Information Outlook, April 1999

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17 SLA's 90th Annual Conference—Knowledge Leaders for the New Millennium: Creators of the Information Future
Join your colleagues from all over the world in Minneapolis to learn, explore, dream and plan for a future that is yours to claim and shape! It's time to prepare for SLA's 90th Annual Conference! Get the latest information on educational programming, the exhibit hall, area attractions, and more in this conference preview.

28 Internet Power Searching: Finding Pearls in a Zillion Grains of Sand
Much time can be spent—and wasted—when searching the web without knowing the tricks of the trade. There is no doubt that technology has come a long way and improvements are on the horizon. Nevertheless, a major challenge for information professionals is knowing where and how to find what's needed. Amelia Kassel shares some tips on how to become a successful searcher.

34 Giving Presentations with Pizazz
It has been said that public speaking is more stressful than moving across the country, getting a divorce, or coping with the death of a loved one. Effective public speaking is a developed talent that takes practice, practice, and more practice. Mary K. Dzurinko shows once this skill is learned, practiced, and polished, it becomes an integral part of your managerial "bag of tricks."

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The 1999 Annual Salary Survey instrument will be sent to a random sample of SLA’s membership in April. In order to provide compensation information that truly reflects your expertise, education, and experience, we need all members who get a 1999 SLA Salary Survey in the mail to return it right away.
Are You Creating an ‘Information Future’?

I’m willing to bet that you are probably asking “How do I create an ‘information future,’ precisely?” If you haven’t thought about it before, you need to start. To create an information future is to design a plan of attack for defining the nature and scope of your organization’s information culture into the twenty-first century. We at SLA headquarters and you, as a member, know your value in shaping your organization’s information future. Knowledge-dependent organizations are also waking up and integrating their information professionals into their knowledge management programs. We, however, cannot wait and hope for that to happen. We must seize opportunities to mold what we can control immediately and strive to take responsibility for everything else over time. We must create our future.

As the purveyors of knowledge within our organizations, we must constantly assess our internal and external environments to determine where opportunities, challenges, and downright threats to our existence will originate. We must strive to cooperate when possible, embrace change at every turn, and initiate or take charge when the time is right. Being assertive and aggressive are no longer traits solely characteristic of senior managers and executives. Our profession stands at a crossroads, where we must choose either to cling to the past or embrace the future, leading our organizations all the way.

With all of this in mind, I challenge you to take part in the most important event prior to our jump into the new millennium. The SLA 90th Annual Conference, which takes place June 5-10, 1999, in the Twin Cities of Minnesota, promises to raise our collective expectations for the future of the profession. The theme for this conference is “Knowledge Leaders for the New Millennium: Creators of the Information Future.” Does that phrase ring a bell? If not, start reading this column from the top!

Thousands of members of your profession will gather in Minneapolis from all over the world to learn and explore, to challenge one another, and to dream and plan for a future that is now ours to create and claim. The Conference Program Committee and the 1999 Division Program Planners have worked hard to put together an array of programs specifically designed help you expand and build your personal and professional competencies. As knowledge leaders, we must call upon these skill sets to successfully manage change and bridge the gap between the vast information needs of our clients and a universe of unlimited choices. We are the new knowledge leaders for the next millennium. Embrace your new future by attending the SLA Annual Conference.

One of the many interesting reasons to be in Minneapolis will be to witness the General Session, headlined by Laurence Prusak. Prusak is managing principal of the IBM Consulting Group, and is an accomplished author and expert on knowledge management. You are certain to enjoy, and be challenged by, his revealing thoughts on this subject and our profession’s ties to it. Look for an interview with Prusak in the May issue of Information Outlook.

To celebrate this upcoming event, this issue of Information Outlook is appropriately deemed our “pre-conference issue” because it is chock-full of information to assist you in planning your visit to Minneapolis. You’ll find a feature article that highlights major programs, speakers, and local attractions, as well as an interesting column on professional development opportunities at the 90th Annual Conference. Read on, and prepare to make your way to the Land of 10,000 Lakes!

You will also find registration, programming, and exhibit information in the “Conferences and Meetings” section of the SLA web site, at www.sla.org/conf/index.html. If you have any questions, contact SLA staff by calling 1-202-234-4700. And don’t forget to start planning your information future!

David R. Bender, Ph.D
Executive Director
SLA Members Homan and Marshall Elected to MLA Board

Michael J. Homan was elected to serve as Medical Library Association (MLA) president-elect for the year 1999/2000. Homan is the director of libraries for the Mayo Clinic in Rochester, MN. He currently serves as the editor of the Bulletin of the Medical Library Association. He has chaired numerous MLA committees including the Scholarship Committee, the Section Council Advisory Committee, the Information Systems Task Force, and the Pharmacy and Drug Information Section. Homan is an active member of the Minnesota Chapter and the Pharmaceutical and Biomedical & Life Sciences Divisions.

Joanne G. Marshall was elected to serve on MLA's nominating committee. She is a member of the North Carolina and Toronto Chapters, as well as the Business & Finance, Biomedical & Life Sciences, and Pharmaceutical Divisions.

Valliere Joins AHA

Joanna Kershner Valliere recently joined the American Hospital Association (AHA) Chicago, IL, as an information associate. Prior to this new position, she served as an assistant librarian at GSD&M Advertising, Austin, TX. Valliere is a member of the Texas Chapter, as well as the Business & Finance and Advertising & Marketing Divisions.

Southwest Regional Conference II Set for 2000

The Arizona, Oklahoma, Rio Grande, Rocky Mountain, Texas, and Southern California Chapters of the Special Libraries Association will be hosting the Southwest Regional Conference II on April 5-7, 2000, in San Diego, CA. The theme of the conference, “Ahead of the Curve,” will focus on the changing roles for knowledge workers and the blurring of boundaries among the information, educational, and entertainment industries. For more information, contact Esther Gell, public relations planning committee, at 1-303-871-3412.

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CLIR Receives $300,000 Grant

The Council on Library and Information Resources (CLIR) recently received a $300,000 grant from the William and Flora Hewlett Foundation. The grant was awarded in response to a proposal from CLIR that outlined its project initiatives in four program areas: Preservation and Access, Digital Libraries, Economics of Information, and Leadership.

PACSCL Creates Online Catalog

The Philadelphia Area Consortium of Special Collections Libraries (PACSCL) recently announced the creation of the PACSCL Online Union Catalog that will allow single search access to records from nine of its members' libraries. The $320,000 Pew Grant from the Pew Charitable Trust will allow a worldwide audience from scholars to the public, the ability to survey the rich resources available in Philadelphia's special collection libraries.

Clearinghouse Debuts on MLANET

The Medical Library Association (MLA) has launched its new Educational Clearinghouse on MLANET. The clearinghouse will benefit course developers, instructors, and participants by providing a listing of courses approved for MLA continuing education (CE) contact hours. The clearinghouse also provides CE event organizers with instructor information, approval expiration dates, participant levels, and course prerequisites, allowing users to search for courses by subject, instructor, chapter region, course date, course title, course number, experience level, area of knowledge, or by other key words.

In Memoriam

Janice L. Suter

Janice L. Suter died January 29, 1999, in Venice, FL. Originally from Clarksburg, WV, Suter received her Bachelor's degree in business education in 1968 from Fairmont State University in Connecticut. In 1971, Suter served as a personnel manager for the law firm of Willkie, Farr & Gallagher, and as an office manager for Investors Overseas Services (IOS) and American Export Isbrandtsen Industries. In 1974, she was employed in human resource management at the national headquarters of the J.C. Penney Company. Prior to her illness, she was president of Suter Associates, an international executive search firm, specializing in the information industry. Suter served as National Chairperson for the Consultations Services Committee of the SLA Board of Directors in 1996. The New York City Board of Education presented her with the Partner in Education Award for developing a "Best in Class" Junior Achievement Center of more than 250 youths in New York City. She was very active in the association, and held memberships in eleven chapters and three divisions.

Marvin Scilken

Marvin Scilken died on February 2, 1999, in New York, NY. He was the creator, editor, and publisher of UN'A'B'A'SHE'D Librarian, a quarterly library publication in circulation since 1971. Scilken graduated from the Bronx High School of Science in New York City, and the University of Colorado-Boulder. He received his M.L.S. from the Pratt Institute School of Information and Library Science in Brooklyn, NY. He served as the director of the Orange, NJ, Public Library for thirty years. He also served on the Council of the American Library Association for five terms. In 1966, Scilken informed the U.S. Senate Subcommittee on Anti-Trust and Monopoly about alleged price-fixing of library books, which resulted in numerous lawsuits, recovering millions of dollars for libraries. Scilken was a member of the New York Chapter and the Science & Technology Division.

Information Outlook Receives European Trademark

Information Outlook, the monthly magazine of the Special Libraries Association, recently received trademark recognition from the European Office of Harmonization. Information Outlook previously received trademark status from the U.S. and Canada. SLA's logo also received trademark recognition from the U.S. Patent and Trademark Office.

Attention International Members!

It is now easy to access SLA's Fax-on-Demand system! To get a list of documents, call 1-415-278-3910. The system allows callers to request membership information, order forms, bibliographies, professional development registration forms, and more.

www.informationoutlook.com
Develop Your Professional and Personal Competencies in Minneapolis

The Professional Development department has a top-notch program in place for the 1999 Annual Conference in Minneapolis. We'll be providing you with a wealth of continuous education programs and career services designed to meet your specific needs. Here's what you can look forward to in June!

Continuous Education (CE) Programs

On June 5, 6, and 10, you can attend full-day or half-day CE courses. These intensive training programs are designed for information professionals seeking to build their skills at all places in their careers. Presented by SLA headquarters, the courses at the convention center, are sponsored by LEXIS-NEXIS and the hands-on, off-site courses are sponsored by West Group. Some of the new courses to be debuted include Knowledge Management: Cases, Complexities and Competencies; Second Generation Intrant Development: Metadata: A Workshop; Creating a Knowledge Map for Your Organization; and Putting the Internet to Work in Your Library. In addition, the divisions are offering a variety of courses in their specialty areas.

