

Successful Retreat

The Board participated in a highly productive strategic planning retreat on November 14th at the Tower Hill Botanic Garden. Amid this bucolic setting, 30 participants reviewed the goals and objectives of our Strategic Plan.

Jim Fish, Director of the Baltimore County Public Library System led the group in identifying our priorities for the coming year and assigning Group Leaders to put these plans into action. Of the twenty objectives in the plan the following five were deemed to be the top priorities.

MLA will:

- ◆ Increase membership by 25% during the next five years. (27 votes)
- ◆ Develop a financial plan for the next five years. (24 votes)
- ◆ Develop a Communication Plan for use by the Membership Committee to promote awareness of the Association's positive impact on the library community. (16 votes)
- ◆ Hold an Annual Conference and support the efforts of sections and committee to have additional stand-alone programs. (15 votes)
- ◆ Develop a plan for affiliating partnerships with Massachusetts library-related organizations. (13 votes)

Margaret Cardello, Membership Co-Chair will be the Workgroup Leader for our membership activities.

Debbie Abraham our Treasurer will head up a

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Happy New Year!

"Monkeys are fun and loving persons who are always cheerful and energetic. They are very clever. Give a monkey a boring book to read and he'll turn it into a Musical. Better yet, he'll invite everyone to see it free! That's how talented, creative and generous monkeys usually are."

With the year of the monkey upon us, MLA is definitely posed for much creativity, fun and energy. A variety of committees have been hard at work developing a strategic plan that puts us on the move. They must have known that 2004 is the "year of the monkey".

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As your new Executive Manager, I am looking forward to working with this talent and enabling each of you to feel a sense of pride and ownership in your organization. (I wish you could have seen the excitement as committees worked on the strategic initiatives in November.) The energy level was ecstatic. Of course, with any change there will be some bumps, so please bear with us as we gear up putting these initiatives in place. We can use your expertise; so don't be afraid to volunteer!

In the next newsletter, I hope to share with you some leadership lessons I have learned over the years. Barbara has told you a bit about my back- Continued on page 2

Poetry With Pizzazz

The Youth Services Section of MLA announces its annual spring program "Poetry With Pizzazz". The program will be held on Friday, March 26, 2004 from 9:30 am to 1:00 pm at the Tower Hill Botanical Garden in Boylston, MA.

Award winning poet X.J. Kennedy will be the keynote speaker. Mr. Kennedy will discuss teaching youth to appreciate poetry, describe proven techniques to encourage children and young adults to write poetry and offer suggestions for building a youth oriented poetry collection that supports the Massachusetts curriculum frameworks.

The second portion of the workshop will feature a panel of librarians who will share successful poetry programs for children and young adults. Mr. Kennedy will conclude the program with a poetry reading and book signing session.

Registration brochures will be sent to all YSS members. For more program information or to obtain a program registration form online, please visit the Youth Services Section of the MLA website at www.masslib.org in January.

Retreat

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Workgroup to develop a financial plan for the Association.

Greg Pronovitz, Co-Chair of the Public Relations Committee will lead the way to creating a communications plan for MLA.

The task of continuing to enhance and improve our annual Conference has been placed in the capable hands of Michael Colford, Co-Chair of the Conference Committee and Workgroup Leader Krista McLeod will explore and develop plans for affiliating with other library related groups.

The remainder of the morning was spent explaining the Workplan process. Each Workgroup Leader will select a team of 3- 5 people representing the committees and sections involved in the activity. Be ready to accept the challenge if you are contacted by one of these Workgroup Leaders.

The Workgroup Leader will be the manager of the project and will define the roles within each Workgroup. Each Workgroup will be responsible for developing and implementing an activity plan for addressing their problem according to a schedule that is

delineated in the Workplan Guidelines which were distributed to each participant. Carolyn Noah, Vice President/President Elect will be the key contact for all the Workgroup Leaders. She will coordinate the logistics for each group, answer any questions that may arise and prod each group to make sure deadlines are met. By April 2004, activity plans for each Workgroup will be approved by the Executive Board and will be ready for implementation during FY '05.

With all of that accomplished the group enjoyed a hearty lunch before setting off to begin work on their assignments. It is my hope that this Retreat will become an annual event and a integral component of our planning effort each year.

My sincere thanks to Jim Fish for taking time from his busy schedule to come to Massachusetts and help us get our Strategic Plan off the ground. I would also like to thank all of the participants for their thoughtful insights and dedicated support of MLA and its goals.

Barbara Flaherty
President

Change of Address

The new phone number and mailing address for the MLA are:

Mass Library Association
P.O. Box 1445
Marstons Mills, MA02648
Phone and Fax: 508-428-5865



New Year

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ground but I hope that as I get out and meet many of you in person, that we can share more of our experiences. In the meantime, please do not hesitate to call me at 508-428-5865 or email me at malibraries@comcast.net

I wish you, your family and friends a wonderful New Year filled with love, hope and peace!

