

An overview  
of sessions  
created  
by

**OLBA**

for

# Super Conference 2008

January 30 - February 2, 2008  
Metro Toronto Convention Centre

Reinvention.  
Regeneration.  
Rejuvenation.





## KEYNOTE SPEAKERS

Wednesday 8 PM Grand Opening

● **STEPHEN HEPPELL**

Thursday 2:10 PM All-Conference

● **ETHAN ZUCKERMAN**

Friday 8:00 PM All-Conference

● **VINCENT LAM**

Friday 10:40 AM All-Conference

● **CARL HONORE**

Friday 8:00 PM All-Conference

● **NAOMI KLEIN**

**plus over 200 sessions and events!**

**314**

9:05 AM

*Fundraising*

### **FOUNDATIONS AS A MEANS OF FUNDRAISING**

Todd Pennell, consultant, former Executive Director, Winnipeg Library Foundation.

Too often overlooked in fundraising for libraries is the foundation. Find out about different types of foundations that exist and discover how two libraries have used two different types of foundations to fundraise.

**324**

9:05 AM

*Community development*

### **THE PUBLIC LIBRARY AS CIVIC SPACE**

Learn and discuss strategies to help enhance the role of the library as an active and vibrant part of a community.

**325**

9:05 AM

*Surveys; Public relations; Visioning; Leadership by Design*

### **THE PUBLIC'S PERCEPTION OF LIBRARIES / HOW TO SURVEY NON-USERS**

Jane Horrocks, Chief Executive Officer, Richmond Hill Public Library.

The profession is good at surveying library users, but what does the rest of the public think about libraries, and how do we survey them to find out how to make them users?

**414**

10:40 AM

*Governance; Trustee responsibilities*

### **LEGAL IMPLICATIONS OF BEING A LIBRARY BOARD TRUSTEE**

In assuming the role of library board trustee, the individual undertakes legal responsibilities both as an individual and as a member of a larger entity.

Come away with a strong understanding of what it means to be a trustee from a legal point of view.



**404**

10:40 AM

*Governance; Policies*

### **CARVER POLICIES - ONLY THE ENDS JUSTIFY THE MEANS**

Don Mills, Chief Librarian, Mississauga Library System.

A chance to develop meaningful Ends policies for your library under the Carver model. Learn how one library guided the concept to a successful conclusion through a process involving the board, staff and the public. Sample Ends policies will be shared.

**423**

10:40 AM

*Advocacy; Community development*

### **SOCIAL AND ECONOMIC VALUE OF YOUR LIBRARY TO YOUR COMMUNITY**

Martin Gómez, President/CEO, Urban Libraries Council; Deborah Jacobs, City Librarian, Seattle Public Library.

It is well known that libraries enhance the quality of life in a community. Find out how to measure not only the social but the economic contributions that the library makes to the community, and how to communicate this effectively to the library's funding bodies.

**610**

3:45 PM

*Advocacy; Public relations*

### **MUNICIPAL GOVERNMENT: BRIEF PRESENTATIONS TO KEEP YOUR COUNCIL INFORMED**

Learn how to develop and present brief presentations to keep municipal council aware and informed of the activities of your library and the broader library community.



**615**

3:45 PM

*Government relations; Legislation and procedures*

### **MINISTRY OF CULTURE'S ROLE IN THE PROVISION OF LIBRARY SERVICES**

David Lindsay, Deputy Minister, Ministry of Culture.

Listen as the Ministry of Culture outlines its new structure, describes the role it perceives for itself supporting public library services, and shares its vision for library services in the future.

Recent legislation and regulations that affect public library governance and operations are summarized and the implications detailed.

**616**

3:45 PM

*Issues; Networking*

### **TRUSTEE ROUND TABLE**

A cross-section of OLBA members.

Come prepared to ask all of your questions in a one-on-one or small group basis everything you wanted to know about being a trustee. Learn how others have successfully managed to promote advocacy, fundraise, network, handle personality conflict, and work with friends' groups and media relations.