Management Competencies Institute

For information professionals entering management positions or seeking to improve their management skills, SLA will offer two units of the Management Competencies Institute (formerly the Middle Management Institute) on June 5-6. Financial Concepts and Strategies teaches managers of libraries and information centers how to analyze and use financial information in order to defend the value of information services and participate effectively in the decision-making process. Through problem solving exercises, group discussion, and interactive lecture, the Management Skills unit will teach you a group of key management skills that provide a foundation for success. Both of these units are sponsored by West Group.

Knowledge Executive Institute

If you're a senior-level information professional managing a large budget and staff, join your colleagues and an all-star faculty from June 3-5 to build the executive skills you need to implement a knowledge-based initiative. Sponsored by The Dialog Corporation and TelTech Resource Network Corporation, the Knowledge Executive Institute is a highly intensive, interactive, three-day program uniquely suited for those information professionals moving into executive functions within their organization.

Employment Clearinghouse

The SLA Employment Clearinghouse, sponsored by Telesec/CORESTAFF, is a yearly resume referral service designed to help information professionals increase their awareness of available positions. For employers, the Clearinghouse is an easy and effective method of bringing job openings to the attention of more than 7,000 special librarians and information professionals. The Clearinghouse is a valuable service for all information professionals and employers, whether you are able to attend the conference or not! A compilation of job openings and resumes are for sale after the conference to employers and those seeking a new job.

Career Advisory Service

Are you a recent library school graduate who is unsure of your future in the field? Are you interested in exploring new job opportunities or in changing your career course? The Professional Development department is offering a Career Advisory Service on Sunday, June 6 through Wednesday, June 9. This program is sponsored by C. Berger & Co. Experienced SLA members will serve as counselors to help shape your career. This confidential service is by appointment only. If you have an hour to spare at the conference, we are looking for career advisors to participate in this rewarding experience. Please contact the Professional Development department at 1-202-234-4700, ext. 667, for more information.

Career Workshops

Don't miss your chance to participate in free job-search workshops that will help you make the most of the 1999 Annual Conference. These workshops are sponsored by Advanced Information Management and cover topics such as understanding job options, preparing for today's job market, and presenting oneself to prospective employers. All workshops are conveniently located next to the Employment Clearinghouse.

Detailed information on all of these programs is available on the in the new interactive Annual Conference section of the SLA web site at http://www.sla.org/conf/99conf.
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What Comes After Knowledge Management?
Wearable Computers, Smart Rooms, and Virtual Humans

The 1999 SLA annual conference celebrates our role as knowledge leaders, skilled in the "creation, organization, dissemination, and management of knowledge" (http://www.sla.org/conf/99conf/preview.html). I'm looking forward to it. I've been the Knowledge Base project manager at the Human Interface Technology Lab (HIT Lab) at the University of Washington for almost six years. The conference theme validates the knowledge management role that I've been exploring in the virtual reality (VR) community. For information professionals, knowledge management emerges as a promising career trend. Skilled at identifying, classifying, and organizing knowledge, we are well suited to the new knowledge jobs (Davenport and Prusak, 1998).

We've made the leap into the arena of knowledge management. Now what? People, documents, experiences, and narratives transmit knowledge. The way we manage and structure knowledge transfer evolves proportionately with changes in our relationship to technology and information. Right now, the interface is moving from the personal computer on your desktop to a wearable computer—picture glasses that augment the real world with your work. Interfaces are being developed that will compliment your work style. The information is changing too. Real-time video and audio will enhance multimedia information (see Bloomberg New Media at http://www.bloomberg.com/products/ prod4.html). Knowledge management software means more than simply organizing corporate knowledge. Applications now generate information landscapes, visualizations that allow the us to interpret trends in large datasets. For example, take a look at Cartia (http://www.cartia.com) or Perspectives, Inc. (http://www.perspecta.com/).

This technology push will create new roles for the information professional. To predict these new roles, we need to take a look at the interface, the information, and our new digital identity.

Interface Development
The user interface of the future promises to be ubiquitous, transparent, collaborative, and networked (Emerson, 1998). There is a strong trend in developing natural user interfaces that fit the human's tasks, personality, and lifestyle. As technology steers us in the direction of omnipresent access to information, the information professional's role takes the same turn—serving nomadic end users accustomed to information any time, anywhere (National Research Council, 1997).

Wherever the user is, the computer will be there too—embedded in smart rooms (Pentland, 1996) or worn as clothing (Post and Orth, 1997). Wearable computers and global wireless networks make rapid information retrieval and processing available in the workplace, generating significant changes in manufacturing, medicine, and training (Jackson and Polinsky, 1998). Imagine computers responding to natural human input like speech, facial expression, and gesture. In the virtual library, we will be talking to clients through the computer interface.

Information Transformation
The World Wide Web transforms our libraries into networked information centers. With improvements in the information infrastructure, scientists and engineers have begun to exchange information in the form of images, audio-video files, and visualizations (Dertouzos, 1997). Sandia Labs is developing a classification based on human perception method (VERI, Visual-Empirical Region of Influence), providing the opportunity to cross-analyze patterns of multiple datasets. The method provides visualization in multiple dimensions (Osborn, 1997). We're tasked to store, archive, and retrieve this media. In my HIT Lab library, we are building archives of sound, haptics (touch), motion capture, and VRML (Virtual Reality Modeling Language) files. Designing the database and developing the search engines come next.

Technologies such as virtual reality allow the user to build information landscapes in the three dimensional (3-D) computer graphics environments. Librarians will become virtual architects and guides in information cities. These 3-D information spaces are being defined by architectural metaphors. For example, MIT Media Lab researchers have built a City of News, a "dynamically growing urban landscape of information" (Sparacino, et. al, 1997). City of News is an interactive web browser that immerses the user in a three-dimensional spatial layout. continued, next page

by Toni Emerson. Emerson is the Knowledge Base project manager at the University of Washington. She may be reached at temerson@hitl.washington.edu. For more information contact Ruth Arnold, Ph.D. (ruth@sla.org)
The future will also find us crafting 3-D visualizations to analyze information retrieval. At the HIT Lab, we are using SPIRE (Spatial Paradigm for Information Retrieval and Exploration, see: http://multimedia.pnl.gov:2080/showcase/pachefel.cgi?it-content/i.e.node) developed by Battelle's Pacific Northwest Laboratory. We are producing visualizations of full-text searches to identify technology trends.

We're not only analyzing the visualization, but also searching databases in 3-D information spaces. Visual Information Retrieval Interfaces (Pörner, 1995) (Korfhage, 1997) provide the user with multiple reference points in high dimensional space. Expert searchers will become information navigators in a 3-D search interface.

Digital Identity

Virtual humans are graphical representations of people that allow a user to embody themselves as avatars in virtual, online environment or as agents, intelligent representations that assist the user. For example, the MediSim project (Chi, et al., 1997) utilizes a simulated casualty (intelligent agent) with appropriate injuries and physiological behavior responses for medic training. In this simulation, the trainee's virtual self (avatar) learns how to respond to battlefield emergencies.

The director of the HIT Lab once told me that he'd like to program my personality and subject expertise into a knowledge robot. At that time, he called such a program, a "knowbot". [Note: The Corporation for National Research Initiatives (CNRI) has developed Knowbot® Software which is a system that executes software programs acting as mobile agents for distributed systems such as the Internet, searching for the information the user enters, see http://www.cnri.reston.va.us/home/koe/index.html] This knowledge robot, or more appropriately, agent, would be available to anyone who accesses the HIT Lab WWW site. At first, I panicked. I saw myself (and my position) evaporating into digital space. Rethinking the idea, I’ve decided that my future job would be designing digital identities of agent software for knowledge management applications. We will design avatars representing ourselves for online training and reference interviews; developing intelligent agents (virtual librarians) that will assist in information organization and recall.

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The theme of the 1999 Minneapolis Annual Conference both anticipates and celebrates the information professional's new role as leader of the information future. The SLA membership has and always will be information professionals, committed to providing excellence in information delivery and retrieval. As members of knowledge teams—and now leaders of knowledge capital, the membership possesses the skills, the expertise, the creativity, and the savvy to assume true leadership roles in the creation, organization, dissemination, and management of knowledge.

Come! Join your colleagues from all over the world in Minneapolis to learn, explore, dream, and plan for a future that is now yours to claim and to shape. The city of Minneapolis is embodied by the image of a river. The river is fluid, always changing, driving the need to connect its twin cities. As knowledge leaders, the profession must manage the ebb and flow of constant change and bridge the gap between the vast information needs of the clients and a universe of unlimited choices.

Attend the 1999 Minneapolis Annual Conference and celebrate. You are the new knowledge leaders for the next millennium. Join with others to embrace your new future! Read and see what's in store...
As knowledge leaders for the twenty-first century, members of SLA are challenged on a daily basis to expand and build their competencies—both on a professional level and a personal level. SLA is dedicated to assist you in this endeavor. The competencies of special librarians for the twenty-first century have their roots in the past, but they reach far into the future. The competencies form the basis for the continued survival and growth of special librarianship in the information age. Special librarians recognize the expanding nature of the challenges that face them and the range of competencies that are required. The challenges represented by these competencies must be seized and acted upon today to ensure that special librarians have a viable tomorrow. To help guide you through the many offerings at the 1999 Minneapolis Annual Conference, and to help you expand upon your competencies, the 1999 Minneapolis Conference Program Committee and the 1999 Division Program Planners have developed four general tracks that you may want to consider when developing your conference activities:

- Leadership - Who we are
- Evolving Roles - Where we are going
- Knowledge Management - What we do
- Practitioner's Toolkit - The nuts and bolts

Now is the time to begin planning your conference activities by reviewing the many offerings developed by the SLA division planners. Browse through your copy of the Preliminary Conference Program by using the appropriate logos signifying the track of your choice. Each track has been developed to build on your competencies—from professional to personal. (Special note: the 1999 Preliminary Conference Program was mailed to the full membership during the month of March. Also, check out the SLA web page at www.sla.org for a fully interactive program database.)

