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## Information Outlook, April 2001

Special Libraries Association

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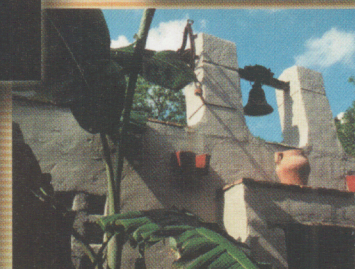
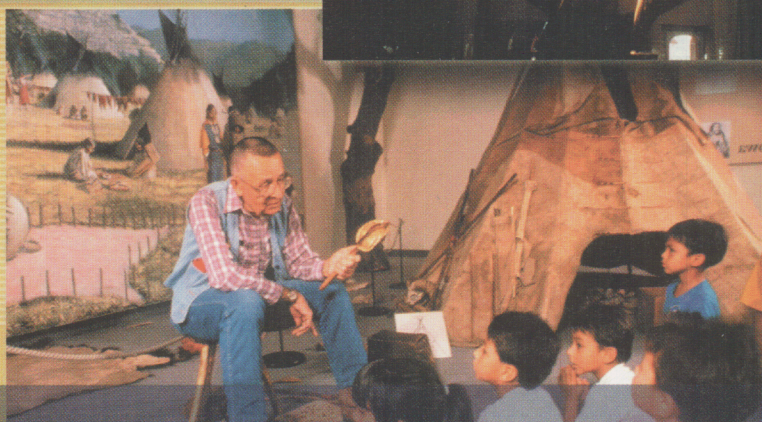
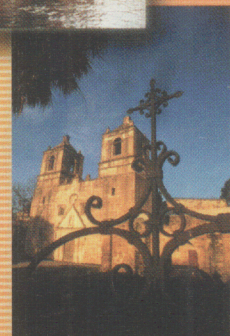
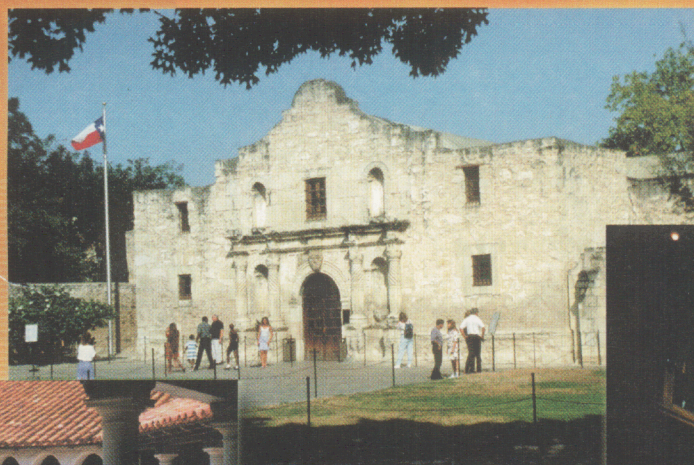
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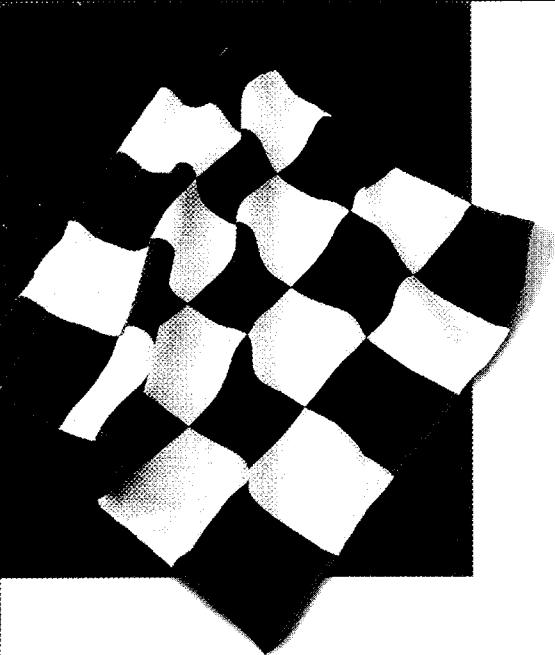
## 2001 AN INFORMATION ODYSSEY SEIZING THE COMPETITIVE ADVANTAGE

# ONLOOK

### *inside this issue:*

- Reach out with What You Know Best
- Sneak Preview of SLA's 2001 Annual Conference
- Speaking IT, Staying a Librarian
- Spotlight on SLA Members





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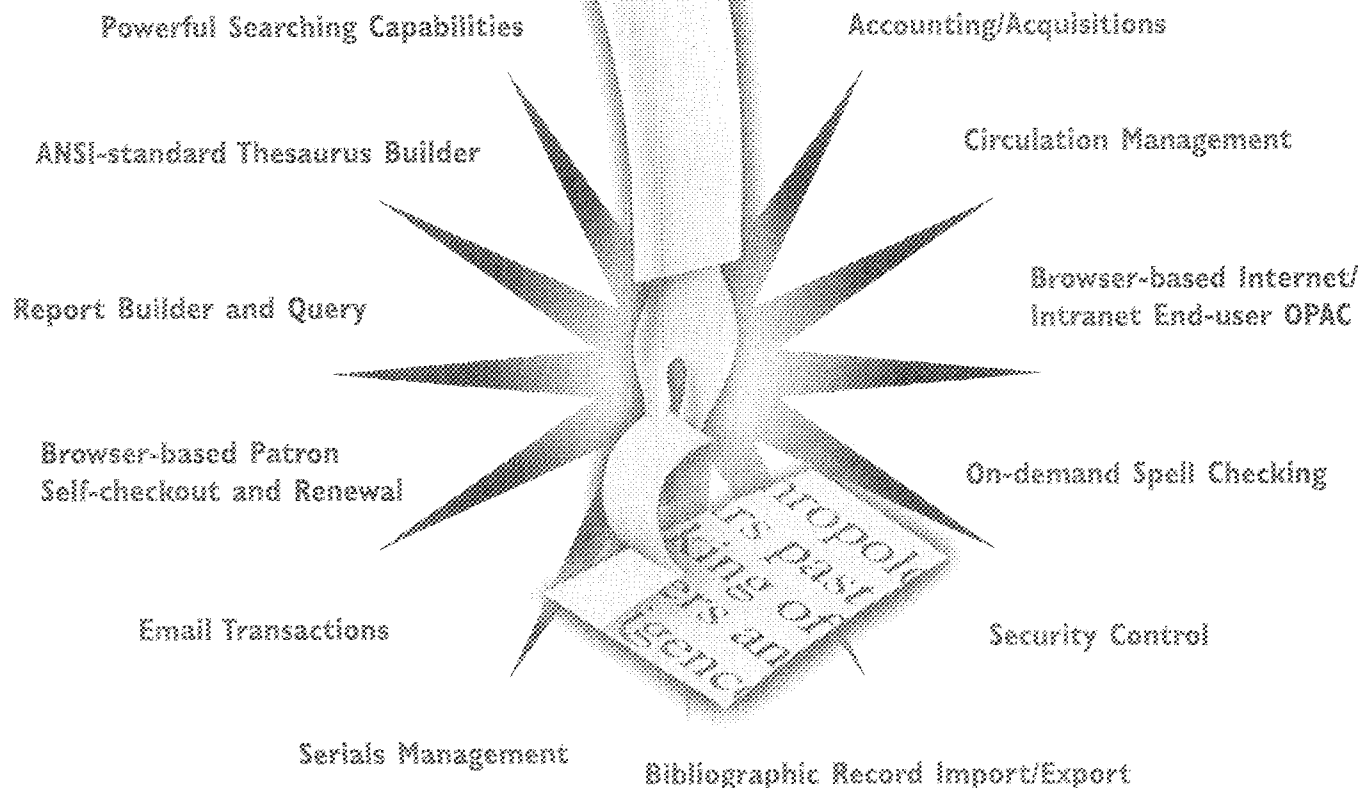
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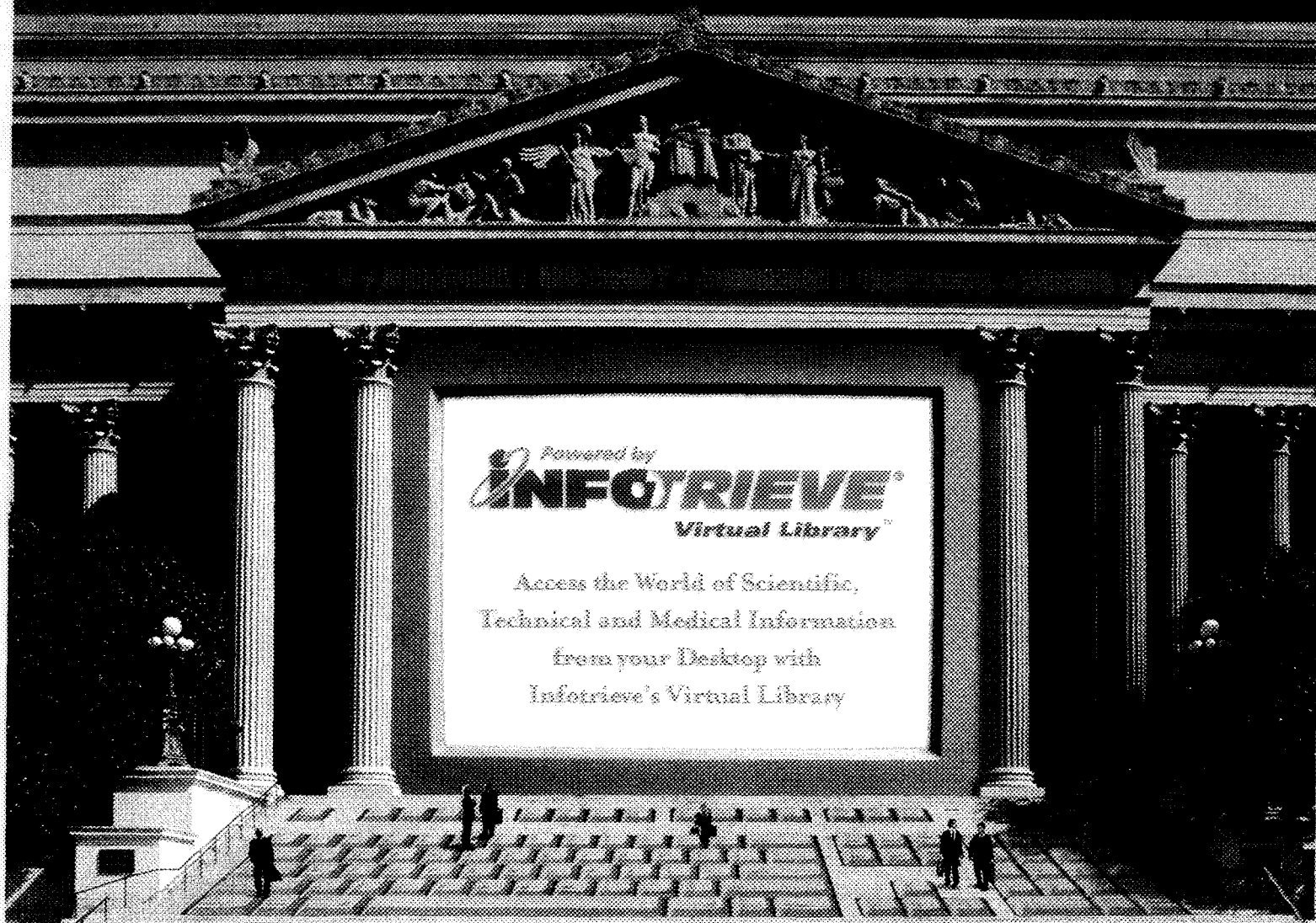
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## Features

**2001—An Information Odyssey: Seizing the Competitive Advantage**  
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As we embrace the twenty-first century, we do so in an environment of uncertainty. We stand at a crossroad with true leadership within our grasp and oblivion dogging our heels. Now is the time to create our place in the information age. With the proper tools we can still carve an important niche for information specialists across the globe.



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**Spotlight on SLA Members: Trudy Katz**

MasterCard International recently appointed Trudy Katz, a longtime SLA member, to vice president of its Information Center. Katz joined MasterCard in 1997 and has played a leading role in the development and management of an electronic information database that offers convenient, cost-effective information and services to employees around the world.

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**Building Successful Relationships with IT Professionals**

Today's corporate environment demands that cross-functional teams come together at a moment's notice and collaborate effectively to rapidly resolve business problems. These short-term task teams are often composed of people who have never before worked together, and may never again. Martha K. Heyman looks at what formally or informally appointed leaders must do to be successful.



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**SLA Caucuses: Creation, Purpose and the GLIC**

One of the primary reasons for joining an association is that it allows access to peers who can enhance your professional life. SLA provides the opportunity to join either formal groups (chapters and divisions) or informal groups (caucuses) which provide subject or technical networking opportunities. Howard Fuller discusses the beginnings of SLA Caucuses with past president Didi Pancake, and the specific beginnings of the Gay and Lesbian Issues Caucus with Richard Hulser.

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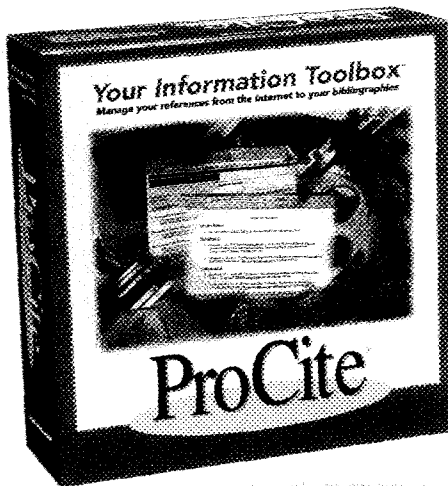
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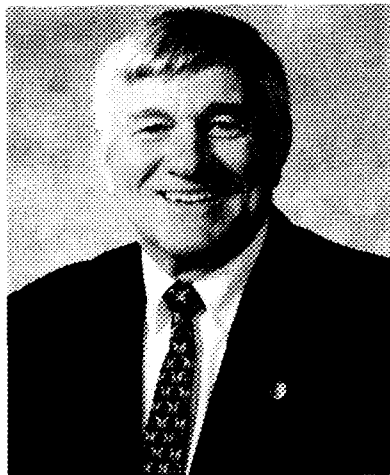
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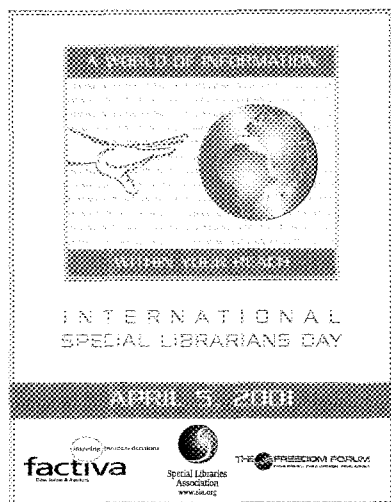


## Reach out with What You Know Best

First, I wish you all heartfelt best wishes this month in celebrating International Special Librarians Day. Now that we've done this for a decade, I think we all should be adept at finding unique ways to share the value we bring to our customers, our organizations, and our profession. After all, no one else is going to do it for us! So get out there and show the world what you can do.

