

NOTES ON TLA 2015 CONFERENCE

April 14 - 17, Austin, Texas

LIBRARY FRIENDS, TRUSTEES & ADVOCATES ROUNDTABLE

This was the first session I attended because I wanted to learn more about what LiFTA does. There were 10 people there. New officers were elected. Their budget was approved at the last council meeting. I learned that TLA actually takes care of the LiFTA Luncheon, now called the Opening Author Session Luncheon. There were only 187 people registered for the luncheon. Dates and places for TLA for the next five years are as follows:

2016: Houston, April 19-22

2017: San Antonio, April 19-22

2018: Dallas, April 10-13

2019: Austin, April 2-5 (always held here every 4 years during the legislative session)

2020: Houston, March 31-April 3

STACKS FULL OF MURDER

Marion Moore Hill, Dean James, and Fran Stewart were scheduled to speak. Dean James was unable to come due to health issues. He actually writes as “Miranda” James.

Marion is from Durant, Oklahoma, and writes the “scrappy librarian” series and the “deadly poet” series. The detectives in her books are librarians.

Fran has a series of books that feature an orange cat, “Marmalade.” She has a new series featuring a Scottish ghost. She didn’t start writing until she was 55.

GENERAL SESSION I

with David Balducci

David Balducci is a wonderful speaker – very entertaining.

OPENING AUTHOR LUNCHEON

with Linda Castillo, Anne Hillerman, Stephen Moore, Rene Steinke

Linda’s books are crime thrillers set in Amish country. She lives in Texas. Her 8th book will be released in July. She is the recipient of the Daphne du Maurier Award of Excellence, a nomination by the International Thriller Writers for Best Hardcover, the Holt Medallion, and a nomination for the RITA.

Stephen Moore is a sixth-generation Texan. His current book, *Texas Rising*, is a companion book for the History Channel’s new series debuting in May. He and his family live in Denton County. He is the author of 16 books on Texas and World War II history.

Rene Steinke grew up in Friendswood, Texas, which was founded by Quakers. She now lives in Brooklyn, New York. One of her novels was a finalist for a National Book Award, and her newest, *Friendswood*, was one of National Public Relations’s Best Books of 2014, and is based on true events. She is the director of the MFA program in creative writing at Fairleigh Dickinson University.

Anne Hillerman is the daughter of Tony Hillerman and is keeping the characters alive from his popular Navajo detective series. This time the stories are told from a female police officer's point of view. She lives in Santa Fe, New Mexico.

STATE TREASURES: TEXAS AUTHORS

with Jeff Guinn, Colleen Hoover, Chris Tomlinson, Amanda Eyre Ward

Jeff's latest release is "Glorious," a novel of the old west, beginning in 1872. He lives in Fort Worth and his book about Bonnie and Clyde was a Mansfield Reads! selection.

Colleen Hoover is a *New York Times* bestselling author. Her newest, "Confess," is a novel about risking everything for love — and finding your heart somewhere between the truth and lies.

Chris Tomlinson's current book, "Tomlinson Hill," is based on his family history and tells the story of two families — one white, one black — who trace their roots to a slave plantation that bears their name.

Amanda Eyre Ward is the author of "The Same Sky." She spent a year visiting shelters in Texas and California, meeting immigrant children and hearing their stories. This novel is inspired by them.

RAGS TO RICHES: RECYCLING BOOKS FOR FUN, FASHION AND FURNITURE

with Julia Ousley

This was just for fun to see what can be done with old books. We made a paper flower with circles cut out of a book. There were a number of decorative items that could be made from shapes that had been cut out with a band saw and were available for purchase. There were also purses that had been made from book covers, along with book safes, ornaments, picture frames, bird houses and clocks.

MARKETING 101 FOR LIBRARIES

with Sandra Fernandez, Brenda Thompson, Kanya Lyons

Sandra Fernandez

1. Establish your "S.M.A.R.T." goals:
 - Specific — target a specific area for improvement
 - Measurable — quantify or at least suggest an indicator of progress
 - Assignable — specify who will do it
 - Realistic — state what results can realistically be achieved given available resources
 - Time-related — specify when the result(s) can be achieved
2. Pick your audience
 - Cannot communicate successfully to everyone.
3. Identify channels and tactics
 - Audience and goals will impact choice of channels and tactics, i.e., social media, You Tube, radio, images

4. Create an editorial calendar
Learn from what does and doesn't work
5. Be consistent

Brenda Thompson

There is a Public Relations and Media Relations Toolkit available on TLA's web site at www.txla.org/PR-toolkit. Categories are: PR From the Ground Up; Power Through the Press; Reaching the Public; and Securing Support from Decision Makers.

Kanya Lyons (kanya.lyons@austintexas.gov)

- Partner with organizations in the community
- Utilize support groups — participate in national initiatives
- know your customers
- divide into segments
- frequency and consistency — 3 to 7 times minimum
- measure effectiveness (web analysis, social network engagement, newsletter subscribers)
- blog for your library
- use layman's terms

Submitted by Carol Ann Grantham