

# Berks County Library Association



# SHELFLIST

Spring 2011

## BCLA Charitable Donation Update

Dear BCLA Members,

On behalf of the Literacy Council of Reading-Berks, I wish to thank you for your generous contribution of \$200.00 to the cause of literacy. The donation will be used toward purchasing copies of our current ESL textbook series, Stand Out. A book-plate will be placed in the front of each textbook that you purchased. We certainly appreciate your kindness and support of our program.

Your special interest in our organization will help our ESL conversation classes continue to serve over 1,000 students annually. These adults realize that they need basic literacy skills to help them with further education, improved job opportunities, and better futures for themselves and their families.



Thanks to you and all of our literacy friends, our free services will continue to be available.

Sincerely,

Ryan A. Breisch  
Executive Director  
Literacy Council of Reading-Berks, Inc.



The BCLA Spring Business Meeting and Workshop will be held Friday, April 29, 2011 at Noon at the Berks County Community Foundation. For more details about this event, see page 5 of the newsletter.

I hope to see you there!

**BCLA Member: Catrina Mackes**

**Position:** Law Library Assistant at the Berks County Law Library

**Where and when born:** Pottstown, PA March 1970

**First job:** Salad Bar attendant at Raxx Restaurant in Gilbertsville

**Accomplishment I'm proudest of:** Successfully passing the Certified Legal Assistant credentialing exam on the first try.

**When I have spare time, my favorite thing to do is:** If I had any spare time, I would like to spend it listening to some good music and possibly taking a nap!

**Dream vacation:** any place in Austria

**How I plan to spend my retirement:** Since it is so far away, I can't even think about it.

**Favorite TV program:** I don't watch TV since my son is normally watching Spongebob, but I have been known to catch a few episodes of Phineas and Ferb.

**All-time favorite book:** Anything by Jeffrey Archer or Tamera Alexander.

**The habit I just cannot break:** Drinking Mountain Dew

**The craziest thing I've ever done:** worked for attorneys for over 15 years.

**Proudest moment of my life:** Almost every day that I get to spend with my son. I recently was told by some parents and teachers what a great kid my son is. Every day is such an awesome experience to watch him grow and learn and he amazes me as I watch various events of life through the eyes of a five year-old.

**Job I would like to have for one day:** Fighter pilot

**People may be surprised to know that I:** love to sing! I sing with various groups in my church.

**Berks County's biggest secret:** I've lived here almost my entire life and haven't found it, so it must be a good one!

**Berks County Library Association  
Winter Meeting  
Friday, February 18, 2011  
Berks County Law Library**

**Call to Order:**

Marcina Wagner, President, called the meeting to order at 2:00 p.m.

**Approval of Minutes:**

A motion was made by Kathee Rhoades to approve the minutes from the Fall meeting on December 10, 2010, and it was seconded by Sharon Haffey. Motion carried.

**Treasurer's Report:**

Marcina Wagner read the Treasurer's report on behalf of Sue Davis, Treasurer. The current balance is \$2,162.32. We are still receiving membership dues.

**Committee Reports:**

- BCLA Membership
  - Corinne App reported that the BCLA Facebook page is now up, and she will keep adding information to it. Corinne is on a committee helping to set up the Oley Valley Library and asked that we consider doing something to help them out in the future. We also might consider promoting BCLA at Oley Valley and possibly at the other libraries in the county.
- Professional Development
  - Marcina Wagner announced that the Professional Development Committee will now be composed of the BCLA Executive Board. Since the BCLA Executive Board has been organizing the professional speakers and workshops, we felt that it was best to assign them to this committee. The BCLA Executive Board welcomes any suggestions for upcoming professional workshops or speakers.

**Old Business:**

Marcina Wagner reported that the committee met to discuss making a donation to a charitable cause. The committee chose to make a \$200 donation to the Literacy Council of Reading-Berks. The donation will be used to purchase ten \$20 ESL workbooks for students who cannot afford them. A motion was made by Peg Henderson to present the \$200 donation to the Literacy Council of Reading-Berks, and it was seconded by Helen Flynn. The motion carried.

**New Business:**

BCLA is now accepting nominations for Secretary. Colleen Stamm nominated Mike Najarian. If others are interested in nominating someone, please email Marcina Wagner.