Our theme for ISLD 2001 is "A World of Information Within Your Reach." For the second consecutive year, our theme has been selected from ideas submitted by SLA members by the association's Public Relations Committee. This year's theme was created by Ginger Roberts, technical information manager with the U.S. Patent and Trademark Office in Arlington, Virginia. Her prize is a \$200 check from SLA for submitting the winning entry.

Think about that theme: A World of Information Within Your Reach. A lot can be gleaned from those words that can help you to understand the magnitude of your role in the information economy. Applied to your daily work, it's easy to see that you can command a lot of power and influence in your organization or with your customers. Don't take that generically, either. There are so many ways to wield influence with your skills that you can pick and choose based on your own personality and working style. The important thing to remember is this: people need information and knowledge to succeed, and you are just the person to deliver for them! In keeping with our theme, Factiva ([www.factiva.com](http://www.factiva.com)) and Freedom Forum ([www.freedomforum.org](http://www.freedomforum.org)) are hosting a reception on the fifth of this month to celebrate ISLD 2001. Participants will have access to the Newseum, an interactive news museum in Arlington, Virginia, followed by a celebration that will include remarks by Jack Kelley, world affairs correspondent for *USA TODAY*.



As for your own efforts to celebrate, I challenge you to 1) seek out the people in your organization who can have an impact on the improvement of information and knowledge management (people who control the flow of money; people who know people; people who wield influence in the workplace); 2) impress the "non-believers" in the organization by delivering information they can really use now, so that they will think of you later; 3) roll out a new service or product that will change the way your users access information; 4) build a personal relationship with a senior executive in your organization who has not previously engaged your or your staff; 5) if you manage a staff, have a pre-ISLD training session to prepare everyone for a full day of interaction and service that will leave your organization talking for days after. The specifics are up to you—just don't sit around in your offices cheering each other and the fact that you all share the same beliefs about your profession!

Finally, commit yourself to enhanced support for your association. We truly value your membership in SLA, but the profession improves with increased involvement in SLA. Volunteerism, participation in learning activities, and activism on the issues facing the profession are critical components to our success. With you, all things are possible through SLA.

*David R Bender*

David R. Bender, Ph.D.  
Executive Director

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# making news

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## chapter & division news

### Annual Swap & Shop

The Marketing Section of the Library Management Division will host the Annual Marketing "Swap & Shop" Competition on Monday and Tuesday June 12, 2001 in the Exhibit Hall at the Annual Conference in San Antonio, TX. The Swap & Shop provides the opportunity for SLA members to exchange marketing tips, tricks, and ideas. Promotional materials are on exhibit for attendees to peruse for their own marketing ideas. During the afternoon, conference attendees judge the entries and winners are awarded CASH and other prizes following the conference.

We encourage you to submit your library's marketing tools to Swap & Shop. Send us whatever you use to sell and promote your library - everything from fact sheets and brochures to pens and notepads to videos and web sites!

All participants must use the entry form on the SLA-LMD website. Follow-up will be significantly easier if all information is provided in electronic format! [http://www.sla.org/division/dlmd/mkt\\_sect/s&s1.htm](http://www.sla.org/division/dlmd/mkt_sect/s&s1.htm) All entries are due by April 27, 2001. Prizes will be awarded by August 31, 2001. The entry form, submission

address, and contact information are located on the LMD site.

Sponsored by Factiva, the First, Second and Third place awards will be given the categories below. First Place winners will receive \$100 cash and a plaque, Second Place winners will receive \$75 cash and a plaque, and Third Place winners will receive a plaque.

### Should You Be an Award Winner?

The Engineering Division Awards Committee is now accepting nominations for the 2001/2002 Ei/SLA Engineering Librarian Award. This award is offered annually to honor a member of the Engineering Division. The award, sponsored by Engineering Information Inc, highlights the accomplishments and contributions of members of the Engineering Librarian profession. Recognition comes in the form of a \$1,000 stipend, a plaque and a presentation at the annual Engineering Division's business meeting luncheon held during the annual SLA conference. Based on criteria developed jointly with Ei, the year 2001 winner will be selected by members of the Engineering Division's Awards Committee. Prospective candidates are encouraged to nominate themselves, or an associate may nominate them. The Awards Committee must receive completed applications by April 30. Criteria for entry are: Membership in good standing for one year in the SLA Engineering Division as of January 1 of the year in which the award is given. Distinguished achievement in the engineering library profession, through an exceptional contribution on the job, within the SLA Engineering Division, or within the industry

at large. This accomplishment should have taken place within the calendar year immediately preceding the nomination; however, in selected cases, based solely on the Awards Committee's judgment, recognition may be given for an ongoing, long term contribution.

The Ei/SLA Engineering Librarian Award Winner for 2000/2001 is Patricia Parker. Currently a librarian at Grand Valley State University, the majority of her work during the award year and before was performed at Fishbeck, Thompson, Carr & Huber, Inc., an engineering firm in Ada, Michigan. Her unique contributions are in the areas of outreach and cooperation while providing excellent services as an information specialist to her firm. She believes that while corporate libraries may have small collections of resources, they have large amounts of expertise to offer academic, public and other libraries in such areas as professional development and in-service training. She initiated several projects and grants that enhanced the cooperation in resource sharing among multi-type libraries in her area.

### Hudson Valley Chapter to Conduct Study on Chapter Viability

The Hudson Valley Chapter has been awarded a \$7,000 Endowment fund grant by SLA's Board of Directors for a study on "Determining the Best Strategies for the Future." The grant will support programs that further the scientific, literary, and educational purpose of the Association.

The fact-finding, solution-oriented project will create a template for evaluating and invigorating the viability of



small and medium sized chapters and the virtual role within SLA with readily transferable applications to be shared with other Association units. The project will also attempt to identify those benefits most highly valued among members that influence them to retain their membership and the direction the chapter should take to best meet these needs. The project is scheduled to be completed by June, 2002.

The Hudson Valley Chapter proposal was evaluated by SLA's Endowment Fund Grants Committee based on merit and feasibility and recommended to the SLA Board of Directors for approval during their business meeting at the Global 2000 Conference.

### **SLA Geography and Map Division Geographic Information Systems Awareness Project**

SLA's Board of Directors has awarded a \$5,700 Endowment fund grant to the Geography and Map Division for a "Geographic Information Systems Awareness Project." The grant will support programs that further the scientific, literary, and educational purpose of the Association.

The project will attempt to establish an Association-wide resource for Geographic Information Systems (GIS) awareness. The SLA membership will benefit by increasing the understanding of the various applications of this new information technology as more libraries and information centers incorporate GIS into their patron service operations. The 2001, 2002, and 2003 SLA Annual Conferences will serve as the venue for the project. Other SLA units will be encouraged to use the available resources. The three-year project will end July, 2003.

The Geography and Map Division proposal was evaluated by SLA's Endowment Fund Grants Committee based on merit and feasibility and recommended to the SLA Board of Directors for approval during their business meeting at the Global 2000 Conference.

### **Social Science Division Announces New Award**

The Social Science Division of SLA will name the first recipient of "The Gale Group Murray Wortzel Award" at the 92nd Annual Conference of the Special Libraries Association in San Antonio, TX, June 9-14, 2001.

The award, sponsored by The Gale Group, honors Social

Science Division leader Murray Wortzel, Librarian at the City University of New York, who died on January 30, 1997. The award recognizes a member of the Social Science Division for special and notable services to the Division. Wortzel's service to the Special Libraries Association included a term as Secretary-Treasurer of the Association and a term as Chair of the Social Science Division. Wortzel was inducted into SLA's Hall of Fame in 1989. Murray Wortzel was a librarian widely known for his excellent professional work and his extensive range of personal interests including social work, foreign languages, music, theater, art, literature and travel.

## **industry news**

### **SLA Urges Authors, Publishers to Settle Differences in Copyright Dispute**

SLA's Board of Directors called for publishers and authors to seek consensus through negotiations, rather than wait for the Supreme Court to reach a decision in the matter of *Tasini et al v. New York Times*.

*Tasini vs. The New York Times* is the landmark lawsuit brought by members of the National Writers Union against The New York Times Company, Newsday Inc., Time Inc., Lexis-Nexis, and University Microfilms Inc., charging copyright violation regarding the electronic reuse of work produced and sold on a freelance basis. The U.S. Court of Appeals, 2nd Circuit, overturned a lower court ruling in favor of the publishers. The U.S. Supreme Court has agreed to review the case.

The SLA Board of Directors cited several issues as factors in its decision:

- That copyright law was truly intended to be balanced "to promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries" (U.S. Constitution, Article I, Section 8).
- That SLA's membership is diverse in its practices and interests, including many information professionals who are authors or work for publishing interests.
- That a finding in support of the authors could set in motion several responses by the publishing community,

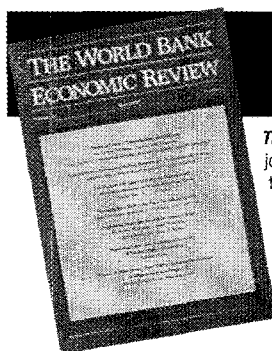
including price increases to offset increased fees for use of freelance articles, or the removal of a substantial portion of archived articles.

- That a decision by the Supreme Court – regardless of the outcome – would be damaging to the global community of information users. A victory by the publishers would produce a chilling effect on the creation of articles by freelance writers, while a finding in favor of the authors would likely mean higher costs and/or reduced access for the most important players in the information game – the users.

In echoing the sentiments of the SLA Board, David R. Bender, Ph.D., the Association's executive director, emphasized that the parties need to put aside their commercial interests and reach a compromise that will benefit everyone. "We believe the publishers and writers are in an excellent position to resolve this matter without the Supreme Court's intervention, and the world community of information professionals and their users deserve that kind of outcome." When asked about his thoughts on the possibility of a compromise, Bender observed that "we certainly appreciate that the writers deserve to be

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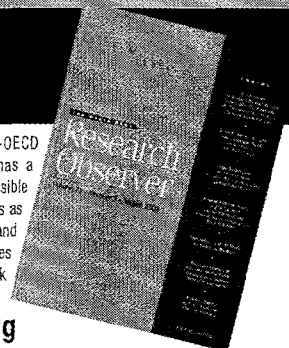
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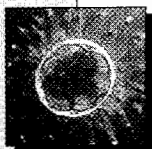
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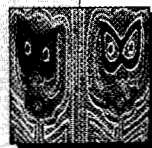
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compensated for their work, and that the publishers want to limit their exposure in this situation; but they must strive to find a consensus, for a decision by the court could possibly be a devastating blow to the flow of information globally.”

### **EU Copyright Directive**

The European Parliament vote on the EU Copyright Directive concluded to maintain the spirit of the Common Position text and rejected a number of highly damaging amendments. The provisions for libraries, archives, student and researchers were safeguarded and represent an improvement over the first reading in Parliament. However, there has been a further narrowing of the private copying provision (Art. 5.2.b) and an improvement to Art. 6.4.4 was not adopted. For those interested, the amendments adopted are 3, 5, 6, 7, 8, 9, 10, 14, 15. The amendments can be found at the Parliament <http://www.europar.eu.int> under plenary and the document number is A5/43/01 Boselli report.

### **Syracuse Announces New Award Competition for Librarians**

The School of Information Studies at Syracuse University, Syracuse, NY, has announced a new award competition for librarians in all areas of the profession. The 21st-Century Librarian Award will recognize a librarian who has been a leader in the evolution of librarianship in our increasingly global and digital information environment. The award is a project of students in Syracuse's MLS program, who have developed the criteria for the award and will judge the applications and make the final decisions. This is the first annual com-

petition for what is hoped will become a major award in this field. This year's award carries a cash prize of \$5,000.

Candidates for the award may be nominated by others or may submit

applications on their own behalf. The deadline for applications is March 30, 2001. Details about the 21st-Century Librarian Award are available at <http://istweb.syr.edu/librarianaward/>.

## **SLA Partners with Expo Exchange to Ensure Faster Registration Process for San Antonio**

In order to serve our attendees better, SLA has partnered with ExpoExchange to handle all registrations for the 92nd Annual Conference in San Antonio. This partnership will allow for faster registration processing and delivery of confirmations. Confirmations will be sent via e-mail to all registrants who provide a valid e-mail address. If no e-mail address is given, but a fax number is provided, confirmations will be faxed. Confirmations will only be mailed to those individuals who do not provide a valid e-mail or fax number. Don't forget to keep a copy of your confirmation and bring it with you to San Antonio.

Please remember that payment must accompany all registrations (checks are still to be made payable to Special Libraries Association) and can be forwarded to ExpoExchange at:

**SLA**  
*c/o ExpoExchange*  
**PO Box 3379**  
**Frederick, MD 21705-3379 USA**

If you wish to register by fax with a valid credit card you can fax ExpoExchange at: 1-301-694-5124

Additionally, ExpoExchange will have fifteen (15) customer service representatives available to handle your inquiries concerning your registration, between the hours of 9:00 am and 5:00 pm eastern standard time. Please call ExpoExchange at, 301-694-5243 for questions concerning your registration.

## sla news

### SLA Honors Retiring Executive Director, Establishing the Bender Fund for International Development

SLA announces the creation of the David R. Bender Fund for International Development, a new endowment named in honor of its executive director, David R. Bender, Ph.D., who will retire on July 31, 2001. The SLA Board of Directors approved the creation of the Bender Fund during a recent meeting in Savannah, GA, USA. The fund will support SLA's international membership development activities and fellowships that expand the influence of the Association.

The Bender Fund was created in recognition of the longtime SLA leader's exceptional leadership abilities and longstanding commitment to expanding the influence of the Association on a global scale by promoting SLA to the international community of librarians on a personal level during his twenty-two year tenure.

"I don't know of a more fitting way to honor David's legacy to SLA than to establish a fund named in his honor that will carry on his work," said SLA President Donna W. Scheeder. "Thanks to his guidance, SLA is a leader in the global information society and the Bender Fund will guarantee our future place of influence."

### Efforts of SLA Student Members Gross More than \$5,000

Library services available to teens at the Clarion Free Library soon will be

enriched by the addition of more than \$5,000 worth of new materials, thanks to the efforts of student members of the Special Libraries Association at Clarion University in Pennsylvania.

