

# From the President

Dave Fergusson, President

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**A**t this time of year, why not a New Year's Resolution with some guts, teeth, and altruistic conviction? Resolve that you will renew your NCLA membership immediately and that you will convince either a former member to join again or a newcomer to join for the first time. Earn bonus points by recruiting a library trustee or a Friend of Libraries or a local politician to join the Association. You will feel terrific and your "recruit" will never stop thanking you. But don't wait! These insightful and hilarious columns I keep writing aren't going to go on forever. You gain *power* in the library community by belonging to NCLA. Membership gives you the best journal in the country, and if you can find a better professional conference to attend, go ahead. (But tell us about it, we love a challenge.)

We hope that the new NCLA public service announcement has been televised in your area by now and that you have seen it. As you may recall, the focus that the Executive Board agreed upon for this biennium was *enhancing the image of libraries* through a comprehensive marketing campaign. As the Publications and Marketing Committee, chaired by Richard Wells, investigated this, the high cost of quality video production became clear. While looking into ways to undertake a public awareness campaign, the committee decided to first develop some inexpensive spots using personalities famous in North Carolina.

NCLA was fortunate to attain the help of the Wake Forest Athletic Department, probable college basketball Player of the Year Tim Duncan and point guard Tony Rutland, a local library user. The PSA was produced at very low cost through the Forsyth County Public Library's partnership with the City of Winston-Salem's well-equipped TV 13. The Committee has tried to get airplay in all of North Carolina, but if you have not seen it, call your local TV station or cable franchise, and tell them you can get them a copy. Call Richard Wells at the Randolph County Public Library, (910) 318-6800, for information, and please call Richard if you know a famous North Carolinian who might agree to speak out in the media for libraries.

After years of planning and work, this Association accomplished something wonderful early in October. Twenty-eight energetic North Carolinians started on their way to becoming leaders in our society. Fortunately for us, they all work in libraries, and this all happened at the first NCLA Leadership Institute in Brown Summit. Among those to whom we owe thanks for their contributions are co-chairs Sylvia Sprinkle-Hamlin and Dale Gaddis — along with Sheila Bailey, Melanie Collins, Kem Ellis, Sally Ensor, Janet Freeman, Naomi Galbreath, Gwen Jackson, Jean Johnson, Marion Lindsay, Teresa McManus, Jane Moran, Alice Naylor, Sherwin Rice, Cal Shepard, Rose Simon, Ben Speller, Elinor Swaim, Jerry Thrasher, John Via, Patrick Valentine, Marsha Wells, Anna Yount, and John Zika.

We also want to thank publicly Baker & Taylor, Ingram, Bowker, Yankee Book Peddler, and UMI for their financial support. As we build upon this success and as more of our members benefit, the result will be better libraries and library service for North Carolinians, as well as a stronger NCLA.

I am very enthused that the Executive Board has dealt with two obstacles that have faced the Association for a number of years: governance and weakened financial health. The proposals affecting governance which I mentioned in the last *North Carolina Libraries* have been acted upon. An amendment to the *Constitution* will be proposed to the membership at the 1997 Biennial Conference by which additional voting members of the Executive Board may be stipulated in the Association Bylaws. A bylaws change will then be recommended in which any Section or Round Table with over 350 paid members on the last day of the preceding biennium will gain an additional voting member on the board. Further additional voting members will then be added for each additional 200 paid members. These steps should afford equitable representation to extremely large sections, which are currently underrepresented.

The Financial Vitality Committee and the Finance Committee have collaborated to arrive at a viable budget for 1997. In order to stop relying on deficit budgeting, the Executive Board passed a one-time motion to transfer 1995 Conference profits and 1997 Conference start-up money into the 1997 operating budget. Sections, round tables, and committees must bear virtually all of their 1997 conference programming costs. The budgets of most sections and round tables are quite substantial and will be able to absorb the extra cost. The Financial Vitality Committee recommended forming a Grants Committee to seek sources of outside funding for NCLA. They also recommended that the allocation to each section or round table from individual members' dues be slightly reduced to correspond to the amount that had been allocated until a couple of years ago. I believe that these actions form the base of a program which will result in a stronger organization which has an increased amount of flexibility. I welcome your comments.