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Information Outlook, April 1997

Special Libraries Association

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Information Professionals at the Crossroads: Change as Opportunity

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Cover: Illustration by Belinda Lee.
Dear Editor:

I just spent a very enjoyable portion of time at the end of my day reading the wonderful articles from the first issue of Information Outlook. All I can say is "WELL DONE!"

I found it far more informative than SpecialList and much easier to read than Special Libraries. The topics were "bang" on and very useful. I think that this magazine really represents where we, as a profession, are going.

The staff have obviously worked hard on this—it is terrific!

Jane Meyer
NOVA Corporation
Calgary, AB, Canada

Dear Editor:

As a minor introduction, I am not a member of SLA, but my fiancé is. I take an interest in her work, along with many of the activities in which she is involved. I usually take time to scan and or read the various professional publications that she receives. I found your article 50 Years of Silent Service: Inside the CIA Library (February, pg 33-35) very interesting, informative, and well written. I imagine there were numerous restrictions placed on your staff because of CIA security. As an outsider to the SLA world, I wanted to let you know that it was enjoyed.

One other comment—I read the article about your upcoming convention. Seattle is a great city. I've spent a great deal of time in the area. Though your conference Countdown article could only touch on what the city offers, there wasn't even a mention of Pike Place Market—the historic landmark of Seattle that is world-famous for its fresh seafood, produce and arts.

Peter H. Finie
Camarillo, CA

Editor Responds: You'll find a comprehensive preview of the conference as well as descriptions of many Seattle attractions, including Pike Place Market, in this issue beginning on page 11.

Dear Editor:

I applaud the forum On the Net and was taken with Carolyn Kotlas' article Observations of a Weblogographer (February, pg 38). It was a timely reminder of the protocol librarians must exercise and stress to users, clients, students, et al. To identify and discourage "link rot," to promote the maintenance of web information and not its disappearance, to allow the clickable access for an "information sharing cycle"—all are the responsibility of information providers and users for a beneficial relationship to exist (Netiquette). Given the participatory nature of the Internet, it is so easy to ask and receive constructive criticism in the spirit of improvement and education.

Cliff Rhodes
Student
University of North Carolina at Greensboro
Greensboro, NC

Editor's Note: Information Outlook is previewed at www.sla.org/pubs/serialintro.html each month. Previews include full text of On The Net. Come on in and check out what will be coming your way.

SLA welcomes controversial, but not inflammatory, letters to the editor. To be included, all letters must be signed. Please include contact information for the editor. The editors reserve the right to edit letters for space and clarity. To submit your letter, send it to Special Libraries Association, 1700 18th Street, NW, Washington, DC 20009-2514; fax: 1-202-265-9317; internet: doug@sla.org.
Don't Forget Your Compass

Get ready...pack your bags...we're going on a trip. Whether you travel across the country, span borders, surf the Internet, drive up the coast, or fly, sail or swim the Atlantic or Pacific Oceans — we're off to see new horizons, meet new people and chart the course for the future of our profession. To participate in this process you will have to join in on the festivities at the rapidly approaching 88th SLA Annual Conference, June 7-12, in Seattle, Washington.

With this April "conference issue" of Information Outlook, we urge you to take advantage of the incredible benefits available at the conference. The theme, "Information Professionals at the Crossroads: Change As Opportunity" is a central principle of our association as well as our profession. In this day and age of corporate re-engineering, outsourcing and constant competition in the information age, we must be proactive and use initiative to put the association as well as ourselves at the forefront of the profession. The Special Libraries Association's annual conference is committed to helping you see a variety of options available so you can make the most educated decision as to where to take the next step on your career path.

At SLA's 88th Annual Conference, there is a plethora of networking and educational opportunities for all professional levels of our membership — from students in MLS programs to long-time information professionals. All of us are at a crossroads of sorts — trying to equip ourselves for what is just beyond our range of vision. We must prepare and strive to find ways to best compete with and excel at whatever new opportunities we may find around the corner.

In this changing environment of information technology, and the ever-changing and stretching role of the information professional, SLA is dedicated to bringing timely, informative issues into focus through our daily work, our monthly publications and reports, the adaptable resources available on the Internet (www.sla.org), the many networking events, as well as through a shared priority of professional development. The annual conference (www.sla.microsoft.com), is an excellent vehicle through which you may gather information on all these programs and services to help you travel into the Information Age on a full tank.

One way to prepare and "pack" for your trip is to take advantage of the professional development opportunities — a program area SLA takes very seriously. This program serves the professional needs of our members through a variety of high quality and cutting-edge continuing educational training activities. We strive through this program to meet your needs as members and to respond to changes in information technology and corporate cultures.

A few examples of the continuing education classes available at this year's conference are courses on the art of negotiation; understanding and managing different types of databases; creating an information audit; working effectively with supervisors; outsourcing; competitive intelligence; market research; patent searching and too many more to mention in this small space. I hope you have received your Preliminary Conference Program, and that you have dog-eared the thing to death!

I would like to stress to you the association staff's intense commitment to make your membership the most valuable experience possible. We do that through all program areas — Government Relations, Membership Development, Research, Information Resources Center, Fund Development, Public Relations, Computer Services, Finance and Administration, Serial and Non-Serial Publications, and last but certainly not least, Conferences and Meetings.

Several focus groups were held during the 1997 Winter Meeting to gain insights regarding the perceived value of SLA membership. We listened to the membership as they shared their ideas and feelings with us. In turn, we shared with the leadership the issues that we as staff are facing in the quest for keeping the membership happy and excited in the programs and benefits provided to you. The fruits of these focus group labors have been shared with the entire staff as well as the Association's Strategic Planning Committee.

It is important that we keep this line of communication open in order to keep this organization vital. A strong sentiment was prevalent throughout the meetings and networking sessions — we are all committed to growing this association and its members into leading edge, essential employees and leaders in this age of information technology and knowledge management.

The staff is here for you — here to listen to your requests, ideas, frustrations, and joys, and we appreciate that chance for the association to make a difference in your professional life. We are constantly striving for continuous improvement, reaching beyond our goals and trying to help each other succeed. We can do it if we take advantage of opportunities and fine-tune our positions in this increasingly global playing field together. We are all on the same team!
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Cummings Receives Award for Volunteer Service

Patricia Cummings and the law firm of Leonard, Street & Deinard, Minneapolis, MN, received the 1997 Legal Services Coalition Pro Bono Public Award for their work on a project aimed to help low-income Minnesotans understand and use the legal system. Cummings was also honored at the Minnesota State Bar Association's mid-year dinner on January 13. The Legal Services Coalition Awards recognize lawyers who have provided extraordinary legal services to disadvantaged Minnesotans, and others who help low-income people gain fair access to the justice system. Cummings is a member of the Minnesota Chapter and the Information Technology, Legal, and Library Management Divisions.

Keeler Accepts New Position

Janice Skidmore Keeler recently accepted a new position as knowledge manager at Andersen Consulting in Northbrook, IL. She will be responsible for maintaining a global internal community of librarians and researchers, coordinating selection and procurement of external information sources, and working on knowledge management practices. She is a member of the Illinois Chapter and the Library Management, Information Technology, Telecommunications, and Business & Finance Divisions.

Government Joins Lawsuit

The Justice Department recently threw its weight behind a lawsuit that alleges one of the country's largest book wholesalers failed to pass along publishers' discounts to libraries, universities and schools. According to The Washington Post, the suit charges Baker & Taylor, Inc. systematically overcharged its institutional customers as much as $200 million over the past 10 years. The company offers customers a 40 percent discount on trade volumes and 10 percent off on non-trade books. According to the complaint, by defining more books as non-trade, Baker & Taylor was overcharging its customers as much as $16 million a year, reports The Post. Although a company official denied the suit as "groundless," the Justice Department said it has been "successful in virtually all of" the cases such as this it had intervened in over the past decade.

National Library of Slovenia to Contribute Records to WorldCat

The National and University Library, Ljubljana, Slovenia, has agreed to begin contributing national bibliographic records to WorldCat, the OCLC Online Union Catalog. Records from 1989 to 1996 will be loaded in the coming months, and current records will be added on an ongoing basis. According to Vilenka Jakec-Bizjak, director of library programs, National and University Library, "The meaning of this event can hardly be overstressed. From now on we will be sharing the union catalog with more than 20,000 libraries from all over the world, thus committing ourselves to the IFLA (International Federation of Library Associations and Institutions), UBC (Universal Bibliographic Control), and UAP (Universal Access to Publications) programs as well." He went on to say that this is a major opportunity for Slovenia to spread bibliographic information about its cultural spirit and scientific potential.

A Global Village Challenge: Information Overload

As information professionals in an environment characterized by end-users required to make split-second decisions, to manage faster product lifecycles, to explain and predict phenomena at rates never addressed before, and to make sense out of increasing amounts of content of a questionable nature "in their face," we have a tremendous challenge ahead of us...namely bringing information value, accountability, and authenticity back to the end-user.

This is not a problem unique

Continued on page 8
to any one region of the world.

In March and April of 1996, more than 1,300 interviews were conducted with company executives in the Australia, Hong Kong, Singapore, the United Kingdom, and the United States. The results of those interviews can be found in a report by Reuters titled *Dying for Information*. The authors conclude that "...ways of dealing with the information burden is now one of the most urgent world-wide challenges facing business."

How are information professionals working globally to address the "information burden?"

A good place to start is to understand how organizations value information. Paul Pedley, library & information services manager at the law firm Theodore Goddard in England reports on *Information as an Asset*. The KPMG IMPACT program has been working on the involvement of Boards of Directors in the changes brought about by the information society for about three years.

The Hawley Committee produced the Hawley agenda for boards, providing a structure to discuss the information society and how to respond. The results were published in December 1994 as *Information as an Asset—The Board Agenda*. More recently, a new steering board was established. But the board consisted only of people personally liable for the conduct of their organizations. In a joint initiative of KPMG IMPACT and IBM, the committee aims to produce an information management index to indicate the health of an organization with respect to its information management.

Work, such as that undertaken by KPMG and IBM, indicates methodologies to frame and address the information that is valued and how to manage it effectively. As content experts, we have a wonderful opportunity—to train, to provide effective pre-analysis and filtering, and to improve communication skills to reduce the amount of needless information. On a global scale, there is a crying need for our skill sets and experience. Let's optimize our unique abilities and experiences to resolve the phenomena of information overload.

*SLA Year-Round*

Now that spring break has come and gone and the homestretch of the semester is upon us, I think it's appropriate to remind student and non-student members alike of the many opportunities which exist to facilitate student participation in SLA's varied programs and events. At this time of year, it's important to recognize that the end of the school year does not signal the end of opportunities for student involvement in SLA.

Rather, the onset of summer break brings with it a host of possibilities for student participation.

Students should be encouraged to take part in the annual conference. Offering discounted student registrations for unit events will sometimes bolster interest. Units should consider asking a student to sit on a committee. Students are enthusiastic and often willing to devote fresh energies to the tasks at hand. In exchange, they'll gain valuable experience to include on a resume. Now is also a great time to set up a "Get a Student to the Annual Conference" program. Are you travelling to the conference by car? If so, invite a student from your unit to travel with you. The advantages of student participation in SLA are almost limitless.

In order to provide units and faculty with the tools they need to involve students in association activities throughout the year, SLA's Student & Academic Relations Committee (SARC) has developed a calendar of events for student and academic activities. This calendar, which is included in *What Works for Students and Faculty*, a document created by SARC and available on SLA's Web site (www.sla.org), highlights ideas which work to foster ongoing relationships between students and the association. In addition to *What Works for Students and Faculty*, SARC has developed an *Idea Sheet to Increase Awareness Among Student Group Leaders and Members, What Works for Chapters*, and several other handouts which are available from association headquarters.

Too often in the association world, students can feel out of the loop, as if their opinions are not sought and their participation belongs in the periphery. SARC's goal is to develop an active student member base which participates year-round, at all levels, and enjoys completely the benefits which result from doing so. If you're a student member, please take a look at *What Works for Students and Faculty* on SLA's Web site or request one from association headquarters. If you're a non-student member, please do the same. If you have ideas which are not currently included in *What Works for Students and Faculty*, please forward them to us, so that we may share them with others who will find them useful. SLA can only benefit from the increased resources and new points of view which a truly active student membership will provide.

For more information on "Student News" or to contribute to the column, please contact Christine Kennedy at: 1-202-234-1700, ext. 648, fax: 1-202-265-9317, internet: christine@sla.org

by Mary Lee Kennedy. For more information on "International News," or to contribute to the column, please contact SLA's International Relations Committee Chair Mary Lee Kennedy at: 1-508-486-2540; fax: 1-508-486-2302; Internet: maryl.kennedy@fjo.dec.com. Paul Pedley can be reached at paulpedley@theodoregoddard.co.uk.
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88th Annual SLA Conference to Meet in Seattle

The Pacific Northwest Chapter of SLA is honored to host the 1997 Annual Conference in Seattle, WA. The conference will take place June 7-12 in the Washington State Convention and Trade Center.

The annual conference is part of SLA's commitment to providing members and other information specialists with the best professional opportunities and resources. No other conference provides programs and events tailored for the special librarian in one location, in one week.

