

# ***OLA's Annual Conference***

## ***Dangerous Liaisons: The Challenge of Partnerships***

As a conference theme, "**Dangerous Liaisons**" is intended to attract your attention. It should make you smile (or snicker) and it should evoke a positive response. After all, conferences are meant to be fun and perhaps this one will bring that dangerous liaison – or at least some beneficial networking. However, the subtitle, "**The Challenge of Partnerships**", helps to focus on the real issue. Libraries of all types must consider partnerships with others if they are going to succeed in the difficult environment within which we now operate. Such partnerships are both dangerous and challenging but potentially very rewarding as well.

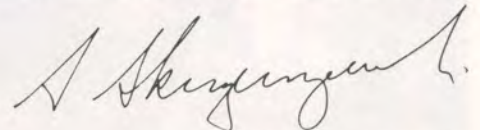
To use technology in innovative ways and to create a province-wide information grid, libraries must enter into partnerships with private sector communications and automation interests. To succeed in becoming service-based organizations with a focus on client satisfaction, libraries must enter into alliances with suppliers who can provide quicker, more effective responses to client needs. As well, we must establish co-operative relationships with our users if we are going to assess their requirements effectively and make all partnerships work in their best interests.

Most importantly, the relationship between libraries and their funding and governing bodies must be seen as strategic alliances. We can no longer afford for them to be adversarial. Only by establishing a strong and positive relationship, based on co-operation out of mutual need, with common objectives, can libraries hope to receive the resources they need to succeed.

This conference will provide you with an excellent opportunity to examine the basic nature of successful partnerships. Through sessions on technology, training, publishing, unions, library boards, and services targeted to specific user groups, you will be able to strengthen your relationship with these important partners and improve your entire library operation.

The success of any conference depends on the relationship between excellent speakers and presenters and participants eager to develop new and innovative approaches to service. We have the speakers. We look forward to your participation.

Join us at OLA's 89th Annual Conference and develop new and exciting relationships.



Stan Skrzyszewski  
OLA President, 1990 - 1991

