

Flash!



Advocating, Sharing, Helping

In this Issue:

Reports from FVRL Friends:

Chilliwack	2
Agassiz	3
Terry Fox	8
Langley	8
Maple Ridge	9
Abbotsford	9

Features:

Introducing Rob O'Brennan, FVRL's new CEO.....	1
President Profiles	4-7
Romancing the Customer	10
2011 FOL Appreciation Celebration	10

Friends are recognized as one of the most important citizen groups in the world. Time and time again, Friends groups have brought benefits to the library as a result of activities and representation of community needs and interests.

- FVRL web site

Message from the Chief Executive Officer



Rob O'Brennan, Chief Executive Officer

Once again I would like to thank all of our Friends of the Library groups throughout Fraser Valley Regional Library for the dedication and support over the last year. You all should feel proud of your contributions to our library and our Fraser Valley Residents.

FVRL continues to be well positioned for the future. We are growing. We are changing to meet the needs of our residents. In 2011, both Pitt Meadows and Abbotsford are embarking on building projects. This will mean bigger and better opportunities for residents of those communities.

With the expansion of online services and technology innovations we have a lot of work ahead of us. We are now using Twitter and Face Book to promote our libraries. We are analyzing the impact of online products on our print collections. In short, we are watching carefully the impact of technology changes on customer demands.

We need to respond to changes in order to be relevant and to stay relevant.

Thank you for your continued support in 2011! I look forward to connecting with you at our system-wide Friends of the Library Appreciation Celebration in the spring.

We need to respond to changes in order to be relevant and to stay relevant.

Friends of the Chilliwack Library

What a group of Friends we have in Chilliwack! We have so much to celebrate. Let's see... where shall we start? Perhaps we'll just review our year (2010) to pass on to you what we have learned and what has kept us so busy.

In February, prior to our annual Puzzle Sale, we found members sorting through the good, the bad and the ugly second-hand puzzles, and sticking prices on all the boxes. When at last the big day did arrive, so did the masses of puzzle aficionados. Our puzzle sales always draw large crowds, and on the first mornings we invariably have long lines waiting for the door to open. This year the husband of a former library manager admitted, that he knew "nothing from nothing" eleven years ago, when he said, "You will never make any money on second-hand puzzles." Lesson learned: never underestimate the Chilliwack Friends.

Our first book sale of the year happened in April, and at that time, we realized that none of us are getting any younger. Lifting boxes of books takes a lot of muscle work and then we have to remove the books from the boxes and sort them on the appropriate tables. That is, in itself, heavy stuff at the time and before you know it, it's time to repack the books and lift the boxes to the storage area! More about that later... In the meantime, we are doing very well in the ongoing book sale department, thanks to Friend Iris and her husband. They organize everything in the storage area so we

can quickly drop in to pick up books and refill the shelves.

At the beginning of July, our annual Pet Parade was a hit with the children and adults, and this year, a learning curve for the Friends. We learned that nowadays it is wise to have one "official" photographer at any event with children, and even wiser to announce that photos will be taken during the event. It might never happen again, but a cautious parent can (and did) surface this year, and caused a bit of a flurry. The "good old days" are now gone, ladies and gents.

Also in July, our Friends kicked off the popular Photo Contest. Advertising went out to entice amateur photographers to keep eyes and cameras on the lookout for good photograph subjects/matter. This is an event that does not earn money for the Friends (instead, we part with it) but it certainly does earn us recognition. At the closing of the contest, all the entries were on display in the library foyer for several weeks, and they were judged by four local photographers. In September the winners attended

a small award ceremony and one of our local newspapers, the Chilliwack Times, published all the winning photos in their paper. We really appreciate the advertising that we get from the Times each year!

In September we arrived back from summer holidays to hold our second book sale of 2010. Our Friend Willie suggested that we leave the books in the boxes and lift them into place on the tables. This was a huge help, because that way we didn't need bookends; hallelujah! The books didn't take flying leaps in all directions as people hunted for bargains. At the end of the sale, clean-up was a cinch because we just closed up the boxes and bundled them off to the storage area. Eureka! Another new trick learned.

