



# NEWSLETTER

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## MLTA Executive – 2006-2007

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## MLTA Mailing Address

Manitoba Library Trustees Association  
P.O. Box 1028  
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The MLTA Newsletter is published irregularly throughout the year to assist and aid Library Trustees throughout the province of Manitoba in carrying out their trustee obligations.

## MLTA Handbooks

\$6.00 each available from the Treasurer. We are now distributing this handbook in a three hole stapled format suitable for binder mounting.

MLTA is working hard at getting second editions going. We hope to have it available for the member trustees in the near future.

## MLTA AGM

Our Annual General Meeting will be held on Saturday November 10, 2007 at the Victoria Inn, 3550 Victoria Avenue, Brandon Manitoba. The meeting will be held from 12 Noon to 2:30PM or so.

Please fill up your lunch plate at the PLS buffet and join us at the AGM. We are providing drinks, cookies and a place to sit. The meeting starts at 12 Noon, hopefully it will run for about 2 - 2 ½ hours. This year we will be nominating/selecting a new Chair and Vice Chair.

If you know of anyone that would like to serve on the MLTA Executive as a Member at Large, please ask them to "Step Forward" and attend our meeting – we would be most appreciative.

The MLTA Workshop this year will feature a speaker from the Asper School of Business in the University of Manitoba. Further information will follow.

### The Chairman's Remarks

This is my final newsletter as President and Chair of MLTA. My current term expires and I will not be seeking re-election.

I have served in this capacity for several years, in fact I have lost track of the number, but it has been several terms spanning about six or seven years. This also includes a two-year stint as VP of CLTA and several as a director of CLTA.

I will be assuming the new role of Past President as well as Manitoba's representative with the **Canadian Library Trustees Association**. The MLTA AGM is being held on the final day of the PLS conference. We hope to see a good trustee turnout at both the conference and at the AGM. As an added bonus, MLTA has organized a trustee session on Saturday at 11:00 AM. It will deal with branding.

We welcome all trustees at the annual meeting. We are also looking for trustees who are interested in taking on a "leadership" role in MLTA.

The AGM is scheduled to take place in Brandon on Saturday November 10, 2007. If you are interested in taking on an executive role but unable to attend the AGM then please let us know by email or telephone.  
Bill Stilwell – Chair MLTA

### A Message from the Vice Chair

On November 7-10<sup>th</sup> the Manitoba Public Library Conference will be held in Brandon, at the Victoria Inn.

There are many good workshops offered for those who are attending and I hope that many of the trustees throughout Manitoba will attend.

Talk to your librarian, They should have an agenda and registration forms. There is some financial support to help defray the cost of attendance. Details are in the agenda/registration pamphlet

I want to draw your attention to three specific sessions:

1. Friday Evening, Nov 9, "Trustee of Distinction Award"
2. AGM of MLTA, Sat., 12 noon, Nov 10
3. An Information session, supported by the MLTA called "**Branding**" November 10<sup>th</sup>.

At the AGM, we will be electing a new president and additional board members and Members at Large of the MLTA. It is very important that as many library trustees can attend as possible, after all it is **your** organization.

I have let my name stand to be President of the MLTA for the coming year. I want to mention some of the things I would like to see happen in the coming year if I were elected;

- ❖ MLTA will develop a response to the Provincial government on the funding formula, as mentioned in last years report on library services in Manitoba called "Reaching Our Vision"
- ❖ Attempt to obtain a director of MLTA from each library region in Manitoba
- ❖ Put more energy into more personalized communications to each of the Library boards in Manitoba, so that the MLTA can become a strong voice for public libraries in Manitoba
- ❖ Forge a stronger relationship with the provincial organization representing all of the municipal governments in Manitoba, the Association of Manitoba Municipalities (AMM)

I hope that you can attend, take part in the banquet, the MLTA AGM and the MLTA sponsored session on "**Branding/Marketing**".

See you in Brandon, November 7 to 10<sup>th</sup>  
Conrad Artibise - Vice President, MLTA

E-mail:  
“[conart@mts.net](mailto:conart@mts.net)”.

### **MLTA Presentation at the PLS Conference.**

On Saturday November 10, there is to be a presentation on Branding/Marketing. This is an undeveloped area for a majority of our Library Trustees. To make your library using patron and the public aware that your Library exists, it is necessary to make “*the customers*” aware of the services available and that is called marketing.

