

## Vermont Library Association (VLA) Board Retreat

Thursday, July 12, 2007

Sherburne Memorial Library – Killington, Vermont

### APPROVED MINUTES

Present: **Barbara Doyle-Wilch** (President/Presiding), **Judah Hamer** (Vice-President), **Brenda Ellis** (Secretary), **Trina Magi** (Intellectual Freedom Chair), **Sharon Thayer** (Membership chair), **Jessamyn West** (VLA website), **Peter Blodgett** (Public Libraries), **Marie McAndrew-Taylor** (NELA – New England Library Assoc. rep); **David Brown** (VLTA - Vermont Library Trustee Association, State Board of Libraries); **Richard Ambelang** (College & Special Libraries), **Marianne Kotch** (VLTA - Vermont Library Trustee Association convenor), **Donna Edwards** (Treasurer), **Teresa Faust** (VLA Newsletter editor), **Larraby Fellows** (outgoing Vermont Library Conference Co-chair), **Gizelle Guyette** (CAYAL - Children and Young Adult Librarians), **Daisy Benson** (Outgoing Past President); **Martin Hahn** (co-chair Government Relations committee); **Megan Allison** (outgoing CAYAL - Children & Young Adult Librarian president); **Lisa von Kann** (outgoing VLA president; co-chair Government Relations committee)

### Update from Trina Magi (Intellectual Freedom):

Vermont was the 1<sup>st</sup> state to officially oppose the US Patriot Act. But the act hasn't changed. With the change in congress, she feels now is a good time to write another letter to Congress to press for change.

In light of the Connecticut Librarians case and the U.S. Dept. of Justice report (that documented widespread misuses of national security letters), the American Library Association Council just unanimously approved a **resolution** (*Resolution on the Use and Abuse of National Security Letters – On the Need for Legislative Reforms to Assure the Right to Read Free of Government Surveillance*) to ask Congress for changes. Trina presented a **draft letter** to our Congressional Representatives concerning the USA PATRIOT Act and ALA resolution that she would like to send on behalf of the VLA Board in order to add state level support to the ALA resolution. Trina distributed copies of the ALA resolution and draft letter (attached with minutes) for the Board to read over lunch and vote on in the afternoon. David Brown suggested sending copies to local newspapers. Trina expressed thanks to Gail Weymouth (Sherburne Memorial Library, Killington) who was instrumental in bringing the resolution to ALA.

### Review of Accomplishments (from the past year):

Lisa Von Kann highlighted major accomplishments during her term as president last year. She noted the efforts made at the state level, such as hiring a **lobbyist** for the first time. With the lobbyist, we were able to push for direct state support of VT libraries (as 42 other states have). A bill was introduced; hearings were held; the first

**VT Library Legislative Day** was held; and a bill was passed to move a study of the initiative to the VT Legislative Council and Joint Fiscal Office (this group will study the situation and can write the final funding legislation). VLA has been giving them statistics, surveys, etc. to let them know what VT libraries are doing.

As Vice-President last year, Barbara Doyle-Wilch reported that she started a conversation on how to **communicate** with our members. She and others looked at the VLA newsletter and other channels of communication.

Daisy Benson mentioned the **Salary Survey of Academic Librarians** that was conducted last year. Preliminary data from the survey was presented at VLA annual meeting (held in May at the Vermont Library Conference).

Trina Magi reported that the **Intellectual Freedom Committee** sponsored the **John Swan lecture**, given by two Connecticut "John Doe" librarians, who related their experiences with the FBI and the USA Patriot Act. C-Span taped and aired it and it got national attention. A staff member from Senator Leahy's office attended. Senator Leahy invited one of the Connecticut librarians to testify before Congress.

Teresa Faust (outgoing Secretary) noted that the **draft revision of the By-Laws** worked on last year was presented to the membership at the VLA annual meeting.