**Announcements:**

The Spring meeting will be held at the Berks County Community Foundation on Friday, April 29, 2011. The topic is "Planned Giving and Philanthropy: Helping Library Lovers Support Your Cause." The meeting will be 12-12:30 p.m., lunch 12:30-1:00 p.m., and the presentation 1-4:00 p.m. There will be 3 Continuing Education credits for those who attend the presentation. More information will follow as we get closer to the date.

**Adjournment:**

A motion to adjourn the meeting was made by Marcina Wagner, and it was seconded by Catrina Mackes. The meeting adjourned at 2:15 p.m.

Respectfully submitted by,

Patricia Lowry

Berks County Library Association  
Spring Meeting  
April 29, 2011  
Berks County Community Foundation

- I. Call to Order
- II. Introductions
- III. Approval of Minutes
- IV. Treasurer's Report
- V. Committee Reports
  - a. Membership
  - b. Professional Development
- VI. Old Business
- VII. New Business
  - a. Election of new board member to the position of Secretary – Mike Najarian, Reading Public Library
- VIII. Announcements
  - a. Scholarships & Mentoring Programs - Liz Eshelman, Friends of the Berks County Public Libraries
- IX. Adjournment

# BCLA Spring Business Meeting & Workshop



**Friday, April 29th**  
**Berks County Community Foundation**  
**237 Court Street · Reading, PA 19601**

Meeting: 12:00 - 12:30 p.m.  
Lunch: 12:30 - 1:00 p.m.  
Workshop: 1:00 - 4:00 p.m.

Cost: \$7.00 - BCLA Members  
\$10.00 - Non-members

## **Planned Giving and Philanthropy: Helping Library Lovers Support Your Cause**

Berks County Community Foundation is pleased to present a professional development seminar for local librarians. The goal of the seminar is to coach librarians on ways to generate additional financial support for their organizations for immediate and longer-term use.

### **About the Workshop**

The seminar will be team-taught by Franki Aitken, Rick Mappin and Heidi Williamson from the Community Foundation (see bios below). They will cover the following topics in depth:

#### **Part One: Tools and Programs to Encourage Annual Giving**

This portion of the program will cover fundraising basics, including annual appeal programs and donor database development and management. The team will discuss ways to increase visibility through public relations.

#### **Part Two: Tools for Planned Giving**

This portion of the program will detail the various vehicles available to people who want to support the library through a planned gift, including bequests, charitable gift annuities, and charitable remainder trusts. It will also cover the basics of endowments and ways to encourage annual donors to consider making a planned gift.

#### **Part Three: Making the "Ask"**

This portion of the program will provide tips and role-playing opportunities for asking for donations from individual philanthropists and municipalities. It will also include ideas for engaging the library board members in the process.



Name: \_\_\_\_\_

Library: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please RSVP no later than April 22, 2011.

Thank you!

Cost: \$7.00 - Members / \$10.00 - Non-members

\*Includes lunch and the workshop

Please mail a copy of this form with your check

made payable to BCLA. Mail to:

Susan Davis

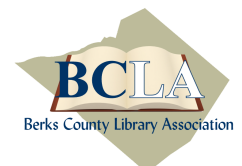
BCLA Treasurer

Muhlenberg Community Library

3612 Kutztown Road

Laureldale, PA 19605

**Sandwich:** Turkey Ham Roast Beef OR Garden Caesar  
Chicken Salad Tuna Salad Cobb Spinach



## BCLA Spring 2011 Business Meeting & Workshop Parking

### CHIARELLI GARAGE -500 SPACES

Height Clearance: 7' 1"

The Chiarelli garage borders the 000 Block of North 3rd Street between the 300 Blocks of Washington and Court Streets. Motorists may access the garage from the 000 Block of 3rd Street or from the 300 Block of Washington Street.



The daily parking rates in Reading Parking Authority Garages will be as follows:

- Up to 1 Hour \$2.00
- Each Additional Hour \$1.50
- Daily Maximum \$11.00

\*\*Parking for the BCLA Business Meeting and Workshop will cost \$6.50 - \$8.00 depending on how long you are parked (\$6.50 for 4 hours & \$8.00 for 5 hours).