According to William Buchanan, associate professor of library science at Clarion University and a co-advisor to the SLA student group, the funds to purchase the materials are the result of two grants developed and written by students in the organization. A grant of \$5,000 is from The Pennsylvania Department of Community and Economic Development and second grant for \$400 is from Allegheny Energy, Inc. "SLA exists to help students learn more about professional librarianship as well as to provide a vehicle for developing and

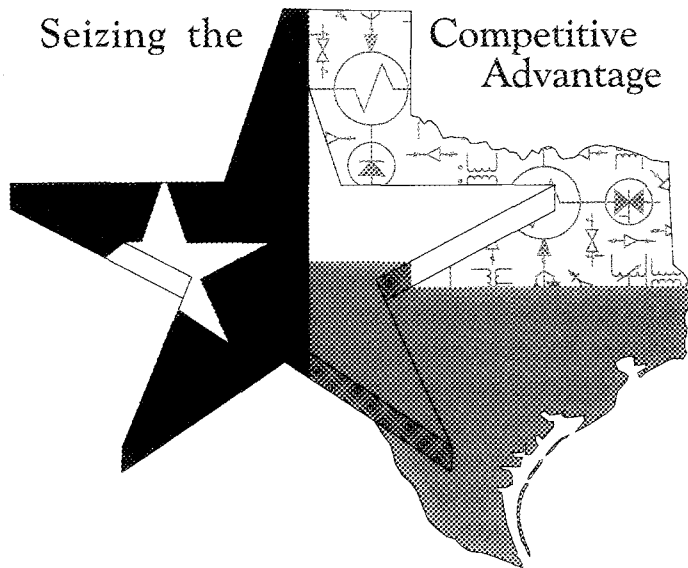
implementing service projects related to libraries," said Buchanan. "One of the SLA students, Lisa McCartney, learned of the need for more teen resources while volunteering at the Clarion Free Library, and it was really at her instigation that SLA decided to try to locate grant money to begin building a collection of teen materials."

SLA is an official student organization in Clarion University's Department of Library Science, one of only 50 library science programs in the nation to be accredited by the American Library Association. For more information on the department or on the SLA student organization, visit the department's web site at [www.clarion.edu/libsci](http://www.clarion.edu/libsci), or call 814-393-2271.

## 2001 - An Information Odyssey

Seizing the

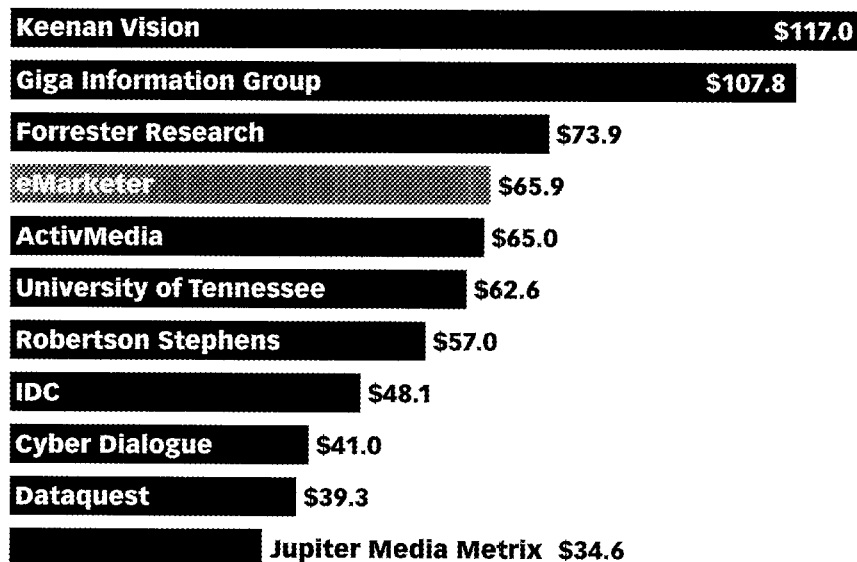
Competitive Advantage



92ND SLA ANNUAL CONFERENCE  
SAN ANTONIO, TX, USA, JUNE 9-14, 2001

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Comparative Estimates: US B2C eCommerce Revenues for 2001 (in billions)



Source: eMarketer, 2001; various, as noted

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# Join SLA in San Antonio! 2001—An Information Odyssey: Seizing the Competitive Advantage

## 2001 Conference Program Planning Committee

Denise Chochrek, Chair  
Carol Jacobson  
Hollace Ann Rutkowski  
Charles Shellabarger  
Samantha Whitney-Ulane



Conference  
Stars



Molly Ivins



Dave Barry

92nd SLA Annual Conference  
San Antonio, TX, USA  
June 9-14, 2001

## ••• Seizing The Competitive Advantage

**AS WE EMBRACE THE TWENTY-FIRST CENTURY, WE DO SO IN AN ENVIRONMENT of uncertainty. We stand at a crossroad with true leadership within our grasp and oblivion dogging our heels. Now is the time to create our place in the information age. With the proper tools we can still carve an important niche for information specialists across the globe.**

The SLA 92nd Annual Conference will be held in San Antonio, Texas, USA, June 9-14, 2001. Our theme, *2001—An Information Odyssey: Seizing the Competitive Advantage*, clearly points us to the issues that face us today. This conference will provide the tools to change our own image, help us create a leadership role in the information world, and ensure that our companies and schools will survive in a very competitive atmosphere. It is in continuing education and networking that we have the greatest advantage. Together in one location will be some of the most innovative minds in our field, sharing their wisdom, and propelling us forward in our own career odysseys.


This conference will give you the opportunity to face real issues. We are in a mad race to demonstrate our ability to not only grasp new technology and information concepts, but to be the leading edge. If we are not careful, others will step in and take our place. Marketing specialists now tout their expertise in research and analytical techniques. Information technologists are moving away from database management and declaring themselves the kings of content. Now is not the time to stand idly by and go over our collection development policies. It is time for us to learn the latest developments in portal management, fundamental company analysis, and worldwide issues and trends. We can no longer wait for the world to see our value. We must become fluent in marketing skills. We must develop our leadership skills so we can breach the glass ceiling that keeps us in our libraries. Providing data is no longer a means of survival. To become indispensable, we must move beyond the limited definitions that we have carried with us through time.


Come to San Antonio with an open mind and a desire to learn. For one week you will have the opportunity to come away with information that will change the course of your career and perhaps your life. Together we can seize the information age. At the end of the movie *2001: A Space Odyssey*, we witnessed a new birth. Let this conference be our incubator. Let us spring from this conference with


new life, new goals and a dream that will propel us through an exciting information odyssey. The adventure now begins.


### San Antonio Conference Session Tracks


To help guide you through the many offerings at the 2001 San Antonio Annual Conference, and to help you expand your competencies, the conference committee and division program planners have developed five general tracks that you may consider when developing your conference activities:


 **Management**—The Management track covers the tools and theory necessary to make your management team effective, efficient, and ready to take on upper management.

 **Information Technology**—The Information Technology track covers a variety of technology topics to ensure that you are current in the ever-changing information world.

 **Positioning**—In the battle for survival, the Positioning track will assist you in your continuing climb to position yourself advantageously in your company. This track will also advance the status of the information professional in general as we jockey for a position in a competitive world.

 **Future Directions**—This wide-open track propels us into the future of our profession and our technology, as we enter the twenty-first century.

 **Practitioner's Toolkit**—This is the nitty gritty of how we do our work.

 **Networking**—The Networking track will allow attendees to conduct SLA business, meet similar-minded information professionals, and provide the useful contacts needed to be truly competitive.

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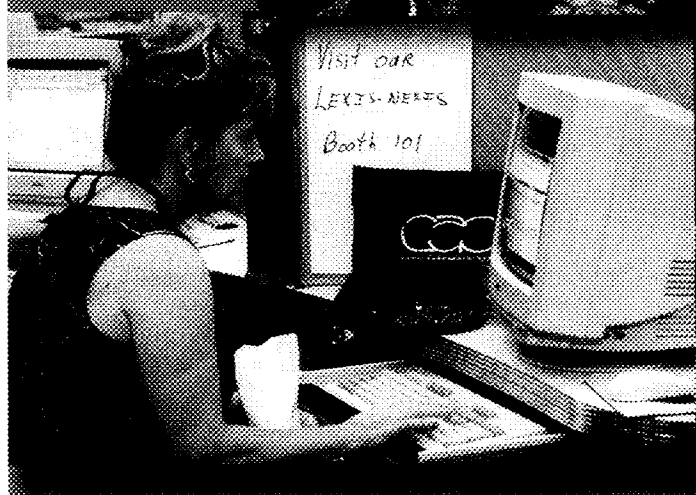
*Proud Sponsor of  
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keynote speaker Molly Ivins*

*Leadership Day, with  
luncheon speaker TBD*

*Cyber Café*



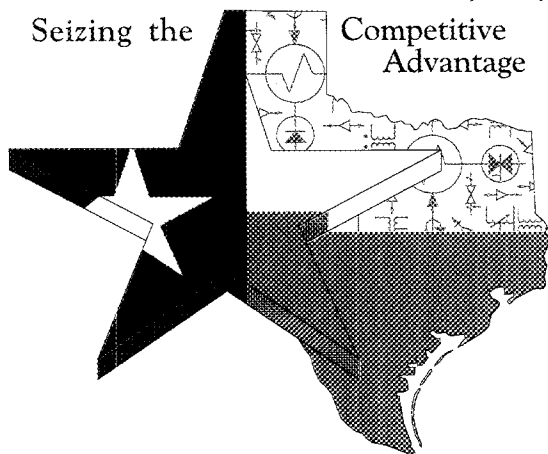
*Molly Ivins*



## 2001 - An Information Odyssey

Seizing the

Competitive  
Advantage



92ND SLA ANNUAL CONFERENCE  
SAN ANTONIO, TX, USA, JUNE 9-14, 2001

### Special Events at the Conference

Carnavale de San Antonio

Sunday, June 10, 2001

4:00 pm -6:00 pm

Come Celebrate with the Texas Chapter Hosts and our friends at Factiva, a Dow Jones & Reuters Company!

The gracious hosts of the Texas Chapter of SLA and Factiva, a Dow Jones & Reuters Company most cordially invite you to Carnavale de San Antonio! Make sure you start off your 2001 Annual Conference experience with your best foot forward. Meet your friends, greet your colleagues and get a sneak preview of the 2001 INFO-EXPO: SLA Information Partners—the SLA exhibit hall. Join us for this colorful and festive occasion, complete with great Southwestern specialties to tempt your palate and be entertained by San Antonio's beautifully costumed carnival dancers to set your toes tapping and swaying through the exhibit aisles! Come and enjoy the rich, multi-cultural beauty of San Antonio in a carnivale atmosphere.

SLA is proud to introduce our new exhibit hall—INFO-EXPO: SLA Information Partners! This is your first opportunity to view the dazzling array of exhibits featuring products and services that are sure to captivate your interest and fit your budget.

Where: Park View and Tower View Concourses  
Convention Center

When: 4:00-6:00pm

Sunday, June 10, 2001

RSVP: Tickets are free but you must let us know that you are coming. All registered conference attendees are invited. Register for this event by checking the appropriate box on the SLA registration form to reserve your place at Carnavale! Don't miss it!

### President's Reception

Sunday, June 10, 2001

7:00 pm -9:00 pm

A Little Bit of Texas...A Little Bit of Mexico...A Whole Lot of Fun...

You are cordially invited to join Special Libraries Association President Donna Scheeder at SLA's Sixth President's Reception at historic La Villita, located on the Riverwalk. You will be transported south to enjoy an evening presenting both sides of the border, a night destined to become a fond memory of San Antonio. The strumming guitars of an authentic mariachi troupe and the boot-scootin' beat of the Jody Jenkins country and western band will take you there. Pinatas, bright colors, rebosos, tamale carts, the aroma of food grilled over an open pit, a gentle evening breeze and the plazas of picturesque La Villita invite you to enjoy a Mexican-style fiesta and real Texas barbecue. Don't miss this opportunity to have fun in high San Antonio style, hobnob with SLA leaders, network with your fellow members, and help to raise funds for SLA's international development projects. \$75.00 per person.

### General Session

Monday, June 11, 2001

9:00 am -10:15 am

Molly Ivins, Columnist, Writer

Oh, Yes, She Can Say That—and She Will!



"Molly Ivins can't say that, can she?" typifies the reader response to the strong and down-to-earth columns of Molly Ivins. A political columnist for the *Fort Worth Star Telegram*, Ivins has been syndicated in over 200 newspapers from Alaska to Florida. Born in Monterey, California, as Mary Tyler Ivins but raised Texan, Ivins takes the political scene and delivers it to the masses southern fried.

Ivins ventured into the world of journalism when she took a job in the complaint department at the *Houston Chronicle*. From there, Ivins moved on to the *Minneapolis Tribune*, where she received one of her two greatest honors in having the police force mascot pig named after her. After working on the police beat, Ivins moved to a section of the *Tribune* called "Movements for Social Change."

Molly Ivins began her journey into the political commentator arena when she decided to combine her two main interests: writing and politics. In 1970, Ivins returned to Texas as co-editor of *The Texas Observer*, a magazine examining the dynamic politics of the "Lone Star State." She moved on to the *The New York Times* in 1976, dishing out political commentary. She eventually became the Rocky Mountain Bureau Chief covering nine mountain states for the *Times*. By the early '80s it was time for her to return to

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her native state, where she worked for the *Dallas Times Herald* and later the *Fort Worth Star Telegram*.

Always having a flare for digging down to the bone of the matter, Ivins began to publish books as well as her weekly columns in the 1990s. *Molly Ivins Can't Say That, Can She?* (1992) ran more than 12 months on the *New York Times* Bestseller list. She followed that success with *Nothin' but Good Times Ahead* in 1994. The Clinton Administration and President George W. Bush have been topics of her latest novels, *You got to Dance with Them* *What Brung You: Politics in the Clinton Years* and *Shrub: The Short but Happy Political Life of George W. Bush*.

A three-time Pulitzer Prize nominee and Outstanding Alumna of Columbia University, where she received her Masters in Journalism, Molly Ivins shares her political passion and analysis with the zesty spice of humor. Was it that spicy humor that got her the second of her two greatest honors—banned from the Texas A&M campus? Perhaps, but it makes for a very flavorful dish.

#### Boot Scootin' Through the Exhibit Hall

##### No-Conflict Time

Tuesday, June 12, 2001

10:15 am -12:00 pm

Come join us for a good time! Tap your foot, sway through the aisles and do-si-do with the exhibitors. The 2001 San Antonio no-conflict time to visit the exhibitors is brought to you by SilverPlatter. All program activity has been suspended for this special time period. Come to the exhibit hall, enjoy an energy break provided by SilverPlatter and visit the new INFO-EXPO and learn what is new from our information partners.

#### SLAs Annual Business Meeting and Closing General Session

Wednesday, June 13, 2001

9:00 am - 11:00 am

This is your opportunity to experience SLA in action - and to be a part of it! SLA President Donna Scheeder will preside over the meeting, where a report of the previous years activities will take place and the newly-elected members of the SLA Board of Directors will be installed.