**620**

3:45 PM

*Governance; Management*

### **LEADERSHIP BY DESIGN:**

#### **BOARD REGENERATION AND REJUVENATION**

Catherine Dowd, OLBA 2007 President; Randee Loucks, Margaret Andrewes, Consultants, Leadership by Design.



Leadership by Design, OLBA's ambitious multi-pronged plan to help library boards increase their capacity as community leaders and partners, was launched at the 2007 Super Conference. This session reviews the project for those unfamiliar with its planned approach over the next three years to the end of the current appointment term. Elements of Leadership by Design already introduced in the first year will be reconsidered and the next stage of operation introduced for your consideration and comment.

**705**

5:15 PM

### **ONTARIO LIBRARY BOARDS' ASSOCIATION ANNUAL MEETING**

Presiding: CATHERINE DOWD, President.

**810**

7:00 PM

### **ONTARIO LIBRARY BOARDS' ASSOCIATION and ONTARIO PUBLIC LIBRARY ASSOCIATION present**

#### **THE 2008 PUBLIC LIBRARY AWARDS DINNER**



The Hon. Aileen Carroll presents the Ministry's project-based Awards while OLBA and OPLA present the awards for the public library community's best and brightest. Ticket, \$52 + GST.



## Friday, February 1

**1007**

9:05 AM

*Interpersonal relationships*

### **EVALUATING THE EFFECTIVENESS OF A LIBRARY BOARD**

*Ken Haycock, Professor and Director, School of Library and Information Science, San José State University.*

Learn how to measure the effectiveness of a board on a meeting-by-meeting basis as well as over the life of the board.

**1010**

9:05 AM

*Buildings; Environment; Library design*

### **GREENING OF THE LIBRARY Part I PLANNING A NEW GREEN LIBRARY**

*Gerry Meek, Chief Librarian, Calgary Public Library; representative, Canada Green Building Council.*



A library is part of the environment around it. Discover what has been already been done in new, green libraries that have recently been built, and learn how to make new libraries as green as possible. Part II is Session 1208, Friday, 2:10 PM.

**1029**

3:45 PM

*Governance; Standards*

### **SEEKING ACCREDITATION**

*Margaret Wicklum, Board Chair, Margaret Williams, Chief Executive Officer, Brockville Public Library.*

Each year more libraries are becoming accredited. Find out what it means to be accredited; what the procedures are; how to prepare for it; and the benefits of becoming an accredited public library. Moved from Session 1320.

**1202**

2:10 PM

*Fundraising; Public relations*

### **ATTRACTING SUPPORT FROM THE BUSINESS COMMUNITY**

*Pat Cavill, President, Pat Cavill Consulting.*

Businesses are no longer content to simply give out money; they want their support to return benefits. Find out how libraries can more effectively attract and manage supportive relationships from the business community.

**1208**

2:10 PM

*Buildings; Environment; Library design*

### **GREENING OF THE LIBRARY Part II MAKING AN EXISTING LIBRARY GREEN**

*Gerry Meek, Chief Librarian, Calgary Public Library; representative, Canada Green Building Council.*

Part I is Session 1010, Friday, 9:05 AM. Over the life of a library building, many structural repairs are

undertaken, new equipment purchased, and other improvements are made. Find out how to undertake these projects with an emphasis on minimizing problematic environmental impacts.

**1212**

2:10 PM

*Intellectual freedom; Policies*

### **INTELLECTUAL FREEDOM AND THE LIBRARY BOARD**

Should a challenge to materials housed in your library occur, are you, as a trustee, prepared to deal with it? Can you defend your library's position and deal with the pressures from the public, the media, and municipal council? From good materials selection policies to statements of intellectual freedom (CLA, OLA), preparation of your library's policy is the best defense.

