Information Outlook, September 2000

Special Libraries Association

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Gathering of the World’s Best Promises to Highlight the Future of the Profession
The trends shaping the information industry transcend international boundaries. Copyright infringement, the role of the Internet in information distribution, knowledge management—these issues affect information professionals around the globe. Come get a sneak peek at the events planned for the Global 2000 Conference to be held in Brighton, United Kingdom on October 16-19, 2000.

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Forest Woody Horton addresses the evolution of the role of an organization’s senior information officer as that role has evolved primarily in the last half of this century. But his core thesis is that by no later than 2010, graduate students and people in their early work force years will be scrambling to position themselves as very high paid “Wisdom Administrators.” In short, if we first saw data analysts, then information managers, then chief information officers, and now chief knowledge officers, can the Wisdom Administrator be far behind?

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Article Update
The July 2000 issue of Information Outlook contained “The Value of Information in Library Catalogs” by Joe Matthews. This article can be located online with a complete set of tables, which were not included in the print version. The article is located at www.informationoutlook.com or directly at www.sla.org/pubs/serial/io/2000/jul00/matthews.shtml.
Mark your calendar!
The countdown has begun!

Attend Global 2000
In October 2000 to discuss issues that have global implications and help shape the future of the information industry.

Cost: The conference price will be US $495 and includes all programs and selected meals and functions.

For more information send e-mail to global2000@sla.org or call 1-202-234-4700.

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Leading Change: Advice on Getting to the Table

The challenge to lead change is everywhere in our profession. Wireless communication devices, virtual reference desk software innovations, and peer to peer companies present just a few of the latest opportunities for innovation for information professionals. Professionals need to exercise intellectual leadership in their area of expertise in order for their profession to be respected. While most information professionals realize that it is necessary to lead change in their workplace, getting that leadership role is frequently an uphill struggle. While the information revolution has made our profession critical to a wide range of endeavors like knowledge management, the information profession faces stiff competition from other professions that desire this leadership role. Success can depend on the ability to exercise good political skills to ensure that our profession is at the table when decisions in our area of expertise are made. Yet, many in our profession cringe when the “p-word” is mentioned.

There is such a thing as good politics, the art of bringing people together to get the right things done for the organization. Both politics and librarianship are art forms. The word art comes from the Latin word artus, which is to join, fit together. The information professional joins people to text and more importantly, people to people, those who have knowledge with those who need it. Politicians join people to people as well, and both require similar skills. Politics is also a process of helping others get to yes for your initiatives. While our jobs would be a lot easier if good ideas were just recognized as such and immediately implemented, it is instead often necessary to convince others with different points of view and different professional concerns of the value of your initiatives and positions and politics is the process by which you achieve that.

Both politics and human information seeking behavior involves trust and trust is based on relationships. Building relationships is natural for our profession; we usually call it networking. The relationships that are formed today are the potential allies of tomorrow. Spending significant amounts of time talking to people outside of meetings helps to identify common interests and goals. Allies with a unified position do much better in negotiations than those who try to go it alone.

Leadership also requires patience. Otto Von Bismarck said, "Politics is the art of the possible." Leaders often have to remember that not everyone may be ready to make as great a change as fast as the vision would have them do so. Creeping incrementalism will often get a leader farther than trying to go the whole distance at once. Consensus and compromise are helpful tools in getting approval for initiatives. The advisability of any given compromise should be judged on whether it moves the status quo forward.

Leaders must also be team players once a decision is made. Members of an organization, whether it be a committee, a management team etc., need to be able to trust that those in disagreement will respect and support a decision once it is made.

Taking the role of intellectual leader in your organization sounds like a daunting task to some, particularly those who are cautious, but, as has been stated before, the risk of not leading change can be greater. To paraphrase the words of Robert F. Kennedy, few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of the information revolution.

Donna Scheeder, SLA President
Ellis igobert

an outstanding contribution to the field

of Library and Information Services management, including *Managing the One Person Library* (1986 and 1991), *Entrepreneurial Librarianship* (1996), *Change Management in Action* (1999), and the forthcoming *Beyond Degrees: Professional Learning and Qualification Management in the Information Services Industry*. In addition to an M.S. in Library and Information Science, St. Clair holds an A.B. from the University of Virginia.

St. Clair is a past president of the Special Libraries Association, of which he has been a member for thirty years. He is the author of many books on library and information services management, including *Managing the One Person Library* (1986 and 1991), *Entrepreneurial Librarianship* (1996), *Change Management in Action* (1999), and the forthcoming *Beyond Degrees: Professional Learning and Qualification Management in the Information Services Industry*. In addition to an M.S. in Library and Information Science, St. Clair holds an A.B. from the University of Virginia.

**Janet Reed receives Distinguished Service Award**

Janet S. Reed received the Business & Finance's Distinguished Service Award at this year's Annual Business Meeting. Reed has recently retired from her position as vice president at Bank of America where she managed the Market Information Group. Reed has been a member of the Special Libraries Association since 1970 and has held a number of chapter and division posts. She was chairman of the Association Scholarship Committee in 1986 and received the 1993 Disclosure Technology Achievement Award. Reed was also honored for her years of service.

Janet Reed, a member of the Special Libraries Association, has been honored with the Distinguished Service Award.

**Nancy Dixon Appointed as Faculty Director for SLA's Knowledge Champions Institute**

Nancy M. Dixon, Ph.D., teacher, author, consultant, and expert in organizational knowledge sharing, has been appointed as faculty director for SLA's newly created Knowledge Champions Institute (KCI) to be held in April 2001. (Specific dates for the Institute are still to be determined.)


Dixon is a professor of Administrative Sciences at The George Washington University in Washington, DC, and was a member of the Human Resource Development graduate faculty at The University of Texas, Austin. She has consulted numerous companies in the U.S. and abroad including Conoco, Lockheed Martin, Internal Revenue Service, and the Federal Aviation Administration.

The Knowledge Champions Institute is a learning experience that will help interested information professionals create and support knowledge-sharing systems that are linked to their organizations' strategic directions. KCI will replace the Knowledge Executive Institute, which SLA has previously offered in conjunction with its Annual Conference.
Eighteen Selected as Fellows for Global Information Conference

The Special Libraries Association has announced that eighteen information professionals from developing nations around the world have been selected to participate as fellows at Global 2000, the Second Worldwide Conference Special Librarianship, to be held October 16-19, 2000, in Brighton, England. The participants who were selected from a pool of over 400 applicants, will join over 1,000 other global information professionals in exploring the future of information management in the digital age.

The Global 2000 Conference is designed to bring information professionals from all corners of the globe together to learn, foster the growth of the profession, and build a stronger worldwide community of practice that will lead to greater recognition of the value in putting knowledge to work. Special keynote addresses and breakout sessions have been organized to allow for greater interaction and communication among the conference delegates. More on the conference schedule can be found at www.siaglobal2000.org, the conference web portal.

The Global 2000 Fellowship Program was created to ensure that special librarians and information professionals in developing nations have an opportunity to establish relationships with their colleagues around the world and to learn more about the technologies and trends that are revolutionizing information management. Eleven SLA chapters, twelve SLA divisions, and fifty individual members of the Association made substantial financial commitments to the Global 2000 Fellowship Program that will allow the participants to attend free of charge.

The eighteen Global 2000 Fellows are:

- Damodar Adhikari - Nepal
- Dana Mohamed Amin - Egypt
- Innocent Afuw Awasom - Cameroon
- Muhammad Chaudhary - Pakistan
- Maria das Gracas Souzo Filho - Brazil
- Lilia Echiverri - Philippines
- Ivan Herasym - Ukraine
- Cao Minh Kiem - Vietnam
- Praveen Kumar Jain - India
- Doreen Lambert - Jamaica
- Aguinaldo Marcelino - Brazil
- Paiki Muswazi - Swaziland
- Godfrey Ncongwane - South Africa
- Ozioma Orji - Nigeria
- Guisella Ruiz - Costa Rica
- Jadranka Stojanovski - Croatia
- Lyudmila Pharaphovna - Russia
- Xiumei Wang - China
Two Recipients Selected to Receive Sternheim Scholarship Honors

Awarded annually by the Southern California Chapter of SLA, the Karen Sternheim Memorial Scholarship was established to provide assistance to a student enrolled in a graduate Master's degree program in library and information studies who intends to pursue a career in special librarianship. This year, the chapter awarded two $1500 scholarships to Laurie Blasingame and Natasha Bergson-Michelson, both Master's degree candidates from San Jose State University. Both recipients admirably demonstrate what the Scholarship Committee believes is needed in future leaders; scholastic achievement, goal oriented plans and commitment to special librarianship.

Engineering Division Announces INSPEC Travel Stipend Award Winner

Donna Braquet, a student at the School of Library and Information Science at Louisiana State University is the winner of the 1999/2000 INSPEC Travel Stipend Award administered by the SLA Engineering Division. The topic of the 1999/2000 winning essay is how library education must change to meet the challenge of new or emerging technologies. Braquet was honored at the Engineering Division annual business meeting held during the 2000 SLA Annual Conference in Philadelphia held in June.

The $500.00 INSPEC Travel Award assists library school students toward payment of expenses incurred while attending the annual Special Libraries Association conference.

Call for Papers—San Antonio 2001 Contributed Papers Session


Eligibility: Any SLA member is welcome to submit an abstract for consideration.

Theme: Managing the Delivery of Electronic Journals: Issues for a Science-technical Library. How are you organizing electronic journals for your clientele? Do you provide links from the library catalog or facilitate access via another access point (web page, database, commercial service, multiple access points, etc.)? What policies do you have in place regarding access, proxy, or otherwise to electronic journals? How do you measure the use of these journals? Do you duplicate print editions or are you canceling the print in favor of the electronic? In all cases? How have electronic journals affected your use of interlibrary loan or document delivery? How do you promote the existence of these resources to your clientele? How do you train your patrons in the effective utilization of these resources? What challenges have you faced in delivering this format to your patrons and what issues do you see in the future?

Abstract: Submit your proposal in the form of a 300–500 word abstract. Be sure to include the paper's topic, scope, methodology, and conclusions or results.

Criteria: Criteria for review will include relevance to the session theme, and evidence of scholarship. Preference will be given to members of the Science & Technology Division.

