

May We Help?

This quarterly newsletter is meant to help familiarize you with the services offered by the Central 1 Information Centre. The centre is located in Central 1's Vancouver office, and provides services for the staff and directors of Central 1 Credit Union and the affiliated credit unions in British Columbia and Ontario.

We hope you like the new look for *Check It Out!* The great team in Central 1's Marketing & Creative Services department designed it. To learn more about the wide array of services they offer, please visit their website at

www.cumarketingandresearch.com

This issue focuses on:

Books and other print materials are still an important part of the Information Centre collection. Have you read any good books lately? We have quite a few which you might want to consider borrowing.

The United Nations International Year of Co-operatives is in full swing. Read about some of the initiatives for this very special event on page 2...

The joy of books...

After seeing the charming *Joy of Books* video on Youtube recently, we began to think about the books in the Central 1 Information Centre library collection in a new way. *Joy of Books* is a stop motion video filmed over a number of late nights in Toronto's *Type* bookstore. It purports to show what happens there after the front door is locked at the end of the day, when the books and other treasures found in bookstores are left on their own. In the Corporate Information Centre, there is not likely to be so much well-coordinated activity outside of business hours, but the focus on shelves filled with books of all shapes and sizes and on a wide variety of topics certainly resonates.

The final scene in the video focuses on a book titled "There's nothing quite like a real book". Many people agree, as indicated in a 2011 University of California *study*. Though 58% of students used e-books, only 34% actually preferred e-books over print. Though reading material in all manner of e-formats is readily available, lots of people prefer the feeling of "curling up with a good book" – whatever the subject -- and find that print is still their preferred format for reading material in particular situations. As evidence of that, in 2011 almost 200 books from the Information Centre collection were loaned out to readers, both within Central 1 and at BC credit unions. A courier arrangement is in place which facilitates loaning print materials to Ontario-based credit unions and Central 1 staff as well.

An *electronic catalog* of the print items – books, surveys, studies, etc. – in the Information Centre collection is on the *InfoCentre Online website*. You can use the online catalog to search for works by author, title, or subject. New additions to the collection are highlighted in a monthly "*Book Ends*" listing. Each listing includes an electronic request function, as does the electronic catalog. Just indicate the book(s) you would like to borrow, complete a short form and submit. We will send the book(s) to you as soon as they are available.

Have you read some good business books lately? We are always interested to know of topical books that you think would make a good addition to the Infocentre collection. Please just e-mail your book suggestions to Infocentre@central1.com. We will consider the purchase, and send it out to you – as the book's first borrower! – if we do acquire it. Some of the books in our collection which were suggested to us by Central 1 colleagues include :

Understanding Michael Porter by Joan Magretta

Bank 2.0 by Brett King

Six Pixels of Separation by Mitch Joel

According to Dr. Seuss, "*The more you read, the more things you will know. The more that you learn, the more places you'll go!*" Let the Infocentre library collection help you on your way...



International Year of **COOPERATIVES 2012**

The **2012 International Year of Cooperatives (IYC)**, as declared by the United Nations to raise awareness of the invaluable contributions of cooperative enterprises around the world, is now in full swing. Here's an update on recent IYC events...

The official launch of the **2012 International Year of Cooperatives (IYC)** in Canada was held on January 12 with special celebrations across the country, including a national event held in Ottawa, and 13 regional events. The [press release](#) for the launch provided a backgrounder on Co-operatives in Canada.

Since then, many Canadian credit unions and co-operatives have started publicizing this special year through social media, contests, special signage, events and much more. A special website focusing on these cooperative initiatives is at www.canada2012.coop. The Canadian Co-operative Association's IYC e-newsletter, **2012 Matters**, provides regular updates on IYC event plans and initiatives.

On February 6, Ray Bougen, a Conservative Member of Parliament from the riding of Palliser in Saskatchewan, made a [statement in the House of Commons](#), encouraging his colleagues to celebrate the International Year of Co-operatives.

This special year of looking forward to the future of the co-operative sector also provides an opportunity to celebrate accomplishments of the past. Among those are:

- ✓ Dr. Ian MacPherson wrote the article on the [Canadian co-operative movement](#) in the [Canadian Encyclopedia](#). Free copies of Dr. MacPherson's book on the history of the credit union system in British Columbia up to 1994 are available from the Central 1 Information Centre. Please e-mail infocentre@central1.com to request a copy of "Co-operation, Conflict and Consensus."
- ✓ A special page on the Canadian IYC website focuses on [Canada's co-operative heritage](#).
- ✓ A Polish credit union pioneer has been nominated for beatification. Franciszek Stefczyk may become the world's first credit union saint. A former country school teacher and political organizer, Stefczyk is credited with starting Poland's first credit unions in the early 20th century. ([WOCCU news release](#))
- ✓ The [Rochdale Pioneers Museum](#) in England is being refurbished and will reopen in 2012. The building which is located on Toad Lane in Rochdale (near Manchester) was the home of the Rochdale Society of Equitable Pioneers. Founded in 1844, the society was an early consumer co-operative, and the first to pay a patronage dividend, forming the basis for the modern co-operative movement.

Contact us

The Corporate Information Centre is here to assist you. Here's how you can reach us...

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2nd floor, next to the stairs
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For further information about our services, visit the About Us section of the Information Centre website.