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Summer 1990, vol. 81. no. 3

SPLBAN 81 (3) 175–264 (1990)
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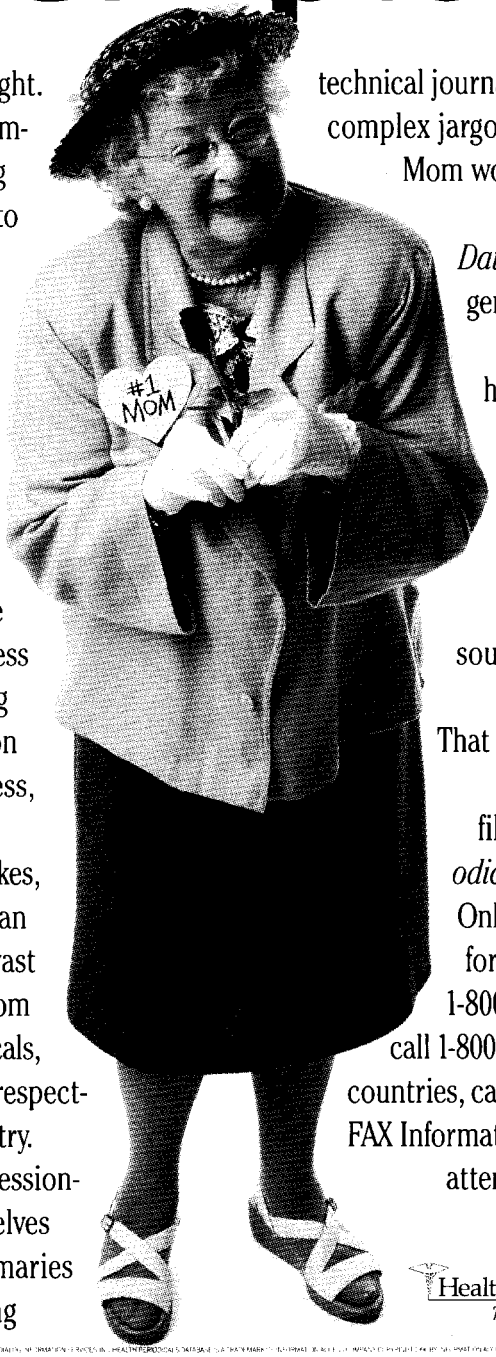

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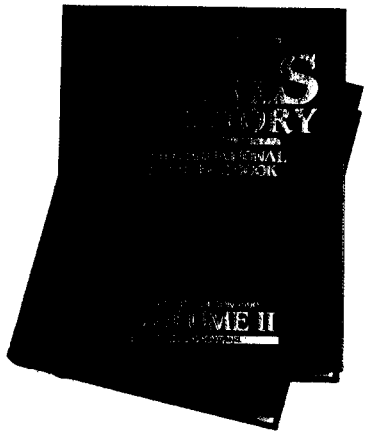

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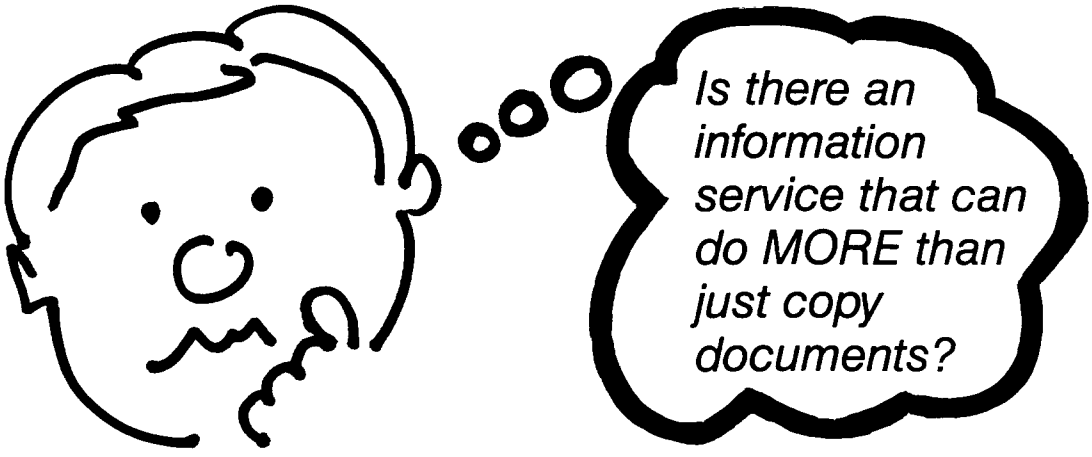

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special libraries

Cover design by: Dirk Zipf

Editor: Maria C. Barry

Publisher: David R. Bender

Secretary, Publishing Services: Paul J. Witzkoske

Advertising & Marketing: Steve Jones

special libraries (ISSN 0038–6723) is published by Special Libraries Association, 1700 Eighteenth St. NW, Washington, D.C. 20009 202/234–4700. Quarterly: Winter, Spring, Summer, Fall. Annual index in Fall Issue.

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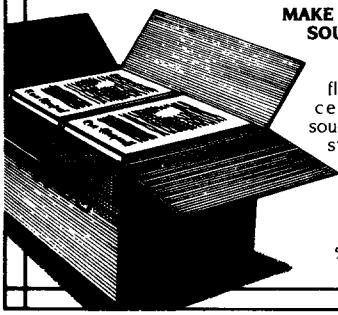

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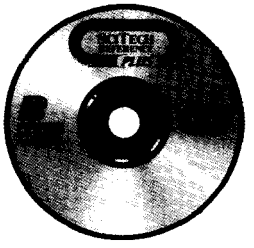

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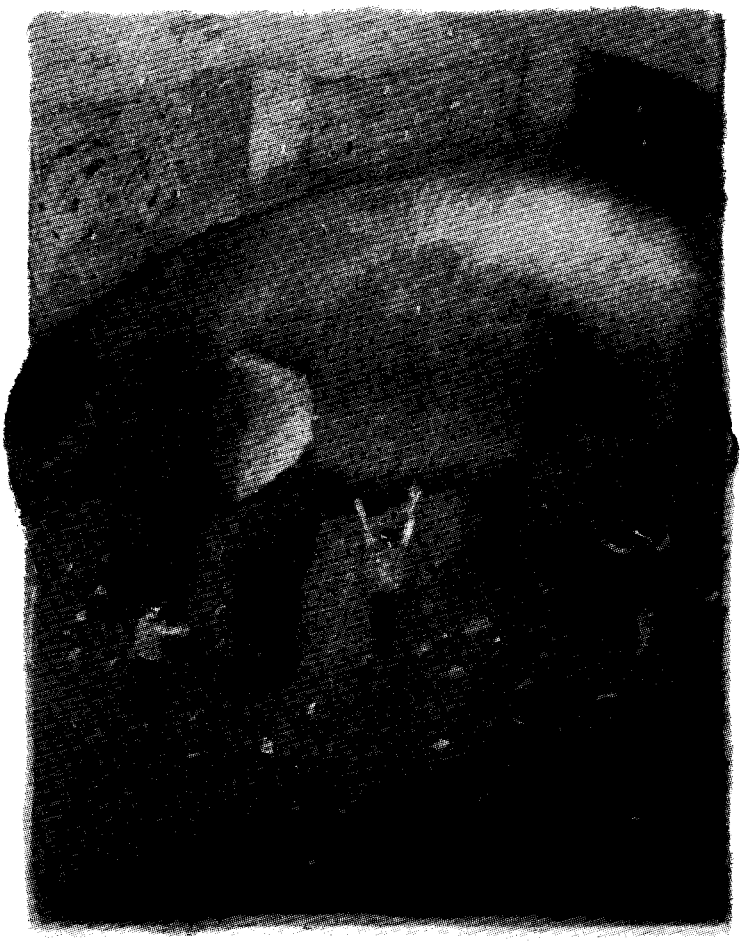

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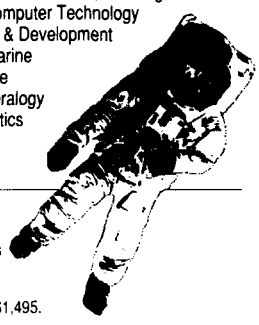

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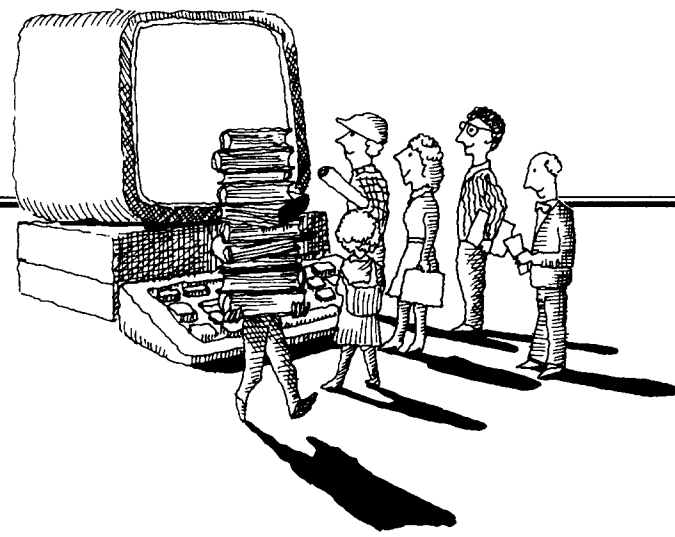

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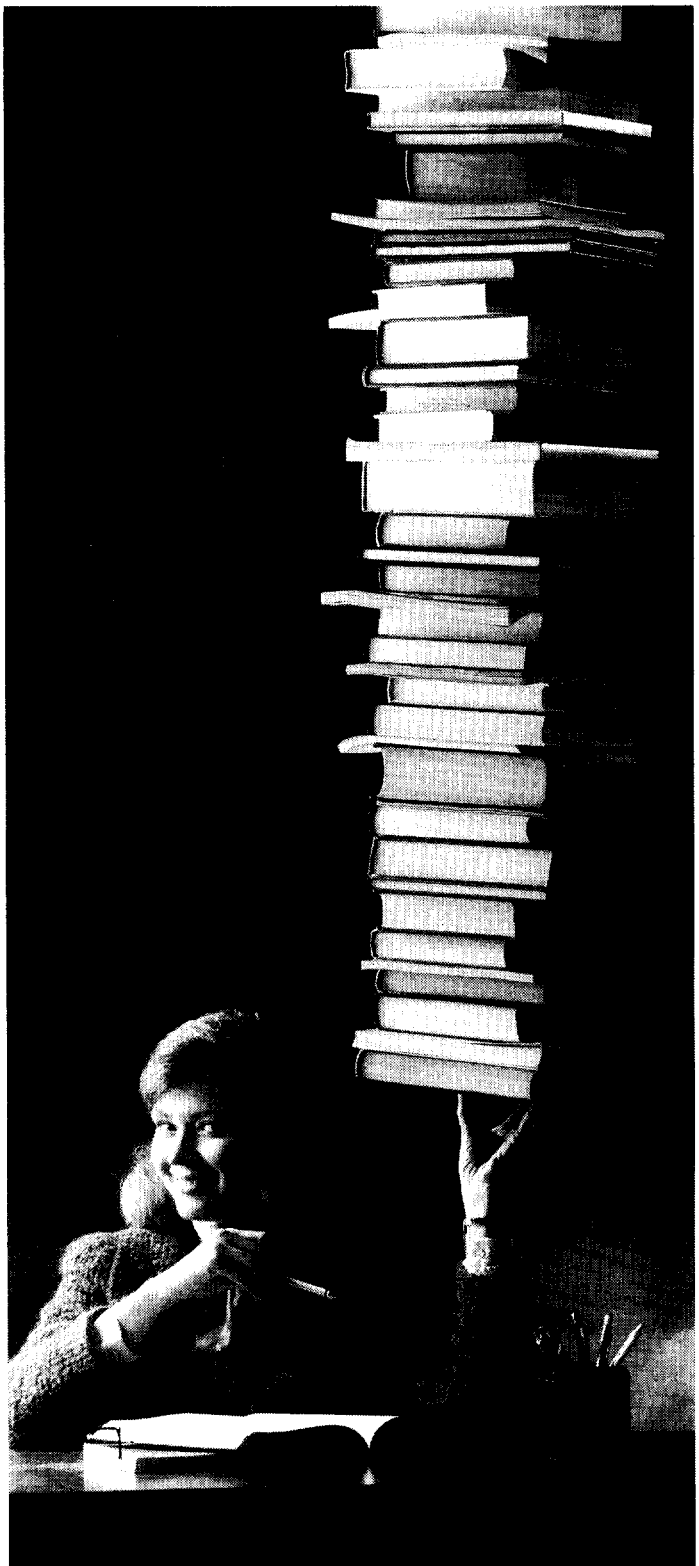

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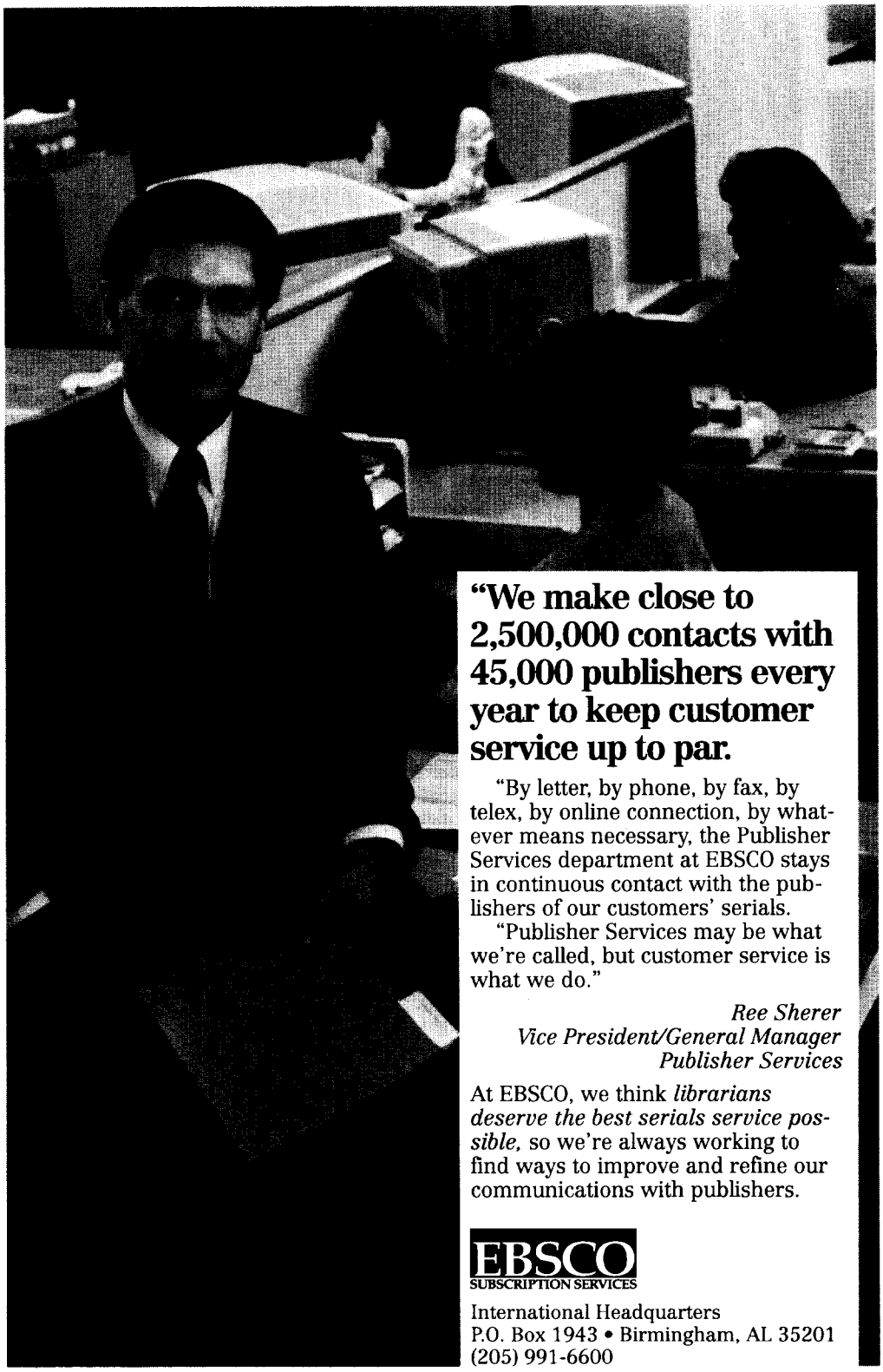

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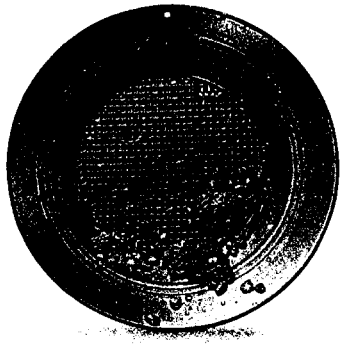

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The Significance of the European Single Market of 1992 to the Information Professional

by Sylvia James

■ **This paper briefly describes the grouping of countries known as the European Economic Community (EEC) and their significant movement towards integration in 1992 known as the Single Market. The history and operations of the EEC are covered along with some notes on the Single European Act and the relationship between the U.S.A and the Community. In the second half of the paper the author examines the implications, problems, and opportunities of this major economic activity in Europe for the information professional working in a commercial environment in the U.S.A.**

The European Economic Community: History, Facts, and Figures

The origins of the EEC go back to the founding in April 1951 of an entity known as the European Coal and Steel Community (ECSC) at the Treaty of Paris, to pool coal and steel production in a Europe still recovering from the devastating effects of World War II. The original six founding countries of the ECSC went on to sign the Treaty of Rome in March 1957, establishing the European Economic Community. These countries were West Germany, France, Italy, The Netherlands, Belgium, and Luxembourg.

The Treaty of Rome was aimed at recovering industrial momentum in Western Europe as well as ensuring against further war between the involved countries by seeking eventual political and economic unity.

Unity was to be achieved by committing the member nations to a "Common Market," gradually harmonizing activities until there was a free movement of persons, goods and services, and capital throughout the Western European area, which extends to nearly 2 million square miles. No date was set for the achievement of this aim in 1957. The goals of political, economic, monetary, and defense union were implicit in the treaty.

In 1973 the United Kingdom, Ireland, and Denmark raised the number of Community members to nine, followed by Greece in 1984, and Spain and Portugal in 1986, giving a market of 320 inhabitants over 12 nations. By 1985 it was clear that if the EEC was to compete as a world force in the wider global scene alongside the major markets of the U.S.A and Japan, acceleration of the integration of the member countries would be necessary. The proposal and timetable for a stronger, more united EEC was revived with a report from the U.K. Commissioner Lord Cockfield and Jacques Delors (then Commissioner, now President), which culminated in the presentation of the Single European Act (SEA) to the European Council in June 1985.

The Single European Act was ratified by member countries in 1986, to come into force by January 1986, amending the Treaty of Rome and establishing the end of 1992 as the date for the complete removal of all physical, technical, and fiscal barriers to trade.

There are 279 separate measures to be achieved by the SEA, but the methods being used by member states to adopt the measures will be mutual recognition of national regulations which will have to meet a minimum EEC

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requirement set by the Commission, Council, and Parliament. (See section below on the working of the EEC.)

The EEC in the European Setting

Austria and Turkey have both formally applied for membership of the EEC and are expected to join sometime during the 1990s.

Other non-EEC western European countries belong to another trade and agricultural grouping known as the European Free Trade Association (EFTA), established in 1960. Current members are Austria, Finland, Iceland, Norway, Sweden, and Switzerland.

The dramatic lifting of the Iron Curtain and the Warsaw Pact amongst the Communist countries of the Eastern Bloc in Europe during the last quarter of 1989, has brought into question the future of these nations and their relationship with the EEC in particular. The most interesting and momentous move will be the re-unification of East and West Germany and the position of such a reunion in the EEC.

The EEC Relationship with the U.S.A

The U.S.A has a permanent mission to the EEC acting in a similar diplomatic role as to any other nation where there are good relations.

There are no specific agreements between the EEC and the U.S.A, but there have been general agreements over the years on the peaceful use of atomic energy, the environment, and fisheries.

The U.S.A has been a frequent critic of EEC agricultural policy and the implications of the alleged unfair competition for U.S. exports it represents. There have been several major disagreements resulting in import restrictions between the U.S.A and the EEC on agricultural exports and steel products to the U.S. during the 1980s which have now been resolved.

The Working of the EEC

There are two executive supranational bodies of the Community—the European Commission and European Parliament. The intergovernmental body is known as the Council of Ministers.

Legislative Process

The European Commission has the sole power to initiate Community-wide proposals with the exception of those concerning EEC foreign policy. When a proposal has been brought by the Commission, it is submitted to the European Parliament who act as a consultative body with their elected members from all member nations discussing the implications.

The Council of Ministers then has the legislative power to adopt or reject proposals. Once the proposal has been adopted, it becomes a directive and enters Community Law, which then takes precedence over the national law of the individual countries and must be implemented within two years.

The Institutions

The European Commission is made up of 17 Commissioners, two from each of the larger countries and one from the smaller nations. They are chosen by the national governments and serve a four-year term with a specific responsibility. The President of the Commissioners is elected by member states for a renewable two-year term. The current President is Jacques Delors of France whose specific responsibility is Monetary Affairs.

The European Parliament is the elected body of the EEC with 518 members from all over the Community. New powers for Parliamentary amendment of Commissioners' proposals have been introduced by the SEA as a move towards fuller involvement of these elected representatives, which would be essential in a politically united Community.

The Council of Ministers is responsible for enacting Commission proposals into Community Law; this role is the decision-making institution of the EEC. It is made up of one minister (who need not be a specific appointee) per member nation with a varying voting power ranging from ten votes with the larger nations, to only two votes with the

smallest nation. Attached to the Council is a Committee of Permanent Representatives (COREPER) who are appointed by their respective countries. The SEA has changed the voting rules for the Council, which no longer need be unanimous. Thus, two thirds of the total 279 proposals which make up the measures to be achieved by 1992 can be adopted by a majority of the Council rather than agreement by all.

There are several other EEC bodies which make up the Institutions. The European Court of Justice, which rules on interpretations of Community Law, will become increasingly important in the years leading up to 1992. Others are The Court of Auditors and The Economic and Social Committee.

Measures to be achieved by the SEA by 1992 cover all sectors of activity in the Community ranging from technical and social directives to agricultural matters; areas include environmental standards, deregulation of air services and harmonization of financial services, labor, fiscal, and industrial cooperation, as well as several directives affecting the individual in the Community.

Until 1970, Community budget funds were raised from financial contributions from member states based on their Gross National Product (GNP). In 1970 arrangements were made whereby all future monies would be collected from three sources:

- levies on imports into the EEC;
- custom duties; and
- a 1 percent levy of each member state's Value-Added Tax (VAT) (similar to U.S. sales tax).

The VAT contribution has been a particular bone of contention among the more industrialized and populous nations of the Community, as they are required to pay much higher contributions to Community funds by virtue of their greater trading and marketing prowess. This had lead to cuts in contributions for the U.K., who is currently still receiving refunds arranged at the Fountainbleu agreement in 1980.

VAT levies were increased to 1.4 percent of gross revenues in 1986, but when a complex dispute arose between member nations on the further implications of this increase, a new approach to raising finance was sought.

In 1987 the contributions were again changed to reflect GNP as well as VAT in preparation for the Single Market.

This is a very brief survey of the essential information on the EEC and the changes which will lead to a vast Single Market in 1992, and is a necessary prelude to considering the role of the information professional working in any organization likely to be involved with the Community.

The Role of the Information Professional

Any information professional working in an international environment outside the EEC will need to keep abreast of events in the Community running up to 1992 if they are to provide a good service to their organization, regardless of their current involvement. It will be by understanding these events as they happen that significant opportunities will be identified.

Organizations outside the EEC will have several choices:

- decide not to participate in any European activity;
- ignore the 1992 activity and assume that any relationships with EEC entities will continue unaffected;
- explore the possibilities for new involvement in the EEC or further development of existing ventures; or
- make a positive new commitment to become involved in the EEC.

How can the information professional participate in these plans?

• Organizations that decide not to participate in the EEC will ignore a huge market and may even suffer an eventual takeover by an EEC company as the strength and volume of the

Single Market enables Community companies to seek expansion possibilities outside the EEC. The information professional can bring to the attention of management the events that will occur in the Community and demonstrate that, even though there is no European interest at present, it would be strategically vital to keep abreast of the overall events in the EEC and regularly monitor changes in their particular industry sector.

• 1992 regulations and harmonization will affect all EEC entities regardless of ownership. If the organization has some relationship with EEC counterparties through joint ventures, associated companies, or subsidiaries, then it is essential that 1992 activity is monitored very closely. The information professional has unique abilities to ensure that management is well briefed on all changes and legal obligations, as well as identifying possible problem areas.

• Many U.S. corporations will be aware and interested in new opportunities in the large Single Market through expansion or diversification. The source specialty of information professionals will be essential in identifying new areas and possibilities in the established lines of business or in exploring different sectors.

• If management decides to make a positive commitment to the EEC for defensive or strategic reasons, their information professionals should be involved at the outset, gathering data on the possibilities for entering the new market.

Problems in Sourcing EEC Information

In suggesting the above scenarios, the information professional will probably be involved in gathering information in unfamiliar territory. The last section of this paper describes some of the general problem areas which the U.S. researcher may find difficult to appreciate in gathering EEC data.

These can be summarized as:

- quantity of sources
- language
- attitude
- disclosure requirements
- regionalism
- presentation of data

Quantity of Sources

The sheer quantity and proliferation of sources available in each EEC country will be a daunting and difficult problem. Every country in the EEC has its own network of industry trade associations and company registries. To build a picture of an industrial sector across the Community, it will be necessary to obtain and consolidate data (which will be of varying quality) from each country. There are few reliable and complete pan-European sources of information.

Language

In using information from many European countries all speaking different languages, there are inevitable translation problems. The researcher regularly handling any type of EEC data will need to acquire at the very least an idea of the main vocabulary in their specialty in French, German, Italian, and Spanish.

Attitude

Along with the language problem there is difficulty in understanding when and where information is unlikely to be given simply because the request is not received in the language of the country. At times, even if the researcher has located exactly the right published source, it may prove extremely difficult to establish how to obtain the document, the correct payment, and the likely method of dispatch. It may be wise to develop and encourage any language skills available in the organization for this very purpose.

Disclosure Requirements

Until the full 1992 harmonization changes are implemented, there will still be consider-

able difficulties in knowing and understanding what published information is actually required to be available in that country and what stage of implementation the relevant directives have reached. This can be particularly problematic in areas such as basic financial data on companies and its comparability from country to country within the EEC.

Regionalism

Not only are there variations between countries in the EEC, but strong regional differences are also notable within countries. This can make it extremely difficult if information professionals assume all information can be located at agencies in the capital city rather than the regional commercial center.

Presentation of Information

When data is finally located it may be presented in an unfamiliar and unwieldy format. A good example of this is the presentation of German company accounts which have sketchy profit and loss accounts and balance sheets, but do have extremely detailed Notes to the Accounts which contain most of the hard data on company activities.

Conclusion

Information professionals today have to work increasingly towards a truly "global" attitude in their work. The EEC Single Market is a perfect example of how professionals both inside and outside the Community are having to come to terms with this type of new challenge. They are, perhaps, one of the first professional groups in any commercial organization to understand and provide the data for this outward looking approach. If they seize the opportunity to work alongside senior management in this role, they can achieve great job involvement and significance in their organizations. ■

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Sylvia James works as a consultant in all aspects of business information services and systems. She was formerly Head of Information at Credit Suisse First Boston Ltd., a major issuing bank in the international capital markets, where she ran a busy business information service specializing in European company information.

Mrs. James has worked in the business information field for 18 years and has extensive experience in applying her knowledge in industrial companies. She has lectured and written widely on information topics, as well as the financial aspects of the City of London.

Electronic News Delivery

by Juliette Levinton

■ A customized abstracted news release, delivered on a daily basis to corporate staff, is a highly-valued service provided by the Economics Division Library of the Federal Home Loan Bank of New York. The librarian, manually scanning industry publications and supplementing printed materials with online sources for greater timeliness, produces a widely-read daily News Update on the bank's VAX minicomputer. The daily news release reaches its readers as early as two hours after the start of the bank's workday.

Introduction

Keeping abreast of current developments in an industry is a necessity for making informed business decisions and a requirement for career development and advancement. Special librarians have typically delivered industry information to their corporate staff, but with varying degrees of timeliness, depending upon the technology available to them.

The Economics Division Library of the Federal Home Loan Bank of New York is using technology becoming available in many corporate settings, to provide industry information to bank staff daily. This article describes the development of the library's news delivery from a typewritten, photocopied, mail room-delivered service to the current method of electronic delivery.

News Delivery Format

The library has been distributing a daily *News Update* to bank staff since mid-1984. The *Update*, generally two pages which can be read in five minutes or less, abstracts relevant articles from daily newspapers and other industry publications. The librarian scans the publications for articles on the savings and loan and commercial banking industries, for stories on the bank's member institutions (savings institutions in New York, New Jersey, Puerto Rico, and the Virgin Islands), and for items of interest on the housing, mortgage, and real estate industries, as well as the financial markets. For the most current stories on the economy, the library accesses Telerate, an online financial news service, for reports released that day by the Department of Commerce or other government agencies. When delivery of the *American Banker* newspaper, a major source for banking and savings industry articles, is delayed, the library accesses it online through Dialog. The articles chosen for inclusion in the *News Update* are abstracted and arranged by subject. They are tersely written, seldom exceeding 100 words. The intention is to provide the essence of the article and to preclude the necessity of reading the entire article if time is limited. However, copies of the full articles are available in the library.