Deadline for Submission: October 16, 2000. (If you have difficulty meeting this deadline, please contact James for a short extension)

PAPERS: If your paper is one of those selected for presentation, you will be expected to 1) submit the complete text of your paper to the program convenor by March 16, 2001; 2) present your paper at the San Antonio SLA annual conference (20 minutes allowed); and 3) allow your paper to be printed in session preprints and/or mounted on the Science & Technology Division's web site.

Submit Abstract (e-mail preferred) to: James E. Manasco, Head Librarian, Shaver Engineering Library, University of Kentucky, Lexington, KY 40506-0046, Phone: 1-859-257-8358; Fax: 1-859-323-1911; E-mail: manasco@pop.uky.edu

BIO Division Presents Awards

The Biomedical and Life Sciences Division presented with pleasure and pride three awards at the 91st Annual Conference in Philadelphia this year.

The 2000 Distinguished Member Award was bestowed upon Renee Bush for demonstrating intelligent and resourceful leadership and professionalism. She is currently a representative to the International Federation of Library Associations and Institutions (IFLA).
The 2000 Winnifred Sewell Prize for Innovation in Information Technologies in Biomedical & Life Sciences Librarianship was given to Joanne G. Marshall. Marshall is an acknowledged leader, educator and researcher in biomedical reference services and clinical librarianship. A member of Special Libraries since 1988, Marshall has served on numerous committees at the chapter and association level.

The Chair’s Recognition Award was presented to Nancy Stimson in recognition of outstanding contributions and meritorious service to the division. Stimson was acknowledged for her work as chair of the Philadelphia conference committee. Her leadership and vision created numerous positive influences on program planning and benefited all division session attendees.

**ITE Needs Photos!**
The Information Technology Division will be celebrating its fiftieth anniversary in San Antonio. As part of the celebration we want to do exhibits and a book. However, our archives has no photographs.

We know that people must have photos tucked away somewhere and we’d like them. Absolutely any photos will count because all photographic formats can be worked with by a photographer to give us the prints we want to use. So, whether they are prints, negatives, Polaroids, color, black and white, large or small, we’d love to have them.

Please send them to the ITE Archivist: Lillian Menser, 1017 Claiborne Way, Lexington, KY 40517

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Imagine that you can see two colleagues walking side-by-side as they exit a doorway. One colleague, with a widening grin gestures a “high five” wave to the other. The second colleague puts up a hand in apparent agreement. Nodding their heads simultaneously they yelp, “that video conference ROCKED!”

Okay, so maybe you haven’t experienced this. Let’s be honest, participating in a distance learning program isn’t like going to a concert. In fact, distance learning is usually quite the opposite. Upon completion of a distance learning course, you tend not to come out humming the “e-learning tune.” And who’s heard of anyone saving the ticket stub from their last virtual seminar? Nope, this just doesn’t happen.

Instead we’re more likely to feel isolated, often unable to directly interact with our facilitators and our learning colleagues. The result is a seemingly unsurmountable distance from the overall experience. But it doesn’t have to be this way. You can unleash the power of distance learning!

The emergence of new technologies makes distance learning an effective way to pursue learning and development activities. The value of distance learning is quite clear to organizations seeking to promote learning while managing costs. SLA’s Strategic Learning and Development Center (SLDC) is leading the way by presenting various types of distance learning opportunities. For years, SLA’s informative video conferences have been regular occurrences in the spring and fall. SLA’s Self-Paced Online courses are available to information professionals anywhere and at anytime. More great distance learning opportunities are planned for later this year: a November video conference on e-commerce and two sessions of the 2000 Virtual Seminar Series on September 27 and December 6.

Whether you attend the occasional video conference, log onto our Self-Paced Online courses, or participate in our Virtual Seminars, you can have a distance learning experience that ROCKS!

You’re Learning, Not Playing Around! Your participation in a distance learning program is not playing around. It is building your skill base and value through learning. Unfortunately, many distance learners grapple with others’ perceptions that such learning activities are unrelated to work. Some learners believe that if they’re learning at work, their co-workers will interpret their actions as “wasting time” or “avoiding work.” These misconceptions can be overcome by employing a few simple strategies.

Before registering, jot down one or two reasons why you want to participate, focusing on what aspects of distance learning work best for you. This not only gives you a clear response for the “naysayers,” but also validates your participation in the experience. In fact, this is the first step to understanding how this session will meet your specific learning needs.

• Once you’re registered, try to get the word out about your plans to participate in a distance learning experience. After discussing it with your immediate supervisor, share your plans with colleagues. Tell them about the session, and let them know what they can learn if they choose to participate. With any luck, your enthusiasm will win them over. Even if they are unable to attend, they’ll still appreciate your efforts and will see that you take learning seriously.

• Finally, set the mood and tone. If your work space isn’t conducive to learning, find a more appropriate setting. You don’t want someone looking over your shoulder unless he or she is an active participant in the experience. Set a plan ahead and reserve the conference room. Any quiet, comfortable space with access to the appropriate technologies will do. Set up your surroundings and you’ll set the right tone to learning.

Shift the focus away from daily demands and imagine the impact that this learning endeavor will have on you. You must make a personal commitment to create the best possible learning experience for yourself. By taking the time to address your learning needs, you’ll set your course toward a wonderful learning experience!
Don't Forget to Get Ready
Whether you're learning how to balance a budget or to promote the value of your resource center, it's important for you to prepare for the learning experience. In most cases, the facilitator of your distance learning session creates a bibliography or provides an article or two to review in advance. Other distance learning experiences incorporate networking and knowledge-sharing before the session and thus rely heavily on the active participation of each attendee. Entering late, departing early, failing to actively participate or neglecting advance preparation diminishes the impact of the learning experience for yourself and for other learners. So don't forget to get ready!

Find Value in Looking Back
Even after the session is over, the learning experience can still continue to grow. It doesn't stop once you've submitted the evaluation form. While most of us tend to quickly jot down our thoughts based on our initial impressions, it is best to look deeper. So, before getting back to work, consider holding your own “after-action review.” You may wish to reflect on the following questions:

- How can I apply what I've learned to my work?
- How will I share my new learning with my colleagues?
- Who is the one person in my organization (other than myself) who can benefit from this new learning?

After the distance learning experience, make plans to share your learning with others. You might consider writing a learning synopsis or leading a small workshop for colleagues who were unable to join you. This kind of sharing is invaluable in today's fast-paced, knowledge-driven organizations.

Don't let yourself be “distanced” from the learning experience. Try these techniques and create a distance learning experience that truly rocks! And let us know how you make the most of distance learning experiences. What great strategies can you share with your information professional colleagues? E-mail us at learning@sla.org and we'll be sure to share the best responses in the near future.

For more information, contact Corvie Carrington (corvie@sla.org)

The E-Commerce Kaleidoscope:
Changing Patterns, Emerging Opportunities

A Video Conference presented by SLA's Strategic Learning and Development Center
Thursday, November 2, 2000  1:00 pm -3:30 pm EST
Sites throughout the USA and Canada!

Is your organization thinking about e-commerce? We’re not surprised. E-commerce is changing the way in which companies and organizations of all kinds do business. The possibilities are limitless but the challenges are considerable. On November 2, join your information professional colleagues for a look at the current realities of e-commerce and a peek at what the future of e-commerce holds for you, your information center, and your customers.

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Keep It Simple, Stupid

For Guarantee of Success, Stick with "Low-Tech" Presentations

Apologies for this month's title, folks. My high school calculus teacher always reminded me when solving differential equations to "use the KISS method: Keep It Simple, Stupid." And it's stuck with me ever since.

And I've learned through my own experiences (and that of many others) that the KISS method is best for effectively communicating your points in a presentation. Many of us toil with our computers over the slides we need. We sleep well the night before the presentation. We dress appropriately and meticulously. We mingle with the audience for a few minutes before we begin, just to warm up the crowd.

But when the lights go out and the screen comes into view, the power doesn't work. Or the input/output cable wasn't supplied. Or the LCD projector bulb blows. How many of us are able to deliver an effective presentation when something like this happens? If you have an organized, written outline and you're not rattled by the lack of technology, you can probably do just fine. But why take chances?

"Don't think that lots of slides and audiovisual equipment are going to do the work for you," says Ruth Sherman, a communications authority and speech consultant with many major corporate clients. "Most of the time, tech high-jinks create a barrier between you and the audience." According to Sherman, many of today's executives rely too heavily on props without developing a charismatic style. "Props can fail," she says. "In fact, the more props you have, the greater the potential for disaster."

Her advice? "Learn to love low-tech. Compelling communication keeps the focus on the speaker, while the tech part supports the message." Other experts agree that an attention span for dry information is only twenty to thirty minutes. "An audience cannot absorb sixty slides in thirty minutes. Twelve slides in thirty minutes is the optimal number," she says.

While content is essential, image is crucial. How do you sound? What do you look like standing up in front of other people? With training, many business speakers have learned to keep it simple. Sherman says that you must create a bond of trust with your audience. "We've gotten carried away with flip charts, white boards, overheads. Be judicious. Learn to use your best equipment—your knowledge, your voice, and your body language. You're the only one in charge of persuasion. And don't worry if you're nervous. Like acting, the adrenaline can give your performance an edge."

Here are some great tips for strengthening your presentations:

- Videotape yourself. Find an honest critic to evaluate your performance. Don't ask a subordinate who may be afraid to tell you the truth.

- Practice modulating your voice. Slow down! Nothing makes a presentation sound less important than a rushed delivery, and when you slow down your audience can give you nonverbal feedback.

- Build rapport with your audience. In America, making eye contact with one or two members of the audience is important. In Asia it's taboo. Do research into cultural differences like this one and use the information properly.

- Cut your support props. Twelve focused slides can say more than thirty.

- Use effective expressionism. Be a star, but don't be histrionic. While "natural" works when you're speaking personally, look at Al Gore, who has had to be coached to be expressive.

- If possible, stand in front, or to the side, of podiums. They were built for very tall people and can be off-putting. If you do use the lectern, don't lean or hunch over.

- Use your hands and body carefully. Watch how good communicators emphasize their message with careful hand gestures. Try them out on your videotape. Watch out for "fig leafing" (putting your hands in front of your groin).

- Smile. Use your enthusiasm, then find your own style and stick with it.

