

November 21, 2011

Name, Library Director
Library
Address
City/State/Zip

Dear Mr. or Ms. Name:

We are writing to you on behalf nearly 1,000 active members of the Oregon Library Association (OLA) as well as the committed staff in your library who would like to join us. As a library leader you are aware of OLA, the professional association that advocates for Oregon libraries and library staff at the local, state, and national level. We support the training and development of existing library staff and encourage entry into the field by the next generation of library leaders.

In these very challenging economic times, it can be difficult to support staff involvement in activities outside your organization's day-to-day operations. However, we believe that it is now more important than ever to take advantage of the resources that OLA provides.

Why should you support your staff's involvement in OLA? Right now, libraries are in the position of having static or reduced resources, both human and financial. OLA offers training and professional networking opportunities at its workshops and annual conference that are cutting edge, high quality, and cost-effective, maximizing your training and development dollar. OLA also provides your staff with opportunities for growth in project management and leadership skills through their involvement in OLA divisions, committees, and roundtables.

Statewide and nationally, the Association effectively lobbies for increased support of library services in the academic, public, and special library sectors. The Association is a visible presence at hearings where library and education issues are discussed, and alerts its members of measures that could potentially affect libraries around the state. Recently, OLA has championed the cause of school libraries in the Oregon Legislature and is currently discussing a merger with the Oregon Association of School Librarians.

The Association is dedicated to reducing the barriers that might prevent your involvement. Most OLA meetings can be attended virtually, and we have consciously kept both dues and conference registration fees to the lowest level possible. We believe that the low costs, combined with well-conceived and concentrated program offerings, makes the OLA Annual Conference an attractive training package for any cost conscious library leader. Enabling your staff to attend the OLA Conference addresses their tangible skills. Encouraging them to be active in the organization helps them to develop their intangible ones.

So, for the good of your staff, your library, and all Oregon libraries, please support participation in OLA by your staff; find ways to support your association as it supports you and your library. Please let us know how we can help you help your staff be the best they can be for your library and your community.

Thank you,



Robert Hulshof-Schmidt
President



Rob Everett,
Past President



Abigail Elder
President Elect