Our Quiz Night (the seventh one!) was, once again, well-attended and a huge success. Friend Thelma organized the event magnificently and fixed up twenty-seven gorgeous raffle baskets filled with excellent donations from the Friends and from many Chilliwack and area businesses. The raffle was as popular as was working in teams to answer



Chilliwack Quiz Night winners with their "Smarty Pants Awards"



Friends of the Chilliwack Library - *continued*



Quiz Night prize baskets on display



Quiz Night team: A Family Affair



The InfoManiacs are set to get started

the quiz questions asked throughout the evening. This has become a popular social event in Chilliwack!

We held a Disc-Go-Devil blitz in the Library in November. We recently helped the Chilliwack Library purchase this miracle machine so that CDs, DVDs and gaming discs in the library can be cleaned and

resurfaced, thus giving them a longer life. Chilliwack Friends staffed a table in the library that day and shared the machine with patrons who, for a nominal fee, could have their personal disks resurfaced.

Of course the Library needed to look somewhat “Christmas-y” in December so our Friends rolled up their sleeves and decorated to bring cheer to all who used the facility. We offer each of the Friends throughout our library system our best wishes for 2011. See you all in Spring at our annual luncheon get-together!

– Submitted by Enid Kulesh and May Watkins, Inaugural Member, Chilliwack FOL

Agassiz Library Society – Friends of the Library

Hello from the Agassiz Library Society Members.

What do we do best? Are we successful? We believe that we are. Our celebration is the time we spend as a group in activities that support our library and literacy programs in our communities. Are we unique? Absolutely! Our group is diverse with young parents, retired folks, ex-teachers, and working guys, just to name a few.

We do some of the usual fund-raisers, such as the annual Book Sale, which is a busy event but one we enjoy doing as a community “happening” and because it raises a valuable amount of money for our library to put towards local literacy projects.

As well, for the second year, we have sponsored a Know It All Quiz Night. Agassiz and Harrison Hot Springs have grown an enthusiastic following of Know-It-All-ers—competitive and knowledgeable. This event is talked about, planned for, and—in our small towns—has become a great night out for residents. We have really put the “fun” back in “fun-raising”! These two events bring in the most money and help to support library-initiated projects for readers in Agassiz and Harrison Hot Springs.

There are other smaller fundraisers, principally to add support to other community clubs and organizations—Show Kids You Care, Raise a Reader, and our Lucky Basket draw,

to name a few. Our new project is the Photo Calendar Contest. We will be producing a birthday calendar with photos entered by community members, then sold to the public all year round.

What do we do best? We work well together and are focused on what is important to us—supporting library programs. We put money towards what is needed specifically in our towns and we know we make a difference, as we see how the children enjoy the books they get, the time spent in the library, and library visits to their schools and clubs. It’s all about Read. Learn. Play.

– Submitted by Maureen Wendt



President Profiles

Evelyn Baillie *Past President / current member, Friends of the Library, Maple Ridge*



I've been with Maple Ridge Friends of the Library for over 10 years. Besides helping the library, which promotes so many great programs, it's nice to meet other people from the community. I've lived in Maple Ridge for 14 years and I like it here because it's still small enough that you meet some of the same people at different events.

I'm also a Friend of the Library because I love books. I like reading them, collecting them, and having them ready for the next read. I have books all over the house, with three or four on the go at any one time—just like any other bookaholic. My parents loved to read and introduced me to the love of books and the library at a young age. I used to read anything and everything, but I am more selective now—and there are still so many books to read!

I don't work for a pay cheque anymore but there are never enough hours in the day for everything I want to do. I have some crafts I like to do—cross-stitch and card making. I like a little bit of gardening, too. I have quite a few animals to look after and lots of books to read. I also volunteer full time with a local animal organization.