Mail Room Delivery

From 1984 through mid-1986, the *News Update* was written, typed, photocopied, and distributed to the executive, management, and

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supervisory levels of the bank staff. With the bank's workday beginning at 8:30 a.m., every attempt was made to get the copies to the mail room for distribution by 11:30 a.m., but occasionally, depending upon the workload of the mail room, the *Update* was not distributed until early afternoon. At back-office operations in New Jersey, the *Update* was received the following day. During this period, when the bank's staff numbered from about 350 (in 1984) to about 600 (in 1986), approximately 60 copies of the *Update* were photocopied for distribution. Officers, managers, and supervisors received individual copies, but each department was responsible for making its own additional copies.

Electronic Delivery

In 1985, the bank purchased a Digital Equipment Corporation VAX minicomputer with All-in-1 office automation software. DEC VT220 terminals were installed and classes for training in word processing and electronic messaging were conducted. Today, there are over 300 DEC terminals supporting more than 500 accounts.

In mid-1986, the library began to send the News Update by electronic mail to everyone with an All-in-1 account, resulting in delivery of the *Update* as soon as it was typed, as early as 10:30 a.m. Problems developed, however. Where previously there was a specific distribution list, now there was an indiscriminate one. Account holders that did not want to have the *News Update* electronically delivered received electronic messages which needed to be responded to. The library attempted to correct an imperfect system by creating an electronic distribution list from the all-accounts list, deleting extraneous account names, and adding new account names as they were requested.

The solution was far from ideal, and keeping the list up-to-date was time consuming and not totally successful. Library staff knew they needed a system whereby anyone who wished to could access the *News Update* without library staff having to send it to them. The "shared folder" capability of the All-in-1 software allowed this to become a reality in mid-1987. In All-in-1 word processing, documents are created in a "folder." The system is secure and one account holder cannot access another account holder's documents. However, the "shared folder" is one that any account holder can access. The *News Update* is now created in a temporary "secure" folder (where it may not be accessed until edited) and then forwarded to the shared folder. From the shared folder it is accessible to any account holder within main headquarters and in the New Jersey office. In addition, the *Update* can be accessed from other locations by portable personal computer. Our bank examiners who travel to Puerto Rico are particularly pleased to be able to read abstracts of articles from mainland newspapers before those papers are received on the island.

When we switched to the "shared folder" delivery of the *News Update*, our readers were provided with new accessing instructions. Later, those instructions were included in the library's new *Library Handbook*, a guide to the resources and services of the library. All bank employees received a copy of the *Handbook* and all new employees receive a copy from the Human Resources Department.

The *News Update* is a popular service. It delivers concisely written, highly selective industry news in a timely manner to bank staff in our main offices at the World Trade Center in New York, to our back-office operations in New Jersey, and to account holders in remote locations.

Benefits

Manually scanning newspapers and writing abstracts is labor intensive, taking about 30 percent of a professional's day, and is therefore expensive. Additional costs are incurred using online sources to supplement print materials. But the library can deliver a customized service not available in commercially published industry newsletters. Newsletters, additionally, tend to be weekly or biweekly, and therefore not as current as a daily service. Finally, newsletters that we subscribe to do not generally cover our member institutions or

local economic conditions.

A valuable by-product of the *News Update* is that it serves as a subject index of industry information. We file hard copies of the *Update* in ring-binders, one binder for each year. As subjects remain constant, getting articles on a particular subject for library clients is an easy matter; at the same time, locating specific articles on a subject is simple. Using the abstracted index, the library has been able to respond in minutes to such information requests.

Other applications of the *News Update* have been found. Six to eight months of *Updates* are kept on the system before deletion. One bank department has tracked activities of member institutions for a period of months by transferring those abstracts, using "cut and paste" word processing commands, to another "folder." The library has created *News Update* supplements following a particular story for several months by using the same "cut and paste" technique.

Conclusion

Electronic delivery of industry news is an idea whose time has come. The proliferation of electronic networks in corporate settings makes such a service increasingly possible for many libraries. A product tailored to a corporation's particular needs is not only read, but eagerly awaited. In the process of creating such a product, the librarian becomes increasingly well-informed. Providing such a product makes the library highly visible and enhances its image.

■

Juliette Levinton is the Manager, Library Services, Federal Home Loan Bank of New York.

Serials Evaluation: An Innovative Approach

by Marilyn Berger and Jane Devine

■ **A method of analyzing serials collections examines the characteristics and subject content of serials by providing a comprehensive descriptive review of current serials with particular reference to planning publications. The innovative approach used combines evaluative criteria traditionally used by librarians to analyze serials with database management technology.**

Introduction

The objective of this paper is to present a new method of analyzing serials collections, a method which was developed by Informes Associates, a Montreal-based information consulting firm. The methodology used examines the characteristics and subject content of serials by providing a comprehensive descriptive review of current serials with particular reference to planning publications. The innovative approach used combines evaluative criteria traditionally used by librarians to analyze serials with database management technology.

In February 1986, Canada Mortgage and Housing Corporation commissioned Informes Associates to conduct a study of current serials on housing and related fields relevant to the Canadian housing research community. The information presented in the study was intended to assist the corporation investigate the potential for a new serial emphasizing housing research issues. Research required to complete this study was conducted by the company's principals and a team of researchers and subject specialists over a six-month period. The original study included an evaluation of over 300 titles using 38 criteria to provide full, descriptive information for each serial. Selection of appropriate computer software as a tool for information management was essential to the analytical process. It allowed for systematic, organized control of data with the creation of a permanent database. The methodology used for the study has considerable potential for use by information professionals, regardless of the type of serials collection managed.

The titles examined for the review were all current serials; those which had ceased publication were omitted from this evaluation process, although for other studies it might be desirable to include ceased titles. The majority were either English-language, French-language, or bilingual publications, since these are Canada's official languages. Some foreign-language serials were included if deemed relevant to Canadian housing research when the titles to be examined were selected. Subject areas encompassed by the serials were: architecture, banking and finance, building and construction, business, economic situation and conditions, energy, environmental studies, geography, dwellings for the aged, housing, interior design and decoration, public administration, political science, real estate business, social services and welfare, statistics, and urban planning.

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Methodology

In order to set the parameters for selection of titles to be evaluated, the first step in the analysis was to define the scope of the term "periodical." According to the American Library Association, the accepted definition is:

> "A periodical is a serial appearing or intended to appear more frequently than annually, each issue of which is numbered or dated consecutively and normally contains separate articles, stories or other writings. Newspapers disseminating general news, and the proceedings, papers, or other publications of corporate bodies primarily related to their meetings, are not included in this term."

Thus newspapers, proceedings, and in-house organs were excluded from the final choice of titles as a general policy. Similar studies could of course involve different parameters setting other boundaries at the outset.

Choice of Titles

Starting with this definition, several steps were followed to compile a comprehensive list of periodicals. Various sources were consulted for serial titles. These included directories, subject bibliographies, union lists of serials, and online databases. A library's own holdings could form the list of titles to be analyzed. This particular study called for analyzing housing serials as a group, therefore a broader range of sources was required.

In addition to the librarians directing the study, a team of subject specialists gave their knowledge and advice to the project. Consultants associated with this project were chosen because of their academic and professional achievements in specialized fields related to housing research. Their backgrounds presented a good cross section of expertise required for in-depth study. A preliminary list of titles was submitted to the appropriate consultants, who were asked to identify those titles which were, in their opinion, most suitable for evaluation. Using consultants for a preliminary "screening" process helped establish a final list which was balanced between academic, professional, and popular periodicals within each subject area.

Other selection criteria were, as stated above, the language of publication and starting date of the serial. Serials less than two years old were excluded from the study because too few issues would be available for a valid analysis of subject coverage.

To get an idea of the contents and to be able to physically examine the serials, locations had to be found using union lists. It was considered necessary to examine each title from its inception, and secondary sources were never used in lieu of the serial itself. Once locations had been determined, the list of serials was divided and distributed among researchers chosen for their subject backgrounds: librarians, urban planners, and architects.

Data Collection

A thesaurus of terms was constructed within each of the 17 identified subject areas in the housing field. These subject areas were assigned a unique letter code, for instance, A = Architecture. The consultants were asked to list all relevant terms in their subject areas. These suggested terms were added to a similar list compiled from specialized housing thesauri; thus the original 17 subject categories were expanded to 132 terms which then became the framework for subject analysis. Each term was assigned an alpha-numeric code incorporating the general letter code of the broader subject to which it belonged. Coding fostered uniformity among the researchers when defining subject areas covered by the serials examined.

A criteria form was then designed to collate all the information necessary for the preparation of the title essay describing each serial.[1] A pre-test was done on six titles and the form revised accordingly. At this point, the systems analyst suggested modifications, and revisions were again made to meet coding require-

ments for data input. Once the form was finished, it provided a tool for data collection which allowed for all the analytical criteria and encouraged uniformity of results.

Eight research assistants were hired to collect the data necessary for each title essay: two urban planners, one architect, and five librarians. Orientation concerning the scope and purpose of the project was provided and training was carried out according to a procedures manual drawn up for this purpose. Researchers were instructed to look at the first issues and a representative number of subsequent issues in order to understand the full scope and purpose of the journal from its inception. A photocopy of each serial's latest available contents page was taken in order to compile a "current contents" volume for a current awareness service. This type of information is easy to prepare and can be circulated regularly to clients or library users. In fact, many special libraries already provide such current awareness services. The latest 12 issues of each periodical available were examined to assess the coverage of housing and related topics.[2]

Choice of Computer Software

In consultation with the systems analyst, the "Oracle" software package was chosen as the most suitable relational database management system for this project. Available in mainframe, mini, and microcomputer versions, the package is compatible with several types of hardware, including IBM, DEC, and TI (Texas Instruments). It has a powerful and flexible database creation capability, which allowed the generation of specially designed evaluative reports from collected data. All of the tables presented in this article were produced using this package. Since Oracle can run on various systems, the data was transferred to magnetic tapes from the mainframe facilities at Reseau Computertime, the utility where the findings were processed for future use on other systems. The potential for information sharing among related collections through this type of procedure is attractive to organizations involved in cooperative projects.

Evaluation Criteria

Information gathered for the title essays encompassed three types of data: descriptive, quantitative, and qualitative. Some of the criteria used fell into more than one category and could be analyzed in more than one way.

Descriptive Data

The main descriptive data for each serial were: title, previous title(s) (if any), type of publication, physical description, publisher and country of publication, starting date, ISSN, storage media available, affiliation with specific organizations, language, geographic and period coverage, and illustrations (if any). This information provided the "where, when, and what" of each serial needed to judge which publications fulfilled certain requirements. For instance, since the particular interest was in Canadian housing, the country of publication and geographic coverage criteria helped gauge whether a serial was likely to be relevant to Canadian housing research.

Quantitative Criteria

The quantitative criteria used for each title essay were important for descriptive purposes, but were particularly useful when comparing serials and looking for overall patterns or characteristics. These were: size (including the average number of pages in a current issue), circulation, frequency, subscription cost, footnote count, age of the serial, number of places where indexed, number of housing articles, and advertising content. To determine the footnote count and advertising analysis, a recent representative issue was used; to measure the extent of subject coverage, the number of housing articles was assessed over 12 consecutive recent issues. The range of information to be derived from this data was broad. For instance, using data on subscription cost related to the type of publication, a table was produced (Table 1) displaying mean, maximum, minimum, and range in cost by type of periodical.

Table 1. Subscription By Type of Publication (Canadian $)

(where subscription is not free)
All Titles Evaluated

	Journal n=171	Newsletter n=61	Bulletin n=24	Newspaper n=5	Digest n=7
Mean	$48	$39	$126	$49	$40
Maximum	315	107	300	80	60
Minimum	8	6	14	18	20
Range	307	101	286	62	40

Table 2. Number of Titles Covering Housing & Related Services

Description	No. of Titles	Description	No. of Titles
Public Housing	45	Cluster Housing	19
Apartments	38	Courtyard Housing	19
Laws and Legislation	38	Discrimination	19
Condominiums	37	Industrial Housing	19
Housing Policies	36	Housing for the Physically Handicapped	17
Low-income Housing	32	Mobile Homes	16
Co-operative Housing	29	Native Housing	15
Multi-family Housing	29	Single-parent Housing	15
Prefabricated Houses	29	Student Housing	15
Minimum-cost Housing	27	All Housing Subjects	15
Rural Housing	21		

Table 3. Number of Titles Covering Urban Planning & Related Subjects

Description	No. of Titles	Description	No. of Titles
City Planning	46	Recreation	24
Urban Policy	40	Garden Cities	22
Urban Renewal	37	Play Areas	22
Neighborhood Development	36	Slum Clearance	20
Zoning	30	All Urban Planning Subjects	13
Municipalities	28		

Table 4. Level of Rigor and Leading Contributors

n=269

Level of Rigor

Category	No. of Titles	%
Academic	69	26
Professional	130	48
Practical	60	22
Other (Combination of above)	10	4

Leading Contributors

Category	No. of Titles	%
Academic	53	20
Editorial Board	107	40
Professional	61	23
Unsolicited Contributor	18	7
Other (Combination of above)	30	11

The above analysis provides valuable statistics which can be used for budgeting and planning purposes, such as projecting expenditures by the type of publication. It was discovered, for instance, that the average cost of a housing bulletin subscription was nearly triple that of the other types of serials.

Analysis of Subject Coverage

Using the thesaurus of housing and housing-related terms, an analysis of subject content of relevant titles was conducted. In this way low coverage of certain areas in relation to the coverage of other topics was identified over a 12-month period. A count of the number of titles dealing with each subject was generated by the computer to facilitate this analysis. For example, looking at Table 2 and using the main heading "Housing," 45 titles cover the subtopic "Public Housing." Fifteen journals covered all "Housing" subjects. A report could be generated on the journal titles dealing with the above examples. Slum clearance was the least covered subject area in the "Urban Planning Section" of the thesaurus (Table 3).

Gaps and concentrations in subject coverage become evident on the basis of the journals examined. This information is useful for a variety of purposes. Librarians might find it helpful for collection development, current awareness, or budget considerations, while publishers and research institutions could use this data in planning new areas of investigation or new publications. Professionals in this field could determine whether these topics require further research.

Qualitative Criteria

The qualitative criteria used in the study were: audience (professional, academic, general), level of rigor (professional, academic, practical), whether referred, leading contributors, quality of illustrations and photographs, aids to users (indexes, etc.), regular features, and degree of relevance to the housing field. The character of a serial depends to a large extent on its intended audience. Although the serials were not related according to these criteria, the potential exists to rank them by any or all of the above measures.

Table 4 illustrates one application of qualitative criteria in determining the scholarly characteristics of the serials. It demonstrates how many of the serials fell into each category and what percentage of the total each category comprised. It could help librarians achieve a balance between academic, professional, and practical or popular titles for a collection.

A report was generated selecting all titles that included book reviews as a regular feature; 122 records were selected.

Conclusion

The methodology described allows the librarian as an information specialist to have firm control of a serials collection, from the administrative and intellectual standpoints. Qualitative information from each record may be used to evaluate subject coverage and selected characteristics for individual titles and groups of serials on a continuing basis. Quantitative and descriptive data, on the other hand, provide useful tools for collection management, including budgeting. Statistics on size and frequency could even be used in space planning by classifying the number of serials acquired annually according to size.

Computerized information management permits sophisticated, otherwise impossible, collection control and development. Some of the ways in which data on serials can be compiled and used has been outlined. Although this depth of analysis may not be suitable for all collections, it has considerable potential for special libraries and for information professionals conducting similar research. Publishers could examine existing literature using the framework described as a compliment to market surveys before launching new publications. The method of serial analysis described here couples evaluative criteria traditionally used by librarians with database management technology. ■

Notes

[1] A title essay included the physical description pertaining to the serial, subject categories assigned to the title, and an abstract on the relevance to Canadian housing research.

[2] Twelve issues provided an adequate measurement of subject scope and represented the periodicals' current characteristics.

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Spreading CD-ROM Technology Beyond the Library: Applications for Remote Communications Software

by Stephen Bell

■ **Any physical distance which separates an information center from patrons presents a barrier to service delivery. Some mechanisms to resolve this problem include electronic mail, express mail, telefacsimile communication and local area networks. New information technologies, particularly CD-ROM databases, are difficult for users at remote sites to access. Providing access to information technologies such as CD-ROMs can enhance the library's image by satisfying its clientele. This article discusses the use of remote communications software as an inexpensive way to deliver information technologies to users at remote locations.**

Consider this scenario. You manage the information center for a large corporation. You are responsible for the organization's library operations at corporate headquarters, and several branch locations around the nation. Express mail, electronic mail, and telefacsimile communication are used for rapid dissemination of information to users at remote locations. But how do you provide direct access to information contained on CD-ROM databases, that which resides on floppy or hard disks or possibly in-house databases not available through a corporate network?

Even users located in the same building or corporate campus are reluctant to visit the information center. If information is unavailable at a user's own office or terminal, any distance separating you and the user may prove too great to bring them to your door. What if you could share information technologies such as CD-ROM products with users at remote sites or less-equipped satellite libraries by giving them access directly through their own microcomputers?

Providing library services to users at remote sites has always been a challenge for librarians in the central library location. There are several good reasons for providing service to users at remote sites:

- increase library clientele;
- improve organizational productivity;
- promote end-user/self-service operations for routine information requests;
- promote or market library services;
- take advantage of natural patron interest in new technologies;
- improve organizational status of information center.

Barriers presented by physical separation from users are more considerable when dealing with new information technologies; CD-ROM products are a good example. Many are menu-driven, making them ideal for end-user access. If users cannot sit at the workstation, the database is of little use to them. The infor-

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mation professional can search the CD-ROM database for the user, but that defeats some of the utility of acquiring databases that allow users to perform their own research at fixed costs.

CD-ROM workstations are not designed for easy movement. Disks can be shared among several workstations and players, but the additional hardware is expensive. Such an arrangement may even violate site or software licensing agreements. CD-ROMs may be networked within a building, but that is an even more expensive solution to the problem. Since remote communication software accommodates only a single user per CD-ROM workstation, it should not violate licensing agreements with vendors.

Using Remote Communications Software

A more practical and cost-efficient solution to sharing information technologies with offsite users may be found in remote communications software (RCS). RCS is a type of communications software. Regular communications software, including packages such as Smartcom, Crosstalk and Procomm, are designed primarily for online communication with bulletin boards, online subscription services, and for conducting file transfers between computers. RCS can also perform these communication tasks, but it has a more specialized function. It allows two microcomputers to linkup and perform as a single workstation. A user at microcomputer number one may control microcomputer number two as if sitting directly at the second terminal.

Consider this example. Your information center is located in Boston. An executive working in your company's Cleveland office needs fast access to the financial statements of several publicly held corporations. You don't have the annual reports on paper or microfiche. Your only source is Compact Disclosure. Because the executive has a microcomputer with a modem and a copy of your remote communications software, they can call up the workstation containing Compact Disclosure and use it from their office in Cleveland.

After agreeing on an approximate time for the executive to use the CD-ROM, you would load your version of the remote communications software into the memory of the workstation. It remains there, waiting for the phone call. The executive will load their version of the software, and then place a call to the phone number at which your workstation's modem is connected. Once the executive establishes a connection between their microcomputer and the CD-ROM workstation, they would activate and use Compact Disclosure as if they were sitting right at the workstation. Everything that appears on the monitor in Boston is being seen on the monitor in Cleveland. If desired, printing or data capture to disk can be directed from Boston to Cleveland. When finished, the executive terminates the call, and returns control of the workstation back to you.

In order for RCS to work correctly, information centers must meet the following equipment specifications:

- both microcomputers are equipped with a modem;
- both microcomputers are running the same remote communications package;
- both microcomputers have sufficient random access memory (RAM) to run RCS while other applications are loaded—640K RAM is usually sufficient.

Assuming these conditions are met, a remote communications session is conducted by loading the RCS into the memory of the remote and host computers. RCS is memory resident, meaning it remains present and ready for action once loaded. Usually it is removed from RAM only with a special command or by rebooting the microcomputer. If a CD-ROM workstation in the information center is being accessed by an individual at a remote site, that individual is referred to as the "remote." The CD-ROM workstation is designated the "host."

At the host end, the RCS is set to "wait for a

call," or, it is set in a mode to receive a call from another RCS user. Because RCS is memory resident, it will stay in memory and be activated only when a call is accepted. On-site patrons may continue to make normal use of the CD-ROM workstation until a remote call is received. At that time, only the remote caller will control the CD-ROM. When ready to use the CD-ROM, the remote microcomputer dials the telephone number at which the host's modem is connected.

Once the remote and host microcomputers are connected, the remote can take control of the host. Whatever appears on the host's monitor is now seen on the remote's monitor. The remote user can then access the CD-ROM database by issuing the command or selecting the menu option that will initiate operation of the CD-ROM. Then the remote user can use the database as if he/she were right at the terminal. Printing or downloading of files can also be directed from the host to the remote, so the capture of information by a remote user is not a problem.

In the event the remote user should need assistance from information center staff, both parties may communicate through the connection between their microcomputers. Most RCS packages have a "keyboard chat" feature. This feature creates a screen on which either party can type a message to the other. The remote and host can have a "talk" that will appear on their respective monitors. The "chat" feature is useful for individual instruction with users at remote sites.

Most RCS is supplied with two separate executable programs (designated by the "EXE" file extension). One is for the remote user, and the other for the host site. These programs may be packaged on the same disk or on two disks with one designated for each party. The remote user's program usually requires more memory to run, but has more features and utilities. The host's program has only the basic files needed for remote communications. The host's program is the one generally used in tandem with some other application software, so it is essential that it require minimal RAM to operate. If you need to supply software to remote users at multiple sites, you should purchase either a complete package or a remote user's disk for each of those sites. Options for purchasing multiple copies for remote users will depend on the package you select. Most RCS is menu-driven and should present few learning difficulties for anyone already using a communications software package.

Typical Library Applications

The Lippincott Library of the Wharton School at the University of Pennsylvania typifies some of the common problems evidenced in libraries serving users at remote sites. Though only a few campus buildings away, the faculty Lippincott serves rarely come to the Library to do their research. It is more common for faculty to send research assistants to the library or request services by telephone. Lippincott Library offers several CD-ROM products, including Compact Disclosure, CD/Corporate, and Compustat PC Plus. Because they prefer to stay in their own building, faculty make little use of these databases.

Numerous marketing strategies have been tried in efforts to encourage faculty to come to the Library to use these databases. Strategies include publicizing the CD-ROMs in the Library newsletter, distributing diskettes with examples of searches that can be done on the databases, and demonstrating the databases at library fairs hosted at various sites around campus, including the Wharton School buildings. Still, faculty are reluctant to use the CD-ROMs because it requires a trip to the library.

Library staff know that faculty will use library databases that can be accessed directly at their offices. The popularity of the in-house ABI/INFORM database to faculty subscribers is proof. This locally mounted database is made available to faculty through the Library, which purchases the ABI/INFORM tapes and mounts them on the University's mainframe computer. Faculty may then make direct use of the database if they are connected to the University's fiber optic network or choose dial-up access via modem. The success of this program shows that faculty are much more

likely to use information technologies they can access directly through their own microcomputers, than those they must use at the Library.

Additionally, the Library conducts weekly online training sessions for the University community. Students, faculty, and staff are encouraged to learn more about CD-ROM and timesharing database searching by attending the training session. In this and other bibliographic sessions, CD-ROMs are introduced but cannot be demonstrated. Sample screens captured on overhead transparencies are used to illustrate the CD-ROM databases. This leaves attendees with only a vague image of the powerful research capabilities of the databases.

In both cases presented above, RCS can be used to alleviate the difficulties of sharing CD-ROMs and other library-based information technologies with users. Faculty supplied with RCS, assuming their microcomputer is equipped with a modem, would be able to dial-up the CD-ROM workstation to conduct a real-time session on the database. Library staff would need to know the approximate time the faculty member would be calling in order to make sure no other patron was using the database at that time. Since calls can be accepted by the unattended RCS loaded on the CD-ROM, library staff need not be present when the call is made. Similarly, to give a live demonstration of a CD-ROM search in a classroom situation, the instructor needs only to use RCS to call up the CD-ROM from the remote training site. With the proper computer project system, an entire class can view a CD-ROM database demonstration.

There are other potential uses for RCS in library environments that can benefit users at remote sites. Few libraries have the luxury of being open 24 hours a day. But with RCS, CD-ROM, and other microcomputer-based databases can be accessed for after hours operation. Once loaded in the microcomputer containing the database, RCS is ready to accept calls in an unattended, automated format. If the computer is left on after hours, the databases can remain available to any off-site or on-site caller using RCS to dialup the system. Each time a caller completes their search session, the RCS will automatically reset to "wait for call" status in preparation for the next user.

Delivering online search results can also be accomplished and enhanced with RCS. Like electronic mail services, search results can be sent to users via RCS more quickly than by regular or express mail. By connecting your microcomputer with the microcomputer of your user, you can retrieve a downloaded search from a disk file. Both you and the user can have the search appear on your respective monitors. Unlike electronic mail, which only lets you send the document, RCS lets you discuss the search with the user through a "keyboard chat." This can save time spent when users call you after receiving searches to obtain explanations or ask for more refined searches. A file transfer between you and the user will send the search from your site to their's.

As these examples illustrate, RCS opens up many new possibilities for service delivery. RCS is applicable for training and demonstrations of software and databases, joint problem solving, product evaluations from remote sites, home-to-office microcomputing, and other tasks requiring travel to remote computers. Using RCS will enable you to improve library productivity in ways previously not possible.

Potential Disadvantages

There are some drawbacks to using RCS that might make it difficult to employ under certain conditions. Some important aspects of using this software to consider are:

- RCS will restrict the use of a CD-ROM workstation while being used by a remote user, or when a remote call is anticipated;
- Users will need instruction on how to place calls with RCS and how to manipulate the software once connected with a library workstation;
- If copies of RCS circulate freely through the organization, you may lose

control over who can access library databases;

- RCS cannot be used for joint online search sessions, since the modem cannot be used to call online services when it is already engaged by the RCS.
- RCS is not a networking tool. Only two microcomputers may be linked.

While it is true that a CD-ROM workstation in the library will be unavailable to others during a remote communications session, that is no worse than one individual using the same workstation in the library while another user waits. All single site information technologies may create queuing problems. RCS does complicate this situation somewhat. If you need to tell the remote user to disconnect, this can be accomplished by interrupting the session with a "keyboard chat" to inform the user someone else needs to use the system.

Other problems may arise when the CD-ROM workstation is reserved for a remote caller. If you anticipate a call at a specific time, no one else can use the workstation then. If the caller is late, the system is useless to everyone. A policy regarding failure to make remote calls on time, such as holding systems for only a limited time, could be used to handle these situations. The "keyboard lock" feature found on most RCS packages eliminates the problem of a user at the host site inadvertently breaking up the remote user's session. Keyboard lock disables the host's keyboard to avert disruption from the host site.

If the RCS is menu-driven, it should be easy to use. Still, RCS use is not intuitive for most individuals and may prove confusing for those unfamiliar with communications software. Some librarians and information center managers will question whether they want to provide direct software instruction. To assist in introducing RCS users to the fundamentals of remote communications, it could be possible to develop a handout providing basic software instructions. However, any instructions must be brief, no more than one sheet. If users need to spend more than a few minutes to learn how to conduct a remote communications session, they will probably decide it is not worth the time investment. In many cases, adequate instructions for RCS usage can be given by telephone.

RCS makes it easy for remote callers to access information center computer-based files. If a copy of your RCS got into the wrong hands, or even if an outsider learned your files were available via RCS, that could create security problems for your organization. Fortunately, most RCS comes with some form of password protection. It might require that a password be given to start the software, or, when accessed, certain files could require a password. If after hours access is allowed, a set of passwords could be distributed to expected callers during the day. Then those passwords could be changed for the next night's callers. Using RCS for certain applications may add some work to your daily routine.

When librarians first learn about RCS, they often jump to the conclusion that it may be used to allow joint online searching between the information professional and remote user. Unfortunately, RCS and remote online searching are not compatible. Once RCS is loaded into the microcomputer it takes control of the modem, either waiting to receive a call or waiting to place one. Since the modem is engaged by the RCS, calls to telecommunication services cannot be placed with another communications software package. Similarly, when first learning of RCS, people often assume it can be used to bring up a CD-ROM at multiple remote sites. Again, RCS is not a networking tool. It is limited to connections between two microcomputers.

These limitations are by no means insurmountable. They are provided to show that, as with many new technologies, you must take into consideration the unknown difficulties that can occur. With some discussion and policy decision-making, libraries and information centers should be able to establish guidelines for integrating RCS into library operations.

Conclusion

What is most surprising is that the producers

of RCS have totally neglected the library and information center market. When speaking to marketing representatives and technical assistance staff from these companies, I learn they give little or no thought to library and information centers as potential users of their products. Yet, special libraries, which often serve many users at remote sites, are excellent candidates for acquiring and utilizing RCS.

This article has discussed the operation of RCS and has suggested some possibilities for its use in improving service delivery to off-site users. RCS is particularly applicable in making new information technologies, such as CD-ROM and microcomputer-based databases, available to remote users and satellite libraries. Because low-cost networks or similar technologies for allowing organizational sharing of CD-ROMs are unlikely to be available in the near future, RCS stands as an attractive solution to a tricky problem. ■

Further Reading

• Getts, Judy. "Remote Assistance." PC World 6 (no. 10): 116-121, (October 1988).