- Check equipment thoroughly in advance.
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Info Pros at the Global Crossroads: Gathering of the World’s Best Promises to Highlight the Future of the Profession
The trends shaping the information industry transcend international boundaries. Copyright infringement, the role of the Internet in information distribution, knowledge management—these issues affect information professionals around the globe.

GLOBAL 2000, THE SECOND WORLDWIDE CONFERENCE ON SPECIAL LIBRARIANSHIP, begins next month in Brighton, England, and will be attended by special librarians and information professionals from around the world and by representatives of companies serving the industry. And if the programming is any indication, the four-day enclave of should reveal the bright, globally and technologically oriented future of the information professional. Hosted by the Special Libraries Association, but supported by thirteen library associations from around the world, Global 2000 is sure to set a new standard for the manner in which information professionals interact, communicate, share, and network.

Keynote Speakers Set the Tone
The centerpiece of the conference are the general sessions taking place each day of the conference. Keynote speakers will deliver an address focusing on trends in the information industry and the role of information management in a global society. Following each keynote address, conference delegates will participate in “Strategy Sharing Sessions.”

The conference becomes even more interesting during the afternoon of each day. Six concurrent breakout meetings will be devoted to a variety of topics that all relate to that day’s keynote address. These subject-orientated sessions are being developed by units of SLA and other organizations from around the globe. Global 2000 also incorporates multiple other activities such as contributed paper sessions, an exhibit hall, Strategic Learning Workshops, and tours of local attractions.

Tuesday, October 17
Dame Stephanie Shirley DBE, is the Keynote Speaker for Tuesday, October 17. Dame Shirley is Founder & Life President, F.I Group, plc Dame Shirley is one of Europe’s outstanding business women, out of the “rags-to-riches” mold. She arrived in Britain as an unaccompanied child refugee and grew up to become Founder and Director of F.I. Group, an innovative business venture to become one of Britain’s leading information technology groups. Dame Shirley will address the Global 2000 delegates on the future of information management through technology on a global scale.

Global 2000 Conference
Hilton Brighton Metropole Hotel
Brighton, United Kingdom
October 16-19, 2000

Sponsoring Organizations
Art Libraries Society of North America
Association of Independent Information Professionals
Canadian Library Association
European Association for Health and Information Libraries
European Bureau of Library Information Documentation Association
German Special Libraries Association
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Tuesday’s program includes:

**The Effects of Political Events on the Global Economy**
This presentation will seek to examine the effect of political events on the performance of the global economy, specifically financial markets. Also, the panel will present how firms, whether manufacturing or service, act or react to this performance and the consequences or opportunities to a firm and its market. The panel will touch upon the strengths of country markets and foreign investment in addition to a firm’s desire to expand or leave non-domestic markets.

**Responding to Global Information Requirements: Lessons Learned in Designing Information Gateways for World Development**
Many international institutions have a responsibility to deliver relevant information to non-developed and developing countries. The tendency is to prepare this service within a development world framework. The objective of this presentation is to describe methods used to discover a model for developing and delivering information services for world development and poverty reduction and to share the lessons learned along the way. The session will be of special interest to informational professionals who work in multinational organizations and who serve clients in developing countries. The World Bank and the International Monetary Fund are the frames of reference within which these services are being developed.

**Knowledge Collaboration in a Global Setting**
This presentation will provide industry case studies in collaborating in knowledge exchanges (explicit and implicit), particularly with respect to content management, collaboration tools, cultural distinctions in collaboration, and legalities such as copyright and internal information restrictions.

**Networking: Global versus Regional**
The Information Age has impacted the information profession by lowering the technological barriers to global communication. This greatly expands the potential scope of professional networking while increasing the complexity of personal interaction. Information professionals now need to acquire and build global networking skills. This session will discuss differences between networking on a regional basis and on a global basis; offer specific examples of successful networking; and suggest potential uses of technological tools to facilitate global networking.

**The Impact of News in a Changing Global Climate**
Our world is changing with the explosion of resources available over the Internet, in print, and via television and radio networks. A panel of news librarians from around the world will discuss the impact of news in their working environments and countries. They will examine: the growing volume of news and information now available; how we acquire that information; how the booming access to information is influencing societal changes; and the chasm developing in some situations between those who have access to information and those who do not.

**Equity of Access to Information Resources: Problems and Possible Solutions in Developing Countries**
The amount of information available via the Internet is growing at an astronomical rate. As more publishers switch to an electronic format for journals and other publications, the problem of equity in access to this information for researchers and libraries in developing countries is profound. Although this discussion will focus on scientific information, the same problems exist within other subject areas as well. Panelists will discuss the current situation and possible solutions for equity in information access. Innovative international projects will be presented. The view of publishers—how they see their role in providing answers to these difficult questions—will also be included.
Wednesday, October 18
Yves-Michel Marti, Founder and President, EGIDERIA is the Keynote Speaker for Wednesday, October 18. Marti is Founder and President of EGIDERIA, the leading business intelligence company in Europe. Marti embarked on his career in telecommunications in 1982 with Dassault Electronique. In the following years, he worked for Pacific Monolithics and Hewlett Packard in Silicon Valley, California. During this time, Marti also taught at the University of California-Berkeley. Marti will address the Global 2000 delegates on the increasing importance of competitive intelligence in today’s global marketplace.

Wednesday’s programming includes:

More Machines Than People
Our world was dominated by atoms, but now it is dominated by bits. Switch off the computers and there is no food, water, sanitation, heat, light, power, transport or clothing. And there is no going back! As a result of technology, we are all healthier, better educated, live longer and in larger numbers then ever before. But technology can create chaos. While we build complex systems to complete essentially simple tasks, mother nature does the reverse. Ants and bees complete incredibly complex tasks with little hierarchy and very simple communication. What does the future hold? Should we be worried? How do we take advantage of a future of instant gratification, information and communication?

Digital Library Projects: Focus on Improving Access to Information to Users
Presentations on digital library projects have commanded large audiences nationally and internationally. Numerous digital library projects are being conducted on both sides of the Atlantic—in the U.S., Canada, France, Germany, Netherlands, and UK to name a few countries with established programs. While most of the research is being conducted at university or national libraries, the products of this research are of interest to special librarians in government labs, industry, and academic and medical institutions. This program would allow attendees to learn about the more interesting digital library projects in an open and non-threatening environment and to provide networking opportunities. It will enable special librarians to better evaluate the offerings of competing vendors and publishers of electronic journals and databases. This program will also provide insight to: emerging standards in digital libraries: intelligent agents, dynamic linking, and knowledge environment, as well as: How can artificial intelligence applications and expert systems facilitate access to source and content information?; How will artificial intelligence applications and expert systems change user access and interaction with computerized databases?; and What are the design considerations for question-answering or fact providing online systems?

Perspectives on Solo Librarianship in the 21st Century
One-person libraries are on the rise around the world. The challenge is to identify librarians in such facilities to help establish a higher degree of professionalism and user service to their organization and community.

Access to Yesterday Preserved for Tomorrow
To preserve and improve access to important research journal literature for the benefit of the scholarly and research community, JSTOR provides a completely browseable and searchable full-text database comprising nearly six million pages of journal literature reaching back hundreds of years to their inception. JSTOR's primary goal is to increase the convenience of access to the scholarly materials, while at the same time reducing system-wide cost of archiving them.

Copyright and Other Forms of Intellectual Property as International Human Rights Issues
Intellectual property rights are enshrined as human rights in the universal declaration of human rights (UDHR). In particular, Article 27(2) of the UDHR provides the “everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.” With the advent of the knowledge-based economy, however, the increasingly important role of intellectual property in development, human rights and related policy areas raises questions that are rapidly evolving, and, at time, controversial. How do approaches to the protection of human rights differ from those to the protection of intellectual property? What is the difference in approach by human rights law and by intellectual property law to such fundamental principles as that of non-discrimination? This panel will explore the relationship between copyright and other forms of intellectual property, on the one hand, and international human rights issues, on the other.

Strategic Learning Workshops
Understanding the New Economics of Information
The New World of Work: Emerging Opportunities for Info Pros
The Force of Culture in the International Information Arena
The Use & Management of Electronic Journals
Learning Together in the Information Centre Environment
Information Ethics: Changing Rules, Common Challenges

Special Librarianship in Japan in the 21st Century
This session will present and explore various ways in which special librarians in Japan plan to use human and technical networks both to organize and disseminate information in a global network environment. There will be discussions relating to network systems of Japanese institutions gathering and providing information about Japan and Asia worldwide; also, case studies of knowledge based information systems created in Japanese corporations will be introduced. Attendees will learn about resources on Japan and Asia and the methods to find such information effectively; moreover, an attempt will be made to provide insight into the similarities and differences between Japanese and Western corporate cultures as they manage information/knowledge.

Thursday, October 19

Chantal Cuer, Journalist & Communications Specialist is the Keynote Speaker for October 19. Cuer is a communications expert fluent in French and English. She lectures, chairs conferences, and makes films in the fields of politics, business, and academia. She has worked extensively with the British Broadcasting Corporation (BBC) on both radio and television. In the past, she has presented Radio 4’s “French Experience,” and BBC2’s “France Means Business,” “Telejournal,” and “The World This Week.” She also launched and presented, “The Europeans,” an analysis of Eastern and Western Europe. Cuer will address the Global 2000 delegates on the explosion of communications and media in the digital age, and its impact on information management.

Thursday’s programming includes:

Delivering Information Globally
This session will explore the ways in which institutions and corporations deliver information over long distances. Issues relating to connectivity, the role of government, marketing and service delivery will be discussed by those providing information services nationally and internationally.

Copyright in Europe
This session will focus on the topical issue of copyright as it pertains to Europe. Hiemeroor will talk about the development of copyright within the European Union and how the new EU Directive will impact on national legislation. Giavarra will follow with a discussion on licensing issues.

Global 2000 Tours
Brighton Walking Tour
London Excursion
Arundel Excursion
Battle & Bodiam Tour
Winchelsea, Rye & Great Dixter Excursion

Information for Development: Current Trends and Issues
Organised with the recently formed FID special interest group on Information for Development, this session’s panelists will explore some “hot” topics currently on the development information agenda, sharing experiences and current thinking and encouraging participants to work together to address knowledge-sharing challenges in developing countries.

