

**1007 MTCC 206E**

10:30 am - 11:45 am

**HOT TOPICS FOR NEW  
(AND ASPIRING) MANAGERS**

Katherine Palmer, Manager,  
Northern District Branch, Toronto  
Public Library.

This session will explore recent management trends and trends in community focused and innovative library services. New managers (or aspiring managers) will come away from the session with practical tips and strategies for success.

Katherine Palmer 1007

**1008 MTCC 203D**

10:30 am - 11:45 am

**Ontario Health Libraries Association  
MAKING THE VISION FIT:  
DESIGNING LIBRARY  
SPACES THAT WORK**

Colin Kingsland, Partner, Designer,  
Architect, Kingsland + Architects;  
Jan Figurski, Librarian, London  
Health Sciences Centre.

Sooner or later, most of us will be faced with the daunting task of moving the old library into a new space. What are some contemporary trends in library design that are relevant to small to mid-size libraries? How do you plan for a new library, and move your old one? How do you calculate actual space requirements? And how does Mr. Carnegie factor into all of this??? In this informative presentation, a 2-person panel, including a library architect and a librarian, will try and answer these questions and others that you may have about the moving experience.

Convenor: Elyse Pike, Health Sciences Library, Grey Bruce Health Services.



Colin Kingsland 1008

Carolyn Watt 1006



Tom Belton 1010



Kae Elgie 1011

**1009 MTCC 206C**

10:30 am - 11:45 am

**MERCHANDISING AT THE  
TORONTO PUBLIC LIBRARY**

Diana Arras, Branch Head,  
Runnymede and Swansea; Susan  
Martin, Operations Manager, Pape  
District; Heather Mathis, Operations  
Manager, Northern District Library,  
Beverly Howatson, Branch Head,  
George H. Locke; Toronto Public  
Library.

Merchandising is the total impression that a library branch creates - from the outside of the building to how the staff interacts with a customer. Toronto Public Library has taken a page from retail and is applying the concepts of merchandising and displays to assist users and to increase the circulation of library materials. The session will review some of the theory behind visual merchandising; tips in training the staff on how to create effective displays and getting staff out from behind the desk to greet the public. No experience or artistic talent is needed to enjoy this practical session.

Convenor: Susan Martin, Toronto  
Public Library.



Jan Figurski 1008

**1010 MTCC 103B**

10:30 am - 11:45 am

**THE WORLD OF GRANTS  
FOR LIBRARIES  
AND ARCHIVES:  
OPPORTUNITIES  
AND PITFALLS**

Elaine Toms, Associate Professor,  
Faculty of Information Studies,  
University of Toronto; Tom Belton  
Archives Advisor, Archives  
Association of Ontario.

Need a grant for your library? Don't know where to start? This session will walk you through the steps and procedures for successfully obtaining a grant for your library or archives. Elaine Toms, from FIS at the University of Toronto, has experience in obtaining grants and will share the dos and don'ts in the world of grants. Tom Belton, the Archives Advisor of Ontario, will discuss the types of archival institutions applying for and receiving grants.

Convenor: Jim Brett, Ontario  
Veterinary College, University of  
Guelph.

**1011 ICTC CALEDON**

10:30 am - 11:45 am

**GRASSROOTS AND  
SHOESTRINGS:  
SUCCESSFUL MARKETING  
CAMPAIGNS**

Kae Elgie, Manager, Information  
Services, Waterloo Regional  
Library; Tina Tucker, Coordinator of  
Community Services, Thunder Bay  
Public Library; George Stock,  
Special Programs, Oxford County  
Library

Unique marketing campaigns can attract new users to your public library. Learn how to target non-traditional library users, including those who are economically disadvantaged. At Oxford, Lincoln and Thunder Bay Public Libraries, programs and events (such as advertising campaigns and scavenger hunts) drew hundreds of residents to the steps of their local library branches, and helped them connect with their communities.