Donna Edwards (Treasurer) reported that she purchased and upgraded the Quicken financial software program. She has started putting together a timeline for her replacement and a manual for how to do things. Also, VLA bought a **treasurer's bond** (so that the VLA Board is insured in case of anyone absconding with money)

Megan Allison reported that **CAYAL** (Children & Young Adult Librarians) did a **storytime** at the VT Library Legislative Day.

It was noted that the **College and Special Libraries** section will have a meeting on July 20<sup>th</sup> at Norwich University.

Peter Blodgett reported that the **Public Library** section will spend this year doing what they wanted to do last year.

Marianne Kotch reported that the Trustees (**VLTA**) had a fall **conference** with 85 people (trustees and town officers). It opened eyes about the economic value of libraries. They had 4 town officers days. David Brown mentioned the finding that for every \$1 spent on libraries, communities get 800% back in benefits (or for every \$1 spent on libraries, communities get \$5.41 back). The VLA website has a Library Use Value Calculator.

Larraby Fellows reported on the **Vermont Library Conference**, held in May. The Conference Committee had many new members. The Conference transitioned from print to electronic (i.e. they revised how conference information was distributed).

The Conference had 661 in attendance (a record). The keynote speaker for 2008 will be “the unshelved librarian”.

It was noted that the **VLA membership** increased significantly this past year, thanks to efforts by the membership chair, Pat Mardeux.

### **What didn't get done:**

Barbara Doyle-Wilch: The **By-Laws** need to be finished. The **legislative work** in progress needs to be finished. There is lots to do with **communication and advocacy** – people are still not hearing about things. There also needs to be **succession planning**.

Trina Magi: we need to pursue a stronger **statute** in VT to protect **confidentiality of library records**. Other states have models we can look at. She's working with ALA and the ACLU (American Civil Liberties Union) to find out what should be in the legislation. She plans this fall to communicate with the VLA membership – visit section programs with “infomercial” plus direct mail of proposed language for a statute with Q&A. She's been in touch with our lobbyist. It was asked whether this was related to exclusionary issues – the answer was no.

The issue of **money** was raised. VLA needs to raise more money to help pay for the lobbyist. Donna Edwards (treasurer) distributed the **budget report**. The Conference income has not yet been reported. Larraby Fellows noted that **Vermont Library Conference** has been losing exhibitors (major source of money). They are looking at ways to coordinate our conference dates with Maine & New Hampshire so we can get vendors to make a circuit of all the conferences. Sponsorships will also be aggressively pursued.

Trina pointed out that the **budget deficit** was deliberate because we had money on hand from previous years. Barbara Doyle-Wilch noted that if we keep expenses the same, we can't sustain it unless we raise \$15,000. Martin Hahn mentioned the library bill asked for 1.6 million, but if it isn't successful, we could ask libraries to contribute based on the size of their budget. It was noted that most income usually comes in during the fall. Daisy Benson mentioned that the budget for sections is considered seed money – sections are supposed to regroup that money. It was pointed out that the ALA conciliar was over budget and that the amount budgeted was unrealistic for attending 2 conferences. Barbara said we'd go over the budget in more detail at the first regular board meeting.

Trina mentioned we could do better job of getting these accomplishments (ex. library benefits study) to newspapers, i.e. getting our story out there.

## Discuss Strategic Plan:

Barbara Doyle-Wilch called attention to the Strategic Plan. She suggested we focus on only 1 or 2 of the items. Sections can do the same. We should be realistic over what we can do, given limited time. There are **6 areas** in the plan:

**Advocacy** – use the economic information and intellectual freedom work as tools.

**Education** – professional development of librarians in VT. Barbara would like to see more overlap between sections.

**Intellectual Freedom** – continue with issues already discussed.

**Membership** – continue to increase membership.

**Partnerships** – this is an ongoing process. Partnership examples include: the John Swan lecture; the salary survey. There are partnerships with AVIC (Assoc. of Vermont Independent Colleges); VSLA (Vermont School Library Association - formerly VEMA). League of Governments, towns, museum partnership (ECHO pass). We simply need to keep partnerships in mind as we plan activities.