I think it's important for people to volunteer. Not only are volunteers necessary for most organizations to actually operate, but I think people also feel good by helping others. It shouldn't just be at Christmas! So many people have special skills to offer to volunteer groups, and they can volunteer to do something they enjoy doing. It's a win/win situation. Even a little time given as a volunteer is a valuable "skill." I'm glad I can do something to help and ever so glad that I enjoy books. I can't imagine my life without them!

Margaret Owens *President, Friends of the Terry Fox Library*



My name is Margaret Owens and I am the chairperson of the Friends of the Terry Fox Library. I grew up in Ontario and my association with libraries began at a very young age. My mother is an avid reader and my sister and I accompanied her to the library weekly to pick out a fresh supply of books. I can still remember sitting on the floor of the children's section of our library, looking at the pictures in the books before I could read. Once I figured out what the squiggles on the page meant, nothing could keep me from escaping into the worlds created in the pages of a good book.

Shortly after we married, my husband and I moved to Mackenzie in northern BC and I joined the small library in that community, serving several years on their board. When we moved to Port Coquitlam, I was impressed and proud to discover that our library was the home of some inspiring Terry Fox memorabilia and, of course, a treasure trove of books. I have been chair of our local Friends group for several years now and have enjoyed every minute. My love of libraries has kept me involved and will continue to do so. If we, as Friends, can share this passion with others in the community we can consider our efforts "A job well done".



President Profiles

Pat Brogaard *Co-Chair, Friends of the Abbotsford Libraries*



I have spent my entire life in what was a village, but is now the bustling city of Abbotsford. I married at the age of 19 and found out about farm life very quickly. When folks were looking for help to pluck and clean freshly killed chickens or bale hay, my name would inevitably be volunteered! A lot of time was spent at my sons' elementary school, where I did everything from making bread and pies to cooking a pumpkin and organizing hot dog sales. In the early 70s, I joined Beta Sigma Phi and I enjoyed it very much. As my sons got older, I had more spare time, so I took up gardening, and that has grown into a rather serious love affair. I love the soil! Someone once said it is about being Irish –

although I don't know about that. Then came along grandchildren, who are the love of my life. They all live about three minutes from me on the family farm, where I still work on alternating weekends. When my husband died in 2006, my sons took over running the business and made me proud. I have volunteered at the local food bank for years and feel it is a good way to give back to the community. I joined the Friends of the Abbotsford Libraries a couple of years ago and have met some great people. Looking down the long corridor of my life, I feel I have "had my cake and been able to eat it," too! Husband, sons, grandchildren, and great friends! What more could one want?

Claire Bouchard *President, Friends of the Chilliwack Library*



Tracing my family's Canadian origins to 1634, my early years were full of history and folk lore. I am still fascinated by little people, wizards, and magic. The island outside Quebec City where I grew up is still a walk in the past. But I had to see the rest of the country, too.

I was trained as a teacher in an all-female boarding school associated with Laval University. In the early 1960s, I joined the Royal Canadian Air Force and started traveling, being stationed first in Manitoba. In Ontario I met my husband and started our family. Boxes of books followed us from posting to posting. In 1968 we were transferred to Europe where I could finally see the places I had read about and travel for pleasure. Back in Canada, we lived in Quebec, Nova Scotia,

and retired in Ontario. Leaving teaching behind gave me more time to read, do some boating, fishing, and community work.

Granddaughters were the reason for us leaving the east coast for the west—a move we have never regretted. Since 1993, I have been involved in the Chilliwack Library, learning so much from past and present members of the Friends. I am very proud of the accomplishments our group has achieved. Chilliwack is growing and the needs of the library are expanding every year. The Friends are always reaching for new ways to help our community.



President Profiles

Carroll Lum *Co-Chair, Friends of the Abbotsford Libraries*



Carroll Lum spent her elementary school and half of her secondary school life in metropolitan Toronto. She moved to BC as a teenager, where she finished her secondary school. She attended UBC's Faculty of Education, where she attained her Elementary Teaching Certificate. After several years of teaching grades 4 to 7 with no elementary school libraries for reference or pleasure reading, she enrolled in UBC's first class developed for teacher-librarians. She received a degree in reading, children's literature and library sciences. She discovered that she liked work-

ing with children at library programs. She became a full-time teacher-librarian, a position she held for 34 years in the Chilliwack School District. Carroll was—and continues to be—a strong advocate for literacy. She believes that the skill of learning to read must be supported by good literature.