Expanding Your Special Competencies——Reasons to Attend:
- Learn more about innovative ideas, methods, and approaches from the experts
- Investigate the new technologies in the 500-plus booth exhibit hall
- Network with those who share your interests and concerns, as well as with those from different disciplines who can share vital information with you
- Gain insights into trends and changes
- Build your professional competencies by attending sessions, workshops, focus group meetings, and continuing education classes
- Network!!

To expand upon your conference experience, plan to participate in one of the many special events planned:

President's Reception
Sunday, June 6
8:00 p.m. - 9:00 p.m.

Looking out the Windows on Minnesota
Join SLA President L. "Suzi" Hayes at SLA's fifth annual President's Reception. The event will take place at Windows on Minnesota, located on the thirtieth floor of the IDS Tower, which provides a spectacular view of Minneapolis - St. Paul and makes it the perfect backdrop for the conference. Don't miss this opportunity to network with peers. Check your program for further information.

Closing Gala
Wednesday, June 9
7:00 p.m. - 10:00 p.m.

Swing Time at the International Market Square
A soaring five-story atrium with brick walls, balconies, a grand piano, and stunning glass ceilings, make up this wonderful venue for the 1999 Closing Gala. The latest in swing music—the hottest sound around these days—will play throughout the evening for those who want to dance the night away. Don't forget to order your tickets early!

The General Session
Monday, June 7
9:00 a.m. - 10:15 a.m.
Larry Prusak, executive director of the Institute for Knowledge Management, IBM
A respected leader on management consulting issues, Larry Prusak will address
West Group is a proud sponsor of the Special Libraries Association on many exciting projects in 1999:

- Major partner of the 90th Annual Conference of SLA including:
  - Sponsor of the keynote address at the Annual Conference
  - Host of the Management Competencies Institute
  - Host of the hands-on technology Continuing Education courses
  - Host of the SLA Leadership Reception, June 8
- Four-year commitment to the President’s Circle ($40,000 in unrestricted support)
- Sponsor of the SLA Self-Paced Online and Real Time Desktop educational courses
- Co-Sponsor of the SLA 1999 State of the Art Institute

"Few Corporations have demonstrated the level of support to which West Group has committed itself, and its presence at the conference will be unprecedented, acknowledging the importance of SLA and its members to the development of information resources."

-David Bender, Executive Director of SLA
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URL: www.jst.go.jp/JICST/
the convention attendees on Monday during the General Session. Following the presentation, Prusak will participate in a strategy sharing session.

Prusak has been widely published and recently co-authored two books with Thomas H. Davenport, a professor and director of the Information Management Program at University of Texas, and a respected leader on management consulting issues. The first book, Information Ecology, offers a new approach to the management of information in organizations based on dynamic and human-based principles. The second, Working Knowledge, is the first full scale treatment of knowledge in organizations from an executive perspective. Both books were published in 1997.

Hot Topic Series
Beginning with the 1999 Minneapolis Annual Conference, SLA headquarters will conduct a series of conference-wide programs that address issues and concerns of major importance to the information profession. Topics covered in these sessions will be current issues not addressed by division programming. Check out the SLA web page at www.sla.org at a later date for a list of titles for the new Hot Topic Series.

Strategic Technology Alliance Series
Also new for the 1999 Minneapolis Annual Conference, SLA will forge a closer working alliance with a number of our exhibitors by asking them to submit possible program topics for presentation. These programs will introduce the new Strategic Technology Alliance Series. SLA will be working with our exhibitors to offer cutting-edge programming on topics of future importance to the information professional. Check out the SLA web page at www.sla.org at a later date for a complete listing of programs.

Take Advantage of Professional Development Courses
There’s something for everyone at the Professional Development program in Minneapolis whether you are just entering the field or you’ve been an information professional for years. Prior to the conference on June 3-5 will be the highly acclaimed Knowledge Executive Institute for senior-level information professionals who are moving into knowledge executive roles. If you're not quite at a senior-level yet but have the need for management education, don’t miss one of two units of the Management Competencies Institute, Management Skills or Financial Concepts and Strategies. Conference attendees can develop a variety of professional and personal competencies through the Continuous Education Courses sponsored by SLA headquarters focusing on topics such as knowledge management, intranets, copyright, training, and metadata. Divisions will also sponsor CE courses in their subject area specialties.

For those members who are just out of library school or those contemplating a career change, the Career Advisory Service is available free of charge. Experienced SLA members will serve as counselors to help shape your career. This confidential service is by appointment only. Or maybe you have already decided on what new direction your career is going and are ready for the next step—a new position. Don't miss the SLA Employment Clearinghouse, a yearly resume referral service designed to help information professionals increase their awareness of available positions. In addition, several free Job Search Workshops are scheduled to help you to make the most of your job search. For more information, please contact the Professional Development department at 1-202-234-4700, ext. 679, or send e-mail to profdev@sla.org.

Don't Miss the Exciting Exhibit Hall
Over 300 companies representing more than 500 booths will be showcased at the 90th Annual Conference in Minneapolis! With a large variety of vendors ranging from long-time supporters such as West Group, LEXIS NEXIS, Disclosure, Dow Jones, Dun & Bradstreet, UMI, Gale Group and Inmagic, to relative newcomers such as Canon USA, 3M, Walter DeGruyter, and Rand, the 1999 exhibit show will have something for everyone. Join SLA's President Suzi Hayes, Executive Director David R. Bender, and SilverPlatter for the Ribbon Cutting Ceremony that will open the exhibit hall on Sunday, June 6. Entertainment will be provided. Remember to stop by the
exhibit hall at the end of the day for a Welcome Cocktail Reception with light snacks and cocktails. Schedule time to participate in the first annual Strategic Technology Alliance Series. Vendors will be providing educational courses that will demonstrate their expertise in the special librarian profession. Check your program for dates and times!

Relevant Publications, Videotapes, and Audiotapes

The theme of this year's Minneapolis Annual Conference is "Knowledge Leaders for the New Millennium: Creators of the Information Future." Visit SLA's Virtual Bookstore at www.slapublishing.org to find timely publications such as Knowledge and Special Libraries, Knowledge Management: A New Competitive Asset, and videos such as "Getting Out of the Box: The Knowledge Management Opportunity." You can also purchase past annual conference publications such as Leadership, Performance, Excellence: Information Professionals in the Driver's Seat (1998 Annual Conference); and Information Professionals at the Crossroads: Change as Opportunity (1997 Annual Conference). The conference papers for the 1999 Minneapolis Annual Conference will be available June 1999.

Interested in purchasing audiotapes of SLA's annual conferences? Visit www.sla.org/conf/tapes.html for more information. Each year at the SLA annual conference, SLA records a number of the programs/sessions presented. These recordings are then made available to the full SLA membership, either onsite at the annual conference or immediately after. This taping program is managed by National Audio Video, Inc. Most sessions are captured on one audiocassette tape priced at $12.00. For a full listing of tapes available from past SLA annual conferences, please contact: National Audio Video, Inc., 4465 Washington Street, Denver, Colorado 80216; tel: 1-303-292-2952; e-mail: NAV4465@aol.com.

About Minneapolis

Minneapolis has come a long way since 1867 when it was incorporated as a city. Minneapolis has grown from a thriving milling district to a business and healthcare district with big-city appeal and small-town charm. In 1889, the Mayo Clinic was founded in nearby Rochester, Minnesota, and then in 1954 open-heart surgery was pioneered at the University of Minnesota. Many Fortune 500 companies have their headquarters in Minneapolis including: Dayton Hudson Corporation, General Mills, Honeywell, and Minnesota Mining & Manufacturing (3M). Minneapolis was named as the best large city in the Midwest to live in by Money magazine in 1998. It is home to more than thirty theaters, second only to New York City in the number of theater seats per capita and amount spent on theater tickets. The Walker Art Center, cited by Newsweek magazine as the third most visited museum in the country in 1994, is one of 130 diverse art galleries. Minnesota is largely known for its great natural attractions—scenic and prolific fishing lakes, clear rivers, and expansive forests of pine and birch. There are plenty of outdoor recreational activities to enjoy as there are twenty-two lakes within the Minneapolis city limits. Since Minneapolis is centrally located in the Midwest, it can be reached by air from most major U.S. cities in 2.5 hours.

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Announcing

The Cutting Edge Partnership Between the Special Libraries Association and LEXIS®-NEXIS®

Developing Knowledge Leaders for the New Millennium ... Together.

LEXIS-NEXIS is pleased to announce our Cutting Edge Partnership with the Special Libraries Association at its 90th Annual Conference. As part of this partnership program, LEXIS-NEXIS is sponsoring the following during the conference:

- Continuous Education Courses at the Convention Center
- Division and Chapter Officers' Leadership Training
- SLA Board of Directors Meeting
- SLA Leadership Forum

As the Cutting Edge Partnership sponsor, we at LEXIS-NEXIS believe that the Special Libraries Association's 90th Annual Conference will truly be a catalyst for creating the information future.

