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# Information Outlook, January 1998

Special Libraries Association

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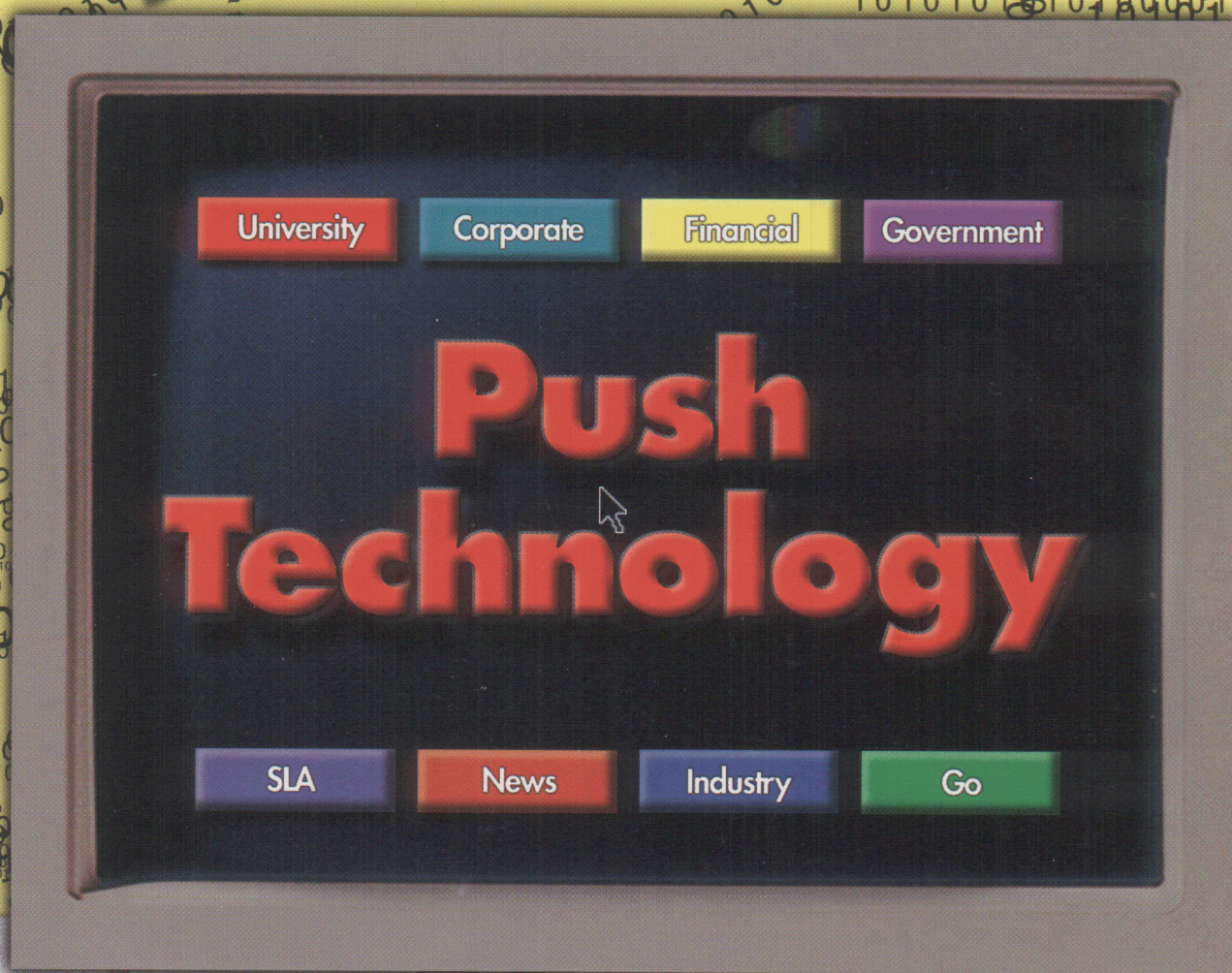


# Information

## OUTLOOK

JANUARY 1998

THE MONTHLY MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION • VOL. 2, NO. 1



### INSIDE THIS ISSUE:

**A New Year,  
New Challenges, and  
New Opportunities**

**Candidates for  
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**Push Technology**

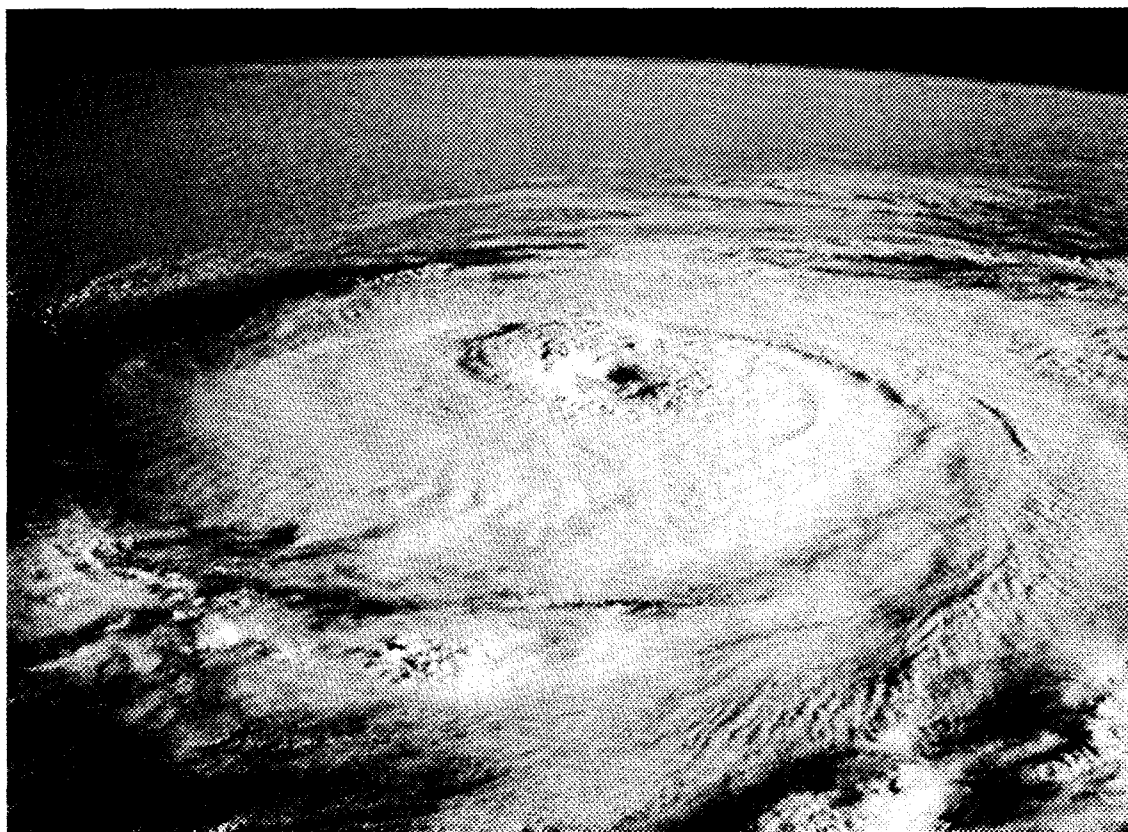
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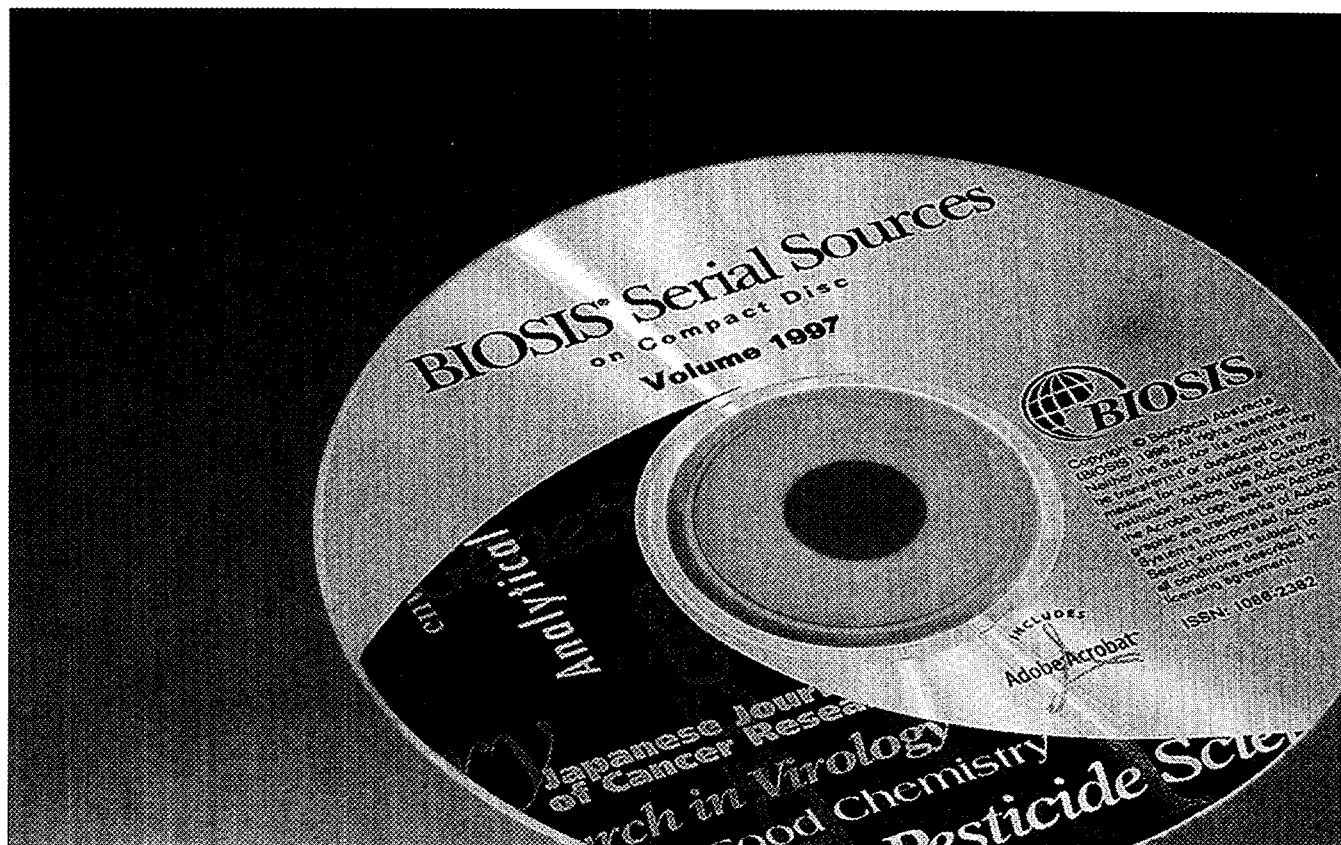