After she retired from her regular job she was able to enjoy more adult fiction, and loves a well-scripted mystery. She volunteers for several community organizations and loves to be a part of the Friends of the Abbotsford Libraries.

Marianne Sibley *President, Friends of the Library, City of Langley*

I have been involved with the Friends of the City of Langley Library for the last 15 years and as president for the past four years. I emigrated from the Netherlands 50 years ago and love Canada. We have a small but dedicated group in Langley and we help with book sales and help the library staff by serving refreshments at the Customer Appreciation Days a few

times a year. I am in charge of buying books for the Langley Authors Collections project. It is very exciting to find out how many talented authors we have in the Langley. I am very proud of the City of Langley Library. There are many programs that one can participate in and continue learning; I feel privileged to belong to the Friends of the Langley Library.



Maureen Wendt *President, Friends of the Library—Agassiz and Hope*



Maureen Wendt has been the chair of the Agassiz Library Society: Friends of the Library for the past three years. She is gracious, organized, diplomatic, fun-loving, intelligent, and loves her library. She is a retired teacher and actively involved in many groups in her community as a volunteer. She enjoys reading (surprise!), hiking, photography, and living in a

wonderful little community. She has been the rejuvenating force of our group, and Agassiz Library is so pleased to have her at the helm of our ship of the Friends of the Library.



President Profiles

Shelley Clarkson *President, Friends of the Library, Mission*



Q: How long have you been the president of the Mission Friends of the Library (FOL)?

A: 2.5 years

Q: How long have you lived in Mission?

A: 45 years

Q: What is the best part about being president of the FOL?

A: Meeting with people who are passionate about the success of our community library.

Q: What are your future plans for FOL?

A: We are actively recruiting new members. I would like to find a project that the youth and older members could work on together. We do appreciate the youth involvement at our book sale.

Q: What did you do before you were involved in the FOL?

A: I was on staff with the Fraser Valley Regional Library system for 38 years.

Q: What would you say to potential FOL to convince them to join?

A: That the library is a vital part of the culture of a community. It is the ultimate source of information and it is the seat of democracy for society.

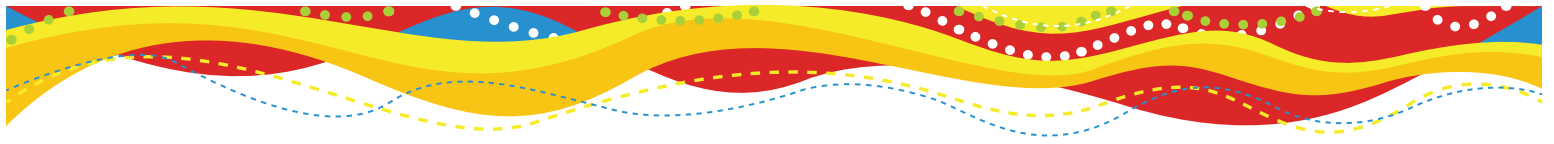
Q: What is your favourite book? Author?

A: I don't think I could pick just one. When I was around 10, I read *The Good Earth* by Pearl Buck. That catapulted me into the love of reading and, on the opposite end of literature, in the same year *The Sand Dune Pony* was high on my list.

Q: What is the best thing about libraries? About FVRL?

A: Libraries are wonderful places because they are available to everyone. No restrictions and they try to have all points of view available so people can learn about an issue and then make a decision. It is a calm place in the chaos of society. FVRL has worked very hard to maintain service to all sizes of communities over a very large geographical area and has made it affordable by sharing the resources among the communities. It would be very difficult for smaller communities to maintain anything close to the services provided by FVRL.