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Major Attractions in Greater Minneapolis

Though you'll be busy attending conference programs, make time in your schedule to visit some of Minneapolis' major attractions. Minneapolis offers it all—art museums, theaters, shopping, river cruises, historical sites, zoological and botanical gardens, amusement parks, and scientific discovery. Here's a sample:

- Hennepin Avenue theater district, which includes the Historic Orpheum, State Theaters, and Hey City Theater. Attend a Broadway touring performance before the show even hits New York City!
- Guthrie Theatre is known for its high-quality performances that please all audiences with mixes of classic and contemporary plays.
- The historic Warehouse District in downtown Minneapolis is home to more than a third of the city's 100-plus art galleries. Attend a "gallery crawl" and view the works of local and national artists for sale. Search for antiques and fine art, hang out at a coffee shop, or browse through boutiques established in beautifully renovated buildings that recall Minneapolis' early lumbering and milling days.
- The Walker Art Center, a true find for modern art fans. The Walker also sponsors music, dance, film, and educational activities. The center is walking distance from the Minneapolis Convention Center.
- Minneapolis Institute of Arts features more than 75,000 traditional works from the Americas, Europe, Asia, Africa, and Oceania spanning the breadth of time.
- Minneapolis Sculpture Garden, a sprawling collection of fine modern sculpture and neatly trimmed greenery. The Spoonbridge and Cherry Fountain punctuates the sculpture garden and elicits smiles and appreciation.
- Science Museum of Minnesota. Enter a world of scientific discovery at this museum which offers exciting hands-on exhibits in anthropology, biology, geography, paleontology, and technology. The 3M William L. McKnight Omnitheater treats audiences to the big-screen learning experience of a lifetime.
- Minnesota Transportation Museum, Inc. Featuring rides on steam locomotives, as well as other modes of transportation, this museum also provides historical resources about the various means of transport in Minnesota's past.
- Mississippi Mile. In this scenic historic district, you can visit the James J. Hill House, the Midwest's largest mansion that contains many artifacts and insights into Minnesota's history.
- Minnesota Zephyr. Board this elegantly decorated dining train for a trip through the scenic St. Croix Valley and venture back into the 1940s. Enjoy a four-course, white linen dinner.
- Padelford Packet Boat Company river boat rides. Take a leisurely cruise on the Mississippi River, where you will be treated to a narrated historical account of Minneapolis' early days as a milling town, while viewing historical sites such as St. Anthony Falls and Historic Stone Arch Bridge.
- The Minnesota Zoological Gardens of Apple Valley, where more than 450 species of mammals, birds, fish, reptiles, and amphibians from around the world are displayed in natural habitats on six themed trails.
- The Foshay Tower. Get a bird's eye view from downtown's only outdoor observation deck.
- Nicollet Mall, a newly renovated and landscaped thoroughfare lined with clothing shops, department stores, bridal boutiques, bookstores, and other specialty stores—a window-shoppers dream! During the summer months, Nicollet Mall offers shoppers a special treat—the Farmer's Market on Thursdays brings a delightful collection of flowers, fruits, and vegetables picked fresh from the gardens!
- Mall of America—the nation's largest indoor shopping and entertainment complex features four major department stores and 400 specialty stores, fourteen movie theaters, and dozens of restaurants. A short drive from downtown Minneapolis. Shoppers can also enjoy no sales tax on clothing!

Getting Around Minneapolis

Take the River City Trolley for a Spin!

Visitors can explore both the old and the
Now the information you’re looking for is looking for you.

Introducing InSite 2, for Business and Information Professionals

Suddenly, things are looking up when it comes to helping business professionals find the answers they need. Because with InSite 2™ the answers come looking for them. Its user-friendly ALERTS are included in the budget-friendly true flat-fee pricing. In an exciting departure from basic database presentation, we’ve organized content around popular business issues: companies, industries, and people. This solutions approach delivers timely, relevant information in easy-to-use reports. InSite 2 for Business Professionals is an effective tool everybody can use right now. Which frees you to spend more time on sophisticated research. And if you subscribe to InSite 2 for Information Professionals, you’ll have just the tool for that. We’ve put a solution in your hands - and the rest of your company as well. Try out InSite 2 today, call 1-800-419-0313 ext. 2030

The Gale Group
new of downtown Minneapolis via the RiverCity Trolley system, which transports riders from the city's original cobblestoned Main Street to the center of the bustling downtown district. A fleet of trolleys follows a one-hour loop featuring the St. Anthony Falls Historic District and the Mississippi River, the Warehouse District, the Minneapolis Convention Center, and the Nicollet Mall shopping and dining district. During the journey, costumed conductors entertain and inform passengers with anecdotes and facts about Minneapolis' history and attractions.

Managed by the Greater Minneapolis Convention & Visitors Association (GMCVA), the Minneapolis RiverCity Trolleys run every twenty minutes from mid-May through November. Hours are 10:00 a.m. - 4:00 p.m. Monday-Friday, and 10:00 a.m. - 5:00 p.m. weekends and holidays. Catch the trolleys at St. Anthony Main, the Walker Art Center, or the Minneapolis Convention Center, or at any of the stops along the route identified by colorful trolley signs. Fares range from $3.00 - $8.00. For additional information, call the Trolley hotline at 1-612-204-0000.

Bus Routes

Intercity buses are routed from all over the country through the convenient depots in downtown Minneapolis and St. Paul, close to hotels, restaurants, shopping, and business centers. Local bus service is provided by the Metro Transit and suburban bus lines. Downtown Minneapolis has a 25¢ bus zone (50¢ during rush hours) operating on the Nicollet Mall, the main artery connecting the commercial sections of the city. Keep it simple by taking the bus to eat, shop, and sightsee!

Transportation from the Minneapolis/St. Paul International Airport

Minneapolis is one of a few cities in the country with an international airport just twenty minutes from downtown. Minneapolis/St. Paul International is twelve miles from downtown, and was rated as one of five safest in the world by an international association of pilot unions.

Shuttle services are available from all of the following organizations. Call them to receive information and make your reservations. Destinations Marketing Group, 1-612-473-9331; Metro Transit, 1-612-349-7460; Minneapolis RiverCity Trolley, 1-612-204-0000; or Shuttle Concepts, 1-612-644-8030 or 1-800-823-0441.

Car rental and taxi service are handy options in Minneapolis. The major car rental companies have convenient pick-up and drop-off points at the airport and downtown. More than 800 taxis serve the Twin Cities metropolitan area. A $3.00 taxi fare will get you from place to place within downtown Minneapolis, which means easy access to a large number of destinations.

For more than thirty years, Minneapolis' residents and visitors alike have enjoyed trouble-free walking among various points downtown thanks to the extensive skyway system. The first of its kind in any major city in the world, Minneapolis' skyway system is a network of more than five miles of second-story, climate-controlled pedestrian passageways connecting fifty-one city blocks.

Want to Know More?

The Preliminary Conference Program was mailed to the full membership in March. The program is also available on SLA's web site at www.sla.org. Conferences and Meetings. Check it out and get all the details on what we have planned for you this year at the annual conference! Make your plans now—Register! Your participation at the 1999 Minneapolis Conference is beneficial to you, your profession, and your association.

TENT: The European Union's Continental Transport Initiative

Besides launching the Euro, Europe's single currency, the European Union is embarking on other strategies to rocket that continent into the twenty-first century. One of these is TENT, the Trans-European Networks—Transport plan. Anders Jessen, Energy, Environment, and Transport Counselor at the EU's European Commission Delegation in Washington will discuss TENT at a program jointly sponsored by the Social Science and Transportation Divisions at SLA's Annual Conference. Jessen will provide an overview of TENT, emphasizing documentation. He will be joined by Sirpa Haapamaki, librarian for the Finnish National Road Administration. Haapamaki will address TENT from the perspective of an EU member-state.

TENT is only one aspect of the broader Trans-European Networks (TENs) blueprint. TENs encompasses expansion, integration, and streamlining of transport, communications, and energy distribution infrastructures and networks. While the 1992 Maastricht Treaty on European Union mandated such development for member-states, TENs is more. These continental initiatives are slated to proceed throughout the EU, with parallel undertakings extending to European Free Trade Association (EFTA) countries that are part of the European Economic Area (EEA—Norway, Iceland, and Liechtenstein—and to Central and Eastern Europe. The ultimate goal is to increase Europe's global competitiveness by stimulating economic growth and creating millions of new jobs across the huge single market.

With respect to transport specifically, European industry requires efficient networks in order both to keep down costs and to provide good service. TENT aims to construct high-speed rail systems, new highways, inter-operable networks for inland waterways, inter-modal systems for freight traffic, intelligent transport systems (ITS), and improved facilities for all transport modes by the year 2010. The result will be faster, safer, and more environmentally compatible traffic to link the most remote regions of the continent with those more central. Fourteen projects are underway.

Join both Jessen and Haapamaki on Wednesday, June 9, from 1:00 p.m. - 2:15 p.m. Mark your calendars!

by Ann R. Sweeney, librarian, European Union - European Commission Delegation, Washington, DC, and chair, International Relations Roundtable, SLA Social Sciences Division. She may be reached at ann.sweeney@delusw.cec.eu.int.
For People. Not Profit.

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INTERNET POWER SEARCHING:
Finding Pearls in A Zillion Grains of Sand

During the past two years, web content has expanded enormously. Global access to hundreds of government resources and agencies worldwide, more than 1,400 Internet-based online public access catalogs (OPACs) from libraries on every continent, professional and trade associations, and experts in millions of subjects are just a few examples of categories of information not readily found online in the past. As the Internet erupted, search engines, metasearch engines, and intelligent agents with value-added features came on the scene and gradually began to refine their offerings, turning information retrieval into a more organized process than ever before. Traditional vendors used by professional searchers also became accessible on the web. For example, The Dialog Corporation, Dow Jones Interactive, LEXIS-NEXIS, OCLC FirstSearch, Ovid, SilverPlatter, and STN all now provide web-based database searching. In addition, a 1997 survey

Amelia Kassel is president and owner of MarketingBASE, a successful information brokerage specializing in market research, competitive intelligence, and worldwide business information since 1984. Kassel holds a Master's Degree in library science (1971, UCLA) and combines an in-depth knowledge of information sources with an emphasis on the use of databases, and a knowledge of business and marketing strategies. Kassel has taught information brokering and electronic research for the University of California, Berkeley and San Jose State University, Division of Library and Information Science. A recognized author and national and international speaker, she also conducts workshops for conferences and associations.
of database producers on the web found remarkable progress. Of fifty-four leading databases from thirty-eight database producers, thirty-five searchable databases were either on the web or had been announced. Added to these, new entrepreneurial publishers, also called niche market research boutiques, entered the market. This incredible growth has made the Internet the major research tool of the late twentieth century—although not without some serious shortcomings. Unfortunately, much time can be spent—and wasted—when searching without knowing the tricks of the trade. Furthermore, the search engines are constantly changing, growing, and improving in their quality and capabilities for locating needed information. As a result, library and information professionals must learn new skills and incorporate them into their daily activities. There is no doubt that the technology has come a long way but still has a long way to go and improvements are on the horizon. Nevertheless, a major challenge for information professionals is knowing how to find what's needed.