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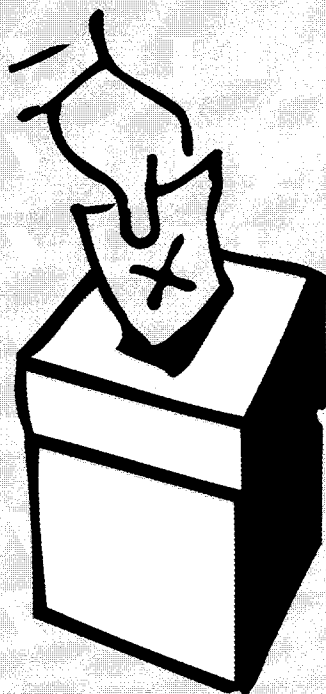
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# MEET THE CANDIDATES

The Special Libraries Association election for Board of Directors will take place much earlier beginning with the 1998 elections. Ballots will be mailed January 12, 1998, with a return postmark no later than February 23, 1998.



Beginning on page 10, read about your colleagues who are running for board positions. This information will also be mailed to you with the ballot and will appear on SLA's Web site at: [www.sla.org/assoc/election.html](http://www.sla.org/assoc/election.html)

## When casting your vote, please:

Do vote early.

Do mark your ballot in pencil or black or blue ink only.

Do return your ballot only in the pre-addressed envelope provided.

Do type or print your name and address only in the return address space on the pre-addressed envelope.

Do read the instructions carefully for each office before casting your vote.

The following will receive ballots for association officers: members, associates, students, retired, and retired member forty-five year honorees.

If you do not receive a ballot within a reasonable time, please call the association office and request a duplicate.

If you have any questions regarding voting procedures, please call Ernie Robinson at: 1-202-234-4700, ext. 616; fax: 1-202-265-9317; e-mail: [ernie@sla.org](mailto:ernie@sla.org).

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## A New Year, New Challenges, and New Opportunities

In November, I participated in the State-of-the-Art Institute on Knowledge Management: A Competitive Asset that had over 100 attendees. In my remarks, I identified four principle Knowledge Management sectors: The State of Information, The Impact of Technology, The Need for a Collaborative Environment, and The Strategy of the Information Professional. Information is being produced in a variety of formats which often impacts easy accessibility. More important is that fact that much of the growing mountain of information being generated is incomplete, inaccurate, dated, and duplicative. This makes it hard to find relevant and timely information.

The developers of technology are continuing to develop improved products which they tout as bigger and faster. Additionally, they are also working on new products which have the potential of impacting how we do our jobs—such as sophisticated intelligent filters. Technology has permitted us to provide service to each of our clients at their desktops regardless of their locations. New advances in technology will enable us to interact even more successfully with employees who are offsite. As information providers, we need to recognize the power technology has given us to do our jobs better.

A successful knowledge management system can only be implemented if we have visible buy-in from our premier clientele, senior management, and the IS department. This buy-in will allow us to develop a centralized vision. We must create a database which houses both “best practices” and “failed projects” in addition to other corporate information. This new knowledge ethos is built on teamwork reflecting company-wide information sharing including the integration of internal and external information resources. We need to create an esprit de corps where it can be truly said that “It is one for all and all for one.” It is only within this atmosphere that we can truly leverage our organization’s intellectual capital.

Having said this, what do I see as our role? We want to be a member of the knowledge management development team. We need to be perceived as the expert on information sources, as a developer of system standards, as an effective marketer of the system to the chief users and to senior management, as customizer of both traditional and non-traditional information products and as a trainer and retrain-er par excellence. As the system matures and as the organization changes, we must actively seek new partnerships and alliances to strengthen the system as a powerful decision-making tool.

This means that we need to think entrepreneurially about our job as an information provider and look beyond the library to contribute your expertise. The knowledge manager must be found at the tables which decisions about product development are being made. You need to be seen as a strategic reactor to technology and to be willing to share your viewpoints with the IS Department as they develop proposals for new systems. You should not be perceived as an automatic “nay sayer” or “yes man” for their proposals. You need to promote and to facilitate communication within the organization regarding knowledge needs. You need to start thinking of yourself as a “change agent” within this new “Knowledge Age”.

The customized customer service activity that is promoted as one of the chief assets of a knowledge management system is not that much different from what we have done in the past with more limited tools. Reliable and secure technology allow us to leverage the organization’s intellectual capital in a manner which combines relevant external information with internal organization reports that will let project teams make strategic decisions. The time has come for you to leave your libraries and join with others in your organization as a partner in creating this valuable corporate asset. For those of you who are doubting that you have the skills to do this, revisit our *Competencies* document. You can do it! The power that an effective knowledge management process affords all of us is exciting and allows us to be seen as knowledge partners. Let’s accept this challenge and join our colleagues who have already become knowledge managers.

Judith J. Field, president

I want to wish  
all of you  
a Happy New Year;  
1998 promises to be  
both an interesting  
and challenging year  
for all of us.



## CHAPTER & DIVISION NEWS

### Pittsburgh Chapter Presents Award

The Pittsburgh Chapter presented member **Lynn Tinsley** with its 1997 Leadership Award given in recognition for her advocacy on behalf of knowledge workers and her inspired mentoring of future information professionals. Tinsley is the head of Engineering and Science Library at Carnegie Mellon University, Pittsburgh, PA. She most recently served as Chapter Cabinet Chair, and assisted the Planning Committee for SLA's 90th Annual Conference in Minneapolis, MN. Tinsley was honored at the Pittsburgh Chapter's Business Meeting held this past May.

### Biological Science Division Changes Name

The Biological Science Division has changed its name to the Biomedical & Life Sciences Division in order to accurately reflect the composition of the membership. A new scope note was also drafted to better describe the members wide-ranging interest and subject expertise. Responding to feedback from individuals and leaders from within and outside of the division, members voted on the name change this past spring at the annual business meeting in Seattle.

### Retired Members Caucus Conference Program

The Retired Members Caucus is gearing up for SLA's annual conference in Indianapolis. They will be co-sponsoring a program with the Legal Division

titled, "Facing the Future: The Senior Years." Topics to be discussed include elderlaw, long term care and insurance, and financial planning both for and during retirement. For more information, please contact Caucus Convener **Catherine "Kitty" Scott** at 1-202-554-3928.

## MEMBER NEWS

### Canning Retires

**Joan Canning**, head of the Brooklyn Public Library-Business Library retired on December 22, 1997, following 30 years of service. During her successful tenure, she served on SLA and Metropolitan New York Chapter Committees. Canning has also taught a business reference course at Pratt Institute and has trained many business librarians. A dinner was held at Gage & Tollner's restaurant in Brooklyn, NY, in her honor. She is a member of the New York Chapter and the Business & Finance Division. We wish her all the best in her future endeavors.

## IN MEMORIAM

### Paula Lovas

**Paula Lovas**, immediate past-president of the Washington, DC Chapter of SLA, passed away on Sunday, November 23, 1997, after a courageous battle with cancer. Paula was director of the Research Information Center at American Association for Retired Persons (AARP) for many years, and had been with AARP since 1975. For more information, see <http://www.capcon.net/dcsla>.

## STUDENT NEWS

### Opportunities for Students at SLA's 89th Annual Conference

Although 1998 has just begun, SLA's 89th Annual Conference in Indianapolis will be here before we know it. This year, association staff will be working hard with the members of SLA's Student and Academic Relations Committee to provide our student members with detailed information regarding opportunities designed to help them attend the annual conference. Information will be compiled and distributed as it becomes available.

At this time, we would like to call your attention to an opportunity which has been created by the Fairfield County Chapter of SLA. This month, the Fairfield Chapter celebrates the fifteenth anniversary of its formation. To mark the occasion, the chapter is sponsoring an essay competition open to any student in a graduate library or information science program in a New York area library school.

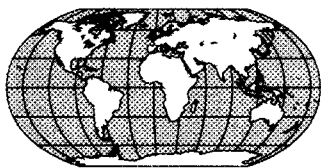
A one-thousand word essay on the topic, "Where I hope to be and what I predict I will be doing on my fifteenth anniversary as a library information professional in 2012 and beyond..." should be mailed (postmarked no later than **February 15, 1998**) to:

Fairfield County Chapter  
Special Libraries Association  
PO Box 3381  
Stamford, CT 06905-0381.

Included on a separate sheet should be name, home address and phone number, university, program in which enrolled, and expected graduation date. The envelope must be marked "ESSAY."

The prize is a travel/conference stipend to attend SLA's 89th Annual Conference in Indianapolis, June 6-11, 1998 (expenses covered up to \$1,500.) In addition, the winner and a faculty member of the winner's choice will be guests at the chapter's fifteenth anniversary celebration in the spring. The decision of the chapter-appointed judges will be final. Questions regarding this competition should be directed to: **Eve Mountford**, past-president, SLA Fairfield County Chapter at 1-203-321-2742 or via e-mail at: [Eve\\_Mountford@st.cytex.com](mailto:Eve_Mountford@st.cytex.com). ☞

*For more information on "Student News," or to contribute to the column, please contact Director, Membership Development **Christine Kennedy** at: 1-202-234-4700, ext. 648; fax: 1-202-265-9317; e-mail: [christine@sla.org](mailto:christine@sla.org).*



## Members On the Move Around the World

Many of our SLA members are involved in international activities that enhance our profession on a global scale. The following collaborations demonstrate in a tangible way our members growing commitment to internationalization:

**Press Release:** The VIII Transborder Library Forum/Foro Transfronterizo de Bibliotecas will be held March 5-7, 1998, in Riverside, CA. Hosted by the University of California, Riverside, the three-day event offers workshops, keynote speakers, breakout sessions, contributed papers, vendor exhibits, and plenty of time for networking. Held at UC Riverside and the historic Mission Inn in downtown Riverside, Foro VIII will maintain its tradition of quality programs and presentations as participants speak to the theme "Border Visions, Border Missions." The planning committee proudly announces that the keynote speakers will be Dr. Carlos Velez-Ibanez, dean of the College of Humanities, Arts, and Social Sciences at UCR and Dr. Juan Vicente Palerm, director of UC-MEXUS, both internationally renowned experts about border issues.