Attending the 88th Annual Conference is an opportunity to help you manage and disseminate information more effectively in this fast-paced environment. Your participation at SLA's 1997 annual conference is beneficial to you and your organization in several ways. It offers:

- an unparalleled learning experience;
- an excellent opportunity to develop professionally;
- cost-effective training sessions to keep your organization competitive;
- professional contacts to use on an ongoing basis long after the conference is over;
- new ideas to improve productivity;
- the latest products and services in one location—over 300 exhibitors are expected to be on hand to discuss the various tools available to help you do your job better.

About Seattle

In 1851, the first group of settlers arrived in the Puget Sound area and founded a city at Alki Point, near the entrance to Elliott Bay. They moved into the vicinity of Seattle's present Pioneer Square. The settlers decided to name the new town Seattle, after Chief Seattle of the Duwamish and Suquamish Tribes.

Recently rated the nation's number one vacation destination (Rand McNally) and the number one big place to live (Money Magazine), Seattle offers sensational scenery, abundant urban attractions, and an unmatched variety of recreational opportunities. Seattle is located in central Washington State on the shore of Puget Sound, which flows into the Pacific Ocean. There are mountain ranges on both sides of the city (the Cascades to the east and the Olympics to the west), so the climate is mild all year round. The average annual rainfall in Seattle is 36.5 inches, less than in New York, Atlanta, and other cities not known for rain.

In 1982, a nationwide contest was conducted to find a nickname for Seattle. From 13,000 entrants, the judges selected the nickname "The Emerald City" because it denotes brightness, beauty, a jewel, the color green, and a lush environment—all characteristics of Seattle and King County.

Seattle's delights can be found throughout the city, from its impressive downtown to its charming neighborhoods. Saltwater and sea air evoke voyages and adventures of more than a century ago. Join us at the crossroads for our profession—in a setting of majestic mountains, clear waters, and warm and friendly people.

Feature Presentations

The conference theme was chosen to reflect the changes facing our profession—changes that will bring about challenges and opportunities. The conference will emphasize opportunity and educate attendees on the ways to develop the skills that will be needed to address the challenges intrinsic to change.

William H. (Bill) Gates, Monday, June 9, 9:00 a.m. - 10:15 a.m.

Microsoft Chairman and Chief Executive Officer Bill Gates will be the General Session Speaker on Monday, June 9. Microsoft Corporation is the leading provider of software for personal computers worldwide. With net revenues of $8.67 billion for the fiscal year ending June, 1996, Microsoft employs more than 20,000 people in 56 countries.

Gates began his career in personal computer software at age 15, when he started programming as a student at the Lakeside School in Seattle. While an undergraduate at Harvard University, Gates and former classmate Paul Allen developed the BASIC programming language for the first microcomputer.

His early foresight about personal computing and his continuing vision have been central to Microsoft's success and the growth of the software industry. Gates is actively involved in significant operating and strategic decisions at Microsoft and plays an important role in the development and management of the company.

Under his guidance, the company's mission is to continually advance and improve software technology, thereby making it easier and more enjoyable for individuals to use and understand. Gates is committed to taking a long-term perspective by investing in new technology, state-of-the art projects and new products for the future.

Greg Bear, Monday, June 9, 4:30 p.m. - 6:00 p.m.

Greg Bear, writer of Blood Music and many other famous science fiction works, will be appearing at the Information Futurists Caucus Meeting on Monday, June 9.
His discussion, "Joy and Panic in the Data-Flow Age," will be followed by an auto-
graph session.
Bear is the recipient of both the presti-
gious Hugo and Nebula awards. He is consid-
ered by many to be the leading practitioner of
hard science fiction—stories where science
and technology are integral to the tale.
Bear's writings portray all types of li-
braries and, in fact, provide a snapshot of
the history and future of libraries. In more
recent works, Bear has anticipated the
move to digital libraries and has given us
some imaginative visions of what libraries
may become in the future.
For more information about Greg Bear, see
his official Web site at www.kahagok.com/
gregbear/gregbear.htm.
Eugenie Prime, Tuesday,
June 10, 9:00 a.m. - 10:15 a.m.
Noted for her slightly outrageous sense
of humor and for her ability to express
substantive issues and ideas with simplici-
ty and wit, Eugenie Prime will host a spe-
cial presentation, 'A Practitioner's Perspec-
tive' on Tuesday, June 10.
Prime has managed the corporate library
at Hewlett-Packard since 1987. Prior to join-
ing H-P, she headed a large hospital library
while simultaneously serving as president of
CINAHL Corporation, publishers of the Nurs-
ing and Allied Health Index. Prime earned a
B.A. in History from the University of the
West Indies, a Master's in History and an
M.L.S. from Drexel University, and an M.B.A.
from the University of Southern California.
She discussed the importance of vision
for libraries and the process for developing
that vision in an article that appeared in the
January 1997 issue of Information Outlook.

Adapted from materials provided by the Seattle-King County Convention and Visitors Bu-
reau. All Seattle photos in this issue are copyrighted by the bureau.
provides information professionals at all levels with excellent career services.

- The Employment Clearinghouse serves as a conduit between information professional seeking jobs and employers with available positions.
- The Career Advisory Service provides recent graduates or those exploring career changes with the opportunity to meet with experienced SLA members who serve as career counselors.

In addition, the Professional Development Department and Advanced Information Management (AIM) will provide free mini-workshops on topics such as resume writing, interviewing skills, networking, and employment negotiations.

Sessions
The SLA division program planners have developed exciting, informative, and interesting sessions for the annual conference. For example, the following sessions will be offered:

- Educating and training librarians for the 21st century
- Starting a new library
- Surviving downsizing and outsourcing
- Integrating Internet resources into the library
- Finding business sources on the Internet
- Locating chemical and materials sources
- The Internal Web, or Intranet

Additional sessions will address technology issues such as digital libraries, virtual reality, training customers in end-user searching, image and art databases, and delivering information to engineers.

Other programs will deal with marketing and competitive intelligence, business education, library collections, funding and charging for services and many other relevant issue areas.

Conference Updates
There have been a few slight program modifications since the printing of the Preliminary Conference Program. Please refer to SLA's Web site (www.sla.org) for the latest conference information.

Conference Housing
The Preliminary Conference Program offers a diverse selection of hotel accommodations from which to select. The same selection may be reviewed on the SLA web site (www.sla.org). To receive the special SLA conference rates, use the Housing Request Form found in the program to make your hotel reservations.

The Seattle SLA Housing Bureau does not accept phone calls regarding reservations. Reservations are processed on a first-come, first-serve basis until May 9, 1997.

This year our co-headquarters hotels will be the Sheraton Seattle Hotel & Towers, 1400 Sixth Ave., and the Westin Hotel, Seattle, 1900 Fifth Avenue.

There are an additional 14 properties for attendees to select—most within a five to 10 minute walk to the Washington State Trade and Convention Center. Make your annual conference hotel reservations early, and use one of the preferred hotels listed in the Preliminary Conference Program.

Conference Attendee Locator
A Conference Attendee Locator database will be available in the registration area during the SLA annual conference. This service is provided by Inmagic, Inc.
Seattle's lively and dynamic waterfront offers sightseeing, dining, and shopping galore.

**Major attractions**

**Buses in the central downtown area are free.**

Chinatown/The International District is a neighborhood where Japanese, Chinese, and Filipino residents have recently been joined by Southeast Asians, Koreans, and Pacific Islanders. Don't miss Hing Hay ("park of pleasurable gatherings") with its dramatic pagoda donated by the City of Taipei, Kobe Terrace, with its 8,000-pound stone lantern, and Uwajimaya, a supermarket of Asian foods and goods.

The new Museum of Flight, located on historic Boeing Field, chronicles the history and future of aviation.

Pacific Science Center comprises five buildings of hands-on exhibits. In the Tech Zone, visitors can don a virtual reality helmet and go hang-gliding, or play one-on-one basketball with a computer opponent. There are also robots, dinosaurs, a planetarium, and a giant IMAX theater screen.

Pike Place Market is the oldest continually operating farmers market in the U.S. Within the nine-acre market district there are nearly 50 restaurants and food bars, plus 300 shops (mostly food, but also clothing, crafts, and gifts). The most authentic selling is done at open-air tables, or daystalls, which are rented by the day only.

The Seattle Aquarium has a dramatic underwater dome room and exhibits ranging from a Pacific coral reef to sea otters. Visitors can touch tidepool creatures in the Discovery Lab, and witness the life cycle of Pacific salmon in the world's only aquarium-based salmon ladder and fish hatchery.

The Seattle Art Museum is internationally known for its exhibits of Asian, African, and Northwest Coast Native American art, in addition to contemporary art. Harbor Steps is a pedestrian link from the museum to Seattle's eight waterfall fountains, extensive planting, and inviting seating areas.

The Space Needle, a legacy of the 1962 Seattle World's Fair, no longer seems as futuristic as it once did, but offers spectacular panoramic views from a 520 foot observation deck, and a restaurant that rotates. At the Needle's base is the 74-acre Seattle Center, the site of the Pacific Science Center and many other museums, theaters, and arenas. You may want to arrive at the Space Needle via the Monorail, which travels from the Westlake Center downtown mall to Seattle Center in 90 seconds.

Woodland Park Zoo is renowned for animal habitats that simulate natural environments. It recently won four awards for best new exhibits: Northern Tmad, Tropical Rain Forest, Elephant Forest, and African Savanna.
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Join us at our gala reception at the Seattle Space Needle, June 8th, during the Special Libraries Association Conference. To find out more about our content and technology solutions, stop by our booth #929 at the SLA Conference. Or, call us at 800-343-0064.
Here are some logistics to help you manage Seattle when you visit in June. For more information, check the 88th annual conference home page at http://sla.microsoft.com.

**Airport to Downtown Service**

Metro Bus: Seattle's award winning transit system has three bus routes between downtown and Sea-Tac International Airport: #174, #184, and #194. The #194 is express service which takes about 35 minutes, and runs from 5:20 a.m.-6:55 p.m. on weekdays, and 9:59 a.m.-5:30 p.m. on Saturdays. For exact schedules and boarding locations including the Metro Tunnel stops, call 1-206-553-3000.

Gray Line of Seattle-Airport Express: Motorcoach service to and from the major downtown hotels to Sea-Tac International Airport. The fare is $7.90 one way; $13.00 roundtrip. Service runs every 20 minutes from the airport, 5:00 a.m.-midnight, daily. For schedules, call 1-206-626-5208 or 1-800-426-7532.

SuperShuttle Seattle: This shuttle provides 24-hour door to door airport transportation, seven days a week. Prices vary. Call 1-800-467-4000 or from the airport call #48 on Traveler Info Center phone.

Taxi Service: Several taxi companies provide service to and from the airport. The approximate fare is $28.00 one-way. Sharing the ride is the best way to go and not discouraged.

**Downtown Seattle**

Once you arrive and unpack, there will be a lot of exploring to do. "Downtown" for purposes of this discussion is defined by the following parameters: north to the Space Needle; south to the International District; west to the waterfront and east to the Convention Center. In reality, this is 32 blocks long by nine blocks wide—not a large area to negotiate. Streets are laid out in a basic grid. Numbered streets run north-south; named streets run east-west. Don't worry—signage is excellent.

Walkers: Seattle is made for walking, but keep these two things in mind. First, we were once considered the number one "ticket for jaywalking" city of the world. Our police force has other priorities these days, but the reputation will explain why most crowds gather at the corners, stare into space, and wait for the light to change. It's the proper thing to do. If you dare to dart—be aware.

Second, Seattle is not a flat city. Hills run from west to east and are steepest in the southern part of downtown (closer to the financial district and Pioneer Square). Fortunately, from the convention hotel to Pike Place Market it's only six blocks with no hills to climb. Still, don't let the hills stop you. You can cut through many major office buildings and take escalators to the next street level.

Metro Transit: Seattle's public bus service features a free ride zone from 6:00 a.m.-7:00 p.m. daily. Beyond the free zone, the fare is $0.66 within city limits; $1.10 at peak time (Monday-Friday, 6:00 a.m.-9:00 a.m. and 5:00 p.m.-6:00 p.m.). Correct change is required. Call 1-206-553-3000 for boarding locations downtown.

Seattle City Monorail: This option is a convenient link between downtown and Seattle Center and is open 9:00 a.m.-11:00 p.m. daily. It's located at the third floor of Westlake Center and at Seattle Center behind Space Needle. Adults ride for $1.60; kids 5-12, $1.40; seniors & disabled $1.00; under five, free. Call 1-206-441-6038 for details.

Waterfront Streetcar: Metro's vintage streetcar makes a 15 minute trip along Seattle's Waterfront several times daily. It begins at Pier 70 and continues through Pioneer Square, past the Kingdome, through the International District, and connects with the Metro Tunnel. Fare is $1.10 Monday-Friday from 6:00 p.m.-9:00 a.m. and 3:00 p.m.-6:00 p.m.; $.85 all other times; under five ride free. Call 1-206-553-3000 for details.

**Getting Out of Town**

You don't need to rent a car to get out of town, although that option is available to you. Both Portland, OR, and Vancouver, B.C., are about three easy hours away.

Ferry: The Washington State Ferry System is the largest in America, serving 18 million passengers annually. On summer weekends, depending on destination, expect waits of two to three hours for car space, but no waits for walk-ons. Costs vary with destination and those traveling to Canada must have a valid I.D. Call 1-800-843-3779 for ferry schedules.