**Structure and Governance** - By-laws will dominate this

## Define Action Items for Coming Year:

The group broke into small groups to talk about 3 – 4 things we really want to have done.

### Group report comments:

**VLTA should remain a section** with a life. Originally it was its own association, then it became a section of VLA. But they have had trouble getting volunteers, so it was questioned whether it should be disbanded. Instead it went to a steering committee and Marianne Kotch became convenor. But she's retiring so they need to make sure they have a successor.

There needs to be a **place on the web that shows state-wide activities of all the library groups**, including VSLA. There's the issue of various library catalogs and borrowing.

**Improve our partnership with the state library board.** Have regular participation of a representative from the VLA board. This is a good role for the past-president.

Pursue **Confidentiality statute** at state level.

**Every section should have a minimum of 1 program per year.** Try to align the program with the strategic plan? Ex. confidentiality.

Have a **more formalized statewide Reads program** so it includes academic libraries. Everyone read the same book and have discussions. (The VSLA president has mentioned doing a week on information literacy).

**Communications** – have new, online, rich, open to non-members content that will bring people to the VLA web site. Have RSS feeds, but also old ways: face to face, 2 way, and person to person. Who/what is the voice of VLA?

**Get funding** (for lobbyist).

**Membership** – send VLA membership list and volunteers to all board members – try to get people to contact the new people. Get librarians to organize local area librarians dinners.

**Increase state aid.**

**More coming together with SALSA** (State Academic Library Summit) – sponsored by AVIC (Assoc. of VT Independent Colleges). It's a college presidents group, but libraries have been the main group meeting. AVIC funded the 1<sup>st</sup> meeting.

Investigate Implications of a **state-wide library card**. This ties in with a **courier service**.

Look at **membership benefits; continuing education; mentoring** between librarians; **local librarians (all types) meeting over dinner**.

**Increase publicity** to reach a larger audience – possibly make a video where libraries contribute 60 seconds of video of people using their libraries or services and pick the best clips and combine these into one video? See if something can be arranged with Vermont Public Radio for a radio spot? ALL Libraries need to be able to explain why we need new libraries, funding, etc.

Anything VLA can do to help support **online education**. Perhaps develop an endowment for a scholarship for people willing to return to the state to work for at least a few years.

Work with the **Department of Libraries** to offer some programs.

The Board returned to the drafts presented by Trina earlier and **unanimously voted to endorse the ALA resolution and letter**.

## Communication Ideas and Plan:

The Board had an in-depth discussion on the topic of communication and reviewed the recommendations that came from the VLA Communication Meeting (held June 4, 2007).

**Problems identified:** The newsletter is too expensive. It's too time consuming to get content and format it. It's difficult to get contributions. We've tried getting "reporters" but that didn't work because people became too busy. The newsletter is one-way communication and it is not quick.

### **Identified 2 new ways for communicating – print and online:**

Instead of a print newsletter, have a **print letter from VLA Board or President** 4 times per year, highlighting what's happening and pointing people to the VLA website.

**Overhaul the current VLA website** and add feeds from other library blogs. Each group will have its own section. Not restricted to just VLA members to view.

**Example: The new VSLA (Vermont School Library Assoc.) website** has already done some of this. See: <http://www.vsla.info/>. It includes upcoming events, blog features, photographs from libraries, and it pulls in other content from RSS feeds.

### **Challenges:**

- Committee/section members will **need to add content** to keep their sections up to date.
- VLA will **lose newsletter advertiser income** (but newsletter costs more than what advertising brings in).
- There will still be **mailing costs** for the 4 print letters.
- The **newsletter will no longer be a membership benefit**, but can have participation in blogs be limited to members (but anyone can read). Authorized administrators can start a post, but anyone can comment. We will need to set appropriate expectations to insulate us from being overwhelmed.

