



FLA Awards Recipients 2010

The Florida Library Association is pleased to announce the winners of its 2010 awards. Recipients were recognized for their achievements during the FLA Annual Conference held April 7-9 at the Rosen Plaza Hotel in Orlando, Florida.

Best Booth Award

- Unique Books, Inc. received a plaque for the best booth at the 2009 annual conference.
- Combined Book Exhibit was recognized for the best booth at the 2010 conference and will be honored with a plaque at the 2011 conference.

Chavez-Hernandez Libraries Change People's Lives Award

Olga Alvarez

As Service to Non-English Speakers Librarian for the Palm Beach County Library System, Alvarez created Spanish language book discussion groups, provided computer classes and health programs in Spanish and information to migrant and immigrant groups. She established relationships with Hispanic media and in 2006 she created an annual Hispanic Heritage Month series, generating broader appreciation of Latin American cultures.

Exemplary Learning Design Award (new for 2010)

Jacksonville Public Library

To develop a climate where all employees share a common vision, Jacksonville Public Library established Destination: Leadership. A team of 18 internal trainers led all full-time employees in an 8-hour class over 15 months to develop leadership skills and to positively influence the library's organizational culture.

Friends, Foundations & Boards Outstanding Member Award

Frances A. "Fran" Kolonia

In 1980, Fran Kolonia provided expertise and support to establish the Friends of the Ocala Public Library. She served three terms as President of the Ocala Friends and held numerous other offices, including the first Book Sale Chairman. Her leadership in a 1990 library referendum led to a county-governed library system and she has been an active advocate for libraries locally and across Florida for three decades.

Intellectual Freedom Award

Barbara Morse

As Director of the Leesburg Public Library, Morse faced a challenge to young adult materials. While the challengers wanted materials labeled for content, Morse developed a compromise approved by the Leesburg City Commission to identify and label materials reviewed for the high school audience with a High School sticker. Throughout a lengthy and highly publicized process, Morse showed strength, determination and leadership.

Librarian of the Year Award

Linda Allen, Pasco County Library System

Linda Allen has led the Pasco County Library System to significant achievements and awards, most recently the 2010 John Cotton Dana Award for teen programming. Under her progressive leadership as Library Director, the system has grown in technology and automation, in community partnerships and in the provision of e-Government services despite budgetary challenges.

Library Innovation Award (new for 2010)

Marion County Public Library System

CREATE (Colossal, Reading, Entertaining, Artsy, Teen Event) highlighted talents and positive achievements of Marion

County youth, involved area businesses, and promoted the library as a place to develop teen talents through a writer's conference, a filmmaker's contest, a battle for the bands and a fine art show.

Library of the Year Award

Alachua County Library System, Sol Hirsch, Director

The Alachua County Library District (ACLD) emphasizes excellent library services to improve quality of life for the entire community. ACLD seeks to provide essential community services, addressing local needs while serving as a model for other libraries. The Library Partnership and the Gator Mobile Health Clinic are two unique and collaborative partnerships that have drawn national attention for innovation and effectiveness.

Library of the Year Award

Orange County Library System, Mary Anne Hodel, Director

Orange County Library System (OCLS) uses technology to provide an anytime, anywhere interface to the library. Services include technology courses in multiple languages plus citizenship and financial literacy courses. Innovations include text reference, text alerts, and beta versions of iPhone and iPod applications for website and catalog. The Alphabet Bites program reaches young learners with in-person programs and online practice.

Lifetime Achievement Award

Elizabeth Curry

Dr. Elizabeth Curry is a librarian, trainer, facilitator with experience in human services as well as in all types of libraries. She has held leadership roles in local, state, regional and national professional organizations. While Executive Director of the Southeast Florida Library Information Network, this former FLA President implemented Free-Net, a community network and SunSeeker, a Leadership Institute, forerunner to Florida's Sunshine State Library Leadership Institute. As a consultant, she has worked with the State Library of Florida, multitype cooperatives and library systems across Florida.

Outstanding Business/Media Partner Award (new for 2010)

Bank of America

For four years Bank of America has provided leadership and funding for teen financial literacy programs offered through Pinellas County's public libraries. The partnership of Bank of America, Junior Achievement and Pinellas Public Library Cooperative has benefited nearly 800 teens and made libraries centers for the distribution of information and education.