• Tapanila, Glen and Tom Bigley. "Remote Communications Software: Product Comparison." Infoworld 10 (no. 6): 89-104, (November 14, 1988).

Appendix—Buyer's Guide for Remote Communication Software

• *Carbon Copy Plus*
Vendor: Meridian Technology Inc.,
7 Corporate Park, Suite 100,
Irvine, CA 92714
(714)261-1199
Price: $195 for remote or host version
Requires: IBM PC, XT, AT, PS/2, or compatible
Current Version: 5.0

• *Close-Up*
Vendor: Norton-Lambert Corp.,
PO Box 4085
Santa Barbara, CA 93140,
(805)964-6767
Price: $245 for remote version; $195 for host version
Requires: IBM PC, XT, AT, PS/2, or compatible
Current Version: 3.00A

• *Co-Compute*
Vendor: Harmony Technology Associates
3700 S. Sepulveda Blvd., No. 332
West Los Angeles, CA 90034
1(800)622-7660
Price: $123.75 for remote or host version
Requires: IBM PC, XT, AT or compatible
Current Version: 2.14

• *CoSession*
Vendor: Triton Technologies
146 Maple Ave.
Red Bank, NJ 07701
(201)741-3232
Price: $175 for remote version, $125 for host version, $249 for twin pack with both versions
Requires: IBM PC, XT, AT or compatible
Current Version: 4.0

• *Face-2-Face*
Vendor: Modem Controls Inc.
432 N. Clark St.
Chicago, IL 60610
1(800)CON-TROL
Price: $149 for host version, $99 for remote version
Requires: IBM PC, XT, AT, PS/2 or compatible
Current Version: 1.3

• *PC Anywhere III*
Vendor: Dynamic Microprocessor Associates
Inc., 60 E. 42nd St.
New York, NY 10165
(212)687-7115.
Price: $145 for remote or host version
Requires: IBM PC, XT, AT, PS/2, or compatible
Current Version: 3.0

- *Remote 2*

Vendor: Crosstalk Communications,
A Division of Digital
Communications Associates, Inc.
1000 Holcomb Woods Parkway
Suite 440
Roswell, GA 30076
(404)998-3998

Price: $129 for host version, $89 for remote version, $195 for twin pack with both versions

Requires: IBM PC, XT, AT, PS/2, or compatible

Current Version: 1.00

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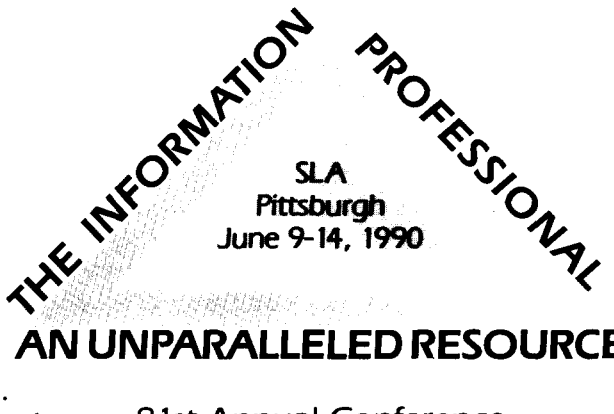
SLA's 81st Annual Conference



It was the biggest outside of the Big Apple... SLA's 81st Annual Conference drew more members than any previous conferences outside of New York City. Final registration figures put attendance at 4805; 1300 exhibitors of library and information science products and services filled the Exhibit Hall, while attendees were presented with a choice of over 200 programs.

And, more than 950 professionals attended SLA's Continuing Education courses. Some 500 job or employee-seekers visited the Employment Clearinghouse and 30 people took advantage of the Career Advisory Service.

Overall, June 9–14 was a week of learning, networking, and participating for the information professionals who flocked to Pittsburgh. Besides offering more programs and exhibitors to attendees, the Conference was also a series of highlights and fun events—including hearing renowned author John Naisbitt to cruising Pittsburgh's three rivers by night. Below is a summary of the many activities and events of SLA's 81st Annual Conference.

SLA Board of Directors 1989/90

SLA's 1990 Annual Conference was a busy one for SLA's Board of Directors. The 1989/90 Board conducted its final meetings Friday and Saturday, June 8–9. Board members discussed a wide range of Association issues, setting a number of tasks for the 1990-91 Board to pursue.

During Executive Session of the 9th, Board members approved a motion to revise SLA's Nominating Committee Guidlines, to include the following statements:

- Candidates for the position of President-Elect should have prior Board experience; and
- Candidates for the position of Treasurer cannot be restricted to those from a geographic area.

One of President Ruth Seidman's first actions will be to appoint a Task Force to review *Special Libraries*, the Association's scholarly journal, to consider it's appropriateness. Specifically, the Task Force is to look at the publications' "...usefulness to SLA members as a refereed research journal, reasons for current quality of articles, alternative formats, and reconstitution of the Publications Committee as an advisory group for the Association's publications program." The *Special Libraries* Task Force will report to the Board by June 1991.

Also in regard to SLA's publications, the Board approved a motion expressing its support for and the use of the *Chicago Manual of*

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Style for *Special Libraries*, and that an SLA style manual be used to give consistency to all Association publications as well as meet the needs of Association membership. The motion stated that final style and design decisions will rest with appropriate staff, according to membership needs.

In the area of Association finances, the Board discussed the budget process and final payment of the mortgage on the Association Headquarters building in Washington, DC.

Beginning with the 1991 budget, Board members will become more involved in the planning process. Board members will make comments on a draft business plan and budget; they will receive a revised copy before the Fall Board meeting, where they discuss and approve the final budget plan. At Winter Meeting, the Board will discuss results of their participation in the context of the business plan and budget for that period. The Board also voted to include the projection of total membership, dues, and fees for Fiscal Year (FY) 1991 as Page A of the FY 1991 Budget for the General Fund-Draft.

Regarding the mortgage on the Association's Headquarters building, the Board voted to accept a recommendation from the Finance Committee to use the surplus from the 1989 budget to pay off the mortgage on the Headquarters building. Remaining surplus funds will be used to replenish the Building Reserve Fund.

Membership issues were also discussed at some length. The Board approved a motion to conduct a 1991 membership survey similar to the "super survey" conducted in 1986. Board members also approved in principal the Association Recruitment and Retention Plan; the Plan's mission is to increase members by 2.5 percent each year for the next 15 years.

Other membership issues included discussion of SLA's membership directory, *Who's Who in Special Libraries*. The issue of E-mail addresses was raised in the Division Cabinet meeting. The 1990/91 Board of Directors reaffirmed its priority of including E-mail addresses in the directory; they further charged Association staff with collecting up to two E-mail addresses for each member beginning with the 1991 renewals.

Several actions regarding different areas of Association programming were taken.

Following a lively discussion about SLA's scholarship program, Board members approved a recommendation that the Scholarship Committee and Association staff examine alternatives for a fifth scholarship, "specifically with regard to individual study by mid-career special librarians who are SLA members." The Committee will report back to the Board at the 1991 Winter Meeting.

Qualification for scholarships was addressed with two motions. A motion to revise the scholarship selection process was withdrawn; Association staff will further revise the guidelines and present them at a future Board meeting.

Board members did approve a recommendation stating "...citizens of countries other than the United States and Canada be eligible for all scholarships awarded by SLA, provided that they meet other scholarship criteria (and) provided that they are accepted into admission into schools of library and information science whose programs have been accredited by ALA."

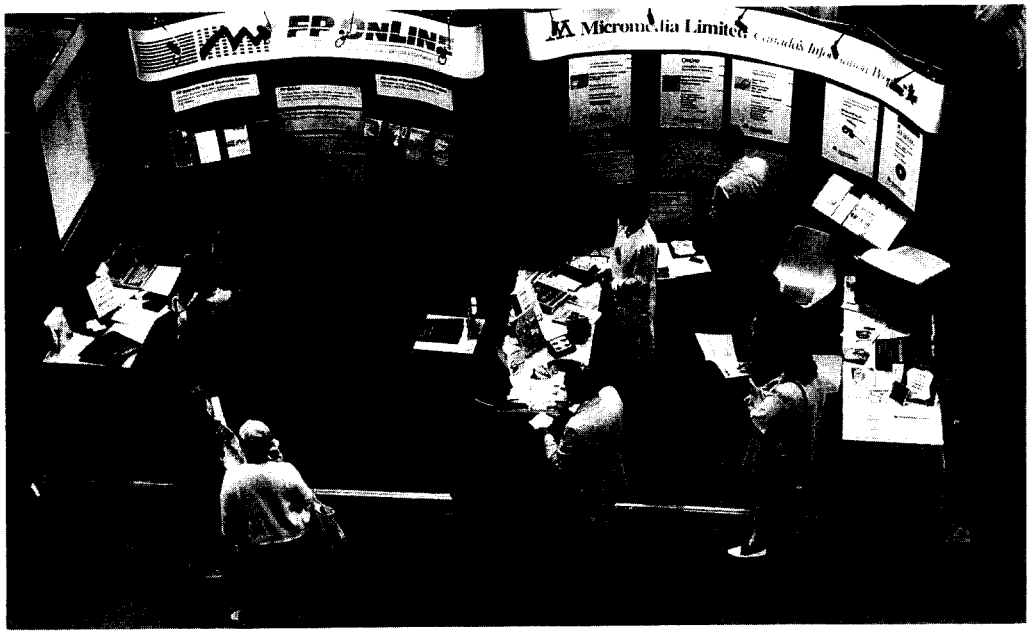
The Board also addressed SLA's Research Program. Board members accepted a report from the Research Committee and approved a motion stating no research grants will be awarded in the 1990/91 Association year. The Committee had concluded that none of the proposals submitted met the criteria for significance, relevance, or quality. They also passed a recommendation stating surveys of the SLA membership not be encouraged in future solicitations

Board members also approved a resolution supporting the National Research and Education Network and commending Senator Albert Gore and his staff for their work regarding the network.

Concerning Government Relations in the profession, a resolution opposing the unannounced ceasing of two government publications (see your June *SpeciaList* for details) used by information professionals was passed unanimously. The Board of Directors also passed a resolution opposing the taxation of

Looking for Something/Someone New...

SLA Conference-goers peruse the job and applicant listings at SLA's Employment Clearinghouse. More than 500 people visited the Clearinghouse.



The View from Above...

Library and information professionals check out an exhibitor's services and products in the Exhibit Hall. SLA's exhibitors increased to 1300 at the 1990 Conference.

reading materials, specifically relating to the proposed Goods and Services Tax in Canada. According to the proposal, the only service/products not subject to a "zero-rate" taxation are food, medical services, and prescriptions.

In looking at the Association's Professional Development program, the Board of Directors approved a motion stating the Professional Development Committee be responsible for approving content of all continuing education courses prior to when the course is being given, to avoid duplication of course content. The motion included a charge that the Professional Development Committee and Association staff work together to create further guidelines in the area of course content; their recommendations will be presented to the Board at the 1991 Winter Meeting.

Board members also approved a motion stating continuing education courses or workshops given or cosponsored by the Association "...or any of its duly constituted units may be scheduled at any time during the Annual Conference except during the General Sessions and the Annual Business Meeting."

In the area of Association staff and needs, Board members passed a resolution approving 34 staff positions for the Association office; they then authorized the Executive Director, in consultation with the President, to adjust the staff organization as needs dictate within the current number of authorized positions and the current budget for salaries and benefits. Staff organization will be reviewed annually at the meeting of the Association Office Operations Committee (AOOC).

A recommendation to approve the SLA Smoke Free Environment Policy was contained. The Association office is now a non-smoking building.

Board members approved several motions regarding Association policy and procedures. A motion stating the slate of officers running for SLA Board be announced no later than the Fall Board meeting preceding the Spring election, was approved.

Board members also approved a motion discouraging candidates running in the election to the Board of Directors from engaging in overt campaiging.

In other Association policies/procedures, revision of the following guidelines was approved:

- guidelines for Board proctors,
- conference guidelines,
- guidelines for speaker fees and honoraria,
- SLA's book publishing agreement,
- SLA's policy on library photocopying, and
- SLA's policy on reprint permission.

The following Association policies/procedures were rescinded:

- SLA's policy on Research Grants in aid,
- SLA's policy on the Plenum Publishing Corporation Award,
- guidelines for exchange sessions with ASIS, and
- guidelines for SLA's stipend program.

During Saturday's meeting, the Board heard staff updates from various program areas. In Communications, external relations have increased. Some examples presented to the Board were a Legislative Day reception organized by the Director of Government Relations during National Library Week, a reception of Pittsburgh business and community leaders and SLA VIPs at Pittsburgh's prestigious Duquesne Club during the Annual Conference, and materials and advice given by the Professional Development Section to the USIA, USD, and the Institute for International Research.

Board members took care of several "housekeeping" tasks which included approving the nomination of Barbara P. Semonche as Chair of the 1992 Conference Program Committee.

The 1992 Conference will take place in San Francisco.

Finally, Board members established **April 18, 1991** as the first International Special Librarians Day.

SLA Board of Directors 1990/91

The 1990/91 Board of Directors met for the first time Friday, June 15th. Board members discussed a series of issues raised by the Chapter and Division Cabinets, as well as matters ranging from international relations to affiliation with the American Libraries Association (ALA).

Among Committee reports, Board members heard a report from Barry Hennessey, Chair of the International Relations Committee, SLA's newest committee.

The Committee hosted two meetings during the 81st Annual Conference, one of which was an open forum with members, where they appointed a liaison to the Conference Program Planning Committee. Board members heard the Committee's general statement of values and principles, which is based on SLA's Strategic Plan, Hennessey explained.

In the past year the Committee identified the following four areas as needing further consideration, Hennessey stated:

- the need for a "clearinghouse" within the Association to register the international expertise of SLA members;
- the need to provide more extensive educational services for SLA members regarding international issues;
- the need to establish a liaison at the Association level with special library organizations in other countries, as well as with those professional associations in North America that support international programs; and
- the need to increase programs/services that will attract and retain a greater international membership.

The Board also heard from other Committees. SLA's Professional Development Committee recommended the award-winning Executive Development Academy be allowed to develop and evolve before being discontinued.

Members of the Affirmative Action Committee spent the last year acting as local liaisons to coordinate at least three representations of the information profession to minority individuals. The Committee had also worked with the Black Caucus of the American Library Association (BCALA) in obtaining names for a "Directory of Ethnic Professionals in Library Science and Related Career Fields."

SLA's Public Relations Committee made its first recognition of PR efforts on the part of members. Members James Matarazzo, co-author of SLA's newest publication, *Valuing Corporate Libraries: A Survey of Senior Managers;* Alida Sterling, Public Relations Chair, Pittsburgh Chapter; and Steve Johnson, PR Chair, Cleveland Chapter, received honors for their PR activities.

Regarding the Association's program areas, Board members voted to adopt public relations and research as priority areas for FY 1991-95. Those priorities should be represented in the budgets for those years, Board members commented.

Along with the establishment of an Association Staff Service Recognition program, which will honor staff members after one year, and then for every five years of employment at SLA, Board members took care of several Association procedural matters.

New Committee Chairs and Proctors were appointed.

A motion to participate in cooperative activities, but not affiliate with the ALA was approved.

Board members approved a motion directing the President to appoint a Task Force of the Board of Directors to review current procedures and guidelines and make recommendations concerning a process for Board review and evaluation of Association programs. The Task Force will report back to the Board at its next meeting.

The Board charged the Finance Committee to examine the following:

- the adequacy for reserves for bad debt;
- the changing of the format of the Association Financial Statement and Audit Report to reflect reporting of Gross Income/Expenses rather than Net Income;
- accounting and reporting of the General Fund to identify any surplus;
- Association Annual Fund Statement and Audit Report to include assets and liabilities of Chapters and Divisions;
- with the outside independent auditors report to the Administration to include a management report.

Following a recommendation from the Chapter Cabinet Meeting, Association staff was also instructed to look at the feasibility and cost of installing an incoming 800 phone line at Association Headquarters. Staff will report the Board at its Fall 1990 Board meeting.

A motion originating in the Chapter Cabinet meeting stating the Joint Cabinet meeting follow immediately after the Chapter/Division Cabinet meetings, was approved. The new schedule will begin with the 1991 Annual Conference in San Antonio.

Board members accepted the Task Force on DACOLT and the Winter Meeting structure with appreciation; they charged Chapter and Division Cabinet officers, in cooperation with Association staff, to make recommendations at the Fall Board Meeting

The Board approved a motion reaffirming their commitment to freedom of expression and applauded Cincinnati citizens who supported the Mapplethorpe exhibit.

The 1990/91 Board's first meeting concluded with several motions of appreciation.

The Board thanked SLA member Betty Eddison for her design and implementation of the Conference's first electronic mail and address system. They also accepted a recommendation from the Division Cabinet to commend Jim Mears on his planning of the 81st Annual Conference.

The Board will meet again October 25–26 at the Association Headquarters, Washington, DC.

Conference Programs and Events

SLA's Divisions provided Conference attendees with more than 200 programs on expert systems, copyright, library management, computer viruses, marketing the library, and more. The following Division planners contributed summaries of their Division's activities at the Annual Conference.

Advertising & Marketing Activities

by Holley J. Bussey
PR Chair, Advertising & Marketing Division

"Creative Positioning"

"Creative Positioning," sponsored by EBSCO and moderated by Holley J. Bussey, Vice President, Manager, N.W. Ayer, was an audience-interactive session and featured speakers Barbie E. Keiser, President, Barbie E. Keiser, Inc., an information consulting company, and Denise O. Lipkvich, Manager, Market Information Center, General Electric Consultant Services.

The first part of this seminar was a combination of synetic (brainstorming) and focus group formats. Keiser assigned "roles" to each half of the audience and then directed them through a scenario presenting a situation where the library wanted to launch a new product to an inhouse group. The library/audience went through the thought processes and idea generation necessary to target its new product to the users (management/audience). Ideas were tabulated as Keiser stressed the need for the product to reflect management's need rather than the library's. The imaginary product was based on the users needs and answers to an assessment questionnaire. Keiser provided useful "Assessment Questionnaire" samples for the audience.

The latter portion of the session, handled by Lipkvich, concentrated on actual products that

resulted once the survey, etc. (all that Keiser had enacted), had taken place. Lipkvich shared actual experience marketing her library's services to her employer. Both speakers provided insightful views into the world of value-added information. Points stressed included:

- talk to users in their terminology, not library lingo—show an interest and understanding of their business;
- once a product is developed, design a review process to periodically examine the usefulness of that product;
- never continue a product that has lost its value; and
- make your users an active participant in the development of the value-added product. By doing so, that group becomes "responsible" for the well-being of your department and can aid in funding to the information center.

"Rightsizing: The Road to Success"

"Downsizing is negative and focuses on the idea of survival, when actually this process of streamlining can be a tremendous opportunity for the savvy information professional."

Such statements and others caused the "Rightsizing" session to be a lively meeting. Angela Pollis, USX, began the panel by discussing some of the non-traditional things her library incorporated when mergers of other USX centers became part of her operation.

"We no longer check in magazines, and I work with a large temporary staff on a regular basis." Pollis provided some interesting viewpoints.

Carolyn Guthman, Manager, Business Research Services, Kraft General Foods, was considered by some to be radical and damaging to the library profession, to others, innovative and most creative. She presented real-life examples how Kraft redirected their information operation from a traditional books-magazines-files operation to a fully accountable center using outside vendors and suppliers as the major way to obtain information by which on-site professionals would analyze and package into a useful tool.

The last speaker, George Gikas, President, Gikas International, revealed how facility management works in a library situation using Kraft General Foods, success to exemplify how outside researchers and staff could help run an efficient and successful operation without adding to a department's overhead.

Questions generated from this session were exciting and controversial. Indeed, the entire session was cause for much discussion later in the Conference. No matter what the opinion, "Rightsizing" provided interesting fodder for those who attended. Provocative and mind/attitude-expanding, experiences that conferences should produce for attendees, was a key accomplishment of this session.

International Thank You...

To all our international friends who contributed to this Conference, a sincere thanks. From Canada to England to Australia and in between...we truly had an international atmosphere in Pittsburgh. The Advertising & Marketing Division reported a new member from Kuwait and the Conference impressed two speakers so much that they are also joining SLA—welcome England and Australia! Who knows what will happen in San Antonio!

An Idea Comes to Life...

What started as a brainstorm became a reality in Pittsburgh—the "Monday Marathon" on International Information. Introduced about 18 months ago, the program came to life through the support of so many divisions and CIFAR. As overall coordinator, I would like to thank each Chair from the following divisions: Lynn Ecklund, Aerospace; Masha Zipper, Business & Finance; Frances Wood, Engineering; Maryhelen Garret, Library Management; Ellen Mimnaugh, Information Technology; Barbara Sanduleak, Metals/Materials; Susan Berg, Museums, Arts & Humanities; Jeanne Bohlen, Social Sciences; and to all who attended, you made each of our speakers, especially those from other countries, feel very welcome. Thank you again, one and all,

for your support.

Aerospace Division Activities

by Sandy Spurlock, Secretary, Aerospace Division

The Aerospace Division presented a full schedule of activities during Conference week, and its members showed much evidence of professional contribution and accomplishment.

The Executive Board met on Sunday, June 10, to prepare for the orderly transition of officers.

Monday, June 11, was the date of a program cosponsored with several other Divisions titled "International Information: What We Should Expect—What We Should Know." This three-part session focused on the challenge to the information professional posed by the area of international information.

The Division's Annual Business Meeting and Luncheon also took place on Monday. An innovation this year was the presentation of a paper at the Annual Meeting by a Division member. Ralph Lewis from Lockheed Missiles & Space Company, Inc., presented a paper titled "Missing Links in Valuing Information, Information Services, and Information Professionals." His paper summarized research into reasons why information and information workers are not adequately valued in the corporate environment.

Results of the study suggest that it is up to special librarians to inform managers of their value; and that special librarians should do so by confirming the research already available on the value of the information professional—organize a coherent picture of how they fit into the vital communications processes of their supporting institutions; fund studies that validate and combine the evidence that already exists on the values of special librarians; and extend research to cover areas other than high technology (e.g., automation), that support the value of special libraries. This paper sparked a lively discussion of ways in which special librarians can better communicate their value.

Another innovative program, the George Mandel Award, was discussed at the Business Meeting. The Award was established by the Division to honor long-time Special Projects Coordinator George Mandel who was tragically killed in an automobile accident during the year. The purpose of the award is to encourage participation by Division members in the activities of the SLA Annual Conference. Awards will be given to Division members in good standing who present a paper, moderate a panel discussion, or in other ways make a professional contribution to the Conference.

A second program cosponsored by the Division took place Tuesday, June 12. Titled "What's New in Patent and Trademark Searching," this program brought together representatives from the U.S. Patent and Trademark Office's Patent Depository Program, Chemical Abstracts Service, and Chadwyck-Healey, Inc. to discuss how their products are meeting today's needs and how to better utilize these products.

A third program, also conducted on Tuesday was "Marketing Library Services: Where to Begin and How to Succeed." This popular program covered the basics of defining the marketing process, using survey research for market analysis, defining the role of promotion in the marketing process, and describing successful promotional techniques for libraries.

Wednesday, June 13, was the date of an Aerospace Division Program on "Understanding Diffusion of Federally-Funded STI," presented by Tom Pinelli of NASA's Langley Research Center and a member of the Division. This interesting program described the author's study of the diffusion of federally-funded scientific and technical information (STI) with an emphasis on the intermediaries in information transfer: the information professional. Users' information-seeking habits and practices are also a focus of this study.

Another high point for the Division came on Wednesday evening at the SLA Awards Banquet and Ceremony, during which the Division's own Patricia Marshall received the award of SLA Fellow.

The last formal event of the Conference for the Division was the cosponsored field trip on

Thursday to the Robotics Institute of Carnegie Mellon University, lunch at the College Club, and tour of Egypt Hall at the Carnegie Museum.

Less formal activities included Open Houses on three evenings (cosponsored with the Engineering Division), and other opportunities for Division members to compare notes and share enthusiasm in tackling common problems and opportunities.

The View from the Biological Sciences Division

by Anna Therese McGowan, Past Chair, Biological Sciences Division

As at every SLA Annual Conference, there is a plethora of programs, seminars, meetings, and roundtables offered to Conference attendees, resulting in constant decision making. The Biological Sciences Division was no different. Offerings ranged from our Annual Business Meeting to a cosponsored class and a field trip to University-Presbyterian Hospital. As chair, I attended all of our programs and learned something new at each one. I also had a good time.

The Biological Sciences Division cosponsored three programs in Pittsburgh this year. The first one, "Biotechnology: Questions and Concerns," presented three speakers who are currently working in biotechnology and improving the flow of information to biotechnologists and the general public. They were Nancy Bruce of the North Carolina Biotechnology Center, Jeff Davidson of the Pennsylvania Biotechnology Association, and Dr. Jerome Schultz, from the University of Pittsburgh. They discussed the public image of biotechnology and the questions that it has caused. After answering many of those questions, they discussed information resources and how biotechnologists are putting their expanding knowledge and skill to useful purpose. A nice sidelight was that members of the audience identified their organizations as places to obtain more information if one was a beginning biotechnologist. The cosponsoring divisions of this program were: Environment & Resource Management; Food, Agriculture & Nutrition; and Pharmaceutical. If you're interested, this program was taped; tapes are available from the Association.

With the Geography & Map and Environment and Resource Management divisions, we cosponsored a fascinating program on the "Economic and Geographic Impact of Environmental Issues on Pittsburgh." Three local speakers, Joel Tarr from Carnegie Mellon University, Thomas Proch of the Pennsylvania Department of Environmental Resources, and William Adams of the Pennsylvania Department of Transportation, collaborated to describe how Pittsburgh looked 50 years ago when the street lights were on at 11:00 in the morning, the many hills had little or no vegetation, and the Monongahela River could not support any fish. The contrast with the pretty green city and the variety of fish now caught in the rivers was an impressive testament to our power to improve our environment rather than only to destroy it. This session was covered by the local press as well as librarians.

The third program was our longest. It grew out of a similar program offered at the Great Lakes Regional Conference in October 1989. Once again, the Biological Sciences Division cosponsored it with the following divisions: Chemistry, Information Technology, and Pharmaceutical. Entitled "Gene Sequence Databases: Are They in Your Future?", this program brought together a molecular biologist, a database builder, and a librarian to describe a new way of working where everyone benefits. Speakers were Dr. John Woolford, Jr. from Carnegie Mellon University, Dr. John Devereux from the Genetics Computing Group, Inc., and Efrat Livny from the University of Wisconsin Biotechnology Center. Dr. Woolford gave a brief overview of the various gene sequence databases and how they resembled and differed from one another; Ms. Livny described how one searches these databases to help researchers find the information they need.

As I compare these programs, I feel there are new challenges ahead for all librarians. Like Pittsburgh, we can use our strengths to im-

prove. Our trip to the University-Presbyterian Hospital was also quite interesting. This hospital does more liver transplants than any other in the world and the largest number of kidney transplants in the United States. It was reassuring to see the care and planning that goes into the wards where these patients spend time waiting for organs and then recovering. Although everything was clean and neat, it did not seen to be a sterile place. The human touch was apparent. Dr. Robert Gordon completed the trip by discussing some of the bioethical issues that arise when doing transplants.

If this does not already seem like a full agenda, we also cosponsored our first course. With the Environment and Resource Management Division, we offered a course on toxicology information taught by Philip Wexler from the National Library of Medicine. Wexler developed this course for the Medical Library Association and has only taught it at the MLA Annual Meeting; we felt lucky to be able to offer it to a different audience.

In summary, we also enjoyed our evening Open Houses cosponsored with the Chemistry, Environment and Resource Management, and Pharmaceutical divisions. We enjoyed meeting other members and then exploring the restaurants of Pittsburgh. It was a fun Conference and I am only sorry I did not get to many of the other programs. From the list of offerings at this Conference, my conclusion is that librarianship is an exciting field. I can hardly wait until San Antonio!

Chemistry Division Activities

by S.C. Lucchetti
1990 Division Program Planner

The Chemistry Division was host for the Fourth Triennial SLA, ACS, ASIS Tri-Society Symposium, Sunday and Monday. The topic for this year's symposium was "Putting Technology to Work in the World of Chemical Information." A field trip to Carnegie Mellon University on Sunday started it off. CMU staff presented an interesting talk about what they have done in computerizing their library and a glimpse into their future for automating searching their collection and document retrieval. The second half of the program was devoted to a hands-on demonstration of their online system.

Moderator for the Monday Tri-Society Symposium was Gary Wiggins, Indiana University. Each of the symposium speakers addressed how technology is affecting the world of chemical information. Anne Rogers, Dow Chemical, set the tone for the symposium by addressing how technology affects our jobs as information specialists. Pam McConnell, B.P. Research, next spoke about how her information center has begun imaging documents and using fuzzy-search logic for document retrieval. Included in Pam's presentation was a VHS recording showing how their system works. Craig Booher, Integrated Paper Services, then discussed the wide range of artificial intelligence and expert system applications available to chemical information teaching aids currently available from the Clearinghouse for Chemical Information Instructional Materials located at the University of Pennsylvania.