This eighth Foro is the first for California. It will continue to further the goals established for this gathering: to provide a venue for the cooperative exchange of ideas, experiences, and efforts concerning the provision of library services in the bi-national border regions between the U.S. and Mexico. Objectives include

strengthening links between librarians interested in building information bridges along international borders, planning and implementing cooperative projects between libraries in the U.S. and Mexico, facilitating the development of resource networks beyond library borders, introducing librarians to the most recent commercial library and computer products and services, and sharing cultural heritage. For more information, visit the Foro Web site at: [lib-www.ucr.edu/foro](http://lib-www.ucr.edu/foro); or contact Charlene Baldwin at UCR at 1-909-787-322, or via e-mail at: [charlene.baldwin@ucr.edu](mailto:charlene.baldwin@ucr.edu).

**FAO Training Session:** For three weeks in July, the Food and Agriculture Organization (FAO) of the UN Headquarters Library in Rome, Italy, hosted a training session for two colleagues from the FAO Regional Office for Africa (RAF) from Accra, Ghana. FAO is undergoing a major restructuring with increasing resources provided to its regional offices to support member countries more directly. Thus, the regional offices are strengthening their library resources to better serve both FAO staff in the regions as well as member countries. This focus was made evident by the high quality staff recruited and hired to serve RAF and its Fisheries Department. At the end of three weeks it was hard to know which side learned more—the African librarians or the Rome staff.

The headquarters library staff mobilized to share information, teach new skills, and build relationships. The visiting librarians received detailed instruction on FAO's World Agriculture Information (WAICENT) program, its Virtual Library project, FAOSTAT, DADISS, and a multitude of other databases created by FAO. They

networked intensively with FAO information providers so they could, in turn, be the information resources for their region. Included were sessions emphasizing new information tools from the Web, Ariel document delivery system, and scanning technologies as well as basic tools for cataloging and indexing.

It is hard to accurately describe the challenges facing these dedicated professionals. In Africa, special librarians are trying to provide sophisticated, complex information in a social, political, and economic environment with only recent experiences in self-government, stable economies, and technical communication. Print collections are difficult to maintain. Many librarians in these countries lack the economic means to locate, acquire, organize, and disseminate needed print materials to their customers. The Internet holds promise for many of these libraries. However, in the case of the Ghanaian librarians, there is only e-mail access at this time. While these librarians never expected to become politicians, when introduced to the Internet's potential to revolutionize delivery information through Internet resources, they began to understand how they can become neutral lobbyists to their government to change telecommunications regulations.

Given these limitations, it is impressive what enthusiasm and optimism they bring to their challenges! Learning about shared cataloging via OCLC, integrated library systems, electronic publishing and

document delivery, and the future promise for increased access and sharing, created a sense of excitement that sustains our mutual conviction to improve services for our customers no matter where they are. This article was submitted by Theresa Connaughton, FAO Library, Rome, Italy.

**Czech Republic Seminar:** Krishna DasGupta, senior librarian of Worcester State College library was invited to participate in a seminar "Libraries of the Future" sponsored by the University and Research Libraries of Czech and Slovak Republics, held in Dlouhe Strane, Czech Republic on June 8-12, 1997. The title of DasGupta's paper was "Libraries of the Future and the Role of the Information Professionals". The other speakers were Marie Bednar, Penn State University Libraries; Jayne Arthur, University of Hertfordshire, U.K.; Jacques Ducloy, CRIN-CNRS & INRIA Lorraine, France; and Ingeberg Trovik Solvberg, Department of Computer and Information Science, Norwegian University of Science and Technology, Norway. This was a major project by the libraries of the Czech and Slovak Republics to bring their own libraries up to international standards by sponsoring seminars on state of the art information technology. This particular project known as the CASLIN project (Czech and Slovak Library Information Network) was initiated in 1993 through the generous financial support of Andrew P. Mellon Foundation of New York, and Pew Charitable Trusts in Philadelphia. 88

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*Compiled by Barbara Hutchinson. Hutchinson is chair of the International Relations Committee. For more information on "International News," or to contribute to the column, please contact Hutchinson at: 1-520-621-8578; fax: 1-520-621-3816; e-mail: [barbarah@ag.arizona.edu](mailto:barbarah@ag.arizona.edu).*



# Government Relations

## OUTLOOK

### New Year, New Outlook for Information Policy Worldwide

At the beginning of 1997, if someone had said, "By the end of the year, we will have a great chance of shaping information policy for the future," I would have replied, "If I were a gambler, I don't think I'd bet my life's savings on that possibility." Looking

With this in mind, you should remain aware of certain activities taking place in our nations' capitals in the coming months: Digital copyright reform. The governments of the world are currently striving to amend their domestic laws to comply with the 1996 World Intellectual Property Organization (WIPO) treaties. The legislatures of Canada,

these issues. Your help is needed to spread the word to our governments that information policy requires careful thought and consideration. There are other issues that will arise as we begin this New Year. Rest assured that SLA will continue to inform you as they develop.

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**We are now looking at the opportunity to shape fair and balanced legislation and government regulations that will benefit all concerned parties.**

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back on that assessment, I now recall that I'm not a very good gambler. Thus, our profession's efforts to shape information policy should never be based on my desire to make money.

Throughout most of 1997, many signs indicated that our interests in such matters as copyright, access to government information, access to federal grant programs for special libraries, and government definition for the profession were not exactly being well-received. Particularly in the effort to reform copyright law around the globe, governments were not listening to the concerns of the information users of the world.

However, it seems that the warning signals for a difficult year have awakened a "sleeping giant." Whereas we began with the hopes of beating back more restrictive information policies, we are now looking at the opportunity to shape fair and balanced legislation and government regulations that will benefit all concerned parties. Information professionals around the globe are taking up the call to arms, learning more about the opportunities ahead of us and the rewards for getting involved.

Europe, and the United States began the process in 1997, and have already realized that this is a very complicated issue.

Database protection. Since no international treaty was approved concerning databases, governments around the globe are now looking at ways to address this matter without harming the existing balance in copyright law.

Government printing and publishing reform. The United States is in the process of changing the procedures for ensuring public access to government information. Stronger enforcement mechanisms will most likely be included to enhance federal agency compliance.

Government recognition of the unique nature of the profession. Creation of a standard definition for librarians and information professionals. Acceptance of special libraries in government grant programs. Development of government statistics on non-public/education/government libraries. SLA members must continue to push for forward-thinking government policies that will enhance the value of the profession.

Success is NOT guaranteed on any of

### European Copyright Directive Causes Stir

The European Union has issued a new directive to its member nations concerning amendment of copyright law to comply with the 1996 WIPO Treaties. Like legislation proposed in the United States, the directive proposes a ban on technologies that could be used to circumvent copyright protection systems. It also lacks any provision to exempt online service providers from liability if copyrighted works are distributed over their networks. The proposal poses many questions regarding the impact on library activities and services.

SLA will continue to monitor the development of the directive to ensure that the concerns of information professionals are understood.

### Balanced Copyright Legislation Introduced in the U.S. House

SLA commended Representatives Rick Boucher of Virginia and Tom Campbell of California for their introduction of the "Digital Era Copyright Enhancement Act of 1997" (H.R. 3048). The bill would provide a comprehensive revision to America's copyright laws to protect copyrighted works in digital form while ensuring access for libraries and other users.

SLA Executive Director David Bender noted that, "to date, we have enjoyed a very balanced legal framework for copyright in the United States. If the digital network environment is to thrive in the future, that framework requires updating and, simultaneously, reaffirmation of existing protections in the law. Representatives Boucher and Campbell have successfully crafted legislation that would maintain this critical balance." ☞

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*by John Crosby, Director, Government Relations. For more information on "Government Relations Outlook," or to contribute to the column, please contact Crosby at: 1-202-234-4700, ext. 629; fax: 1-202-265-9317; e-mail: john-c@sla.org.*

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October 1997

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## For President-Elect



**Susan DiMattia**

**SUSAN S. DiMATTIA** is editor, Cahners Publishing Company, responsible for *Library Hotline*, *Corporate Library Update*, and the special library content of *Library Journal*. Also visiting associate professor, Pratt Institute School of Information and Library Science and adjunct professor, Long Island University, Palmer School of Library Science.

**Past Employment:** business information consultant (self-employed) (1981-96); business reference specialist, Suffolk Cooperative Library System, Bellport, NY (1974); business reference librarian, Huntington Public Library, Huntington, NY (1971-73); head librarian, Bank of New England, Boston, MA (1965-71).

**Education:** B.A., (English, economics) Wilson College (1964); M.L.S., (special library administration) Simmons Graduate School of Library and Information Science (1965); M.B.A., (marketing) University of Connecticut Graduate School of Business Administration (1981).

**SLA Member Since:** 1965

**SLA Chapter Activities:** *New York Chapter:* professional development chair (1996-97). *Fairfield County Chapter:* president (1986-87); bulletin editor; government relations chair; public relations chair; charter member. *Long Island Chapter:* bulletin editor (1971-76); charter member. *Boston Chapter:* treasurer; 1972 conference planning committee; marketing and public relations chair.

**SLA Division Activities:** *Business and Finance Division:* chair (1990-91); chaired Long Range Planning, Nominating, and Conference Planning committees. *Library Management Division:* bulletin editor. *Solo Librarians Division:* member.

**SLA Association-level Activities:** mentor,

Diversity Leadership Development Program; Board of Directors (1994-96); chapter cabinet chair-elect and chair (1994-96); Professional Development Committee (1992-94); Taught Professional Development course, "Adding Value to Corporate Information Services".