#### Keynote Address by Dave Barry



The meeting continues with the Closing General Session Keynote Address by Dave Barry, the well-known American writer and Pulitzer Prize-winning columnist for the *Miami Herald*. Barry is an accomplished author, whose books were the basis for the CBS Television show, *Daves World*. His unique wit and ability to capture the humor in just about everything are sure to make this event a wonderful ending to the Annual Conference's major sessions.



#### Closing Gala

Wednesday, June 13, 2001

7:00 pm -10:00 pm

##### "A Wonderful Night"

An information professional as *wonderful* as you deserves a night like this! After a conference chock-full of learning, debate, discussion, and collaboration, you deserve to celebrate. After all, we'll be in San Antonio, a festive city full of great fun and beautiful scenery.

Join SLA dignitaries, award winners, and supporters in the heart of San Antonio—the Riverwalk—for an evening of dinner and music to celebrate the spirit of the information profession. Outgoing SLA President Donna Scheeder will be your host for the event, where the leaders of the profession will be honored and SLA will celebrate the ties that bind us. The Closing Gala will be held in the at the Marriott Riverwalk Hotel, one of the host hotels for the Annual Conference. A cash bar reception will take place, followed by dinner.

#### SLA's Hot Topic Program

SLA is pleased to announce the third year of this program concept for the 2001 San Antonio Annual Conference. SLA will conduct a series of conference wide programs that address issues and concerns of major importance to the information profession, or segment(s) thereof. Topics covered in these sessions will be current issues not addressed by traditional division programming. Please check the SLA web site, 2001 San Antonio Annual Conference for more details. Sponsored by INMAGIC, Inc.

#### What's New this Year?

##### SLA Association Series

This is a second year of this concept at the SLA annual conference. SLA, in cooperation with individual SLA units, will conduct a series of conference-wide programs that address issues and concerns of major importance to the association, or segment(s) thereof.

##### Strategic Technology Alliance Series

The Strategic Technology Alliance series is a joint effort of

SLA and the meeting exhibitors, aimed at helping association members and meeting attendees better understand technology and its beneficial impact on their profession and places of employment. Meeting attendees will learn from technology experts as they demonstrate a strategic and interactive look at trends and technologies designed to make information professionals the knowledge leaders for the new millennium. The object of this series is to present a selection of programming sessions during conference week that focus on current as well as advanced uses of technology in the information community. These sessions will focus on not just what is available in state-of-the-art practices used by information professionals in current day-to-day operations, but what the future may hold. All sessions are designed to be informative and not sales presentations.

## The Personal Scheduler

Get up-to-date information on the 2001 San Antonio Annual Conference with our online, user-friendly database!

Search the online conference database ([www.sla.org](http://www.sla.org), Events and Conferences Section):

- **By event** — use an alphabetical list or the new full text search feature
- **By track** — Search by the suggested audience for each event
- **By times** — Select times and choose from a grid of times and dates
- **By SLA Units** — Search by SLA Units
- **By Presenter, Sponsor, or Ticketed Event**
- **Or, select all to display a list of all events**

Other features include:

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## SLA's Virtual Exhibit Hall

The SLA Virtual Exhibit Hall is our recent addition to the products and services available in our virtual association. The Virtual Exhibit Hall is a virtual association service by the SLA that allows attendees to view products and services of annual conference exhibiting companies all day long and year around. Conference attendees are urged to use the site to pre-plan their activities, browse through the events, and catch up on exhibitor information.

### New Features

- \* Print your own map of exhibit floor
- \* Make your own personal exhibitor list

## CE Courses and Workshops

SLA's Strategic Learning and Development Center is pleased to be able to present more than forty CE courses and workshops during SLA's 92nd Annual Conference in San Antonio, TX. On June 9, 10 and 14, beat the heat and stay indoors to experience a specialized course/workshop sponsored by a division or one of SLA's CE course offerings.

Here's a little peak at some of the course/workshop titles:

- **DBF CE Course: Skills for the Knowledge Economy**
- **DLMD CE Course: Positioning for Success: Building Business Plans**
- **DMRM CE Workshop: Valuing and Justifying Information Services**
- **SLA CE Course: Making Successful Change—Rx for Success**
- **SLA CE Course: The Information Audit as a First Step Toward Effective Knowledge Management**
- **SLA CE Workshop: Not Just Search Engines: Searching Faster and Smarter on the Web**

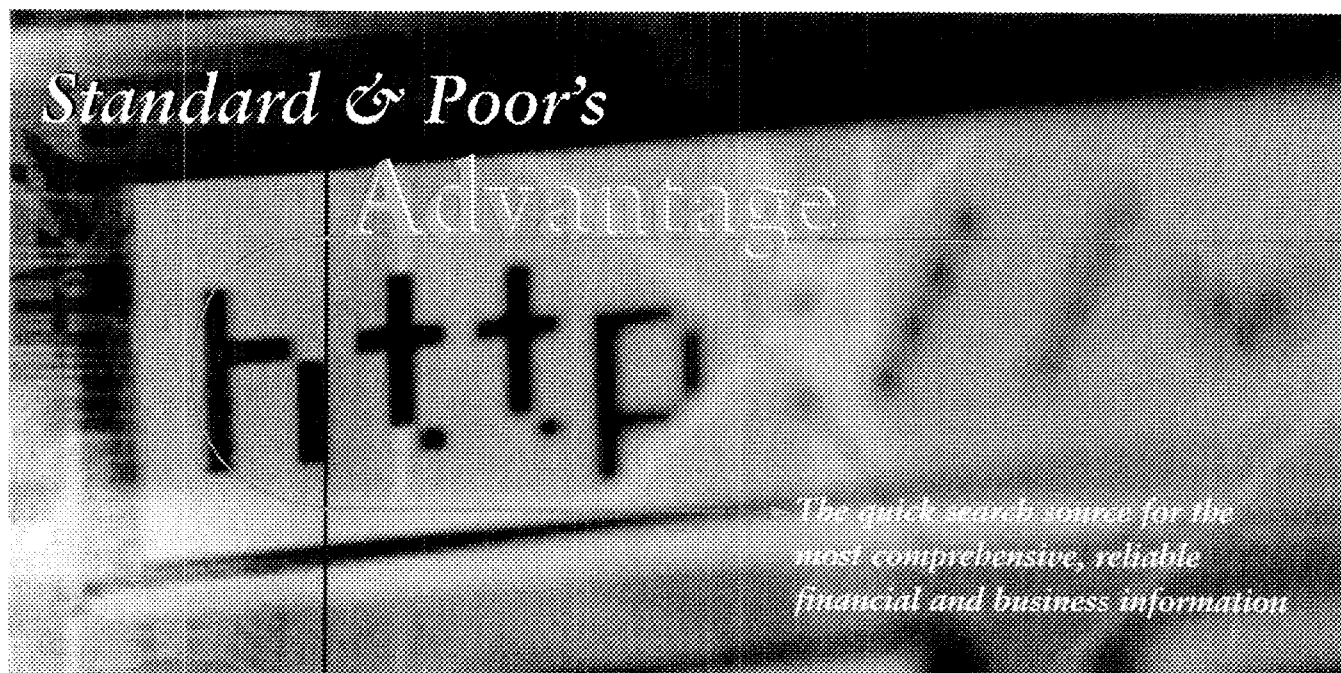
A complete list of the Division sponsored and SLA sponsored CE course offerings can be found in the 2001 Strategic Learning Guide or on our website. Be sure to get your copy of the Guide!

## Management Development Institute (MDI)

If you're ready to embrace your future, then perhaps you'll want to consider attending SLA's Management Development Institute (MDI). This executive level learning experience will run concurrently with SLA's 2001 Annual Conference from June 9-14, 2001 at the Plaza San Antonio Hotel. The learning experience is sponsored by The Dialog Corporation.

Successfully managing the future of the corporate library or information center depends on an ingenious blend of insight and foresight. While the challenges are deep, the opportunities for growth are rich. Still, the big issues remain: identifying, meeting and exceeding needs, creating value and building loyalty. How do you—the library or information center manager—chart a course to the future that, at once, is consistent with

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#### Don't Miss the Exciting Exhibit Hall

SLA now has a new name and a new identity for the exhibitors at the Annual Meeting 2001 in San Antonio: INFO-EXPO: SLA Information Partners! Starting this year, the name INFO-EXPO: SLA Information Partners will be the new way to refer to the exhibitors and their exhibits participating in the Annual Conference. Please help us to usher in a new era of exhibiting. Use this new name when referring to SLA's exhibitors and exhibits and look for this brand name on future exhibitor information. INFO-EXPO: SLA Information Partners is an exciting new concept and identity for the exhibitors. Join us in incorporating the name INFO-EXPO: Information Partners in your minds and rolodexes as a new tradition in exhibiting.

This year at SLA's annual conference in San Antonio, more than 300 companies and organizations will be exhibiting, representing 500 booths. These exhibits feature the latest and most up-to-date resources available on the market today. Join SLA President Donna Sheeder and SLA Executive Director David R. Bender and a representative from Factiva, a Dow Jones & Reuters Company on Sunday, June 10 for the Carnavale de San Antonio, a "sneak preview" of the exhibit hall.

#### Exhibit hall hours are as follows:

Sunday, June 10, 4:00 pm—6:00 pm  
(Carnavale de San Antonio)  
Monday, June 11, 10:30 am—6:00 pm  
Tuesday, June 12, 10:00 am—6:00 pm  
Wednesday, June 13, 11:00 am—2:00 pm

#### Don't Forget the SLA Marketplace

The Marketplace is your one-stop location for SLA merchandise, products, event information, and conference assistance. You can learn more about SLA's "Members Only" web services, update your member records, or share your thoughts with our staff. Sponsored by Dialog. Hours for the SLA Marketplace are as follows:



#### SLA Marketplace hours:

Friday, June 8, 1:00 pm—5:00 pm  
Saturday, June 9, 7:30 am—5:30 pm  
Sunday, June 10, 7:30 am—6:00 pm  
Monday, June 11, 7:00 am—6:00 pm  
Tuesday, June 12, 7:30 am—6:00 pm  
Wednesday, June 13, 7:30 am—3:00 pm

#### About San Antonio, Your Host City

Now the eighth largest city in the United States, San Antonio has retained its sense of history and tradition while carefully blending in cosmopolitan progress. The city has always been a crossroads ... and a meeting place. Flavors and sounds of Native Americans, Old Mexico, The Republic of Texas, Germans, the Wild West, African Americans and the Deep South mingle and merge.

Native Americans first lived along the San Antonio River, calling the area "Yanaguana," which means "refreshing waters" or "clear waters." A band of Spanish explorers and missionaries came upon the river in 1691, and because it was the feast day of St. Anthony, they named the river "San Antonio." The actual founding of the city came in 1718 by Father Antonio Olivares when he established Mission San Antonio de Valero, which became permanently etched in the annals of history in 1836 as The Alamo, where 189 defenders held the old mission against some 4,000 Mexican troops for 13 days. The cry "Remember the Alamo" became the rallying point of the Texan revolution against México. Located in the heart of downtown, today The Alamo is a shrine and museum.

With more than 300 days of sunshine annually and an average temperature of 68.8 degrees Fahrenheit, visitors to San Antonio will find an abundance of outdoor sports and recreation to challenge them.

#### Attractions in Downtown San Antonio

A tour of downtown San Antonio will uncover literally





centuries of history. La Villita, one of the original settlements which was composed of Spanish soldiers and their families; the Spanish Governor's Palace, which was the seat of government when San Antonio was the capital of the Spanish Province of Texas; San Fernando Cathedral, whose construction was started in 1731 by Canary Islanders; the Jose Antonio Navarro State Historical Park, home of Navarro, a central figure in the formation of Texas; Market Square, the largest Mexican marketplace outside of México; and the Steves Homestead, a mansion open to the public in the King William Historic District, a gracious residential section settled by prosperous German businessmen in the late 1800's.

#### The River Walk

For many visitors, Pure San Antonio is the Paseo del Río, an urban masterpiece. Better known as the "River Walk," these cobblestone and flagstone paths border both sides of the San Antonio River, 20 feet below street level, as it winds its way through the middle of the business district. The River Walk has multiple personalities—quiet and park-like in some stretches, while other areas are full of activity with European-style sidewalk cafes, specialty boutiques, art galleries, nightclubs, and gleaming high-rise hotels. Stretching for approximately 2 miles from the Municipal Auditorium and Conference Center on the north end to the King William Historic District on the south, the River Walk designs were mainly the work of the late Robert H. H. Hugman, a landscape architect.

#### Tours

Yanaguana Cruises, the river's floating transportation system, provides a novel method of sightseeing and people-watching in downtown San Antonio. Groups can also dine aboard open-air, candle lit cruisers as they wind their way along the scenic waterway. River taxis deliver visitors to Rivercenter, a dazzling three-level, glass shopping, dining and entertainment complex, and to the Henry B. Gonzalez Convention Center.

#### Shopping

No matter what country visitors originate from, shopping is an international favorite. And San Antonio is truly a

shopper's paradise. Antique shops abound in the central city and in charming towns on the outskirts of the city. Art galleries cover a wide spectrum of artistic achievement from contemporary to western to Latin American folk art. Ten major shopping malls dot the city, and three major outlet malls are within an hour's drive of downtown. And no serious shopper would miss La Villita, Market Square, and the River Walk in the historic heart of the city!

#### Dining

Dining options in San Antonio run the gamut from fine French cuisine to Chinese to Texas steaks and barbecue to soul food and Cajun, but Pure San Antonio is Tex-Mex. Tex-Mex is a passion with local residents of all ethnic backgrounds, and numerous restaurants are open 24 hours in case a craving for guacamole or fajitas develops at 3:00 a.m. A glossary of terms to familiarize yourself with before hitting the San Antonio dining scene: queso flameado, carne asada, chili relleno, menudo, enchiladas, chalupas and sopapillas. Did you know that chili was first sold in the open-air markets of San Antonio by women known as 'chili queens'?