The new means of communication would **eliminate the need for a paid position** of newsletter editor.

The VLA website could have a **RSS feed from VSLA**, but their content will reside on their own page.

Barbara proposed we set up a model to see how it works. The group was unanimously in support.

**Fundraising for the \$15k needed for the VLA lobbyist was discussed.** We will ask libraries (especially those that will benefit the most) to make donations from their budget or get their friends groups to donate money.

## **Board Meeting Dates and Locations:**

Barbara asked whether we should rotate locations and everyone agreed. She'll send out the dates and ask people to volunteer to host. The meetings are 9:30 – noon.

## **Announcements:**

(New England Library Association) **NELA Counterparts meeting** on June 20th - Judah and Marie are going.

Peter announced that the **Public Libraries section meeting “Law for Librarians”** will be held on Sep. 27, 2007 from 10 a.m.- 2 p.m. Topics will include policies; 1<sup>st</sup> amendment; privacy; challenges to libraries. See VLA website for full information: <http://www.vermontlibraries.org/events.html>.

The **Vermont Library Trustees Association (VLTA)** is holding their annual statewide **conference** on November 3, 2007 entitled “Focus on the Customer”. See draft flyer attached to minutes for details.

## **Other Matters:**

Larraby asked for clarification about section of **by-laws** where mention of **Vermont Library Conference** was taken out. It's a contract relationship betw VLA and VSLA. The two presidents sign a contract with the conference coordinator. Their duties are spelled out in the contract. Larraby also suggested that the board invite the conference coordinator to a meeting once a year so the coordinator will know the needs of the sections.

The departing Board and Committee members were recognized.

The meeting adjourned at 1:56 p.m.

Respectfully submitted,

Brenda Ellis, VLA Secretary

**RESOLUTION ON THE USE AND ABUSE OF  
NATIONAL SECURITY LETTERS**

**On the Need for Legislative Reforms to Assure the Right to Read Free of Government Surveillance**

WHEREAS, the American Library Association (ALA) is committed to preserving the privacy rights of all persons in the United States, especially library users and library employees; and

WHEREAS, the freedom of thought is the most basic of all freedoms and is inextricably linked to freedom of inquiry; and freedom of inquiry can be preserved only in a society in which privacy rights are rigorously protected; and

WHEREAS, ALA reiterates its opposition to any proposal or actions by government that suppresses the free and open exchange of knowledge and information or that intimidates individuals exercising free inquiry; and

WHEREAS, certain statutes authorized by Congress provide the Federal Bureau of Investigation (FBI) authority to use National Security Letters (NSLs), a form of administrative subpoena issued without judicial oversight or adequate judicial review; and

WHEREAS, NSLs can be used by the FBI to obtain an individual's most personal information, including financial records, credit records, telecommunication records, and Internet use records, including library Internet use records, without ever notifying the individual; and

WHEREAS, the laws authorizing the use of NSLs automatically impose a permanent nondisclosure or "gag" order on any recipient of an NSL, making it illegal for individuals or organizations to ever reveal that they have been asked to provide records or information to the FBI and requiring NSL recipients to risk fines and imprisonment in order to report any abuse of government authority, abrogating the recipients' First Amendment rights; and

WHEREAS, the Department of Justice's Office of Inspector General (OIG) reported it found that the FBI had engaged in widespread and serious abuses of its authority to use NSLs. These abuses include significantly understating the number of NSLs used by the FBI in the classified reports given to Congress; using NSLs to collect consumer information, a practice that is prohibited by statute; and using exigent letters (requests to provide information prior to the issuance of an actual NSL or subpoena) to circumvent the requirements of the NSL statute and to obtain information in the absence of any duly authorized investigation; and

WHEREAS, the FBI collects and shares vast amounts of information derived from NSLs with local, state, and federal law enforcement and intelligence agencies, foreign governments, and, pursuant to executive order, "appropriate private sector entities"; and