**Other Professional Activities:** American Library Association: Advocacy Speakers Network (1995-ongoing); chair, Awards Committee (1995-97), member (1992-98); Public Information Office Advisory Committee (1992-94); president, Reference and User Services Association (1991-92); chair, Committee on Fee-based Reference Services; member of Financial Planning Committee and Public Relations Committee; Library Administration and Management Association; chair, National Library Week Committee (1985-86); Wilson Indexes Committee. American Society for Information Science.

**Awards/Honors:** Connecticut Library Association

Honorary Member; Alumni Achievement Award, Simmons College Graduate School of Library and Information Science (1989); Listed in *Who's Who in the East*, *Who's Who in Finance and Industry*, *Who's Who in Media and Communications*, and *Consultants and Consulting Organizations*.

**Publications:** *Library Journal*, annual business books roundup, March 15 issue, since 1977; also September 15, 1997 issue article on knowledge management, "Corporations and Library Fundraising," February 1, 1984; coverage of professional conferences, book reviews; guest editor, *Special Libraries* (Fall, 1990); *Financial Analyst's Handbook*, second edition, chapter on information resources (Dow Jones Irwin, 1989); editor, *Simmons Librarian*, newsletter of the Graduate School of Library and Information Science; articles and reviews in professional journals, such as SLA Chapter bulletins, *Journal of Education for Librarianship*, *RQ*.

### **What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

Maintaining relevancy is the most critical issue facing SLA—relevancy particularly in technology, professional development, and globalization. SLA will retain its position of leadership as the premier professional association for special librarians and information professionals if it identifies trends and responds ahead of the curve. Tapping the expertise of members and prospective members is one key to leading-edge success for SLA. A broad-based, interactive communications program, providing frequent member participation in decision-making on issues and opportunities facing SLA, will be one major component of my presidential program. Board action representing SLA members will be based on a firm understanding of their needs and opinions.

### **What has been your most significant contribution to SLA?**

Through my active and visible volunteer service, I have attempted to exemplify leadership. As Chapter Cabinet Chair and president of the Fairfield County Chapter, I have been involved in strengthening the heart of the association—the chapters. In the chapters, members get their preliminary and strongest taste of the value of SLA. From that platform, they increase their involvement in, and commitment to, divisions and the international elements of SLA. My goal has been to liberate the creative ability of chapter officers and emerging leaders, empowering them to provide the most effective programs and services to members.

### **What has been your most significant accomplishment working in the information profession?**

Advocacy for the value of information professionals has been among my most significant accomplishments working within the information profession. At every opportunity, I have spoken, written, and taught about the contributions information professionals make to the success and long-term viability of corporations, organizations, and communities of all kinds. That commitment to positive communications about the profession will be evident in my presidential programs. My message to business and community leaders is geared to instill in them an understanding of, and appreciation for, the expertise represented by a trained information professional. I consistently urge my professional colleagues to market their services and professional judgment assertively and frequently, and to spread their minds and wings to accept the challenge of new opportunities. Personally, my most significant accomplishment came early in my career when I became the first bank librarian in the United States to be elected to an officer position in my bank. The accomplishment was due, I believe, to the fact that, from the very beginning, I did exactly what I now encourage others to do—market aggressively, provide quality service, and win recognition as a team player and creative thinker.

## For President-Elect



Barbara M. Spiegelman

**BARBARA M. SPIEGELMAN** is manager of Technical Information and Communication, Westinghouse Electric Corporation's Energy Systems Business Unit. She is the lead consultant in change management for the Business Unit's 6000 people worldwide.

**Past Employment:** manager, Information Resources, Westinghouse Electric Corporation (1989-90); deputy proposal manager, NPR, Westinghouse Electric Corporation (1990); associate librarian through senior information specialist, Westinghouse Electric Corporation (1974-89).

**Education:** M.L.S., University of Pittsburgh (1974); IMA-Certified Instructor, *Accelerating Change* (1990- ); over thirty continuing education courses on business, technical, information technology, and management topics; *Women's Leadership Program*, The Center for Creative Leadership (1996).

**SLA Member Since:** 1983

**SLA Chapter Activities:** *Pittsburgh Chapter:* 75th Anniversary Committee (1996-97); Mentoring program (1991-93); Board of Directors (1988-90); bulletin editor (1988-90); Nominating Committee (1987-88); marketing chair, SLA Winter Meeting (1987); Awards Committee (1985-86); guest speaker, Baltimore, Washington DC, Connecticut Valley, and Minneapolis Chapters (1995-97).

**SLA Division Activities:** *Petroleum and Energy Resources Division:* Bylaws Committee (1997- ); *Information Technology Division:* Nominating Committee (1996-97); *Library Management Division:* chair, Nominations Committee (1995-96); Awards Committee (1994-95); division chair (1993-94); division chair-elect (1992-93); chair, Strategic Planning Committee (1991-93); marketing section chair (1991-92); marketing section

chair-elect, including responsibility for Marketing Swap-and-Shop (1990-92).

**SLA Association-level Activities:** chair, Competencies Document Publication Committee and chapter author (1996-97); chair, SLA Logo Committee (1996-97); division cabinet chair (1995-96); division cabinet chair-elect (1994-95); secretary, Board of Directors (1994-96); Association Office Operations Committee (1995-96); Awards Committee (1995-96); Research Forum (1994); speaker, SLA Annual Conferences (1989-97); speaker, Great Lakes and Northeast Regional Conferences (1992-93); instructor in *Making Successful Change*, SLA Professional Development program.

**Other Professional Activities:** member, Industrial Technical Information Managers Group (1989- ); member, Information Services Advisory Council (ISAC), The Conference Board (1996- ); Board of Directors, The Electronic Information Network (EIN), link-

ing 40+ public libraries in Allegheny County and providing Internet access (1994- ).\*

**Awards/Honors:** Distinguished Alumna Award, University of Pittsburgh School of Information Sciences (1997); Westinghouse Information Systems Advisory Council (ISAC) Technology Transfer Award (1993); Management Leadership Award, SLA Library Management Division (1990)\*

**Publications:** editor, *Competencies for Special Librarians in the 21st Century* and chapter author, "Using Competencies as a Performance Appraisal and Compensation Tool" (1997); "Writing Position Descriptions for Fair Compensation", featured chapter in *Position Descriptions for Special Libraries* (1996).\*

\* Full listings of Professional Activities, Awards/Honors, and Publications have been edited. Complete information is included in the Ballots and on the SLA Website.

### **What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

The Three P's: positioning, partnering with non-library organizations, and parity of pay. I believe the Association must allocate personnel and funds to develop relevant measures of the value of the information professional. Credible measures of value will enable members to position themselves for a strong future—whether in traditional settings or leading edge organizations. If we take care of value, our image will take care of itself. To ensure that these measures are credible and communicated to decision makers, SLA must partner with organizations outside the library field—like the American Management Association and the Conference Board. These partners will provide another avenue to publicize our value. The Board should lead this effort. We must also fundamentally redesign the SLA salary survey, and be prepared to pay for help from compensation experts. The salary survey should be a tool that enables members build a case for equitable compensation.

### **What has been your most significant contribution to SLA?**

Editing *Competencies for Special Librarians of the 21st Century*, and authoring the related case study, which demonstrates how to use competencies for performance appraisal and personal development. The practical approach of the case study reflects my experience with chapters, and LMD: our members need "real world" tools that they can easily apply in their own organizations. The Competencies document also provides a framework for SLA professional development, a strategic initiative of the Association. Each professional development activity—whether Continuing Education, distance learning, or Middle Management Institute—will be evaluated against the competencies to ensure that it supports the skills, knowledge, and behaviors needed by our members. As the "value chain" of information changes, and roles within organizations blur, this monograph will help members identify and develop the competencies they will be expected to demonstrate. The case study provides a road map of how to get there from here.

### **What has been your most significant accomplishment working in the information profession?**

The wide variety of assignments I have completed for Westinghouse, demonstrating to upper management that information professionals can do anything. Many companies would not have looked in the library to find the deputy manager for a major government proposal, a lead communicator for a division of 350 people, including direct support of the General Manager, or an instructor in change management for a world-wide Business Unit. Each of these special assignments became an article or presentation, to give other librarians ideas for their own special projects. There are more great stories in our profession than the bad ones we sometimes share. We need to focus both our personal and professional PR efforts on the positive. By marketing the breadth and depth of our profession, I have helped management see possibilities where they would have seen a small box. And I carry the library with me wherever I go.

## For Chapter Cabinet Chair-Elect



**Roberta Brody**

**DR. ROBERTA BRODY (BOBBY)** is assistant professor on the faculty of the Graduate School of Library and Information Studies, Queens College, City University of New York.

**Past Employment:** consultant, Brody Information Services (1983-95); librarian, Sentinel Pension Institute (1981-83).

**SLA Member Since:** 1981

**Education:** B.A., Hofstra University; M.S., Hofstra University (1978); M.L.S., Palmer Graduate School of Library and Information Science, Long Island University (1981); Ph.D., School of Communication, Information and Library Studies, Rutgers University (1996).

**SLA Chapter Activities:** *Long Island Chapter:* president (1996-97); public relations chair (1994-96); strategic planning chair (1992-93); president (1991-92); president-elect (1990-91). *1993 Northeast Regional Conference:* conference chair (1992-93); programming chair (1991-92). *New York Chapter:* library school liaison (1996-97); chair, Insurance and Employee Benefits Group (1991-92); *Queens College Student Chapter:* faculty advisor (1997-).

**SLA Division Activities:** *Insurance and Employee Benefits Division:* Insurance Periodicals Index Editorial Board (1996-97); chair, Bylaws Committee (1995-96); chair (1994-95); chair-elect (1993-94); bulletin editor (1993-94); secretary (1992-93); *Library Management Division:* chair, Consultants Section (1990-92).

**SLA Association-level Activities:** instructor, Continuing Education Course "Support and Training End-User Searching: Designing and Developing an Instructional Program" (1995); Consultation Service Committee (1991-93); instructor, Continuing Education

Course "Competitor Intelligence and the Corporate Librarian" (1988-89).