Monday afternoon's Tri-Society Symposium was led by Carol Drum, University of Florida, and Tina Chrzastowski, University of Illinois, discussing chemistry collection development and the impact of technology. Carol spoke about how she used RLIN to assist in chemistry collection development. She then discussed a Research Libraries Group project to coordinate journal collections. Tina discussed the results of a journal usage study she conducted, and how she is using these statistics to make decisions about journal cancellations. Patricia L. Dedert, Exxon Research & Engineering, spoke about how to keep current in chemical information. The wide range of available options were highlighted. Edlyn Simmons, Merrell-Dow Pharmaceuticals, next addressed patent information systems. In her talk she highlighted the wide variety of ways patents could be located, problems in locating patents, and what the future holds. In the symposium's final session Fred Glasser, Chemical Abstracts Service, discussed numerical data (what it is and how it differs from

other types of data), and then went on to discuss how CAS has addressed access to numerical data on STN.

Ending the Fourth Tri-Society Symposium was a reception hosted by Derwent, Inc. and Questel, Inc.

Tuesday morning, Chemistry, along with several other divisions, co-hosted a session on patent and trademark searching. Speakers from U.S. Patent and Trademark Office, Chadwyck-Healey, Inc., and Chemical Abstracts discussed the newest and greatest developments in searching for patent information.

Tuesday afternoon Chemistry hosted simultaneous sessions on gene sequencing and image storage and retrieval systems. Chemistry Division members were able to choose whether they wanted to wear a scientific or technology hat!

An overflow crowd well in excess of 200 attended the optical disk image storage and retrieval system session co-hosted by Chemistry, Physics-Astronomy-Mathematics, and Science-Technology divisions. Speaking at the session were Richard P. Hulser, IBM; Richard Woodward, 3M; Andy Burger, Kodak; and Dave DePalma, Wang Laboratories. During the first half of the session each of the speakers had an opportunity to discuss how their companies approached imaging technology and to discuss applications relevant to information centers. Following questions and answers, Wang, IBM, and Kodak provided imaging workstations where attendees could sit down and work. Many attendees stayed well past the formal ending time of 4:30 p.m.

Wednesday afternoon Chemistry once again hosted a Chemical Abstracts Services Roundtable. Starting off this year's meeting was a video tour of CAS. A number of questions were raised about CAS policies and pricing. After the tour Harry Boyle, from CAS, addressed the news from CAS. It was announced that all subscribers to Chemical Abstracts automatically have fire and damage protection for their CAS materials. Pricing for CAS services was announced for their printed products and the CAS academic searching program. Final item on the agenda was a statement read by CAS in regards to the recently announced Dialog suit suing Chemical Abstracts Service for $150 million for failure to release CAS' abstracts and chemical structure information.

Thursday morning the Chemistry Division hosted their first-ever workshop. Chemical Abstracts kindly volunteered to offer a Beilstein searching workshop foe conference attendees. Over 30 people signed up to attend this seminar and were expertly trained by Kay Hahn, Chemical Abstracts Services.

Education Division Activities

by Charles D. Missar
Chair, Education Division

The 1990 Pittsburgh Conference was a busy one for the Education Division. Among other activities, the Division:

• Celebrated 15th Anniversary as an officially approved Division.

• Hosted a wine and cheese Open House on Sunday evening in observance of this anniversary.

• Presented a breakfast program entitled "From Pittsburgh and Back: The Past and Future of the Education Division." SLA Hall of Fame member and Division founding member Murray Wortzel moderated the panel. Guest Perry, another founding member and founding editor of the *Bulletin* and *Education Libraries*, gave her recollections and reminiscences about the beginnings of the Division in the 1970s. Ann Galler, Past Chair and incoming Editor of *Education Libraries*, addressed the 1980s, speaking about the people, programs, and publications which helped sustain and strengthen the organization. JoAn Segal, another Past Chair, provided some insights into turning threats and challenges into opportunities for future successes.

• Conducted its Annual Business Meeting, which was the occasion for establishing the "Education Division Award for Professional

Excellence." The first award was presented to Guest Perry of Houghton Mifflin Company, Boston. She was presented with an engraved plaque by Charles Missar, Division Chair. Certificates of appreciation were presented to Division Board members and Committee Chairs who were completing their service. Judith Lindley was voted Chair-Elect for 1990/91.

• Assisted the Library Management Division in sponsoring a standing-room-only program on "Rethinking the Library in the Information Age." Speakers were Anne Mathews, Deanna Marcum, and Toni Carbo Bearman. Betty Eddison moderated.

• Sponsored a program with the Networking Committee on "Network Services to Improve Educational Communications." Charles Missar was moderator. Samuel Fustukjian described Access ERIC, its products and its services from his perspective as first project director. M. Suzanne Brown, past chair, alerted the group to the National Research and Education Network (NREN), a program which Congress is considering legislation to fund and which will provide a single source for access to education information of local, regional, and national databases. Hope Tilman, past chair, presented a detailed account of Tufts University's JUMBONET, which the library uses to provide service to faculty and students via LAN and WAN.

Sponsored an informal field trip to the School of Library and Information Science at the University of Pittsburgh for a conducted tour of the Telecommunications and networking Labs as well as the Teaching Lab for online database searching and microcomputer software applications. Also toured the Elizabeth Nesbitt Room with its children's literature collection, Fred Rogers' Archive and the Clifton Faidman Collection of children's books. At the Hillman Library the group viewed the John Nietz Collection of Early American Textbooks and saw the procedures for retrieving these through the online catalogue.

From the Engineering Division

by Fran Wood
Engineering Division

The Engineering Division had a very successful Conference. Networking with other divisions, we co-hosted a number of programs which were well attended and received. "What's New in Patent and Trademark Searching" had an excellent turnout. The three speakers, James Arshem, Office of Patent Depository Library Programs, U.S. Patent and Trademark Office; Kay Hahn, Chemical Abstracts Service; and Peter Tracey, MicroPatent, presented overviews of their respective services and answered questions at the conclusion of the program. The session was so well received that we are considering cosponsoring a patents roundtable next year.

This year there was more than usual interest in the Standards Roundtable. Pat Ricci did her usual excellent job of moderating the session. Division sponsors are being asked to consider two sessions next year. Ricci's writeup on the roundtable will be found in the next issue of *Sci-Tech News*.

This year the Engineering Division offered scholarships to two students. Winners were Suzanne Hart Angel of North Carolina and Helen Ann Kozminski of Wisconsin. The Engineering Division underwrote scholarship winners' Conference registration, the Division business meeting/breakfast and the SLA Fundraiser. Molly Collins of Eastman Kodak coordinated the selection and hosted the winners.

The "Monday Marathon" on the topic "International Information: What We Should Expect—What We Should Know" was cosponsored by eight other divisions. "Marketing Library Services," cosponsored by Library Management and Aerospace, had standing room only! "Computer Viruses and Related Issues of Vulnerability in Automated Information Systems," a three-hour session on Wednesday afternoon, cosponsored by three other divisions, was outstanding.

The Engineering and Aerospace divisions sponsored a Hospitality Suite. Vendors whose contributions to the Engineering Division

made the Monday night reception possible were Chadwyck-Healey (MicroPatent), Dialog Information Services, Engineering Information, and SAE International.

As a special favor to Engineering Division chairs Fran Wood (1989/90) and Mary Ann Schmidt (1990/91), both from Wisconsin, the Wisconsin-based Highsmith Company presented each member attending the annual business meeting/breakfast with an attractive business card holder.

Engineering, Aerospace, and Science-Technology divisions participated in a field trip to the Robotics Institute of Carnegie Mellon University, with lunch at the prestigious College Club, and a guided tour of the Egyptian exhibit at the Carnegie Museum of Natural History. Lynn Tinsley, Carnegie Mellon Engineering & Science Librarian, and Chair-Elect, 1991/92, was in charge of arrangements.

Environment and Resource Management Division Activities

by Paula Galbraith
Environment and Resource Management Division

The Environment and Resource Management Division of SLA felt it had a very successful meeting in Pittsburgh. We offered a wide variety of session topics for Division members. All programs were well attended. It was noted that almost all our programs enjoyed attendees from a variety of Divisions beyond ERMD.

Among the best attended sessions were "Records Management; The Information Trail," offered with the Transportation Division, a program topic we felt went beyond Divisional boundaries. An estimated 150 attended. An overview of what records management is and what we can expect in the future, as well as important environmental issues to consider in our companies, was discussed; Transportation Division member Toby Pearstein gave a case study of the Boston Transit System's experience rounding out consultation and practicality.

"How to Get Information from the EPA in Less Than Ten Phone Calls" was our best-attended session, with over 200 people. The panel discussed a variety of places and sources to acquire EPA information. So many people remained to ask questions and request further information, that a followup bibliography will be published in the Division *Bulletin*.

It was obvious to Division members that environmental information and sources is a popular topic today in all information/library settings. There was interest in all the sessions from biotechnology to environmental information for small businesses. The "economic and geographic impact of environmental issues on Pittsburgh" included a wonderful pictorial history of the local area and how clean a city Pittsburgh really is; this session was fascinating.

We ended our conference this year with Phil Wexler's "Toxicology Information: An Introductory CE Course." This was a sellout and was well received.

Socially, this years' Hospitality Suite was very popular. Environment and Resource Management and Biological Sciences divisions were joined this year by Chemistry and Pharmaceutical divisions. We met early in the evening after sessions ended and it was the perfect place for happy hour, to meet friends for dinner, and make new friends in related Divisional areas—all adding to the already lively conversation.

The Division's Executive Committee met several times during the Conference for much hard work and made plans for the future—we have much to be proud of. The Division feels inspired and excited to go to San Antonio. See y'all there.

Food, Agriculture & Nutrition Division Activities

by M. McAlley
Food, Agriculture & Nutrition Division

The FAN Division had a *great* Conference, highlighted by special programs and guests, hospitality gatherings, and lots of Division

business activities. You should have seen all the FAN members and their special strawberries; one third of our membership pre-registered for this Conference! FAN's new Membership Directory (300 members) was available at the Conference and mailed to all FAN members. Winner of the 1990 FAN Distinguished Member Award (sponsored by Faxon), Larry Walton, Pet, Incorporated, was announced at the soldout Business Meeting/ Breakfast on June 12. Patricia C. Schumacher, General Mills, was officially introduced to members as the new editor for FAN's newsletter, *Food for Thought.* Our four nights of hospitality (sponsored by Dialog, CAB International, Biosis, Predicasts, and W.R. Grace & Company) re-established the FAN Division as one of the premiere SLA Open Houses—food and drink "par excellence." In the Hilton FAN suite Sunday night, June 10, special guest Sarah Thomas, National Agricultural Library, networked with FAN members and discussed USAIN.

Dr. William Nasri, professor at University of Pittsburgh's Department of Library Science, spoke at a soldout FAN luncheon on Monday—with insightful and probing questions on "Professional Liability." The FAN Division cosponsored a major presentation on biotechnology, which had excellent speakers (see details on the program in the PHM/ BIO/ ERM reports in this issue). Dr. Paul O'Connell, U.S. Department of Agriculture, and Dr. Ray Poincelot's new journal on sustainable agriculture (V. 1, N. 1) was distributed to attendees. The program "Database Secrets for Searchers" was audiotaped for those FAN members who could not attend the Conference; speakers from Biosis (George Yerger), Predicasts (Nancy Pearse), and the National Agricultural Library (Karl Schneider) gave away their "secrets" to their resources and databases.

The special "Dutch Treat" Restaurant Night (a new FAN tradition) Wednesday night was dinner at the Grand Concourse restaurant for 20 members and guests. The restored train station setting and food were a gourmet's delight. Some members rode the Mount Washington incline after dinner, or returned to the Hilton for the Hospitality Suite goodies. Thursday's special field trip to Frank Lloyd Wright's Fallingwater was cosponsored with Telecommunications, Insurance & Benefits, and Library Management divisions. FAN especially thanks Don Sunday and Virginia Lee Miller for their work and cooperation. It was a soldout trip through the Pennsylvania countryside and rolling hills to the "House on the Waterfall." We had a special 45-minute guided tour, a visit to the Gift Shop, and a snack luncheon at the site. Fallingwater must be seen to be appreciated—the setting, the horizontal lines co-existing with nature, the built-ins and modern innovations inside. It's worth a trip anytime...

FAN programming innovations tried this year—a Hospitality Suite on Saturday night for early arrivals; a special guest at another Hospitality Suite; and a FAN Division "Dutch Treat" restaurant outing—were successful. FAN members may wish to make them annual events. See all FANers in San Antonio.

Insurance & Employee Benefits Division Activities

by Michael McDavid
Chair, Insurance & Employee Benefits Division

The Insurance & Employee Benefits Division sponsored a wide range of activities at the Pittsburgh Conference, from hosted receptions in the Division Suite to panel discussions and a roundtable.

Division-sponsored programs included a session on comparing insurance and employee benefits databases. This panel discussion featured five members of the Division representing a variety of organizations in the insurance and employee benefits industries. Another panel program on insurance ratings services saw representatives from A.M. Best Co., Standard & Poor's, and Moody's Investors' Services recap their companies' roles in the ratings business. A lively question and answer session followed. A first for a Division Conference program was an informal roundtable session. Topics covered in the two hours included

integrated systems software, marketing techniques, and alternative work scheduling.

In addition to its substantive programs, the Division sponsored a suite for members from Sunday through Wednesday. During that time, two vendor-hosted receptions and a continental breakfast took place in the suite. On Monday, NILS Publishing sponsored the annual business meeting luncheon at the Le Mont restaurant on Mount Washington. Division members enjoyed a delicious lunch with a spectacular view of the city. At the luncheon, Division member Marjorie Gordon received the Cox Award, the IEB Division's top award for service by a current member. On Monday night Mead Data Central hosted a reception for members at the Top of the Triangle, the restaurant atop the USX Building in downtown Pittsburgh.

On Thursday the Division, along with several others, sponsored a field trip to Fallingwater, one of Frank Lloyd Wright's most celebrated houses.

From Library Management Division

by Sarah Warner
Library Management Division

For the Library Management Division, the 81st Annual Conference in Pittsburgh was a resounding success. Due to the superb efforts of Maryhelen Garret, the Division was involved in sponsoring ten separate programs. In keeping with the trend towards having fewer, better-quality programs, eight of these were cosponsored with other Divisions or Committees. Attendance at these programs was, in almost every case, little short of overwhelming. Particularly noteworthy was the mob scene at the Marketing Swap and Shop, which, in only its third year, attracted 700 attendees, nearly twice as many as last year's event. Even the jointly-sponsored field trip to the Frank Lloyd Wright house, Fallingwater, was sold out. Those who were fortunate enough to secure tickets found the trip an exhilarating and fitting conclusion to the conference.

The Library Management Division began the week with an extremely well-received three-part series sponsored with eight other divisions, entitled "Worldwide Information: Part 1—The Technology Connection, Part 2— The Human Connection–The North Atlantic, and Part 3—The Human Connection–The Pacific." The speakers described how technology is developed, how information is exchanged, and how technological advances are responded to in Europe, North America, and the Pacific Rim. Emphasis was placed on the value of understanding a country's culture for responding to information requirements.

In "That Settles It!", the Occasional Players Theater, composed of a group of special librarians from New Jersey, presented three lively skits on management issues, including creating better visibility for special libraries, maintaining a professional rapport with organizational finance managers, and handling clients who demand immediate attention and information. Each skit was followed by an opportunity for audience response.

On Tuesday, programs sponsored by the Education Division, Research Committee, and Library Management Division included discussion by library educators and the Director of the Department of Education's Office of Library Programs on crucial directions for library education in the program "Rethinking the Library in the Information Age." Another session sponsored by the Library Management Division and the Research Committee presented two speakers, Don King, King Research, and Ann Talcott, management consultant, who both identified some of the major issues and numbers that must be tracked for justifying the value of information to management in any organization.

The Division continued to pack two more jointly-sponsored sessions—"Marketing Library Services: Where to Begin and How to Succeed" and "Creative Positioning." These two complimentary sessions demonstrated the steps for positioning your library/information center and how to have the best advantage in your organization.

If you weren't fortunate enough to have attended these sessions, you will not miss out. The 1990 Summer issue of *Library Manage-*

ment Quarterly will have full coverage of the Library Management Division-sponsored sessions. Subscribers, look for your issue in late August. For non-subscribers, copies for the first 50 requests will be available from Jean Scanlan, Price Waterhouse, Information Center, 160 Federal Street, Boston, MA 02110 (617)439-4390.

From MAHD

by Susan Berg Museums, Arts & Humanities Division

The Museums, Arts, & Humanities Division experienced a series of "firsts" at the Pittsburgh Conference. It was the *first* time the Division had sponsored a program on international information. The program, which lasted four-and-a-half hours and attracted a conference-wide attendance of over 500 people, set another precedent in that it was the *first* time that nine divisions had cosponsored one program. Other divisions cosponsoring were Advertising & Marketing, Aerospace, Business & Finance, Engineering, Information Technology, Library Management, Metal/Materials, and Social Science. This event shows that even such a diverse group of special librarians as these face a commonality of issues and realize the need to prepare themselves to be able to operate in an international information environment. As an indicator of the success of this program, several individuals requested more programs on international information at future Conferences; and SLA President Ruth Seidman, in her inaugural address, adopted the theme of "International Information" as one of the issues she intends to pursue during her term in office.

A MAHD program on preservation management was the *first* of its kind ever offered. Sally Buchanan, an internationally-recognized expert on library preservation and disaster planning, spoke to an overflow crowd. She stressed the value of librarians' developing preservation policies, incorporating a managerial perspective of collection and staff resources, and visually demonstrated the importance of disaster preparedness over disaster recovery. Based on the enthusiastic response to the program, MAHD would like to offer an expanded version of preservation management as a continuing education course at future Conferences.

Visiting a corporate art collection was a *first* for SLA Conference goers. Attendees got to tour the art collection of British watercolors, paintings, and other contemporary works at the Mellon Bank. Art Administrator Lauren Kintner spoke on the history of the collection and discussed efforts the bank has made to publicize and share the collection through loans to exhibits. Esther Bierbaum described the possibilities of MARC cataloging for museum objects which would provide the scholarly community with intellectual access to them.

MAHD's field trip to the Hunt Institute for Botanical Documentation and to the Carnegie Museum of Natural History gave attendees the opportunity to see exotic flora and fauna in the context of a special library/museum setting. Charlotte Tancin, Librarian at the Hunt, prepared a display of books with magnificent botanical illustrations and arranged a tour of the print collection and gallery. Elizabeth Kwater, CNMH Museum Librarian, gave a presentation on her library and arranged a tour of the newly-opened Egypt Hall; included among the artifacts on display were mummified people and animals.

A final *first* for MAHD was the opportunity to share a hospitality suite with three other divisions—Advertising & Marketing, Publishing, and Social Science. A number of vendors—R.R. Bowker, Chadwyck-Healey, Mead Data Central, OPL Resources, Ltd., ProLibra, Readmore, University Publications of America, and Video Monitoring Services of America—gave generous contributions to help cover the costs of the suite. The Westin William Penn Presidential Suite provided the gracious setting for librarians to meet after the programs. One lesson to be learned from Pittsburgh is that the spirit of cooperation among SLA Divisions is alive and well.

From the News Division

by Elizabeth H. Whisnant, Library Manager, *Newsday* Managing Editor, *News Library News*

The News Division's week in Pittsburgh can be summarized in a sentence—Welcome to the brave news world!

Division members converged on the conference with technology on the mind. These technology concerns centered on the warp speed advance of the electronic darkroom and subsequent paperless photo library.

Experts in news librarianship, electronic darkroom, and electronic picture desks met in a series of all-day sessions on Tuesday to debate the long-range implications of publishing technology and the role of the library in the age of electronic darkrooms. And did we debate!

News librarians from all segments of publishing were adamant about the necessity for electronic archiving of photo images instead of concentrating solely on generation and manipulation of those images. This protest resulted in a Division resolution to take an integral and vocal role in photo automation plans nationally, and to present manufacturers with guidelines for usable and acceptable electronic systems.

The brave news world is moving rapidly into the 21st century; one of our concerns is where this white-water trip is taking our industry. A panel of nationally-renowned experts from newspapers, news magazines, and broadcast media addressed the directions and future trends of the news industry and the news librarian's role as we speed along. News executives mandated Division members to get out of the library and into the newsroom, words many news librarians have fought hard to hear.

Of course, some issues don't change, they only grow more complicated. Thursday's CE program concentrated on the persistent problem of news library management. The old concerns—personnel management and lack of space—shared center stage with the industry's newcomer—ergonomics.

For libraries not yet faced with photo imaging and repetitive strain injury, there were sessions on ethics in the news and practical guidelines for harvesting inexpensive news from unusual databases. It's hard to imagine anyone leaving this year's Conference without mounds of information to implement back home.

News librarians brought many newsrooms kicking and screaming into the 21st century, and after Pittsburgh are combat-ready for the 21st!

From the Nuclear Science Division

by Audrey Caldwell, Chair, Nuclear Science Division

The Annual Conference offered information on a vast number of subjects that were all well received by the participants. As we had hoped, many companies were represented by the large number of attendees. The following is a brief synopsis of the activities conducted at the conference:

Monday, June 11. The Nuclear Science Division Executive Board Meeting was first on the agenda. This meting also included a continental breakfast. All officers registered for the conference were in attendance. In addition, an annual business meeting was conducted over lunch. Also, the officers for the coming year were installed.

Tuesday, June 12. The Division cosponsored a program on "Rightsizing: The Road to Success." At least 100 conference participants attended this program. On Tuesday night, we had our Open House in the Vista Hotel. The Open House was sponsored by the American Nuclear Society, Princeton Microfilm Corporation, and Information Handing Services.

Wednesday, June 13. Only one item was presented on the agenda for this day. "The Pros and Cons of Deregulations on Electric Utilities" was offered to conference attendees.

Thursday, June 14. A field trip was the sole activity on this day. We toured the Westing-

house Technology Center and the Iron City Brewery. The brewery also included a taste test.

Overall, this conference was a success and an excellent learning tool. The topics presented enabled each participant to learn valuable information which can be taken back to the workplace and implemented accordingly.

As a result, we are looking forward to next year's SLA Conference which will take place in San Antonio.

Science-Technology Division Activities

by Ellis Mount
Science-Technology Division

At the Pittsburgh Conference the Science-Technology Division sponsored or cosponsored four programs and a roundtable discussion, events which combined two topics of long-term interest (standards and patents) with several topics involving the latest in modern technology. The more social events included a Dutch Treat dinner of the officers and advisory committee members, and a champagne/dessert Open House Monday evening! SLA Conference Staff and Executives found members with invited attendees.

Following an exceptionally well-attended business meeting on Monday (that included each representative providing financial sponsorship of this year's Sci-Tech program), the Division's first session was its annual roundtable on standards, ably moderated by Pat Ricci, and cosponsored with the Engineering Division. The standing-room-only meeting featured informal discussions by publishers and vendors of standards, as well as librarians, about their respective problems and viewpoints.

The next meeting, conducted that afternoon, was a panel discussion entitled "Electronic Tools for Your Research Needs." Three employees of the Institute for Scientific Information—Linda Sachs, Barbara Nagy-Teti, and Jay Trolley—discussed new developments at ISI. Products mentioned were the CD-ROM version of *Science Citation Index*, a diskette version of *Current Contents*, and a recently-begun newsletter, *Science Watch*. Monica Ertel, Chair-Elect, Science-Technology Division, served as moderator.

Tuesday's program on developments in patents was cosponsored with Aerospace, Chemistry, Engineering, and Metal/Materials. A panel, moderated by Fran Wood, consisted of James Arshem, Michael Jones, and Kay Hahn. Several viewpoints (academic, governmental, and corporate) were aired regarding the current operation of the U.S. patent system; remedies for the existing problems were considered.

That afternoon the next Sci-Tech program (moderated by Stephen C. Lucchetti) featured four speakers; Richard P. Hulser, IBM, Richard Woodward, 3M, Dave DePalma, Wang Laboratories, and Andy Burger, Kodak, described and demonstrated the products of their companies for image storage and retrieval. The session was cosponsored with the Physics-Astronomy-Mathematics Division.

The final program came on Wednesday afternoon when a noted expert, Dr. Frederick B. Cohen, Advanced Software Protection, Inc., described the nature and the problems of computer viruses. In the second half of the meeting three experts—Lloyd W. Taylor, Johns Hopkins University Applied Physics Laboratory, Morey J. Chick, GAO, and Norm Meier, Bellcore—described how their organizations guarded against the appearance and the effects of viruses; the costs of eliminating viruses were sobering. Moderator Wilda Newman, Chair, Science-Technology Division, kept the three-hour meeting moving along on schedule. It was cosponsored by Telecommunications, Petroleum & Energy Resources, and Engineering Divisions.

The Sci-Tech Achievement Award was given to Robert Ballard, for many years editing *Sci-Tech New*, until his retirement from the post in Fall 1989.

The final event was a field trip, co-hosted by the Engineering and Aerospace Divisions, to the Robotics Institute at Carnegie Mellon University and the Carnegie Museum's Egypt Hall, both places proving to be well worth seeing.

Telecommunications Division's Conference Activities

by **Marianne Beddes, Technical Reference Librarian, Bellcore**

On Monday, June 11, the Telecommunications Division kicked off its 1990 Conference activities with the annual Business Breakfast Meeting. Outgoing Chair Don Sunday reviewed the Division's accomplishments during the year and thanked the Executive Board members for their hard work and support. Melissa Young was introduced as the new Telecommunications Division Chair for 1990/91.

The Telecommunications Roundtable, moderated by Chair-Elect Karen King, followed on Monday afternoon. Over 30 attendees contributed to an informative exchange of ideas, suggestions, and recommendations on issues of interest to Division members. On Monday evening, members of the Telecommunications Division's 1990 Conference Planning Committee (Don Sunday, Marianne Beddes, Virginia Lee Miller, and Martha Broad) hosted a very successful hospitality suite.

On Tuesday morning, the Division presented "Sources of Information in Telecommunications." This program featured Rick Wright of AT&T Bell Laboratories and Tina Owens of Predicasts, both of whom offered solutions on where to turn for answers to telecommunications questions. Tina demonstrated the ways in which Predicasts' online files can help answer difficult questions quickly and easily. After the presentation, copies of related bibliographies and vendor product information were distributed to over 100 attendees.

Another division highlight was the presentation on "High-Definition," given by Frances Dix of Bellcore. Dix discussed the attributes of HDTV and its major advantages over transmission and quality standards currently accepted by the National Television System Committee. The potential market for the residential, business, and medical industry applications of HDTV were examined in detail. Dix also described the difficulties inherent in compiling acceptable HDTV industry standards and the high costs involved in production, equipment, and broadcasting.

On Thursday, June 14, Don Sunday moderated a program for 36 attendees on "Future Information Technologies." Dennis Egan, Bellcore, led off with a discussion of a computer-supported information medium known as Hypertext, capable of instantly retrieving interlinked documents. Mike Stanile, Apple Computer, demonstrated the textual, graphical, and audio capabilities of Apple Macintosh-based information retrieval systems on CD-ROM. Mike Muller, Bellcore, presented a computer-voice interface technology known as Hyperphone. A "talking computer" that receives and replies to spoken words, Hyperphone merges several voice technologies with contemporary data models of software technology. Tom Judd spoke on Customized Information Delivery research at Bellcore. This system allows individuals to custom-tailor information they receive in the format of an electronic magazine.

The Division's final Conference program, also on Thursday, was an overwhelmingly successful tour of Frank Lloyd Wright's Fallingwater. Called his "greatest essay in horizontal space," Fallingwater is the only Wright house with its setting, original furnishings, and artwork intact. Four buses, carrying a total of 180 people, made the 90-minute trip from Pittsburgh to the Wright house in the Allegheny mountains. Luncheon was served on site, followed by small guided tours of the house and grounds. Upon their return, many tour attendees commented that Fallingwater had been the highlight of their Conference activities.

From the Transportation Division

by **Gilda Martinello, Chair, Transportation Division**

The Transportation Division had a varied and interesting program this year.

Availability of the fourth edition of *Sources*

of Information in Transportation was announced during the Division's Annual Business Meeting. *Sources* is a ten-volume bibliography covering all aspects of transportation. It was compiled by Transportation Division members and is available from Vance Bibliographies singly or as a set.

Monday afternoon's session was coordinated by the Division's Networking Committee and dealt with the use of electronic mail as a means of supplementing information available through online databases. The first speaker, Donna Tamburelli of the American Association of State Highway and Transportation Officials (AASHTO), discussed the AASHTO electronic mail system. The second speaker, Jerry Maddock of the Transportation Research Board (TRB), talked about the TRB's plans to update its TRIS database on Dialog—plans which include upgrading TRB's software and hardware components in order to facilitate the loading of information onto TRIS. Judy Gutshall of the Pennsylvania Dept. of Transportation Technical Reference Center, the third speaker, talked about their use of the AASHTO E-mail system to obtain materials to meet their clients' information needs by providing a resource of current practices and procedures to supplement the printed materials indexed in online electronic databases, such as TRIS.

Tuesday's session, co-hosted by the Women's Issues Caucus, dealt with alternative careers for librarians. The panel of four former librarians discussed ways in which they changed their careers and offered suggestions on how to prepare for a career change. Among the suggestions: list the skills that you have acquired as a librarian which can be easily transferred to other positions; let it be known within the organization that you are looking for a career change; groom a successor. One thing the four panelists had in common was that they all had an MBA or were working towards one.

"Records Management: The Information Trail" was the title of Wednesday's program jointly sponsored with the Environment and Resource Management Division. This program followed the course of a record—discussing its creation, its life cycle, its applications, and its integration into the information system.