Global Perspectives for Special Librarians.
This session will present the International Federation of Library Association and Institutions (IFLA) work and will give you the opportunity to learn more about the idea of an international federation and how it can assist your institution or association. IFLA activities and working groups relevant to special libraries will be introduced. You will have the chance to meet people from the division and have a look at the most recent issues of INSPEL—the International Journal of Special Libraries, edited by IFLA.
Conference Fees

**Full Registration:** US$495 per person
Attendance at the Full Registration rate will provide access to all programs and events, including luncheons and receptions.

**One-Day Registration:**
US$250 per person
Attendance at the One-Day rate provides access to all programs and events, including luncheons and receptions, only on the day for which the delegate has paid.

**Guest Fee:** US$250 per person
Attendance at the Guest rate provides access to the General Sessions on each day, all lunches and receptions, and allows for the purchase of tours. Guests must be accompanied by a person paying the Full Registration rate.

**TO REGISTER:**
Complete the registration form on the following page, then return to the Global 2000 Office via mail or facsimile. Contact information is shown below. Registration will close on 4 October, and hotel bookings will close on 9 October. Cancellations must be received in writing on or before 11 September.

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**New Skills, Old Skills: New Impact**
The innovative and unrestricted application of the science and skills of librarians is not new. Librarians have been using their special methods and insight to deliver benefit outside the "traditional" realm of bibliography for some years. However, it seems that we are now presented with a moment in which that understanding is apparent outside the profession. How do we respond? And can we become real "thought-leaders" in the nascent information age? The Library Association is headquartered in the United Kingdom.

The Innovative and Unrestricted Application of the Science and Skills of Librarians

Companies from around the world will be on hand to demonstrate the latest in online and digital information services and technologies to you. Why rely on marketing materials that arrive by mail, when you can see the real thing live and in person at Global 2000. Some of the companies that will be exhibiting include:

- American Institute of Physics
- BNA International (Silver Sponsor)
- Bowker-Saur
- Cambridge Scientific
- Data Downlink
- EBSCO Information Services (Silver Sponsor)
- Economist Intelligence Unit
- Elsevier Science
- Factiva, a Dow Jones/Reuters Company (Gold Sponsor)
- The H.W. Wilson Company (Title Sponsor)
- Ingenta
- Instant Library, Ltd.
- LEXIS-NEXIS (Silver Sponsor)
- Northern Light Technology, Inc. (Gold Sponsor)
- RoweCom
- Swets Blackwell Information Services
- Thomson Financial Securities Data
- West Group (Gold Sponsor)

**Why Go to Europe Unless You Can Take a Tour?**
To ensure that your trip to the United Kingdom doesn’t end without some fun, SLA has arranged a set of very interesting excursions and tours on the days leading up to, and after, the conference. These tours offer a wonderful opportunity to learn about London and the southeastern UK, and all the history and culture that makes this region a magnificent touring destination.

**Supporting the Global Information Professional Community**
SLA, through its Washington, DC, Chapter, developed the Global 2000 Fellowship Programme to support the attendance of information professionals in developing nations who, otherwise, would not be able to attend the conference. Eighteen Fellows will attend as delegates from around the world, and will be involved in a variety of activities and learning experiences that will help to build their knowledge of the profession and develop relationships on a global scale.

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**Global 2000 Registration**
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- I work for: □ Corporate Library □ Academic Library □ Government Library
- My position is: □ Upper Management □ Middle Management □ General Management
- Years in the profession: □
- Special Dietary Needs: □
- Special Assistance: □

Registration Fees (all prices in Euro and US Dollars. Please note Credit cards will be charged in EURO only - exchange rate may vary)
- Full Conference: € 516/ ($545)
- One Day: € 260/ ($250)
- Guest: € 260/ ($250)

Strategic Learning Workshops
- □ Workshop A: Understanding the New Economics of Information
- □ Workshop B: The New World of Work
- □ Workshop C: The Force of Culture in the International Information Arena
- □ Workshop D: The Use and Management of Electronic Journals
- □ Workshop E: Learning Together: Working with Clients in the Special Library Environment
- □ Workshop F: Information Ethics: Changing Rules, Common Challenges
- workshop(s) @ € 256 / 245 $

Tours
- Tour 1.1 Brighton Walking Tour Sunday: € 54 / US $52
- Tour 1.2 Brighton Walking Tour Monday: € 54 / US $52
- Tour 2.1 London Sunday: € 136 / US $131
- Tour 2.2 London Friday: € 136 / US $131
- Tour 3.1 Arundel Sunday: € 63 / US $61
- Tour 3.2 Arundel Monday: € 63 / US $61
- Tour 4.1 Battle & Bodiam Sunday: € 66 / US $64
- Tour 4.2 Battle & Bodiam Monday: € 66 / US $64
- Tour 4.3 Walking Tour Sunday: € 150/US $151

Method of Payment
- 1. CREDIT CARD □ American Express □ Eurocard □ Visa □ Mastercard □ Diner's Club
- Card Number: □ Cardholder's Name: □
- Expiration Date: □ Signature: □

2. CHEQUE ENCLOSED: Please send your cheque in Euro or US $, together with your registration form, to Global 2000 Office, Avenue des Gaulois, 7, B-1040 Brussels, Belgium.
Please note: "Global 2000" and the attendee's name should be written on the reverse of the cheque. Please do not send registered mail; thank you.

3. WIRE TRANSFER Send in Euro or US$, with mention of the attendee's name to: BBL - Cours St. Michel, 60, B-1040 Brussels, SLA Account: 310-1087861-92

Session Registration
To help us in our planning efforts, please specify the sessions you wish to attend. You will have the opportunity to change your sessions choices in Brighton.

Tuesday 17 October □ T1 □ T2 □ T3 □ T4 □ T5 □ T6 □
Wednesday 18 October □ W1 □ W2 □ W3 □ W4 □ W5 □ W6 □
Thursday 19 October □ Th1 □ Th2 □ Th3 □ Th4 □ Th5 □ Th6 □

Hotel Reservation
- Please note housing closes on Monday, October 6.
- Room: □ Single □ Double
- Date of Arrival: □ Date of Departure: □
- First Choice □ Metropole □ Quality Brighton □ Thistle □ The Belgrave □ King Hotel □ Queen's Hotel
- Second Choice □ Metropole □ Quality Brighton □ Thistle □ The Belgrave □ King Hotel □ Queen's Hotel
- Third Choice □ Metropole □ Quality Brighton □ Thistle □ The Belgrave □ King Hotel □ Queen's Hotel

The following information is mandatory in order to guarantee your hotel reservation. Hotel charges must be paid upon departure. One night accommodation will be charged in the case of a no-show. We must receive cancellations at least 24 hours prior to arrival to avoid no show charges.

- CREDIT CARD □ American Express □ Eurocard □ Visa □ Mastercard □ Diner's Club
- Card Number: □ Cardholder's Name: □
- Expiration Date: □ Signature: □

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The Wisdom Administrator: Waiting in the Wings

This article briefly addresses the evolution of the role of an organization's senior information officer as that role has evolved primarily in the last half of this century. The author does not deny the humorous overtones implicit in the concept. But his core thesis is that despite the guffaws, scorn, cynicism and general Weltschmerz (ho hum, here we go again) anticipated from the 'serious library, information, information technology, archival, historian, journalism, educator and other communities, he is willing to bet that by no later than 2010, graduate students and people in their early work force years will be scrambling to position themselves as very high paid "Wisdom Administrators." In short, if we first saw data analysts, then information managers, then chief information officers, and now chief knowledge officers, can the Wisdom Administrator be far behind? The author thinks they are already there—waiting silently in the wings for their cue to come on stage. Their scripts are virtually already written for them because of today's culture of continually pouring old wine into new bottles. All they need to do is behave, faithfully speak their lines, and collect their six figure paychecks! Is there life beyond the Wisdom Administrator? Read on!

by Forest Woody Horton, Jr.

Forest Woody Horton is a consultant with U.S. National Commission on Library and Information Science in Washington, DC. He may be reached at whorton@nclis.gov.
1. Stage One: Enter the Data Analyst
When I was a freshman student entering college in 1947, over fifty years ago, there existed no occupational or career path for students aspiring to head “the information function” in an organization. Therefore, there wasn’t any formal curriculum I might pursue in any of my university’s schools or colleges because there was no such job in the marketplace. There wasn’t even a “certificate” or a “minor” or a “concentration” or some other less formal and rigid course of study. How could there be? For, indeed, not only was there no job as an information professional, there was no such thing as “the information function.” Information was considered some kind of “amorphous ether” in the heads of people, on pieces of paper, or being transmitted in a message, verbally or in pictures, from a sender to a receiver.

In those days either you knew something or you didn’t. Either you either knew something yourself, or you knew where to find it. And if you had not learned in your K-12 and secondary and higher education all that you needed to know to find and hold a job, professional or not, blue or white collar, you were scorned by your colleagues and bosses alike. The “function of information” (a tortuous and slippery idea then and now), if it was debated by intellectuals at all, was to empower people—to educate them and make them smarter, enlighten them, edify them, make them more historically literate and “cultured.” The concept, in short, was delimited by educational, cultural and scientific turf and philosophical boundaries. It had no place in the organization and management theories and structures in vogue at the time.

The possibility that information itself could be a resource that has value and costs to both individuals and organizations, or could be a commodity that is bought and sold in the marketplace, and therefore should be planned, managed, and controlled like any other organizational resource or commodity such as human resources, financial resources, physical resources, or natural resources, were heretical ideas. If you dared to espouse those ideas, in all likelihood you would be exposed to the Information Inquisition and spirited away in the dead of night to spend the rest of your days as an unbeliever behind locked doors.

While data, information, and knowledge had always been considered both a means and an end, the challenges of making sure that you had enough of the right kind of reliable and high quality information products and services delivered to you at precisely the right time and in the most appropriate format(s) and medium(s) you required, and were comfortable with, were a bit crackpot. In short, you had nobody to blame but yourself if your information skills and expertise were inadequate.

While the journalist, author, historian, and researcher could well utilize vast library, museum, and archival holdings (mostly external to their job context) to secure the information they needed, and while the busy corporate executive or government program manager could turn to a special assistant to search for, retrieve, and use the same largely external knowledge reservoirs, there was no “information function” within their organizations that had overall responsibility for planning, managing, and controlling both the internal and the external knowledge resources they needed.

