



California Library Association 2005 Annual Report

A Report from the 2005 President



What a year it's been! 2005 was a year of "firsts." The first news/blog, the first issue of our new magazine, the *Clarion*, our first LSTA grant award and a few more! We are also well on our

way to a finalized long range plan that will lead CLA forward.

Our accomplishments this year were made possible by the ground work of previous presidents, committees, and our staff. Our news/blog and magazine came out of a study conducted by Cindy Mediavilla and completed under Susan Hildreth's leadership. Now you can log on to CLA's website and get current news and information from CLA Sections, Committees and the library world, or you can dive into the *Clarion*, CLA's magazine so ably edited by Anne Turner, for substantive information on library issues. Please join me in thanking all those involved who helped turn our communication plan into a reality.

We are very excited about our new partnership with the California State Library. Through an LSTA grant, we have joined the National Collaborative Summer Library Program as a state member; and CLA is facilitating this summer reading program opportunity for 2006. The National Collaborative Summer Library Program is a grassroots consortium of 32 state agencies and associations working together providing high-quality summer reading program materials for children and teens at the lowest

cost possible for libraries. Some libraries in California have participated in this program previously and have found it to be quite successful and cost effective. The manuals for the 2006 program are now making their way into library branches.

CLA's legislative agenda continues to be vigorous. Our Legislative Committee and lobbyists worked with members of the Assembly and Senate Budget Committees to maintain the PLF at \$14.3 million for the 2005-06 fiscal year, and worked with legislators on a number of bills that impact libraries, including one on RFID. CLA supported the Governor's appointment of Susan Hildreth as State Librarian, and packed her confirmation hearing with librarians from around California. Partnering with the California School Library Association and CALTAC, library legislative day in April and Day in the District drew active and enthusiastic participation. I urge all my colleagues to participate in this activity whether you represent public, academic, law or other types of libraries; getting the word out to our elected representatives on the importance of all libraries is imperative.

I would also like to recognize the work of the Bond Campaign Committee this last year. By only funding a small fraction of the submitted projects, the success of the previous Bond measure serves to highlight the continued need for new library construction. Please help support the Bond campaign through donations and spreading the word on the importance of this measure. You can find out more about the campaign through our website. Click on the link "support the library bond act" on the CLA home page, www.cla-net.org.

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A Report from the Treasurer



The California Library Association ended its fiscal year June 30, 2005 with a positive balance. This is the third consecutive year of that kind of good

news.

The positive year-end balance happened this year for several reasons. CLA staff are experts at careful money management; the 2004 conference was well supported by members and vendors; and our JobMart performed very well, as libraries are once again advertising for staff. The Finance Committee and our financial advisor at Merrill Lynch deserve our recognition for their careful attention to our investments, as well.

We are using our positive balance this fiscal year to “catch-up” on deferred maintenance on our greatest investment—our building. In developing the budget for this fiscal year, we scheduled replacement of the roof; a clean-up of the landscaping, fencing, and irrigation surrounding the building; an upgrade of the electrical system in the downstairs rental unit; and repainting the interior and exterior of the building as needed.

Our downstairs tenants are moving in mid-November. We anticipated this situation in our budget development and are working hard to insure that the unit is rented quickly. Some of the planned building maintenance is required to insure that we can be competitive in the Sacramento rental market.

With all the good news of strong conference attendance the last two years, advertising, and investment revenues, we still need to work

on increasing institutional and business memberships, and we need to retain our new members.

As you will note from the charts on page 3, CLA have very few revenue sources. Dues, which represent 30% of our income are critically important to our longterm financial stability. While personal membership has been increasing, Institutional and Business membership is flat, and has been the last few years. If your library or business does not have a current institutional membership, please consider joining. The benefits of institutional and business memberships help repay the cost of the membership. I also want to point out that nearly 25% of our current personal members are students. Many of these students took advantage of the joint membership we have offered with ALA. I salute the newly formed Student Round Table, and encourage our student members to become active in CLA. You are our future!

Although the last few fiscal years were completed with a positive balance, we must continue to work to diversify our financial base. In particular, our dependence on the conference for 50% of our revenue each year is problematic. Events outside our control--weather (think Gulf Coast), terrorism, economic downturns, all have potential to impact our fiscal health. The Finance Committee continues to look at developing new sources of revenues. The California Summer Reading Program is a new partnership with the State Library, as CLA is managing the grant for this statewide project. New programs and services offered by CLA will be required to become financially self-sustaining once the seed money is gone. Regular membership must remain strong. Institutional and business membership must be increased. Conference attendance must remain strong.

With the help and support of the membership we will maintain our fiscal health, and build a stronger organization for the future.