#### Entertainment

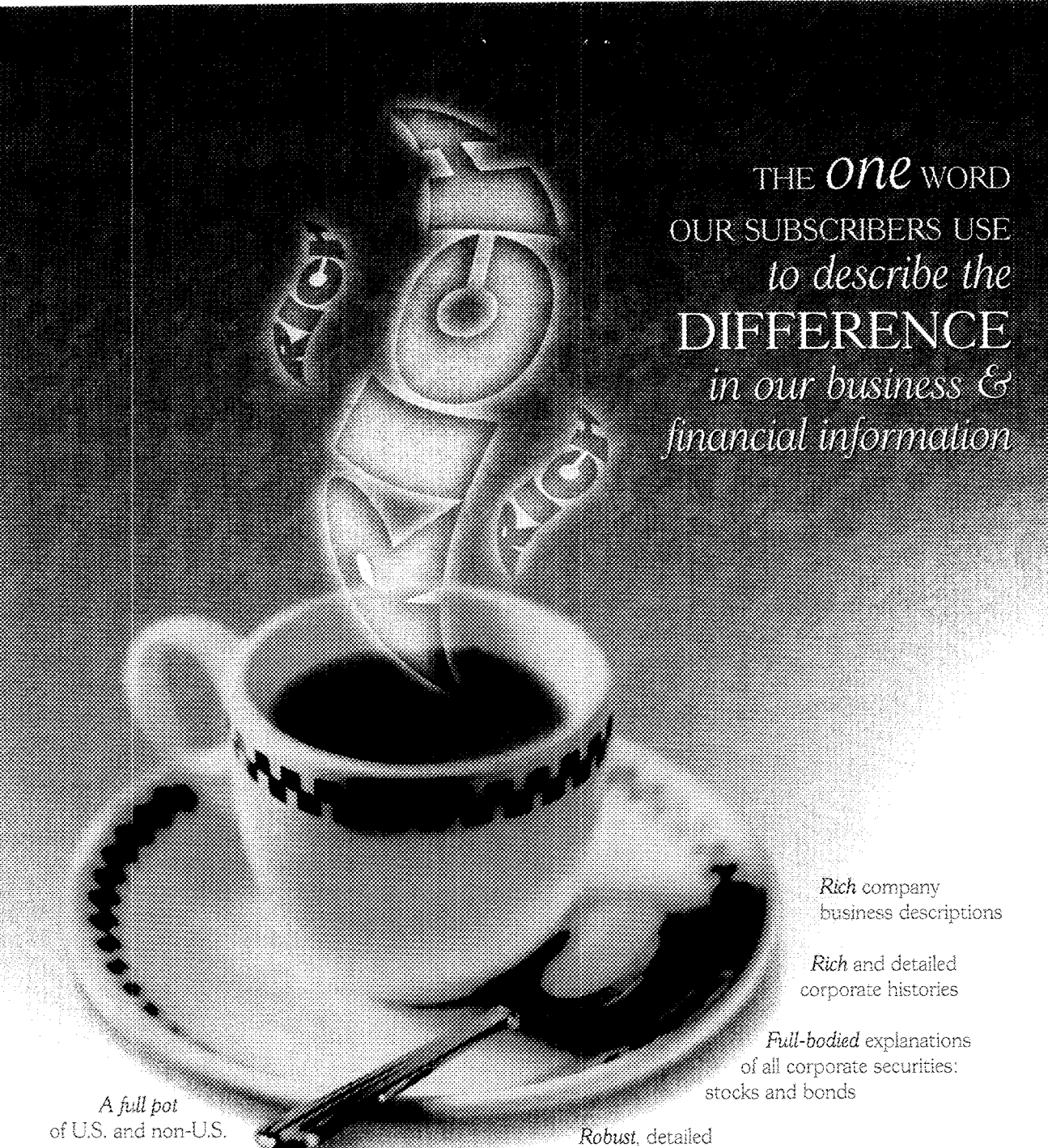
When the sun sets in the west and the stars come out over the South Texas plains, it's time to head to the nightclubs and dance halls. Pure San Antonio is two-stepping to a country-western tune or swaying to a Tejano super group or a local conjunto band. Or maybe it's traditional jazz or a sing-along at an Irish pub or piano bar? What about Hard Rock Café or Planet Hollywood on the River Walk? San Antonio offers a wide range of entertainment options when the sun goes down.

#### Sports

Visitors to San Antonio also have a wide variety of spectator sports to choose from. The San Antonio Spurs of the NBA call the Alamodome home. The San Antonio Iguanas of the Central Hockey League play at the Joe and Harry Freeman Coliseum, while the San Antonio Missions play at Nelson W. Wolff Municipal Baseball Stadium. Live action-packed thoroughbred and quarter horse racing seasons are presented at Retama Park from May through November, with televised simulcast races from the best tracks in the country every day of the year.

#### Want to Know More?

Visit the SLA web site at: <http://www.sla.org> Click on Annual Conference Texas Site. Our hosts have put together a great portal to the city of San Antonio, Texas, USA, for conference attendees. There, one will learn more about the city and its many attractions. You will also find instructions to subscribe to the discussion list—set up by our hosts to help everyone answer those questions not available elsewhere. So join us on the discussion list, make your plans, and pack your bags. THE place to be is San Antonio, Texas, USA from June 9-14, 2001. Don't miss out!



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# research briefs

## Surveys, More Surveys....and Research Reports!

There may be no greater example of the loyalty of SLA's membership than the continuing high response rate the Association receives to its member surveys. We consistently hear back from about 50% of the people we ask to cooperate—an excellent response under any circumstance, and an astounding figure considering the length of some surveys and the mail format we use.

We appreciate your willingness to support the Association in this way, and the Research Department staff

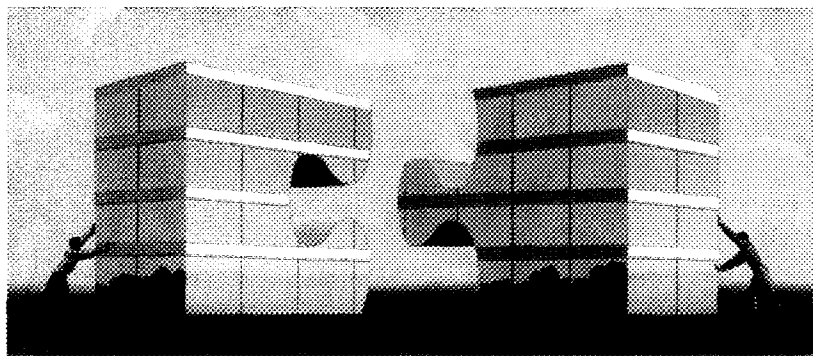
sending out two surveys. The first is what we have traditionally called the "Super Survey," a member-demographic and needs-assessment survey the Association conducts every five years. This year's Super Survey will largely follow the format of previous efforts and is extremely important because the results will be used to help SLA allocate resources and develop new products and services for its members. We anticipate mailing this survey to approximately 2000 current and former members.

The second survey is the *2001 SLA Annual Salary Survey*, which will be mailed to approximately half of SLA's U.S. members and all of its Canadian members. Your response to this survey is vital because the study results help every single member of

The *2000 SLA Annual Salary Survey* publication is currently available for sale. To order, call Marlana Hawkins at (202) 939-3673 or send your request by e-mail to [Marlana@sla.org](mailto:Marlana@sla.org).

**Goldspiel Grant and Presentation**  
As in past years, SLA's Board of Directors will announce the recipient of the this year's Steven I. Goldspiel Memorial Research Grant at the Association's Annual Conference, June 9-14, 2001, in San Antonio, Texas. The Goldspiel projects are funded solely from investment income generated by the Fund. The purpose of the Fund is to support projects that promote research on and advancement of library sciences, in particular focusing on projects that address the goals identified in SLA's Research Agenda. For more information on the Goldspiel Grant or how to apply, please see <http://www.sla.org/content/memberservice/researchforum/goldspiel/index.cfm> on SLA's web page.

The winners of the 1999 Goldspiel Grant, Dr. James M. Turner and Dr. Michèle Hudon, will be presenting the findings of their research in San Antonio. Drs. Turner and Hudon were awarded the grant for their research project entitled "Organizing Moving Image Collections for the Digital Era," a project that attempts to reach an understanding of the organization of existing vocabulary-management tools used in special libraries that house moving-image collections. This presentation is scheduled for Wednesday, June 13, 2001, at 1:00 p.m. in San Antonio, Texas.



will seek to respect this show of good will by reducing respondent burden whenever possible. We always attempt to make surveys as brief as possible and make an effort to send surveys only to the smallest feasible sample of SLA members.

*With this in mind...*

In the next several weeks the Special Libraries Association will be

the profession to determine his or her worth in the job market. It is especially important for Canadian members to respond, since there SLA has fewer members in Canada, and without a robust response rate we cannot provide as accurate a level of detailed information. Your prompt response will also allow SLA to print and publish the Salary Survey in a timely fashion.

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# SPOTLIGHT

## on SLA Members: Trudy Katz

MasterCard International recently appointed Trudy Katz, a longtime SLA member, to vice president of their Information Center. Katz joined MasterCard in 1997 and has played a leading role in the development and management of an electronic information database that offers convenient, cost-effective information and services to employees around the world.





**KATZ, WHO HAS BEEN THE DIRECTOR OF THE INFORMATION CENTER,** will continue to report to Barbara Delia, senior vice president, Global Information & Research at MasterCard. "Since joining MasterCard, Trudy has made an extremely valuable contribution to the development of MasterCard's Corporate Information Center," Delia said. "She has built a strong team, making the information center the first place MasterCard employees turn for research on industry news and current events. She also developed the first electronic information database at MasterCard that specializes in keeping employees up-to-date on industry trends." MasterCard International has a comprehensive portfolio of payment brands throughout the world. An association comprised of more than 20,000 member financial institutions, MasterCard serves consumers and businesses, both large and small, in 210 countries and territories. In 1999, gross dollar volume exceeded US\$725 billion.

Katz is the Information Technology Division Chair of the Special Libraries Association. She has a bachelor of science degree from Temple University and a Masters degree in Library Science from the University of South Carolina. Katz is also an adjunct professor at both Queens College and Long Island University in New York.

**Information Outlook: What is the mission of your information center?**

Trudy Katz: Our mission is to develop and manage convenient, accessible, and cost-effective information services that are aligned with the strategic directives of MasterCard International. We are sensitive to the dynamics within the company and the payments industry and we change our information resources as needed.

**IO: Who are your clients? Staff, scientists, the general public? Can you give an example of a typical request? What is the most interesting request you ever received? Are requests time sensitive?**

TK: What most people don't know is that MasterCard International is a member association. The Information Center's clients are MasterCard employees; we are not open to outside inquiries. MasterCard has approximately 3000 people employed internationally. Our two main offices are in Purchase, NY (headquarters) and St. Louis. Requests come in via e-mail, fax, telephone or walk-ins. A majority of the requests are regarding the payments industry. We also answer questions regarding economics, e-commerce, and banking. And, of course, some questions are not typical to the industry. Seventy-five percent

of the reference requests are global in scope. It is our international offices that request the U.S.-centric information.

**IO: What type of staff do you have? How many are on staff?**

TK: There are three people on staff: myself, a manager, Nancy Bobrek, and a research analyst. Stacey Rivera. We share a lot of the research, often working on the requests as a team. I handle budget and strategic planning. It is Nancy's growing responsibility to manage vendor relationships. Stacey spends considerable time managing one of our two Lotus Notes databases.

I was hired in June 1997 to start-up the Information Center. Staff has increased since then but the physical size of our facility has remained the same. We rely heavily on non-print resources. The payments industry is rapidly evolving and we find that most print resources are out of date when we receive them.

**IO: To whom do you report at MasterCard?**

TK: I report to the senior vice president, Global Information and Research. She reports to the Chief Marketing Officer. Even though we reside in Marketing, we provide service to the entire company.

**IO: Do you have any involvement in MasterCard's Internet/Intranet? If so, how?**

TK: We are Lotus Notes based but moving to an intranet by second quarter 2001. I was involved in the initial meetings

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with many of the departments regarding the information architecture for the new intranet but faced considerable time constraints in remaining involved with the project at that level. We are currently developing the Information Center's web site. I was also part of a team that developed an extranet for our members.

We are not directly involved with MasterCard's Internet but we do provide research in supporting both the business and consumer sides of the site.

**IO:** How do you market your information center? What has been a successful marketing tactic for you?

**TK:** We are in the development phase of a marketing strategy plan. We are segmenting our users to determine opportunities and also arranging group meetings to discuss synergies between our users and the Information Center. It has been very important for us to retain our brand, "Information Center" on all work produced. We have also had promotions such as open houses, raffles, buttons, and brochures.

We produce an electronic alert called the Information Center Exchange (ICE). ICE contains the full-text of information sources we follow for the company. Through an e-mail we market the Information Center to over 700 desktops on a daily basis. Once we started ICE and rolled it out to the entire company, usage statistics shot up dramatically. And, the reference questions are much more complex now that we provide basic information directly to the desktop. We are now in the process of web-enabling ICE.

**IO:** What is exciting about working at MasterCard? How do you feel about the word librarian? Do you feel it adequately reflects what you do?

**TK:** Every day is different at MasterCard. On any given day I could be working on the budget, completing research requests, participating on a task force or just about anything else. I am encouraged to grow intellectually and explore new talents..

I am not afraid of the word librarianship but find, in certain circumstances, that I do not entirely embrace it either. Internally people interchange the words "library" and "information center". They really don't care what we call ourselves as long as we answer their call. However, I think that the name should change to reflect the changes within our profession.

**IO:** How has your involvement in SLA helped your career?

**TK:** I have learned so much from being active in SLA! Its true—you get what you give. I transferred leadership and web design skills directly into my job. And I don't think I could enumerate all of the ideas I have "borrowed" from fellow professionals over the years.

**IO:** How did you move into your executive position? What will be your new roles and responsibilities? What advice would you give other information professionals looking to move into such positions in their organizations?

**TK:** In November 2000, I started discussions with my HR specialist about a promotion. What I didn't know was at the same time Barbara (my boss) was talking to HR about the same issue. I looked at the job description for a Vice President and realized I was already doing the job. Obviously, everyone else did also because I got the call about the promotion in December. Barbara told me that she had no problem getting the promotion approved. In fact, most people already thought I was a Vice President. I received a lot of remarks like, "I thought you already were." The rest of the comments were, "It's about time."

For me there were two factors that unlocked the promotion door:

1. Communicating successes and challenges upward in the organization. And building a relationship with my manager that facilitates this communication.
2. Discovering the key to the new job description. The big difference between director and vice president is the word "innovate."

**IO:** What's on the horizon for you?

**TK:** Personally (yes, I do have a personal life), I want to teach Stormy, my cat, more stupid tricks! Within MasterCard, I look forward to expanding my role of "internal consultant" by discovering innovative ways to meet the corporate objectives. Professionally, I want to continue to share my enthusiasm and knowledge of our profession with students and I plan on mentoring young professionals when the opportunities arise. ●

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# communications outlook

## An Open Letter to Patricia Schroeder

*On February 7, 2001, the Washington Post published an article on Patricia Schroeder, president of the Association of American Publishers. The article focused on the former congresswoman's efforts to raise the volume of the debate regarding protection of digital content—both within her association's membership and in the general public arena. In the course of discussing the publishing industry's major concerns, Schroeder made a variety of comments that cast librarians as the antagonists who want all digital content to be free. The following is intended as a response to the Washington Post article.*

### Dear Ms. Schroeder:

First, I'd like to thank you for doing so much to improve the image of librarians and information professionals worldwide. Your general characterization of our profession as one that bares its teeth and scares the daylights out of the publishing industry is one we seek on a daily basis—but have yet to perfect. I doubt, however, that most readers of the article in the February 7, 2001 *Washington Post* would attach such an aggressive brand to the librarians they know, even if they typically believe everything you say. Unfortunately, you failed to back up your assertion with anything resembling evidence that suggests the library and information profession is out to get publishers or committed to ruining your industry, other than to convince Linton Weeks (the author of the article) that “librarians want to give [content] away.” Perhaps you should consult your staff librarian.