Thanks should be extended to the Division's sponsors for making this year's Conference programs successful: Cuadra Associates, EBSCO Subscription Services, Information Handling Services, Jane's Information Group, and SMS America.

From the International Relations Committee

by Paula Rothstein

Last year when the SLA Board established the International Relations Committee to facilitate SLA's participation in the international arena, no one guessed at the extraordinary political changes that would occur worldwide. These changes, the reality of the European Economic Community in 1992, and the need for information in the new market economies of Eastern Europe, all served as background for the fervent comments voiced by the SLA International Relations Committee.

Committee Chair Barry Hennessey, in consultation with committee members, decided to conduct a forum at the Annual Conference with an unstructured agenda to provide the maximum opportunity for membership participation in defining the values and philosophy which will guide Committee members in the development of specific activities.

In addition to Committee members, many of the 35 people who attended the forum expressed concerns about a wide variety of issues related to international political, technological, and economic developments. These concerns included the way that information professionals can benefit from and have an impact on international activities. SLA members with experience in overseas libraries described specific problems such as telecommunication difficulties in nonindustrialized nations. Others expressed the need for SLA to provide mechanisms for the diffusion of information technologies to countries in different stages of development. Specific suggestions included stronger SLA support for interna-

A Key to Pittsburgh...

Then SLA President Muriel Regan receives the key to Allegheny County from County Commissioner Larry Dunn at the SLA and Pittsburgh VIP reception. SLA now holds the key to the fourth largest county in the country.

Richard Rowe, President and CEO, Faxon, chats with General Session II speaker Richard Saul Wurman and SLA Board member Gloria Zamora at the VIP reception.

tional exchange programs and consultants abroad. A fuller discussion of specific issues will appear in the August issue of *SpeciaList.*

Fund Event

Almost 600 people filled two boats of the Gateway Clipper Fleet on a cruise up and down Pittsburgh's three rivers. Participants heard the history of the sights along the Ohio, Allegheny, and Monongahela rivers, enjoyed a buffet, and danced to live entertainment.

Receptions

A number of first-time Conference-goers attended the First-Timers' Reception Sunday evening to meet colleagues, network, and hear SLA Fellow Didi Pancake give tips on surviving and getting the most out of an SLA Annual Conference.

General Session Speakers

Conference attendees were treated to two excellent speakers at this year's General Sessions. Although Patricia Aburdene, the speaker scheduled for General Session I, could not appear, her co-author (*Megatrends 2000*) John Naisbitt came to speak on the trends that did and will shape society in the coming decade.

Naisbitt began by noting people's fascination with the future.

Not only is 2000 a symbol of the future, it is the future, Naisbitt stated. As people realize the next millennium is around the corner, "there is no end to talk about the future." Naisbitt went on to discuss the forces he believes will most influence that future.

The "big story of the '90s" is the renaissance in the arts, Naisbitt stated. "More people go to arts events than sports events."

It will be the creative intelligence developed in the renaissance that will be used to pull knowledge from data, according to Naisbitt. The distinction between creative and artificial intelligence should be made, Naisbitt believes. "Artificial intelligence is an oxymoron," he said. "It should be termed 'expert system'."

In the economic arena, global privatization is causing the demise of the welfare state, Naisbitt said. Such social planning will soon be totally centrally planned. Naisbitt later discussed the move of various economies towards a single market world. "Europe 1992 is but a step," he stated. "There will be no such thing as a U.S. economy."

What will be different about the new single market world?

The population of the future will not necessarily live in urban areas. Naisbitt spoke of the "spreading and thinning of the population."

"More people will be moving to rural areas than cities," he said. In general, Naisbitt said, people will no longer be location-based. In this spreading and thinning population, the past and current belief that "you have to be a big company to be a player" will change, Naisbitt believes.

"Fifty percent of United States exporters are companies with 19 or fewer employers," he said.

How can the United States prepare for being a player in the global community?

Human resources will give the United States a competitive edge in the future world, Naisbitt stated.

The United States' education system, especially at the kindergarten through 12th-grade levels, need attention, he said. Naisbitt, one-time assistant to the national Commissioner of Education, believes the only way to change a system quickly, including education, is through competition.

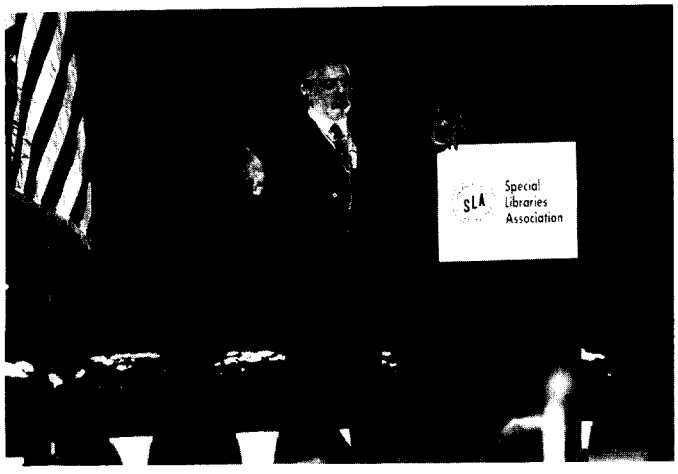
"Schools should be consumer-driven," he stated. "Nothing is more important to an economy or social structure."

Sharpening the education system will become increasingly important as the make-up of the population changes with immigration, Naisbitt explained. The United States has admitted more immigrants than any other country since 1973, he stated. "By the mid-1990s the U.S. will become the 'youngest' country."

Naisbitt also applies his competition prin-

Shaping the Future...

General Session I speaker John Naisbitt (co-author of Megatrends 2000) *speaks on the trends that will change the shape of the 1990s and beyond.*

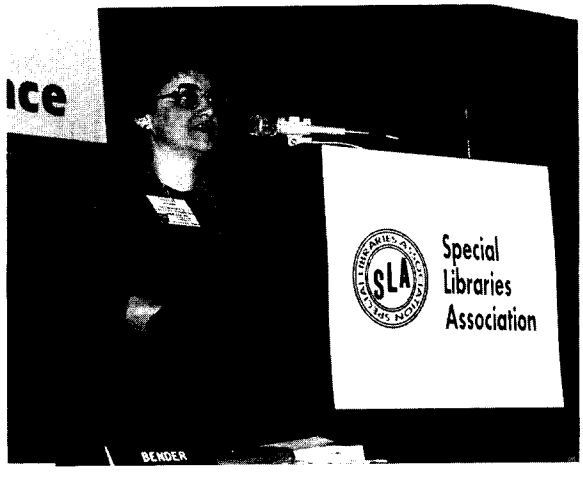


Organize, Reorganize, and Organize Again!

General Session II speaker Richard Saul Wurman expounds on the need to find creative and innovative ways to organize information for better understanding.

Making International Relations a Priority

Newly-sworn in President Ruth Seidman established international relations as a priority for SLA during her inaugural address at the Annual Business Meeting.



ciple to the current structure of most businesses in the United States. Because decentralization is an important ingredient in fostering competition, the future of the mega-corporation could be bleak.

"Fortune 1,000 companies have decreased hiring over the last 17 years," Naisbitt stated.

General Session II gave Conference attendees a chance to hear Richard Saul Wurman, author, architect, and student of information and human nature, speak on the need for taking fear out of information.

As humans face the ever-increasing flood of information, the amount of information available will make understanding it and, consequently, the world around them, increasingly difficult.

"We need to learn to organize information so as to better understand, and what understanding means is learning how to make connections," Wurman said.

People remember and understand the things that are interesting to them; "our job is to make connections between the subjects we are interested in and the tons of information out there," Wurman stated.

Organizing information in non-traditional formats will allow people to make those connections, Wurman explained.

"There are infinite ways to organize and access information and these ways need to become part of the learning process in our education system, instead of today's system of learning in which children memorize information are tested and immediately forget it because no connections are made."

Wurman considers the "information explosion" a "non-information explosion."

"There's a lot more stuff, but a lot more information doesn't necessarily mean a lot more understanding," he said.

What are the organizing principles that let an individual into new areas of organizing information?

People need to loose their fear of ignorance, according to Wurman.

"We were always told it is better to answer a question than ask one," he said. "But we learn by asking good questions, by saying 'I don't know.' Somehow we have to get over the habit of thinking 'I'll sound stupid if I say I don't know,' that is empowering."

Wurman cautions against becoming too enamored with and dependent upon technology.

"Advancing technology sometimes enhances inaccuracy," he stated.

An example, Wurman said, is *USA Today*'s elaborate weather map. The map color codes the country by temperature; the map maker is assuming the same temperature means the same degree of comfort everywhere.

"We know that's not true. Sixty-five degrees in Arizona is very different from 65 degrees in New York City. They could do the map by wind chill factors or humidity, which would give a much more accurate idea of the way a certain region actually feels," he explained.

Finally, beware the disease of familiarity, Wurman cautioned.

Wurman asked his audience how many remember telling a child to do a repetitive or otherwise meaningless school assignment simply because it was required?

"We don't make an effort to change that system, we do it to each other and we do it to our kids," he stated.

Wurman ended his talk by encouraging his listeners to create and use new ways of organizing information, to lead to better understanding.

Annual Business Meeting

Conference-goers gathered Wednesday, June 13, to attend SLA's Annual Business Meeting.

In one of her last duties as President, Muriel Regan gave a summary of the Association's 1989/90 activities.

Regan gave examples of how SLA has intensified some of its programs in the past year. Professional Growth expanded Continuing Education courses and added self-study programs; Publishing Services implemented design changes in *SpeciaList*, as well as produced theme issues on international relations

and management, which have resulted in favorable comments from the membership; SLA's Communications program has been attentive and responsive to negative portrayals of the profession in the media, has contributed a regular public relations update to *SpeciaList*, and marked the 1990 Conference by awarding a Public Relations Certificate to members who had made significant advances in publicizing the profession.

Public relations will continue to be a priority for 1990/91, as will the Association's Research program, Regan stated. While results of certain research projects have been produced in valuable publications (*From the Top, Powering Up,* and *Valuing Corporate Libraries*), the Research program has "not yet taken off," she said.

Regan concluded her address by stating her year as President only confirmed her belief that SLA really is its members

"The Board invents policy, and the staff implements that policy, but the fuel for those policies all starts with the members. Your Board should reflect you as you explore new technologies, redefine careers, and explore new paths in the profession."

Treasurer's Report

Because Treasurer Catherine Jones could not attend the Conference, Mary Dickerson, SLA Board and Finance Committee member, presented the Treasurer's Report.

general fund	$2,258,486
nonserial publications fund	72,456
scholarship fund	321,188
special programs fund	137,387
building reserve	429,794
research fund	19,598
Coplen fund	23,683

State of the Association Address

Following the Treasurer's report, Executive Director David R. Bender gave the State of the Association address.

SLA members are, Bender began, changemakers in a new world. "They must not, " he said, "forgo their responsibility in this changing society."

Bender noted the many changes shaping the future, including the installation of once-imprisoned poet and playwright Vaclav Havel as President of Czechoslovakia

While special librarians may not become the politicians leading the change in the turmoil in Europe, Dr. Bender cautioned them against becoming insular in their quest for SLA.

The Association staff, Bender stated, have made whatever changes and upgrades necessary in their programs to help in this quest.

The biggest change at Association Headquarters is the filling of the new Chief Information Officer (CIO) position. Interviewing for the position will conclude shortly; the position was created to insure the Association is meeting members' needs as they continue to work in an information-dependent society, Bender stated. The CIO will manage the publishing, IRC, and computer program areas.

Quarterly staff briefings have been introduced to maintain inter-staff communication.

To ensure Association officers are aware of all Association operations, the Executive Office continues to communicate with the Chapters and Divisions monthly, and with the Board weekly.

During the past Association year, SLA's Publishing Section expanded *SpeciaList* from eight to 16 pages to better accommodate news and information about members' activities.

Professional Growth's Resume Referral Service continues to provide special information professionals with quality employers and employee-search services, while the Executive Development Academy earned an award of excellence from the American Society of Association Executives (ASAE). Five new courses have been added to the Professional Development program, including an Executive Management course.

This year's State-of-the-Art Institute, "Intelligent Systems: A Framework for the Future," promises to be an excellent gathering of minds and resources on the topic of artificial intelligence.

Communications continues to publicize the profession through various external relations

activities including a Library Legislative Day reception on Capitol Hill; a *Program and Publicity Kit* for special librarians to use during National Library Week (Dr. Bender thanked members for their activities supporting National Library Week); a Public Relations Certificate, established by the Public Relations Committee, given to three members for their work in publicizing and forwarding the profession; a reception for Pittsburgh's business and community leaders during the Annual Conference; and articles placed in *Working Woman* and *Cosmopolitan* magazines, and the *New York Times*, *Washington Post*, and the Cleveland *Plain Dealer* newspapers.

Staff hopes, Bender explained, that the above external relations efforts have provided inspiration for members to be change-makers.

Membership continues to be an important focus at the Association office as the Membership Retention and Recruitment Committee strives to meet the goal of the Strategic Plan (to increase membership 2 percent each year for the next 15 years).

Dr. Bender credited members for bringing issues to the Board via participation in the Chapter Cabinet meetings; he also credited the Divisions for their work in providing quality programming for the Conference and throughout the year in cosponsored continuing education courses and other professional development offerings. He also noted the contributions to Association publications with Chapter and Division directories, bulletins, and union lists.

Dr. Bender concluded his speech by thanking the Board, Conference Planner Connie Kelley, the Pittsburgh Chapter, Association staff, and members for making the Conference, as well as 1989/90, a success for SLA.

Award Winners

Following the State of the Association address, SLA's newest Fellows were named by President Regan.

Patricia Marshall, Director of the American Institute of Aeronautics and Astronautics (AIAA) Library since 1963, and Frank Spaulding, an internationally-recognized librarian and information professional, were recognized for their leadership in the field of special librarianship.

All SLA award winners were honored at the annual Awards Banquet and Ceremony the following evening.

(See this issue of Special Libraries *for details on the SLA's 1990/91 award winners.)*

Regan also presented SLA's Public Relations Award, an award given to the journalist who writes the most outstanding article on the special libraries profession in a non-library publication. This year's Award was given to Marla Jo Fisher, who writes for the daily *Glendale News Press* in Los Angles

Fisher remarked that she was interested by the irony of conducting the Special Libraries Association Conference in Pittsburgh "...because Pittsburgh is a city of the past, and you are really people of the future."

(See your April SpeciaList *for details on the Public Relations Award winner and her article.)*

Inaugural Address

President Ruth Seidman was sworn in and the meeting concluded with her inaugural address, in which she emphasized international relations.

Overall, Seidman stated, the Association is in excellent condition. Seidman cited the increasing membership, as well as the sophisticated professional development offerings, as signs of the Association's dynamic approach to decision-making.

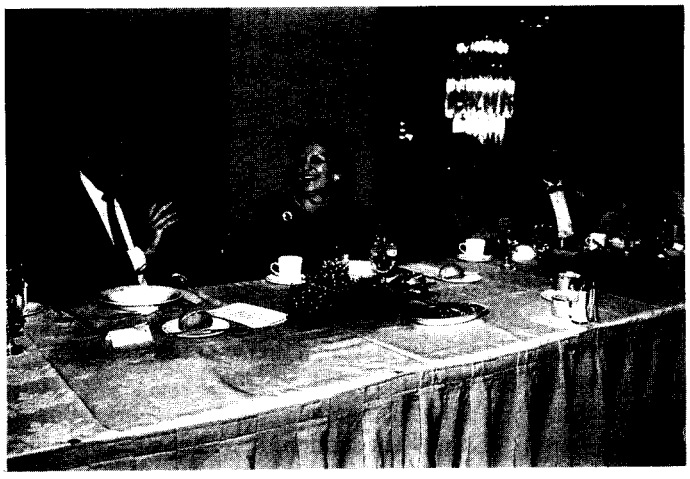
Seidman sees the Association looking at what policies, technologies, and economic matters are relevant to the information community in the coming year.

Recently, she said, global communications technology has provided the world with an "information umbrella." A single world market (assisted by the creation of EEC '92), and the many world-wide communication networks have increased the amount of attention given to national and international standards, database, and information policies.

How should the special information community respond?

Around the Round Table...

Members participate in one of the Conference's popular Roundtable Discussions, complete with the roundtable.



On the Light Side...

Board members Bernard Basch and Lois Webster share a joke during the Annual Awards Banquet and Ceremony.

Scholarship winner Lora Lennertz thanks SLA during the Awards Banquet and Ceremony.

The private sector, Seidman stated, needs to increase its range of international information; more information is needed on the local economies, cultures, politics, and societies of other countries; SLA's members need to create and maintain contacts throughout the world via Chapters in Mexico and the Pacific Rim.

Seidman credited the Museum, Arts, and Humanities Division for their movement towards this goal via the Soviet Exchange project.

The 1990 Conference, with a major series on "International Information: What We Need to Know," hosted by nine Divisions, reflected the importance of leadership in international information, Seidman said.

Furthermore, the Association is beginning to plan an international conference to take place in 2000.

How should SLA and its members approach international activities?

- Develop partnerships with information professionals outside the United States and Canada; and

- Develop membership in countries without special library organizations.

Seidman concluded her address with an invitation for members to communicate their thoughts about international relations and other issues to her.

The Annual Business Meeting of the 81st Annual Conference ended with several announcements.

Awards Banquet and Ceremony

SLA's 81st Annual Conference ended with the formal banquet and awards ceremony celebrating SLA's many award winners.

More than 450 members sat down to a meal of Caesar salad, chicken Wellington, and baked Alaska, while honoring colleagues and welcoming incoming President Ruth Seidman.

In her last duty as SLA President, Muriel Regan, bedecked in the now-famous Black Feather Boa, presented SLA's 1990 award winners with bowls or certificates.

Lora Lennertz, Nancy Poppleton, and Edward Surges received scholarships from SLA for 1990/91. Only Lora Lennertz was able to accept her scholarship in person.

Lilia Fernandez received SLA's 1990/91 Affirmative Action scholarship.

Kathleen Eisenbeis, a doctoral candidate at the University of Texas, Austin, received the Plenum Publishing Award. The award is given for those who have received approval of their dissertation topics.

Ellis Mount and William C. Petru were inducted into the SLA Hall of Fame.

Adelaide A. Del Frate, Mary Murphy, and Lou Thomas received the 1990 John Cotton Dana Award, given in recognition of SLA's founder.

Henriette D. Avram received the SLA Professional Award, while Patricia Marshall and Frank H. Spaulding received the honor of SLA Fellows.

(See this issue of Special Libraries *for details on SLA's 1990/91 award winners.)*

Other News Highlights From the SLA Conference

SLA made a media splash in its Conference city this year. Articles on the Conference and the profession appeared in the *Pittsburgh Press*, Pittsburgh's largest newspaper. President-Elect Ruth Seidman was interviewed about the information explosion and other information issues on WTAE Radio; Executive Director David R. Bender appeared on KDKA-TV's six o'clock news, where he was interviewed by Business Editor Bill Flanagan. Bender talked about the valuable resources found in an organization's library/information center. KDKA also interviewed Dr. Richard Rowe, President and CEO of Faxon and Disclosure's President, Steven Goldspiel.

Also, then-President Muriel Regan was presented with the key to Allegheny County at a business and community leader reception at Pittsburgh's prestigious Duquesne Club. The reception was attended by various Pittsburgh

business and community leaders, SLA Board members, as well as County Commissioner Larry Dunn, who presented the key to Regan.

The 81st Annual Conference ended with a series of field trips to such local attractions as Titusville, PA, the birthplace of the petroleum industry; the University of Pittsburgh's Hillman Library and Old Economy Village, a village of the 18th century Harmonists; the Westinghouse Technology Center and the Iron City Brewery; a tour of Pittsburgh; the Robotics Institute; Frank Lloyd Wright's famous Fallingwater; and finally, a trip to the June 13th game between the Pittsburgh Pirates and the New York Mets.

Unfortunately, baseball fans were rained out of their seats midway through the game. One can only hope San Antonio's weather won't be so uncooperative.

Conference attendees also left the Pittsburgh Conference with promises of a lively, exciting, and successful 82nd Conference.

SLA's Texas Chapter sponsored a booth providing San Antonio buttons, as well as jalapeño lollipops and literature on the land of "black gold."

"Masterminding Tomorrow's Information—Creative Strategies for the '90s," will focus on the special librarian's place in the future. Programming will emphasize assertive management, innovative problem-solving, and strategic planning—skills that are essential for the information manager of the '90s.

Attendees will be able to experience the collage of Spanish, Mexican, Native American, French, German, and Anglo cultures that make up San Antonio; they can visit the famous Paseo del Rio and the River Walk.

Chair Lou Parris and entire 1991 Conference Planning Committee invite all SLA members to attend next year's Conference. ■

Presenting SLA's 1990/91 Award Winners

SLA Fellows

The designation of Fellow of the Special Libraries Association is given to individual members of SLA in recognition of their leadership in the field of special librarianship and for their outstanding contributions to the Association. Fellows are called upon to advise the Association's Board of Directors, to prepare discussion materials and to alert the membershiop to issues and trends warranting action.

This year's Fellows will be:

Patricia Marshall

Since 1963, Patricia Marshall has directed the American Institute of Aeronautics and Astronautics (AIAA) Library, the world's largest private library of aerospace and related materials. In this position, she has served as a primary gateway to aerospace literature from all over the world.

Ms. Marshall has distinguished herself as an exemplary professional, contributing enormously to the success of library operations at AIAA. trends closely (e.g. energy, space commercialization, artificial intelligence, etc).

Throughout her long association with SLA, Patricia has worked to elevate the standing of the profession by serving on committees, being a willing sounding board and providing characteristics of a special librarian, and serving not just a corporate staff but an entire research and development industry on an international scale.

Ms. Marshall's numerous and significant leadership positions with the Association include Chair, Aerospace Division, President, New York Chapter, Division Cabinet Chair, Deputy Chair, New York Conference Program and Chair, SLA Bylaws Committee.

Frank Spaulding

Frank Spaulding is an internationally recognized librarian and information professional with more than 20 years experience managing library and information services. In addition, he has occupied numerous leadership positions in the major associations that encompass the profession.

Mr. Spaulding's career began with Colgate-Palmolive Company as Supervisor, Information Services. In 1975, Frank joined AT&T Bell Laboratories where he spent 22 years in various senior management positions. In 1985, he became Manager of Marketing Library

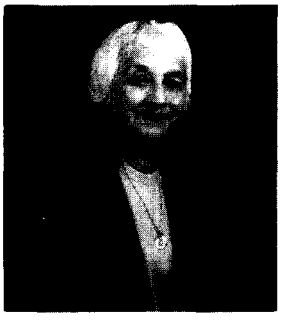
Network; in 1987; Mr. Spaulding left AT&T to become a consultant on library and information services.

Mr. Spaulding is a dedicated member of the Special Libraries Association, having served as Association president in 1986-87, and as a member of the Board of Directors, 1982-88. In addition, Frank has been an active leader in the Library and Information Management Division and in the New Jersey Chapter, where he occupied the top leadership position in both. During his tenure as president of SLA, Mr. Spaulding appointed a task force to study the value of the information professional. The resulting report, an oft-quoted study in this area, is a tribute to Mr. Spaulding's foresight and professional vision.

As a delegate to the International Federation of Library Associations and Institutions (IFLA), Mr. Spaulding perceived the need for SLA to have larger presence in the international community. A series of recommendations which he made on SLA's international role were adopted by the SLA Board of Directors at its January 1989 meeting. One of those recommendations established the International Relations Committee, of which he is currently a member.

Professional Award

The SLA Professional Award is given to an individual or group, who may or may not hold membership in the Association, in recognition of a specific significant contribution to the field of librarianship or information science, which advances the stated objectives of SLA...



Henriette Davidson Avram

Henriette D. Avram has always treated networking as a priority and been tireless in promoting international standards to link databases housed on disparate computer systems. Avram is perhaps best known for her role in establishing MARC format as the international standard for machine-readable bibliographic information. She has also played a prominent role in the creation of the National Networking Advisory Committee, which she chairs.

Ms. Avram began her career with the Library of Congress in 1965 as Assistant Coordinator for the Office of Information Systems. Prior to that she was a computer analyst for a private corporation. Last year she assumed the title of Associate Librarian for Collections Services at the Library of Congress, managing over 1,000 technical employees.

Ms. Avram has been duly recognized for her contributions to the field. In 1968 she received the Library of Congress Superior Service Award. Four years later she was honored with the Margaret Mann Citation in Cataloging and Classification from the American Library Association. The ALA again honored her in 1981 by presenting her with the Melvil Dewey Medal for "Outstanding Creative Professional Achievement." In 1987 Mrs. Avram was elected Honorary Fellow of the International Federation of Library Associations and Institutions. In 1988, she received the Joseph W. Lippincott Award for Notable Achievement in Librarianship.

Ms. Avram has written more than 100 papers, books, and articles on automation, networking, and bibliographic control. In 1977 she also received an honorary Doctor of Science degree from Southern Illinois University, Edwardsville.

Hall of Fame Award

Election of the SLA Hall of Fame is granted to a member of the Association at or near the end of an active professional career for an extended and sustained period of distinguished service to the Association in all spheres.

William C. Petru

A 30-year member of SLA, Mr. Petru has made immeasurable contributions to the field and to the Association. Perhaps his most notable contribution was serving as editor of the 1967 publication The Library: An Introduction for Library Assistants. According to all associated with the project, Mr. Petru was its driving force from inception to final editing. Soon after its publication, the book became the standard classroom text used in the training of paraprofessionals for well over 10 years. It has sold 10,000 copies and was translated into German, Spanish, and even Indonesian.

As a pioneer and ardent supporter of networking, Mr. Petru was an early and active participant in the creation of CLASS (Cooperative Library Agency for Systems and Services) in California. It was his keen interest in CLASS as a service agency to special libraries that led to Hewlett-Packard's top management involvement, support, and service on the CLASS Executive Board during the formative stage of this critical library organization.

Mr. Petru began his career with Hewlett-Packard Company in 1966 as Assistant Manager of Libraries. In 1989, Mr. Petru retired from his Information Specialist position.

Mr. Petru has been an active volunteer in SLA over the years. He has served as President of the San Francisco Bay Region Chapter, Chair of the Publishing Division, and has Chaired many Association and Division committees.

Mr. Petru has taught special library management courses at San Jose University. In his retirement, he will teach at the University of California, Berkeley's School of Library and Information Studies.

Ellis Mount

A celebrated author and teacher, Mr. Mount has lent his considerable talents to serving the future of the profession. He is often described as "indefatigable" in his efforts to instruct a new generation of librarians while, at the same time, spending innumerable hours shaping the profession's destiny through his writings and voluntary leadership positions within the library community.

An SLA member since 1951, Mr. Mount has served as Treasurer for the Association, President of the New Jersey Chapter and Chair of the Science-Technology Division. He has served on numerous committees and task forces as well as representative to other library organizations.

Mr. Mount began his career as a technical librarian in 1950. He joined the staff at Columbia University as a librarian and then faculty member in the School of Library Service. In 1988, Mr. Mount launched a new brokering company, Tristate Data Consultants, Inc., where he serves as President.

The author, co-author, and editor of many major works relating to the profession, Mr. Mount is now the editor of Sci-Tech News.

In 1978, Mr. Mount received the SLA John Cotton Dana Award for service to the field. That same year, he received a grant from the Science-Technology Division to fund his doctoral dissertation. He received his degree the next year from Columbia University.

John Cotton Dana Award

The SLA John Cotton Dana Award recognizes exceptional service by members of the Special Libraries Association to special librarianship.

Adelaide A. Del Frate

In 1984 Ms. Del Frate spearheaded a project that would link NASA libraries together for the first time allowing them to share resources. This, combined with her efforts to enhance the service range of NASA libraries, change NASA libraries from archives to special libraries, increase patronage, and coordinate an online public catalog have helped make NASA libraries what they are today.

An active member of the Washington DC Chapter of SLA, Ms. Del Frate has led the fight for recognition of the significant role played by federal libraries. In the early '80s, she testified before Congress concerning the implications of the Office of Management and Budget's Circular A-76 mandating the contracting out of federal library services.

Ms. Del Frate joined NASA as the librarian for the Electronic Research Center in 1965. Four years later she joined the Goddard Space Flight Center of NASA where she was Head of the Library Branch and Technical Officer of a major library support contract. In 1987, she was appointed the NASA Librarian at NASA Headquarters to continue the oversight, coordination, and guidance to the future of NASA Libraries.

Ms. Del Frate contributes her time and talents to the Chevy Chase Library, one of the largest libraries in Montgomery County, Maryland. As a member of the Board, she has defended the library budget before the County Council Board of Directors.

Mary Murphy

When Mary Murphy retired as Chief, Indexing Branch, Defense Mapping Agency Topographic Center, in 1980, she had devoted nearly 40 years of her life to the study, indexing, and cataloging of maps. Map librarianship has benefited greatly from her involvement and her representation on national and international panels, committees and task forces. One of her greatest accomplishments in this arena was as SLA's appointed representative to the Geography and Map Libraries Section of the International Federation of Library Associations and Institutions. In the words of her colleagues, "she has gone so far and so often on behalf of map librarianship."

Another important contribution made by Ms. Murphy was her 14 years of editorship of the Bulletin of the Geography and Map Division. Not only did she edit it, but indexed it and contributed many articles on map librarianship which have also appeared in Special Libraries.

In her 46 years as a member of SLA, Ms. Murphy has served on numerous committees and occupied a number of offices, among them Chair of the Geography and Map Group.

Ms. Murphy is a magna cum laude graduate from St. Lawrence University in Canton, New York, and honors graduate in Library Science from the University of Illinois.