A favorite quick side trip that I recommend to all visitors is the Seattle to Bainbridge Island ferry ride. For $3.50, you can view the city skyline and relax. Without getting off the ferry, the roundtrip takes about one hour and 20 minutes. It's well worth it! The ferry terminal is located at the foot of Marion Street at the waterfront.

Rail: Amtrak provides service south to Portland and points in between (and to California). Service has also been reinstated going north to Vancouver, B.C. Call 1-800-872-7245 for fares and schedules. Costs vary widely ranging from $31.00 to $60.00 roundtrip to Portland for example, depending on availability.

Cruiseboat: The Victoria Clipper passenger boat and Princess Marguerite car ferry offers first-class cruise service to Seattle/Victoria, B.C. Daily service is provided during summer months. The trip takes two to four and a half hours each way depending on your choice of ferry. Rates vary by season, but better prices are available if you make reservations in advance. The terminal is located at Pier 69, Call 1-206-448-5000 or 1-800-888-2555.

**Storage All Scales**: This option takes only 45 minutes to Victoria and the San Juan Islands from downtown. Rates vary by season, day, and destination. Call 1-206-448-1257 for details.

By Martha Leredu. Leredu is Director of Research Services, Moss Adams LLP, Seattle, WA, and a member of SLA's Pacific Northwest Chapter.
Conference attendees who prefer to make their own conference housing arrangements are encouraged to send their location information to Betty Eddison at Inmagic, Inc., 800 West Cummings Park, Woburn, MA 01801-6357 or e-mail inmagic@netcom.com (please use the acronym "SLA" in the subject line).

Please include your name, organization, hotel or other contact information, telephone number, and arrival/departure dates.

Registration

Because SLA makes every effort to keep our meeting costs as low as possible, we are pleased to announce there will be no increase in the 1997 annual conference registration fees. Member rates are $165 if received by May 1st; $210, after May 1st. Non-member rates at $270 if received by May 1st; $320, after May 1st.

Furthermore, by special arrangement, members of the following associations may also register at SLA member rates:
* American Association of Law Libraries (AALL)
* American Society for Information Science (ASIS)
* Art Libraries Society of North America (ARLIS/NA)
* Australian Library & Information Association (ALIA)
* Canadian Library Association (CLA)
* Medical Library Association (MLA)

SLA requests all attendees to register. When you register you are helping to support the association and a wide range of activities associated with planning, organizing, and running a major convention.

Exhibits

The 1997 SLA Exhibit Hall will offer meeting attendees and visitors an excellent opportunity to learn state-of-the-art advances in the information industry. The exhibit hall will be located on the fourth floor of the Washington State Convention and Trade Center. The exhibit hall will be open Sunday, June 8 to Wednesday, June 11. Please check the Final Conference Program for details.

The SLA Exhibit Hall is open to all attendees and non-paying visitors, free of charge. Non-paying visitors must register at the SLA registration desk for an exhibits-only pass; there is no charge. Visit the SLA Web site for a preview of the program and a full listing of the companies that are scheduled to exhibit (www.sla.org).

SLA makes registering for the conference even more convenient with the announcement that American Express will now be accepted as a conference payment option in addition to Visa and MasterCard. Providing flexible payment options is just one of the many ways SLA is striving to better serve its members.
Call for 1998 Conference Papers

Leadership, Performance, Excellence: Information Professionals in the Driver's Seat

You are invited to submit papers addressing the theme, "Leadership, Performance, Excellence: Information Professionals in the Driver's Seat," for the Special Libraries Association's 1998 Annual Conference in Indianapolis, IN. Papers will be presented at the contributed papers sessions.

Guidelines

July 1, 1997—Submit working title of proposed contributed paper to Daniel Krummes via either e-mail (dkrummes@library.berkeley.edu) or fax (1-510-642-9180).

September 1, 1997—Deadline for receipt of an abstract of the proposed contributed paper. Abstracts should be approximately 250-300 words in length. Please submit five paper copies of your abstract to: Daniel Krummes, Institute of Transportation Studies, 412 McLaughlin Hall, University of California, Berkeley, CA 94720. Diskettes, faxes, and electronic submissions will not be accepted.

April 1, 1998—Submit complete text of accepted contributed paper to the association office in Washington, DC.

Length—Presentation of the paper should take no longer than 15 minutes.

Acceptance—Contributed papers will be accepted only if: 1) the abstract has been submitted and evaluated, 2) the author is a member of SLA, and 3) the author intends to present the paper at the annual conference. Abstracts will be judged on relevance to the theme, substance, and potential member interest. Applicants will be notified of acceptance by December 15, 1997.

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SLA's Board Highlights
Importance of Diversity and Globalization at Winter Meeting

In actions taken to strengthen the voice of SLA's minority members as well as its international standing, the association's Board of Directors highlighted the importance of these two initiatives at their annual Winter Meeting held January 25-25, in Ft. Lauderdale, FL. This meeting was held in conjunction with SLA's Winter Education Conference, which took place January 26-28.

Always interested in increasing the association's international involvement, the board also focused on global affairs. For the association's International Conference 2000, the board selected the theme "The Information Age: Challenges and Opportunities." Following this discussion, the board of directors examined the composition and charge of the International Relations Committee to ensure SLA is forward-thinking in its global approach. The board reaffirmed the current composition of the committee; agreed to strongly encourage future SLA presidents to make appointments to the International Relations Committee such that one member will always reside outside North America; and approved a revision to the committee's charge that reflects the importance of this committee's role in the organization.

As the board is also interested in encouraging minority participation in the association, they approved the continuation of the Diversity Leadership Development Program and committed additional support and resources for the recruitment of mentors to successfully guide award recipients through SLA's infrastructure. This three-year-old program identifies five minority candidates each year and assigns mentors to assist them with their transition into active service to the association at the national level. The candidates are selected through an open application process with the applications being reviewed by the Affirmative Action Committee. Follow-up contact with past participants reveals that through this program, recipients are encouraged to maintain active communication with their mentors and continuously discuss their goals for future SLA leadership.

Some of the other actions taken by the board involved taking the next step in some ongoing projects. Following the timeline set at the Fall Board Meeting, the Finance Committee presented one step in a plan that will increase the financial stability of the association. The timeline, as approved at the fall meeting, looks like this: January 1997—present a generic plan to increase income and/or reduce expenses; June 1997—introduce a detailed financial plan to support the previous plan; and January 1998—implement the new plan. The generic plan was presented and approved on schedule at this meeting, moving the committee into phase II—developing a detailed plan.

As a follow-up to the document Competencies for Special Librarians of the 21st Century prepared by the Special Committee on "Competencies for Special Librarians," chaired by JoAnne Marshall, the Board of Directors invited three deans of library schools to lead an informative discussion on the importance of maintaining an active competencies program. The deans explained to the Board and SLA members in attendance how their universities are using competencies in expanding knowledge and skills in their curriculums. The deans also gave members ideas and suggestions on various roles they may undertake to become more involved in library schools within their locale. (See related article on pg. 26)

Putting another piece in place for association unit compliance, the board approved the use of an "SLA Unit Officer Acknowledgement Form," which will clearly outline and reinforce the officers' responsibility in submitting timely, correct reports. This action, put into place due to the association's need to strengthen its group tax exemption status, brings SLA into stronger compliance with IRS guidelines.

Several SLA caucuses received the green light for continued operation at the meeting as well. The Gay & Lesbian Issues, Graduate Education, Professional Librarians in Alternative Non-Traditional Careers, and the Retired Members Caucuses were reauthorized through the Winter Meeting of 2000.

Laying the groundwork for strong future leadership, President Sylvia Piggott announced the formation of a committee to review DACOLT (Division and Chapter Officers Leadership Training), which is currently available for the association's volunteer leadership. Members serving on this committee are: Lynn Tinsley; chair; Dorothy McGarry; Lucy Lettis; Sandy Moltz; and Ronnie Manger.
SWITCHING TO THE WEB?

Ovid brings live full text with graphics and essential bibliographic databases to your desktop. It's easy to switch to Ovid. Locally or remotely, fixed-fee or pay-as-you-go, the ease of the Web is now connected to the power of Ovid.

Whenever an information center falls victim to outsourcing, management is declaring to the corporate community that library personnel are not important to the rest of the corporate team. Management is saying that it is not worth the money to retain the staff—that an outside service will perform just as well. The retrieval of information appears to be so routine that the corporate hierarchy is unaware of the talent and education it takes to find data and related documents with speed and target accuracy.

This discussion of the demerits of outsourcing is centered on companies and associations who outsource the entire information center, leaving research and its accompanying output to a contracted corporation. The functions of cataloging, document delivery, inventory, barcoding, and other technical jobs might very well be more efficiently accomplished through a contractor. This is fine, but managing a library and being on patron call for everything from patents to competitive intelligence demands the attention of a professional administrator.

If services are absorbed by another company, a Request for Proposal (RFP) must be written in such a way to accurately reflect the full scope of responsibilities. Since personnel doesn’t know what it takes to be a successful information manager, it then follows that the RFP written by them will be faulty by omission.

Is there a measurable standard of performance that management uses when developing an RFP for replacing its information professionals? What should the RFP include and what criteria should be used to evaluate the responses? Is there an industry benchmark? Is there a model that can be replicated?

Dinerman is founder and president of Library Co-op, Inc., a fifteen-year-old consulting corporation specializing in library development, management, and automation. She received her Masters in Library Science from Rutgers University and her undergraduate degree from Brown University. Prior experience includes five years as the director of training at a major stockbrokerage company, six years as an investment advisor, and two years as a contract personnel consultant.
are mainly geared toward clerical and semi-skilled positions that have frequent turnover. The fact that they have a huge pool of applicants is great for filling positions in the mailroom, but staffers still lack the type of experience and educational level that is required to manage an information center.

Within the past two years, we were contacted by three firms who had won contracts to outsource information departments. Each firm either wanted to retain our workers, or sought expertise in a related area. These firms are well-known and well-respected in the field of temporary employment, but their recruiters knew nothing about information centers. Our profession is so small and so specialized that only those of us who are immersed in it on a daily basis can be considered experienced.

The primary reason that these firms were chosen to receive the outsourcing contract was that they had presented the lowest bid to the hiring company. The secondary reason was because they had experience staffing other departments that were being outsourced—namely the mailroom, the cafeteria, and the graphics department. The RFP was prepared so that the requirements would bundle together the services of all of the affected departments. It is most unfortunate that the corporate structure very often places the library under the umbrella of these general services. That immediately assumes a non-professional overture regarding librarians and therefore, the library is treated accordingly. The Rodney Dangerfield lament of "I get no respect" certainly applies here.

Why would general services be the target of outsourcing? Perhaps because they are self-contained units that are easy to compartmentalize. Perhaps because there is a lot of waste that has been identified in these areas—waste in time more than materials. Perhaps because dealing with unions and semi-skilled personnel requires a special talent that corporations prefer to avoid exercising whenever possible. Perhaps it is because there is large turnover in these areas which is very costly to the

Often, there are more differences than similarities in corporate requirements. Selecting components is a judgment call, and priorities can differ within the selection committee. Additionally, just as there is no structure for the preparation of the RFP for outsourcing, there is no prescribed technical basis for selecting the outsourcing company. If less than qualified people are allowed to invade the job market through third party hiring, then the stature and status of the information professional is threatened.

In order to understand my company's concern for the profession as it exists today and for the future of librarianship as a viable occupation, an explanation of our corporate persona and some examples of contracts made is helpful.

The Library Co-op, Inc. is a corporation composed of consultants who specialize in a variety of disciplines. Because of the professional talent of our staff and the care that we employ when we hire, every library task, problem, innovation, or theory can be managed by our personnel. Although we do placements of both professional and paraprofessional workers, we have never bid on or been offered, a contract award for outsourcing. We concentrate on placing quality personnel in productive job openings for the mutual benefit of candidate and client.

If the employment sites are within our geographic range, and the scope of services is restricted to tasks performed by an information or records center, then we might vie for this type of project. However, philosophically, we feel that information professionals belong in a setting that provides security, growth, and opportunity. Many of the companies that outsource are huge multinational megaliths that want one personnel contractor to handle all of the temporary openings throughout its global territory. This requirement eliminates many potential bidders. The only ones left who can satisfy personnel needs on a national level are giants like Kelly and Manpower. These companies make acquisitions to gain the expertise of the smaller firms.
corporation. Whatever the reasons—reasons which relate directly to the company's bottomline—the choice of more and more companies is to outsource its labor intensive departments.

This reasoning is not appropriate for evaluating information centers. Libraries are neither labor intensive nor an arena of waste. They have been put under general services mainly by default for lack of a more appropriate place in the organizational chart. Parenthetically, since the adoption of automation by the information industry, some of the centers are now under the aegis of the Management Information Services department. This is still not a perfect fit, but at least it brings the information center into the professional ranks.

**The following is a brief scenario of our interaction with the contractors:**

**Firm No. 1**—We had 12 consultants from our company with varying degrees of expertise working at several sites in two states. The vice president of the successful outsourcing firm with whom we met was very willing to utilize our workers in their current capacity, but was amazed to learn how much they were being paid. I asked if he realized that most of our employees had a master's degree. He was more than amazed—"dumbfounded" would be a more apt description. He agreed to allow us to maintain our current salary level with the existing employees but said that each new hire would have to be cleared with the person in charge of our account. In other words, the wage level undoubtedly would be lowered. Moreover, our percentage of markup could be no more than if we were providing clerical employees. No consideration was given to the work's importance or to the difficulty of recruiting specialists who have the subject background to carry out complicated assignments. We continue to provide personnel for this contractor and they have begun to rely on our judgment. Our fee schedule was decreased by five percent.

