalwart supporter of intellectual freedom since childhood and has turned that passion into a career with six years as the System Administrator of a federated library system in rural Pennsylvania. She has been an active member of the Pennsylvania Library Association since 2018, serving on the Intellectual Freedom Committee since 2019 in addition to a number of other Committees and Roundtables. She is also heavily involved with the Association for Rural & Small Libraries and has served on their Advocacy Committee since 2023. She presented in a panel on the subject at the national Association for Rural & Small Libraries conference in Kansas and worked with the Pennsylvania Library Association Diversity, Equity & Inclusion and Intellectual Freedom Committees to shape the very successful 2023 Intellectual Freedom panel discussion. She has presented this presentation several times to staff, boards, and committees.

The Life Cycle of a Friends Group: Successful Succession Planning in Action

Denise Sticha, Executive Director, Centre County Library & Historical Museum

Like many other organizations, Friends groups can have a life cycle that ebbs and flows. Often what contributions to this cycle are personal and group dynamics, changes in leadership and the aging out of volunteers who have held leadership positions for many years. This session will offer strategies to safeguard a Friends group from these fluctuations.

Speaker Bio: Denise Sticha is a library director and has served on the Board of PCBL for over 10 years. She has worked with numerous Friends groups across the Commonwealth.

11:45 a.m. – 12:30 p.m.
Lunch Break

12:30 p.m. – 1:30 p.m.
Concurrent Sessions

Simple Fundraising Tactics for Library Volunteers

Chad Barger, Speaker, Trainer & Coach, Productive Fundraising

This session is designed to boost the fundraising effectiveness of your library board of trustees or Friends group. Chad will share practical tips and exercises that you can use to become more effective and engaged fundraisers. You’ll leave the session with a toolkit containing all of the exercises that you can take back and use immediately.

Speaker Bio: Chad Barger, CFRE, ACNP serves as an Adjunct Instructor at both Messiah University and Temple University, where he teaches the 10 Week Online Fundraising Certificate Program. As a Master Trainer for the Association of Fundraising Professionals (AFP), he is a frequent keynote and workshop presenter at nonprofit conferences across the US and Canada. Chad is an active member of AFP, currently serving as chair of its Editorial Advisory Committee at the international level, and he is a past president of the Central Pennsylvania Chapter. Chad is a regular columnist for Advancing Philanthropy and has been interviewed for articles in the Chronicle of
Philanthropy. He was the 2018 recipient of the Nonprofit Leadership Excellence Award granted by Central Penn Business Journal. Chad is a graduate of Slippery Rock University (SRU) where he got his fundraising start as a student phone-a-thon caller. He currently serves on SRU’s Philanthropy and Nonprofit Program Advisory Council.

Clarifying Library Laws: The Path to New Regulations

Susan Banks, Deputy Secretary, Commissioner for Libraries, and State Librarian, Office of Commonwealth Libraries

We often hear the term "Library Code" used to describe all sorts of complicated requirements for public libraries in Pennsylvania. But what does that actually mean for libraries trying to understand the laws that govern their operations and standards of eligibility for State Aid? The Title 24 Statute was revised in 2012, but the Title 22 Regulations to clarify that statutory language have not been revised for many decades - most since the 1960's. The Office of Commonwealth Libraries is charged with revising those Regulations and is in the process of creating draft language that will ultimately be submitted for approval and adoption by the general assembly of the Commonwealth. This session will help you understand the process by which those regulations become binding and what this means for your libraries.

Speaker Bio: Susan Banks is the Deputy Secretary, State Librarian, and Commissioner for Libraries at the Office of Commonwealth Libraries. Before being hired in OCL as Director of Library Development, she had a 20-year career in public libraries large and small in Ohio, Kentucky, Oregon and most recently was the Deputy Director of Carnegie Library of Pittsburgh

Don’t Wait: How to Prepare Now for the Next Crisis

Jason Kirsch, Principal, PRworks

The best way to handle a crisis is to prevent it. The second-best way is to be prepared for it. Having a crisis communications plan in place before a crisis happens is key to getting your organization on the road to recovery. Attend this session led by an accredited public relations counselor to learn: the stages of a crisis; how to go about creating a crisis communications plan; must-have content for your crisis communications plan; and best practices for effective communication during a crisis.

Speaker Bio: Jason Kirsch, APR has more than 28 years of experience counseling senior leaders, building high-profile brands, leading impactful marketing campaigns and providing strategic communications expertise. He leads PRworks, a branding, marketing and public relations firm in Harrisburg. Previously, Jason was senior director in the marketing organization at Capital Blue Cross, where he led brand management, communications, digital marketing, advertising and creative services. He also formerly oversaw marketing and public relations for Metro Bank. Additionally, he conducted media relations and served as spokesperson for two Pennsylvania governors, and was press secretary at the Pennsylvania Department of Community and Economic Development. Jason holds the Accredited in Public Relations (APR) credential, a mark of distinction that signifies a distinguished level of expertise and a commitment to ethical conduct. He also developed, and is a lead instructor for, the PRSA’s APR coaching program at the national level and serves as Accreditation co-lead for PRSA’s Central Pennsylvania Chapter. Additionally, he is an adjunct professor at York College of Pennsylvania.
The Big Half Dozen: Six Patron-Facing Policies Your Library Should Have

Scott Thomas, Chief Executive Officer, Scranton Public Library

Six policies that should be included in every library policy arsenal include: Collection Development / Reconsideration, Meeting Room, Visitor Behavior, Programming, Display and Exhibits, and Confidentiality of Library Records. The Scranton Public Library, within the last three years, has either updated or newly implemented all of these policies. The intent was to protect the library and its public image while ensuring that every patron receives equitable access to programs and services. The second objective was to uphold the value of intellectual freedom while respecting the diversity of viewpoints and beliefs in the community. Attendees will learn about the circumstances that lead to the development of each policy, the important components of each, how they have been used, and how they fit together.

Speaker Bio: Scott Thomas has been a librarian since 1987 and has worked in a variety of capacities including public services, technology, and administration. He has been the Chief Executive Officer of the Scranton Public Library since 2019.

Balancing the 3-Legged Stool - Roles and Responsibilities of Library Boards, Library Friends, and Library Staff

Denise Sticha, Executive Director, Centre County Library & Historical Museum

An overview of the roles and responsibilities of each partner in a library’s organization structure, using best practice information from ALA’s United For Libraries. We will cover how libraries can best support smooth working relationships between Boards, Friends and staff, focusing on better communication, establishing and respecting boundaries and responsibilities and how a Memorandum of Understanding can establish clarity, transparency and accountability.

Speaker Bio: Denise Sticha is a library director and has served on the Board of PCBL for over 10 years. She has worked with numerous Friends groups across the Commonwealth, including Friends in Berks, Centre and Westmoreland Counties.