Search Engine Size

An April 1998 article in *Science* measured the size of the Internet and reported 320 million pages at that time. This figure has grown to more than 380 million plus hundreds of databases in recent months. Nevertheless, one of the search engines, HotBot, has estimated that only 200 million pages are searchable within their system. These numbers, along with other information about search engine coverage indicate that a large proportion of the web is not reachable at all through search engines. According to Danny Sullivan (http://searchenginewatch.com), there are both technical and physical reasons that search engine coverage is incomplete. Some of the reasons are:

- Information retrieval technology may not necessarily require exact matches and returns pages with related words.
- Documents that don't exist anymore are returned.
- Documents are changed after an index picks it up.
- Most search engines cannot index frames or image maps.
- Search engines do not index sites that deliver information from complex databases, for example, such sites as Amazon.com (http://www.amazon.com), an online bookstore, or Mediafinder.com (http://www.mediafinder.com), a database of magazines, newsletters, journals, newsletters, and mail order catalogs.
- Sites that require passwords are not returned.
- Sites that use a robots.txt file to keep files and/or directories off limits prevent search engine results.

Since so many web sites can not be reached, it is important for researchers to amass knowledge about a range of resources useful for uncovering information not found by search engines, as well as to learn how to use search engines for a range of requests.

Focus on Big

The new Internet economy has brought about the development of competing search engine companies, each with its own proprietary software. Sites are collected and updated differently. After a search is conducted, one search engine provides exactly what's required within the first ten hits whereas another is useless. Frequently, there is tremendous overlap, although no two search engines are exactly alike. Since the outcome varies from search engine to search engine, researchers often find it necessary to use several search engines for the same question for either the best or more comprehensive results. The larger the index compiled by a search engine, the more likely the chance of finding obscure material. Spiders or crawlers constantly visit sites to create catalogs or indexes of web pages that are searchable. Results are sorted or ranked by relevancy based on individual proprietary algorithms.

Although dozens of search engines now exist, the focus here is on those that are big. One of the major search engines is AltaVista (http://www.altavista.com). It began operation in 1995 and is one of the largest. It remained unchallenged until September 1997 when Hotbot (http://www.hotbot.com) began to compete and surpassed it in terms of number of pages indexed at that time. Other search engines of note are Excite (http://www.excite.com) and Northern Light (http://www.northernlight.com). In fact, early this year, Greg R. Notess (http://www.notess.com/search) suggested that Northern Light now ranks first, followed by AltaVista and HotBot.

Another very well known and useful site is Yahoo, (http://www.yahoo.com), the oldest web directory with some 750,000 sites. It is based on user submissions and staff selections. All of the search engines mentioned here, plus Yahoo, have expanded and improved whereas others have tapered off in size or completely disappeared. Some key features of the largest search engines follow.

**AltaVista** (http://www.altavista.com)

- One of the most powerful and popular search engines.
- Good for specific searches.
- Offers an advanced query feature with more search options.
- Allows for a natural language query.
- Provides a translator between English and five languages that is useful but has been criticized as not "too good".
- Offers Boolean and proximity searching.
- Includes field searching.
- Flaws in the retrieval algorithm have been found in the past.
- AltaVista is not as user-friendly as Hotbot, but once mastered is the favorite for many.

**Excite** (http://www.excite.com)

- Good for searches on broad, general topics.
- Fast access to a small number of relevant sites.
- Adds interesting extras like a simultaneous search of the web, news headlines, sports scores, and company information and groups the relevant results on a single page.
- If you find a site that is on target, you can click on search for more documents.
like this one and the search engine finds
more of the same, although it doesn’t
work well for all types of queries.
• Includes a service called NewsTracker for
selecting subjects of interest and receiving
daily alerts from 300 news sources.
• Provides a user-friendly travel site for
booking airline reservations.
• A power search capability broadens the
scope of a search.
• Boolean searching is available by de-
fault on the home page.

HotBot [http://www.hotbot.com]
• Provides a very user-friendly interface
with pull-down menus.
• Search results appear quickly.
• Recent changes integrate material gener-
ated by human editors into the service.
• Users can review one-hundred results
at a time, important for quick scanning
when there are a large number of hits
that are worth reviewing.
• Boolean searching is an option.
• Searching by continents can prove use-
ful for some research.
• HotBot was the most current search en-
gine at one time, providing a new index
every two weeks in the past, although
more recently, it has been criticized for
lack of freshness. This is supposed to
be corrected.
• Field searching can narrow research.
• Stemming is now provided.

Northern Light [http://www.northernlight.com]
• Provides content that encompasses
both the web and Northern Light’s Spec-
ial Collections which are articles that
can be purchased from more than 5,000
publications on a pay-as-you-go basis
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• Automatically refines every search by
creating Custom Search Folders with
similar sites by subject, source, or type.
• Enterprise accounts for corporations
and organizations are available.

Yahoo [http://www.yahoo.com]
• A directory or catalog of web sites,
valuable for searching broad general
topics.
• Contains 750,000 sites
• World Yahooes, i.e., country versions.
• Drill down through categories or with a
click, the query originally sent to Yahoo
is "piped" or forwarded to a major
search engine. This is especially useful
since Yahoo is selective rather than as
all encompassing as the other search
engines mentioned here.
• Inclusion/exclusion, phrases, wildcards,
title, and URL limiters.

DejaNews [http://www.dejanews.com] and
Both DejaNews and Reference.com are
search engines for newsgroups or mailing
lists and can be used to identify experts
who participate in various discussion
groups, review major trends, or what’s be-
ing said about a company, product, or topic.

Where to Start
Where and how to search depends on
research goals and needs. Indeed, whether
to use the Internet or a traditional database
is often the first decision and whether to
use a narrow or broad strategy is another
consideration. Fundamentally, it’s neces-
sary to become familiar with several major
search engines and select the right one for
the job. Much Internet research is trial and
error and serendipity, too. Nonetheless,
self-education is necessary and preparing
for Internet research involves visiting major
search engine sites to review how each
works. The more that is known about a
particular search engine, the better prepared
the searcher will be to decide which is ap-
propriate for each request. Each search en-
gine provides detailed instructions about
basic or simple searches and how to use
more advanced or power searching tech-
niques. Before searching, it’s important to
plan the search by considering unique
words, phrases, and synonyms that describe
the topic. Once a search is conducted, a re-
view of results can lead to reformulating
the search when what you are looking for is
not found. If you find yourself spending too
much time at one site, move on to the next
search engine. Search results often improve
when taking a search elsewhere.

Search Engine
Basic Hints & Tips
• Some search engines permit Boolean
searching with and, or, or not.
• Many search engines require the use of
quotations around phrases.
• Some search engines allow you to trun-
cate a word and pick up variations but
others do not.
• Search engines typically do not look for
articles such as the, a, etc., conjunc-
tions such as and, with, or heavily
used adjectives.
• Some search engines will not search on
common words. HotBot, for example, ig-
nores the search terms Internet and web.

Search Engine
Advanced Hints & Tips
One of the best ways to refine searches is
with power features such as field searching.
Ran Hock explains that, “fortunately, some
web search engines do provide at least a ru-
dimentary field search capability, but be-
cause of the immature nature of the engines,
the options are neither very numerous nor
particularly sophisticated.” AltaVista allows
date, title, URL, and language searching,
plus a half-dozen other fields all related to
the types of features included on the page,
such as image and sound files. HotBot, simi-
larly, provides date, title, and URL searching.
In addition, it lets a user search for records
that contain a sound or video file, search by
page depth, by what words are included in
hypertext links, and for the presence of a va-
riety of scripting languages and plug-ins.
For a detailed discussion on this subject, see
Hock’s article “How To Do Field Searching In
Web Search Engines: A Field Trip” 6.

Metasearch Engines
Metasearch engines are web sites that
send a search to several search engines all
at once. Often, only a selected number of
sites from each search engine are identi-
fied and then incorporated into what are
blended results from many search engines into one page. Some well-known metasearch engines are described below.

**Dogpile** ([http://www.dogpile.com](http://www.dogpile.com))

Dogpile integrates many search engines as well as other types of sources and sorts the results by search engine. Included in the search are 1) Search engines: Yahoo!, Lycos’ A2Z, Excite Guide, GoTo.com, PlanetSearch, Thunderstone, What U Seek, Magellan, Lycos, WebCrawler, InfoSeek, Excite and AltaVista, 2) Usenet: Reference.com, Dejanews, AltaVista and Dejanews’ old database. 3) More than two dozen online news services or other types of sources.

- Includes a simple and advanced search and allows Boolean operators.
- Dogpile is a good way to check to see which search engine works best for a particular question.

**Internet Sleuth** ([http://www.isleuth.com](http://www.isleuth.com))

- Internet Sleuth is a 3,000-strong collection of specialized online databases, which can also simultaneously search up to six other search sites for web pages, news, and other types of information. It's excellent for highly specialized searches of any subjects in its detailed directory.
- Links popular Net search engines and allows you to specify categories like business, computers, education, sports, etc.

**MetaCrawler** ([http://www.metacrawler.com](http://www.metacrawler.com))

- A powerful metasearch engine that searches several popular search engines and sorts the results. It is excellent for getting a quick hit of what's out there. But if you don’t see what you want in the results, its limited search options make it tough to issue really precise queries.

**Profusion** ([http://www.profusion.com](http://www.profusion.com))

- Lets you select what search engines to search including AltaVista, InfoSeek, Lycos, Excite, WebCrawler, and others. Filters results to remove duplicates and broken links.

**SavvySearch** ([http://www.savvysearch.com](http://www.savvysearch.com))

- Searches multiple Internet search engines, web directories such as Yahoo or Magellan, Usenet, and other sources via just one query and then returns the linked results.

