



California Library Association 2004 Annual Report

A Report from the 2004 Presidents



This has been an eventful year at the California Library Association. I was appointed the State Librarian of California on August 2, 2004 and stepped down from the position of CLA President. Vice-

President/President-elect Danis Kreimeier ably assumed the post a bit ahead of schedule! I would like to thank Danis, the CLA Executive Committee and Sue Negreen, for working with me very supportively in this transition. I also would like to particularly thank Les Kong, who has agreed to serve as Past President for what would have been the final year of my term. Les, the current Past President, will be the most experienced Past President in CLA history as he will have served for two years in that post upon completion of his term in 2005.

It's been a great year for CLA. One of our first successes was the sponsorship with the American Civil Liberties Union (ACLU) of the campaign to take action against the USA PATRIOT Act and restore constitutional rights to our citizens. Full-page ads were run in twelve alternative newspapers throughout California to call for support of the SAFE Act. This issue continues to be on the forefront in the recent presidential debates.

Another important activity was the development of a far-reaching communications plan for CLA. Early this year, I appointed a Communications Task Force ably led by Mark

Smith. The work of that group was facilitated by Peggy Barber and Linda Wallace of Library Communication Strategies, Inc. The Task Force report was issued in April 2004 and presented at the spring Assembly meeting. Among many recommendations in the report, CLA will establish a members-only email discussion list for CLA and library news, transition *California Libraries* to a web-based, constantly updated publication similar to the ever-popular "blogs", and establish a regularly-published print magazine that would be themed and would include substantive, practical articles of interest to library staff. I look forward to a variety of new communication ideas and activities in 2005.

CLA was the fortunate beneficiary of bequest from Betty Begun, a librarian who had worked in the Los Angeles area, to establish a scholarship for individuals studying in California to become children's librarians. I appointed a task force ably led by Cindy Mediavilla, that has recommended a process for the scholarship, which will first be awarded in November 2005.

We are both very proud of the work that has been done by the 2004 Conference Committee chaired by Ned Himmel. They have continued to work closely with both of us and have developed a wonderful



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A Report from the Treasurer

The California Library Association ended its year June 30, 2004 with a positive balance. The small positive balance is very welcome news, as the year had its financial ups and downs.

An unexpected bequest of nearly \$123,000 from Betty Began was a very good piece of news. With these funds, CLA has established a scholarship to assist in the education of librarians interested in becoming children's or young adult librarians in a California public library. Information on the new Begun Scholarship is available on the CLA website.

CLA refinanced the building loan in November, saving nearly \$155,000 in interest over the ten years of the note. We were pleased to note from the building appraisal that our investment in the building had appreciated in value, as well.

Unfortunately, CLA experienced a 20% loss of institutional and business dues through the lack of renewal. This loss was offset by the newly adopted dues structure and our investments producing better income than projected. The Ontario conference didn't generate as much revenue as was projected. But through careful negotiation and management, losses at the conference were held to a minimum.

The positive year-end balance was achieved through very careful management by the CLA staff. However, achieving this feat becomes harder with each passing year. Events that affect future budgets are already underway. One example is this conference.

For a number of years the California School Library Association and CLA have scheduled their respective conferences in a back-to-back arrangement. This arrangement worked well in that many vendors supported both conferences, and members of either organization could easily extend their attendance to catch part of the other conference. This year the associations

are scheduled for different weeks in November and are in different cities. The CSLA Board chose to end the arrangement by signing contracts in Sacramento and Ontario for their next few conferences. The CLA Executive Committee elected to keep our contractual obligation to San Jose for 2004. Returning to Ontario in 2005 was not an option that we wished to consider.

Holding separate conferences will impact each organization's bottom line. Not only are we each responsible now for expenses that we formerly shared, but there are vendors who needed to choose between the two conferences. The true financial impact of the situation on both organizations cannot be judged until the close of both conferences.

This year it is even more important than ever for the membership to visit the exhibits and make the vendors feel appreciated. Many vendors have made donations as well as beyond their exhibits fees. Please take a moment and let them know how important their support is to you as a CLA member.

The conference is not our only concern for the long term, as we are far from feeling free from financial worry. We began our current fiscal year with a budget that is slightly under last year in revenue. Unfortunately, expenses don't decrease unless we adjust programs or services.

The Finance Committee continues to look at developing new sources of revenues. Institutional and business membership must be increased, and each and we need every personal member to renew. Conference attendance and support by both members and vendors needs to be increased. With your help and support through membership, we will build a stronger organization.

Annette Milliron, Treasurer

California Library Association

Statement of Financial Position Years Ending June 30, 2004 and 2003

Assets	2004	2003
Current Assets		
Cash and cash equivalents		\$150,203
Receivables		\$9,825
Prepaid Expenses		<u>\$53,918</u>
Total Current Assets		\$213,946
Investments		\$220,675
Property and Equipment		\$526,606
Loan Fees		<u>\$5,966</u>
Total Net Assets		<u>\$967,193</u>
Liabilities and Net Assets		
Current Liabilities		
Accounts payable & accrued expenses		\$11,452
Deferred dues income		\$130,710
Other deferred revenue		\$77,900
Current maturities of long term debt		\$5,889
Security deposits		<u>\$3,719</u>
Total current liabilities		\$229,670
Long-term Debt		<u>\$340,151</u>
Total Liabilities		<u>\$569,821</u>
Unrestricted Net Assets		<u>\$397,372</u>
Total Liabilities and Net Assets		<u>\$967,193</u>

Statement of Activities Years Ending June 30, 2003 and 2002

Revenues	2004	2003
Annual Conference	\$348,025	\$348,025
Membership Dues	\$215,880	\$215,880
Other Programs and Services	\$46,255	\$46,255
Investment income (loss)	\$3,701	\$3,701
Net rental income (loss)	<u>\$4,251</u>	<u>\$4,251</u>
Total Revenues	<u>\$618,112</u>	<u>\$618,112</u>
Expenses		
Program Services		
Annual Conference	\$266,124	\$266,124
Membership	\$163,961	\$163,961
Government relations	<u>\$94,235</u>	<u>\$94,235</u>
Total Program Services	\$524,320	\$524,320
Management and General	<u>\$78,838</u>	<u>\$78,838</u>
Total Expenses	<u>\$603,158</u>	<u>\$603,158</u>
Changes in net assets	\$14,981	\$14,981
Net assets at beginning of year	<u>\$382,391</u>	<u>\$382,391</u>
Net assets at end of year	<u>\$397,372</u>	<u>\$397,372</u>

Scholarship Year-End Report

CLA administers a scholarship, named for former CLA Executive Secretary, Edna Yelland. The purpose of this fund is to encourage and to support ethnic minority students in the attainment of a graduate degree in library or information science.

In Fiscal Year 2004, \$2,228. was added to the Edna Yelland Scholarship fund through contributions and interest and dividends and \$7,500 disbursed in scholarships. The fund also had \$291 in expenses. The fund balance is \$128,228.

President's Report

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program of serious, educational and fun activities in the exciting city of San Jose.

And last, but certainly not least, is the great success we have had in the legislative in a very difficult year. Not only were we able to minimize the cut in the Public Library Foundation, but we were able to pass SB 1161, a \$600 million library construction and renovation bond bill. CLA is very grateful for the hard work of our lobbyists, Mike and Christina Dillon, and our Legislative Committee, ably chaired by Anne Cain, Contra Costa County Library Director. We also are deeply grateful to bill sponsor, Senator Dede Alpert, who made the bond bill a top priority in her last legislative session. None of this exciting work could have been achieved without the energy of our committed CLA members and staff.