Public Library Web Site Award

Pasco County Library System

A redesign of Pasco County Library System's web site led to a 28% increase in visits and a fourfold increase in subscriptions to blogs and newsletters. A Web Presence Committee of 12 develops the site and social media pages. Photos highlight library events and offer 360-degree views, internally and externally, of all libraries. Users can view videos and new content pages in a non-traditional graphical format. Resources are displayed under multiple headings and an Espanol section provides content in Spanish.

FLA Youth Services Member Group

Betty Davis Miller Youth Services Award

Ocala Public Library

Bee-a-Reader, established in 2005, provides a weekly 15-minute read aloud program for school children and their families. Children receive a bookmark at each visit and occasional special incentives. This easily reproducible program is offered at the headquarters library and four of the system's branches. Nancy Young is Children's Division Manager.

FLA Friends, Foundations and Boards Member Group

Eileen Brunner Membership Development Award

Friends of the Columbia County Public Library

For many years the membership in the group had hovered around 200. Although memberships in groups are on the decline, the Friends decided that with a proactive approach they could increase their membership. During 2009, in

conjunction with their 50th anniversary celebration, they set out to increase the number to 300. In February they launched a "Love Your Library" campaign, with displays, posters and hanging hearts for each person who renewed or joined during February. In September they launched "Bee a Winner and Join the Friend" in conjunction with the Library's Annual Adult Team Spelling Bee fundraiser. For each campaign they designed materials that were appropriate to the theme. By the end of the year they had met their goal with 301 members!

Newsletter of the Year

Friends of the Bloomingdale Regional Library (Hillsborough County)

The Bloomingdale Friends newsletter supports and promotes the Friends and the Library. The development of each newsletter is a collaborative effort with many Friends board members involved in the planning and writing of the articles to be included. The library writes a column called "Bloomingdale Buzz" to include. Articles provide updates on the Friends, future activities, hi-light special events held such as a Volunteer Celebration and even provides a list of Friends recommended books to read. The newsletter is printed and mailed to all members, many of whom do not have email. Newsletters are put out for library patrons and even included in welcome baskets for the area. In two years the newsletter has grown from an edition of 200 to 1,200!

Special Projects Award - "Books for Troops"

Friends of the John F. Germany Public Library (Hillsborough County)

For over six years, the Friends have undertaken the Books for Troops project. The goal is to provide paperback books to servicemen and women deployed throughout the world and, in particular, to areas where the niceties of life are not readily available. All books sent are donated specifically to the program and all postage charges are paid through donations earmarked for that purpose. Through the end of 2009, 763 boxes of books containing a total of 28,586 books have been shipped. \$8,750 has been donated for postage. The Books for Troops work area is adorned with many pictures and letters of gratitude from the servicemen and woman who have received these books.

Outstanding Program Award - "Design-A-Bookmark Contest"

Friends of the Bloomingdale Regional Library (Hillsborough County) - Co-winner

For six years children in grades K - 8 at the Bloomingdale Library have had the opportunity to design a bookmark related to books, libraries or reading. The winning bookmarks (one per grade) are printed in full color, with the child's name, grade and the Friends sponsorship on the back. Winners are honored at a special celebration with gift bags, copies of their bookmarks and a special celebration cake, attended by over 50 family members. Bookmarks are then put out for the library patrons and a poster with all bookmarks is displayed for the year in the Children's Room. The creativity shown is awesome!

Outstanding Program Award - "50th Anniversary Celebration"

Friends of the Columbia County Public Library

Columbia Friends know how to give a party! They celebrated their 50th anniversary with "a year-long series of events that ended with a birthday bash" that brought over 500 people to their open house. The number and duration of the Friends involvement was almost inspirational. They produced a calendar listing the many events planned, historical library and staff photos and interesting tidbits about the library. Monthly author programs were held. The celebration also served to draw attention to the library and to bring people to the three library locations so they could see what the library offers and to increase membership in the Friends of the Library.

Web Site Award

Friends of the Ocala Public Library (Marion County)

In 2009 the Friends worked hard to develop a new, fresh image through a comprehensive marking program and to foster community awareness of the Friends. This included a new logo and the development of the web site. The web site is bright, colorful, easy to read and invites the reader to explore further. A simple menu makes navigation easy. Content provides current information on Friends and Library programs. Check it out: www.friendsoftheocalalibrary.org.