**Intelligent Agents**

- Metasearch engines can be advantageous for getting a quick overview, but because every search engine differs in how it functions and because metasearch engines provide limited results per each search engine, the outcome is incomplete. In addition, some metasearch engines are rather slow and create another problem, that of duplicates. A better solution is to consider using intelligent agents, software programs that search many search engines at once, similarly to metasearch engines, but which add other features such as automatically finding, analyzing, filtering, and presenting information rapidly. Bullseye, one of the most recent entrants to the marketplace, offers a trial version for download ([http://www.intelliseek.com](http://www.intelliseek.com)). As compared to metasearch engines, one valuable feature is that the user can specify the number of total hits and how many are desired from each search engine. As a result, a much larger list of hits is created than when using metasearch engines on the web. A unique and automated feature of Bullseye is that it can track and update searches based on the time frame selected by the user—either hourly, daily, weekly—and then e-mail updates to you.

**Hard-to-find Information**

Two categories of hard-to-find information are industry statistics and market data. Often, this information is developed and provided by two distinct types of organizations—government agencies or professional and trade associations. Consider what agency or association would typically generate the required information and search for that first. For example, when looking for U.S. population statistics, consult the U.S. Bureau of the Census at [http://www.census.gov](http://www.census.gov) since it is the governmental agency responsible for compiling these statistics. If you need market data about restaurants, try the National Restaurant Association at [http://www.restaurant.org](http://www.restaurant.org). A reference book for additional help with hard-to-find information is Finding Statistics Online by Paula Berinstein, Information Today, Inc., 1998 ([http://www.infotoday.com](http://www.infotoday.com)). Here are some additional web sites which are useful for finding information not readily available or indexed by search engines.

**Price's List of lists** ([http://gwis2.circ.gwu.edu/~gprice/listof.htm](http://gwis2.circ.gwu.edu/~gprice/listof.htm))

The Internet contains many lists of information in the form of rankings of different people, organizations, companies, etc. This site contains a collection that is designed to be a clearinghouse for these types of resources.

**Direct Search** ([http://gwis.circ.gwu.edu/~gprice/direct.htm](http://gwis.circ.gwu.edu/~gprice/direct.htm))

This site contains links to resources not easily searchable by search engines such as archives & library catalogs, books, news sources, and ready reference.
Internet Publishers & Databases

Although there is an astounding amount of free information, professional researchers have also seen the commercialization of the web during the past year. As mentioned previously, many traditional commercial database vendors who were available only through dial-up telecommunications have launched web products and new publishers have entered the market with unique products. Here are examples of some of the new producers or products that have come onto the scene:

- Hoover's Inc. (http://www.hoovers.com) provides company snapshots.
- Research Bank Web (http://www.investext.com) includes three major database collections—investment research, market research, and trade association research.
- Vista Information Solutions (http://www.vistasinfo.com) provides information on environmental, property, and business-risk information on any property, business, or address in the United States.
- XLS (http://www.xls.com) contains financial databases with information that can be downloaded as pre-formatted spreadsheets.
- Integra (http://www.integrainfo.com) provides financial ratios based on 3.5 million private companies in 900 industries in the form of industry profiles as a way to benchmark against financial information of a specific company that the user already knows about. Also offers a new product called Prospect Profiler that includes a range of important information for sales prospecting.
- VentureOne (http://www.ventureone.com) provides a database of venture capital companies, transactions, and funds.

Web Tools & Specialty Search Engines

A very interesting web navigation service is Alexa (http://www.alexa.com); it works in conjunction with a web browser and resides as a tool bar at the bottom of the browser. Alexa provides useful information about the sites you are visiting and suggests related sites with links to click on. This can immediately add relevant sites to the search process as one way to save time on a search. An example of a specialty search engine is Liszt (http://www.liszt.com). Liszt provides brief descriptions of some 90,000 electronic mailing lists and discussion groups. These are especially valuable for keeping up with current trends in your own profession or those related to your areas of subject expertise and interest. A search can be initiated by key word or there are broad categories from which to choose such as Business, Computer, Education, Politics, or Science. Another specialty search engine for finding companies from all over the world is Corporate Information (http://www.corporateinformation.com). It's new search engine and A-Z list of countries with links to sites makes this a unique source for global company information.

Keeping Up

Keeping up with changes in search engines and the latest information necessary for professional information workers is quite a challenge. Here are some selected sources:

- Cyberskeptic Guide to Internet Research (http://www.bibliodata.com) is a newsletter with articles about useful sites for searchers.
- Free Pint (http://www.freepint.co.uk) is a British-based free e-mail newsletter that includes information on quality and reliable information on the web. It contains tips, tricks, and articles written by information professionals in the United Kingdom and is currently sent to more than 12,000 information professionals every two weeks.
- On the Net (http://www.onlineinc.com), a column by Greg Notess covers the information side of the Internet and is published in Online and Database.
- The Search Engine Update (http://searchenginewatch.com) is a free site with a subscription-based e-mail newsletter emailed twice monthly with access to "in progress" projects and detailed information only available to subscribers.
- Web Wise Ways (http://www.infotoday.com) a column by Amelia Kassel, began in October 1998 and is published in Searcher magazine. This column provides in-depth reviews of new web-based research products and compares them to traditional commercial database products when applicable.

What's Next for Internet Power Searchers?

Just when searchers have conquered the methods and idiosyncrasies of a search engine, it changes. My very first personal favorite, Open Text, has disappeared. I then discovered that Harbot was easy-to-use and most satisfactory for the majority of my research requests. Of late, Northern Light, the most significant entry to the playing field during the past year and half, continues to add new content and features while others have remained either fairly static or in some cases deteriorated. In recent months, there has been a rush in new search engine development. Nothing much new! Nevertheless, Reva Basch points out that, with regard to search engines, "the only constant is change". This insightful comment implies, to me, that information professionals will want to continue their experimentation with search engines, and acclimate themselves to changes or new features. For the moment, we can hone our skills using existing products while waiting to see what the next generation will bring. For now, searchers will need to continue to identify, collect, evaluate, and organize useful web sites and learn new tools that come onto the scene since so much on the web is not accessible via search engines. Many of the same skills that we learned in graduate schools of library and information science are applicable to this new searching environment that we have had to meet head on.

References

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Raves for the LMP Web Site!

"... an excellent use of Web technology for an established reference source ... This internet version of Bowker’s directory of the publishing trade provides ease of access not available in the printed counterpart. The directory takes advantage of the strengths of the Web by including links to Web sites and cross-references. The latter are particularly useful in tracing a company’s parent/child organizations and in locating imprints. Updates are ongoing ... and search results load rapidly."

—CHOICE (February 1999)

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A Unit of Cahners Business Information
Giving Presentations with Pizazz

by Mary K. Dzurinko

We had it made. A colleague and I were contracted to conduct an Internet workshop for paralegals. We wrote a fifty-page handout containing explanations of e-mail, Internet, listservs, and search engines and including over one-hundred annotated web sites. We prepared a dynamite PowerPoint presentation. We devised games and prizes to keep the audience involved and enthused. We were ready. Well, as my mother always said to her children, “Don’t count your chickens before they hatch.” She was a wise woman.

We arrived at the workshop site to find workers scampering up and down the scaffolding that covered the outside of the building. The phone line in the assigned room couldn’t handle a live Internet demonstration; we waited two hours to get Internet access. Federal Express misplaced our handouts; we adjusted our presentation until they appeared. A fire alarm sounded two hours into the morning session; the building was evacuated. During the afternoon session workers accidentally cut off the building’s water supply; all restroom and drinking facilities were closed. The sound system was inadequate; I doubt that over the cacophony of hammers and drills the taping equipment picked up half of what we said.

The workshop was a success! Despite all the obstacles, attendees gave the session positive evaluations. We had worked hard not only on the materials and information, but also on our personal speaking and presentation skills. We were ready—faced with adversity we used it to our advantage. (However, after the workshop was over, I knew how Mulder and Scully feel when they encounter paranormal phenomena on “The X-Files.”) I have read that public speaking is more stressful than moving across the county, getting a divorce, or coping with the death of a loved one. Effective public speaking is a developed talent that takes practice, practice, and more practice. It is part training, part acting, part attitude, and part listening. Once this skill is learned, practiced, and polished, it becomes an integral part of your managerial “bag of tricks.”

Mary K. Dzurinko is principal of MK Dzurinko Associates, an information management consulting firm. She can be reached at mkdtrain@aol.com.
Do you realize that you speak in public forums every day? You attend managerial meetings and present reports. You lead staff meetings. Your participate in professional workshops. You conduct online research training classes. You represent your department at institution-wide meetings. You go to a job interview. You are involved in community activities and speak out on local concerns or preside at meetings. Even that telephone conference call you have every month with all the other librarians in your institution is a public speaking opportunity. Detailed preparation may not be needed for all of these situations, but each requires clear thinking and clear speaking.

Successful consulting depends on the ability to clearly and confidently present proposals, discuss plans, and present reports. Many times I’m asked to respond to or explain something “off the cuff.” It is at these times that public speaking skills prove most useful. The consultant who cannot articulate speak about his or her services, explain how they will benefit a client, and clearly present project plans isn’t successful. The same is true for all information professionals.

With that in mind, the LMD Consulting Section sponsored a session on public speaking at the Indianapolis SLA Annual Conference. We assembled a panel of people who face the public on a regular basis and asked them to provide practical tips about the development and maintenance of speaking skills. David Lantz, an Indianapolis businessman and member of Toastmasters International, titled his presentation “It’s not what you say, it’s how you say it.” Toastmasters International (www.toastmasters.org) is an organization that provides training for people interested in developing and practicing their public speaking skills.

Lantz commented, “I want to speak to you today about how to make sure that your audience hears what you say.” Citing a study in the Harvard Review, he pointed out that ninety-three percent of communication is nonverbal—seven percent gestures, thirty-eight percent tonality, and fifty-five percent body language. A speech starts before you even begin to speak. Lantz suggested that speakers practice the opening and closing of a speech, talk with members of the audience before speaking, and get to know the type of audience in front of them. He noted that a good way to lose an audience is to hand out notes that follow exactly what you’re going to say before your make your the presentation.

Lantz offered The S.O.F.T.E.N. Approach: Practical Pointers for How You Say It:
1. Smile. You are happy to be here.
2. Open Posture. You are friendly and relaxed and confident.
3. Forward Lean. You are going to say something interesting and important.
4. Territory. You are alive. Move around, don’t just stand behind the lectern.
5. Eye Contact. You develop a rapport with the audience.
6. Nod Head. You are listening as well as speaking to the audience.