**Other Professional Activities:** Society of Competitive Intelligence Professionals: president (1989-90), president-elect (1988-89), board of directors (1986-91); speaker at several SLA Annual Conferences and various SLA chapter meetings and at conferences and meetings of the following organizations: American Society of Information Science, Association of Independent Information Professionals, Industrial Technical Information Managers Group, National Federation of Abstracting and Indexing Services, National Online Conference, Nassau County Library Association, Practicing Law Institute, Society of Cosmetic Chemists, Society of Insurance Research, World Trade Institute.

**Awards/Honors:** National Science Foundation, National Center for Geographic Information and Analysis Fellowship (1996); "Fellow" of the Society of Competitive Intelligence Professionals (1992); Beta Phi Mu (1981).

**Publications:** "The Problem Of Unintended Access And Unintended Use In The Construction And Utilization Of GIS In The Public Arena" (1997); A Sociotechnical Construction of Process and Product in a Local Government Multi-Participant Geographic Information System. Doctoral Dissertation. Rutgers, The State University of New Jersey (1996); "Habits of mind: An Intelligence Gathering Framework" *Journal of AGSI* (1995); "Information Ethics for the Independent Information Professional" *Information Broker* (1993); "End Users in 1993: After a Decade" *Online* (1993).

### **What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

I believe that the most critical issue facing SLA today concerns how we define ourselves among ourselves—our focus—and how we define ourselves to the others—our image. I believe that we must stay focused on our primary mission as librarians and information professionals; our ability to enable access to information and enable access to knowledge through means, approaches and strategies that vary and are appropriate to a given situation. In addition, we must define our image in a way that is easily identifiable to those both within and outside of the information world.

Having recently earned a Ph.D. in Information Policy, I feel confident that I have the background and skills to help the Board of Directors define areas of concern and develop policies that address critical issues, whether they are the ones that I identify or those identified by others. I would approach an issue both tactically—aiming for short term policies and goals—and strategically—planning for long term policy formulation and implementation.

### **What has been your most significant contribution to SLA?**

My most significant contribution to SLA was my organization and implementation of the 1993 Northeast Regional Conference. Based on an informal discussion with three other Chapter Presidents at an SLA Winter Meeting, I invited the Presidents and President-elects of six chapters in the Northeast to meet for a breakfast feasibility meeting where we began planning a regional meeting. I proposed a collaborative approach that would encourage equal participation among the different size chapters and organized a steering committee of Chapter Presidents and President-elects which I facilitated. Each Steering Committee member had a unique set of responsibilities. In the early stages, I was the Program Chair and when the programming was in place, I became the Conference Chair.

### **What has been your most significant accomplishment working in the information profession?**

My most significant accomplishment within the information profession has been my effort to enrich the profession and expand our real and perceived horizons by bringing competitive intelligence out of the strategic planning community and into the information professional community. As one of the founding members of the Society of Competitive Intelligence in 1986, and as one of its Board members for the first five critical years, I focused much of my efforts on bringing the unique qualifications, capabilities and competencies of special librarians and information professionals to the attention of the business community. During this same period, I alerted the information community to the opportunities in this field by presenting seminars on competitive intelligence for SLA as well as speeches and outreach activities in other organizations for information professionals.



## For Chapter Cabinet Chair-Elect



**Sandy Spurlock**

**SANDRA SPURLOCK** is manager of Library Services for a biomedical research library and two contract hospital libraries for the Lovelace Respiratory Research Institute, Albuquerque, NM.

**Past Employment:** librarian, Honeywell Defense Avionics Systems Division, Albuquerque, NM (1987-93); Science and Engineering Library planning coordinator, University of New Mexico General Library, Albuquerque, NM (1984-87); assistant director for Academic, Clinical & Information Services, University of New Mexico Medical Center Library, Albuquerque, NM (1981-84); director of Library Services, Long Island Jewish-Hillside Medical Center, New Hyde Park, NY (1979-81); life sciences librarian, Massachusetts Institute of Technology, Cambridge, MA (1973-76).

**Education:** B.S., (biology) Marietta College, Marietta, OH (1969); M.S.L.S., (library science) Simmons College, Boston, MA (1976); M.I.S., (computer & information resource management) Webster University, Albuquerque, NM (1993).

**SLA Member Since:** 1986

**SLA Chapter Activities:** *Rio Grande Chapter:* Employment Committee (member, 1992-present; chair, 1996-present); member, Strategic Planning Committee (member, 1988-92 and present; chair, 1988-92); member, By-laws Committee (1996); member, Local Arrangement Committee for First Southwestern Regional Conference (1996); treasurer (1992-94); president (1987); president-elect and program chair (1986).

**SLA Division Activities:** *Environment & Resource Management Division:* chair, Nominating Committee (1997). *Aerospace Division:* treasurer (1990-92); secretary (1990).

**SLA Association-level Activities:** Networking Committee (member, 1995-present; chair, 1997); Nominating Committee (member, 1991-92; chair, 1991); Scholarship Committee (member, 1987-90; chair, 1990).

**Other Selected Professional Activities:** American Institute of Imaging Managers (1993-present); New Mexico Library Association (1983-present; chair, Library Development Committee, 1987; Newsletter Advertising Committee Coordinator, 1987-89); American Libraries Association (1976-present; member, ACRL, LAMA, and Library Research Round Table); New Mexico Academic & Research Librarians (1987-present; treasurer, 1987-89); Greater Albuquerque Library Association (1984-87; treasurer, 1984; program chair, 1985; president, 1986); Medical Library Association (1976-85; Reference Services Section; Hospital Libraries Section; Publications Committee, 1981-85); North Atlantic Health Sciences Libraries (1976-79); New York & New Jersey Regional Group, Medical Library Association (1979-81); Executive Board, 1981; Selected panel presentations, papers, and poster

sessions include: "Training the Online Searcher in Health Sciences Libraries" (Annual Meeting of the American Libraries Association, 1985); and "Management Information for an Online Search Service from a Data Base management System" (Annual Meeting of the SCRG/MLA, 1983).

**Publications (Selected):** "Document Imaging at the Inhalation Toxicology Research Institute", *Annual Meeting of the U.S. Department of Energy Records Managers, Proceedings*, Albuquerque, NM (1995); "Cost Considerations for Optical Scanning vs. Microfilming Documents Collections" presented as part of a program on outsourcing, Rio Grande Chapter, SLA (1995); "Journal Availability at the University of New Mexico", *Advances in Serials Management* (1989); "Selected List of Medical Journals for the General Collection: An Annotated Bibliography", *Serials Librarian* (1986); "Application of an Operations Research Model to the Study of Book Use in a University Library: Implications for Library Management", in *New Horizons for Academic Libraries* (Oryx Press, 1979); "A Study of Life Sciences Book Use in the MIT Science Library", in *Quantitative Measurement and Dynamic Library Service* (Oryx Press, 1978).

### **What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

SLA must continue to be of value to its membership to retain its leadership. The equation for this includes many variables. The perception of value is one variable: do we look forward to SLA's publications because they contain relevant information, do we seek budgets for travel to conferences because we know we need what we learn there, is SLA "ahead of the curve" when it comes to the new skills we need for success? Another variable is business sense in evaluating revenues and expenses, making sure that SLA lives within its means and delivers needed services. The strategic process itself is an overarching variable: SLA cannot be all things to all members, and thus must use its resources strategically. I am excited by recent SLA Board and staff accomplishments with these issues, as they have begun changes needed to transform SLA. These reflect both an outstanding level of innovation from our membership's leaders, and an unprecedented level of leadership from staff. It is as a participant in this partnership that I wish to help formulate policies to address these important issues.

### **What has been your most significant contribution to SLA?**

SLA roles I've been privileged to play include leadership at many levels. In each, I have tried to leave things better than when I took them on. I believe I was most successful with my Committee roles. In each, my "tour of duty" seemed to coincide with a time when change was needed, when consensus was reached that it was time to improve the process. Acting from consensus is important to me. The significance of my contribution is, I believe, measured by the extent to which I was able to facilitate needed change.

### **What has been your most significant accomplishment working in the information profession?**

A common thread in most of my jobs has been innovation in terms of bringing in new technologies. For example, as a hospital librarian in New York, I brought in Medline searching, and in other jobs have focused on using quantitative techniques or database management systems to better inform library management decision-making. I think I've been most successful in my latest job, where I've been instrumental in bringing in a Novell network for my entire organization, including the Library, and in initiating efforts to improve the telecommunications and network infrastructure for the organization as a whole.

## For Division Cabinet Chair-Elect



Joan Gervino

**JOAN GERVINO** is director, ABA/BMA Center for Banking Information, American Bankers Association, Washington, DC (1996-).

**Past Employment:** director, ABA Center for Banking Information (1989-96); director, ABA Library & Information Services (1973-89), Washington, DC; librarian, DC Bar Association of the District of Columbia (1972-73), Washington, DC; librarian, Federal Deposit Insurance Corporation (1967-72), Washington, DC.

**Education:** M.L.S., Rutgers University (1967); A.B., Mount Holyoke College (1966); additional seminars, workshops, and continuing education programs on management, information technology, and banking.

**SLA Member Since:** 1969.

**SLA Chapter Activities:** *Washington, DC Chapter:* chair, Nominations Committee (1997); chair, Strategic Planning Committee (1987-88); president (1982-83); president-elect/program planning (1981-82); chair and member, various committees, Social Science Group.

**SLA Division Activities:** *Library Management Division:* chair, Bylaws Committee (1996-97); chair, Nominations Committee (1996-97); Awards Committee (1996-98); chair, Fund Development Committee (1995-96); chair, Leadership Projects Committee (1995-96); chair (1994-1995); chair-elect (1993-94); conference planner (1991-92); *Business & Finance Division:* chair (1980-81); chair-elect (1979-80).

**SLA Association-level Activities:** chair, Government Relations Committee (1996-98); mentor, Diversity Leadership Development Program (1997-98); Finance Committee

(1992-96); American Association of Law Libraries Representative (1990-91); Consultation Committee (1987-91); Tellers Committee (1987-88); Nominating Committee (1984-85).

**Other Professional Activities:** member, American Association of Law Libraries (1972-); member, Law Librarians Society of Washington, DC (1970-); member, Washington Association Information Professionals; participant, Maryland Conference on Libraries and Information Services; speaker at diverse conferences and seminars.