**1300**

3:45 PM

### **OLBA SPOTLIGHT IMAGINING THE FUTURE**

**Elizabeth May**

*Leader, The Green Party of Canada*



## COMPLIMENTARY SOCIAL EVENTS

Wednesday 9:15 PM

### ● **2008 WELCOME PARTY**

Thursday 3:30 PM-5:30 PM

### ● **EXHIBIT RECEPTION**

Thursday 6:00 PM

### ● **AWARDS RECEPTION**

Friday 5:15 PM

### ● **ALL-CONFERENCE PARTY**

### ● **TRIBUTE to LARRY MOORE**

Saturday, 12:15 PM

### ● **CLOSING LUNCHEON GALA**

## TWO REGISTRATIONS FOR THE PRICE OF ONE

Here is another incentive to attend Super Conference 2008. Any trustee who pays to attend the conference may register a second trustee for free! At least one of the trustees must have been appointed to their first term.

## Saturday, February 2

**1701**

9:05 AM

*Advocacy*

### **ADVOCACY: NEW VIEWS FOR DEVELOPING A POWERFUL ADVOCACY PROGRAM**

**Ken Haycock**

*Director and Professor, School of Library and Information Science, San José State University.*

An important component of a trustee's duties involves advocacy of the library to government and the community. Too often, advocacy is a hit and miss situation. Find out how to develop and maintain a strong advocacy program for all of the trustees on your board.

**1710**

9:05 AM

*Collections; Multicultural Services; Newcomers*

### **LIBRARY SERVICES FOR ALL**

*Mary Jane Celsie, Director, Public Services, Richmond Hill Public Library.*

Learn how to make the library less intimidating for new immigrants, those with low literacy levels, the homeless and other disadvantaged groups.

**1813**

10:40 AM

*Community relations; Event planning; Fundraising; Public relations*

### **PUBLIC FACE OF THE LIBRARY: PLANNING FUNDRAISING/PUBLIC RELATIONS EVENTS**

*Gina Delle Rose, Special Events Co-ordinator, Alzheimer Society of Niagara, Board member, Fort Erie Public Library.*

Making an annual major event part of the library's year is an excellent way to gain financial support from the community, attract goodwill, and increase visibility of the library.

**1815**

10:40 AM

*Governance; Interpersonal relationships; Policies*

### **RUNNING AND PARTICIPATING IN EFFECTIVE BOARD MEETINGS**

Evaluate the role of both the chair and individual trustees in making boards function, and meetings run, effectively.

THE CLOSING LUNCHEON GALA 12:15 PM

**Ellen Tise**


*Library Services, Stellenbosch University, South Africa.*



# Hotels


## ACCOMMODATION AT LOW WINTER RATES

**BOOKING YOUR HOTEL ROOM**  
Identify yourself as an Ontario Library Association Super Conference delegate to obtain these special conference rates. The rates quoted are guaranteed until one month in advance of the conference opening as long as the block reserved for OLA lasts. Book early for the best choice.




**RENAISSANCE**  
HOTEL TORONTO CENTRE  
AT RIVERSIDE

at The Rogers Centre  
One Blue Jay Way / 1/2 block  
west of Convention Centre  
1-800-237-1512 or  
416-341-7100  
\$145 single / \$149 double




**STRATHCONA HOTEL**

60 York Street / 2 block walk  
1-800-268-8304 or  
416-363-3321  
\$115 single, double  
\$125 deluxe  
\$135 corporate



**INTERCONTINENTAL**  
HOTEL TORONTO CENTRE  
225 Front St. West  
Sold out!  
\$169 single, \$189 double



**FAIRMONT ROYAL YORK HOTEL**  
2 block walk / 100 Front Street  
West across from Union Station  
1-800-663-7229 or  
1-800-441-1414  
\$152 single / \$162 double  
Fairmont view  
\$172 single / \$182 double

If you wish to billet with a Toronto-area member, make your request at  
[super2008billet@accessola.com](mailto:super2008billet@accessola.com)

## THE FINE PRINT

### REGISTRATION FEE

To obtain favoured fees, the qualifying member must be in good standing at the time of Super Conference. Members are requested to register at the OLA Web site  
[www.accessola.com/superconference](http://www.accessola.com/superconference).

### NON-MEMBERS

Since this program is created for OLA members by OLA members, discounts are not extended to those members of the Ontario library community who do not support the Association. Non-members may become members at the time they register and obtain reduced member's rates for the purposes of registration.