Lou Thomas

Lou Thomas' service to the State-Times and Morning Advocate Library span the years 1954 to 1985. During that time, she supervised the library's evolution from a file room housing reporters' unwanted files to a news research center of distinction with a full-text, inhouse database serving the news staff—a database which is now marketed to the public.

Ms. Thomas' leadership, administrative ability, energy, and determination served her well as she expanded the library collections, gained the confidence of reporters and editors, and the support and

respect of management. Over the years, she established a professional newspaper library, designed and tailored to meet the specific needs of the newspaper it serves.

In 1985, Ms. Thomas moved the library into the computer age—converting the manual clipping process to electronic storage and retrieval of full-text news articles and marketed the database worldwide through the DataTimes information network.

Ms. Thomas took her knowledge of newspaper librarianship and shared it with a multitude of others through her work with the News Division of SLA, seminars, and sponsorship of student activities. During Ms. Thomas's chairmanship of the News Division, its bulletin was introduced, a grant was received from SLA for an audio-visual project, the first Student Stipend Award was granted, and the Division started an awards program for members which is currently one of the biggest in the SLA network. She also was active in developing an awards program for the Louisiana Chapter.

Ms. Thomas has been active in other state library associations, a member of the Baton Rouge Area Library Club, and a volunteer for the Girl Scouts and the United Way.

Ms. Thomas received the News Division's Joseph F. Kwapil Award in 1985, the highest recognition in the field of newspaper or other media librarianship for outstanding service to the News Division. ■

On the Scene

The Nature of the Information Sector in the Information Society: An Economic and Societal Perspective

by Dong Y. Jeong

■ **With the emergence of the information sector in the information society, new conceptual and measurement tools are needed to identify and analyze information-related activities. This paper provides definitions for "information society," "information sector," and "information work." Two approaches for analyzing the structure of the information sector are discussed in detail. A new classification model of the information economy is proposed. This model analyzes the nature of the information society based on four major sectors—agricultural, manufacturing, service, and information sector. This line of research shows implications for policy decision making and ideas for structural adjustment of the information society.**

Introduction

The production, processing, and distribution of information is quickly becoming a major economic activity for many nations of the world. In the United States and much of the world, information is a major consumer good and an input in the production of all goods and services; it is the flow of knowledge by which energy and matter are made to serve us. The embodiment of information in individuals, machines, and organizational arrangements accounts for the majority of society's progress. Recent empirical studies of advanced economies indicate that the information sector is the main source of national income, employment, and structural transformation. For example, in the United States it has been demonstrated that the information sector generates approximately half of the national income and employment.[1,2] Similar evidence from advanced European economies shows that nearly 40 percent of their national incomes emanated from information activities in the mid-seventies.[3,4]

The emergence of the information sector as the leader in the generation of national income, employment, trade, and structural change has required new conceptual and measurement tools to identify and analyze a new set of activities. For example, in a society where the information sector dominates, activities such as inquiring, communicating, and decision making by use of symbols create a value-added proportion of gross national products (GNP) and jobs. In an information society, knowledge activities or encoded information play a crucial role similar to energy and muscle power contributors in the production function of a manufacturing economy.[5] Information activities and their resulting goods and services create conceptual problems and issues. Many scholars have described the value of information and the infor-

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mation professional in the information society. However, it has been emphasized that information is not an ordinary commodity. Rather, it has characteristics that distinguish it from normal goods and services.

In classical economic theory, information was assumed to be a zero cost or a costless activity. However, in recent years this view has been challenged and evidence presented that would suggest otherwise. Information goods and services are expandable, renewable, and synergistic and thus comprise a distinct class from other goods and services. These peculiar characteristics have far-reaching implications from the perspective of economic theory.[6] It has been suggested that, to take account of the information economy, mainstream theory has to be recast in terms of a new paradigm.[7,8] From an empirical stance this is tantamount to the extraction and identification of the information sector—which is an important subsystem of the total economy—because the information economy is ordinarily lost in macroeconomic theories and accounting frameworks designed for an industrial economy.

As the economy advances, we have seen it evolve through the traditional sectors to a dominant information sector. In view of these emerging issues and problems, this paper describes the economic and societal perspective of information and its importance to the society by analyzing the nature of the information sector.

The Information Society and Information Sector

The concept of the information society in which there would be an abundance of quantity and quality of information, with all the necessary facilities for its distribution, was coined by a Japanese researcher.[9] An information industry analyst observed that "every society is an information society."[10] That is, all human organizations, no matter how simple, depend on an intangible resource called "information" to function. Then why do we call the latter part of this century an information age or information society? Brent Ruben, an information and communication scholar, elaborates:

> "Information has become an increasing important marker of our age and our culture. Perhaps reflective of this, the term is used to refer to an ever-growing domain of products and services which were previously referred to with distinctive terms. The telephone business has become the information business; electrical and phone hook-ups are now information systems; 'news at the top of the hour' becomes 'information at the top of the hour'; statistics and data are now information. Libraries are described more and more in terms of information providing and administrative functions are described in terms of information resource management and information policy."[11]

An information society is described, first, as one in which a very high percentage of the work force is engaged in the production, processing, and distribution of information goods and services. One of the basic indicators used in the literature to analyze the transition of an industrial society to an information society is the composition of the work force. For instance, the changing nature of the work force in the United States is one of the most astounding developments in social history. Quinn reports the "during the early 1800s roughly 70% of the U.S. work force was employed in agriculture; today only 3% of the total work force is left on the farm.... Today, roughly, 75% of the work force is employed in service."[12] It is estimated that 55 percent of the work force is employed in information industries.[13] Because the work force is generally regarded as the most important indicator of a society's social status, changes in it reflect not only changes in the economic relations of employment, but often significant transformations in social structure and social relations.

A second view of the information society states that a considerable percentage of wages and salaries derive from information jobs and activities; a high percentage of the GNP can be attributed to the production and distribution of

information goods and services.[14] Michael Rubin's recent presentation during SLA's 1989 State-of-the-Art Institute shows the information sector in the United States accounted for about one-third of the GNP in the mid-1980s, and expanded rapidly in the late 1980s.

In order to understand characteristics of the information society, we have to define what is meant by information work and the information work force. Schement summarizes the relevant literature and offers a consensus-type which is open to variation depending on the assumptions of the interpreter.

> "Information work occurs when the worker's main task involves information processing or manipulation, recycling, or maintenance. Moreover, the goal of information work is more information, whether in the form of new knowledge or repackaged existing forms. Unlike the assembly line worker, an information worker, such as a telephone operator, processes and manipulates information as an end in itself. Information defines the task, the product, and the worker."[15]

Porat defines the information work force as one that is all labor related to information activities. He includes the following workers: workers whose output or primary activity is the production and selling of knowledge (such as scientists, inventors, teachers, librarians, and journalists); workers who handle information within firms such as secretaries, messengers, managers, clerks, and typists; and workers who operate information machines and information technology that support the two previous categories, such as telephone operators and drivers.[16] The Organization for Economic Cooperation and Development (OECD) defines information occupations as a proportion of the total economically active work force, with the former including those whose primary purpose is an "output of produced, processed, or distributed information, or its infrastructure support."[17] Thus, information manipulation is a widespread work activity and a potential definitive characteristic of an information society.

The information sector is defined as the total resources used in the production, processing, and distribution of information in the society. Therefore, the information sector comprises all information activities in the society, as well as the goods required to carry them out. This includes several of the activities and outputs of the conventional services sector, such as education, banking, and services. It also includes organizational activities, such as administration, management, and research in the traditional industrial and agricultural sectors. The emerging concept of the information sector leaves considerable room for uncertainty regarding which activities, goods, and services are part of the sector and which are not.

Quantification of the information sector and its interrelations with the rest of the society should help facilitate an understanding of trends and strategic options in contemporary social development, and eventually result in improved social policy and planning. The size of the information sector can be quantified in terms of the number of workers engaged in information-related occupations, or in terms of the aggregate value-added proportion of the GNP originating from the production or distribution of information goods and services. These are not distinct phenomena, but rather two aspects of the same phenomenon, as the data generated by the number of workers are needed to estimate the aggregate added value of the information sector.

Approaches for Analyzing Structure of the Information Society

At least two approaches can be taken to analyze the structure of the information sector. The first is the analysis of the structure of the information work force (occupational analysis) and the derivation of information goods and services (industrial analysis). The occupational analysis proceeds by isolating the "information-related" or "knowledge-based" occupations from the agricultural, industrial, and service work forces. The industrial analysis connects the information goods and services

comprising the information sector with the gross product of national economy, as a value-added proportion of the GNP.

The first approach (occupational and industrial analyses) partially shows the interrelations of the structures of the four major sectors. For instance, traditional statistical data indicate farm managers, forest supervisors, or coal grading services as part of the agricultural or service sector, but in this approach these occupations are classified as part of the information sector for economic growth and employment, and the fundamental structural changes that characterize an information society.

A second approach is the analysis of the cross-sectoral relations between the four major sectors and the growth of the information sector. Several factors contribute to the sectoral shift from the traditional three sectors—agricultural, manufacturing, and service—to the fourth information sector and terms of number of employees and structural changes in internal composition of industries and institutions. Here, several hypothetical assumptions are used to explain the evolution of an information society through the traditional sectors to a stage where the information sector dominates a society. One is that the new occupational group emerging from the traditional occupational structure is the growth of managerial and administrative jobs (bureaucracy) in business corporations and government institutions. This group of new occupations is often called the technocracy phenomenon, which plays an increasingly significant role in the growth of the information sector.[18,19] Such bureaucracy increases the scale and complexity of the information sector.

Another assumption is the new Engels' law phenomenon or the increasing demand for superior information goods and services from the traditional sector outputs.[20] This factor reflects the structural changes in demand and investment patterns on employment growth and production of goods and services. In addition, the above two phenomena promote the growth of the information infrastructure (i.e., interconnectedness) regardless of urban or rural area, such as communication systems and educational expansion, which also affect the growth of the information sector.[21,22] This kind of sectoral shift can be traced through the time-series analysis of work force and the value-added proportion of the GNP. For instance, technocracy and infrastructure phenomena explicitly can be analyzed by the growth of the work force. Also, the new Engels' law phenomenon which increases the demand for superior information goods and services can be measured by the output (or production) of information-related activities.

A New Classification of the Information Society

Along with the described approaches for analyzing the structure of the information sector, we can derive a new classification model of a nation's economy. In 1940, Colin Clark divided economic activity into three sectors: primary (principally extractive), secondary (primarily manufacturing), and tertiary (services). Any economy is a mixture of all three sectors, but their relative weights are a function of the degree of productivity (output per capita) in each sector. Economic progress is defined as the rate of transfer of labor from one sector to another, as a function of differential productivity. As national income rises, the expansion of the manufacturing sector is followed by a greater demand for services and a further corresponding shift in the slope of employment. In this fashion, Clark was able to chart the rate of change from a preindustrial into an industrial society, and then into a service society.[23,24]

Kuznet's empirical investigations of structural change in several advanced economies used Clark-Fisher's tri-sector classification model to reveal the evolution of an economy from a predominantly agricultural to industrial, and then a service economy. According to Kuznets, as a nation becomes "industrialized," the major trends show a dramatic decline in the share of the agricultural sector and a corresponding rise in the share of industry. As countries continue to grow, the shares of industry and agriculture typically level off and the share of services rise. As an economy becomes "mature," the share of services in GNP

exceeds 50 percent—as is currently the case in most developed countries.[25]

During the last several decades, an increasing proportion of economic activities has been devoted to the production, processing, and distribution of information. The well-known Clark-Fisher's tri-sector classification model is ill-suited to reveal this trend. An analysis of the information sector accounts for structural changes which are taking place in the information economy, and compares any patterns of distribution in national product work force of the four-sector information economy model with those of classical Clark-Fisher's tri-sector industrial economy model.

This analysis also shows a new classification model using an information level instead of an industrialization level. All nations in the world may be reclassified as "high-information society," "middle-information society," and "low-information society," depending upon the proportion of the information sector in each nation.

Summary and Conclusion

With the type of structural analysis described in this paper, it becomes possible to identify the stages of development of the information sector and the level of informatization. The concept of the information sector developed for industrialized countries is only an analytical benchmark against which different countries can be analyzed; it is not a model that nations must follow in order to enter the information stage. As the information sector becomes more predominant, policies focusing on more traditional sectors will be inappropriate for stimulating economic growth and development. Moreover, there is a related policy issue. Since knowledge and information have become major elements in the information society, society becomes highly sensitive to changes in the treatment and management of information goods and services. Such changes, i.e. the production, processing, and distribution of new information knowledge, are likely to lead to chain reactions both in work-related domains and in the personal and social life of a large number of people, directly or indirectly. This line or research will throw light on problems of development and of structural adjustment. Understanding the nature of the information sector has important implications for policy decision making involving the adoption of new information, and for social scientists monitoring the pulses of social change in society. ■

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Acknowledgements

This paper was prepared during SLA's 1989 State-of-the-Art Institute "Information: A Strategy for Economic Growth," November 6-8, 1989, in Washington, DC. The author gratefully acknowledges the advice and encouragement of professors Patricia G. Reeling, Jorge Reina Schement, and Tefko Saracevic.

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The SLA Joint Cabinet: Where Do Our Leaders Come From?

by Malcolm Hamilton
Boston Chapter

■ **A review of the directories of SLA Chapter Presidents and Division Chairs for the 11 years from 1980/81 through 1990/91 reveals some interesting information about where these cabinet officers come from and who their employers are. (Chair- and President-Elects for 1990/91 have been included.) The group reviewed included 890 present and past U.S. and Canadian members of the Joint Cabinet: 584 Chapter Presidents and 306 Division Chairs. The European Chapter was excluded in this survey, so an SLA total membership of 13,638 has been used, based upon figures from *Who's Who in Special Libraries, 1989/90.***

Employer Types

Of the 890 Cabinet Chairs and Presidents, over 81% work in business and industry; colleges and universities; or federal, state, local, and provincial governments as follows:

- business and industry: 427 persons (47.98% of the Cabinet)
- colleges and universities: 207 persons (23.26% of the Cabinet)
- governments: 89 (10.00% of the Cabinet), including
  U.S. government: 56 (6.29%)
  Other government: 33 (3.71%)

Other categories include the following:

- public libraries: 30 persons (3.37%)
- associations and membership societies: 28 (3.15%)
- library schools: 10 (1.12%)
- state libraries: 10 (1.12%)
- hospitals: 10 (1.12%)
- museums: 3 (0.34%)
- miscellaneous or not identifiable: 48 (5.39%)
- not reported: 36 (4.04%)

Perhaps the most surprising result here is that SLA members who are employed by colleges and universities and library schools represent only 11.7% of the total SLA membership,[1] but they make up 24.61% of the Cabinet officers.

Which Chapters Do Division Chairs Come From?

Each Chapter, regardless of its size, has the same number of presidents, and the statistics for presidents are the same for each chapter. The yield from the Chapters of Division Chairs, however, is significant. (Appendix B shows the percentage of yield of Division Cabinet officers from each of the Chapters.)

In rank order, Illinois, New York, Washington, DC, Southern California, and Boston are the greatest contributors. The total membership of these five Chapters represents only 31.68% of the Association, but they yield almost 40% of the Division Chairs. Illinois, by itself, with less than half the membership of New York, produces over 10%, compared with New York's 9.5%.

The three Canadian chapters, with 8.17% of the SLA membership, have produced a not

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surprising 7.52% of the Division Cabinet, yet Western Canada ranks seventh as a producer of Division Chairs in relation to the size of its Chapter membership.

Leadership Production in Relation to Chapter Size

Another way of looking at leadership production by the Chapters is the number of Division Chairs produced in relation to the size of the Chapter membership. (Appendix C) shows this information for all Chapters.)

North Carolina, Oklahoma, Baltimore, South Carolina, and Illinois are the top five contributors of Division Cabinet officers, when viewed in relation to the size of the Chapter membership. (Western Canada is seventh, as noted above.)

Conclusion

At the present time I make no further conclusions from this data, but will be happy to extrapolate more information if it would be found to be useful. I assume that members of the SLA Board may find significance in some of this that eludes me. ■

Note

[1] A count of members in the *Who's Who in Special Libraries, 1989/1990* Business Index indicates that 1,595 members are from institutions of higher education.

Appendix A

SLA Chapters in Alphabetical Order

Chapter	Chapter Size	No. of Division Officers	% of Division Cabinet	% in Rel. to Chapter Size
Alabama	86	2	0.65%	2.33%
Arizona	117	2	0.65%	1.71%
Baltimore	117	6	1.96%	5.13%
Boston	651	16	5.23%	2.46%
Central Ohio	150	2	0.65%	1.33%
Central Pennsylvania	68	3	0.98%	4.41%
Cincinnati	87	1	0.33%	1.15%
Cleveland	215	2	0.65%	0.93%
Connecticut Valley	183	3	0.98%	1.64%
Eastern Canada	324	7	2.29%	2.16%
Fairfield County	153	3	0.98%	1.96%
Florida	246	7	2.29%	2.85%
Georgia	176	5	1.63%	2.84%
Hawaiian-Pacific	86	0	0.00%	0.00%
Heart of America	94	1	0.33%	1.06%
Hudson Valley	119	1	0.33%	0.84%
Illinois	656	31	10.13%	4.73%
Indiana	154	3	0.98%	1.95%
Kentucky	58	2	0.65%	3.45%
Long Island	108	1	0.33%	0.93%

Louisiana	86	3	0.98%	3.49%
Michigan	419	10	3.27%	2.39%
Mid-Missouri	35	0	0.00%	0.00%
Mid-South	44	0	0.00%	0.00%
Minnesota	245	9	2.94%	3.67%
New Jersey	452	7	2.29%	1.55%
New York	1412	29	9.48%	2.05%
North Carolina	220	13	4.25%	5.91%
Oklahoma	52	3	0.98%	5.77%
Omaha Area	37	0	0.00%	0.00%
Oregon	101	0	0.00%	0.00%
Pacific Northwest	307	2	0.65%	0.65%
Philadelphia	458	3	0.98%	0.66%
Pittsburgh	190	4	1.31%	2.11%
Princeton-Trenton	182	1	0.33%	0.55%
Rhode Island	62	0	0.00%	0.00%
Rio Grande	76	2	0.65%	2.63%
Rocky Mountain	241	6	1.96%	2.49%
San Andreas	437	10	3.27%	2.29%
San Diego	108	1	0.33%	0.93%
San Francisco	716	9	2.94%	1.26%
Sierra Nevada	104	2	0.65%	1.92%
South Carolina	62	3	0.98%	4.84%
Southern Appalachia	72	0	0.00%	0.00%
Southern California	589	20	6.54%	3.40%
St. Louis	134	3	0.98%	2.24%
Texas	517	10	3.27%	1.93%
Toronto	603	8	2.61%	1.33%
Upstate New York	252	4	1.31%	1.59%
Virginia	128	5	1.63%	3.91%
Washington, DC	1013	25	8.17%	2.47%
Western Canada	187	8	2.61%	4.28%
Western Michigan	74	1	0.33%	1.35%
Wisconsin	175	7	2.29%	4.00%
TOTAL	13638	306	100.00%	
Europe	74			
	13712			

Notes:

"No. of Division Officers" is the number of persons from this Chapter to hold a position in the Division Cabinet during the eleven-year period of this survey.

"% of Division Cabinet" is the percentage of the total 306 members of the Division Cabinet from this Chapter during the survey period.

"% in Rel. to Chapter Size" is a factor indicating a chapter's contribution to the Division Cabinet in relation to the chapter's size.

Appendix B

Yield of Division Chairs from Chapters

Chapter	Chapter Size	No. of Division Officers	% of Division Cabinet	% in Rel. to Chapter Size
Illinois	656	31	10.13%	4.73%
New York	1412	29	9.48%	2.05%
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Southern California	589	20	6.54%	3.40%
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Kentucky	58	2	0.65%	3.45%
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Oregon	101	0	0.00%	0.00%
Hawaiian-Pacific	86	0	0.00%	0.00%
Southern Appalachia	72	0	0.00%	0.00%
Rhode Island	62	0	0.00%	0.00%
Mid-South	44	0	0.00%	0.00%
Omaha Area	37	0	0.00%	0.00%
Mid-Missouri	35	0	0.00%	0.00%
TOTAL	13638	306	100.00%	
Europe	74			
	13712			

Appendix C

Yield of Division Chairs from Chapters in Relation to Size of Chapter Membership

Chapter	Chapter Size	No. of Division Officers	% of Division Cabinet	% in Rel. to Chapter Size
North Carolina	220	13	4.25%	5.91%
Oklahoma	52	3	0.98%	5.77%
Baltimore	117	6	1.96%	5.13%
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TOTAL	13638	306	100.00%	
Europe	74			
	13712			

Prison Library—One Day

by Mary Jeanne Leffers

■ **Very few librarians will ever see the inside of a prison. While the prison environment causes some differences, the library is still similar to a very small public library. Librarians of special libraries, operating with infinitesimal budgets, should share operational techniques and hopefully the methods can be adapted to similar situations. For example, the Appleworks computer program, intended for business use, has proven to be very usable in a small library. The librarian must learn to be flexible and innovative.**

The door clangs behind me and two yards away the door on the other side of the sallyport buzzes open. I pass through and try to shut it gently, but it clangs.

I have already picked up my alarm box and keys at the Control Room and am ready to begin another day as a librarian in a prison. Besides carrying the alarm box, I must also have a whistle with me at all times. The telephone is also a part of prison security; if it remains off the hook, unused, for more than a few seconds the operator will notify the Watch Office and an officer will investigate. The questions most often asked me of my job have nothing to do with librarianship.

"Don't you get frightened?" "Are you safe?" I feel quite safe. The only time I ever saw guns in a library was in my last position when two policemen came running into the branch I managed with their guns drawn. The manager of the neighborhood grocery store next door had just been shot and robbed!

Not only do I have an alarm box, but officers are scattered all about, and the inmates themselves give me a certain amount of security. I make every effort to do an excellent job and their appreciation is apparent by their exemplary behavior within the library.

The walk to the library is about two blocks. I am tempted to stop and enjoy the many lovely flower beds along my route. They are constantly changing and are the result of a large horticulture class.

Reaching the library, I unlock the door for the only time that day. While some prison librarians become turnkeys, that is not the case where I work. Instead of locking and unlocking the library door repeatedly, I unlock it, prop it open, and the men who have been waiting come in and leave as they please. This area houses (in dorms, not cell blocks) about 800 minimum and medium security prisoners, about half of whom use the library. Almost all of them have a job or go to school; many work and attend classes outside the gates. The inmates' divergent schedules account for the library's hours. The Main Library is open two mornings, five afternoons, and three evenings, which includes all day Saturday.

Collection

This library is here, in part, because of a court mandate specifying that certain legal materials be available for the use of the inmate population. Required are such books as copies of the state code, state court reports, Shepards Citations, some federal items, and a law dic-

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tionary. Only a small percentage of the inmates here use the law library; most of them are close to returning to the outside and their legal problems are settled.

The rest of the library collection consists of materials similar to those found in a small (very small) public library. It includes about 1,600 books of fiction, 1,000 nonfiction, and 20 magazine and 14 newspaper subscriptions. (Many prison library collections are so small I once heard a prison librarian lament, "We are supposed to be librarians and we hardly have a library!") In a survey I made in 1988, I found the average prison library collection contained 12,000 books.[1] So many books are hand-me-downs that quality in a prison library may be negligible. Our collection is housed in two small buildings. The law books, nonfiction, reference, inter-library loan, typewriters for inmate use, California phonefiche, and six chairs for patrons are in the Main Library, a building 20' x 24'. All fiction and most newspapers and magazines are in a nearby 10' x 15' building called the Annex. The Main Library is open only when I am there; the Annex is open 70 hours per week, run by two inmate clerks, each working 37 hours. (Their hours overlap on Wednesday afternoon.)

As soon as I open the door the first problems of the day, many and varied, are presented. One man complains that he has received an overdue notice for a book he says was returned, one of the clerks has a ducat and must attend a classification hearing, a patron sits down and the chair collapses, our broom has disappeared, several patrons need their clearance slip signed as they are going out on parole (my signing indicates they have returned all their books), and to top it off, shortly after the clerks were talking about someone whom, they say, never takes a bath, the young man in question comes in whereupon a clerk quietly asks him why he never takes a bath. The question results in the possibility of imminent fisticuffs, and I telephone the Watch Office to ask for an officer (I have done this only twice in almost four years). The officer arrives in just a few seconds by which time the patron has left. He is called back, the officer solemnly listens to the explanation, and the patron is ordered to refrain from entering the library in the future.

The other problems are easier. The missing broom is reported to the "In-Grounds" office and found. The man who sat in the weak chair is sent to the medical office for a check-up and the broken chair is deemed unrepairable, returned to the prison warehouse, and removed from our property list.

The overdue complaint was a little trickier. We *do* make mistakes. The only previous library experience any of my clerks have had was the one clerk who had done porter work in another prison library. It is amazing that the clerks do a good job considering the little training time. On the overdue complaint, a clerk first checks to see if the book card is still filed under the date due, and searches the shelf. Then he checks our computer records. We can check by patron's name or Department of Corrections number and if the patron is still listed as having the book we also search under title. If some one else has the same title and a later due date we know that the book should not be listed as being overdue and we delete that record.

Computer Use

Computer salespeople probably consider ours obsolete, however we use it almost constantly. It is one of many granted to the Department of Corrections Libraries and is an Apple IIe with dual floppy disk drives and an Imagewriter dot-matrix printer. Since we have no electronic devices for checking books out, we need to enter all the data manually. The rewards for this effort are great. At the end of each day we get overdue notices and a list of the overdue books and responsible patrons. Unlike public libraries, we send an overdue notice every day until the book is returned. Our notices are mailed within the institution, so the cost of postage is no factor.

I file the printed list to keep a record of offenders and repeat offenders will be denied use of the library. Our Institution Orders state that inmates may borrow just one book at a time, so clerks are instructed to check the list each time someone wants to check out a book.

If the patron's name is already on the list—no new check out. This helps our small collection get optimum use. According to our last *Quarterly Report* we checked out 1,523 books of fiction. As mentioned above, the collection contains about 1,600 books of fiction. This reflects the fact that about 50 to 60 percent of the men housed here are using the library.

Since the Annex is open such long hours, including Sunday and Monday when the Main Library is closed, staff has a lot of catching up to do on Tuesday. Books are checked out at the Annex by the clerk stamping the date due on the date due slip (kept in the book) and on the book card. The patron's name, prison number, and bunk location are recorded on the card. These cards go to the Main Library for computer input, they are then returned to the Annex to be filed by date.

When books are returned to the Annex the book card is replaced in the book and the books are boxed and delivered to the Main Library. By returning both book and card we can recheck to make sure the card and book are an exact match, since titles such as Jackie Collins books that include the words "Hollywood Husbands" or "Hollywood Wives" can cause a mix up. Also, we cull the books that need repair. We get a fantastic number of circulations out of some books. Even when they are in a most deplorable condition a clerk can usually tape or glue them back together for one more use! We usually discard only because of lost pages.

Main Library

In the Main Library we check things out a little differently. Some of the books are quite expensive or irreplaceable and others are borrowed through inter-library loan. The use of these books requires the patron's signature on a Trust Withdrawal form. The inmates are not allowed to have money. Anything they earn, or monetary gifts from the outside are held in trust; if a book is damaged or not returned the library can charge their account for the value. When an inmate tore out a page about counterfeiting from our encyclopedia, an officer found out. After checking to see if it actually came from one of the prison's library books, the inmate was charged $40 by the officer for the damage. This kind of news travels fast on the prison grapevine and the knowledge that the officers support the library is a great deterrent to casual thefts.

I send in a Trust Withdrawal as a last resort; as I tell our patrons, I would rather have the book than a charge to their account, as I seldom have the funds to replace a lost book immediately. The library budget arrives once a year; the entire budget is spent as soon as possible. If the librarians don't spend it by a deadline, the money will be used elsewhere. In four years as a prison librarian, my budget has remained fairly constant—about $6,000 for general materials. The law collection, with expensive yearly up-dates, has a separate budget, and most of our newspapers and magazines are often funded by the Men's Activity Council. Shortly after I arrived, this inmate group gave the library $600 to be spent just on fiction. Members of the council helped type all the book cards needed.

Our collection is quite good, considering its small size. The original non-law books were gifts and some of these have been retained, such as a set of books on photography, an animal encyclopedia, some fine art books, and even a copy of Doc Ricketts book on oceanography. (This prison is located in Steinbeck country and Cannery Row is not far away.) Our book selection policy is similar to that of any small public library. The inmates themselves give us some input and we try to accommodate the educational level and cultural background of the patrons. Restrictions are only on books that might jeopardize the security of the institution.

We are able to answer numerous casual reference questions. Mainly, we use two major encyclopedias, a *1988 World Book* and *1983 Americana*. We also use the latest almanac, a large dictionary, and the *American Correctional Association Handbook*. When someone asks for something specific, library staff can find a chapter on the subject in a more general book. The general information will be of help until something can be obtained through Inter-Library Loan.

Our Inter-Library Loans come through a project called "Books By Mail," sponsored by the Monterey County Public Library. It began mainly to serve the many isolated areas of a huge county, but they provide the same high-quality service to the prison inmates. We request and receive between 15 to 40 books each week. A question often heard on Tuesday is, "Did Books By Mail come?"