If one perused the newspaper want ads in those days for an “information job” you would find jobs for librarians, museum workers, archivists, and, of all things, “automatic data processing” specialists whom, today, we would call an “emerging occupation.” But the latter group was entirely technical in their orientation and training. That is, they were people who were beginning to learn how to use the punched card machines of the day—the keypunch and verifier machines, the tabulating machines, the sorters and collators, and the “high speed printers” which today would be considered sub-sal level in power and capacity.

There was also, of course, a wide variety of other information-related job offerings, including records specialists, organization and methods examiners, technical writers, printers, publishing specialists, and so forth. But these were all considered “standalone” occupational categories that had little, if anything to do with each other. Certainly they were not considered part of the same “information job fabric.”

As the concept of the “scientific and technical information center” caught on in the late forties at the end of World War II, and the early fifties as scientists and engineers began to consider the consequences of accelerating specialization on the one hand, but at the same time the convergence of pure and applied disciplines into interdisciplinary and multidisciplinary fields on the other hand, there emerged the idea of a “data analyst.”

The duties and responsibilities of such an individual were quite different than those of a librarian or any of the other information specialists. The data analyst was, in our view, the first “modern information professional.” They were not custodians of the containers and for and packages of data, documents, and literature, such as librarians, archivists, museum curators, and so on. They were differently trained specialists, with different aptitudes, who could analyze and interpret data and information, summarize it, give it additional meaning, and so forth.

Today we call those qualities “value-added” attributes. These individuals were a different kind of “author.” Instead of writing books for very broad sectors of society, they were creators of “information products and services” for in-house clients in both public and private sector organizations and institutions. “Information products and services” was a much more eclectic, versatile, and medium-and format-independent idea for thinking about, describing, and packaging information containers than were ink-on-paper books, sound recordings, hand-drawn manuscripts, folios, pictures, and so forth.
Stage Two: Enter from Stage Left
the Information Manager

Data analysts and data specialists began to populate university campuses, government agencies, scientific research think tanks, and other kinds of organizations throughout the fifties and into the sixties. They were in high demand and pay scales and opportunity were very good. We also began to see professional societies and associations fragmenting and splintering to some degree in order to support the education, training, and professional development needs of the emerging occupational category. And the names chosen by these new societies and associations reflected the broad new specialization sector and subsector memberships they were trying to attract.

Of course the parent societies and associations such as the American Library Association in the library field, The Society for American Archivists in the archives field, and the Data Processing Management Association in the emerging computer field still retained their large core generalist memberships. But the inevitable professional society/association compartmentalization and splintering had begun, and is not likely to abate as specialization continues unabated.

Somewhere along the line in the sixties the idea that information should come to be regarded as a valuable—but at the same time costly—resource to all kinds of organizations began to appear. First there was a wave of prognostication in the professional and trade literature. Assorted gurus solemnly waxed that if information, indeed, was an organizational resource, then it needed not just to be analyzed and interpreted, packaged, stored, searched, retrieved, delivered, and communicated, but also to be managed for the good of everybody in the organization.

Public librarians were horrified when some of these pontificators began to say that information could no longer be regarded as a “free good.” Archivists and museum curators, too, were worried that the vaunted new electronic information technologies were endangering the traditional and cherished rules of provenance, compounding the problems of specimen identification, preservation authentication, security, privacy, and permanent public access. Journalists fretted that too much information that used to be created, handled, stored, and disseminated in ink-on-paper formats was now moving to a new technology medium called microfilm and microfiche. Public interest groups sounded the alarm bell as the central government data-bank or “Orwellian big brother” approach to collecting and storing government information was debated in the halls of Congress in the United States, and in Parliaments abroad. And all of these groups growled at having to buy and learn how to use microform readers and associated equipment and supplies.

How to cope with all of this organizational, technical, and associated chaos? Organizational and management theorists turned to resource management theory and modern business management ideas, and, lo and behold, there they found the answer—assign responsibility and accountability for all of it to a manager!

Suddenly yesterday's dog-of-a-data-analyst became today’s darling of the Business School spin doctors! (Somewhat earlier, janitors had become Floor Cosmiciennes.) Their pay, their fortunes, their peer status, and their career opportunities mushroomed overnight. Thus, the “information manager” was born, and university and college deans trembled with fear, greed, and excitement over the curriculum tsunamis and academic turf battles about to inundate them. Professional association and society executive directors suddenly made the transition from one-to three-martini lunches in order to adequately mull over the challenges. And existing information professionals in more long-standing and specialized fields quickly updated their resumes using the just-in-time “search and replace” word processor feature on their Lexitrons to good advantage.

As the old saw goes, “use to be I could not even spell ‘supervisor’ and now I am one!” Whole new interdisciplinary fields began to emerge to accommodate the phenomenon, including Information Resources Management (IRM) in the seventies. The trouble is, IRM looked like a duck, waddled like a duck, and quacked like a duck, but it wasn’t supposed to be a duck—the traditional kind of information specialist practicing the conventional kinds of information disciplines, but, rather, a swan—a modern resource manager on a par with financial resources managers, human resources managers, physical (plant and equipment, property) resources managers, and so on.

Stage Three: Enter from Stage Right
the Chief Information Officer

At first information managers sprouted only at the lower and middle organizational rungs. But it soon became evident that if you have so many soldiers appearing on the battlefield, don’t you need commanders and generals organizing them and telling them what to do? Of course! And there came to pass the Chief Information Officer or CIO. At first the predictable belly laughs and gas pains held sway, and the concept stumbled in the eighties. But by the early and middle nineties, the idea unmistakably caught hold and by the middle nineties it had caught on like wildfire! What self-respecting Fortune 500 corporation could possibly get along without one? The CIO was then given his own executive washroom key, a time-honored signal that he was being admitted to the boardroom, and would soon be lunching in the executive dining room with the CEO, the CFO, the COO, and the other “big C’s.”

Once again academia, societies and associations, government, and not-for-profits scrambled to try to keep up with the realities of the situation and vied with one another for who and which could write the most attractive brochures to attract the expected mobs of devotees into their ranks.
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**IEEE/IEEE Electronic Library Online**

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* based on ISI's annual journal citation report - 1998

Information driving invention…IEL Online

www.ieee.org/ieeeexplore
One dark night there appeared scrawled in an eerie green light on some Lexitron computer screen the words “knowledge engineer” and suddenly the prospect of a whole new generation of information mandarins materialized! The race was on again!

Not only was a new generation of wine being vinted, but also the entire process of iterating and reiterating new titles and labels was speeding up exponentially!

Stage Four: Enter from Center Stage
The Chief Knowledge Officer
As we write these lines the predictable debate regarding the legitimacy of the CIO concept is just beginning. On the one side are the spin doctors who point out that, after all, knowledge is quite different from data or information. Knowledge is rock-solid—the product of collective scientific research, discovery, documentation, experimentation, testing in the laboratories of science and the laboratories of life, whereas information is “neutral” in that you can take it or leave it and its impact on your endeavors will be marginal. And data? Good Lord, data, as someone once put it, are a mere excrescence!

On the other side are the spin doctors who cry out “here we go again! We’re pouring old wine into new bottles yet another time. When is all this silliness going to stop? All we’re doing is giving business to the resume-writers, psychiatrists, and advertisers who thrive on such foolishness.

Want to make a bet? Chief Knowledge Officers are already being put in place. Some are reporting to Chief Information Officers. Some are working side by side with CIO’s. And still others are becoming the new darlings of the organizational chart and the CIO’s all the “lesser disciplines and functions” will soon be reporting to them!

Even as I was writing this my Microsoft Outlook icon flashed, announcing the arrival of the following e-mail message:

“Apologies for cross-posting. Knowledge management report launched. Skills for knowledge management, a research report published on behalf of LiC by TFPL Ltd was launched on Monday at a seminar in London. The report looks at the roles, skills and training required to successfully implement a knowledge culture. A press release announcing the launch is available from the LiC web site at http://www.lic.gov.uk/publications/pressreleases/knowledge.html and an executive summary is available at http://www.lic.gov.uk/publications/executive_summaries/kmskills.html.”

Stage Five: Enter from Above
The Wisdom Administrator
Can the Wisdom Administrator be far behind? After all, isn’t “wisdom” different from knowledge? Wisdom allows one to make informed and enlightened decisions, not just discover and learn some new tidbit of knowledge. Wisdom is the sage advice that only the most trusted high priests are allowed to dispense. Wisdom is the purist form of data ore, one that is distilled painfully, and expensively, only after decades of trial and error. Wisdom Administration is Decision-Making Under Virtual Certainty, to turn the old saw on its head.

Stage Six: Enter from Only God Knows Where
the Sustainable, Empowered and Many-Splendorized
Zeusian Director General
You may laugh, dear reader, perhaps weary and bored with cynicism and speculation! But I promised a serious argument, didn’t I? If it is simply this. The arts and sciences alike, in general, see increasing specialization as inevitable and ultimately beneficial. They have no problem coping with whether to attend either:

- The XXIV Conference on Developing Knowledge Cultures in Industrial Enterprises, or
- The XXX Congress on Applying Knowledge Search and Retrieval Theories to Public Enterprises.

That is, they contend that coping with the problems of choosing between multiple and overlapping career and professional enrichment opportunities such as which meeting to attend, is, after all, a cheap price to pay for the benefits of specialization.

Information science and technology is no less subject to splintering and compartmentalization than are any of the other sciences or associated technologies, pure or applied, or the arts.

Where the rubber hits the road is that when we have (or will have) progressively moved from data to information to knowledge to wisdom, the multidisciplinary and interdisciplinary character of the problem increases exponentially because with each such widening and broadening the academic turf and disciplines that come into play increase. Getting them to agree on even theorems and hypotheses and experimenting with and testing the “new” concept becomes extremely complex.

But the specialization genie is out of the bottle and I doubt if he is going to give us three wishes.

So, why not sit back and relax. Join the Global Wisdom Administration Council! And later, become titillated at the prospect of the emerging Sustainable, Empowered and Many-Splendorized Zeusian Director General! Taste and drink the heady elixirs of new labels and titles on the organizational door.