Diane Klaiber

MLA Annual Conference

Don't miss the 2004 MLA Annual Conference, April 28-30, at the Sea Crest Resort on beautiful Old Silver Beach on Cape Cod. This year's conference theme is Connections.

Energize your thoughts. Learn new techniques. Gather program ideas. Acquaint yourself with new technologies. Strengthen your skills. Network with colleagues from around the state. Make all these connections and more at the 2004 MLA annual conference.

Watch your mailbox for more information coming soon.

The Latest News...

Don't forget to check out the MLA web site for the latest MLA News

www.masslib.org

What's New In Publications?

It was with great enthusiasm I accepted the position of Publications Manager.

After many years as a software engineer I discovered that the graphic design work I had been doing as a volunteer was more rewarding than my "real job". This position is a great opportunity to use both my software and graphic design experience.

The board retreat was an invaluable opportunity for me to meet many of you and get up to speed with the goals and aspirations of the MLA.

Changes to the web site have already begun. They will continue as we refine the web page.

The newsletter will now be published quarterly, so the web site will be the source for the latest and greatest news. I welcome your feedback and comments on both the web site and newsletter.

If you have web content for me to publish, please clear it through your committee chair before sending it on.

Elizabeth Hacala
ehacala@yahoo.com

Nothing great was ever achieved without enthusiasm.

Ralph Waldo Emerson (1803 - 1882)

Candidates For The MLA Paraprofessional Section

The MLA Paraprofessional Section provides a forum for discussion and programming to meet the needs of paraprofessionals who work in libraries. The following people have put their names forward as potential candidates for the section:

Position	Term	Candidate
Chair	1 year	Betsy Wolfe Marlborough Public Library
Vice Chair	2 year	Beverly Winn Nevins Memorial Library Methuen
Secretary Treasurer	2 year	Virginia Costello Babson Library Springfield College
At Large Conference	1 year	Allison DaSilva, Reading Public Library
At Large Certification	1 year	Deborah Bockus, George C. Gordon Library, Worcester Polytechnic Institute



Recognition

Robert Cunningham has been the archivist for MLA for the past ten years. He is leaving the position of MLA Archivist and we appreciate all the time and effort he has dedicated to the MLA during his tenure.

Barry Blaisdell has been our Executive Secretary for several years. We thank him for his dedication to the MLA and wish him all the best in his future endeavors.

Finally, the Publications Manager will now be responsible for both the MLA newsletter and website. Thanks to Bethany Hinton and Ping Chen for all their hard work on the newsletter and web site in the past, and their help in making the transition a smooth one.



Anyone interested in the position of Archivist should contact:

Barbara Flaherty
bflaherty@mailserv.mvlc.lib.ma.us
(978) 671-0949 x101.



Next Deadline

Do you have an article for the next newsletter? Please send your article to:

Elizabeth Hacala
Publications Manager
ehacala@yahoo.com
by March 1, 2004

Upcoming MLTA events

MLTA / MBLC Trustee Symposium at the Holiday Inn, Boxborough on March 20, 2004
MLTA Advocacy Workshop at the Worcester Public Library (3 Salem Square) on May 1st.

New Faces at MLA

MLA welcomes two new members of our team. Diane Klaiber, our new Executive Manager joined us on January 1, 2004. Diane has thirty years of well-rounded experience in the field of library and information sciences. Her most recent position was Executive Director of the New England Law Library Consortium, a non-profit corporation composed of 25 law libraries from academic, private, non-profit and government sectors. Diane has also been a School Librarian/Media Specialist, a Customer Service Liaison Manager for AT & T Bell Labs and the Library Manager for AT & T Bell Laboratories. She has an MLS from the University of Missouri, Columbia and a Masters of Education from the University of Northern Iowa. Diane

is a dynamic and innovative problem solver who brings a rich variety of skills and experience to our association.

Elizabeth Hacala our new Publications Manager began on November 1, 2003. A former software engineer, Elizabeth decided to leave the software industry to pursue graphic design as a career. She has had a variety of experience working with non-profit groups to produce newsletters, web pages, brochures, posters and other public relations pieces. Elizabeth will be writing for and editing *Bay State Libraries* as well as improving and maintaining our Web presence. Elizabeth earned her B.S. in Computer Science and Economics from Simmons College.

Welcome aboard!



Updates!

MLA Ways and Means Day has been changed to
Tuesday, Feb. 3, 2004

There will be a reception at the State Library. The Senate Reading Room has been requested for the briefing. There is no snow date for this event.



Theresa Rini Percy taken a Director's position in Port Townsend, Washington.

Hope Bodwell has been named Director of the Monson Free Library.



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