*Interviewed by
Cora Kollin, Library Services Assistant*



Ten Years and Counting at the City of Langley Library

Ten years. It's hard to believe, but that's how long it's been since the City of Langley branch of the Fraser Valley Regional Library moved to its new quarters. August 25, 2000 saw the official opening in the brand new City Hall, and the Friends of the City of Langley Library were there helping out, passing out refreshments and talking to people. But the Friends have been around a lot longer than that. The first Friends organization in Langley was founded in 1983, starting a long history of active involvement.

A book club started in 1991. One of the first speakers at a book club meeting was Jack Whyte. Other speakers have included Arthur Black and Alan Twigg. Shortly after Mr. Whyte's appearance, in May 1996, Rosette McDonald made a presentation to City Council about including a new library in the proposed new City Hall.

That same year saw the first computerization, when the Rotary

Club purchased a CD-ROM for use in the Children's Department. The device was demonstrated for the Friends that month, and the internet became available for teens. The following year a whole new automated catalogue system came online. Now the library features a long line of public computers, which let people access the internet and the complete library catalogue.

In January 1998, Evelyn Philip proposed the establishment of a collection of books written by authors living in Langley, and the Langley Authors Collection came into being that November. Forty-six authors attended the launch party, representing 96 books. About 300 people attended. Today 120 authors are represented, with over 200 titles in many different genres. Books have been donated or purchased by FVRL, or purchased by the Friends on the suggestion of the Collection Committee.

In 1999 a new tradition was started when the Friends donated a book to the general collection in memory of a deceased member. That same year Friend Mary Hackett was named Volunteer of the Week by the Langley Advance newspaper, and in 2001 another Friend Jan Munroe received the same honour. Jan was the long-time organizer of the annual book sale as well.

The first Author Event, celebrating Langley writers, was held in October 2001 and this event has been held about every three years ever since.

Nowadays, the Friends continue supporting the library by assisting at Customer Appreciation Days, book sales, and other events, while the book club is the scene of some vigorous discussions every month.

- Submitted by Dave Bennett

Friends of the Terry Fox Library

2010 was the Year of the TV for the Friends of the Terry Fox Library. Our library had only a small outdated television for viewing movies, presentations by guest speakers, and for use with the library's Wii. Our group decided the library and the community deserved a better TV and entertainment system and we did some research on the

most cost effective way for us to provide the equipment for the library. We applied for a Self-Help Matching Grant from the City of Port Coquitlam and received \$1,800 towards the purchase of a 50" Plasma TV, Blu-ray DVD player, and a mobile stand to hold both. The TV was installed in October and the Friends got a chance to enjoy

the complete system at our annual general meeting in November. The library staff is excited by the number of new and interesting programs they will be able to offer the public because of the purchase of this equipment. All in all, it was a very successful project and the Friends are very proud of their achievement.

- Submitted by Margaret Owens

Movie Night Comes to Maple Ridge Library

This year Maple Ridge Library purchased an annual movie license from Criterion Pictures. This license allows the library to hold free public screenings of a wide selection of films. We launched the program with an Essential Foreign Films series this fall, showing six foreign films over a two month period. The public responded enthusiastically and we will continue in the New Year with two more series – Canadian Films and Classic Film Saturdays.

Essential to the success of this program has been the tremendous support and involvement of the Maple Ridge Friends of the Library. From helping set up the room to selling coffee and baked goods during the intermission, the MR Friends have taken real ownership of the film series—and they're having



a good time while they do it. Who wouldn't enjoy watching a critically acclaimed movie and having an interesting discussion afterwards?

With the launch of the new series in 2011, the MR Friends will take their involvement a step further by learning how to set up the computer and projector we use to show the movies.

Thank you to the Maple Ridges Friends of the Library for making this new program a success!

Also, a big thank you to Maple Ridge Friends for their purchase of two new arm chairs for the main floor of the library. With this purchase they are helping Maple Ridge Library launch the renovation of our foyer area to be completed in time for our 10th anniversary celebration in March 2011. Stay tuned!