I think most in your industry and our profession would agree that, for years now, we have been at loggerheads over the issue of managing and using digital content. The publishing industry's shift in perspective on protecting “intellectual property” and subsequent lack of communication are to blame for the fissures that have damaged the once-strong bonds that tied our respective memberships together. You did not start it, but you and your staff certainly aren't stopping it, either. To be fair, many who represent the library and information profession are perpetuating the perceptions you have put forth, or worse—some are antagonistic, too. Our profession, however, generally supports strong relations with the publishers, and many in your industry would agree.

The wrangling over legislation and court battles has certainly widened the gulf. And nothing seems to indicate that this will change anytime soon. But let's face reality: libraries used to enjoy a comfortable sense of freedom in the use and dissemination of content in the print and analog world, and publishers—with some reservations—were generally in agreement on this. The freedoms accorded to libraries were accepted by publishers over time, because it was the right thing to do. Then came the digital revolution, and all of a sudden, what was once protected by copyright law become “property” in the minds of publishers—a questionable notion, at best.

Legal scholars of all stripes will argue over the details, but our opinion is that this new perspective is a departure from the historical precedents on copyright protection. Our view is that content is not property

in a very real sense. We do agree that no one should be allowed under the law to just make copies *ad infinitum* or to plagiarize another's work and gain from it. These are basic premises that all librarians believe should be observed by their users. We are your greatest allies in the trenches, often working to ensure that the laws are understood. The people you need to worry about are those who flout the law—students, professors, organizational management, and many others in the public. Without us, you'd have no one but lawyers for cities and towns, school systems and universities, governments, organizations, and companies running around *maybe* enforcing the law—and *maybe not*.

By the way, have you actually purchased an annual subscription to an online publication or service? Do you understand the costs for accessing high-quality, reliable information? Your words suggest that you do not. Again, maybe you should consult your staff librarian.

Rather than making generalized, uninformed statements that place the blame on someone else, why not work with our community? If you really want a resolution to the problem, get to the table with the people who make your industry successful. SLA has repeatedly asked you to participate in our annual conference, with your only response being that you cannot attend. Throwing bombs and other simple lobbying tactics will only exacerbate the gulf between your industry and our profession for generations to come. With such an amazing record of public service in your past, we are hopeful that you will see the light.

For more information,  
contact John Crosby  
(john-c@sla.org)



# Building Successful Relationships with IT Professionals



by Martha K. Heyman, MLIS

*Martha K. Heyman is currently providing consulting services to DuPont's Information Technology organization. She may be reached at [Martha.Heyman@Verizon.net](mailto:Martha.Heyman@Verizon.net).*

## ••• Speaking IT, and Staying a Librarian

TODAY'S CORPORATE ENVIRONMENT DEMANDS THAT CROSS-FUNCTIONAL TEAMS come together at a moment's notice and collaborate effectively to rapidly resolve business problems. These short-term task teams are often composed of people who have never before worked together, and may never again. If the team is to be successful, the leaders, whether formally appointed or informally emerging, must determine quickly how to motivate their peers to contribute beyond the minimally required effort. Studies have reported that workers apply as little as 30% of their available effort (Yankelovich and Immerwahr, 1987). Only by harnessing the members' discretionary effort can the team begin operating in a collaborative fashion. The only tool available to accomplish this task is influence, because these teams are typically composed of peers and not direct reports. The literature reports three critical success factors necessary for establishing a relationship conducive to influence. These factors include a clearly defined and understood common purpose, shared responsibility for results, and mutual trust amongst the membership. Mutual trust requires individuals have: a demonstrated level of competence or relevant domain knowledge, a focus on the "broken" work processes versus blaming people, a willingness to admit individual mistakes and to acknowledge limitations, a spirit of cooperation not competition, and an ability to give and receive assistance from associates. The recent explosion of affordable information technology solutions has placed corporate librarians and information scientists squarely in the midst of many task teams with information technology professionals. Librarians are challenged to work with technology without becoming lost in it. This article offers one practitioner's views and experiences on how librarians can collaborate successfully with IT professionals without losing their identities as librarians.

### WHAT and WHY

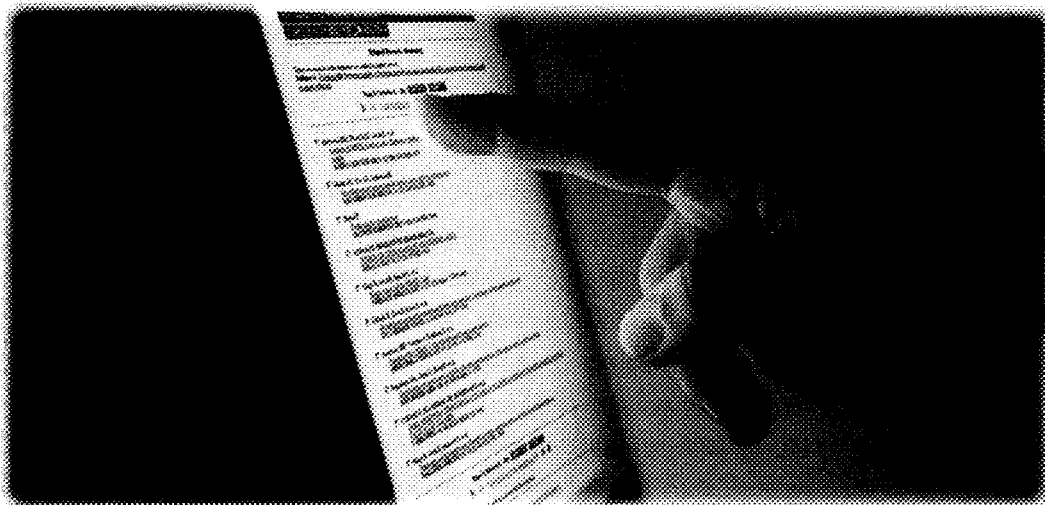
There is nothing new in the statement that librarians need to network effectively with information technology professionals. Even before the March 1994 Library Solutions' conference "Building Partnerships" (7), library and computing professionals had been trying to understand how best to work together, though, as the depth of references in the literature would indicate, perhaps more so in academic settings than in corporate settings. To some extent, information technology professionals and librarians in academic settings seem to have done a superior job of recognizing the value of working together to deliver results to their customers in the rest of the academic community. The literature is full of case studies of successful collaborations.

In corporate settings, there tends to be a much greater level of competition for turf and recognition. This trend seems to be exasperated in technology-based companies, where the tangible glitz of slick new computers and software always seems to take funding precedence over the intangible benefits of solid information science practice. It's much easier to understand the connection between the efficacy of the accounting or inventory systems with

relation to the revenue stream than it is to understand the money and time saved by being able to quickly and easily leverage knowledge nuggets to be found in proprietary or corporate literature. While the core competencies of the information technology profession result in the creation of tangible products, the core competencies of librarians and information scientists result in qualitative enhancement of those tangible products. (Much like the BASF advertisement "We don't make the products you use, we make the products you use better.") These qualitative enhancements can be critical to the successful operation of the information technology product because they enable the human user to make sense of the data and information.

Fortunately, however, there is a growing recognition in corporations that digitized information content must be handled in as rigorous a fashion as the print (9). As information systems become more pervasive and truly enterprise critical, upper management is increasing its expectations as to the speed and accuracy with which the information can be retrieved and utilized. There is diminishing tolerance for problems introduced by, rather than resolved by, the information technology solution.

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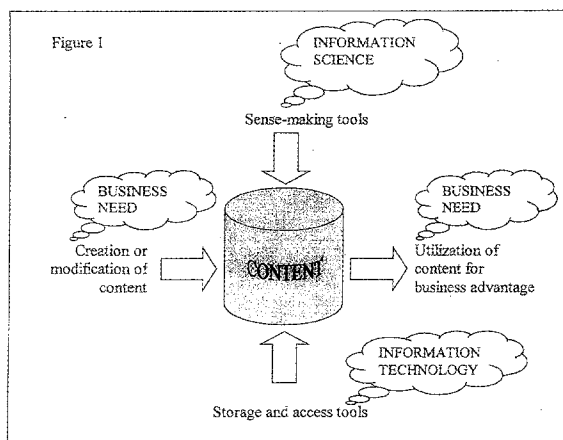
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### Information Science Core Competencies: Sense-Making Tools

1. Expert knowledge of information resources (content and use)
2. Conceptual analysis (indexing, abstracting)
3. Ability to structure and organize content (information management)
4. Ability to synthesize and customize (information relevancy)

There is reduced tolerance for information overload. Corporations operating in the global economy must rely on the efficacy of their information systems to bring them the competitive advantage they need to succeed in the market place. As a result, librarians and information scientists are increasingly being invited to join project teams in the formative stages of problem identification and resolution. This is a welcome improvement over being asked to "clean-up the mess" after the fact.

It has become clear that there are actually three key aspects to any information system—business need, information science, and information technology (Figure 1).

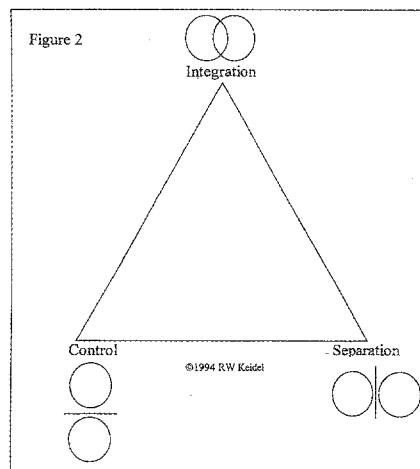


Without the content associated with a business need, there is no reason for the information system to exist. Information technology provides the mechanics of the system—the physical storage container, the search engine, the software to manipulate and use the information (system architecture). Information science provides the standards and techniques critical for effective content architecture so that the information is stored in a manner that facilitates accurate retrieval and timely dissemination. Without the content architecture information science provides, the system is just a storage bin to hold information. Information science brings the organization that allows the user to make sense of all that information.

A combination of the growing understanding that content architecture is as important as the architecture of the technology, and the recent explosion of affordable information technology solutions has placed corporate librarians and information scientists squarely in the midst of many task teams with information technology professionals. It seems to be less and less of a challenge to get ourselves invited to participate early in the projects. However, what continues to be a challenge is how to work effectively with the information technology groups without losing our identity as librarians. How to do this in a manner which educates others as to not only the critical skills but also the critical value of librarians versus the skills and value of the information technology professional. And do all this while delivering the best solution possible to the business.

### HOW

There are essentially three defining modes for constructive human interaction (Figure 2). Keidel explains that individuals can relate to each other as equal peers (integration), they can arrange themselves in a hierarchical fashion (subordination), or they can act very independently (separation). What is experienced in any given actual relationship will be a shifting mix of the three types. All three relationship types involve some form of cooperation, but not necessarily collaboration. Collaboration can occur only when the individuals are willing to integrate on some level. Employees of corporations are contractually obligated to cooperate with other employees to complete the tasks assigned to them. This cooperation can occur whether the relationship be one of subordination, separation or integration. However, personal job satisfaction and innovative, sustainable solutions to business problems tend to be exclusively the result of true collaborative efforts. Bennis and Biederman state "in all but the rarest cases, one is too small a number to produce greatness." While we may not be looking for "greatness", we are looking



to resolve the identified business problem with a solution that is both sustainable and provides the business with competitive advantage. We are looking for the best solution in the shortest amount of time. Cross-functional teams provide the opportunity to accomplish complex, interdependent tasks that are beyond the capabilities of the individuals alone. "None of us is as smart as all of us." (1)

As librarians and information scientists are invited to participate in cross-functional task teams with information technology professionals, we must be willing to construct the relationship in a manner that fosters collaboration. We must be willing to come to the table as peers integrated with the information technology professionals, not as autonomous units contributing our "piece" and then walking away, or as subordinates simply doing as we are directed to do. In order to ensure a successful outcome (personally and professionally) and future invitations to participate, we must work to create an equal and collaborative partnership with the information technology professionals. The foundation of an equal partnership is mutual trust. There are five key requirements for mutual trust to occur between individuals.

Mutual trust requires individuals have:

1. a demonstrated level of competence or relevant domain knowledge,
2. a focus on the "broken" work processes versus blaming people,
3. a willingness to admit individual mistakes and to acknowledge limitations,
4. a spirit of cooperation not competition,
5. and an ability to give and receive assistance from associates. (2)

Requirements two through five fall into the categories of personal integrity and the respectful treatment of others. They are fundamental not only to the foundation of a relationship based on mutual trust, but to any sustainable and successful work relationship. The most critical requirement to build mutual trust between corporate librarians and information technology professionals is to develop credibility. Credibility is built through the demonstration of competence and relevant domain knowledge (the first requirement listed in the above box for mutual trust). Competence and domain knowledge apply to not just information science but also information technology. No one would argue that the first step to getting people to hear you is to at least speak their language. Getting them to listen is the next step. One successful way to be heard is to learn the terminology

of information technology and have a solid understanding of the tools and techniques. By understanding how the tools work and what techniques to use, we're in a much better position to be advocates for our customers (corporate information users), and to be able to participate fully in the process of problem clarification and solution development (classic systems analysis). This doesn't mean we need to be able to write computer code and build the information technology solution ourselves. It means we need to stay within our profession's boundaries while understanding the terminology of another profession. It means we need to understand the functionality of the tools and the value of the techniques. We should be reading information technology trade journals and popular magazines. We should be attending relevant vendor seminars at professional conferences. While we should expect the information technology professionals to develop an understanding of our sense-making tools, we can't demand it. But we can be a role model by understanding their tools and techniques.

If you want to be heard, be sure you can speak the language. If you want to be listened to, be willing to build a visible track record of contributions supporting successful solutions. By building an appropriate level of information technology domain knowledge and bringing the information science competence librarians already have, credibility can be developed over time through active contribution to the creation of viable and sustainable business solutions. With each successful solution, a track record is created for the value of both our individual capabilities and the tools and techniques of information science. When information can be disseminated rapidly and built upon for competitive advantage, business leaders take notice. I would argue that the difference between a successful IT-based business solution and an unsuccessful one is the extent to which a librarian or information scientist was able to contribute. Speak their language but don't lose your identity as a librarian. Speak their language because it pays off for the customer and it's the best way to be heard. But don't forget to speak their language in our accent—don't leave our tools and techniques at the door and don't let the value information science competencies bring to the information technology solution get lost in all the "glitz" of the technology itself. Speak the language of information technology with an information science accent. Educate the information technology professionals and the corporation about information science by demonstrating the value it brings to successful information technology solutions for critical business problems.