**Firm No. 2**—In this Fortune 500 company, we had three paraprofessionals. They did serials maintenance, simple searching, and data entry. The outsourcing firm wanted us to pay them at the level they paid their starting clerks—$6.75 per hour. The company allowed them to remain on board at their regular hourly rate until we could relocate them. As soon as I was able to find them new employment, the ties to the company were severed. The mind-set of their personnel manager typified the stereotype of the clerk behind the desk of a public library who checks books in and out and has little research skill or no decision making responsibility.

**Firm No. 3**—This firm contacted our office admitting that they did not have a clue as to how to hire or supervise an information professional. They asked if I would meet with them and give them instructions regarding what criteria to use when employing this level of personnel and what kinds of questions should be asked to indicate their skill level and depth of experience. I thought that it was a wonderful idea to meet and get to know each other. I quoted my professional consultant rate as president of the company should they want professional training in specialized personnel hiring. The discussion ended. They were not about to pay for my knowledge. Their contract has now been in force for one year and the last that I heard, there was going to be a re-evaluation of their services when the contract expires at the end of the next 12 months.

Unless it is stipulated in the contract, the hiring corporation has no say in the workers that are assigned to the company. It may be inferred by the contract requirements that the skill level of the worker is strong enough to assume the technical responsibility of the position, but work ethic and personality traits can be extremely important factors in the success of any operation. If there is a clash of wills, if there is resentment by the permanent staff, if someone does not pull his weight, then difficulties in performance...
will ultimately occur. Psychological problems lead to non-production. It’s like buying an article of clothing without trying it on—the price may be right and the style may be right, but if it doesn’t fit, it’s no good.

For outsourcing to be cost-efficient or cost-saving, the quality of service must be equal to, or better than, an information center stuffed by inhouse professionals. Therefore, the services that are received, the type and depth of information that is needed to support the products, or the competitive intelligence data upon which management decisions are predicated must be evaluated. Unfortunately, there is no way to really put a price tag on the quality of information. Many information centers charge back their personnel time and line time research to the departments or clients that submitted the request, but there is no written qualitative criteria of the services received. What is good and usable information?

In a law firm or a pharmaceutical firm where the depth and diversity of research can directly affect the nature of the product, the recipient of the information has a basis for assessing the quality of the research that will support the output or the conclusion of the case. When determining whether or not the library will be given over to another company to staff and manage, the corporate administration must be aware of the vested interest that a permanent employee will have in the deliverables from the information center as well as the experience in the specific subject that the information professional brings to the job.

Outsourcing is still an experimental concept as it pertains to information and research. It has not yet been proven that any money has been saved over an extended period of time. To my knowledge, there also have been no major studies done on user satisfaction.

An occupational hazard occurring among employees of large corporations is the pervasive atmosphere of insecurity. This atmosphere engulfs many information centers. Professionals are afraid to make long term plans. They hesitate to take vacation time. Overtime is standard operating procedure. Initiative is thwarted! Going to work has become a study in fear, with employees just waiting for the other shoe to drop. The worst part of living on the brink is that no one can do anything about the end result if a decision has been made to eliminate the library.

Unless you have been to library school and have worked in an active, creative atmosphere, you do not have the slightest idea of what it takes to manage an information center. You do not know what it is like to operate under a research deadline, or how to try to find an obscure piece of information with only a few vague details on which to search. There is no job description that adequately reflects what the information professional does in a single day, much less in a week or more. There is no way that an inexperienced firm can hope to produce the same results as a long term professional, but the companies that are given the contract are not to be blamed for trying. The fault lies with the hiring corporation and perhaps, yes, with the librarians themselves.

If it is heretic for me to accuse my associates for being remiss in their obligations, then my position must be defended by stating that in the 16 years we have been in business, and with all of the activity that surrounds the profession through participation in associations and allied conferences, there have been very few people that I have met who have made a consistent and deliberate effort to inform management about the working details and difficulties of providing information. The most common source of internal marketing done by the professionals is a newsletter. This newsletter is read by middle management and ignored by the CEOs. CEOs generally don’t have time to read anything but high level communications. At the very least, a memo showing a particular item of achievement or a copy of a letter of commendation should be forwarded to the person who sits in judgment of your future.

Marketing of library services and products should be taught in library school. But more often than not, these skills are best learned on the job. Request invitations to staff meetings at the highest level possible. Make presentations—both internally and externally. Capitalize on the librarians singular technique to the reference interview. These are all suggestions for increasing the visibility and importance of the information center.

If the information center is outsourced, who will train the new personnel? Upward mobility does not apply to a person assigned to manage the library. When this person leaves the company that has the employment contract, the recruiting process goes back to square one. The contractor must understand the skills and responsibilities required to select an information professional. In order to do that, they have to have a complete understanding of the essence of the job.

Librarians are lauded for their intelligence, adaptability, and work ethic. I have never known a librarian to be less than the highest caliber in integrity, honesty, and in giving of time and self to the job. It sometimes appears that this loyalty is no longer appreciated. The reward for doing great work is a letter of recommendation and a benefit package.

Companies that outsource their information centers will suffer in the long run. It may take a while to realize that the services are not as complete or as insightful as they had been, that the replacement staff is not as caring or careful as the former staff, and that the reports may lack that professional touch that had been taken for granted. There is an entire host of competencies that only special librarians possess. But the real problem will come when the crunch is on, when the information is needed in a hurry, when that special project must meet a deadline, when the replacement person says “I can’t” instead of “I will.”

Hello, CEO—This is what your information manager does or is responsible for getting done—research, reference, automation decisions, collection development, budget, hiring, firing, routing, professional development, selective dissemination of information, interlibrary loans, cataloging, conference and seminar participation, supplies, telephone inquiries, marketing, and special projects. Is there anyone out there who thinks that all of the above can be done by someone from a third party company?

If one contract is missed, if one scientific fact is wrong, if one table is misanalyzed, then all of the money that was supposedly saved is lost. Credibility can’t be bought. It has to be earned. Building a reputation for excellence means years of struggle against the insistence of the competition. You need all the help you can get. You need your resource center.
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See us at SLA Booth 1019
COMPETENCIES PROMOTE PARTNERSHIPS

by Susan Wright

At the SLA Winter Meeting held in Fort Lauderdale, FL, this past January, a panel of three deans voiced their opinions about the document, Competencies for Special Librarians of the 21st Century. Speakers included SLA members Dr. Toni Carbo, dean of the School of Library Science at University of Pittsburgh-Pittsburgh, PA; Fred Roper, dean of the School of Library Science at Florida State University-Tallahassee, FL; and Jane Robbins, dean of the School of Library Science at the University of South Carolina-Columbia, SC.

The Competencies document provides a valuable means of communication in making sure that education stays abreast of the new developments in technology and general library practice. "It definitely has to be a partnership with practitioners and educators," said Jane Robbins. Working in the educational arena, Robbins commented that it is difficult to stay on the cutting-edge without the input of practitioners—special librarians in the workforce.

Robbins also stated that SLA should engage with the Association for Library and Information Science Education and have some kind of presentation during annual conference in order to promote the competencies throughout the educational arena.

Robbins shared with the group her thoughts on the most valuable parts of the document.

"The practical examples are a wonderful way to communicate and illustrate the skill that the summary discusses," she said. By including these examples, professors in the field can explain more precisely what measurable skills are needed to carry out the competency. According to Robbins, the addition of knowledge skills and values is important. "Many competencies documents in the past have overlooked this important facet," she said. In all, "it's a very useful document that can serve as a model for other associations."

Although her comments on the document were positive, Robbins also offered some suggestions to make Competencies even more useful. One aspect was the title—Competencies for Special Librarians of the 21st Century. "The 21st century is a very long time. It's 100 years!" Robbins

wanted to convey these competencies obviously will not be around for the entire century. Special librarians need to be aware that they must keep up with the changes that arrive at a phenomenal rate.

Fred Roper also had some feedback to share regarding the document. He felt that the goal of the document is to "influence the curriculum of library and information science programs." There are a number of ways to accomplish this. Some examples are:

- create an active program in which practitioners work with students and student groups;

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Wright is Assistant Editor, Special Libraries Association, Washington, DC. She may be reached via the Internet at: susan@sla.org.
volunteer to participate in library and information science programs and taking interns;

• work with the Committee on Accreditation.

All of these are responsibilities of each and every member of the association. Not only do the practitioners have these responsibilities, but the schools and the LIS programs do as well in order to make this partnership successful. For example, LIS schools must have an obligation to ongoing curriculum review. In order to make sure students are prepared to work in the field, educators must be certain the curriculum they are following includes the most cutting-edge information. Educators also need to provide venues where professionals are given the opportunity to work with students in order to provide them with practical examples and hands-on techniques. On the flip side, it is mandatory that faculty work with professional associations in the library and information science arena.

"I feel the best part of the statement is its commitment to lifelong learning," said Roper. "Change IS certain—therefore we need to treat the document as a work in progress."

Dr. Toni Carbo was the final speaker at the meeting. She expressed that the document is good and quite helpful. She especially liked the professional and personal balance included in the document. One suggestion she makes for the more detailed statement is to emphasize the increasingly multicultural society. She would also like to see more on electronic media, accountability and shrinking resources, and the new work order.

One aspect of the special library that Carbo addressed is "the movement toward customized service for each user and potential user. The new technology allows us to do this." Special librarians need to harness this power and create 'just-for-you' libraries.

In order for the partnership between practitioners and educators to flourish, LIS curriculum need to offer courses that provide enough information on managing archives and electronic records, business and management aspects, and promoting the libraries value. The Competencies document is a great way to begin this process, but it must be a "cooperative venture with colleagues and employees. We have to make sure that we are making the right things happen," she said.

SLA President Sylvia Piggott summarized the day's events agreeing with all of the suggestions of the speakers:

• Competencies for Special Librarians of the 21st Century is a valuable document;

• the competencies only address the "dawn" of the century—change is imminent;

• schools should involve associations in ongoing review in order for the Competencies to succeed;

• we need to recognize that we are a multicultural society.

In all, the Competencies document illustrates the strong need for partnerships. It is the responsibility of every librarian in the field to make sure the Competencies for Special Librarians of the 21st Century serves as a working model for the challenges we face in the upcoming years.

More information on Competencies for Special Librarians of the 21st Century can be found on SLA’s Web site at www.sla.org.
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You say CIO, I say CKO...

In the *Washington Post, Employment Advertising Supplement*, Sunday, January 12, 1997, SLA board member, Stephen Abram was interviewed for a piece, "CKOs: The Next Incarnation of CIO's" written by Gene Kropowski heralding the need for the corporate CIO, Chief Information Officer, concentrating on information technology, to evolve into, or work in cooperation with the CKO, Chief Knowledge Officer who is more focused on knowledge management.

"Knowledge management is a business process," says Walter Kiechel, editor of *Management Update*, a sister publication of the *Harvard Business Review*, published by Harvard Business School Publishing. In the future, it is estimated that this process will likely fall on the CIO in most organizations. In others, however, a new position of CKO may be developed to coordinate such tasks. Kiechel and Eric W. Stein, associate professor of management, science and information systems at Penn State University, have a definite set of skills in mind for this new position. Many experts think library science skills will come in handy, and believe those with master’s degrees in library science will emerge as players on the corporate strategy scene in the coming years.

Stein observes the trend toward creating CKOs is just in the embryonic stage, but adds there are a few people already in these positions, among them Mr. Abram, director, corporate and new information, Micromedia, Ltd., Toronto. "Organizations have the technology to facilitate decision making but decision making needs to be facilitated by knowledge," says Abram. "CIOs tend to be focused on the software, and less on the workflow, decision aids, and the information, as it applies to the creation of knowledge. They end up getting buried in the mess that is networking, TCP/IP and the Web. They're so buried in getting this built it is like constructing a building and not caring what is inside it. But companies need people with information access and categorization skills. They're focused on shaping data into information for strategic purposes."

In coming years, it is reported a shift from the CIO to CKO is expected to either force a change in the role of the CIO or place CKOs in senior decision-making positions in their organizations.

Bob Isaacs Awarded Excellence in Management Award

Members of SLA’s News Division sent us this excellent release regarding a very special award for SLA member Bob Isaacs. We in the News Division have always recognized Bob Isaacs as a leader, mentor and major contributor to news librarianship. His vision has helped shape our profession. Bob is the recipient of the prestigious Excellence in Management Award for the Editorial Division of the Ft. Lauderdale Sun-Sentinel. For Sentinel staffers this is the company's Academy Award.

A shocked Isaacs was formally presented with this award by the Sun-Sentinel Co.'s President Scott Smith this past January. The recipients of this award were honored at a festive banquet amid much food and libations, at the Post Museum of Performing Arts on January 27.

Isaacs’ award plaque describes him as a “consummate team player” who has “worked tirelessly” and is a “national treasure.” He believes “it is most important to be proactive and an advocate for your department at all levels of management within your company.”

Isaacs, Editorial Research Manager, has been with the Sun-Sentinel for 14 years. His career path has also graced the news libraries of the Winston-Salem Journal & Sentinel, Orlando Sentinel and Greensboro Daily News.

