

“Radical Librarianship” is the energizing theme of this year’s Minnesota Library Association Conference. It’s an apt focus. Libraries are going through rapid and radical transformations: in the community profiles they serve, the services they offer, and the way they embrace new technologies. Friends of the Library, too, are rapidly evolving. MALF, as a proud premier sponsor of the MLA Conference, invites you to join us.

- **Where?** Mayo Civic Center, 30 Civic Center Dr. SE, Rochester
- **When?** 10:30 a.m. – 3:30 p.m., Friday, October 6
- **Cost?** \$68 (before 9/5), \$89 (after 9/5)

REGISTER AT:
bit.ly/2vBD3fd

Collaborations That Engage Communities In Transforming Libraries

10:30 a.m. – 11:30 a.m. [Room 110]

Our mission as Friends is to advance the mission of our library. One perennial roadblock to success is that few of us understand the financing and internal structuring of a public library. However, a little ‘insider’ knowledge can go a long way on the advocacy front. Our panelists will speak on governance and revenue sources in general, and then explore *specific* examples of library improvements which came to fruition thanks to strong public-private partnerships and Friends advocacy. Panelists include Sue Grove, president of the Friends of the Austin Public Library; Rollin Hall, mayor of Wabasha; Joe Owens, past president of the Friends of the Ely Public Library; and Jim Weygand, president of MLA’s Trustee and Advocates division.

MALF Annual Meeting | Friends of the Library Idea Exchange

1:00 p.m. – 1:50 p.m. [Room 103]

Back by popular demand, MALF is bringing its “popcorn style” Idea Exchange to Rochester. Share ideas, and learn about: successful membership drives, creative fundraising, advocacy and more. (Remember, no idea is too small or too oddball. If it worked for you, it may work for other Friends!) 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 2017! Highlights include a fall workshop series on library advocacy featuring the outgoing president of the American Library Association; a host of grant and award news; and some exciting internal restructuring intended to help us better serve you!

Evy Nordley Best Projects by Friends | Stand Up for Standout Friends

2:15 p.m. – 3:05 p.m. [Room 110]

In tough economic times, libraries are perpetually short on discretionary funds, and both collection development and programming staff find themselves stretched thin. For this reason, MALF makes it a priority to recognize Friends who go above and beyond in their efforts to supplement what the library can do for its community. We will announce the winner of the 2017 Evy Nordley Award for Best Project after each of three finalists shares their project! We will also acknowledge each of this year’s Standout Friends – hailing from Ely to Rochester, Moorhead to Cook, and all points in between!