With each subsequent task team project, credibility is built and the information technology professionals begin to listen more and argue less. In 1995, I was assigned to a new location as an "information science resource". The client base was composed primarily of



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chemists and engineers working within a small research center in a subsidiary of DuPont.<sup>1</sup> There had been a recent change in the laboratory director position. Unlike the past director, the new director recognized that information technology was not "a toy", but a critical tool that would provide the research center with the competitive edge it needed to bring value to the businesses it supported. There were little or no existing information systems related to the research and development function. There was a traditional library established years prior by a professional librarian and maintained ever since by a well-trained clerk. One day a week, one of the laboratory technicians conducted literature searches using STN and Dialog. The only information technology support came from the manufacturing facility located near-by.

The chemists and engineers of the research center had been actively teaching themselves about the potential of information technology. There was a tremendously high level of enthusiasm for adopting and implementing new ways of working. When I arrived, I found myself instantly swamped by well-formulated requests for document tracking systems, collaborative databases, proprietary literature databases, etc. In addition, they had developed an understanding of and appreciation for such things as subject categories, controlled term thesauruses and authority lists. On average, they understood that full-text searching was rarely the most efficient or effective way to find what they were looking for. The questions weren't "why do we need controlled term lists" but "how do we best create them".

So the challenge wasn't in educating the consumer (the R&D management and staff) as to the value of information science sense-making tools. Rather, the challenge was in building credibility with the information technology support staff located at the manufacturing facility. Almost the entirety of their work was composed of massive, corporate-wide transactional systems such as SAP. Imagine their faces when a librarian came knocking on their door wanting to talk about setting up HTTP servers, establishing shared directories on the NT servers with specified file structures and access controls, investigating search utilities to run across the NT and HTTP servers, purchasing network licenses for MS Access, Procite and other database tools for end-users, and inviting them to participate in various task teams being established to look at EDMS (electronic document management systems) choices and data warehouse construction. After they picked their jaws up off the ground, we smiled, shook hands and started a long and extremely successful relationship.

Speaking to the information technology staff in their own language during that first meeting, and stating the business problems in the context of information technology concepts, were critical first steps. The extent of the work

the team (clients, librarian, IT professionals) was eventually able to complete in the two and a half years I was there and sustain since then had its foundation during those initial few meetings. Early in the work, the corporation began to test Lotus Notes as both an email client and as a collaborative workspace. The research center and production plant were chosen as one of the pilot locations. By that time, the information technology professionals had seen several successful examples of the value information science sense-making tools bring to information technology implementations.

- The initial Intranet (internal corporate web pages) site established on the HTTP server was one of the best in the company because of the use of subject categories and the careful content architecture that we had used.
- The shared portion of the NT server used by the chemists and engineers contained carefully constructed directory structures, file naming conventions, and access control. Users were able to rapidly store and use the information so effectively that the Research Center was able to avoid the (sizable) costs associated with implementing a vended EDMS solution.
- We had constructed a number of Microsoft Access databases for tracking proprietary documentation including research notebooks. The use of authority lists and controlled term thesauruses made data entry and retrieval accurate and rapid.

When the manager of the information technology group invited me to be a participant in the Lotus Notes Design and Implementation team, I realized we had a collaborative, equal partnership. We spoke each other's languages with our own accents. We each had an understanding of how the other's tools worked with our own to provide the customer with the best solution possible. The people with the "easy" funding and recognition recognized their success depended on the incorporation of sense-making tools delivered by librarians and information scientists.

#### One Step Further----- True Collaboration and Innovation

Michael Schrage defines collaboration as the process of shared creation or shared discovery that individuals realize they could not have done on their own. (5) A partnership relationship between corporate librarians and the information technology community is only the beginning of successful collaborative efforts. The existence of the partnership itself does not guarantee a truly collaborative process will occur. There are three categories of behavior in evidence when individuals are truly collaborating.

- work processes, relationships and expected results are jointly developed.
- there is joint accountability for high-quality decisions
- individuals demonstrate a personal commitment to the success of the effort. (11)

In "The Soul of a New Machine", Tracy Kidder described human interactions that result in creative collaboration as "webs of voluntary, mutual responsibility." If the cross-functional task team is to successfully collaborate, the leaders, whether formal or informal, must determine quickly how to motivate themselves and their peers to voluntarily contribute beyond the minimally required effort, and to have personal commitment to the success of the effort. Somehow, the flames of passion have to be fanned. Otherwise, the extent of the individual's contribution will be only what is expected of them as defined by their assigned duties and responsibilities. They will cooperate but not collaborate. Studies have reported that workers apply as little as 30% of their available effort. (13) Only by harnessing the members' discretionary effort (i.e. the other 70%) can the team begin operating in a collaborative fashion. The only tool available for peers to motivate peers is influence.

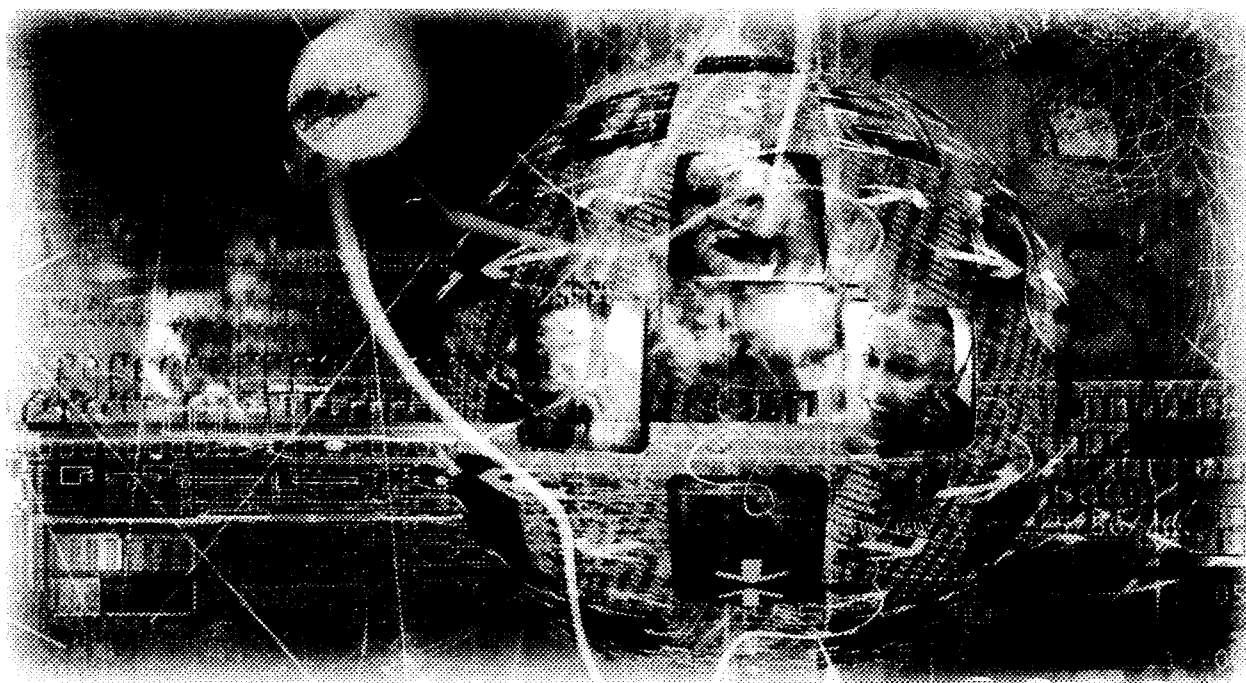
The literature reports three critical success factors necessary for establishing a relationship conducive to influence. These factors include a clearly defined and understood common purpose, shared responsibility for results, and mutual trust amongst the membership. (11) In today's fast paced, high demand work environment, no one should be doing any work that is not clearly defined and understood in terms of: what is the immediate business issue; what is the business value of resolving the issue; and what are the financial and time constraints for the business. No work should be conducted until these questions are answered and everyone is in agreement. Teams

aren't teams unless there is a shared responsibility for the work. The leader will be ultimately accountable to upper management for the results, but the team members must all hold equal responsibility for completion of tasks and contributing intellectual effort. Otherwise, it is just a collection of individuals working within the narrow confines of their formally assigned duties. Finally, and most importantly, a relationship conducive to influence must be founded on mutual trust, which was extensively discussed earlier.

A key to collaboration is ensuring there is equity. Librarians and information scientists must be willing to provide an equal effort, including assumption of risk, responsibility, and labor. There must be an unspoken but visible bartering. If it isn't balanced, the collaboration isn't going to work. If librarians and information scientists want the information technology professionals to understand the value of sense-making tools, then they need to understand the concepts behind SGML, client-server networking, Java, systems analysis, data modeling, etc. Equitable relationships engender a willingness to partner effectively, thus taping into discretionary effort beyond simple cooperation and leading to true collaboration. It is only with true collaboration that innovation will occur. Innovation leads to sustainable competitive advantage for the corporation.

#### SUMMARY

Two trends have placed corporate librarians and information scientists squarely in the midst of many task teams



with information technology professionals. The creation of these teams is being driven by the recent explosion of affordable information technology solutions and the ever increasing recognition that the sense-making tools of information science are as important to the success of an information technology solution as the information technology itself. Librarians are challenged to work with technology without becoming lost in it. One might view the potential failure of information science and information technology to remain clearly defined as autonomous disciplines as a form of brand, trademark or product dilution.<sup>2</sup> Each discipline brings unique, critical competencies to bear in the creation of sustainable information technology solutions to business critical problems. Neither side can lead unilaterally. What is needed is a parallel approach. (12) Librarians are challenged to speak the language of information technology with an information science accent. The task is to form and sustain relationships founded on mutual trust resulting from a high degree of professional credibility and domain knowledge, and collaborate with the information technology professionals in the creation of tools so the business can use the content for competitive advantage. In order to accomplish this end, there must be the ability to speak each other's languages and understand the capabilities of each discipline. The ultimate challenge for corporate librarians and information scientists is to accomplish this end without losing the identity of a librarian (i.e. being mistaken as an "IT person") and without missing the opportunity to educate the information technology professionals and corporate management on information science value and skills.

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#### ENDNOTES

1. E.I. DuPont de Nemours Co. Inc. is the world's largest chemical manufacturer. DuPont employed the author for sixteen years in various R&D laboratory as well as numerous library settings. To learn more about the DuPont Company, visit [www.dupont.com](http://www.dupont.com).

2. A very well known example of trademark dilution is the use of the term Xerox as a synonym for photocopying. Xerox is the manufacturer of the machine. It is not the process the machine runs. Another well-known example (at least in the U.S.) is the use of the term Fridge (which was a model of refrigerator produced by a company called Frigedaire) to refer to any model refrigerator. Failure to protect trademarks and brand names leads to erosion of market share. Customers think they're buying your product when they are not. DuPont's failure to retain Nylon as a trademark caused a significant erosion of the company's market share in synthetic fabric arena. ●

#### About the Author

Martha Heyman has an educational background as diverse as her professional experience. She holds a BA in Social Anthropology from Johns Hopkins University, a BS in Chemistry from the University of Delaware, a MLIS from Drexel University, and expects to complete her MBA (Drexel) early in 2002. Ms. Heyman worked for the DuPont Company for sixteen years, spending the first eight years "at the bench" involved with polymer chemistry research and the second eight years as an Information Scientist in a variety of roles, including indexing & abstracting, technical searching, managing branch libraries, and consulting. Most recently, Ms. Heyman had the opportunity to shift from the "Old Economy" corporate environment to the fast paced and unpredictable "New Economy" corporate environment at a Philadelphia-based "dot-com". Currently, Ms. Heyman is providing consulting services to DuPont's Information Technology organization. She can be reached at: [Martha.Heyman@verizon.net](mailto:Martha.Heyman@verizon.net).

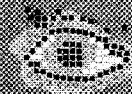


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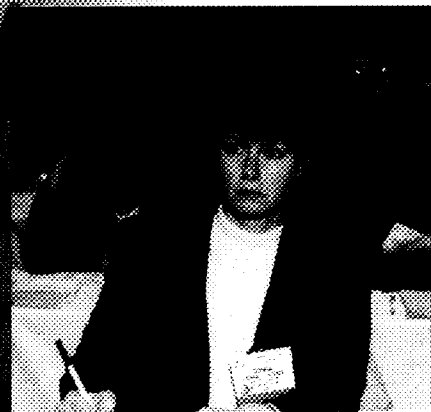
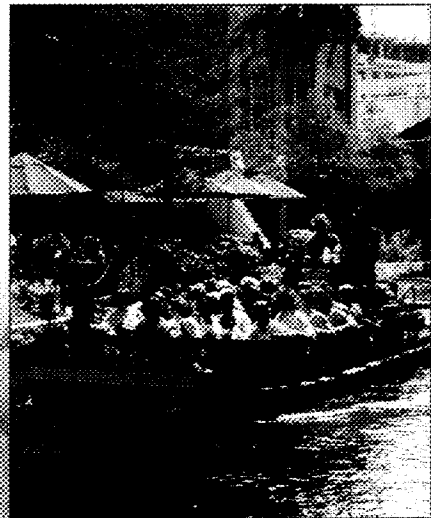


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*Continued on page 52*

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# SLA Caucuses: Creation, Purpose and the GLIC

One of the primary reasons for joining an association is that it allows access to peers who can enhance your professional life. Associations also provide continuing education, advocacy, and often, peer recognition. SLA provides the opportunity to join either formal groups (chapters and divisions) or informal groups (caucuses) which provide subject or technical networking opportunities. As defined by the SLA these informal groups are "intended to serve as a focus for the interaction of members who share a common interest not covered by an association chapter, division, or committee." Howard Fuller took some time to talk with a two SLA members to discuss the initial creation of caucuses at SLA, and in particular, the formation of the Gay and Lesbian Issues Caucus (GLIC). Didi Pancake, a former SLA president, was instrumental in bringing the caucus structure to SLA. Richard Hulser, SLA member since 1983 and past Division Cabinet Chair on the SLA Board of Directors, was instrumental in forming one such caucus in 1995, the Gay and Lesbian Issues Caucus.

Howard Fuller: What motivated you to establish caucuses within the SLA?

Didi Pancake: I did not establish them. The SLA Board of Directors established them. I merely suggested them. The motivation, as I recall, was the Women's Issues Group (now caucus). They wanted to be a division, since that was the only subject-oriented unit we had at the time, but the Board, and many other members did not want to see the SLA get

too overly involved with "social issues" as the American Library Association had. On the other hand, it was felt that there needed to be a "home" for that and similar issues interests within the SLA.

HF: What purpose did you envision caucuses serving?