Why bother to defray the time and expense of traveling to Fiji or Tahiti when you can experience occupational metamorphosis addiction sitting behind your desk!
Finally. A desktop book ordering service tailored for the corporate end user, from a company with more than 50 years of experience in the information industry. EBSCO Book Services offers an easy-to-use interface for ordering half a million book titles. Flexible payment options allow employees to use personal credit or corporate purchasing cards or a purchase order. Invoicing can be coded by cost center to help you efficiently track expenses. And your entire transaction, from order to payment, is handled by EBSCO. EBSCO Book Services makes book purchasing easy.

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Corporate Book Purchasing Made Simple
Nigel Lees may be reached at library@rsc.org.
Nigel Lees,
Manager, Library & Archive Services
at the Royal Society of Chemistry, London

INFORMATION OUTLOOK: What is the mission and role of your library?

NIGEL LEES: The Royal Society of Chemistry (RSC) is the UK’s and Europe’s leading learned and professional body in chemistry and was founded in 1841, when it was called the Chemical Society. Learned and professional societies are the world’s oldest knowledge management organisations. It is quite reassuring to discover that there is little new under the sun! These societies are often independent organisations and registered charities (as is the RSC).

Many of these societies are also publishers, and do not solely exist to make profit, but nevertheless have to make a reasonable return in order to survive. Their journals are among the oldest established, originally created to communicate the knowledge and language of science to fellow scientists. In the field of chemistry such society journals remain dominant, more so than in many other scientific disciplines, largely because there are a number of powerful national chemical societies.

Many of these societies also have libraries, some of which are substantial. Which brings me nicely to the RSC Library & Information Centre (LIC), based at our headquarters in Burlington House, Piccadilly, London.

Our Mission: The LIC’s mission is governed by the RSC’s Royal Charter, which aims “to foster and encourage the growth and application of chemical science by the dissemination of chemical knowledge”. I think you would agree that libraries are a key component here. We have defined our mission in recent business plans as “to provide the best current techno-commercial and historical chemistry information service fully to support the aims of the Society’s Charter, within financial targets set by the Society”. In practice this means serving our 46,000 members worldwide who largely receive a free or discounted service. Members of the public and other genuine researchers will also be looked upon favourably. Commercial non-members (companies, consultants) are charged commercial rates.

Our Services: The LIC offers two main services. The most important is our document delivery service, which regularly dispatches over 1200 requests per month world-wide. Staff pride themselves on their speed and reliability of service. Documents can be with the customer within 30 minutes if necessary. The LIC also lends books and journals to members within the European Union.

The other main service is an enquiry service which is open to all, though with some restrictions for non-members. Specifically we offer a Chemical Enquiry Helpdesk, staffed by two information officers, both with chemistry degrees.

Over the past few years the LIC has been taking on greater responsibility as the RSC’s archive or “corporate memory”. It is a role perfectly suited to our skills and experience. There is a saying that if you don’t know where you have been, how do you know where you are going? I think that this holds true for organisations as well.

Last, but certainly not least, is the Reading Room itself, the largest room in the RSC. It is a working library and is open Monday-Friday 9.30-5.30, receiving about 5,500 research visitors per year. Apart from answering enquiries and carrying out document delivery, our seven staff make sure that research facilities within the Reading Room are functioning well, that the journals remain properly organised, and that users questions and queries are attended to.

You can read more about us at www.rsc.org/library.

10: 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?

NL: We are one of the few places in the world where people can simply phone, fax, or e-mail with their chemical enquiry and know that they will get a considered and informative reply. Anyone can contact us, but some customers may be charged. In general most customers are members of the RSC or Corporate Members of the LIC. The next largest group are probably non-member students, members of the public, and commercial non-members. In general our chemistry requests fall under the following headings:

• suppliers and producers of chemicals world-wide
• chemical and physical property data
• chemical business information
• health, safety, and environmental information
• industrial and process chemistry
• chemical structures, preparation, and analysis
• historical chemistry
We receive many interesting chemistry enquiries; for example recent ones include:

- The usage of fructose for hangovers
- Why were particular dyes used between 1840-1870?
- Visiting South African chemist looking into his family tree
- Information on the Serbian Chemical Industry
- Analysis of starch in yam flour
- Check if a chemical actually exists (a TV company wanted a non-existent chemical!)
- Information on the use of gold for hip joints
- DNA fingerprinting and applications in forensic science
- Can you make a polymer out of all ninety-one naturally occurring elements?
- Is it possible to construct a transparent metal alloy?
- Can you find any information on the addition of pulivered glass to compost?

Many enquiries require an answer within 24 hours and some within hours. Luckily (for us) other enquiries are not so time sensitive or else it would be extremely difficult to fit them all in.

Other enquiries include bibliographic checks on journals or books, the LIC's book or journal lending service, referral enquiries to other organisations, and requests received from users in the Reading Room. Our total monthly tally of requests (from phone, fax, e-mail and personal visits) is between 1100 and 1200, and this is not counting those requests channelled through our document delivery service.

10: What kinds of research do you do?

NL: The RSC is not a research institute and has no laboratories, although occasionally people want to send us all sorts of samples to analyse! We tend to refer them to accredited laboratories or consultants instead. The LIC, however, does literature research and uses a wide variety of databases, usually on the host STN. The enquiry service operates a sort of one-stop-shop in chemistry—everything gets an answer.

10: What is exciting about working at the Royal Society of Chemistry? What is a typical day like for you? I assume you must have to be aware of current scientific breakthroughs. How much time do you spend reading newspapers or doing other kinds of research on current events?

NL: There is always something going on here, especially in the Society's headquarters in Burlington House. The meeting rooms are nearly always booked with scientific groups, staff committee meetings, or receptions of various kinds. Today is a very special day as it is the date of our Summer Party with over 500 guests arriving this evening. All of the rooms are taken up, including the Library which will be transformed in a few hours into a 'party room'. Guests start off next door at the Royal Academy of Arts "Summer Exhibition" (paintings and other art forms from thousands of contributors in the UK) and move into the RSC for food and drink. Other societies at Burlington House are also involved. Apart from this, today I have meetings with LIC staff, a visit from the Librarian of the Institution of Chemical Engineers, I am overseeing a visit from an art dealer to value some of the portraits and artifacts in the eighteenth century Burlington House where we are located, and have a monthly report to finish.

One of the difficulties I think all small or medium sized libraries face is making the time to develop services, whilst trying to cope with day-to-day activities. It is crucial to get the balance right in order to see progress.

I see about ten journals and newsletters a month (I cut this down from fifteen) and spend the time on the commuter train to work reading. It is just as essential for me to keep up to date with news on chemical research and the chemical industry as it is with library and information developments. There has been so much in recent months on industry mergers and acquisitions that it is difficult to remember the new names of the companies.

10: To whom do you report in the hierarchy at RSC?

NL: The LIC is part of RSC Publishing and, in particular, I report to the Manager Marketing, Sales and Product Development. RSC Publishing, based in Cambridge UK, commissions, edits, and publishes a wide range of high quality journals, books, and databases.

10: What kind of budget do you control?

NL: All of the LIC's funding comes from the RSC. We are, however, required to earn some revenue ourselves in order to contribute to running costs.

10: What type of staff do you have? How many are on the staff?

The LIC has seven members of staff to exploit, maintain, develop, and promote its collections. There are four professional staff, three of whom have chemistry degrees, and three administrative staff. The greatest effort is expended on the document delivery service. Photocopies are delivered worldwide and LIC staff are very proud of the service they give to customers. I think that it is important that all staff feel that, whatever task they are doing, it is all going towards operating one of the finest chemistry information resources in the world.

10: Do you outsource any projects? If so, which ones and why?

We have regularly outsourced work when funds permit. For example, much of the cataloguing of the historical book collection was completed by outside contractors under LIC supervision. Over 2,000 of our images were digitised by a specialist firm, although LIC staff were very closely involved. Also conservation of our rarer texts and historic items receive attention from experts outside of the LIC, for example specialist book-
Everything else, such as web and database development and most IT work is done in house, with the exception of our library management software, GLAS. This is produced and maintained by EOSi, although LIC staff have had to gain much experience and expertise in the use of it.

10: What is the size of your library? Have you been downsized/upsized/remained the same?

NL: The LIC is fully supported by the RSC and was its first service to the chemistry profession. There has been a chemical library since the founding of the Chemical Society in 1841. Libraries were then one of the main meeting places for scientists to discuss, read, and research the literature. The LIC is the inheritor of the RSC's Royal Charter by providing and disseminating chemical knowledge. The LIC has grown steadily over the years in terms of its collections and in terms of the service we provide. We have over 2,000 journal titles (of which 650 are current), over 25,000 books, and a very wide range of reference materials in print and electronic form. In many ways libraries today face even more challenges than at any time in the past with advances in the way information is delivered.

10: Considering the international nature of RSC, how do you get involved in international affairs? Do you do international research?

NL: As a specialist information provider in chemistry, the RSC is very well-placed to support the worldwide development of the subject. Its activities are wide-ranging and include:

- bringing together over 90 national chemical societies via the flagship Web resource chemsoc (http://www.chemsoc.org/)
- providing the lead coordinating role in chemistry in Europe
- The RSC is more active in Europe than anywhere else overseas
- supporting 14 overseas sections and 34 overseas local representatives
- the RSC supports the development of national chemical societies
- active participation in IUPAC, the International Union of Pure and Applied Chemistry
- drawing the members of the editorial boards of its lead journals from around the world as well as from the UK
- over 80% of authors who publish in RSC primary journals are from outside the UK
- 90% of journal subscribers are from overseas
- many conferences sponsored by RSC are held outside the UK
- A major conference will be held in South Africa (Cape Town) in 2001 in collaboration with the South African Chemical Institute
- grants are available to encourage potential authors from outside the UK
- the RSC supports an international aid charity, Volunteer Services Overseas in helping to send chemistry teachers to developing countries and in providing educational materials.

The LIC also plays a pivotal international role. It has over eighty journal exchanges with leading international organisations and publishers, which not only helps its collection development but is also a reflection of the friendship and cooperation between these organisations.

Because of the development of e-mail and the web, many of LIC's users come from abroad, usually from the rest of Europe, but increasingly from the USA. A number of requests are now coming from countries in Asia, Africa, and South America, which at one time would have generated a very small proportion of customer enquiries.