### FIRST-TIME MEMBERS

New OLA members – March 2007 and after – may register at conference rates without the post December 15 penalties right up to January 25, 2008.

### ADMINISTRATIVE GUESTS

Administrators, mayors and reeves, principals and others who make decisions about college, university, school and public libraries are invited to attend as the Association's guest. We recommend attending with a librarian or library supervisor from the institution being represented.

Trustees newly appointed in this cycle may attend as the guest of a fully registered trustee from the same board. Guests are asked to fill out the registration form on the Web indicating the name of the registered trustee.

### SPEAKERS and CONVENORS

Speakers should pick the Speaker registration on the OLA Web site to receive special rates. Convenors are reminded that regular registration is required.

### SPOUSES and FRIENDS

Only individuals wearing OLA-issued badges may attend sessions. Friends or spouses of a registrant who are not associated with a library or do not earn their living from the library world may register using the non-salaried fee.

### CONFIRMATIONS

Badge, official receipt and tickets will be mailed in advance if registration is received by Dec. 31st. Your confirmation is provided by e-mail when you register on-line.

### CANCELLATIONS and REFUNDS

Cancellation requests must be received by mail or FAX by January 25th. Since all financial commitments must be made by that time, no refunds are possible after that date. Refunds prior to January 25th are subject to a 15% administrative charge. NSF bank charges are billed to the person registered. Changes in the program are not acceptable grounds for refund. Other choices should be made from the 250 sessions offered.

## TO REGISTER

[www.accessola.com/superconference](http://www.accessola.com/superconference)

or go to the OLA home page

[www.accessola.com](http://www.accessola.com) and click on the Super Conference graphic where it says To register.

## REGISTRATION FEES

All conference fees are subject to 6% Goods and Services Tax. The Association reserves the right not to process a registration until payment is received by cheque or credit card. Reduced early-bird fees are offered to spread the workload of the conference; extensions to individuals are not given. Post-dated cheques do not satisfy the early-bird requirements. Membership must be current at the time of the conference for preferred member's rates.

### FULL CONFERENCE provides

- All plenary and workshop sessions in thirteen distinct time slots.
- Unlimited entrance privileges to EXPO 2008, Canada's largest library tradeshow.
- The 100 page official Super Conference program
- The Super Conference 2008 souvenir bag, courtesy of Brodart 
- Social events including the Wednesday opening party, the Thursday afternoon reception at EXPO, all award receptions, the Friday night all-conference party, the all-star tribute to Larry Moore and the Saturday gala luncheon.

### SINGLE AND MULTIPLE DAY PACKAGES provide

those privileges appropriate to the days chosen. Although there should not be a shortage of bags, if one occurs, priority will be given to full conference registrants.

### 2 FOR 1 DEAL FOR OLBA MEMBER BOARDS!

One board member may register a new board member free.

### NON-MEMBERS' FEES

- Full conference \$385
- Any two days \$330
- Any single day (Thurs or Fri) \$280
- Wednesday only \$75
- Saturday only \$250
- Exhibit only See below.

After December 15, add \$35 administrative fee. A further \$35 administrative fee will be apply on site to cover additional costs.

### MEMBERS' FEES

- Full conference \$275
- Any two days \$220
- Any single day (Thurs or Fri) \$170
- Wednesday only \$25
- Saturday only \$130
- Exhibit only See below.

After December 15, add \$35 administrative fee to the above.

Register early. A further \$35 administrative fee will apply on site to cover additional costs.

### NON-SALARIED MEMBERS' FEES

- Full conference \$85
- Two days \$65
- Any single day (Thurs or Fri) \$20
- Saturday only includes luncheon \$45
- Wednesday evening only \$20
- Exhibit only See below.

New members pay these fees up to January 25, 2008 without additional administrative surcharges. After December 15, add \$10 administrative fee to the above. Help us help you. Register early. A further \$10 administrative fee will apply on site to cover additional costs.

### EXPO 2008 EXHIBIT ONLY PASSES

- Member \$15
- Non-member \$30

These rates apply at any time. No access to conference sessions.