**Awards/Honors:** SLA Fellow (1997); John Cotton Dana Award (1994); Achievement Award for Excellence in Information and Li-

brary Management, SLA Business & Finance Division (1986).

**Publications** (selected): "Problem/Solution: Should Your Bank Offer Free Checking Accounts?" *BankMarketing* (April 1997); "Today's ABA/BMA Center for Banking Information" *Celebrating 120 Years: Looking Toward the Millennium* Washington, DC: American Bankers Association (1996); editorial review board *Journal of Business & Finance Librarianship* (1995-); "Searching the World Wide Web: Tips from the Experts," *Looking Toward the Millennium 1997*, Washington, DC: American Bankers Association (1997); Supermarket Banking Is Here to Stay, So Make the Most of It" *BankMarketing* (October 1997).

### **What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

SLA's top priority must be to meet members' diverse needs for professional growth at all stages in their careers. Our profession is in a dynamic process of transformation, with the traditional library paradigm being replaced by one or several new ones, driven largely by technological advancements that both support and challenge our efforts. SLA has been hugely successful in leveraging its strength as a recognized leader in the training and development of information professionals. Our ongoing objective must be to continue to be the premier resource for members as they advance and add new competencies to succeed in a constantly changing world. The support and commitment of the Association leadership is an essential component for the success of this important strategic objective for the Association.

### **What has been your most significant contribution to SLA?**

My most significant accomplishments within the association have been achieved by working together with exceptional, effective information professionals. I have both lead and participated in numerous SLA teams at the Chapter, Division, and Association level that far exceeded our stated goals. I feel that I have had a significant impact within the Association by bringing together many exceptional special librarians in support of SLA objectives. One of the ways that SLA is *special* is that members pool their expertise, political savvy and knowledge for the advancement of our profession.

### **What has been your most significant accomplishment working in the information profession?**

Fostering positive change and growth has been a constant in my professional career. Presently we are in the process of reinventing the Center for Banking Information as a "virtual library and knowledge network". A few years ago our challenge was to rapidly transform a mostly traditional library into an income generating, high powered information center. These kinds of changes require shifts in culture, organizational support, new technology, a whole set of new skills and core competencies, as well as processes. I've been pleased not only that we have been successful in introducing these exciting new directions to our organization, but also that we continue to be able to share what we've learned, assisting others with the case history of our wins and losses, so they do not have to "reinvent the same wheel."

## For Division Cabinet Chair-Elect



**Gail Stahl**

**GAIL STAHL** is librarian, School of Professional Programs, Shorter College, Atlanta, GA.

**Past Employment:** researcher, Lamalie Amrop International (1994-95); information professional support consultant, Mead Data Central (1992-94); database manager, Institute of Paper Science and Technology (1989-92); corporate librarian, Contel Corporation (1988-89); information resources coordinator, The Technical Association of the Pulp and Paper Industry (1986-88); librarian, Kurt Salmon Associates (1980-86); branch assistant, Smith Barney, Harris Upham (1976-79); paralegal, Mudge Rose Guthrie & Alexander (1974-75); law librarian, King and Spalding (1973).

**SLA Member Since:** 1982

**Education:** M.L.S., Emory University (1987); B.A., (Spanish/library education), University of Georgia (1973); additional workshops and seminars in database management and search tools; SLA continuing education courses.

**SLA Chapter Activities:** *Georgia Chapter:* Nominating Committee (1995); mentor, Clark-Atlanta Library School Student (1994-97); corporate liaison (1992-93); treasurer (1990-92); bulletin editor (1988-89); chair, Scholarship Awards Committee (1989-90); Task Force on Electronic Communications (1988-89).

**SLA Division Activities:** *Library Management Division:* business manager, *Library Management Quarterly* (1997-98); chair, Nominating Committee (1997-98); chair, Fund Development Committee (1996-97); chair, Knight-Ridder Leadership Fund Committee (1996-97); chair, Library Management Division (1995-96); strategic planning chair (1994-95); Atlanta conference planner (1993-94); bulletin editor (1991-93).

**SLA Association-level Activities:** Networking Committee (1997-2000); article referee, *Special Libraries* (1989-93).

**Other Professional Activities:** program co-chair, TAPPI Information Management Committee (1991-1992); Georgia Online Database Protocol Committee (1989); The Conference Board, Information Services Advisory Council (1989); Textile Information Users Council (1983-86).

**Publications:** "Librarians as Internal Consultants: a New Role for the Information Manager", 1995 SLA Annual Conference; "The Information Factory: Issues for Management", 1995 SLA Annual Conference Papers; "Strategic Issues: Alternative Sources vs. Internal Sources", 1994 SLA Annual Conference; "The Virtual Library: Prospect & Promise", *Special Libraries* (Fall 1993); contributing writer, *Library Management in Review* (1992); "Alternative Work Patterns: a Minidirectory", *Information America* (1985).

### ***What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?***

How does SLA, the association, and SLA, the individual members, provide the contacts and opportunities for information professionals to continuously update competencies, share knowledge with other information professionals, and communicate these strengths and competencies to others? The technologies that will be part of SLA's transition to a virtual association can assist in these goals, but not without participation of our members. One duty of the Division Cabinet Chair-Elect is to facilitate communication between division leaders and the SLA Board. As an advocate for the divisions, I would strive to see that their strength of knowledge and experience would continue to be positively and accurately shared with Board members as new policies are considered.

### ***What has been your most significant contribution to SLA?***

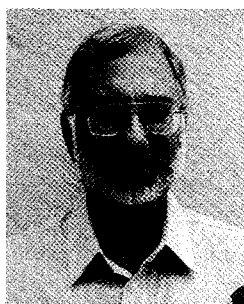
The true strength of any association is its members' willingness and ability to contribute time and expertise to association activities. As Atlanta conference planner and, later, chair of the Library Management Division, I enlisted, for their first time, several division members for LMD committees and offices and introduced them to the professional and personal rewards of participation. If I can point to only one accomplishment within SLA, I would hope that I have successfully convinced many SLA members to give a little time and knowledge back to SLA—but more importantly, to reap the benefits of networking, learning, and interacting with other information professionals in a non-competitive situation. The responsibility of encouraging and developing leaders is shared by SLA as an association and SLA as information professionals.

### ***What has been your most significant accomplishment working in the information profession?***

It is a matter of personal pride that I have been able to encourage and convince several people to become information professionals as their first professional career. It is very important to me that we, as information leaders, actively mentor and encourage bright, talented people to seek careers as information professionals. By professional and personal example, I try to demonstrate that choosing a career as a "librarian" today is not a choice for an "safe, easy" career. The key to successfully matching information needs with people is to become a master at communication skills, as well as a juggler of available information resources and appropriate technology. Becoming an information professional is a commitment to acquire and enhance one's professional competencies, become a lifelong learner, and be an information leader.



## For Director



Robert Bellanti

**ROBERT BELLANTI** is head, Rosenfeld Management Library and assistant director, Research and Instruction, Anderson Computing & Information Services, University of California, Los Angeles, CA.

**Past Employment:** associate director, Pacific Southwest Regional Medical Library Service, Biomedical Library, UCLA (1979-82); head, Interlibrary Loan Division, Biomedical Library, UCLA (1974-79); serials librarian, University of Nevada, Las Vegas (1969-73).

**SLA Member Since:** 1982

**Education:** M.B.A., University of California, Los Angeles (1981); M.L., University of Washington (1969); B.A., University of Nevada, Las Vegas (1968).

**SLA Chapter Activities:** *Southern California Chapter:* chair, Scholarship Committee (1995-96); member (1996-97), (1997-98); chair, International Relations Committee (1994-95); SLA Winter Meeting, Local Arrangement Committee (1992-93); Strategic Planning Committee (1991-92); Nominating Committee (1991-92); Area Meeting Coordinator (1991-92); Chapter Representative to the California Library Networking Task Force, Network Steering Group (1990); president (1989-90); president-elect and program chair (1988-89); chair, Hospitality Committee (1987-88); Management Seminar Planning Committee (1985-86); Ad Hoc Committee on Chapter Finances (1985-86); treasurer (1984-85), (1986-87); co-chair, Management Seminar Planning Committee (1984-85); Ad Hoc Committee on Long Range Planning (1983-84).

**SLA Division Activities:** *Business and Finance Division:* chair, Nominating Committee (1994-95); chair, Awards Committee (1993-94); chair (1992-93); chair-elect and

program planner (1991-92); director (1988-89), (1989-90); coordinator, College and University Business Libraries Roundtable (1985).

**SLA Association-level Activities:** Professional Development Committee, (1996/97-); Special Committee on Fund Development (1993); Joint Cabinet Task Force on DACOLT and Winter Meeting Structure (1989-90).

**Other Professional Activities:** Academic Business Librarians Exchange; American Library Association; Association of College and

Research Libraries; California Academic and Research Librarians; Librarians Association of the University of California.

**Awards/Honors:** SLA Southern California Chapter, Billie Connor Award for Continuous and Outstanding Service (1997); SLA Southern California Chapter, Continuous Service Award (1989).

**Publications:** Twenty-two publications (book chapter, working paper, articles—including chapter president's and division chair's columns—in various publications).

### *What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?*

SLA is presently in a strong position (not something I would have said a few years ago), poised to be a major voice in the information industry—as we should be. There is a sense of direction, purpose and renewed vigor that the leadership is providing. As examples, we have a clear strategic direction, a strong professional development program, and the beginnings of a real virtual organization. My major concerns are that we not become complacent; that we maintain our momentum and vision; that we engage more of our membership to become involved; and that we do this while running SLA on a sound fiscal basis. Policies are not formed in isolation. I would work with other elected officers, SLA staff, and as many of the members as possible to ensure that there is wide discussion and careful consideration of the impacts of all issues affecting our organization.

### *What has been your most significant contribution to SLA?*

I have been privileged to provide service within SLA on a number of levels at both the Chapter and Division levels and, more recently, on the Professional Development Committee. Reflecting on all the activities I have been engaged in, I think my work on the Southern California Chapter's Scholarship Committee stands out as a significant contribution. Not only did I play a major role in developing guidelines for awarding this annual scholarship but, more importantly, I know that each time the scholarship is presented, we are assisting someone to become a part of our profession, thus renewing ourselves. It's very close to me because this particular scholarship is named in honor of a librarian who worked for me. It's a way of honoring her commitment to students, the profession and our future.