To give you some insights into this area the MLTA has asked Dr. Fang L. Wan of the Asper School of Business give us some insights and ideas.

Dr Fong has expertise in the following areas;

Research: Consumer Behavior in Online Environments, Advertising and Persuasion, Consumer Information Processing, cross-cultural Consumer Psychology

Teaching: International Marketing, Brand Management, cross-cultural Consumer Behavior, and Online Consumer Behavior

Dr. Wan's main research interest is information processing and persuasion in both online and offline environments.

Dr. Wan has published articles in Asia Pacific Journal of Marketing and Logistics, Journal of Interactive Advertising, American Behavioral Scientist, Advances in Consumer Research and European Advances in Consumer Research. She has also presented research papers at the Conferences of the Association for Consumer Research, American Marketing Associations, Society for Consumer Psychology and American Academy of Advertising. Dr. Wan serves as ad hoc reviewer for Journal of Marketing, Journal of Advertising, Information Society and Psychology

and Marketing.

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### **Trustee of Distinction Award 2007.**

The outgoing President/Chair, Bill Stilwell, will present “*The Trustee of Distinction*”. This will be done at the MLTA AGM on Saturday afternoon on November 10, 2007.

### **Library Activity in the Prov.**

**North-West Regional Library** – The Benito Branch Library held their Grand Opening on Monday, Sept. 12.

The new building was renovated from the former Rehab building attached to the hospital. The new building has 4160 sq feet of floor space that has been turned into to a spacious and inviting library.

The Benito library is in the North-West Regional system that serves readers and library friends from the Village of Benito, the R.M. of Swan River and the Town of Swan River.

From June McKenzie – Head Librarian,

### **CAP Program**

This much valued and greatly used program is being extended for another year. The computers for Schools Workshop will be provide technical support in the form of computer repair and, when needed replacement computers for obsolete computers.

Any CAP-supplied computers and equipment can be returned to CFS for recycling at no cost to your library. Please contact

Paolo Sousa, Provincial Manager CFS

Phone: (204) 988-1793

E-mail: [paulocfsl@mts.net](mailto:paulocfsl@mts.net)

Any other E-waste can be handled by CFS but there are disposal/processing charges. The table of charges can be found at \

<http://www.cfsl.mb.ca/cim/1500.dhtm>

### PLS Newsletter OnLine

If any trustee/members wish to have PLS Newsletter sent directly to their e-mail box please contact Lara Jennings of PLS at; -

[Library.gov.mb.ca](mailto:Llibrary.gov.mb.ca)

or

[Ljennings@gov.mb.ca](mailto:Ljennings@gov.mb.ca)

### Scratchings from the Editor

As an improvement of style from the usual pithy comments of The Editor (otherwise known as the *Most Exalted One*), we offer these two items from our Winnipeg Public Library correspondent, Heather Graham;

#### The CLA Launching Parliamentary Partners Program.

The Canadian Library Association is launching a new program to identify library stakeholders with connections to federal MPs and Senators. Called "Parliamentary Partners". These individuals have an existing personal relationship with an MP or a Senator, and are willing to meet with the parliamentarian two or three times per year to discuss the library community's national issues.

If you know an MP or Senator reasonably well and are willing to make the library community's case on national issues, please read more about the Parliamentary Partners Program and sign up for it via the CLA website at

<http://www.cla.ca/parliamentpartnersapp.htm>

Or contact

Alana Fontaine at CLA's Public Affairs Office,

[alana@impactcanada.com](mailto:alana@impactcanada.com),

Telephone 613-233-8906.

### Looking for Canadian Library Cats

Freelance writer Sandy Newton is trying to find a Canadian library cat to profile for an article she is writing on working animals. If you know of a "successfully employed" cat who lives in a library, she would love to hear from you. Contact her by e-mail at

[sandy@nfld.com](mailto:sandy@nfld.com).

Your attention is also directed to the Library Book Rate mail in on the last page.

This program is under constant threat of cancellation by Canada Post and we MUST ensure it continues. Fill it out and mail it in, there are NO postal costs as it is considered "franked" mail.

If any of our readers have an item of a trustee nature, please send them by e-mail to

[anortham@mts.net](mailto:anortham@mts.net)