10: What are your financial priorities? Do you spend more money on electronic resources than print resources? Why?

NL: The LIC has an important archival role to play in the UK's scientific, technical, and medical information network. As such, the majority of its collections are still in print and will remain so until electronic archiving is secure and well-established. The largest part of our budget is spent on journals and much staff time is spent on managing the journals or exploiting them for document delivery. We are, however, increasing our access to electronic journals but are not relying on them as an archive source. I think that this is one of the biggest differences between a special library and an academic library. Many academic libraries today pay for access to the world of scientific literature through network deals with publishers and consortia, by document delivery and by contracts with database producers. Learned societies are, in general, not part of the official academic networks and are not eligible for academic discounts. This doesn't, of course, stop them from negotiating such deals, but in the main they have less bulk buying power.

10: What is the nature of your relationship with vendors? Have they tailored services to meet your needs? What challenges have you had to face in getting research systems in place?

NL: One of our main business applications concerns the implementation of our library management package, GLAS, from EOSi, who were formerly called DataTrek. We have four packages: Serials, Cataloguing, Acquisitions, and Circulation. We have recently bought the DataBridge module so that we can interface with Dawson's FastTrack service for the downloading of bibliographic records. GLAS has worked very well for us and we are not, at present, considering any move from this. One thing I am keen to explore is the uploading of our OPAC on the web, linked to our 2,000 historical images. At present we do this in house (via a Muscat database), but it may be more effective, in the future, to do this directly via GLAS. At the moment you cannot link catalogue records in GLAS to image files, although I believe that this will be a future enhancement by EOSI.
10: Is your library becoming more virtual? Do you have an Intranet? What role do you play in maintaining it? How was it set up? Were there teams/focus groups? What challenges did you encounter when working on this project? What suggestions do you have for other librarians involved in this process?

NL: Having said that the LIC is still largely print-based I was referring, of course, to its collections. In every other aspect we are aiming to present ourselves as an information resource for the global chemistry community. The LIC’s books catalogue, which is now linked to 2,000 historical digital images, has been available on the web for four years. From here you can check our books collection or view an image. Most of the requests we receive (either for document delivery or chemical enquiries) now arrive by e-mail. This has certainly meant an increase in business, especially from overseas. Our web pages are presently undergoing change with increased content to make them of more interest to casual and regular users. Soon we will have a searchable database of our complete journals list which, in time, will become a valuable information resource in its own right. I feel that it is important to hold the new and the old in the same place as it gives a continuity to the development of chemistry as a subject—a particularly apt role for a learned society to take.

The development of the Society’s web site and Intranet is done centrally, although the LIC has made comments on usefulness and relevance.

10: How much time or how much involvement do you have with RSC’s web site? How is the information on the site coordinated, kept up to date, and where does it come from?

NL: The LIC uses the RSC web sites (www.rsc.org and www.chemsoc.org) on a daily basis to answer many questions about the RSC and refer the enquirer to the correct person or department within the RSC. We are well-placed, therefore, to comment on content or accuracy of the information to the content providers in the RSC. Although this role is not formalised, it has helped to improve the service.

The RSC is investing much in the development of the two web sites and has its own web development team. The rsc.org site covers all RSC products (such as the journals), services (including the LIC) and activities (for example education). The chemsoc.org site has been developed as the chemical societies homepage, with further information on conferences, information networks and extensive links to other sites. It also has a magazine and visual periodical table of the elements. Both sites have a separate distinctive look.

10: Are queries from your web site directed to the library staff? What kinds of questions do you typically get from the web site?

NL: Many enquiries come directly from the LIC’s enquiry form on our home page. We also get a number of enquiries referred to us from RSC’s web master, when it falls out of their scope. In general the nature of the enquirer is quite different from the ones described above. LIC staff are now using web resources extensively, where appropriate, to provide answers to enquiries.

10: How do you market your library? Do you print publications, brochures, internal newsletters? What has been a successful marketing tactic for you? Why?

NL: How do you solve a problem like... marketing, to paraphrase a title of a song from The Sound of Music! There are things that we have put so much effort in, but have done little to raise awareness of what we do. We have had marketing plans for years. We do all the textbook things such as mailshot the people and organisations that have used us before, try to keep up to date with leaflet production, distribute materials at RSC conferences, give talks, organise Focus Groups, print adverts in various newsletters, etc. Perhaps the best promotional “toy” has been the production of a printed bookmark, which people seem to like. Another has been the production of a cheap and cheerful flyer (size of a compliment slip) that can be inserted into a wide variety of publications. We have a twice-yearly newsletter (recently revamped) that goes out to all Corporate Members of the LIC. However, we are going to expand the distribution of this and put news items on the web.

I think that, without doubt, the web has been of enormous importance. People can now search our site anywhere in the world (telecommunications notwithstanding) and send us a message or ask for help. I think the key to good marketing and promotion has to be simplicity and clarity, something we have not always achieved.

It will be interesting to see whether this little bit of promotion in information Outlook generates any feedback! If anyone reading this has any good tips for us, please do not keep them to yourself.

10: Tell us about a recent project you’ve completed. What challenges did you encounter? What advice could you offer to readers who were to undertake a similar project?

NL: Since becoming Librarian (in 1999) I have completed a number of small projects such as reducing cataloguing backlogs, organising the conservation of valuable material from our historical collections, and the conclusion of a document delivery deal. We are now experimenting with the downloading of bibliographic data in order to streamline the cataloguing process and save time. We are nearing the completion of producing a searchable database of our complete periodical holdings, which has taken longer than I thought. Most projects (large or small) need persistence in order to get them finished. You really have to be very focussed.
10: What future projects are coming up in which you are directly involved?
NL: Future projects include further digitisation of images from our collection (we have over 8,000 mainly on historical chemistry) and working with RSC Publishing on the Crossref project—the linking of content from scientific publishers’ websites to the references at the back of scientific articles. Therefore, providing you have the relevant subscriptions, you should be able to move seamlessly from one article to another as you carry out your scientific research. Crossref is a collaboration between many publishers and works initially via their electronic journals, although there will be some scope for document providers, such as the LIC, to contribute.

One of the big projects in Burlington House has been the total refurbishment of all internal space. Many rooms have already been redecorated. The LIC’s Reading Room, the largest in the RSC, is due to be redecorated next year, which will obviously place great strain on staff in their effort to maintain services.

10: How do you feel about the word “librarian”? Do you think SLA’s name accurately reflects the membership?
Everyone knows what a librarian is and what they do. Although my job title has officially changed to Manager, Library & Archival Service, I still use the term librarian to describe what I do. A librarian, in my view, is a curator and custodian of knowledge and information with feet planted firmly in the future and the past, whilst trying to cope with present!

At the moment I wouldn’t like to see a change in SLA’s name. The SLA is an association of special libraries, with special needs and services. Many organisations still have “libraries”, even though they sometimes rename them as information or knowledge centres.

10: An active SLA member, how has the association helped you advance your career? Where do you think SLA should be heading in the future?
I am a fairly recent member of the SLA and have not yet had the opportunity to attend any of the large international SLA meetings, such as the one in Philadelphia recently, but I hope to attend Global 2000 in Brighton. I have, however, attended some of the SLA European Chapter meetings. I find that it is extremely important to network with colleagues and try to learn from their experiences as well as share mine. This way we all benefit.
From the 1999-2000 Treasurer's Report at the 2000 Annual Business Meeting
(As reported by Richard Wallace)

I am happy to report that fiscal year 1999 was closed in a positive financial position. The Association has implemented many new cutting-edge products and services. From a membership standpoint, this is the ideal situation. From the treasurer's standpoint, this is often a costly situation. My job is to ensure that we adequately balance the expenditures with the revenues, and I can assure you that this was indeed the case.

The rate of growth in non-dues revenue increased from last year while the growth in membership remained relatively flat. Forecasting this position through financial trend analysis, staff conscientiously developed a financial contingency plan for 1999 to offset the potential losses which were originally estimated at more than $300,000. The General Fund closed in a positive earnings position of $33,823.

At the close of 1999, the Association's financial records and statements were audited by the independent accounting firm of Langan Associates, P.C. SLA's audited statements for 1999 report total assets of $9,339,924; total liabilities of $2,610,014; total revenues of $5,999,487; total expenses of $5,561,623; and total net assets of $6,729,910.

The total audited fund balances at December 31, 1999, were as follows:

- General Fund $1,704,155
- General Reserve Fund $2,807,575
- Information Technology Fund $111,926
- Building Reserve Fund $500,358
- Scholarship Fund $434,560
- Non-Serial Publications $34,739
- Fund $680,819
- Steven I. Goldspiel Memorial Research Fund $145,933
- Copien Fund $42,402
- Global 2000 $192,443
- Temporarily Restricted Pledges $75,000

The investment portfolio for 1999 responded to the market volatility. On a positive note, we realized an overall investment return of more than 7.5%. The Association's investment portfolio is currently at a market value of $6.3 million, with a cost basis of $5.8 million. The portfolio remains conservatively balanced with cash and cash equivalents, fixed income, and equities.

As mentioned earlier, the Association has invested in providing cutting-edge products and services to the membership. During 1999, 9% more was spent on membership services than in 1998. A total of $5,561,623 was spent on delivering programs and services to the membership, accounted for as follows:

- Allotments to Chapters, Divisions, Caucuses, and Student Groups 7%
- Membership Recruitment and Retention 6%
- Publications 14%
- Conferences and Meetings 22%
- Professional Development 10%
- Public Affairs 10%
- Leadership Services 15%
- Other Programs and Services 16%

The average cost to provide service to one member is $228.01, including both program and administrative costs. Therefore, for each SLA member an additional $107.93 of non-dues income must be generated to provide SLA's current levels of products and services. This amount has increased significantly between 1999 and 2000 due to the level of service provided to the membership (especially in publications, annual conference, professional development, leadership, and research) and the investments made in advancing technologically.

The FY 2000 budget includes a total gross income of nearly $9 million. This represents a significant 31% increase, or $2.1 million, over the FY 1999 Budget. This is due primarily to the increased projected income in the areas of Advertising, Annual Conference, Fund Development, and Global 2000.

As we begin the process of assembling the FY 2001 Budget, the Board of Directors, Finance Committee, and staff will continue to look carefully at the issues raised by the IRS and the focus of the Congressional activities on not-for-profit organizations. The Association has developed financial assumptions and long-range plans, which will guide us through the next three to five years.

