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May 21, 2015

Hello !

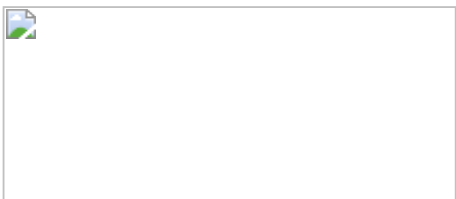
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Here is your monthly newsletter from the **Ontario Library Association...** giving you the latest in the library world!

### OLA NEWS

#### Digital Odyssey 2015: Open Data, Open Heritage, Friday, June 12

We're very excited to be hosting this year's conference at the George Brown Waterfront Campus. It's a beautiful campus with gorgeous views of the lake and Sugar Beach right outside the door. Come and join us for a day of interesting speakers and a BBQ lunch!



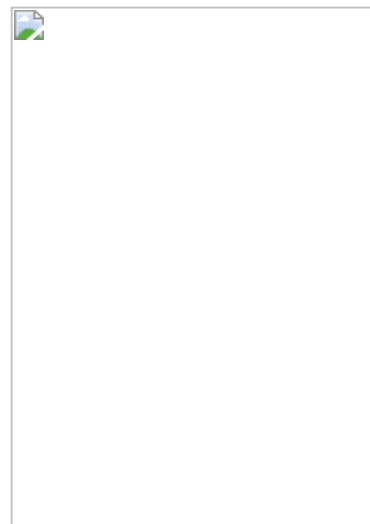
For full program details, visit [www.accessola.com/digitalodyssey](http://www.accessola.com/digitalodyssey).

The **OLA 114th Annual General Meeting** will occur during the lunch period of Digital Odyssey. [Register for the OLA AGM today.](#)

#### Introducing the Winners of the 2015 Forest of Reading Awards!

Congratulations to the winners of the 2015 Forest of Reading Awards! The awards were announced on May 12 and May 13 at the Toronto and French Festivals of Trees!

#### OLASore Recommends



#### [Marketing Moxie for Librarians](#)

by Paula Watson-Lakamp

Through this savvy guide, you'll discover a wealth of fresh, actionable ideas and approaches that can be combined with tried-and-true marketing techniques to serve any library. Focusing on building platforms rather than chasing trends, the book offers low- and no-budget ideas for those in small libraries as well as information that can be used by libraries that have a staff of professionals. The guide opens with an overview of the basics of marketing and continues through the numerous channels that should be incorporated into a modern-day marketing strategy mix. Branding, merchandising, and media relations are covered, as are social media, new technologies, fundraising, and advocacy. You'll also learn how to use tools such as data-driven information gathering and email segmentation to help your library compete and stay relevant. Perfect for beginners, the book will be equally useful to seasoned