DP: The idea was to provide a mechanism whereby members could come together to communicate around a wide variety of issues with-

out the strict formality of the Divisions. All that was needed was a convener and a statement of purpose...no bylaws, no long list of officers, no major drain on the association's finances, minimal reporting requirements, minimal involvement in conference planning, etc. The idea was to allow caucuses to form easily and also to disband easily depending on the needs of the members at the moment, instead of the strict requirements involved in forming a Division. This is why the Board must reauthorize all caucuses every three years or they automatically die, and also they automatically die if there is no one willing to serve as convener.

HF: Was there opposition to establishing caucuses? If so, what rationale was given to oppose establishing caucuses?

DP: I don't recall any objections. Oh, there was discussion, but no particular objections. Originally they were started on a "let's try it and see how it goes before we change the association Bylaws" basis. Since it answered a particular set of problems that had been going on for a while, it was welcomed. Many people were involved in making caucuses a reality. In 1988 the Committee on Association Structure submitted a memo to the SLA Board entitled "Guideline for Caucuses." Besides myself, Jack Leister, Lou B. Parris, Doris L. Schild, and David Bender signed the memo.

HF: According to *Who's Who in Special Libraries 2000-2001*, there are 12 caucuses comprising 875 members. These numbers demonstrate that caucuses fill a need for these groups. Did you have any idea that these groups would be this successful?

DP: The original situation involved only finding a home for those interested in the area of Women's Issues. I expected that other areas would surface, but I wasn't sure exactly which ones. I think the current number is probably about what I would have expected. I agree that the caucus idea has been a successful one.

You may not realize (or remember) that the Solo Librarians originally began as a caucus. It grew to over 300 members within its first year (much larger than a caucus structure could handle effectively), so I helped them engineer the switch to a formal division in 1991.

HF: Are you a member of a SLA caucus? If so, how has caucus involvement enhanced your SLA membership?

DP: Yes, at present I am a member of the Retired Members Caucus (and a former convener of it and currently its newsletter editor). Participation in the caucus usually provides me with enough of an excuse to continue attending the Annual Conferences even though I'm not active in the field any more. Well that's not exactly true. I've been active in the SLA for so long that I really don't need an excuse to attend Conferences. I've held at least one elective or appointive office at the Chapter, Division, association or Caucus level every year since 1970, so I'm not really a "representative sample" for that question.

HF: Richard, the Gay and Lesbian Issues Caucus (GLIC) was formally recognized as a caucus in 1995. GLIC has maintained a membership of between 65-80 members and continues to generate interest, increase involvement with the association and host some of the best attended social events offered at the Annual Conference. Why did you start GLIC? What purpose did you envision this caucus serving?

Richard Huiser: First, I was one of a number of people who helped start the caucus. Caucuses by their nature can only exist if a group of people are interested, though it is important for someone to spearhead some of the administrative details and coordinate the activities as convener in order for a caucus to start and remain in existence. I credit a bunch of brave and supportive individuals in the association for GLIC's existence, both from the gay and lesbian community and also, just as important, from outside that group. Without support from everyone, this caucus would not be in existence today. In particular, I must credit David Jank who served as co-convener with me during the start-up years of the caucus.

Given all that, the reason why we started the caucus was twofold: the need for the association to recognize that there is a part of the membership whose needs should be considered, let alone represented, and also as a means for us to identify each other and gather to share ideas and thoughts about issues concerning us in the workplace, the association, and whatever else was pertinent.

As far as the vision for the caucus, you can look at the scope note which states that the caucus "...provides a forum for resource sharing and to address issues of interest to the gay and lesbian membership within the SLA, as well as for all members of the association." Admittedly, I wrote that, but it was approved by all the founding members of the caucus and the SLA Board. Personally, my vision was to have a more direct way to meet other gay and lesbian members and to have a way to identify our issues and have them addressed as appropriate. I was envious that the ALA had their group, but was particularly motivated by the wonderful librarians in the Art Libraries Society of North American who showed how such a group can be an integral and positive part of an association.

HF: Was there resistance from any SLA board members to form a caucus that focused on gay and lesbian issues?

RH: Yes, there was some concern that the group would only be social in nature or have a political agenda. It took a number of discussions with the SLA leadership by me and others to point out that there are libraries of gay and lesbian materials, that the topic is important from a management standpoint—both as employee and employer, and a number of other points. Issues such as employee relations, health benefits, promotions, work environments, and others such as catalog headings are all important to warrant a forum for discussion. My personal intention was not to have a political or other "hidden" agenda at all, but rather to address issues of importance to the members of the caucus and which affect the greater association as they arise. As far as the social aspects, show me any group in SLA or elsewhere that doesn't have a social aspect. That's part of the reason we join organizations.

HF: How have you and the caucus gotten the word out to association members that this caucus exists? Does one have to be gay or lesbian to join?

RH: The caucus is listed in *Who's Who in Special Libraries* and on the Web site. I have made it a point to mention it as part of the many aspects of the association when giving talks at library schools and elsewhere. The discussion list and cosponsored programs are other ways of publicizing it and show the ongoing activities of the group. The GLIC invites all association members to join the caucus and/or attend its meetings regardless of sexual orientation.

HF: GLIC regularly attracts 50-60 attendees to its business meeting at the Annual Conference. What do you think accounts for this high rate of participation?

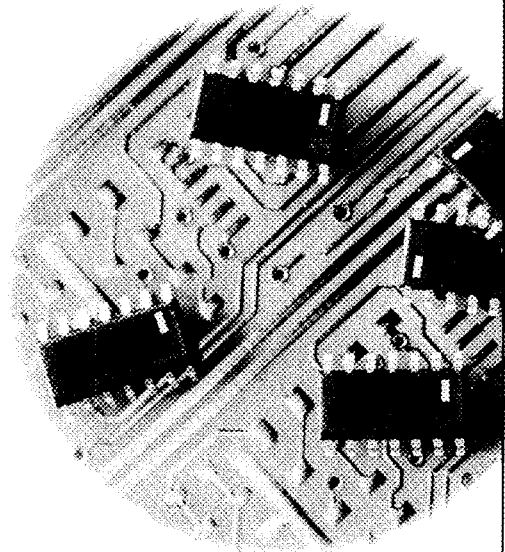


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RH: The first meeting we had, which was during the Montreal conference, had over 100 people in the room. It was amazing to me. I think a strong part of the reason for that number of people showing up in the beginning and the continued strong participation is the fact that our issues are important and only through ac-

and Lesbian Equality (EAGLE) at IBM and used that group as a case study in her discussion.

There are many association members who are managers or directors and who have gay and lesbian employees in their organizations, perhaps even in their own department.

**"I also know that sitting in on such a session still presents the underlying concern that all attendees are gay and attendance implies that. People shouldn't feel that way. After all, I go to other meetings and I really don't concern myself that I might be considered a heterosexual by participating in those meetings."**

tive participation can they be addressed. Also, I know that David Jank and I wanted to have a very positive atmosphere for open discussion on issues, with the inevitable disagreements, and all the conveners since that time have done the same. We have to keep in mind that we invite everyone in the association to attend and participate in the business meeting, not just the gay and lesbian caucus members.

HF: The caucus co-hosted their first annual conference programs in Minneapolis (1999). One program focused on "forming employee groups" and the other "prejudice in LC subject cataloging." How do you feel they were received?

RH: I attended the employee groups session, so I can speak to that, but was unable to get to the other one. There were about 20 or 30 people at the employee groups presentation and discussion. I think there should have been a lot more. The presentation covered more than just gay and lesbian groups and their formation and existence in organizations, but also other under-represented groups. Sharon Lane from IBM provided an excellent example of the need for this awareness. Ms. Lane, an African American lesbian, added that she's a part of the Employee Alliance for Gay

This was an opportunity for them to get an understanding of another segment of their work force and the concerns and issues. Therefore, I think many more people should have been in attendance, though the programming at the Annual Conference is so good that I know it is difficult to get to all the sessions. I had to jump from one to get to this one myself. I also know that sitting in on such a session still presents the underlying concern that all attendees are gay and attendance implies that. People shouldn't feel that way. After all, I go to other meetings and I really don't concern myself that I might be considered a heterosexual by participating in those meetings.

HF: Sharon Lane, who presented "forming employee groups" discussed two overriding problems when dealing with companies/institutions. First, people often refer to gays and lesbians as "those people," and second, gays and lesbians are an "invisible minority." Did you see this as a problem in founding the caucus?

RH: As I mentioned previously, there were some concerns with the formation of the caucus by various members of the association, including some of the leadership. While our society has made some progress in appreciating diversity in all its forms,

some areas still have a way to go and that is just the way it is. The fact that GLIC exists and continues to thrive in SLA is a positive statement in so many ways and that should be the focus.

HF: One question asked of Ms. Lane during the Q&A concerned itself with locating gay and lesbian-friendly employers. Do you feel this is an ongoing problem for GLIC members or gay and lesbian librarians in general?

RH: The short answer is yes, but less so every day. More and more organizations are explicitly stating in their job advertisements and actually supporting nondiscrimination based on sexual orientation. Does there need to be more? Absolutely, but we are making progress. The Internet has also helped because of the ability to search for jobs much more easily and the discussion lists enable people to ask others about the "friendliness" of a particular company or organization. Word of mouth has always been important and technology has enhanced this information exchange.

HF: Currently employment discrimination based on sexual orientation is legal in 39 of the 50 states. For this reason, some SLA members have voiced concerns about formally joining GLIC. How has this been addressed by SLA? What specific concerns are members voicing?

RH: Oh, this is a big issue and not only for SLA but for many organizations. When I was employed at IBM, we had the same issue with the EAGLE group. It is a double-edged sword in that formal membership in a group such as GLIC shows that we exist and are large enough in numbers to warrant attention, but it also exposes members to potential discrimination. A number of us, including the SLA staff, have worked to try and find a reasonable, yet effective, way for members to join or at least

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be made aware of GLIC activities and get their concerns addressed. This is not an easy thing, to be sure. It requires additional administrative work which can get out of hand as numbers grow. The SLA Board and staff are aware of this issue and have been understanding about it. I wish I had a clean, easy answer, but I don't.

HF: As one of the founding members of the GLIC, how do you feel this caucus has enhanced the SLA experience of its members? What kind of job, do you feel, SLA has done in serving its "invisible" members?

RH: The caucus has provided an additional formal unit with which members can identify and use to discuss their concerns. The support of the existence and activities of the caucus by the SLA Board and staff demonstrates the positive environment and good infrastructure available to our "invisible" members. However, it is up to the members who comprise the body of SLA to ensure that this continues to be the case. Coordinating sessions at the Annual Conference and other activities is necessary to show the gen-

eral membership the value-add of the group. As a member of the SLA Board of Directors, I had an opportunity to point out GLIC concerns when it was pertinent to discussions, so that has been another way.

HF: What future programs do you envision GLIC sponsoring? What issues do you see as important for this caucus to bring to the table?

RH: It is up to the membership to decide on future programs, and they all need to take an active role in suggesting ideas and coordinating sessions or workshops or whatever. It was great that the Insurance and Employee Benefits division was willing to co-sponsor the "formation of employee groups" session in Minneapolis. I personally hope that other divisions take an active role in co-sponsorship of sessions where gay and lesbian issues are a pertinent topic. For instance, I think issues such as team building, the human side of the work environment, and ensuring hiring and promotion of a diverse work force are all topics that are clearly of general interest yet are also important to gays and lesbians.

I am a strong proponent of a mentor program within SLA for the gay and lesbian community and have volunteered to be the first one. Information about the GLIC mentor program can be found on the caucus home page. There already is a website for GLIC and it is linked to the SLA main Web site, so that's wonderful.

#### Interested in Forming a Caucus?

Members interested in forming a caucus should consult the SLA Bylaws, Article XI: Caucus, located at: <http://www.sla.org/content/SLA/Bylaws/slabylaw.cfm>. For a list of available caucuses, go to: <http://www.sla.org/content/SLA/Reports/Annreport/koff98.cfm>.

For more information about the Gay and Lesbian issues Caucus, contact Mary Ellen Bates, [mbates@batesinfo.com](mailto:mbates@batesinfo.com) or Howard Fuller, [howard.fuller@medcenter.stanford.edu](mailto:howard.fuller@medcenter.stanford.edu), co-conveners.

#### Strategic Learning Outlook, continued from page 45

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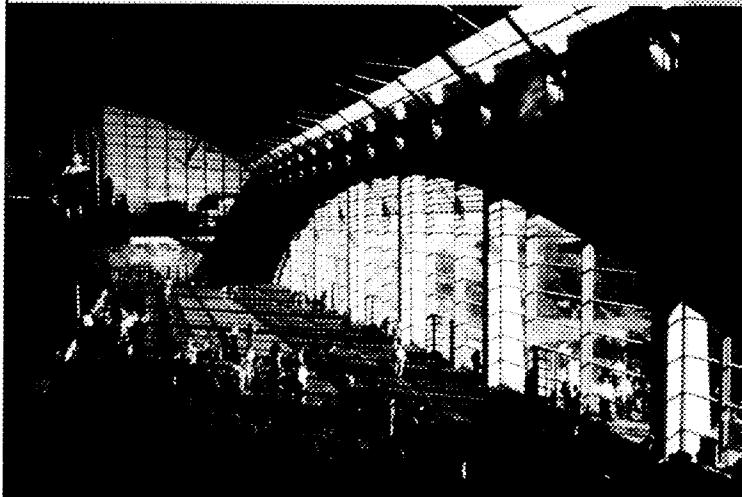
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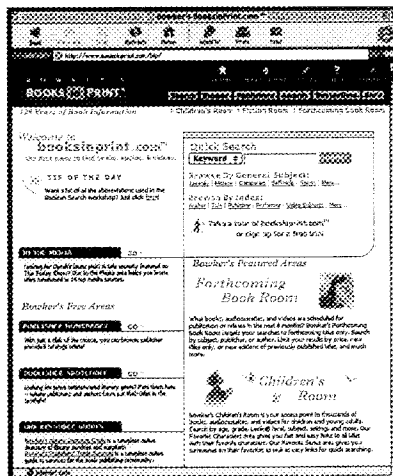


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## May 2001

Information Today  
National Online 2001  
May 15-17, 2001  
New York, NY, USA  
<http://www.infotoday.com/nom2001/>

Medical Library Association  
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[www.ifla2001.org](http://www.ifla2001.org)

Australian Library and  
Information Association  
Rivers of Knowledge: 9<sup>th</sup>  
Special, Health and Law  
Libraries Conference  
August 26-29, 2001  
Melbourne, Australia  
<http://www.alia.org.au/conferences/shilc/2001/>

## October

Information Today, Inc.  
KMWorld 2001  
Knowledge Drivers of the e-  
Enterprise  
October-29-November 1, 2001  
Santa Clara, CA, USA  
<http://www.infotoday.com/kmw01/default.htm>

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