In 1999, the Board of Directors accepted the updated long-range financial plan. Through the implementation of the long-range financial plan, the Association has achieved its goal of developing and delivering cutting-edge products and services to the membership while maintaining a balanced budget.

For more information, contact Richard Geiger, SLA Treasurer (geigerr@sfgate.com)
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Does Deep Linking Infringe Copyright?

Deep linking is a new buzzword among librarians, webmanagers and Internet lawyers. Deep linking refers to links on a web site to the interior of another web site bypassing the homepage of the second one. For example, a deep link is created where web site "X" links to a document on web site "Z" and the link bypasses the intended route to the site, and it is not made evident that the shortcut has taken place.

Many library web pages contain links to other web sites. Librarians often want to deep link into a site rather than having to include instructions on the library's web page on how to navigate to the appropriate item. Not only does a deep link get the user of the library's web page to the right place on the web, but it also saves the user's time. The deep link may also make it more apparent to the user why the link is included as opposed to a link to the first page. For example, if the library wants to include a link to Professor Lolly Gasaway's public domain chart, it makes much more sense to link directly to it than to her personal homepage with instructions to scroll down to the courses she teaches, click on "Intellectual Property" then "Other materials" then "Copyright" then finally "Public Domain Chart."

There are now some cases dealing with deep linking, but to date, all have been cases involving commercial entities, and even those provide little guidance. Is deep linking really a problem? Both companies and legislators seem to think so. Some states, for example Virginia, have begun to draft legislation in this area. The proposed Virginia Web Site Protection Act would require the State to establish a web site registry and create new tort claims and remedies for injuries to web sites. A site owner could prohibit a user from knowingly and intentionally bypassing the web site's homepage and accessing information within the web site, where the use would cause unfair competition, injure the website owner or his or her property. The Act even includes protection against embarrassment or defamation to the site.

Web site owners have valid concerns about deep linking. Problems include avoiding advertising on sites, loss of computer capacity and bandwidth resulting from deep linking and the use of framing to disguise the true source of the material or to block advertising. Framing refers to web pages that are divided into multiple areas each of which can contain material from other remote sites. When a frame is book marked, it is the frame site that is saved, not the true home of the material. Concerns regarding links between different sites is not new. There are already existing contracts to create and maintain mutual links, guarantee the prominence of a link, and prohibit the creation of links to competing products. Such contracts have already been the source of litigation.

Many web sites derive substantial income from advertising. Bypassing the initial pages containing the advertising decreases its value and may threaten the profitability of the site. In Ticketmaster v. Tickets.com the defendant provides a ticket buying service on the Internet. Some tickets are exclusive to Ticketmaster, so Tickets.com created links directly to the sales pages on Ticketmaster. Although Ticketmaster ultimately sold the tickets, the arrangement threatened advertising income. This case is still pending. The same problem was litigated in Ticketmaster v. Microsoft, but that case was settled confidentially in late January 1999 so the terms are unknown.

Another reason that web page owners may object to deep linking is potential loss of computer capacity and bandwidth. In eBay v. Bidders Edge, the court issued a preliminary injunction after finding that the auction aggregator Bidders Edge (BE) was accessing the auction site eBay about 100,000 times per day. BE was using "robots" to access eBay's bidding site and provide users with a comparison of all of the Internet auction sites. Robots or spiders are software programs used to search the Internet and copy or retrieve information from web sites. The robot can perform thousands of instructions per minute and can consume a large proportion of a site's resources making those resources unavailable to other users and slowing access to the site. By creating a large enough number of connections, it could even cause a server crash. eBay asserted that BE accounted for a huge number of requests and total data transferred by eBay during certain periods.

At first glance, observers might have expected copyright challenges to deep linking. After all, a web site is a collection of ideas, text and graphics and the creation of a web site can be expensive and time consuming. Certainly, if the defendants copied the site and placed it on its own server, the copyright argument would be persuasive. Even in most framing cases, defendants are not downloading the material; they are only creating an access point. Copyright claims are more likely where the defendant appears to claim credit or ownership for the linked site.
Some people argue that it is not in the public interest to permit web site owners to restrict access. Proponents of this view maintain that the Internet will cease to function if material published on the web cannot be universally accessed. In opposition to this view, site owners maintain that the Internet cannot function if intellectual property rights are not respected.

Linking cases have included a wide range of complaints brought under unfair competition, contract violation, unjust enrichment, trespass, misappropriation, passing off, false advertising, tortious interference with prospective business advantage and trademark violations. Most of the early cases were settled and it is difficult to predict how the courts will ultimately rule. Although some courts are accepting a "subtle harm analysis," others have refused to permit an injunction without evidence of irreparable or tangible harm.

The likelihood of litigation depends on the type of sites involved and the content used. Library websites that interfere with another sites' ability to attract advertising is risky. Further, robots that place a large demand upon resources may invite litigation. When creating library websites in the corporate environment that link to commercial sites, it may be best to ask permission to deep link to those resources. This is especially true when using frames. Deep linking on web pages for nonprofit libraries presents less risk of litigation. All site owners should avoid webpages that confuse visitors as to ownership or that take an unfair advantage of another site's content. If your company does not have a linking policy, it may be worthwhile to create a clear linking policy for the library's web site.

For more information, contact Laura Gasaway (laura-gasaway@unc.edu)

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Discovering Tex-Mex, the Cuisine of San Antonio

Tex-Mex is to Texas what pizza is to New York. Although it takes many of its ingredients from Mexico, you won’t find anything like it in Guadalajara. This unique cuisine has endless variations—no two cooks make the same enchilada. In San Antonio in June 2001 there will be plenty of opportunity for culinary adventure.

Starting out
While you peruse the usually lengthy menu, the server will bring tortilla chips and salsa. Carefully dip a chip in the salsa and do a taste test. Salsa varies from mild and tomatoey to hot and spicy.

Aperitivos—Appetizers
One of the most popular appetizers is nachos. These are crisp tortilla chips smothered in melted cheddar and sprinkled with jalapeño pepper slices. While some Texans eat jalapeños like pickles, they can be pretty hot—especially the seeds. You can get nachos "loaded" with beef, beans, or chicken.

Quesadillas are flour tortillas filled with cheese and a variety of other ingredients and are pan-fried. They serve one as a lunch or many as an appetizer. They come topped with sour cream, guacamole, and pico de gallo. Pico de gallo is tiny bits of onion, peppers, and tomatoes with cilantro, an herb that looks like parsley but has a very different flavor.

Entradas—Main dishes
Most main dish items involve a tortilla, either corn or flour, rolled or folded over a stuffing of cheese, onions, spinach, mushrooms, shrimp, beef, chicken, or pork. The result is served with some sort of sauce, salsa or sour cream. Below are basic descriptions of some of the most popular delicacies:

Chalupas—crispy flat corn tortillas topped with refried beans, lettuce, tomatoes, and shredded cheddar.

Chimichangas—burritos that are deep-fried.

Enchiladas—corn tortillas, stuffed with cheese and onions, beef, chicken, fish, or spinach, rolled up, and baked in sauce. Sauces may be red (ranchero), green (sour cream and spinach), or cheesy.

Fajitas—designed for extroverts. Strips of seasoned meat or shrimp, red and green sweet peppers, and onions grilled and delivered to the table still sizzling in a very attention-getting manner. Place a SMALL amount of the fajita mixture in the center of a flour tortilla, fold up the bottom third, and then fold in the sides.

Flautas—corn tortillas stuffed with beef, chicken or pork, rolled up and deep-fried.

Tamales—cornmeal dough surrounding a meat filling, then wrapped in a corn husk and steamed. REMOVE the corn husk before eating. Nearly all meals are served with refried beans, pinto beans that have been cooked and then mashed up a bit and fried, and rice. Your server may also ask if you want corn or flour tortillas with your meal. Try one of each. Butter them, dip them in salsa, or fill them with your refried beans.

Postres—Desserts
Too stuffed for dessert? Too bad! Tex-Mex has some wonderful ones. Most restaurants serve flan, a sweet custard, and sopapillas, a puffy fried bread rolled in cinnamon and sugar, similar to a beignet (for those of you from New Orleans). To eat a sopapilla, make a hole with a knife or fork and pour in honey. They’re a little messy, but worth it.

Bebidas—Beverages
In addition to unlimited iced tea, you may want to try some of the traditional alcoholic beverages. Many Tex-Mex restaurants offer a variety of beers imported from Mexico. On a warm day (almost any day in June) a frozen margarita can cool you down fast. The primary components are crushed ice, lime juice, and tequila. Be careful though, a good margarita goes down very smoothly and you may not feel the effects until you try to stand up.

Tex-Mex food is filling, fattening, and addictive, so come hungry and enjoy.

To plan your culinary expedition, check these web sites:

http://mexicanfood.about.com/food/mexicanfood/

http://home.digitalcity.com/sanantonio/dining/

http://sanantoniocvb.com/restaurants/individual%20pages/Mexican.htm

For more information, contact Chris Dobson (fisrvcs@ix.netcom.com)
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Online Inc.
September 18-20, 2000
San Diego, CA, USA

ECML 2000: European Conference on Research and Advanced Technology for Digital Libraries
http://www.dbic.org/agenda/ecdl2000
Biblioteca Nacional
September 18-20, 2000
Lisbon, Portugal

October
The Ethics of Electronic Information in the 21st Century
http://www.memphis.edu/ethics21
University of Memphis
October 5-8, 2000
Memphis, TN, USA

Global 2000
http://www.siaglobal2000.org/
The Information Age: Challenges and Opportunities
October 16-19, 2000
Brighton, England, UK

November
Internet Librarian 2000
Information Today
November 6-8, 2000
Monterey, CA, USA

SLA's Spring Video Conference
Topic TBA
http://www.sla.org/professional/calendar.html
November 9, 2000
Anywhere in the U.S. or Canada!

December
Online Information 2000
Learned Information
December 5-7, 2000
London, England, UK

March 2001
Computers in Libraries
http://www.infotoday.com/cil2001/default.htm
Information Today
March 13-17, 2001
Washington, DC

Information Librarian International 2001
http://www.internet-librarian.com/
Information Today
March 26-28, 2001
London, UK

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