A Dedication of Note

In a book review of Eric Braun’s Internet Directory v.2.0, the reviewer quotes Braun who partially dedicated the book to “every librarian there ever was, because since I took on the crazy job of trying to categorize the Internet, I have come to regard them and their job with a not insignificant amount of awe.”
SLA’s professional development programs are key to developing and shaping the skills necessary to stay abreast of the latest advancements in the field. SLA programs have earned an excellent reputation among library and corporate managers and are recognized as a primary source for continuing education. At this year’s annual conference, June 7-12 in Seattle, WA, the department will be offering 20 SLA sponsored continuing education (CE) courses. In addition, divisions will offer a wide array of specialized CE courses.

If you are looking to refine your library management skills, SLA has six courses from which you may choose. “Copyright Law in the Age of Technology” is designed to help information professionals at all levels spot copyright problems, evaluate new technology as it affects copyright, and consider copyright policies for organizations. If you would like to gain an understanding of the principles of records and information management using integrated information services, then “The Corporate Memory: Managing Internal Information” may be the course you are looking for. Alternatively, “Creating an Information Audit” will teach information professionals how to create and conduct an information audit and will feature a “hands-on” exercise in which participants will create an information audit survey instrument for their information services operations. We will also be offering a course titled, “Functional Space Planning/ Evaluation for Libraries and Business Information Centers,” which will assist librarians in designing a facility to meet research-specific needs. Finally, “On Your Own But Not Alone: Management for the One Person Library” will give you an overview of the basic management techniques for solo librarians and “Reference Triage: The Fine Art of Question Handling” will help you understand the steps involved in working with the client to clarify the reference question and constructing an appropriate strategy for tackling the question.

For special librarians who would like more background in the area of finance, we will be offering two courses in this category. “Budget Preparation and Management in Special Libraries” will provide information professionals with the fundamentals of budget preparation and management with hands-on applications relevant to libraries. In addition, our “Outsourcing” course will demystify what outsourcing is and what it can be.

Many special librarians are interested in further developing their management and marketing skills. For those of you who find that you are involved in negotiation as part of your job, “The Art of Negotiation: A Toolkit for Special Librarians” will introduce
you to the theory of negotiation as well as the anatomy of power and the anthropology of work space. “Benchmarking for Strategic Performance Improvement” will help information professionals learn how to establish a point of reference in the library to increase productivity, improve customer service, and reduce operating costs. If you are responsible for conducting training sessions, you can learn an eight step planning process that will help you design your training sessions to be more effective.

With the rapid changes in the technology landscape, the Professional Development Department will provide members with many opportunities to keep abreast of the latest technical developments. There will be two courses focusing specifically on the World Wide Web. “Introduction to the World Wide Web for Special Librarians” is an introductory workshop designed to familiarize special librarians with the wealth of resources available on this component of the Internet. For those of you who are actively involved in developing your library’s or organization’s Web sites, “The Seven Keys to Highly Effective Web Sites” will provide you with insights into the factors that make Web sites superior and effective. There will also be two specialized technical courses, “CD-ROM and Other Database Access via LANs, WANs, and NETs,” a seminar presenting various options for distributing information to users, and “Introduction to Library Imaging and Images Systems” will bring information professionals up to date on the benefits and implications of imaging systems. Additionally, we will offer “Building the Corporate Intranet Knowledge Center” to information professionals who would like a foundation in the management issues and technology considerations that play an integral role in building and maintaining an organization’s Intranet.

The annual conference CE courses sponsored by the Professional Development Department offer something for everyone. Space is limited for all courses, so register today! You may contact the Professional Development Department for more details on any of the courses and a registration form at 1-202-234-4700, ext. 649; Internet: valerie@sla.org.
Government Relations

Make the Most of a “Special” Day for the Profession

April 17, 1997 is International Special Librarians Day (ISLD). This is an annual opportunity for information professionals worldwide to express pride in their work and promote their value to colleagues, employers, legislators, the general public — just about anyone who is willing to listen! The goal of the celebration is to increase awareness of the crucial role special librarians play in our global society. However, a targeted approach to “spreading the word” will produce more successful results than a mere “shotgun” approach.

SLA staff has been working to promote observance of ISLD by communicating with government officials and media contacts, and engaging in other promotional efforts. But you, as an SLA member, can have a greater, more direct impact on the success of this campaign. You are closer to the people who can affect your career, in particular, and the profession, in general. Why not do our jobs and assume that those we serve lets. Let them know how the profession

... The general public’s awareness of the profession. A long-term project, but one that is worth the time and effort. The role of the special librarian is not understood by the average person. Establishing a positive public perception can change that and, ultimately, make the goals of the profession more widely known and easier to accomplish.

If these are our priorities, then we must seek out ways to communicate our specific goals and needs to our targeted audiences: our clients, government officials, and the general public. Based on these audiences, a simple grassroots lobbying campaign would probably have the greatest impact. Here are some simple steps you can use to achieve our goals:

Step One: Raise the general awareness of your colleagues and/or employers regarding your services and how they relate to the success of the organization. It’s too easy (and extremely foolish) for all of us to do our jobs and assume that those we serve will automatically value our existence. By distributing flyers, submitting an article for the organization’s newsletter, or hosting an open house in celebration of ISLD, you can provide excellent opportunities to market your services to the people who count—your clients.

Step Two: Educate your elected leaders and other government officials. This can be achieved through a variety of ways. The quickest and easiest option is to pick up the phone and call your legislators, your mayor, or your governor. Ask to speak to the staffer who handles information policy. Share with that person the importance of ISLD to your profession. Invite government officials or staff to visit your library or information resource center to learn more about the services you provide to your clients. If you have more time, write letters to these same people. The written word will have a more lasting impact. If you can educate one government representative about the needs of information professionals today, you’ve established a relationship that will benefit your profession in the future.

Step Three: Communicate the importance of ISLD to local news and media outlets. Let them know how the profession impacts the success of our public libraries, universities, governments, research organizations, and companies. Invite reporters to tour your library or information resource center. Coordinate efforts with your organization’s public relations department. They may be willing to do the work for you. If not, you can establish yet another relationship that could be of assistance down the road.

Even if you are only able to accomplish one of these goals in observing International Special Librarians Day, every effort makes strides in promoting your profession and ensuring that your value is recognized by your clients. The most important thing to remember is that International Special Librarians Day will have little or no effect unless special librarians are out there explaining why such a day exists! Take time to make it a special day for you. And remember—SLA staff is always available to help.

For more information on Government Relations Outlook, or to contribute to the column, please contact John Crosby at: 1-202-234-4700, ext. 629; fax: 1-202-265-9317; Internet: john-c@sla.org.
I want to share two of the most frequently asked questions I have received during the three years I have been SLA’s Treasurer:
1) Why do I pay dues to the headquarters?
2) What is the source of funding for my chapter and division activities?

The annual dues payments are collected by the headquarters staff for a few reasons. Special Libraries Association, including its units (chapters, divisions, sections, caucuses, committees, and student groups), has been classified as a single entity by the State of New York (where it is incorporated) and by the Internal Revenue Service (which determines its tax status).

Having members make payments to the headquarters and the various units could be construed by either of these two governing bodies in a negative light which could jeopardize SLA’s valuable single-entity tax exemption. In addition, having each unit carry the responsibility for collecting dues and fees would be inefficient and burdensome to the unit officers and the individual members. SLA prides itself on the high marks it receives from independent benchmarking studies for being run both effectively and efficiently.

The funding of the unit activities is derived from various sources. These are dues and fees, non-dues revenue, grants, and association-level budget requests. In accordance with the association’s bylaws, each unit of the association is provided an annual dues allotment based on the number of members on the units’ membership rosters at the end of each year. Chapters are allotted $10.00 for each member; divisions are allotted $8.60 for each member; caucuses are allotted $5.00 for each member; and student groups and committees are allotted $100.00 each. The intent of the annual allotment is to support the goals specific to each unit. Just as the association develops and maintains non-dues revenue to supplement the dues income, so do many units. The most common non-dues revenue sources for the units include meeting, program, and educational registrations; publication sales and advertising; corporate sponsorships; and investment earnings. Further, units may apply for Special Programs grants for the funding of projects that will provide benefit(s) to a cross-section of the membership. Each unit is also given the opportunity to request additional funds from the SLA Board of Directors each August to be built into the association’s operating budget.

The findings from the 1996 Membership Super Survey indicate that SLA’s members continue to place significant value on the ability of the association to provide products and services to the membership as a whole and to the units to provide products and services specific to the needs of the units’ members. As SLA’s Treasurer, I can assure you that the Board of Directors, Finance Committee, and staff continually examine, develop, and fine-tune the funding sources available at the association and unit levels.
A Non-Librarian Explains

"Why Librarians Should Rule the Net"

by R. Anders Schneiderman, Ph.D.

A recent article in Business Week, "Has The Net Hit The Wall," complained that it is getting harder and harder to find anything on the Net. One solution that holds great promise, they said, is using artificial intelligence to catalog the Web.

Meanwhile, back at the lab, scientists were finding that this was easier said than done. The National Center for Supercomputing Applications (NCSA), the people who brought us the first popular software for creating and browsing the World Wide Web, tackled a relatively small collection of documents (10 million abstracts from an engineering library). But even this small set overwhelmed their powerful workstation computers; eventually, they had to run their programs on a massive supercomputer for four days.

NCSA's experience is a good reminder of one of the central problems with the Internet. Most of us think of libraries as quaint, antiquated places, home of "Marion the Librarian." The reality is that librarians have a lot to offer the Information Age. Librarians have been managing complex information for over 200 years. If we were smart, we'd let librarians rule the Net.

Let's start with the issue of searching. Until recently, computer scientists argued that the best way to search for information on the Web was by using keyword searching—type in a word or two and the computer searches documents for them. But keyword searching often fails miserably. If I'm interested in poems about love, what do I search for? If I simply searched for "love," I would miss many famous love poems. If I'm interested in housing policy, I have the opposite problem—there is no easy way to distinguish between government housing policy, campus dorm housing policy, ads for housing, and detailed housing codes. Clearly, keyword searching isn't enough. Information needs to be catalogued.

As librarians know from years of experience, cataloging information is a tricky business. If I'm interested in information about ancient Egypt, the kind of information I'd want to search can differ greatly. A child, an adult who wants a quick overview, an Egyptologist, and an anthropologist have very different needs. And as NCSA learned the hard way, computers aren't very good at cataloging information even when the information, in the case of engineering, is already quite specialized. If we're going to catalog the Web, people will have to do the bulk of the work.

Given how quickly the Web grew, no system of cataloging would have worked perfectly. But if librarians had been in charge, they would have insisted that every Web author have access to simple programs that helped them briefly catalog any document or collection of documents they put up on the Web. That way, every document would have at least been identified by author, title, date, and a subject heading according to at least one standard schema of categorization. It wouldn't have been as accurate as standard library card catalogs, but it would have given us a fighting chance of finding the information we really need no matter how vast the Web becomes.

There are a number of similar issues where librarians would have saved us from pain and suffering. For example, one of the really irritating aspects of the Web is that if someone moves their Web, there is no easy way to find it. This is because it never occurred to the Web's creators that documents might move and so they didn't put in a way to keep track of them. Nor did it occur to them that some system of collaboration was needed to ensure that if the owner of a frequently used Web site could no longer provide access (e.g., because they had left a university where they could freely house the site) another Web site would house the collection. As a result, extremely valuable information sometimes disappears off the Web without a trace. Librarians have spent years handling these and other complex problems that arise when managing large archives of
information over time, and their experience would have been invaluable if computer scientists had been smart enough to use it.

Perhaps the most tragic aspect of having computer scientists, rather than librarians, rule the Net is a result of the differences between the cultures of these two professions. Both believe in providing information for free, but they do so using very different methods.

Computer programmers operate by what we might call the “Treehouse” ethic of sharing. The Net contains a wealth of computer resources—programming languages, programs, Frequently Answered Question (FAQ) lists—that are free for the taking. But at the same time, there is no sense that everyone should have the right to join the club. In fact, programmers often have a certain amount of disdain for those who can’t play by their rules.

Computer culture is also laced with the attitude of, “I’ll do what I want and tough luck if you don’t like it.” The people deciding whose needs get served by software that’s given away for free are, for the most part, programmers who are fortunate enough to have the time and the freedom to putter around (the people, as a friend who’s a secretary pointed out, who do not have to worry about having their keystrokes monitored at work.) As a result, the Internet tends to be driven by their desire for the coolest toys rather than by the needs of most people.

Libraries, in contrast, are built around the idea that they need to serve everyone. Instead of focusing on the latest toys, they focus on resources that everyone will be able to use, and they strongly believe in ensuring universal access. In short, libraries are based on a culture that says that knowledge and information must be available to everyone if our democracy is to survive. Computer science types occasionally make grandiose statements about helping humanity; librarians actually try to do it.

Unfortunately, far from being in charge of the rapidly expanding Net, libraries and librarians are simply struggling to survive. While the Federal government pours millions into questionable experiments with “digital libraries,” funding for libraries continues to suffer.