### *What has been your most significant accomplishment working in the information profession?*

Over ten years ago I forged an alliance with my school's director of computing. We recognized the convergence of computing, information, and communication technologies and felt we needed to work together to provide the best possible service to our users. This close working relationship enabled us to design a state-of-the-art facility which utilizes technology in ways we could scarcely envision in 1985. We provided a framework for a closer integration of our respective staffs and within the last year we have formalized that, creating a completely new organizational structure. This hasn't been easy and it isn't perfect, but I believe it's one model that will help ensure that we play our rightful role in managing and overseeing the information resource base for our organization. I believe this is an issue we all face, one that gets to our very core and affects our long-term viability.

## For Director



**Andrew Berner**

ANDREW BERNER is library director and curator of collections, The University Club, New York, NY.

**Past Employment:** The University Club, library director (1987-91), acting library director (1986-87), associate librarian (1984-86), assistant librarian (1982-84); OPL Resources, Ltd., co-founder, director, managing editor, *The One-Person Library: A Newsletter for Librarians & Management* (1984-94); SMR International, editorial consultant, *InfoManage: The International Management Newsletter for the Information Services Executive* (1993-97).

**Education:** B.A., (history), Herbert H. Lehman College, New York, NY (1974); M.A., (history) Lehman College (1979); M.S.L.I.S., Pratt Institute, Brooklyn, NY (1982).

**SLA Member Since:** 1981

**SLA Chapter Activities:** *New York Chapter:* chair, Nominating Committee (1997-98), president-elect, president, past-president (1994-97); founder & chair, Outreach Committee (1996-97); director (Executive Board) (1992-94); bylaws chair (1991-92); public relations chair (1989-90); chair-elect/chair of NY Chapter Museums, Arts & Humanities Group (1984-1986).

**SLA Division Activities:** *Museums, Arts & Humanities Division:* chair, Nominating Committee (1994-95); co-editor, *MAHD Bulletin* (1992-94); chair-elect, chair, past-chair (1990-93); *Solo Librarians Division:* member (1991- ); *Library Management Division:* member (1986- ).

**SLA Association-level Activities:** member, specially appointed committee to study association publications (1993-94); member, SLA

presidential commission on professional recruitment, ethics, and professional standards (PREPS Commission) (1991-93).

**Other Professional Activities:** instructor, CE course, "Time Management in the Small Library"; instructor, CE course, "Finding the Right Job in Information Services"; instructor and speaker at meetings of various information services associations, including SLA's Northeast Regional Conference.

**Awards/Honors:** Distinguished Service Award, New York Chapter (1996); Fannie Simon Award, Museums, Arts & Humanities

Division (1993); Beta Phi Mu (1982).

**Publications:** Author or co-author of three books, including SLA's first self-study program (1987); contributor to *The Solo Librarian's Sourcebook* (1997); author of a regular column on time management for *The One-Person Library*; author of numerous articles on library management and related subjects appearing in a variety of periodicals as well as in the New York Chapter's *ChapterNews* and the Museum, Arts and Humanities Division's *MAHD Bulletin*. Founder, editor, and frequent contributor to *The Illuminator* (The University Club, New York).

### **What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

A general understanding of the value of special libraries and special librarians is critical to our survival as a profession. Accordingly, it is imperative that this issue be addressed by SLA. This is being done, in part, through the Association's increasingly vigorous promotional and public relations activities, but more must be accomplished. Not only should we strengthen our commitment to such activities on the Association level, but we must also look for means to raise awareness of the importance and value of our work on a local level. The structure of the Association is particularly suited to this task. Efforts at "outreach" such as that which I instituted in the New York Chapter, serve not only to inform others of our value, but also act as tools for recruitment into special librarianship. Only in this way will we be recognized for the important work we do.

### **What has been your most significant contribution to SLA?**

My most important contribution to SLA has been my work on the Presidential Study Commission on Professional Recruitment, Ethics, and Professional Standards ("the PREPS Commission") from 1991-1993. This group addressed issues which were and are critical to the success of the work we do, including means for bringing "the best and brightest" into our profession, the importance of lifelong professional development, and standards for the practice of special librarianship. I am most pleased to see that the group's work has since been reflected in a number of developments within the Association, and within special librarianship at large, including the recent issuing of *Competencies for Special Librarians of the 21st Century*, one of the most significant actions ever undertaken by the Association.

### **What has been your most significant accomplishment working in the information profession?**

I am particularly proud of my work as a co-founder of *The One-Person Library* newsletter, and my role in helping to identify solo librarianship as a distinct discipline. The creation of this newsletter, along with other writings on the subject by myself, Guy St. Clair, and others, helped to provide the "separate literature" which was needed to secure the approval of the formation of SLA's Solo Librarians Division. My work with one-person libraries has led to a particular specialty in the subject of time management. While this began as a means of exploring ways in which one-person librarians could work more effectively and efficiently, I have since taken the subject beyond that sphere. In a book and numerous articles I have addressed the issue of time management for the special library in general. This reflects my belief in the importance of applying sound business management principles to the successful operation of a special library, whatever its size, which is, I believe, another factor in insuring our ongoing success as a profession.

## For Director



**Sandy Moltz**

**SANDY MOLTZ** is supervisor, GE Aircraft Engines Technical Information Center, Lynn, MA (1978-present).

**Past Employment:** No relevant past employment.

**SLA Member Since:** 1983

**Education:** M.L.S., University of Wisconsin (1971); B.A., University of Wisconsin (1970).

**SLA Chapter Activities:** *Boston Chapter:* president (1997-98); president-elect/program committee chair (1996-97); Annual Conference Local Arrangements Committee (1995-96); Annual Conference Local Arrangements Committee (1985-1986); Serials Holdings List Committee (1985-86).

**SLA Division Activities:** *Aerospace Division:* annual conference planner (1995-96); chair, Bylaws Committee (1994-95); Awards Committee (1993-94); chair (1991-92); chair-elect (1990-91); government relations chair (1988-90); chair, Nominating Committee, (1987-88). *Science-Technology Division:* Nominating Committee (1997-98); chair, Annual Conference Planning Committee (1995-97); archivist (1994-95); teller (1992-93).

**SLA Association-level Activities:** member, DACOLT Special Studies Committee (1997); presenter and moderator, DACOLT (1997); presenter and moderator, DACOLT (1996); DACOLT Chair of the Day (1996); member, Annual Conference Committee, Atlanta (1994); chair, Committee on Changing Conference Schedules (1991-92); member, Joint Cabinet Committee on Divisions (1991); moderator for programs at the SLA Annual Conferences (1994, 1996, and 1997).

**Other Professional Activities:** American

Institute of Aeronautics & Astronautics Users' Group; GE Librarians Network; president, Friends of the Swampscott Public Library; Massachusetts Friends of the Library; FOLUSA.

**Awards/Honors:** SLA Science-Technology Division Impossible Award (1996); SLA Aerospace Division George Mandel Memorial Award (1995); *Who's Who in the East* (1995-96); member, Beta Phi Mu.

**Publications:** Numerous articles in *Sci-Tech News* from 1990 to the present. These were printed in the Aerospace Division section and the Science-Technology Division section. Topics covered include the future of the Aerospace Division, information on specific programs for the annual conferences, and other administrative division topics. Several of the articles about conference programs were reprinted in other division and chapter bulletins, and posted on the Internet.

**What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

The critical issue for SLA is always employment for our members. How can SLA help its members find employment and retain their jobs? The policies I'd formulate would reflect a three-pronged strategy: work with library schools to ensure graduates have core competencies demanded by the workplace; continue SLA's production of programs, continuing education, and leadership opportunities that keep members on the cutting edge of the profession with skills to be leaders at their worksites; be proactive in reaching organizations without information services by working with other information associations to produce positive public relations about our profession and by hosting videoconferences aimed at reaching these organizations with no library services.

This is known as the Information Age. We must translate that concept into jobs for our profession. I would emphasize policies that give us the needed skills and viability to accomplish that goal.

**What has been your most significant contribution to SLA?**

I began answering this by listing some of my accomplishments. But then I realized my most significant contribution is one shared by many SLA members: deciding to become involved in the organization. Sure, we're overworked, overcommitted, technostressed and downsized. But somehow we've managed to say yea, we're willing to give time to a professional organization that has given us so much. In exchange for volunteering, we've gained skills in leadership, opportunities to speak before groups, and experience in delegating. We've helped shape SLA by producing programs we need, want, and enjoy. For example, I've had fun bringing science fiction writers David Brin and Greg Bear to speak about our future.

SLA's ability to change and remain relevant comes from the volunteer base. All of us together have kept SLA the premier organization for information professionals.

**What has been your most significant accomplishment working in the information profession?**

My most significant accomplishment: working with other SLA members to change U.S. government policies affecting our profession.

Two examples from the 1980's:

1. SLA members sent comments regarding proposed legislation to privatize all government reports activities. This would have meant higher prices for tax dollar produced data.

Result: the legislation's author spoke at an SLA Annual Conference about how our comments led to his withdrawing the legislation.

2. The FBI Library Awareness Project consisted of FBI agents asking librarians in large academic institutions to report on the borrowing activities of patrons with Eastern European accents. Citing the confidentiality of circulation records, ALA worked hard to fight the project but SLA hadn't taken a position. SLA members brought the issue before the Annual Business Meeting where attendees agreed with our motion supporting ALA's position.

There are many issues facing our profession in the U.S. and internationally: censorship on the Internet, the WIPO copyright treaty, etc. Being a large international information association means we have a responsibility to help shape policies affecting our profession.



## For Director



Wilda B. Newman

**WILDA B. NEWMAN** is information resources manager for the Administrative Services Department, Johns Hopkins University, Applied Physics Laboratory, Laurel, MD.

**Past Employment:** assistant for records and management procedures, Johns Hopkins University, Applied Physics Laboratory, Administrative Services Department (1983-85); librarian (1982-83); section supervisor, Technical Services, Johns Hopkins University, Applied Physics Laboratory, The R.E. Gibson Library (1980-82); section supervisor, Library Acquisitions (1972-80); library assistant, Interlibrary Loans (1967-72); library aid, Translations (1965-67).

