

“Celebrating 125 Years – And Moving Us Forward”

Join the Minnesota Association of Library Friends (MALF) for

Minnesota Library Friends Day

part of the 2016 Minnesota Library Association Conference

MLA is celebrating its ‘Quasquicentennial,’ and MALF wants YOU to be a part of it! Join us in Duluth for a full day of programming targeted specifically at Friends of the Library. You will learn about successful Friends of the Library grants, fundraising opportunities, community partnerships, member campaigns, and more.

>> **WHEN:** Thursday, September 29, 2016

>> **WHERE:** Duluth Entertainment Convention Center, 350 Harbor Drive

>> **COST:** \$65/person if purchased before Aug. 29; \$85/person after [Friends rate]

TIME	Panel/Event
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7:00a

Registration

7:00a-8:00a

Welcome • Continental Breakfast

8:50a-9:50a

Being the Voice of an Organization: A New Approach to Advocacy

Advocacy is a long-time MALF and MLA focus area, and guest speaker Sam Walseth knows the territory better than anyone. As a VP of one of the state’s lead governmental affairs consultant agencies, Walseth has championed public library priorities in state government for years. Attendees will come away with tips on how to advocate, individually and organizationally.

10:55a-11:55a

Forming a Partnership Between Community Supporters of Libraries

In addition to dedicated staff, libraries rely on the tireless efforts of three sometimes overlapping groups: (1) Friends of the Library, (2) Library Foundations, (3) Library Board / Trustees. Each has its own functions, but all are ultimately working towards the same goal: strong libraries. MALF and MLTA will spend a productive hour examining ways that these different organizations can better work in tandem. *(Gooseberry Falls Room 2)*

12:05p-1:35p

Lunch Keynote: “Relevance,” with Nina Simon

In an interactive address, author Nina Simon will share inspiring examples and practical theories on how to make your work more vital and valuable to diverse communities.

1:45p-2:45p

MALF Annual Meeting + Idea Exchange

Back by popular demand, MALF is bringing its “popcorn style” Idea Exchange to MLA. Share ideas, and learn about: successful membership drives, creative fundraising, advocacy and more. MALF will devote the second half of the hour to the organization’s annual meeting. Stay and learn what MALF has been up to in 2016! *(Gooseberry Falls Room 2)*

3:50p-4:50p

Evy Nordley Award for Best Project by Friends of the Library

MALF will spotlight three exceptional projects made possible by member Friends groups between January 2015 and January 2016. Representatives from three finalist groups will offer 10-minute overviews of their projects before the big winner is announced. Attendees are guaranteed to come away with at least one replicable idea! *(Gooseberry Falls Room 2)*