The Net also poses a direct threat to libraries through the battle over “fair use.” Libraries work because they are allowed to freely lend out books and other items they have purchased. However, on the World Wide Web, if you make one copy freely available, you’ve essentially made millions of free copies. Not surprisingly, the publishing industry wants to radically restrict “fair use,” outlawing making any freely available copies. Some of the industry’s favorite proposals are probably unworkable, as they would essentially make Web surfing illegal: some go so far as to define viewing a Web page as “copying.” But even some of the more moderate proposals could devastate libraries’ ability to serve the public as more and more information moves online.

In the long run, the only way the Net will rise to its true potential is if librarians become an integral part of the discussion of the Net’s future. In the meantime, we need to fight to make sure that libraries survive and thrive in the new Information Age, and we need to start giving librarians the respect they are due.

Special thanks to Karen Coyle, University of California librarian and head of the Berkeley Chapter for Computer Professionals for Social Responsibility (CPSR). Coyle is one of the smartest people around on issues related to libraries, information, and the Net, and she’s responsible for completely changing my understanding of what libraries are all about. To learn more, visit her Web site at www.dla.ucop.edu/~keci.
Doing Qualitative Research Over the Internet: An Information Practitioner's View

A few years ago, James Matarazzo wrote about research needs and issues in special librarianship. He inferred that corporate librarians invariably choose not to publish or do research because they receive very little recognition or monetary reward for their efforts. Irene Hoadley, in the same book, asserted that research was part of the fabric of librarianship, but some of the obstacles were lack of time, institutional funding or support, and expertise.

Not long ago, I was invited to write a chapter on personnel issues in a book titled Managing Business Collections in Libraries. Concerned that it could consume much work time as well as personal time, I asked my editor to assign a co-author. She wisely selected a practitioner who had already published a book about library support staff development. As business librarians, both of us knew key secondary sources for defining personnel terms and functionalities. But we also wanted to test a hypothesis about business library managers' treatment of personnel issues. Were these managers different from peers in their organizations who managed other functional areas, such as marketing or external relations? We agreed to conduct a survey, but utilized the Internet as our communication tool since neither one of us had much in institutional funds. SLABFL, SIA's Business & Finance Division listserv, was our main vehicle—although we also obtained names of business librarians from contacts we had.

In all, we selected 12 people from academic, public, and corporate libraries. Because personnel management is a very sensitive area, we promised anonymity to those who answered the survey consisting of 26 questions which we sent via e-mail. The answers were then faxed or mailed back to us. One person was interviewed personally. We quoted only those who gave their permission to share their novel ideas or who succinctly described terms better than we could.

Fortunately, my co-author and I were able to meet over a weekend to put together the sections we had written in a coherent fashion. We were not terribly surprised by the results—most business library managers tend to treat their information centers as business units just like other functional managers. They don't feel the need to know everything about personnel regulations. Instead, they rely on personnel departments. We were very impressed by some of the thoughtful comments that we felt could display trends in library career ladders and illuminate issues about certification within the association. Since we chose to research in qualitative method, we did not employ statistical packages when messaging the data. Instead, we just reported and interpreted the results. By the time we had our finished product, we had learned much about our research material and interests.

As a practitioner, there are many benefits to conducting research over the Internet. By meeting people virtually, the participant is at ease when answering the questions probing for their insights and perceptions. The survey respondents have more control over what they answer in the questionnaire. Primary research gives one solutions to bring back to the institution, or in my case, a future position. I now manage a team of reference professionals. Some managers in our survey have become virtual colleagues that I can e-mail when I am seeking support for an initiative or when I need outside information.

Last summer, Marketing Research reported on trends in qualitative research. The Internet is becoming trendy as it is cost-effective and flexible, given the sheer volume of people who are now using information utilities at flat rates, such as America Online users. It is important, however, to keep your research focused and to target the appropriate groups.

Perhaps with the Internet, more information practitioners in SLA could perform interesting research at little cost to the organization. Using qualitative research can be interpreted in a variety of ways. However, as a general rule of thumb, this research should not be utilized as competitive intelligence but rather as a benchmarking or decision-making tool, just as in marketing research companies. Because one does not necessarily have to run qualitative data in a statistical package, the research takes less time. If a new idea works in the delivery of your services, the organization benefits as well.
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After Hours

This month’s column features Web sites and e-mail lists that SLA members use for hobbies, leisure, and relaxation—activities outside of work just for fun. In February, I posted a query on several SLA mailing lists asking members to tell me what they do on the Internet after hours, and over 30 of you responded. I’ve grouped these replies into topics to pique your interest, as well as to showcase member interests and avocations that are enhanced by the Internet. SLA members are indeed a diverse group, with eclectic interests and talents that I am pleased to share with you here.

“On the Net.”

For Your Reading Pleasure

After a hard day at the office, it’s time to lighten up a bit. If you can’t change things at work, at least you can laugh about them. Susan Herzog, librarian at Telephonics Corporation, recommends comic strips Sylvia, Cathy, and The Dilbert Zone. She also endorses Women’s Web Magazine and Women’s Wire, as well as Mother Jones and Utne Reader magazine’s Cafe Utne, an online meeting place providing over 40 different discussion conferences.

Linda Fair sent me a sample issue of The Internet Tourbus e-newsletter, a breezy, somewhat whimsical “tour of some of the newest sites on the Internet,” written by Bob Rankin and Patrick Douglas Crispin—the latter a self-described 11th-year senior at the University of Alabama. The January 8, 1997 issue included the Virtual “Tickle Me Elmo” Site and Crispin’s “Southern Words of the Day.”

For even more jocularity, check out the Oracle Service Humor Archives sent in by Greta Ober of The Barents Group. The Hyperext Humor Archives are subdivided into categories for easier access, such as Daily Life, Political Humor, Men & Women, and of course, Dirty Jokes.

Eating and Drinking

Jan Tudor of Willamette Management Associates loves the “Cocktail” column at Hotwired. The site not only provides a cocktail of the week, it gives the recipe, and several historical and trivial facts. Tudor downloads the information, then goes to the liquor store to buy the necessary ingredients. Every Friday, she and her husband mix the cocktail and read about its history. Their latest libation was the “Zombie.”

Milt Ternberg, business librarian at UC Berkeley, and Susan Herzog both recommend Epicurious for its recipes from Bon Appetit and Gourmet magazines. This is a great site for cooks and people who love food. A search on “artichoke,” for example, yielded 31 recipes from issues of Gourmet back to 1990. Ternberg also suggested The Internet Chef “an electronic archive dedicated to the worship of food.” Debora Clem, a new SLA member and solo librarian at the Tennessee Aquarium, likes the recipes on the Food Network home page.

Planes and Trains

Internet travel sites are popular with SLA members planning trips, vacations, or otherwise. Carole Myles, manager of U.S. Customer Relations at SilverPlatter Information, uses Microsoft’s Expedia Travel Services to find the cheapest routes. “The beauty of this,” she reports, “is that you don’t have to book through Expedia but can use your own travel agency. I personally use Travelocity and Global Online Travel to find the cheapest fares for my daughter’s flights home from school, and like Myles, ask my travel agent to book the flight.

Rail fan Larry Skladanowski, library manager for Lorillard Tobacco, takes Amtrak to SLA’s annual conference every year. “This year getting to Seattle from my home in North Carolina will be a challenge.” Skladanowski used Amtrak’s Web page to help design his trip and recommends VIA Rail’s Canada’s Passenger Train Network for anyone wanting to get to Seattle by way of Canada. Two sites which are the starting place for most of Skladanowski’s Internet excursions are the Cyberspace World Railroad page and the Directory of World Wide Rail Sites.

For travel planning in Europe, Milt Ternberg recommends Rick Steves’ Europe Through the Back Door (ETBD) and Mercurio: The European Railway Site. ETBD has scripts to the “Travels in Europe with Rick Steves” public television travel series, plus country-by-country information.

Hobbies and Pastimes

One significant benefit of the Internet is that it reduces geographical distance, bringing people with like interests together electronically regardless of where they live. This is evident in the rich assortment of Web sites that cater to our hobbies and pastimes, no matter how specialized or narrowly focused. Here are some sites frequented by SLA colleagues:

Textile arts: Quilter Debora Clem writes that some of her favorite sites are The Fabric Stash, a great place for chatting and ordering fabric online; Planet Patchwork, which is fun for mystery quilts and more; That Patchwork Place, a publisher of quilting books; and the World Wide Quilting Page, with “lots of everything” including the winners of the Worst Quilt in the World contest. Clem also supports the ABC Quilts Project, an online group devoted to making quilts for at-risk infants. Barbara Hamilton, manager of information support services at the Institute for Defense Analysis, reads the online knitting magazine.

Collecting: Chevron librarian Frank Lopez recommends the Absolut Connection for collectors of Absolut vodka ads and the Sea Turtle Stamps Web site for collectors of...
The following is a listing of the Web addresses mentioned in the column. They are current as of February 20, 1997.

For Your Reading Pleasure
The Dilbert Zone (http://www.unitedmedia.com/comics/dilbert/)
Women's Wire (http://www.women.com/)
Mother Jones (http://www.mojones.com/mother_jones/)
Cafe Utne (http://www.utne.com/lens/)
The Internet Tourbus archives (http://www.worldvillage.com/ tourbus.html)
Virtual "Tickle Me Elmo" Site (http://www.clark.net/elmo/ elmo.html)
Crispin's "Southern Words of the Day" (http://ua1vm.ua.edu/ ~crispens/world.html)
Oracle Service Humor Archives (http://www.synapse.net/~ora cle/Contents/HumorArch.html)

Eating and Drinking
"Cocktail" column at HotWired (http://hotwired.com/cocktail/)
Epicurious (http://www.epicurious.com/)
The Internet Chef (http://www.ichef.com/)
Food Network (http://www.foodtv.com/)

Planes and Trains
Microsoft's Expedia Travel Services (http://expedia.msn.com/ daily/home/default.htm)
Travelocity (http://www.travelocity.com/)
Global Online Travel (http://www.got.com/index.html)
Amtrak (http://www.amtrak.com/)
VIA Rail's Canada's Passenger Train Network™ (http://www.viarail.ca/)
Cyberspace World Railroad (http://www.mcs.com/~dsdawdy/ cyberroad.html)
Directory of World Wide Rail Sites (http://www.rhhistorical.com/nmra/tourist.html)
Rick Steves' Europe Through the Back Door (http://www.ricksteves.com/)
Mercurio: The European Railway Site (http://mercurio.let.unipi.it)

Hobbies and Pastimes
The Fabric Stash (http://fabric-stash.com/)
Planet Patchwork (http://www.planetpatchwork.com/)
That Patchwork Place (http://www.patchwork.com/)
World Wide Quilting Page (http://tsw.com/quilt.html)
ABC Quilts Project (http://cs.jhu.edu/ABCQuilts/)
The online knitting magazine (http://www.fearless.net/knit/)

Collecting
Absolut Connection (http://members.aol.com/absolutad/ absolut.htm)
Sea Turtle Stamps Web site (http://www.wired2.net/nlinsley/)
Rubber Stamp Web Site's directory (http://www.agate.net/~sil vyfox/websites.html)
Anne Baker's Web site (http://www.uic.edu/~achaker/ coolstuff.html)
American Numismatic Association (http://www.money.org/)

Regional Theatre
Theatre Listservs (stagecraft@inquo.net and theatre.lists@lists.princeton.edu)

Astronomy
Dennis Bishop's FAQ on Telescope Buying and Usage (http://www.scs.uiuc.edu/~nash/saafaq/faq.html)
Abrams Planetarium Skywaters Diary (http://www.pa.msu.edu/abrams/diary.html)
Dr. Sten Odenwald's Question Archive (http://www2.ari.net/home/odenwald/qandq/qanda.html)

Pets and Sports
Jack Russell Terrier Web site (http://www.lucy-the-dog.com/)
North American Flyball Association (http://www.cs.umn.edu/ ~ianhogg/flyball/)
Hawkeye Hustlers (http://www.netins.net/showcase/doublej/)

Gardening
Joanne Marshall's home page (http://www.fis.utoronto.ca/people/faculty/marshall/)
GardenNet (http://trine.com/GardenNet/home.htm)

Virtually Yours
Virtual Florist (http://www.virtualflorist.com/)
Parson's Technology Card Shop (http://www.parsonstech.com/ cstudio/CardShop/)
Blue Mountain Arts(R) Animated Greeting Card Page (http://www.bluemountain.com/)

Web-based Genealogy
GeneaNet Genealogical Database Network (http:// www.geneanet.org/)
Family origins in eastern Pennsylvania through YAHOO! (http://www.yahoo.com/Regional/U_S_States/Pennsylvania/ History/Genealogy/)
Family Tree Maker (http://www.familytreemaker.com/index.html)
turtle items and stamps. An aficionado of rubber stamp mail art, Lopez uses the Rubber Stamp Web Site’s directory for supplies. Anne Baker, librarian at the University of Illinois at Chicago and philatelist, provides links to stamp collecting sites on her personal Web page.

Coin collectors can find a directory to numismatic sites, including local clubs and government mints around the world at the American Numismatic Association’s home page.

Regional theatre: Denise Dodd, librarian at Independence Blue Cross, is a stage manager for a regional theatre in New Jersey and serves as its “Internet link.” She uses Web pages to get information on shows that are being produced, to locate props, and to see how other theatre companies handled a certain production. She also belongs to several discussion lists specific to the technical side of the theatre. Dodd reports that they were having trouble finding knives for an upcoming production of Sweeney Todd, so she “put it out on the Internet.” Within a few hours had several companies around the U.S. that had done the show offering suggestions on how to make them—some even offered to lend her theirs.