When dealing with hecklers, Lantz suggests you remain calm, listen, and suggest a meeting after the presentation to discuss their concerns. A speaker should politely listen to persons who try to
Panelist Roger Harvey, an investigative reporter for Indianapolis TV station WTHR-13, shared the skills he has learned from his experiences as a TV reporter. He provided eight points to “Winning Over An Audience”:

1. Know your subject. You should know what you’re talking about. An audience knows if you’re not comfortable with a subject. Even though Harvey doesn’t use a script when broadcasting on location, he indicated that he makes notes about the situation as a guide when on camera.

2. Practice, Practice, Practice. Practice makes perfect and gives you confidence.

3. Eye to Eye. Eye contact gets the audience's attention and develops a rapport with them.

4. Humor ‘em. A humorous story or incident breaks the ice and relaxes you and the audience.

5. Grab ‘em. A startling statement, story, or comment gets audience attention.

6. Move it. Move your speech along. Be aware of the type of sentence structure you use and the amount of information you provide.

7. Visual Aids. Use graphics when necessary, but use them wisely.


Harvey advised nervous speakers to take deep breaths before speaking a sentence and recommended thorough preparation and practice as an aid in dealing with unexpected situations.

Claire Hart, executive director of Enterprise Products, Dow Jones Interactive Publishing, shared her experiences from a public speaking workshop she had attended which was conducted by Dorothy Sarnoff. Sarnoff, a former Broadway actress and founder of Speech Dynamics, is the author of Never Be Nervous Again, a popular book that details step-by-step techniques to help speakers conquer the fear of speaking, overcome nervousness, and develop positive verbal skills.

Hart shared several tips she had learned at the workshop:

1. Prepare your material carefully, paying particular attention to your beginning and ending.

2. Rehearse your presentation.

3. Pay attention to your personal appearance.

4. Develop relaxation exercises as a way to calm your nerves and build your confidence.

5. Be enthusiastic.

6. Maintain eye contact with the audience.

Hart stated that the workshop helped her assess her speaking skills and develop a plan to sharpen and enhance these skills.

The presentations demonstrated the value of the public speaking tips Lantz, Harvey, and Hart offered. The panelists captured and held the audience’s attention, combined humorous comments with practical applications, and were confident and in command of their space. The rapport they established with the audience resulted in a lively question and answer session.

You can’t anticipate the problems you’ll face when speaking in public. But the “Lantz, Harvey, Hart Tips” will make you a winner: prepare, breathe deeply, practice, practice, practice...
A recent study confirms that a significant number of aerospace engineers, managers, and academics rely on their libraries for access to the AIAA periodicals. Take a moment to check your holdings and make sure your library can satisfy patron demand.

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Copyright

Library Preservation and Recent Copyright Act Amendments

Two recent amendments to the 1976 Copyright Act relate to the preservation of library materials. The existing Act has two sections that relate to preservation, 108(b), which is a true preservation section and 108(c) which is a replacement section for lost, damaged, deteriorating, or stolen materials. The Digital Millennium Copyright Act amended these two sections making it clear that a library could, under certain circumstances, use digital means to preserve library materials. The DMCA provisions are a mixed bag for libraries, however. The Sonny Bono Term Extension Act added a new subsection to 108 that expands the preservation right.

Section 108(b) permits a library to reproduce one copy of an unpublished work for preservation, security, or deposit for research in another library. Section 108(c) permits a library to reproduce a published lost, damaged, stolen, or deteriorating work after the library makes a reasonable effort to obtain an unused copy at a fair price. The statute does not define fair price but the legislative history does detail what a reasonable investigation might entail. It would require recourse to commonly known U.S. trade sources, such as retail books, jobbers, and wholesalers; contacting the copyright holder or author, if known, or using an authorized document delivery service. Both sections thus required that the work currently be in the collection of the library or that it was there but now is lost. Both sections stated that a library could make a "facsimile copy." There was some disagreement as to whether a digital copy could qualify as a facsimile.

The new amendments expand these rights in a couple of ways. First, the library is no longer limited to making only one preservation copy of a work. Now it may make three copies which complies with national microform standards. Second, the word "facsimile" was omitted; and third, the statute specifically permits the copy to be a digital one. While these three changes broaden the rights a library may have to preserve works, each section also contains a new limitation. If the copy that is reproduced is in digital format, the work may not be "made available to the public in that format outside the premises of the library." This actually narrows the rights.

Prior to the amendment, a library that reproduced a work under these sections could treat the reproduction just as it did the original work. It could loan it to users, loan it through interlibrary loan, and the like. This new restriction means that the work cannot be used outside the library building, which is much more restrictive. It would have been better if the statute had been drafted to say that if the work were digital and was available on the library's network, then it could be used only within the premises. A library could create either a photocopy or a CD-ROM copy of a lost work, which is a digital copy. The library could treat the photocopy as if it were the original and loan it to users for use outside the premises; the CD-ROM copy, however, would be restricted to in-building use. This does not make much sense to many librarians.

Section 108(c) does have an important new addition
dealing with obsolete formats. In addition to lost, damaged, stolen, or deteriorating works, the amendment added "or if the format in which the work is stored has become obsolete." The library must still make a reasonable effort to determine whether an unused replacement can be found at a fair price. The amendment then details when a format may be considered obsolete, "if the machine or device necessary to render perceptible a work stored in that format is no longer manufactured or is no longer reasonably available in the commercial marketplace." This is a great help to libraries that are dealing with deteriorating 78 rpm recordings, Beta format tapes, and the like. Thus, if the equipment is still produced but is extremely expensive, a library might determine that it is no longer reasonably available in the commercial marketplace.

The Term Extension Act added a new section to the Act, a new 108(h) and renumbered the old (h) to (i). This section permits a library or a nonprofit educational institution, during the last twenty years of a published work's term, to reproduce, distribute, display, or perform in either facsimile or digital form, a copy of a work for purposes of preservation, scholarship, or research. In order to do this, however, the library must by reasonable investigation determine that none of these factors exist: (1) The work is subject to normal commercial expectation. (2) A copy can be obtained at a reasonable price. (3) The copyright owner provides notice pursuant to the Register of Copyright Regulation that neither of the above conditions apply. Further, the exemption provided by this subsection does not apply to any subsequent by users other than the library.

This final subsection is of very limited value to a library. It is likely that the only libraries which will take advantage of this subsection are large academic research libraries. At this point, the work is already at least fifty years old and probably much older, depending on how long the author lives after producing the work. Then the last restriction that the exemption does not apply to any subsequent users. What does this mean? Does it mean that library users cannot use the work so preserved? Surely not. Does it mean that the library can make the digital copy available on the World Wide Web? Who knows? It should so provide since the library will have already verified that the work is not subject to commercial exploitation.

Libraries and archives are grateful for the expansions of the preservation sections of the Act. The new limitations, however, may make those sections unworkable for many libraries.

www.informationoutlook.com Information Outlook • April 1999 39
The final year of the millennium is shaping up to be a great one for the Special Libraries Association. We've already had an extremely productive Winter Conference in January. In February, we embarked on a new path in professional development with our first European conference. Last month, our videoconference on licensing of electronic resources was a huge success. And here we are in April, and special librarians take center stage with International Special Librarians Day occurring on the 15th!

Tied right into this annual effort to promote the profession is a nice trend we've been noticing in many magazines and journals. Reporters are starting to make the connection between your profession and organizational needs to manage the "firehose of information." Again, since January, many mainstream publications around the world have begun to report on the many companies, universities, and government agencies that are coordinating their knowledge management activities through "knowledge managers" — what we call "information professionals." "Inc. Magazine, Australian Financial Review, Working Woman, Financial Times, Searcher Magazine and Inter@ctive Week are just a few of the media sources that are trumpeting your value for you! SLA worked with many of these publications, directing them to members like you and providing quotes and other information when needed. Look for more great articles in the coming months, and let us know if you find something interesting. In today's world, it is quite possible that we might not see something before you do. Give us a call if that happens.

Database Legislation Lives in the U.S.

H.R. 354, a reincarnation of last year's "Collections of Information Anti-Piracy Act," has been introduced in the U.S. House of Representatives. It is virtually the same bill, with some adjustments made in a meager attempt to silence the library community's opposition to the bill. SLA and the rest of the U.S. library associations have been working on alternative legislation, and will soon be attempting to find a legislator to sponsor it. To view H.R. 354, go to the Library of Congress legislative search engine at thomas.loc.gov.

European Parliament May Prohibit Web Caching?

Pardon us for the double-take on this one, but we thought this issue was dead back in 1996. The World Intellectual Property Organization (WIPO), in its now-famous copyright treaty, had initially proposed a ban on storing temporary copies from Internet browsing in a computer's RAM. Somehow, SLA and the rest of the world library community brought the negotiators to their senses back then. Now, it seems that someone has intensely lobbied the European Parliament to do the same. Someone needs to explain to these folks how a computer works!
You’re a corporate librarian.
Obviously, you’re in it for the glory.

You’re an unsung hero. Working behind the scenes to make your organization a success. But you deserve a little recognition, too. How do you get it? By using Northern Light as your first search option so you can deliver better information faster and under budget. We combine a free, intuitively organized web search with a truly affordable, proprietary Special Collection of over 5,000 authoritative journals, trade publications, databases and newswires. Call us at 800-419-4222 or simply log on at www.nlsearch.com. Get more search power for less. Meet deadlines and budgets. Let the limelight shine.

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Diversifying Revenue

The Special Libraries Association is a 501(c)3 organization, which means that it is a tax-exempt organization engaged in activities that serve the community. Like a college or museum, it is able to enhance its revenue through contributions, and thus subsidize participation in its activities, and hold down costs to those who benefit the most from its programs. The Fund Development department exists to develop initiatives that will diversify sources of revenue, and enable SLA to expand its outreach to the membership.