– Submitted by Liza Morris,
Librarian I - Information Services

Friends of the Abbotsford Libraries

Friends of the Abbotsford Libraries have had a very busy 2009 and 2010.

We enjoyed speakers Antoinette Guillou, describing FVRL's Outreach program, and Bruce Fatkin, who talked about the importance to our community of the Abbotsford Farm and Country Market. Ada Con and Jennifer Douglas from FVRL's Friends of Library Project Team addressed the group in April with the PowerPoint presentations titled Friends—Fundraisers and Advocates and Making You Feel Special.

The Friends donated books to the Abbotsford Food Bank and the

Cyrus Centre for teens living on the streets. We donated \$1200 to the Clearbrook Library to enhance the collection of World Languages and children's Beginning to Read Books, \$500 for felt stories for the Children's Department, and purchased three free-standing sign holders for the Clearbrook Library. The Abbotsford Friends also established a \$500 bursary at the University of the Fraser Valley to assist Library and Information Technology students.

Abbotsford Friends held a three-day Used Book Sale in February and raised over \$3000. We helped with the MSA Centennial branch used

book sale and raised over \$900. In June we were given a free table at the Farmers' Market to sell used fiction books and were able to add over \$200 more to the coffers. Our successful Book Gala fundraiser in November raised over \$2000.

To help identify our Friends who volunteer at events, the group invested in scarves for all the female members to wear. Friends of the Abbotsford Libraries continue to volunteer to help with a number of programs sponsored by the libraries.

– Submitted by Carroll Lum

Romancing the Customer

Fanciful and tactical? Both! Romancing the customer is all about public libraries learning from the retail industry to entice customers with our “products,” to build awareness and, ultimately, to increase library borrowing.

Public libraries face increasing competition. We know it is not enough to offer product. We need to get better at how we get the word out about what we offer to our customers and, once they come to the library, we need to “woo” that customer with effective signage, tantalizing displays, plus a variety of products ranging from the latest movie DVDs to engaging programs.

This system-wide initiative started in 2010 and is a joint effort of FVRL’s Client Services and our Marketing and Communications Department. Our first step involved building understanding and excitement for the concept at our first ever Romancing the Customer workshop for supervisors in the spring. Staff learned first-hand from retail consultants what it takes to create effective displays, signage, and floor plans. Then we spread the word to all our staff at Staff Development Day in September. The excitement is growing and library staff is keen to “romance” our customers. Indeed, several initiatives are already underway, from new signage, feature wall and point-of-purchase displays, and changed floor plans, all the way to new shelving.

2011 will see a more concerted effort to bring “romance” to what we do and how we do it. There is a role here

for everyone - library management, library staff, and our Friends of the Library groups. The possibilities are endless, and I leave the decisions to the creative thrust of FVRL library managers working in collaboration with our FOL groups.

Let creativity rule - be fanciful, be tactical, be romantic!

2011 Appreciation Celebration in Honour of FVRL Friends of the Library

Please mark your calendars in advance for this important date: Saturday, April 16, 2011. That’s the day FVRL’s Board will host the 2011 Appreciation Celebration in honour of FVRL Friends of the Library from 10:00 am to 1:00 pm at the Ramada Inn and Conference Centre, Abbotsford.

In addition to enjoying great food, we expect this event to be a fun day for all of us. The program will feature a stimulating literary bingo about books and the library, as well as a timely presentation titled Romancing Your Customers. Discussion sessions will be omitted this year but displays are welcome so, if your group is interested in setting up a display board/table, just arrive fifteen minutes early. Please feel free to bring a friend! Look for your invitation in January.

- Submitted by *Sunita Lakhanpal*,
City of Langley Library



OUR MISSION

To connect people to the world of information and ideas.

OUR VISION

To be an innovative organization that is recognized as a vital community destination and resource for literacy, recreation, and informed decision-making.

OUR VALUES

Community Development
Universal Access
Respect for Diversity
Respect for Staff
Collaboration and Partnerships
Innovation and Risk-taking

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