Astronomy: Gordon Bertrand, a recent MLIS graduate from Toronto, is an amateur astronomer and collector of astronomy-related Internet resources. Bertrand recommends Dennis Bishop’s FAQ on Telescope Buying and Usage; Abrams Planetarium Skywaters Diary, a site that maintains a diary of day-to-day celestial events, links to printable sky maps and public access to archived diaries and transcripts; and Dr. Sten Odenwald’s Question Archive, a compendium of questions and answers “conducted” by Odenwald, a scientist at the Space Sciences Division of the Naval Research Laboratory, through the Astronomy Cafe Web site.

Pets and Sports: Jo Pearson, manager of information services at CMF&Z, owns a Jack Russell Terrier. Pearson’s dog Biff won fourth place in the photo contest sponsored by the Jack Russell Terrier Web site and plays flyball, the “fastest growing dog sport in America.” Pearson and Biff like to visit the North American Flyball Association Home Page and the home page for her local flyball group, the Hawkeye Hustlers. “Flyball,” Pearson explains, “is a relay race with teams of four dogs each running over four hurdles, popping a ball out of a spring-loaded box, and returning over the hurdles with the ball.”

Gardening: Joanne Marshall, professor of information studies at the University of Toronto, loves to garden. Check out some of her favorite gardening sites and photos of Marshall’s lovely garden on her home page. Another gardener, Susan Herzog likes to browse GardenNet.

Virtually Yours

Martha Studaker, librarian at the Hurley Medical Center, sends virtual bouquets to her friends from the Virtual Florist. Toronto Chapter member Mary Cordeiro sends e-mail cards from the Parsons Technology Card Shop. Cordeiro says she’s an avid “old style” letter-writer, “but while a lot of those who receive my letters love to get them, only a few write back.” She reports that this past Christmas she included her e-mail address in letters to her friends and family back in the UK, and now those who have e-mail have started to communicate that way. Tony Hall of Manning & Napier Information Services uses Blue Mountain Arts @ Animated Greeting Card Page for sending Java-enabled virtual cards.

Web-based Genealogy

My latest after hours time-sink is Web-based genealogy. Introduced first to the GeneaNet Genealogical Database Network by a public librarian friend, it wasn’t long before I found astonishingly rich resources on my family origins in eastern Pennsylvania through YAHOO! Within a week, I had made contact with an amateur genealogist from Lehigh County who sent me a GEDCOM file on a mid-1700’s immigrant ancestor. I’ll be importing that file into my new Family Tree Maker program just as soon as I finish this column!

So tonight, leave those files in your briefcase. Make yourself a Zombie and some artichoke spinach dip, fire up that ol’ computer and ride the virtual Tourbus to some new and fun places on the Internet. And while you’re at it, I surely would like a bouquet of virtual flowers—it’s been a long, stressful day at the office.
MAY 1997

Colorado Interlibrary Loan Conference
The 28th Annual Colorado Interlibrary Loan Conference will take place May 1-2 in Boulder, CO. Topics will include state and regional networking projects, survey results that tell us what our customers want, and sophisticated record keeping techniques. For more information about the conference, contact Gayl Gray, chair, Colorado Interlibrary Loan Committee at 1-303-497-1183; Internet: gayl@ucar.edu.

National Online Meeting and IOLS '97
The 18th Annual National Online Meeting and IOLS '97 will take place May 13-15 in New York, NY. For more information, contact Information Today, Inc., at 1-609-654-6266; fax: 1-609-654-4309; Internet: custserv@infotoday.com.

8th European Information Transfer Meeting
The 8th European Information Transfer Meeting will take place May 14 in Frankfurt, Germany. Topics include information brokers and consultants as business entrepreneurs, patent information services, and management of internal and external information transfer services. For more information, contact Johan Van Halm Information Consultancy in the Netherlands at +31 33 47006 71; fax: +31 53 47011 23; Internet: 100421.526@compuserve.com.

JUNE 1997

CBHL 1997 Annual Meeting
The Council on Botanical and Horticultural Libraries (CBHL) will hold its annual meeting June 4-7 in Montreal, PQ, Canada. The meeting’s topic is “Marketing New Resources: Managing and Developing Multimedia Information.” For more information, contact Celine Arsenault at 1-514-872-1440; or fax: 1-514-872-3765.

Marketing and Public Relations
The “Marketing and Public Relations” unit of SLA’s Middle Management Institute will be offered June 7-8 in Seattle, WA. For more information, contact SLA’s Professional Development Department at 1-202-234-4700, ext. 649; fax: 1-202-265-9317; Internet: valerie@sla.org.

Management Skills
The “Management Skills” unit of SLA’s Middle Management Institute will be offered June 7-8 in Seattle, WA. For more information, contact SLA’s Professional Development Department at 1-202-234-4700, ext. 649; fax: 1-202-265-9317; Internet: valerie@sla.org.

SLA Annual Conference
SLA’s 88th Annual Conference, “Information Professionals at the Crossroads: Change as Opportunity,” will be held June 7-12 in Seattle, WA. The conference will feature more than 300 educational sessions, seminars, and tours and an exhibit hall with nearly 500 booths. For more information, contact SLA’s Conferences and Meetings Department at 1-202-234-4700, ext. 645; fax: 1-202-265-9317; Internet: lisa@sla.org.

JULY 1997

IDEA 97
Infonortics Ltd. announces a new two-day conference on interactive databases and enhanced agents. The conference will be held in Bath, England July 7-8. For more information, contact infonortics at 44 1666 505 772; fax: 44 1666 505 774 Internet: idea@infonortics.com. Visit their home page at www.infonortics.com.

CONFERENCES

Conference on Japanese Information in Science, Technology & Commerce
The Fifth International Conference on Japanese Information in Science, Technology and Commerce will be held July 30-August 1 in Washington, DC. Information sources, information technologies, techniques for information success, government policies, and comparative information cultures are to be discussed. For more information, contact the Japan Information Access Project at 1-202-822-6040; fax: 1-202-822-6044; Internet: access@nmjc.org.

SEPTEMBER 1997

Internet Access to Global Food Information
Organized by the International Food Information Services (IFIS), the purpose of this conference is to focus attention on the potential of the Internet to provide efficient access to global food information. It will take place September 29-30 in Frankfurt, Germany. For more information, contact Bianca Schneider at +49 69 24788-308; fax: +49 69 24788-114; Internet: b.schneider@ifis.org; or visit their home page at www.ifis.org.

August 1997

ISA Research Grant
The Board of Directors of Documentation Abstracts, Inc. (DAA) announces it will award an Information Science Abstracts Research Grant of $1,500 in 1997. The grant is awarded to one or more information professionals to conduct a research project oriented toward the study of the primary or secondary literature of information science. Applicants must send a completed application package by August 31, 1997 outlining the scope and nature of the proposed project, providing evidence of an established methodology and a viable research design. For more information, please contact Judith Watson at 1-614-447-3662; fax: 1-614-461-7158; Internet: jwatson@cas.org.
With a Little Help From My Friends

There's a rock song that goes something like "...I get by with a little help from my friends..." One of the most useful perks I've found of being a special librarian is the help I get from my friends in SLA—like the time I was working in a corporate library dealing with nuclear research, space exploration, and biology. Using our collection, I could answer all sorts of questions in those science fields. Occasionally, we helped some students with science fair projects and felt we were doing a good job. Then came a re- } 

When a sudden investigation was under way to determine how the magazine had gotten all of that detail. It was quite a story at the time. Now, the question arose: How to get a copy of that magazine from two years ago? I tried some of the usual places and found that my research colleagues didn't subscribe to airplane modeling magazines. The public library used to have a copy, but it was missing. Then I called the local high school. The librarian had it, made a copy of the article, and got it to me the next day.

My researcher was pleased, and best of all, we did pick up a contract.

Another time, the front office called asking if we could get a list of art auctions in France, Spain, and the Netherlands taking place during the coming summer—particularly if they concerned the lowland masters. The big guy was going on vacation to Europe and would be in those countries. He collected lowland masters paintings and wanted to schedule his itinerary around the auctions. Once again, our collection wouldn't do the trick. I remembered that at the last chapter meeting, I met the librarian from the art museum downtown. When I called, she said that she had a couple of listings, but asked if I would like the auction catalogs themselves? Well, of course! It turns out that she received duplicates of many of the catalogs and hadn't thrown them out yet. She said she could gather them up and meet me the next day. I told her to make it lunch—I would buy.

We had a nice lunch, I picked up both a list of auctions and a bunch of auction catalogs, and sent them to the front office that afternoon. They were surprised not only at the catalogs, but at the speed with which the information was delivered. Nice work, and only possible because I attend chapter meetings.

Of course, there was a payback on both the above situations. I told you about the lunch. However, returning the favor to the high school was a different story, and the topic for another column. If any of you have tales about the help you have received from colleagues or even people outside the field that allowed you to do a special job, let me know. It can appear in a future column.

by John Piety. Piety is associate director for learning resources at John Carroll University, Cleveland, OH. For more information on "Special Librarians," or to contribute to the column, please contact Piety at: 1-216-397-1706; fax: 1-216-397-4256; Internet: piety@jcuaxa.jcu.edu.
The Angst of Outsourcing
by Gloria Dinerman

Whenever an information center falls victim to outsourcing, management is declaring to the corporate community that library personnel are not important to the rest of the corporate team. Management is saying that it is not worth the money to retain the staff—that an outside service will perform just as well. On the contrary, managing a library and being on patron call for everything from patients to competitive intelligence demands the attention of a professional administrator. Gloria Dinerman explores this “angst of outsourcing” and shares some valid reasons why this option is neither wise, cost-efficient, nor practical to the well-being and informational stability of the parent company. With a detailed scenario of her company’s interaction with contractors, you can be the judge.

Information Professionals at the Crossroads: Change as Opportunity—88th Annual SLA Conference Meets in Seattle

The Pacific Northwest Chapter of SLA is honored to host the 88th annual conference in Seattle, WA, June 7-12, 1997. The conference theme, “Information Professionals at the Crossroads: Change as Opportunity,” was chosen to reflect the changes facing our profession—changes that will bring challenges and opportunities. It is a part of the Special Libraries Association’s commitment to providing members and other information specialists with the best professional opportunities and resources available. Complete with photos of Seattle’s major sites and attractions, members of the Pacific Northwest Chapter and SLA’s Conferences and Meetings staff highlight what will take place at the convention and some of what the unique city of Seattle has to offer. They also include information on feature presentations, professional development offerings, registration, exhibits, and Seattle logistics. If you’re planning on attending the conference, read carefully!

A Non-Librarian Explains “Why Librarians Should Rule the Net”
by R. Anders Schneiderman, Ph.D.

Librarians have a lot to offer the Information Age—they have been managing complex information for over 2,000 years. They are built around the idea that they need to serve everyone. They focus on the resources that everyone will be able to use, and they strongly believe in universal access. In short, libraries are based on a culture that says knowledge and information must be available to everyone if our democracy is to survive. Why aren’t these librarians in charge of the Net? Unfortunately, instead of being in charge of this rapidly expanding medium, librarians are simply struggling to survive. In the long run, the only way the Net will rise to its true potential is if librarians become an integral part of the discussion of its future.

Competencies Promote Partnerships
by Susan Wright

At the SLA Winter Meeting held this past January, a panel of three deans shared their opinions about the document, Competencies for Special Librarians of the 21st Century. Speakers included SLA members, Dr. Toni Carbo, dean of the School of Library Science at the University of Pittsburgh; Fred Roper, dean of the School of Library Science at Florida State University—Tallahassee; and Jane Robbins, dean of the School of Library Science at the University of South Carolina. Each speaker shared their insight regarding this valuable document as well as their suggestions for its improvement. Ultimately, the panel agreed that the document promotes an on-going partnership between practitioners and educators in the library and information science arena. With this partnership also comes the responsibility of ensuring the document serves as a working model for the challenges librarians face in the upcoming years.
attie. Si vous avez l'intention d'assister au congrès, lisez attentivement!

Une personne qui n'est pas bibliothécaire explique "Pourquoi les bibliothécaires devraient régner sur le Net"
par R. Anders Schneiderman, Ph.D.

Les bibliothécaires ont beaucoup à offrir dans cette ère de l'information: ils gèrent des informations complexes depuis plus de 2 000 ans. Leur formation est centralisée sur l'idée qu'ils ont unique pour servir et ils croient fermement en l'accès universel. Bref, les bibliothèques reposent sur une culture qui dit que, si notre démocratie doit survivre, les connaissances et l'information doivent être à la disposition de tous. Alors, pourquoi ces bibliothécaires ne commandent-ils pas le Net? Malheureusement, au lieu de diriger ce moyen de communication en expansion rapide, les bibliothécaires se débattent simplement pour survivre. A long terme, la seule manière de voir le Net atteindre son véritable potentiel sera d'intégrer les bibliothécaires dans la discussion sur son avenir.

