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What's in a Name: WLN or WCFLS?

Our countywide library System is both the Westmoreland Library Network (WLN™) and the Westmoreland County Federated Library System (WCFLS). Let me explain.

A Federated Library System consists of: “Local libraries which have agreed to participate in a county, township, or school district public library system from which some or most of its financial support is derived in the form of money, library materials, personnel or services.” That definition comes from [Title 22](#) of the PA Code, section 141.24, for Library Systems. The individual libraries remain autonomous in the sense that they have their own Boards of Trustees, independently from the Board of Directors governing the System itself.

The Westmoreland County Federated Library System is the collaborative body joining all public libraries in Westmorland County in federation. That is the official name for all official business of the collaborative and federated body. It's on our checks. But is that not a bit too-longish name for common use?

According to the PA Department of State: “A fictitious name is any assumed name, style or designation other than the proper name of the entity using such name. The term fictitious name includes a name assumed by a general partnership. An entity is defined as ‘any individual or any corporation, association, partnership, joint-stock company, business trust, syndicate, joint adventuresship or other combination or group of persons, regardless of whether it is organized or formed under the laws of this Commonwealth or any other jurisdiction.’”

The Westmoreland Library Network™ is the WCFLS's fictitious name, and, as the superscript mark indicates, it is trademarked as well in Pennsylvania. The organizations, WLN and WCFLS, are one and the same. The magic library card has the WLN on it, so that is what you the public see, and is meant to see. WLN is simply a better brand for public use than WCFLS, more easily remembered, or so we judged about 14 years ago.

In 2007, when the WCFLS members agreed to a shared Integrated Library System, so that patrons could borrow books and other items 24/7 with one card, from any library in the county, no matter the patron's home community, the magic library card was designed as you see it today, with the WLN logo, not the WCFLS logo. Again, purely a public branding choice.

This decision, like, all the other decisions at the time, which fundamentally cemented this collaboration among public libraries in Westmoreland County, was landmark, and the WLN name is now even more commonly used within the inner workings of the WCFLS, just as it is with you the patron.

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Immediate Past President, WLN Board