Annette Milliron, Treasurer

**California Library Association
Income and Expenses
2004-05**

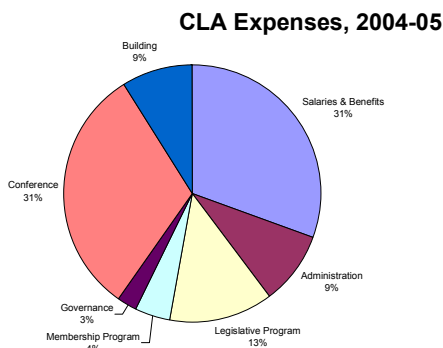
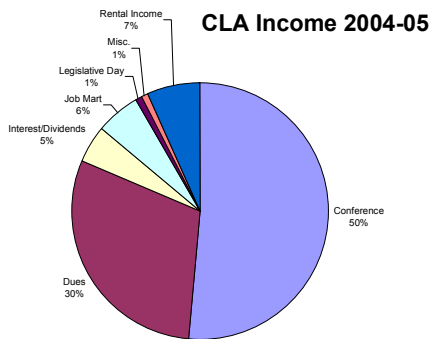
INCOME*

Dues	\$222,995
Conference	\$383,952
Workshops	\$0
Jobline/JobMart	\$43,240
Advertising	\$1,050
Legislative Day	\$4,840
Miscellaneous	\$5,666
Building Rental Income	\$49,882
Interest & Dividends	\$34,595
TOTAL INCOME	\$746,220

OPERATING EXPENSES*

Salaries & Benefits	\$210,042
Administration	\$55,592
Legislative Program	\$90,179
Membership Program	\$29,052
Governance	\$19,223
Conference	\$220,981
Building	\$51,148
TOTAL EXPENSES	\$676,216
NET	\$70,004

* These figures are pre-audit



From the President

Continued from page 1

I would like to end with acknowledging a debt of gratitude that I feel for all my colleagues involved in the planning of the 2005 conference. They say many cooks spoil the soup, but with a giant casserole such as this year's conference, I think the many cooks added great flavor to the mix.

I celebrate the everyday heroes who help make, not only the conference, but our organization, the success that it is. How we are able to accomplish so much through a volunteer workforce and a paid staff of just three is amazing.

I want to emphasize that CLA is its members. Please get involved. Run for office. Volunteer to serve on a committee. Submit an article to the news/blog. When you receive an online questionnaire from CLA, answer it. This was the first time that the members were able to directly give their voice to the long range planning process through a Zoomerang online survey. I think that is a giant step in creating the type of organization that can respond directly to member's needs.

As we struggle with the vision of what the future of libraries will be, it is also our task to create a vision of what our professional organization will become. With your input, help and enthusiasm, CLA has a bright future.

Danis Krueimer

Scholarship Year-End Fiscal Report

CLA administers a scholarship. In Fiscal Year 2004-05, \$12,029.69. was added to the Edna Yelland Scholarship Fund through contributions and interest and dividends and \$7500 was disbursed in scholarships. The fund also had \$1,025.76 in administrative expenses. The fund balance is \$131,732, an improvement of \$3503 over FY 2003-04.

A Report from the Executive Director



What a whirlwind year it's been! As Danis and Annette reported, we have had a number of important successes this year. The Summer Reading Program, the new magazine, our greatly improved JobMart which rolled out last

February, and the web log are just a few of our more visible products and services. A task force has been hard at work examining options for a statewide public relations program, and a number of our sections and committees have been working on ambitious plans for new program activities.

In addition to our visible programs and services, we have done some important work on our infrastructure this last year, and more is underway. We are bringing an extensive overhaul of CLA's personnel policies to the Assembly for adoption at their meeting on November 4, and as Annette mentioned, some badly needed improvements are underway on the building. The challenge of working with contractors cannot be underestimated! An employee recently left, which gives us the opportunity to re-look at what we need on staff—the right mix of skills is critical in a small office.

Pre-registration for the conference was the highest we have had in the last six years, and we have every reason to believe we will break our attendance record from the Millennium Conference of 2000. The exhibit hall sold out, as did most of the pre-conference institutes. Since the conference is such an important revenue source, our finances for the current fiscal year should be healthy.

CLA has gotten some great visibility in the greater association community this last year. Our web log drew national attention when Lori Ayre and I presented a program at the California Society of Association Executives meeting in

April. The presentation led to an interview for a national meetings magazine, and as a result, I was able to network with other association staffs that are using web logs for member services.

Membership continues to be one of the biggest challenges for CLA. While our numbers show a steady increase, a closer look reveals many of our more experienced members are retiring, and we have a pattern of “every-other year” renewal—membership that is tied to an individual's decision to attend the conference. Our new long range plan has identified the need for a membership retention program, and I am heartened by that. Members have choices about where to spend their precious money—I want it to be with CLA.

Behind all the accomplishments for 2005 has been a small, hardworking staff, and some dedicated contractors. Laura Fisher is our communications director, membership director, database wiz, and our financial record keeper, all rolled up into one very busy person! Paul Graller and Tina Vickery, our conference support team from Hall-Erickson, Inc., Westmont, IL, have been my partners in the implementation of this conference. I think I have spent more time with these three folks in the last few months than I have with my family! I thank them for all their hard work on our behalf.

I want to thank our volunteer leaders, without whom we would be lost—but especially I want to thank Danis Kreimeier and Margaret Miles. The three of us have talked at least weekly this last year, and their dedication to CLA and to librarianship is remarkable. I appreciate their good humor and support, as well. Thank you also to the Executive Committee, the Assembly and our committee, section and round table chairs. You rock, as Danis would say!

Susan Negreen, CAE