WHEREAS, the FBI attempted to use an NSL to obtain library users' records from the Library Connection in Windsor, Connecticut; and



WHEREAS, FBI Director Robert Mueller caused classified written testimony to be provided to the Senate Judiciary Committee on March 30, 2007, concerning other instances when FBI agents may have used NSLs to obtain information from libraries about library users; and

WHEREAS, the FBI's documented abuse of its NSL authorities indicates that information about library users may be misused and disclosed in a manner contrary to law and professional ethics; and

WHEREAS, the use of NSLs strips members of the public, including librarians, of their fundamental First Amendment rights; now, therefore, be it

RESOLVED, That the American Library Association condemns the use of National Security Letters to obtain library records; and, be it further

RESOLVED, That the American Library Association urges Congress to pursue legislative reforms in order to provide adequate protection for each library user's Constitutional right to be free from unwarranted and unjustified government surveillance, including:

- Judicial oversight of National Security Letters (NSLs) requiring a showing of individualized suspicion and demonstrating a factual connection between the individual whose records are sought by the FBI and an actual investigation;
- Elimination of the automatic and permanent imposition of a nondisclosure or "gag" order whenever an NSL is served on an individual or institution;
- Allowing recipients of NSLs to receive meaningful judicial review of a challenge to their NSL without deferring to the government's claims;
- Increased oversight by Congress and the Office of the Inspector General of the U.S. Department of Justice over NSLs and FBI activities that implicate the First Amendment; and
- Providing for the management, handling, dissemination and destruction of personally identifiable information obtained through NSLs; and, be it further

RESOLVED, That the ALA communicates this resolution to the Offices of the President and Vice President, Congress, ALA members, and state chapters; and that ALA urges its members, state chapters, and all library advocates to ask Congress to restore civil liberties and correct the abuse and misuse of National Security Letters.

Adopted unanimously by the Council of the American Library Association  
Wednesday, June 27, 2007  
Washington, D.C.



VERMONT  
LIBRARY  
ASSOCIATION

P.O. Box 803  
Burlington, VT 05402  
<http://www.vermontlibraries.org>

Senator Bernie Sanders  
332 Dirksen Building  
U.S. Senate  
Washington, D.C. 20510  
SENT VIA FAX: 202-228-0776

Dear Senator Sanders,

Almost five years ago in October 2002, we wrote to you expressing our concerns about the USA PATRIOT Act and the ways in which it chills intellectual freedom and threatens the privacy of library users. We greatly appreciate your efforts to remedy the law and your vote against its reauthorization in March 2006. We are writing again to ask you to continue your strenuous efforts to repeal or change sections of the USA PATRIOT Act and restore fundamental protections and rights assured by the United States Constitution. Since we first wrote to you in 2002, our concern has intensified.

Despite assurances by the attorney general that the FBI is not interested in what people do in libraries, we know that the FBI used powers granted in the PATRIOT Act to serve Library Connection (a Connecticut library consortium) with a National Security Letter demanding information in the summer of 2005. Our librarian colleagues at Library Connection sought legal representation from the American Civil Liberties Union and fought compliance with the demand. Due to the nondisclosure order accompanying the National Security Letter, the librarians were prohibited from revealing to anyone that they had received the request, and their identities were secret. As Congress debated reauthorization of the law and the Justice Department offered its advice to Congress, the "John Doe" librarians were silenced—unable to tell Congress about their first-hand experience with the law. Shortly after Congress reauthorized the PATRIOT Act, our Connecticut colleagues were released from the gag order, and within a few more weeks, the FBI dropped its demand for records altogether. Two of the "John Doe" librarians visited Vermont this past March to tell their story in a community lecture sponsored by our association.

