

416 OLITA MTCC 202A

3:45 pm-5:00 pm



**Generously sponsored
and developed by
RoweCom Canada**

**E-TRANSFIGURATIONS: IT'S
NOT JUST ABRACADABRA
EVEN FOR E-WIZARDS**

Terri Tomchyshyn MLS, RoweCom;
Fred Baker, Chief, Information
Provision, and *Michele Sura*,
Electronic Resources Co-ordinator,
Statistics Canada.

Statistics Canada and RoweCom
Canada have partnered to add e-
journals to the Statistics Canada
Library's spell list. It's magical!
Why were the wands raised?
costs? client demand? What were
the magical ingredients needed
to mix the right potion? aggrega-
tors? acquisitions? training? What
happened after the spell is cast?
Learn about the transfiguration
of one library in this partnership
program and you too will be
eager to wave a wand towards
developing e-content!



**MARKETING
AND
ADVOCACY**

417 OPLA MTCC 206B

3:45 pm-5:00 pm

**A FUNDRAISING PROGRAM
THAT WORKS FOR YOU**

Jessica Thoms, Development
Officer, Barrie Public Library;
Ingrid Keuper Dalton, Community
Development Officer, Missis-
sauga Library System; *Tina
Tucker*, Coordinator, Community
Services, Thunder Bay Public
Library; *Cynthia Ball*, Director of

Development, Oakville Public
Library; *Larry Zacher*, Manager,
Library Development, Brampton
Public Library.

Facilitator: *Rob Lavery*, Resource
Development Consultant,
Southern Ontario Library Service.

Fundraising professionals from
libraries across Ontario discuss
their mix of funding programs,
including sponsorships, direct
mail, planned giving, major gifts,
monthly giving and working with
Friends groups. Come and hear
the in-depth presentation on
choosing the right funding pro-
grams to focus on from some of
the best working in Ontario
libraries.

Convenor: *Rob Lavery*, Southern Ontario
Library Service.



418 Libraries Advance Ontario MTCC 104B

3:45 pm-5:00 pm

100th ANNIVERSARY SPOTLIGHT

**PATRICIA
GLASS SCHUMAN**

President, Neal-Schuman Publishers, President, American
Library Association 1991-92, founder, ALA's Library Advocacy
Now! and chair of ALA's Media Awareness Task Force
responsible for "@ your library", a global campaign being
launched in Ontario by OLA's Libraries Advance Ontario
Project.

Schuman has held library positions at the Brooklyn Public
Library, Brandeis High School, and New York Technical
College. She has served as a senior acquisitions editor for
the R.R. Bowker Book Division and been associate editor of

School Library Journal. As an active participant in library and information associations on both
a local and national level, Schuman served as ALA's first woman Treasurer (1984-88), ALA Legislation
Committee Chair (1990, 1994-98), and ALA International Relations Committee Chair (1998-99).
Schuman has lectured and presented more than 150 papers and seminars in the U.S., Mexico,
Australia, and New Zealand and is the author/editor of seven books and more than 75 articles.
Convenor: *Paula de Ronde*, Chair, OLA's Libraries Advance Ontario Task Force, and Ontario Library Association President 1991-92.

Late note:

Patricia Glass Schuman, Paula de Ronde, @ your library™ Campaign Manager Deborah Davis and
Margaret Andrewes tomorrow afternoon are conducting a special training session on the campaign.
This is a session that was not advertised in the original Super Conference registration brochure. See
page 44 for details. This is an unparalleled opportunity to learn from the professionals! Our thanks to
Patricia Glass Schuman for suggesting to the American Library Association that this program be
offered to Super Conference 2001!