The Fund Development department seeks to create attractive partnerships between corporations and SLA that allow businesses the opportunity to demonstrate their interest in and commitment to the information profession. Many of the activities at the Annual Conference, as well as research and educational initiatives throughout the year, are sponsored by corporations. In addition, there are a number of corporate donors to the President’s Circle of the Annual Campaign, and several underwriters of services such as our website and publications. These sponsorships benefit these businesses by improving their visibility and relationships with our membership, and they benefit our members by allowing us to offer more programs free, or at nominal fees.

Members can also enhance services by contributing to the Annual Campaign. It is our hope that those who have demonstrated a deeper commitment to the profession, and achieved some degree of professional success, will invest in the future of information services by contributing to the Annual Campaign. The rapid advances in information technology will continue for the foreseeable future, and members of SLA will play a pivotal role in confronting the challenges and opportunities of the Knowledge Age. But we must continue to research applications to twenty-first century information resource centers, and to apply it to our programs in professional development. The support of the members will become increasingly important as Fund Development grows.

The Annual Campaign is not the only opportunity for members to contribute to the future. The Fund Development office also has a program that helps members find the right way of bequeathing substantial sums to SLA, such as whole life policies and various trust arrangements. Although the Legacy Club program is still in its infancy, quite a few of the leaders of SLA have already stepped forward to arrange their affairs in a way favorable to the interests of the information profession. We hope that increasing information about the Legacy Club will encourage further participation.

As Fund Development activities expand, we hope to develop partnerships in the foundation world that enable SLA to reach out to the larger community and improve the understanding of issues in the production and dissemination of information. We also hope to reach out to others in the association community, which is in a unique position to increase the awareness of the value of special libraries among diverse professionals. The evolving environment that is challenging us is a source of concern for many professions, and we are in a position to ease the transition, and help to expedite the application of the new technology and content resources in a variety of situations.

There has been a startling expansion of fund development revenues in the past year, and we can all be pleased that staff is pursuing aggressive strategies of growth.

To impress upon you the value of sponsorships, let me mention some of the activities that are underwritten by our corporate partners: State of the Art Institute; the SLA website; various Annual Conference activities, such as the keynote speaker, registration, the Internet room, educational tracks, and the Knowledge Executive Institute; the SLA expansion of the IRC; the Mediterranean Conference; scholarship funds; and Winter Meeting activities.

Our corporate partners understand that the members of SLA are not only a group of potential customers, but are among the key people who will shape the future of information collection, collation, and dissemination. That is why we enjoy substantial support from such industry leaders as Dialog, Disclosure, Dow Jones, Dun and Bradstreet, EBSCO, Elsevier, Financial Information Services, LEXIS-NEXIS, Thomson Financial Services, and West Group to name only a few. That is why our overseas membership is expanding, and we are attempting to reach out with programs that will truly make us an international organization. In an emerging order that depends on timely and relevant information, information professionals are the ones upon whom leaders in government, industry, education, science, and the professions will increasingly rely. They dare not shirk the duty to be prepared, and SLA provides the best opportunity to upgrade professional skills and find out what lies over the horizon. Our sponsors help us to achieve those goals.
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http://www.natsem.com
National Seminars Group
April 7-8, 1999
Arlington, VA

ACRL 9th Annual Conference
http://www.alia.org/acrl/prendex.html
ACRL
April 8-11, 1999
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AIIM '99
http://www.aiim.org/events/aiim99
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Fourth Search Engine
Conference
http://www.infonetics.com/searchengines/
Infonetics
April 19-20
Boston, MA

Association of Independent
Information Professionals
http://allip.org/allipconf.html
AIP
April 22-25, 1999
Berkeley, CA

Intranets 99
http://www.intranets99.com/
Online
April 26-28, 1999
San Francisco, CA

May

Online Information Scandinavia
http://www.exponova.se/im99/eng/index.htm
Learned Information
May 5-6, 1999
Stockholm, Sweden

1999 Information Resources
Management Association
http://www.irma-international.org/irma1999.html
IRMA
May 16-19, 1999
Hershey, PA

National Online & IOLS 99*
Information Today
May 18-20, 1999
New York, NY

Advances in Digital Libraries
http://cmlic.rutgers.edu/adig99/
IEEE
May 19-26
Baltimore, MD

ASIS Mid-year
http://www.asis.org/conferences/mi99call.html
ASIS
May 24-26, 1999
Pasadena, CA

Canadian Association
of Law Libraries
http://www.kingston.net/iknet/call/news.html
CALL
May 30-June 2, 1999
Banff, AL Canada

June

SLA Knowledge
Executive Council
http://www.sla.org/professional/index.html
June 3-5, 1999
Minneapolis, MN

* Conferences at which SLA will be exhibiting
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Internet Power Searching: Finding Pearls in A Zillion Grains of Sand
by Amelia Kassel

During the past two years, web content has expanded enormously. As the Internet erupted, search engines, metasearch engines, and intelligent agents with value-added features came on the scene and gradually began to refine their offerings, turning information retrieval into a more organized process than ever before. This incredible growth has made the Internet the major research tool of the late twentieth century—although not without some serious shortcomings. Unfortunately, much time can be spent—and wasted—when searching without knowing the tricks of the trade. As a result, a challenge for library and information professionals is to learn new skills and incorporate them into their daily activities.

Giving Presentations with Pizzazz
by Mary K. Dzurinko

Effective public speaking is a developed talent that takes practice, practice, and more practice. It is part training, part acting, part attitude, and part listening. Once this skill is learned, practiced, and polished, it becomes an integral part of your managerial “bag of tricks.” Successful consulting also depends on the ability to clearly and confidently present proposals, discuss plans, and present reports. The consultant who cannot articulate speak about his or her services, explain how they will benefit a client, and clearly present project plans isn’t successful. The same is true for all information professionals.

SLA’s 90th Annual Conference
Knowledge Leaders for the New Millennium: Creators of the Information Future

The theme of the 1999 Minneapolis Annual Conference both anticipates and celebrates the information professional’s new roles as leaders of the information future. Join your colleagues from all over the world in Minneapolis to learn, explore, dream, and plan for a future that is now yours to claim and shape. Attend the 1999 Minneapolis Annual Conference and celebrate. You are the new knowledge leaders for the next millennium. Join with others to embrace your new future!

A la recherche du pouvoir d’Internet:
Trouver les perles parsemées dans les millions et millions de grains de sable
par Amelia Kassel

Au cours de ces deux dernières années, le contenu du Web a considérablement augmenté. Alors qu’Internet faisait irruption, des moteurs de recherche à valeur ajoutée faisaient leur apparition et commençaient peu à peu à parfaire ce qu’ils offraient, transformant et rendant le processus de la recherche d’informations plus méthodique que jamais. Cette croissance inouïe a fait d’Internet le premier outil de recherche de la fin du vingtième siècle, malgré certaines graves imperfections. Malheureusement, il est possible de passer — et de gaspiller — beaucoup de temps à faire des recherches sans connaître les ficelles de métier. En conséquence, les bibliothécaires et les professionnels de l’information doivent relever le défi d’acquérir de nouveaux talents et les incorporer dans leurs activités au jour le jour.

Faire des causeries avec panache
par Mary K. Dzurinko

Le talent d’un orateur efficace est un talent acquis qui exige un entraînement perpétuel. L’art de parler en public est en partie formation, en partie théâtre, en partie attitude et en partie savoir écouter. Une fois ce talent acquis, exercé et poli, il devient partie intégrale de sa « collection de trucs » de gestion. Pour conseiller avec succès, il faut aussi présenter les propositions, discuter des plans et présenter les rapports clairement et sur un ton convaincu. Le consultant qui est incapable de parler avec aisance de ses services, d’expliquer comment ceux-ci profitent au client et de présenter clairement les plans d’un projet fait hésaco. Cela s’applique également à tous les professionnels de l’information.

Búsqueda potente en el Internet:
encontrando perlas en trampolientos granos de arena
por Amelia Kassel

En los últimos dos años, el contenido del web se ha extendido enormemente. A medida que estallaba el Internet, máquinas de búsqueda con características de valores añadidos se daban a conocer y paulatinamente empezaron a refinar lo que ofrecían, convirtiendo la recuperación de información en un proceso más organizado que nunca. Este incremento increíble ha convertido al Internet en el instrumento de investigación de máximo interés en la última parte del siglo veintiuno—aunque no sin algunas deficiencias serias. Desafortunadamente, uno puede pasar, y perder, mucho tiempo cuando busca sin saber los truquitos que se pueden usar. Por consiguiente, aprender nuevas habilidades e incorporarlas en sus actividades diarias es un desafío para profesionales de bibliotecas e información.

Presentaciones con dinamismo
por Mary K. Dzurinko

Pronunciar discursos frente al público eficazmente es un talento desarrollado que hay que practicar, practicar, y practicar. Es parte entrenamiento, parte actuación, y parte escuchar. Una vez que se aprende, se practica, y se cultiva esta habilidad, se convierte en parte fundamental del “rollo completo” administrativo. La consulta exitosa también depende en la habilidad de presentar propuestas, analizar proyectos, y presentar informes. El asesor que no puede comunicar activamente sobre sus servicios, explicar como van a beneficiar a un cliente, y claramente presentar los análisis de los proyectos, no tiene éxito. Lo mismo es verdad para todos los profesionales de la información.

90º Congreso Anual de SLA
Líderes en conocimiento para el nuevo milenio: creadores del futuro de la información

El tema de la Conferencia Anual de 1999 en Minneapolis ambos anticipa y celebra los nuevos papeles de los profesionales de la información como líderes del futuro de información. Reúñase con sus colegas del mundo entero en Minneapolis para aprender, explorar, soñar, y planificar para un futuro que actualmente es suyo para reclamar y formar. Asista a la Conferencia Anual de 1999 en Minneapolis y diviértase. Ustedes son los líderes en conocimiento para el próximo milenio. ¡Reúñase con otros para abarcar su nuevo futuro!
# THE TOP 100 U.S. NEWSPAPERS (BY CIRCULATION)

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CONSULT Online is the online version of the CONSULT database, formerly a directory of SLA members who are library consultants.
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