Unfortunately, the reauthorization in March 2006 made only minimal improvements to the law, and continues to leave people vulnerable to unjustified surveillance and government fishing expeditions. Even the FBI has acknowledged that the reauthorization language did nothing to protect library users from the reach of National Security Letters issued under Section 505 of the original USA PATRIOT Act. In a document titled "Responses of the Federal Bureau of Investigation Based Upon the May 2, 2006 Hearing Before the Senate Committee on the Judiciary Regarding FBI Oversight," the FBI answered Senator Durbin's question about whether the reauthorization language "clarifies that a library functioning in its traditional role is not subject to a National Security Letter." In this document, the FBI asserted that the reauthorization language did nothing to actually change this part of the law.

Senator Bernie Sanders  
July 13, 2007  
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In March 2007, we were deeply troubled to learn that the Department of Justice's Office of Inspector General found that the FBI engaged in widespread and serious misuse of its authority to use National Security Letters. We remain extremely concerned that Section 215 and Section 505 do not require the FBI to meet the probable cause standard showing that the target of an investigation is an agent of a foreign power. We are particularly troubled by the continued use of gag orders, and we believe that any gag order must be subject to a meaningful process for challenge. We also believe there should be increased judicial oversight and stronger reporting requirements about the FBI's use of PATRIOT Act powers.

Just a couple weeks ago, the American Library Association Council, which is the policy-making body of our national professional association, unanimously passed a "Resolution on the Use and Abuse of National Security Letters—On the Need for Legislative Reforms to Assure the Right to Read Free of Government Surveillance." The Vermont Library Association Board has voted to affirm this document, and we have attached a copy for your review.

Thanks again for your efforts to protect the Constitution and our civil liberties. If our organization can provide additional information or help you in any way, we hope you will call on us.

Sincerely,

Barbara Doyle-Wilch, President  
Phone: 802-443-5490  
E-mail: [bdoylew@middlebury.edu](mailto:bdoylew@middlebury.edu)

Trina Magi, Chair, Intellectual Freedom Committee  
Phone: 802-656-5723  
E-mail: [trina.magi@uvm.edu](mailto:trina.magi@uvm.edu)

Enclosure

# Budget Report July 12, 2007 - Current Year

1/1/2007 through 12/31/2007 Using Amended VLA Budget 2007

7/10/2007

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Category Description	1/1/2007 Actual	- Budget	12/31/2007 Difference
<b>INCOME</b>			
Advertising Income	175.00	200.00	-25.00
CAYAL Income	0.00	1,000.00	-1,000.00
College Special Libraries Income	0.00	300.00	-300.00
Conference Income	0.00	2,000.00	-2,000.00
Government Relations Income	0.00	200.00	-200.00
Intellectual Freedom Income	0.00	235.00	-235.00
Interest Income	0.00	50.00	-50.00
Membership Income	11,320.00	12,000.00	-680.00
Public Libraries Income	0.00	500.00	-500.00
Tax Preparation Income	0.00	475.00	-475.00
Vt. Lib. Trustees Assoc. Income	0.00	250.00	-250.00
<b>TOTAL INCOME</b>	<b>11,495.00</b>	<b>17,210.00</b>	<b>-5,715.00</b>
<b>EXPENSES</b>			
ALA Councilor Expense	2,885.51	2,000.00	-885.51
ALA Dues	0.00	110.00	110.00
Awards Committee Expense	3,481.57	3,697.00	215.43
Bulk Mailing Permit, PO Box rental	244.00	185.00	-59.00
CAYAL Expense	1,088.00	1,000.00	-88.00
College Special Libraries Exp.	0.00	300.00	300.00
DCF Conference	0.00	400.00	400.00
Donations Expense	0.00	300.00	300.00
Government Relations Expense	342.50	575.00	232.50
Intellectual Freedom Expense	375.05	100.00	-275.05
Lobbyist Expense	16,769.72	17,000.00	230.28
Membership Expense	0.00	600.00	600.00
NELA Representative Expense	0.00	465.00	465.00
Personnel Committee Expense	0.00	430.00	430.00
President Expense	330.98	200.00	-130.98
Public Libraries Expense	0.00	500.00	500.00
Secretary Expense	0.00	50.00	50.00
Tax Preparation Expense	425.00	475.00	50.00
Treasurer Expense	173.10	50.00	-123.10
Treasurer's Bond Expense	90.00	90.00	0.00
VLA News Expense	1,865.04	3,200.00	1,334.96
Vt. Library Trustees Assoc. Exp.	0.00	250.00	250.00
Web Site Design Maintenance	195.00	225.00	30.00
<b>TOTAL EXPENSES</b>	<b>28,265.47</b>	<b>32,202.00</b>	<b>3,936.53</b>
<b>OVERALL TOTAL</b>	<b>-16,770.47</b>	<b>-14,992.00</b>	<b>-1,778.47</b>