Les Compétences encouragent les partenariats
par Susan Wright

A la Réunion d'hiver de la SLA qui a eu lieu en janvier dernier, un groupe de trois doyens a partagé ses opinions sur le document Compétences pour les bibliothécaires spécialisés du 21e siècle. Les conférenciers comprenaient des membres de la SLA, le Dr Tony Carbo, doyen de l'Ecole de bibliothéconomie de l'université de Pittsburgh; Fred Roper, doyen de l'Ecole de bibliothéconomie de l'université de l'état de Floride à Tallahassee; et Jane Robbins, doyenne de l'Ecole de bibliothéconomie de l'université de la Caroline du Sud. Chaque conférencier a communiqué son point de vue sur ce document de grande valeur et ses suggestions sur la manière de le perfectionner. Finalement, le groupe a convenu que le document encouragerait un partenariat continu entre les praticiens et les enseignants dans le domaine de la bibliothéconomie et de l'informatique. Ce partenariat entraîne également la responsabilité d'assurer que le document constitue un modèle de travail que les bibliothécaires utiliseront dans les années à venir quand ils seront confrontés par des gageures.

La angustia de buscar personal de procedencia ajena
por Gloria Dinerman

Cuando un centro de información cae víctima de contratar personal de procedencia ajena, la administración le revela a la comunidad que el personal de la biblioteca no es importante para el resto del equipo empresarial. La administración está diciendo que no vale la pena pagar dinero por conservar el personal, que un servicio ajeno actuará de igual manera. Al contrario, administrar una biblioteca y estar de guardia para los clientes para todo desde patentes hasta la inteligencia competitiva exige la atención de un administrador profesional. Gloria Dinerman explora esta "angustia de buscar personal de procedencia ajena" y comparte algunas razones validas por las cuales esta opción no es ni juiciosa, ni eficiente en coste, ni práctico para el bien y la estabilidad de la información de la casa matriz. Con un escenario detallado de su interacción con los contratistas, usted puede juzgar.

Los profesionales de la información en una encrucijada: cambio en forma de oportunidad.
La 88 conferencia anual de la SLA se reúne en Seattle

El consejo del noroeste del Pacífico de la SLA tiene el honor de organizar la 88 conferencia anual en Seattle, WA, del 7 hasta el 12 de Junio, 1997. El tema de la conferencia, “Los profesionales de la información en una encrucijada: cambio en forma de oportunidad” fue elegido para reflejar los cambios enfrentando nuestra profesión—cambios que traerán desafíos y oportunidades. Es parte del compromiso de la Asociación de bibliotecas especializadas de proporcionar a los miembros y a otros especialistas de la información con las mejores oportunidades y recursos profesionales disponibles. Completos con fotos de los lugares y atracciones más importantes de Seattle, los miembros del personal de las conferencias y las uniones del consejo del noroeste del Pacífico de la SLA subrayan lo que tomará lugar en el congreso y algo de lo que la ciudad singular de Seattle ofrece. También incluyen información sobre presentaciones, ofertas sobre el desarrollo profesional, inscripciones, exhibiciones, y logística en Seattle. ¡Si planea asistir a la conferencia, lea cuidadosamente!

El que no es bibliotecario explica "Porque deben los bibliotecarios controlar el Net (Internet)"
por R. Anders Schneiderman, Ph.D.

Los bibliotecarios tienen mucho que ofrecer a la Edad de la información, han administrado información compleja por más de 2,000 años. Están ubicados en la idea que necesitan servir a los demás. Se enfocan en los recursos que todos puedan utilizar, y enérgicamente creen en acceso universal. Es decir, las bibliotecas son basadas en un mundo que sólo no valoran lo precioso y la información tienen que estar disponibles para todos si nuestra democracia a de sobrevivir. ¿Entonces porque es que estos bibliotecarios no están encargados del Net? Desafortunadamente, en vez de estar encargados de este medio expansivo, los bibliotecarios simplemente están luchando para sobrevivir. A lo largo, la única manera que el Net se eleve a su verdadero potencial es si los bibliotecarios se convierten en una pieza integral de la polémica sobre su futuro.

La aptitud fomenta la asociación
por Susan Wright

En la reunión de invierno de la SLA que tuvo lugar este enero pasado, un panel de tres doyens compartieron sus opiniones sobre el documento, Competencies for Special Librarians of the 21st Century.

Los conferencieros incluyeron los miembros de la SLA, el Dr. Tony Carbo, decano de bibliotecología en la University of Pittsburg; Fred Roper, decano de bibliotecología en la universidad de Florida, Florida State University—Tallahassee; y Jane Robbins decano del colegio de bibliotecología de la University of South Carolina. Cada conferencier mismo comenzó su interacción sobre este documento valioso tanto como sus sugerencias para su mejora. En fin, el panel acordó que el documento fomenta una asociación continuada entre los practicantes y los educadores en la arena de la biblioteca y la bibliotecología. Con esta asociación también viene la responsabilidad de asegurar que el documento sirva como un modelo de ensayo para los desafíos con los que los bibliotecarios se enfrentan en los días entrantes.
1997 SLA Awards and Honors

The following sketches are of the 1997 SLA Awards and Honors winners who will be receiving their awards during the association's annual conference in Seattle in June 1997. These recipients were selected by the Awards and Honors Committee comprised of Didi Pancake, chair, Jane Dysart, Judy Field, G. Lynn Tinsley, and Dorothy McGarry.

Hall of Fame Award
Catherine A. Jones

Catherine A. Jones, formerly chief of the Congressional Reference Division of the Congressional Research Service at the Library of Congress until her death on January 27, 1996, has been posthumously recognized with Special Libraries Association's Hall of Fame Award in recognition of her unceasing efforts to support the organization over a period of years in the area of copyright issues.

John Cotton Dana Award
Charles F. Finnerty

Charles F. Finnerty, principal/president of Designs for Information in New York, NY, has been selected to receive the John Cotton Dana Award. SLA's most prestigious award for his long record of work with the association and its members as well as those in other professions to improve the design and space planning aspects of special libraries. Finnerty has been active for a long time in the New York Chapter of SLA, has taught a continuing education course on library planning and design at SLA's annual conference for over 15 years modifying it each year to keep up with current trends, and makes himself available to attendees for private consultations on their particular libraries in return for a donation to SLA's Ron Coplen Fund. He has long served as a one-man mentoring and support network for special librarians in the New York area. Finnerty has contributed to services, several times, to design and update the SLA library in the association's headquarters in Washington, DC. Finally, he serves as an ambassador for special librarians through his relationships with architects, corporate managers, vendors, and other professionals, involving them in the issues of library design.

President's Award
John Marcus and Mary Beall

John Marcus, a market research analyst with U.S. Robotics—Network Systems Division in Skokie, IL, and Mary Beall, university librarian at the University of Illinois at Chicago, have been chosen to receive SLA's President's Award in recognition of their efforts to provide the "INFO 96" information booth during the Democratic National Convention in Chicago in late summer 1996. They gave six months of effort in rigorous planning, scheduling of volunteers, soliciting vendors and sponsors, and gathering print reference sources and all the other things it took to support the booth and its activities. This highly visible service provided help to convention delegates and officials, and to a broad spectrum of media representatives enhancing not only the operations and coverage of the event, but also the worth of our profession.

The designation of "Fellow of SLA" is awarded to no more than five members of SLA each year in recognition of their record of leadership in the association and in the expectation of their continued involvement in years to come.

Fellow
Joan Gervino

Joan Gervino, director of the Center for Banking Information of the American Bankers Association in Washington, DC, has been named a Fellow of Special Libraries Association in recognition of her dedicated service to the organization over a number of years both in the Washington, DC Chapter and in the Business & Finance and Library Management Divisions as well as at the association level. Gervino has been active in other library-oriented organizations, done extensive speaking at professional meetings.

Fellow
Wilda B. Newman

Wilda B. Newman, information resources manager in the Administrative Services Department of the Applied Physics Laboratory at Johns Hopkins University in Laurel, MD, has been named a Fellow of Special Libraries Association. A member of SLA since 1969, Newman has been actively involved member of the Science-Technology Division and of the Washington, DC Chapter for most years.
of that time. At the association level, Newman has been a particular advocate of the international aspects of SLA's activities serving on the International Relations Committee for many years, and as one of several SLA members to regularly attend and participate in the activities of the International Federation of Library Associations (IFLA).

**Fellow**

**Marydee Ojala**

Marydee Ojala, principal of Ojala Associates, an independent consulting firm in Holte, Denmark, has been named a Fellow of Special Libraries Association. Ojala has been active in three different SLA chapters throughout her career (San Francisco Bay Region, Heart of America, and European) as well as in the Business & Finance Division of SLA. She is a freelance writer and author of "The Dollar Sign" column for the publication Online. In addition, she has actively sought opportunities to be active with library schools in her area, serving as adjunct faculty and as mentor and adviser for the students, especially those in student chapters of SLA.

**Fellow**

**Jean Scanlan**

Jean Scanlan, director of the Information Center for Price Waterhouse in Boston, MA, has been named a Fellow of Special Libraries Association. She has been active at all levels of the association for many years including the Boston Chapter, and the Business & Finance Division, as well as serving on association-wide committees and as Chair of the Division Cabinet on the SLA Board of Directors. She is active with library schools, often teaching at Simmons College and lecturing elsewhere across the country, and has been recognized by awards from Simmons and from her own company, Price Waterhouse, for her achievements there.

Thanks to Didi Pancake for compiling these personal sketches for this year's award winners.
Carnegie Mellon University
2 Positions Available

Head, Hunt Library Information Center. Carnegie Mellon University seeks a dynamic librarian for a key public service position. Administers and participates in an active general reference department's services. The department serves as the general reference site for all campus users and provides liaison services for the college of Humanities and Social Sciences, the Graduate School of Industrial Administration (business school) and the H.J. Heinz III School of Public Policy. Reporting to the Associate University Librarian for Information and Education Services, the Head provides leadership, direction and day-to-day management for 4 other professionals. I support staff. 1 FTE graduate interns and .75 FTE work study students. Will serve as the liaison librarian to one or more academic departments or schools, with assignment based on the candidate’s educational background. Will lead the development of the department's user centered service plan and the library program to teach information literacy skills. This instructional program will require integration of current initiatives and close work with all library reference units. Computing Services education; and curricular committees at Carnegie Mellon. Service plans will continue to integrate electronic resources into all departmental activities. The Libraries are currently planning renovations to result in a comfortable environment for users. The will be flexible in accommodating new technologies. Required: MLS (ALA accredited). Five years increasingly responsible academic reference and user education experience. Supervisory experience. Evidence of significant experience with integrated online library systems, campus networks, the Internet and electronic information resources to provide user services. Demonstrated excellent interpersonal, communication and mentoring skills. Ability to lead and work in a quickly changing information services environment. Ability to work well in a team as well as individually. Academic background in an area of business, humanities or social sciences. Evidence of participation in professional organizations. Preferred: Two or more years managerial experience. Advanced degree in relevant subject area. Experience in instructional design and implementation. Training in principles of quality management techniques. Record of relevant publication and presentation. Salary negotiate from $40,000 minimum depending upon qualifications and experience. Comprehensive benefits package. Credential review begins May 1, 1997 and continues until position is filled. Send application letter referencing job HL3-97, resume, and names of three references by email to Ignacio Alexander@andrew.cmu.edu or by mail to Head, Administrative Services, Hunt Library, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213-3890. See these web sites for more information about Carnegie Mellon University: http://www.cmu.edu/University_Libraries.html. Carnegie Mellon is an AA/EEO Employer.

University Librarian. Carnegie Mellon University invites applications and nominations for the position of University Librarian. Description of Position: Carnegie Mellon University is seeking an innovative and experienced individual for the position of University Librarian. The University who reports to the provost and servers on the Academic Council and the President's Council, has primary responsibility for budget, strategic planning, personnel, library technology, fundraising and development of services, programs and collections. This individual must be able to communicate effectively within and outside the library. It is expected that the successful applicant will continue to build on our history of leadership in automation and technology innovation. The University Librarian will foster and develop state of the art library services and information resources and information resources to meet the needs of a strong research community and a diverse educational program. The Institution: Carnegie Mellon University is a private, coeducational university located in Pittsburgh, Pennsylvania. There are nearly 7,600 currently registered students. The faculty totals 1,014 members, comprised of 330 regular full time faculty and 484 special faculty and researchers. The University Libraries staff is composed of library professionals (32 FTE). Supervisory/Support Staff (51 FTE) and Student Assistants (51 FTE) totaling 117 FTE. The Libraries comprise three separate locations encompassing 819,670 print volumes (books, bound journals), 3,797 current subscriptions, 83,676 microforms, 21,772 music scores, and 167,885 items in audio and visual formats, such as slides, sound recordings and an array of electronic information resources. The Library budget totals more than $5.5 million including more than $2.2 million for library materials.

Qualifications Required:
- A demonstrated record of effective and creative leadership;
- Demonstrated vision and innovation in information technology in libraries and higher education;
- Significant administrative and management experience in an academic library;
- A record of significant research and/or professional achievement;
- Broad knowledge of and contacts in the library and information sciences field;
- Effective oral and written communication skills;
- ALA accredited MLS required. Second advanced degree desirable.

Salary is negotiable based on experience and qualifications. Comprehensive benefits package. Send nominations or letter of application, resume and the names of three references by email to Gordon.Lewis@andrew.cmu.edu or by mail to Gordon H. Lewis, Chair, University Librarian Search Committee, Hunt Library, 5000 Forbes Avenue, Carnegie Mellon University, Pittsburgh, PA 15213-3890. Review of applications will begin May 1, 1997. Carnegie Mellon University is an AA/EEO employer. Nominations and applications of minorities and women are particularly encouraged.

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