Magazines (latest issues kept in the Main Library) and newspapers are also very popular and they are checked out only for the day. Men guilty of keeping these overnight are in danger of having a disciplinary chrono placed in their prison records for stealing state property. Also, when they borrow a magazine or newspaper, their identification card is kept until the periodical is returned. Since many need that ID to report to their job, they are pretty reliable. If the library had more seating space, patrons would be required to read magazines and newspapers inside the library, allowing staff to increase the circulating collection. Overdue notices and disciplinary chronos for these items are prepared by hand.

Appleworks Catalog

As mentioned above, the computer is used for circulation and overdue records. It is also used to produce a paper catalog of our fiction collection. The capacity of our desktop is 65K (to be expanded soon), so we have divided the alphabet into four parts, one part per floppy disk side. The four-part division provides a perfect alphabetical list of authors, but looking for a title, author unknown, means searching four lists. We have just started producing a paper catalog of our nonfiction. It includes the call number, author, title, one subject, and date received. With this data in the computer, staff can easily produce special bibliographies such as books on Blacks during Black History Month; lists of new books can be generated by requesting every listing under a specific date.

This minimal cataloging ignores the ISBN, sub-titles, joint authors, illustrators, collation, and multiple subjects. A second subject could be included if the need arises; in my four years here, however, we have never consulted a catalog card for the other information.

Using the Appleworks program to produce our catalog has been a tremendous time saver over the program given to us four years ago. I was never able to teach a clerk to use the other program; data entry was difficult and corrections horrendous. With Appleworks, data entry is quick and easy and corrections are almost fun. The method would work for any small library and the problem of only 65K on the desk top can be improved with new technology. Also, the use of a hard disk can be added.

Lack of a card catalog has not been a handicap. Since improving the collection was my first goal, buying catalog cards or kits was never considered. Also, the fast turnover of clerks, and the few who are good typists, prohibit the in-house typing of catalog cards. These clerks do, however, type book cards and are very good at taping in pockets and repairing damaged books.

Personnel Turnover

Turnover of clerks is so fast that it almost seems they sometimes come and go through a constantly revolving door. My clerks get "rolled up" for rules infractions, they go out on parole, go out to court and could be gone for months, go to classification and are assigned to work outside the gate, and one has quit to attend college classes. There are five clerks assigned to the library, earning $48, $36 or $27 per month. During an ordinary three month period, I would fill out time cards for five men three times (one each month). During a recent quarter I made out time cards for 17 men.

Under such circumstances, especially the low pay, it is quite a challenge to motivate and encourage people to do a good job. When they deserve praise I give it, even for their smallest effort. At the end of a busy day I thank them for their hard work. Under no circumstances are they ever ridiculed. After all, how would an uneducated person know that Cervantes is the author and *Candide* the title if the book has only those two words on the cover?

The quality of our service goes up and down depending on the quality of the clerks and their length of tenure. The inmate patrons seem to

realize this and I receive few complaints about service. The most frequent service complaint is that an Annex clerk has not been present for the hours stated on the door. Those clerks who stay for awhile become quite interested in their job and several have indicated interest in working in a library on the outside. One of the former clerks said he has hundreds of books at home and he was going to turn his van into a library and call it the Leffers Library. Although I doubt I'll ever see the Leffers Library, I was quite honored.

Work in a prison library can be terribly isolated, since contacts with other librarians are few and far apart. (Needless to say, you don't go out for lunch with your co-workers!) The teachers and officers whom I occasionally see, have little understanding of what it takes to keep a library functioning well. On some days the frustrations and red tape can seem monumental. However, never a day passes without hearing many "thanks." Most of the rewards of the job come from the knowledge that I am providing a highly-valued service. Many inmates come in to pay me a compliment and say one more "thank you" before going out on parole. Our hope is, of course, that our efforts to help them utilize the library to entertain and improve themselves while in prison will lead to a continuation of library use and self improvement on the outside.

Summary

Of course, prison librarianship is not for everyone. The average prison librarian stays less than five and one-half years,[2] and their age averages 49 years.[3] The job can be stressful. One must never, absolutely never, make the slightest remark that could be construed as being disparaging to any ethnic group or show the least discrimination; keeping an ethnic balance among your clerks is important. Do not believe the popular belief that most prisoners are uneducated (its true), and therefore, stupid. If your hope as a librarian is to improve education, the prison library is an ideal job. I had one clerk who finished third grade only, but spent a lot of time reading. (Much of that time in prison!) He passed the G.E.D. test without preparation! Also, I think it is important to treat the inmates who enter the library as a patron rather than as inmate. The prison librarian is not there to add to anyone's punishment; we are there to be a librarian. The librarian also needs to train clerks to treat patrons with dignity.

Some days can be hectic beyond belief. I go home thinking if I hear "Mrs. Leffers," one more time... Fortunately, most days are very rewarding and I wouldn't trade my job for any other.

■

References

1 Leffers, Mary Jeanne. "Prison Librarians." *American Libraries* 20 (No. 1): 16 (Jan 1989).

2 Ibid.

3 Ibid.

Mary Jeanne Leffers is Senior Librarian, Correctional Training Facility, South Facility Library, in Soledad, CA.

Research Activity

by Tobi A. Brimsek
Director, Research and Information Resources

■ This is the second of a biannual column intended to provide a forum for sharing information on research activities within the special libraries community. The research activity which is covered in the column will range from dissertations, academic or empirical research to action or applied research projects, investigations, and studies carried out in the workplace.

Project: Historical Health Fraud Collection

Timeframe: In Progress

Abstract: The American Medical Association's (AMA) now defunct Bureau of Investigation (1906-1969) produced and collected thousands of pieces of correspondence, promotional literature, advertising pages, testimonials, and investigative statements regarding health fraud. This Historical Health Fraud Collection is made up of more than 10,000 folders, representing approximately 3,500 separate subjects. The goal of this project is to facilitate access to this unique collection of historical documents so that researchers can study the social and cultural history of health fraud and its impact on medical consumers and practitioners. Online access will be provided using the MARC/AMC format on OCLC and, locally, Minaret. A hardcopy guide will be published using Minaret and WordPerfect. The guide will contain subject, proper name, corporate name, and product indexes that will refer to a record's descriptive abstract. The collection will be open to researchers by appointment.

Researcher(s): Arthur W. Hafner, Ph.D
American Medical Association
Library and Information Management
535 North Dearborn St.
Chicago, IL 60610

Project: One-Person Hospital Libraries in Michigan

Abstract: The responses of 30 one-person libraries to a 1987 Michigan Health Sciences Libraries Association survey of library operations in Michigan hospitals were analyzed in an attempt to discern and compare some distinguishing characteristics. Descriptive profiles of one-person libraries are scarce, yet the very isolation of these positions makes the sharing of information about other single staff libraries important. This profile

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showed that the libraries, while similar in scope and function, varied considerably in terms of status, size, service levels, and staff characteristics and salaries.

Researcher(s): Heidi C. Koch
Chelsea Community Hospital
Medical Library
775 S. Main St.
Chelsea, MI 48118

Sheryl R. Stevens
Henry Ford Hospital
Sladen Library
2799 W. Grand Blvd.
Detroit, MI 48202

Project: NASA/DOD Aerospace Knowledge Diffusion Project

Abstract: This research is directed at achieving an understanding of the aerospace knowledge diffusion process with particular emphasis on the diffusion of knowledge resulting from federally funded aerospace research and development (R&D). The initial thrust of the project is largely exploratory and focuses on the information channels; the information-seeking habits and practices of the members of the aerospace social system; and the relationships between knowledge producers, intermediaries, and users.

Researcher(s): Thomas E. Pinelli
Mail Stop 180A
NASA Langley Research Center
Hampton, VA 23665-5225
(804) 864-2491

Dr. John M. Kennedy
Center for Survey Research
Indiana University
Bloomington, IN

Herbert S. White, Dean
School of Library and Information Science
Indiana University
Bloomington, IN

Publications: Pinelli, Thomas E.; Myron Glassman; Walter E. Oliu; and Rebecca 0. Barclay. *Technical Communications in Aeronautics; Results of an Exploratory Study*. Washington, DC: National Aeronautics and Space Administration. NASA TM-101534, Part 1, February 1989. 106 p. (Available from NTIS, Springfield, VA; 89N26772.)

Pinelli, Thomas E.; Myron Glassman; Walter E. Oliu; and Rebecca 0.

Barclay. *Technical Communications in Aeronautics: Results of an Exploratory Study.* Washington, DC: National Aeronautics and Space Administration. NASA-TM-101534, Part 2, February 1989. 84 p. (Available from NTIS, Springfield, VA; 89N26773.)

Barclay, Rebecca B.; and Walter E. Oliu. *Technical Communications in Aeronautics: Results of an Exploratory Study—An Analysis of Managers' and Nonmanagers' Responses.* Washington, DC: National Aeronautics and Space Administration. NASA TM-101625. August 1989. 58 p. (Available from NTIS, Springfield, VA; 90N11647.)

Pinelli, Thomas E.; Myron Glassman; Rebecca 0. Barclay; and Walter E. Oliu. *Technical Communications in Aeronautics: Results of an Exploratory Study—An Analysis of Profit Managers' and Nonprofit Managers' Responses.* Washington, DC: National Aeronautics and Space Administration. NASA TM-101626. October 1989. 71 p. (Available from NTIS, Springfield, VA; 90N15848.)

SLA staff are involved in a number of research projects. Three of those currently in progress are highlighted below:

Project: SLA Biennial Salary Survey

Timeframe: In progress

Abstract: This is the ninth full-member salary survey conducted by SLA. As of 1990, the data will be collected on a biennial rather than a triennial basis. The data are currently being compiled and a summary report will be published in the Fall issue of *Special Libraries.* The complete report will be a separate publication, *SLA Biennial Salary Survey,* available in late 1990.

Researcher(s): Tobi Brimsek, Director
Research & Information Resources
Special Libraries Association
1700 Eighteenth Street NW
Washington, DC 20009

Publications: *SLA Biennial Salary Survey,* 1991

Project: Myers-Briggs Profile of SLA Membership

Timeframe: In progress

Abstract: The purpose of this study is to develop a member profile using the Myers-Briggs Type Inventory (MBTI). MBTI questionnaires were mailed to a random sample of 25% of the membership in mid-March. In addition

to one overall profile, other tables will be created based on the demographic information provided by the respondents. The results of the study will be published in full in a future issue of *Special Libraries*.

Researcher(s): Tobi Brimsek, SLA

Project: Analysis of special librarian job advertisements in the *Washington Post*, 1983-1988

Timeframe: Data collection complete, analysis in progress

Abstract: The purpose of this study is to analyze the job advertisements in a specific geographic area to determine the changing job requirements for special librarians over the period of time covered. Depending on the outcome of this study, the project may be considered to be expanded to other geographic areas as well. The results of the project will be published in *Special Libraries*.

Researcher(s): Tobi Brimsek, SLA

The Special Libraries Association awards Special Programs Fund Grants annually. Projects funded in 1989 are described below:

Project: Sources of Professional Knowledge of Special Librarians

Abstract: In the course of this project, a random sample of 500 special librarians will be surveyed to determine the sources of professional knowledge of special librarians. The grantee predicts that the results of her study may justify to managers the need to send more staff to continuing education programs and may point to changes in library school curriculum.

Researcher(s): Beth M. Paskoff
School of Library and Information Science
Louisiana State University
Baton Rouge, LA 70801

Project: Cataloging and the Small Special Library

Abstract: The purpose of the study is to determine cataloging skills needed by librarians in small libraries and to evaluate whether current sources of training available are appropriate or adequate.

Researcher(s): Joseph W. Palmer
School of Information and Library Studies
State University of New York - Buffalo
303 Baldy Hall
Buffalo, NY 14260

Project: Time Management Practices Among Special Library Directors

Abstract: This project will evaluate the time management practices among the directors of 150 of the largest special libraries. Data collection will fall into five categories: a profile of the respondents, how a manager's time is reportedly spent on management duties, delegation of authority, ranking of "time wasters," and leadership style.

Researcher(s): Helen M. Gothberg
Graduate Library School
University of Arizona
1515 East First St.
Tucson, AZ 85721

The following dissertation relates directly to special libraries:

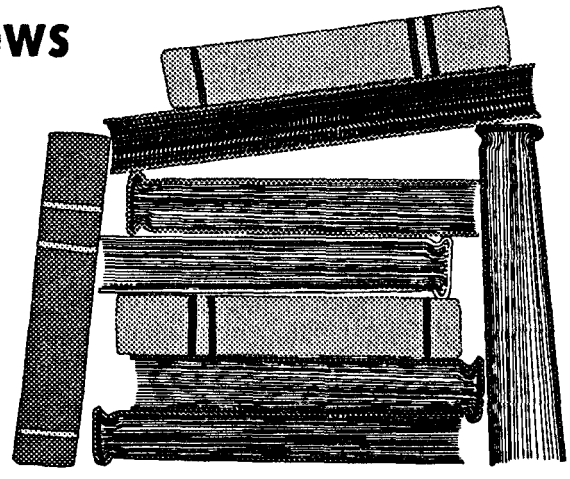
Title: Information Technology (IT) and the Special Library:
An Exploratory Study of Special Libraries in Western Pennsylvania

Author: Phyllis D. Freedman

Institution: University of Pittsburgh

Year: 1989

Book Reviews



***PCs for Chemists*, by J. Zupan. New York, NY: Elsevier Science Publishing Co., Inc., 1990, ISBN 0-444-88623-0. 212 pp.**

This volume is the fifth in a series on "Data Handling in Science and Technology." As described in the introduction, it is a handbook on "how, when, and with what kind of software a chemist should use a PC." Its ten chapters are by different authors from different countries, and unfortunately, with different levels of ability in handling the English language. The chapters by persons with limited English skills should have been edited much more extensively, as they are sorely in need of further revision. This reader found the poor language to be highly distracting. For example, Chapter 4, by Zupan, the book's own editor, opens with the sentence "A dilemma whether one should know (or learn) any of the most common used high level languages... or not is still hunting many practicing chemists,..." On page 67 in this chapter one reads, "Pascal is mainly an algorithmic language with medium I/O capability what makes it not the best choice if a lot of file manipulation and communication is planned." Surely Elsevier can do better than this!

With this major criticism out of the way, the book's contents can now be discussed, should readers still be interested. As to arrangement of the material, the editor notes that the chapters are in a sequence which follows the "'natural' way in which chemists become familiar with their PCs." The first chapter, therefore, is devoted to word processing. The manuscript for this chapter was produced in camera-ready form on a PC-based word processor, thus explaining why it is visually different from (and superior to) the succeeding nine chapters. The chapter opens with a brief but valuable paragraph summarizing the scientific publishing process. The remainder of the chapter is primarily concerned with graphics, an extremely important topic for chemists whose papers frequently include molecular structures, graphs, data tables, etc. The author also makes the important point that journals are already requesting manuscripts in computer-readable form as the preferred mode of submission.

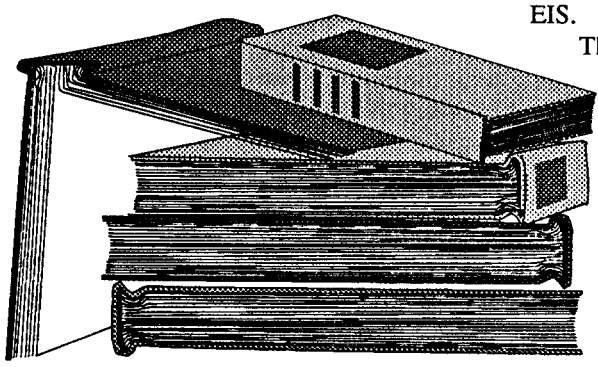
The second chapter, on databases and spreadsheets, discusses how dBase III Plus and Lotus 1-2-3 can be used for retrieval of information and for calculation purposes, respectively. Application possibilities are described using illustrative examples.

Subsequent chapters discuss component analysis, programming, reduction of the information space, use of PROLOG (language), reaction pathways, and data acquisition, as related to chemistry and chemical databases. A brief chapter on PCs and networking, using the LAN of the Max-Planck Institute in Muelheim, is followed by the closing chapter on the future of personal computing in chemistry. Some of the trends envisioned include further developments in work station computers and

networking, giving PCs vastly increased capabilities. Applications to NMR and molecular structure computation are expected.

The information in this book is more practical than theoretical. Although not quite at the step-by-step "how to" level, the material presented does include illustrative examples of application possibilities. The book has value for chemists who may be just beginning to use computers in their work.

Doris Dunn
Online Coordinator
Charles Von der Ahe Library
Loyola Marymount University
Los Angeles, CA



The EIS Book, by Allan Paller with Richard Laska. Homewood, IL: Dow Jones-Irwin, Inc., 1990, ISBN 1-55623-244-6. 217 pp.

The EIS Book is a how-to manual for the Executive Information System Director. It is a road map for successfully planning, implementing, and managing an executive information system. It is filled with case studies and it is based on interviews with over 100 EIS directors in corporations and government agencies. Written by those who have experienced the temptations, pitfalls, and successes of EIS, it is a step-by-step guide to its ranks and benefits.

The book is arranged in 12 chapters with enticing titles such as, "The Executive: Goals & Godfathers" and "Human/EIS Interaction: Read My Lips." Chapters 1 and 2 introduce the reader to EIS, its jargon, its history, and some of its pioneers. They address the timing and need for an EIS. Chapters 3, 4, and 5 deal with the ingredients of success: a) the four essentials—an active and supportive executive sponsor, selecting the right business problem, developing a useful EIS prototype, and maintaining a flexible and responsive system; b) the key players; and c) EIS anchors or fringe benefits that can be implemented along with an EIS. Electronic mail is one such benefit. Chapters 6, 7, 8, and 9 deal with hardware, software, and humanware considerations. Chapters 10, 11, and 12 conclude the tour, zeroing in on information sources (otherwise known as data ownership), keeping a low profile, extending an existing EIS, and coming enhancements to EIS.

The authors are dead serious throughout because they know that "Building an EIS is a bit like walking through a minefield" (p. 175). However, their down-to earth attitude sprinkled with humor makes reading this book an enjoyable and captivating experience. The authors remain keenly aware of the political environment and remind the reader of its influence on the developmental stages of an EIS.

Helpful hints, such as the best choice for hardware is what already exists, abound throughout the book. Contrary to the selection of software and hardware for the PC, the authors suggest selecting EIS hardware first, then purchasing the software to run it. Several difficult decisions are considered, for example, centralization vs. distribution. Both are discussed and a choice is recommended: "Take the distributed path..." because "A slow EIS is an oxymoron (an oxymoron is a large, slow, very stupid beast. Technical name: Bureaucraticus Rex" (p. 118). Relevant journals and conferences are suggested as well as major vendors for both Macintosh and IBM environments.

The theme of this book is best summarized in the authors' own words: "There are no easy solutions" (p. 188). Despite this, the book makes it very clear that a successful EIS is very possible and, in fact, doable with enough

know-how, hard work, and sensitivity to the needs of the sponsor. This book is an essential tool for implementing an EIS. It is a quick read which offers much practical advice.

Fran Brahmi
Director of Information Services
Indiana University School of
Medicine Library
Indianapolis, IN

Creative Planning of Special Library Facilities, by Ellis Mount. New York, NY: Haworth Press, Inc., 1988. ISBN 0-86656-607-X. 197 pp.

Ellis Mount, a faculty member at Columbia University's School of Library Service, as well as a prolific author and editor, has produced another useful and informative work. It is aimed at readers "who have had little or no experience in designing a facility for a special library." The book deals with planning small libraries or information centers that typically serve corporations, government agencies, not-for-profit organizations, and academic departments or schools within a larger educational institution.

This book consists of two parts with an accompanying appendix. Part one is written by Professor Mount while the second part is written by several librarians and other professionals. Mount presents an overview of the basic processes required for a successful building project. He suggests the initial step, planning, takes a combination of creativity, good judgement, and common sense. Then comes the "follow through" which he separates into four steps. These are preparation of a building program statement which is a document that defines the nature of the library, its service goals, the size of the collection, and space needs; design of a layout or space utilization plan which considers such design aspects as space requirements (for staff, users, and the collection), environmental factors (noise, convenience, and traffic flow), cost factors, and aesthetics; selection of equipment and furnishings such as shelving, chairs, work stations, floor coverings, photocopiers, microfilm readers, and computers; and implementation of the actual move into the new facility which requires extensive preparation of the logistics of the move as well as the services of an experienced professional moving company.

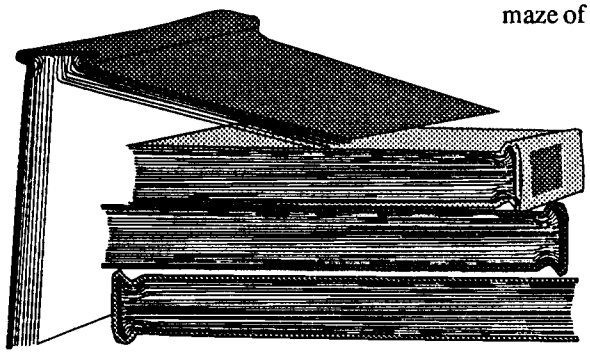
The second part of the book contains seven chapters, each of which is written by a practicing professional. Each contributor writes a chapter on the basis of his/her own practical experience in planning and moving to a new facility. The contributors include librarians from both corporate and academic settings, as well as an architect and an interior designer. Each chapter focuses on a particular aspect of the process. A law librarian stresses the importance of pre-planning activities. She recommends visiting a number of other libraries and recording specific details of each facility to see a variety of facilities and how they function. According to a science librarian, planning is a cooperative effort. The primary planner will usually work with a planning committee, consultants, architects, engineers, interior designers, building construction coordinators, and other specialists. An architect contributes an interesting chapter which examines his own role and function. Two academic librarians discuss ways of determining shelving needs and devote a considerable portion of their chapter to describing kinds of shelving available and various stack layout designs. An interior designer offers his expertise as a space planner as well as an advisor on matters of lighting, floor covering, furniture, work spaces, signage, and color coordination. Another informative chapter addresses the needs of the high-tech electronic library with multiple computer terminals. This type of facility must have adequate wiring and work stations incorporated into its design so that it is able to make effective use of electronic equipment. The final chapter provides an extensive annotated bibliography for readers who wish to consult additional sources.

A useful part of this work is an appendix providing specific case studies of four special libraries relocated into new facilities in an existing or newly-constructed building. Each

case study includes photographs, floor plans, and numerous statistics.

Professor Mount's goal of offering guidelines to assist readers in planning a small library/information center is fulfilled admirably. He offers readers a comprehensive discussion of all aspects of planning—from the preplanning stage of information gathering to the actual move of books and people into the new facility. Every phase of the project is analyzed and described in great detail. Practical suggestions along with the underlying reasons for their recommendations are offered. What makes this book particularly valuable is that the contributors draw on their own successful experiences rather than merely on academic research. The text is well written and surprisingly uniform for a collection of chapters written by different people. This cohesive effect indicates careful and thorough editing by Mount. Any librarian participating in planning a new library facility should begin by reading this book.

Beatrice Sichel
Head, Physical Sciences Library
Western Michigan University
Kalamazoo, MI



***Telecommunications for Information Specialists*, by Larry L. Learn. Dublin, OH: OCLC Online Computer Library Center, Inc., 1989. ISBN 1-55653-075-7.**

With rapid, complex changes in the telecommunications industry, *Telecommunications for Information Specialists* is a welcome addition to library literature. Targeted towards information specialists, this book provides a broad overview of the telecommunications industry.

Larry Learn, who is currently the Director of Telecommunications Planning with OCLC, has produced a slim book which covers the telecommunications field in a clear, concise manner and should help both librarians and library students acquire an understanding of the current electronic information age.

In eight chapters of this book, Learn describes the field of telecommunications as a "unique mixture of regulation and technology." He begins the first section by comparing the telecommunications network to a shipping business, and he provides a bird's eye view of the regulatory scene. The telecommunications industry has been regulated for over 50 years, and a useful outline from the Communications Act of 1934, covering the breakup of AT&T to U.S. State and Federal issues today, is presented.

In order to better understand the evolving telecommunications infrastructure, the middle section of the book provides a broad, technical review of network technology. The author skillfully leads his readers through a maze of acronyms and jargon-ridden technology as he explains the transmission of analog and digital signals through media such as microwave, satellite, and optical fiber. A concise explanation of various types of networks available are identified, for example, personal computers and work stations are connected to form local area networks, or LANs, which are high-speed shared-data communications networks in a work group environment. These in turn communicate with the rest of the world through bridges, routers, gateways, and communication servers.

Private networks, switched networks, and public networks are moving towards the use of integrated services digital networks (ISDNs), a switching architecture which presents users with some modem-less choices for data com-

munications. Standards and architectures required for networking and their applications in libraries are evolving swiftly. The range of services offered is expanding as these telecommunications networks will routinely handle voice, text, image, and video, bringing massive increases in processing power, bandwidth, and memory. The impact of change on information specialists makes it mandatory for them to be aware of and remain up-to-date on technical developments.

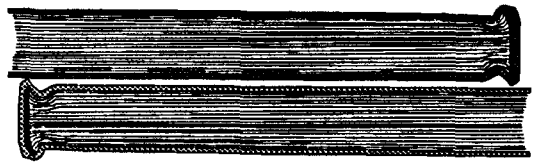
Learn describes the likely impact of technology, economics, politics, and government on "various aspects of library information systems, their providers and users." Because of cost increases and until the telecommunications environment becomes more stable, Learn predicts "the next three to five years are expected to bring turbulent times to the information-system-related enterprise that depends upon the existing telecommunications infrastructure for access to the delivery of information.

In the final chapters, Learn discusses recent developments, as well as future networking strategies within the public network, which have significant implications for librarians and information systems professionals.

Telecommunications for Information Specialists is technical, but not too confusing, as the author has tried to promote an understanding of the subject without losing interest in the material. It is organized and follows a helpful outline with headings and sub-headings. The too-few figures and tables are clear though, and complement the text. The book includes an index, a glossary of telecommunications terms and acronyms of the industry, a bibliography, and of special importance to library students, a study guide providing exercises to reinforce material presented in the text.

I highly recommend this book for library schools and for communications and telecommunication information specialists.

Lana Coviensky
Staff Manager
Marketing Information Centre
Bell Canada

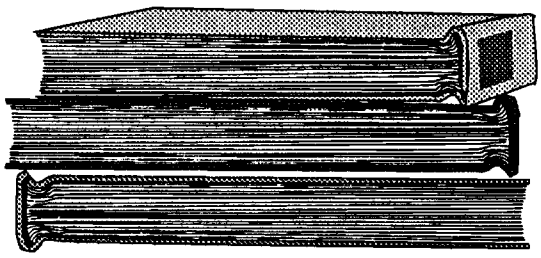


***Choosing a Bibliographic Utility,* by Leslie R. Morris. New York, NY: Neal-Schuman Publishers, Inc., 1989. ISBN 1-55570-048-0. 137 pp.**

Eleven chapters discuss the characteristics and implementation of various bibliographic utilities such as OCLC, RLIN, Utlas, and Brodart in individual libraries or cooperative networks. Each chapter is contributed by a librarian with first-hand experience in adopting the utility to another. The size, quality of the database, the source of its records, ease of use, nature of name and subject authority control, interlibrary loan use, acquisitions and serials control capabilities, support of an online public catalog, offline products, and costs of start-up and maintenance are covered. Among the contributors are Maurice J. Freedman, describing the use of Utlas in the Westchester Library System, Paul W. Crumlish, of Hobart and William Smith Colleges, describing OCLC, and Phoebe Ruiz-Valera of the library in the Association of the Bar of the City of N.Y., discussing RLIN. Ruiz-Valera and Diana S. Cunningham of the University of Maryland Health Sciences Library, which use Autographics Agile in a state network, are the only special librarians represented.

The book gives useful accounts of the practical considerations involved in the decision-making process, costs and capabilities of each system, staff training and support, and flexibility in adapting to the specific needs of individual libraries or networks. However, most examples are from public and academic libraries and networks, and may be of only limited use to the special librarian in a relatively small library. The eight-and-a-half-page bibliography of journal articles and technical reports may serve as a guide to further investigation. No references are to *Special Libraries*. The list of vendors is a convenient feature. The high

cost of the volume in relation to its size, and its limited application to most special library situations makes this work of only peripheral interest.



Judith B. Barnett
Associate Professor/Catalog Librarian
Pell Marine Science Library
University of Rhode Island

Corrections:

The book review, *E-mail for Libraries*, published in the Spring issue, was reviewed by Loren Mendelsohn, Assistant Director, Science and Engineering, Wayne State University.