Account Balances July 12, 2007 - As of 7/12/2007  
As of 7/12/2007

7/10/2007

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Account	7/12/2007 Balance
<b>Bank Accounts</b>	
Certificate of Deposit-Unrestricted VLA funds	1,711.73
Checking	11,739.27
Checking 2-NYNEX-NYNEX Grant Money	13,709.16
DOL-Summer Reading-DOL - Summer Reading	1,479.01
J. Swan Endowment-Certificate of Deposit	10,542.24
J. Swan Lecture Series	593.81
<b>TOTAL Bank Accounts</b>	<b>39,775.22</b>
<b>OVERALL TOTAL</b>	<b>39,775.22</b>

Draft!

# FOCUS ON THE CUSTOMER

Annual statewide conference for trustees and their librarians sponsored by the Vermont Library Trustees Assn. with help from the Vermont Department of Libraries.

Saturday, November 3, 2007  
9:30 am-3:00 pm (coffee and registration at 9:15)  
Aldrich Public Library, 6 Washington St., Barre\*

Whether we call them *patrons*, *library users*, or *customers*, people are our libraries' first concern. How can trustees insure quality service to their communities? This conference will focus on three topics of importance to trustees and librarians today:

◆ **Customer Privacy**

Robin Lane, xxxxxx at Champlain College, will discuss what your board should be doing to insure that records about reading habits, history and tastes remain confidential.

Trina Magi, chair of the Vermont Library Association's Intellectual Freedom Committee, will report briefly on a proposal to clarify Vermont's confidentiality statute in 2008.

◆ **Customer and Staff Safety**

Rob Geiszler, regional consultant with the Department of Libraries and an attorney, will discuss trustee liability and offer ways to make your library safer for all

◆ **Branding and Marketing**

Liz Schlegel of Spike Advertising will talk about how your library can develop a recognizable "brand" in order to maintain a place in the public's consciousness of the public library and, indeed, a place at the public table.

Each person attending the conference should bring a memento (coffee cup, tote bag, ornament, Frisbee, etc.) from his or her library to swap with someone from another library.

To register, fill out the slip below and return it to Marianne Kotch, Midstate Regional Library, 578 Paine Tpke. N., Berlin, VT 05602 by October 29. Cost for the day is \$\_\_ (includes morning coffee, muffins, and lunch) for VLA/VLTA members and \$\_\_ for non-members. For more information, contact Marianne Kotch, Department of Libraries, 828-2320, [marianne.kotch@dol.state.vt.us](mailto:marianne.kotch@dol.state.vt.us).

**\*Parking:** The library is on the corner of Washington and Elm Sts. There are two municipal lots along Elm St and one behind the Elks Lodge, all free on Saturdays.

I (WE) PLAN TO ATTEND "Focus on the Customer" ON SAT., NOV. 3 in Barre.

Name(s) \_\_\_\_\_

Library \_\_\_\_\_

VLA member(s)?  yes  no

Special dietary needs? \_\_\_\_\_

We enclose \_\_\_\_\_. Please make checks payable to Vermont Library Association.