Audit Report
January 1, 1989–December 31, 1989

To the Board of Directors
Special Libraries Association, Inc.
1700 Eighteenth Street, N.W.
Washington, DC

We have examined the balance sheet of Special Libraries Association, Inc. as of December 31, 1989, and the related statements of revenue, expenses and changes in fund balances, and changes in financial position for the year then ended. Our examination was made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the financial statements referred to above present fairly the financial position of Special Libraries Association, Inc. as of December 31, 1989, and the results of its operations and the changes in its financial position for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

CANTO, METRO, MEYER,
AND COMPANY
A Professional Corporation
Certified Public Accountants
Bethesda, Maryland
March 17, 1990

SPECIAL LIBRARIES ASSOCIATION, INC.
BALANCE SHEET
DECEMBER 31, 1989

	TOTAL ALL FUNDS	GENERAL FUND *	NONSERIAL PUBLICATION FUND	SCHOLARSHIP FUND	SPECIAL PROGRAMS FUND	BUILDING & BUILDING RESERVE FUND	RESEARCH & COPLEN FUND
ASSETS							
CURRENT ASSETS							
Cash & money market funds	$ 574,148	$ 252,727	$ 3,353	$ 32,019	$ 39,628	$ 229,726	$ 16,693
Marketable securities	1,306,613	1,078,292	30,042		96,549	101,730	
Accounts receivable	266,955	223,602	43,353				
Due from(to) other funds		8,062	(65,062)	(69,134)	1,210	98,338	26,587
Inventory	68,790		68,790				
Prepaid expenses	28,293	28,293					
Total current assets	2,244,799	1,590,976	80,476	(37,115)	137,387	429,794	43,280
Marketable securities	927,425	569,122		358,303			
Building, furniture, equipment	1,435,088					1,435,088	
Other assets	98,990	92,990				6,000	
TOTAL ASSETS	$4,706,302	$2,253,088	$ 80,476	$ 321,188	$ 137,387	$1,870,882	$ 43,280

LIABILITIES AND FUND BALANCES

CURRENT LIABILITIES							
Accounts payable	$ 144,125	$ 144,125					
Received in advance	780,461	780,461					
Withheld taxes & accrued expenses	43,936	35,916	$ 8,020				
Income taxes payable	(10,811)	(10,811)					
Current maturities of long-term debt	96,000					$ 96,000	
Total current liabilities	1,053,710	949,690	8,020			96,000	
Long-term debt less current maturities	390,000					390,000	
Fund balances	3,262,592	1,303,398	72,456	321,188	137,387	1,384,882	43,280
TOTAL LIABILITIES AND FUND BALANCES	$4,706,302	$2,253,088	$ 80,476	$ 321,188	$ 137,387	$1,870,882	$ 43,280

* Includes the Reserve and Computer Funds.

See auditor's report.

SPECIAL LIBRARIES ASSOCIATION, INC.
STATEMENT OF INCOME AND FUND BALANCES
DECEMBER 31, 1989

	TOTAL ALL FUNDS	GENERAL FUND *	NONSERIAL PUBLICATION FUND	SCHOLARSHIP FUND	SPECIAL PROGRAMS FUND	BUILDING & BUILDING RESERVE FUND	RESEARCH & COPLEN FUND
REVENUE							
Dues and fees	$ 890,938	$ 890,938					
Subscriptions and advertising	109,086	109,086					
Conference income less $464,782 expenses	622,386	622,386					
Professional development income less $352,896 expenses	14,679	14,679					
Mailing list service program less $28,377 expenses	98,511	98,511					
Interest, dividends and net gain on sale of investments	197,779	132,585	$ 2,631	$ 12,795	$ 12,996	$ 33,795	$ 2,978
Sale of nonserial publications	98,465		98,465				
Miscellaneous	70,183	70,183					
Contributions	124,083	7,150		100,416	1,135	815	14,567
Total revenue	2,226,112	1,945,518	101,096	113,211	14,131	34,610	17,545
COST OF EXPENSES							
Allocations/allotments	307,404	307,404					
Salaries, wages and benefits	1,148,607	1,148,607					
Office service/occupancy costs	231,771	231,771					
Professional fees & services	45,071	45,071					
Travel & meetings	90,149	90,149					
Program services	389,374	389,374					
Public relations	128,580	128,580					
Cost of nonserial publications	101,059		101,059				
Scholarship, stipends, grants	32,350			26,000	6,350		
Miscellaneous	9,119	9,119					
Depreciation	72,161	72,161					
Interest	62,821	62,821					
Taxes on income	41,793	41,793					
Allocation of above expenses to:							
Cost of periodicals, publications	(86,193)	(86,193)					
Conference	(162,170)	(162,170)					
Other funds and program	(628,760)	(655,912)	27,152				
Total costs and expenses	1,783,136	1,622,574	128,210	26,000	6,350		
Excess of revenue over costs and expenses	442,976	322,942	(27,113)	87,211	7,781	34,610	17,545
Fund balance - beginning of year	2,819,616	1,078,010	99,569	233,977	129,606	1,252,717	25,735
Transfers - current budgeted		(50,000)				50,000	
- Building equity increase		(47,554)				47,554	
Fund balance - end of year	$3,262,592	$1,303,398	$ 72,456	$ 321,188	$ 137,387	$1,384,882	$ 43,280

* Includes the Reserve and Computer Funds.

See auditor's report.

SPECIAL LIBRARIES ASSOCIATION, INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 1989

	TOTAL ALL FUNDS	GENERAL FUND *	NONSERIAL PUBLICATION FUND	SCHOLARSHIP FUND	SPECIAL PROGRAMS FUND	BUILDING & BUILDING RESERVE FUND	RESEARCH & COPLEN FUND
CASH FLOWS FROM OPERATING ACTIVITIES:							
Net income	$ 442,976	$ 322,942	$ (27,113)	$ 87,211	$ 7,781	$ 34,610	$ 17,545
Adjustments to reconcile net income to net cash provided by operating activities:							
Depreciation	72,161	72,161					
Changes in assets and liabilities:							
Decrease in accounts receivable	127,102	145,405	(18,303)				
Decrease in due other funds		(12,373)	41,628	40,895	4,081	(58,067)	(16,165)
Decrease in inventory	4,555		4,555				
Decrease in marketable securities	3,054	404	449		1,441	760	
Decrease in prepaid expenses	21,127	21,127					
Increase in current maturities	12,000	12,000					
Increase in accounts payable	1,822	1,822					
Decrease in income received in advance	(297,508)	(297,508)					
Decrease in with holding taxes & accrued expenses	(9,524)	(11,388)	1,864				
Increase in income taxes	(1,770)	(1,770)					
Total adjustments	(66,981)	(70,120)	30,193	40,985	5,522	(57,307)	(16,165)
Net cash provided by operating activities	375,995	252,822	3,080	128,106	13,303	(22,697)	1,379
CASH FLOWS FROM INVESTING ACTIVITIES:							
Capital expenditures	(29,715)	(29,715)					
Marketable securities	(263,718)	(110,986)		(152,732)			
Transfers		(50,000)				50,000	
Other assets	(22,557)	(22,557)					
Net cash used in investing activities	(315,990)	(213,258)		(152,732)		50,000	
CASH FLOWS FROM FINANCING ACTIVITIES:	(96,000)	(96,000)					
NET DECREASE IN CASH AND CASH EQUIVALENTS	(35,996)	(56,437)	3,080	(24,627)	13,303	27,304	1,379
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	610,144	309,164	273	56,646	26,325	202,422	15,314
CASH AND CASH EQUIVALENTS AT END OF YEAR	$ 574,148	$ 252,727	$ 3,353	$ 32,019	$ 39,628	$ 229,726	$ 16,693

* Includes the Reserve and Computer Funds.

See auditor's report.

Special Libraries Association, Inc.
Notes to Financial Statement
December 31, 1989

1. Summary of Significant Accounting Policies

Fund Accounting
To ensure observance of limitations and restrictions placed on the use of resources available to the Association, the accounts of the Association are maintained in accordance with the principles of fund accounting. This is the procedure by which resources are classified for accounting and financial reporting into funds established according to their nature and purposes. Separate accounts are maintained for each fund; accordingly, all financial transactions have been recorded and reported by fund group.

The assets, liabilities, and fund balances are reported in six self-balancing fund groups as follows:

General Fund
Non-serial Publications Fund
Scholarship Fund
Special Programs Fund
Building Reserve Fund
Coplen Fund

Operations
The Association encourages and promotes the utilization of knowledge through the collection, organization, and dissemination of information. It is an association of individuals and organizations with educational, scientific, and technical interests in library and information science and technology.

Marketable Securities
The marketable securities of the General and Scholarship Funds are combined and managed as one fund for investment purposes, with participating percentages in income and gains and losses based on respective participation accounts at the end of the year. Marketable securities are valued at cost. It is the Association's intention not to utilize the noncurrent portion of these assets in the normal course of operations.

Inventory
Inventory of nonserial publications is stated at the lower of average cost or market.

Building, Furniture, and Equipment
Fixed assets (including land) are stated at cost. Expenditures for additions, renewals and betterments are capitalized; expenditures for maintenance and repairs are charged to expense as incurred. Upon retirement or disposal of assets, the cost and accumulated depreciation or amortization are eliminated from the accounts and the resulting gain or loss is included in income. Depreciation is computed using straight-line and accelerated methods based on the following estimated useful lives:

Building	40 years
Building improvements	10-20 years
Furniture and equipment	5-10 years

Subscriptions, Dues, and Fees
Except for subscriptions to the periodicals *SpecialList* and *Special Libraries*, membership in the Association is based on either a December 31 or June 30 year. Dues, fees and subscriptions are credited to income as earned.

Income Taxes
The Association is exempt from federal income taxes under Section 501 (c) (3) of the Internal Revenue Code and applicable local law. Income taxes arise from unrelated business activities of the Association.

2. Marketable Securities

Marketable securities at December 31, 1989, consist of the following:

	Cost	Market
Current assets		
Common stocks	$258,249	$338,825
Non-current assets		
U.S. Government obligations	619,480	623,430
Corporate bonds	49,696	48,846
	$927,425	$1,011,101

3. Building, Furniture, and Equipment

Major classes of building, furniture, and equipment at December 31, 1989, consist of the following:

Building and building improvements	$1,454,470
Furniture and equipment	397,196
	1,851,666
Less accumulated depreciation	416,578
Net building, furniture, and equipment	$1,435,088

4. Long-term Debt

Long-term debt consists of the following at December 31, 1989:

Note payable to a bank, due in monthly installments of $4,000 increasing by $1,000 each year beginning 1/31/86 to 2/28/94 plus a final payment of $6,000 on 3/31/94, with interest payable monthly at the bank's prime lending rate plus 3/4% (currently 11.25%) secured by all real and personal property of the Association	$486,000
Less: current maturities	96,000
Long-term debt	$390,000

The note is subject to the provisions of the business loan security agreement covenants which include the following:

a. The Association may borrow $25,000 more only upon the bank's prior consent.

b. Until termination of agreement, the debtor agrees to maintain cash plus liquid investments at a minimum of $400,000. Future minimum principal payments for the five years following December 31, 1989 are as follows:

1990	$96,000
1991	$108,000
1992	$120,000
1993	$132,000
1994	$30,000
	$486,000

5. Commitments and Contingencies

Annual Conference Contract
The Association is obligated under various letters of agreement with certain hotels in connection with its annual conferences through 1998. The liability, if any, under these agreements is not determinable at this time.

Retirement Plan
The Association has a contributory group annuity defined contribution retirement program with an insurance company covering substantially all qualified employees. The Association's policy is to fund costs currently. Pension expense for the year ended December 31, 1989, was approximately $30,711.

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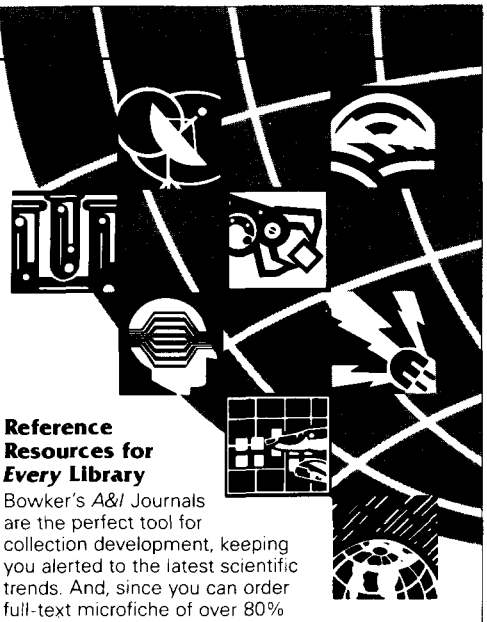

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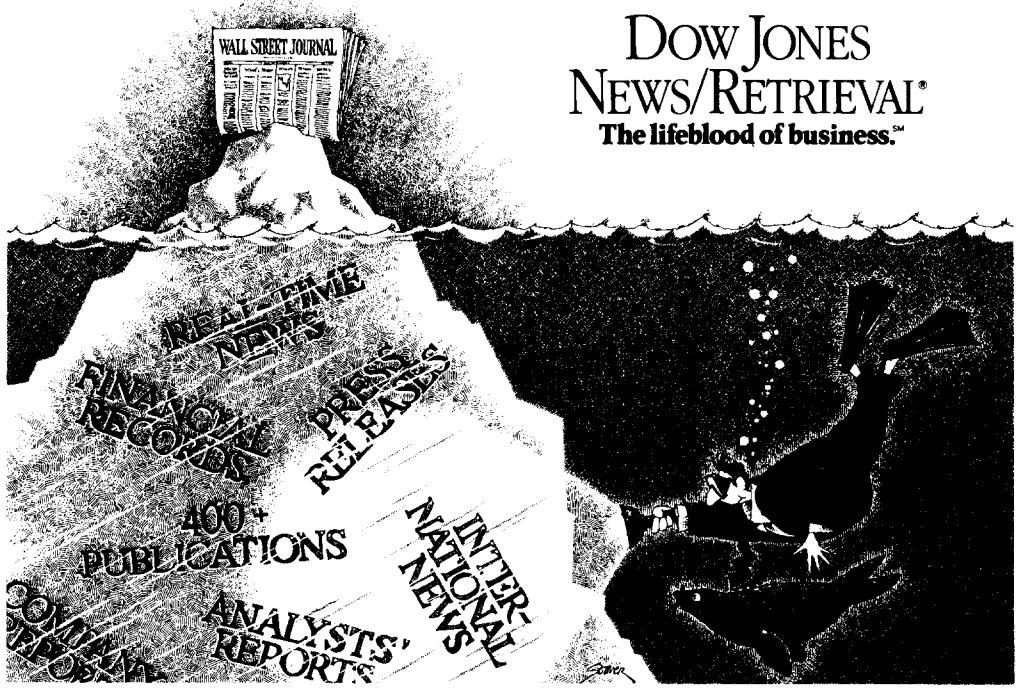

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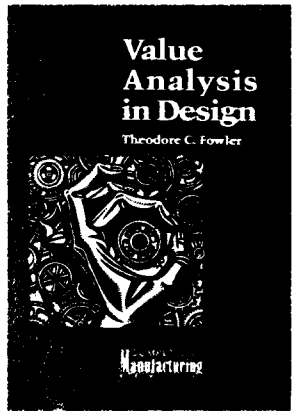

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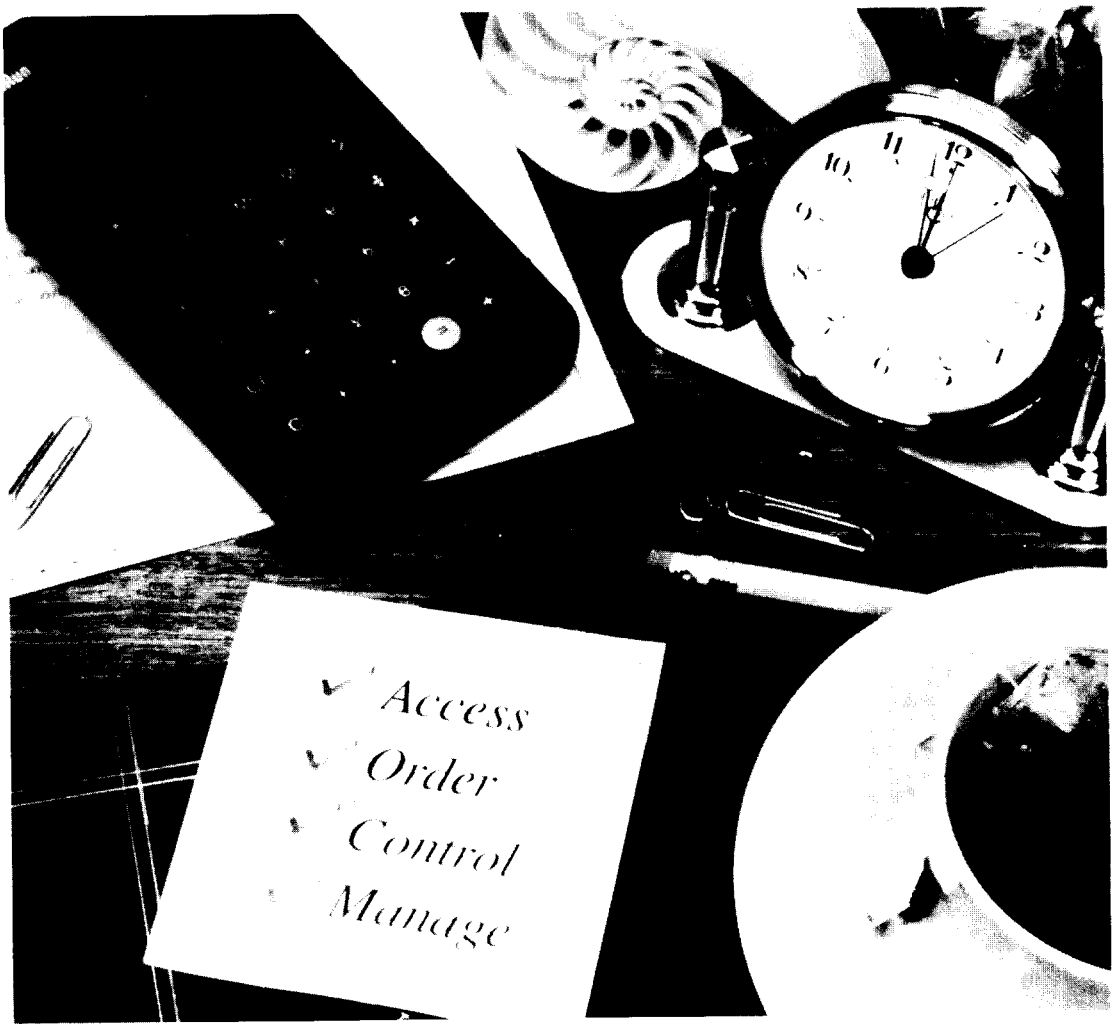

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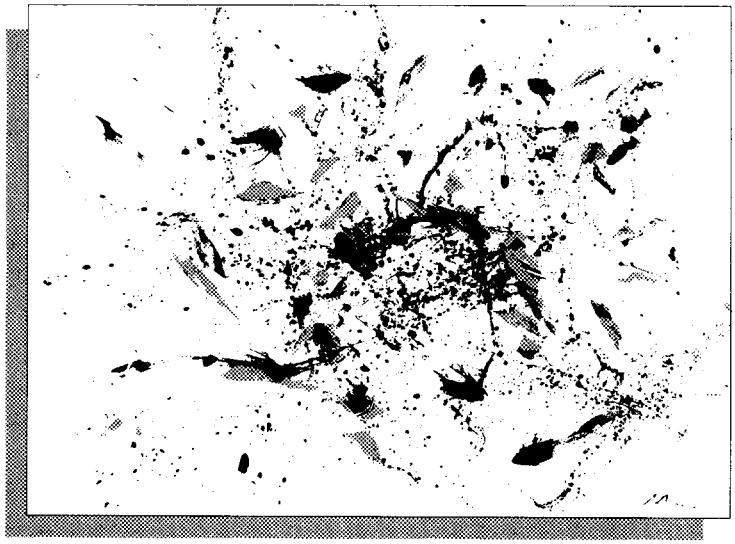

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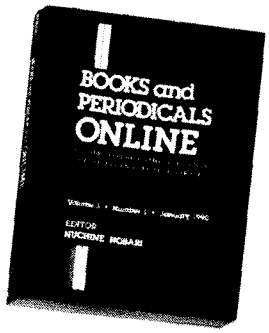

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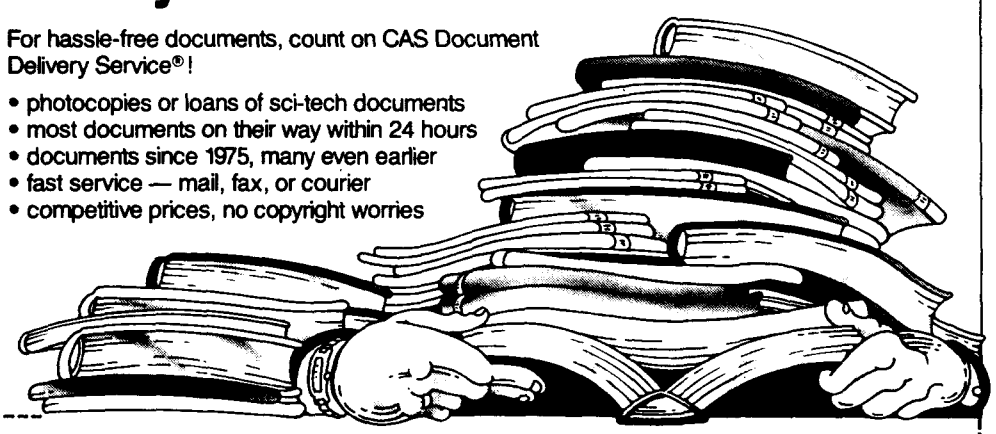

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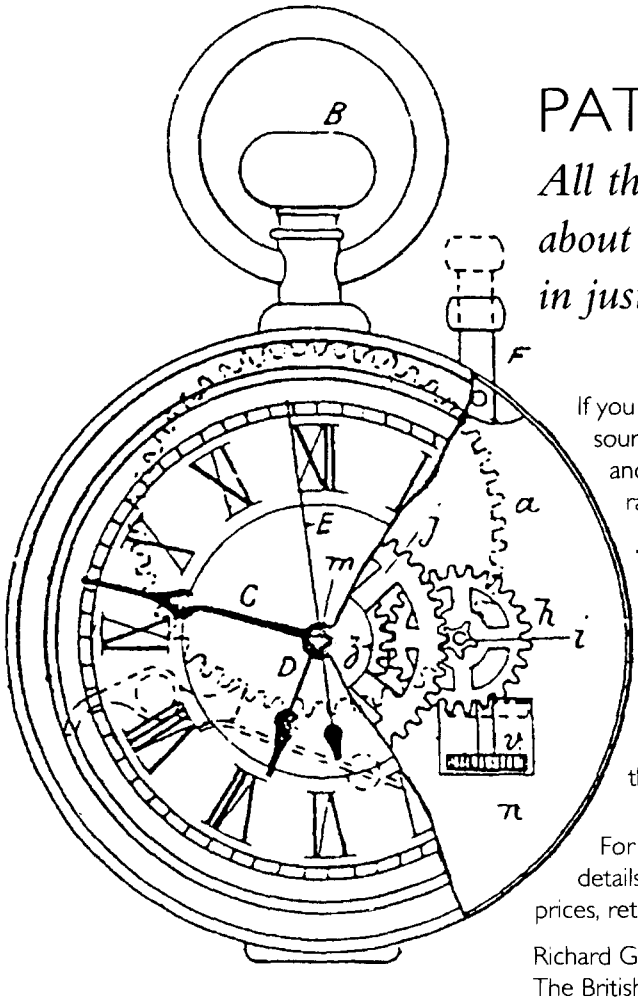

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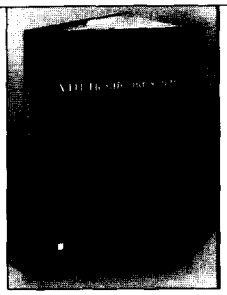

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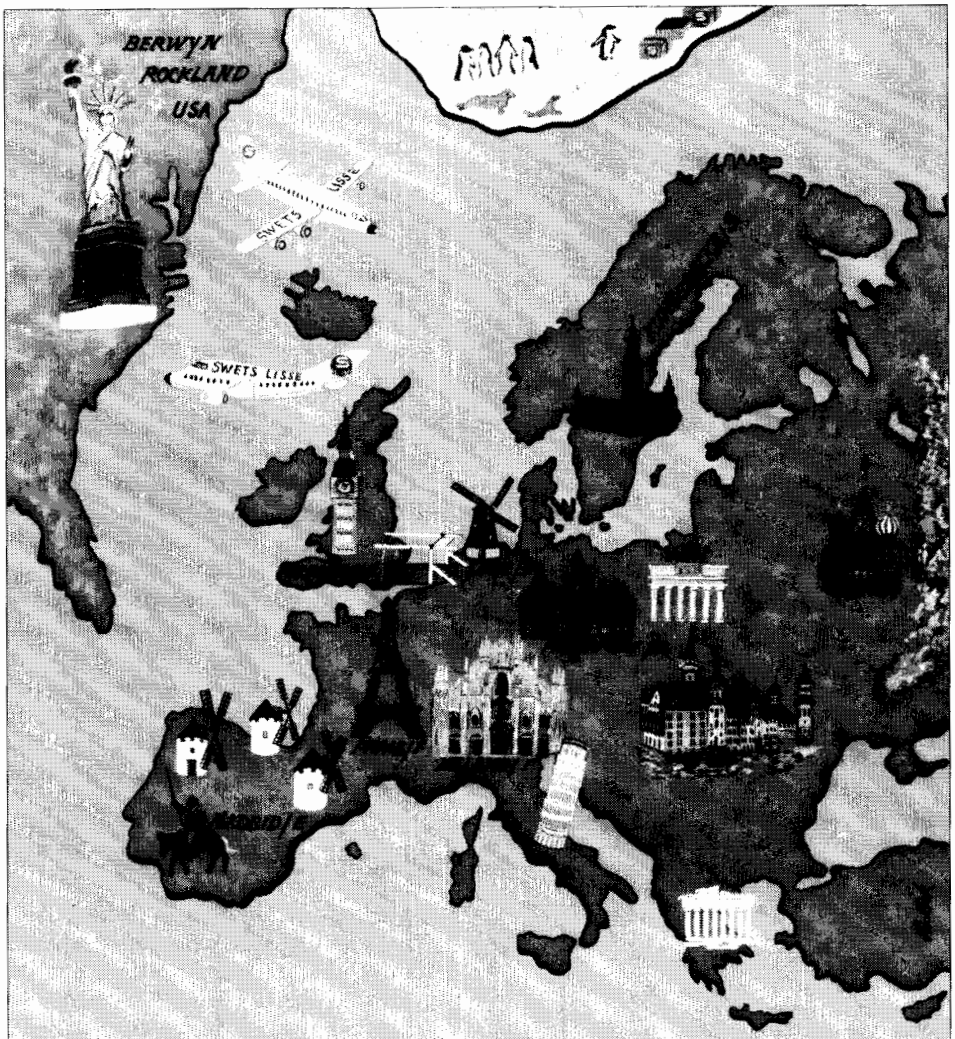

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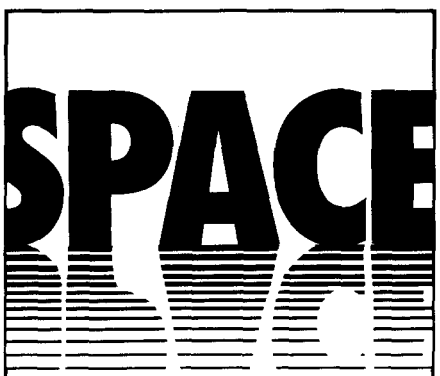

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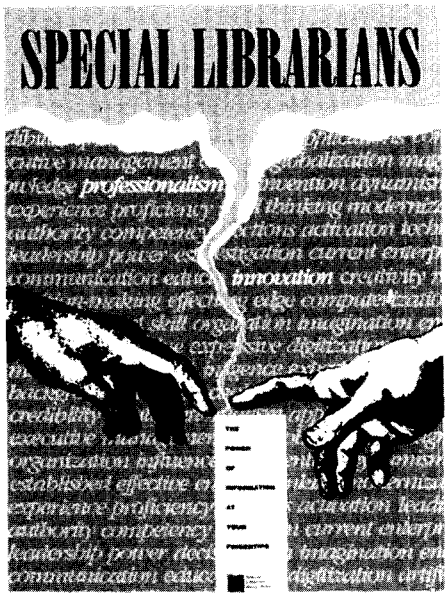

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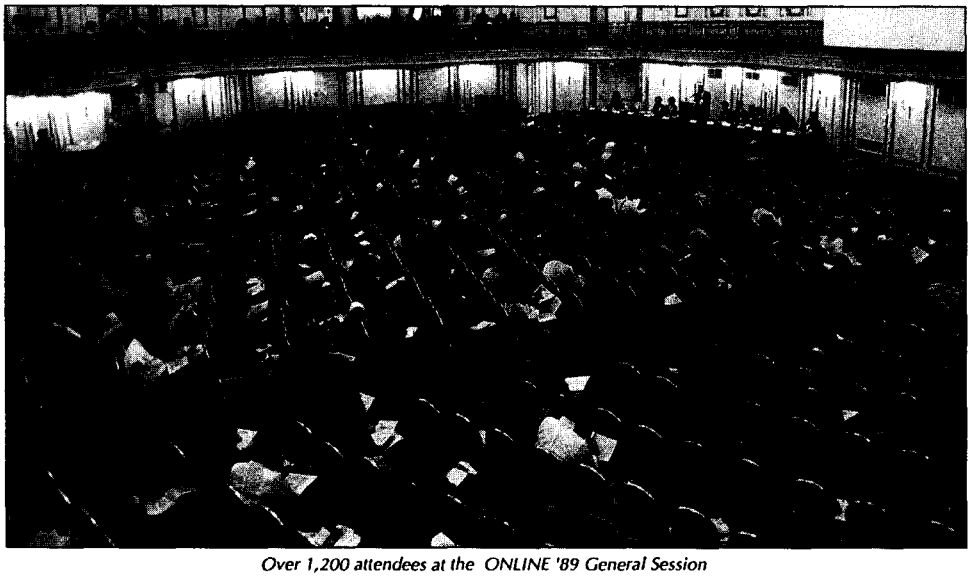

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