**Education:** B.S., (business and management), University of Maryland (1982); M.S.L.S., Catholic University of America (1986); also attended University of Tennessee and East Tennessee State University.

**SLA Member Since:** 1969

**SLA Chapter Activities:** *Washington, DC Chapter:* Membership Committee (1983-84); coordinator, Annual Conference Information Booth (1980); *Baltimore Chapter:* director (1996-97); chair, Vendor Relations Committee (1997-98), (1996-97), (1995-96); chapter speaker, "International Relations and the Special Libraries Association" (1993).

**SLA Division Activities:** *Science-Technology Division:* chair, Public Relations Committee (1996-97); Nominating Committee (1992-94); auditor (1992-94); chair (1991-92); past-chair (1990-91); *Sci-Tech News* advertising manager (1990-91); chair (1989-90); chair-elect (1988-89); treasurer (1986-88); networking liaison (1985-86); Student Relations Committee (1983-85); chair, Membership Committee (1982-83).

**SLA Association-level Activities:** SLA Fellow (1997); Networking Committee (1996-1999); liaison, Library of Congress Network Advisory Committee (1996-97); International Relations Committee (1995-98); (1991-94); chair, International Relations Committee (1991-92); International Federation of Library Associations and Institutions (IFLA) Representative and Member of Standing Committee on Library Theory and Research (1997-2001); Representative and Member of the Standing Committee on Information Technology (1993-97), (1989-93).

**Other Professional Activities:** IFLA co-chair, "Workshop on Retrospective Catalog Conversion," National Library of Science and Technology of the USSR, Moscow, Russia (August 1991); American Society for Information Science (ASIS); National Organization for Women (NOW); League of Women Voters; IFLA Information Technology Committee, Project Leader, GUI Standards (1996-97); Project Support (1995-96); Information Technology Committee, Brochure Development Project Leader

and Manager of Translation from English into IFLA Languages.

**Publications** (selected): Several articles in chapter and division publications and in *Special Libraries* (1970 to 1996); *Top Secret/Trade Secret: Accessing and Safeguarding Restricted Information*, with Ellis Mount, Neal-Schuman (1985); Chapters for three books, including "The Use of Consultants to Strengthen Information Systems and Computing Resources," in *Using Consultants in Libraries and Information Centers: A Management Handbook*, edited by E. D. Garten, Greenwood Press (1992); and "Information Specialist as Change Agent at Research and Development Laboratory, in *Opening New Doors: Alternative Careers for Special Librarians*, edited by E. Mount, Special Libraries Association (1993); "SLA Focuses on Total Quality: A Vision for the Future," with Richard Hulser, in *Library HiTech News* (1993). "Materials for Cuba Project", *Information Outlook*, (1997); "GUI Standards Project—International Icons", *Information Outlook* (1997).

**What is the most critical issue(s) facing SLA today and how do you, as a candidate for the Board of Directors, see yourself formulating policies addressing those issues?**

Membership is the most critical issue facing SLA today, not in terms of growth in membership relative to numbers, but SLA membership based on variety, depth, and breadth of information professionals. Preservation of the strengths of SLA, e.g., extending the extensive involvement of members, and addressing the challenges of the expanding market to a global economy and knowledge management must be balanced. My goal would be to recognize the new world order and prepare our organization strategically for the next 100 years. Address structure, plans, implementation, and procedures and review these relative to current policies. Involve all levels of the membership to address change where change is needed, and reinforce and build on areas that need no change.

**What has been your most significant contribution to SLA?**

Active participation at all levels of SLA has allowed me professional growth through contributions to SLA. One of my earliest roles was as a member of the Teller's Committee, Washington, DC Chapter, in the early 1970s. My contribution was small but significant to the workings of the organization, thus began my journey with SLA. Never saying "no" put me in the role of follower and leader at most every juncture, part of the organization's checks and balances to nurture and grow members, while members nurture and grow the organization. This symbiosis creates a mentoring role. Thus, I see my most significant contribution in the actions of other members, in their leadership, at meetings, or in the professional literature; not just a name on the roster, but professionally involved members. The future of SLA depends on our mentoring role. For those members that serve as my mentor, I hope I am seen in their eyes as a contribution as well.

**What has been your most significant accomplishment working in the information profession?**

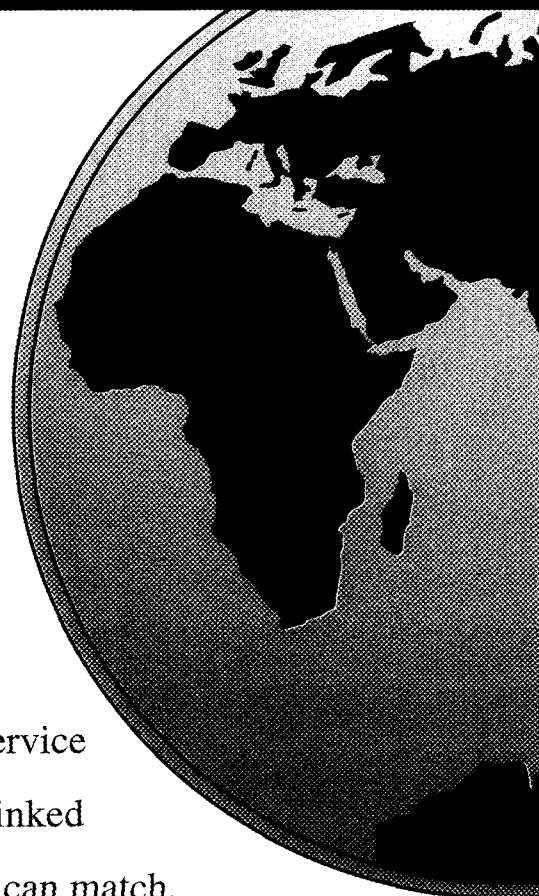
The information profession has provided a way for me to do what I love most, provide information. That is the cornerstone of all that we do in knowledge management and is most critical today, whether based on competitive intelligence or developing democracies. The global nature of this environment requires each of us to approach the profession differently than what we might have anticipated as young professionals.

Work in international activities supported my election to the International Federation of Library Associations and Institutions (IFLA), Standing Committee on Information Technology (eight years), and my appointment as Chair, SLA International Relations Committee (member six years). Two projects that I manage, "Materials for Cuba" and "GUI Standard Icons," continue internationally, and are as different as the contrasting information needs around us. In 1997 this work culminated in my election to the prestigious award of SLA Fellow for work in international activities. I anticipate now assuming the work of an SLA Fellow and meeting the expectations identified in that award for "a future service to the association."



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# *The* **PUSH** *is on*

## *What Push Technology Means to the Special Librarian*

by Cheryl Gustitus

"Push technology" couldn't have come at a better time. As the role of the information professional expands to include high level functions like knowledge management, Intranet development and global data integration, push technology is enhancing the value special librarians add to the infor-

mation dissemination process.

Simply stated, push, or Webcasting technology as it is also known, automates the search and retrieval function. Based on user defined criteria, a push application will automatically search a database for specific information and deliver it when and where the user directs—usually straight to their desktop. This form of information delivery repre-

sents not only a convenient means of receiving important information the user may not otherwise know exists, but more importantly for information professionals, this evolving distribution technology is substantially changing the way in which users interact with information, particularly in the time-sensitive financial services arena.

### **Mining for Gold**

Like the settling pans and screens used by gold miners at the turn of the century, today's push technology acts like a digital sieve that separates nuggets of critical information from mountains of data dirt. It

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*Cheryl Gustitus is vice president of Marketing and Corporate Communications at Disclosure Incorporated, a unit of Primark Corporation, located in Bethesda, MD. She may be reached via e-mail at: [cheryl.gustitus@disclosure.com](mailto:cheryl.gustitus@disclosure.com). This article can be accessed via the Web at: [www.sla.org/pubs/serial/intro.html](http://www.sla.org/pubs/serial/intro.html).*

delivers specific information to the user, often eliminating altogether the need to dig. For special librarians, this not only minimizes or eliminates laborious searching requirements, it can also reduce the need to educate users about how and where to find specific information and should limit repeat requests for the same or like data. Although push functionality provides an efficient means of disseminating general information and recurring updates, it clearly is not a replacement for customized research.

Webcasting generally comes in two forms. The most rudimentary push applications include e-mail, listservs, and direct delivery services offered by large database and news vendors. The more sophisticated push applications, used increasingly at the institutional level or within the corporate enterprise environment, enable information professionals and end-users to create relational profiles and receive relevant information from multiple sources.

Ordinary Internet search engines regularly return an average of 100,000 hits per query, an overwhelming volume that makes the search for relevant information about as easy as finding a gold flake in a rushing Yukon stream. However, with push technology, researchers can fully customize data profiles and have relevant information delivered to the desktop at regular intervals or have the application running continuously in the background on a user's screen. In most cases, the act of searching need never occur. Once a user defines a profile—say, "I'd like to know when any U.S. pharmaceutical company files a proxy"—the broadcast program automatically notifies the user whenever new data emerges matching that profile. It's like getting a digital tap-on-the-shoulder.

## How It Works

### An Internet Application

Push technology, due to its differing applications, uses a variety of methods to deliver information to the user. For retrieving information from the Internet, push technology scans several basic "channels," or content providers, which can include industry information, news, stock quote services, sports, and weather as sources for its customized desktop bulletins.

The Bank of Boston is one institution

that has realized the benefits of pushing Web-based information to the firm's users. Using specialized software, based on the Internet Engineering Task Force's IP multicast protocols, Bank of Boston supplies its

University

Corporate

Financial

Government

SLA

News

Industry

Go

traders with critical financial information that is retrieved from the Internet and subsequently broadcast over their Intranet. The application enables Bank of Boston traders to receive crucial business information in real-time. In addition, the information is pushed from the server, then filtered, dis-

playing on the desktop only the information the individual trader wants to see. This use of push saves precious bandwidth and is a testament to the value of push technology in the fast-paced, real-time securities trading environment.

Push has also emerged as an increasingly viable distribution application within the investment advisory discipline. A growing number of firms, particularly on the sell side are leveraging the ease and timeliness of electronic distribution as a cost-effective alternative to mailing or faxing research reports to clients.

### An Intranet Application

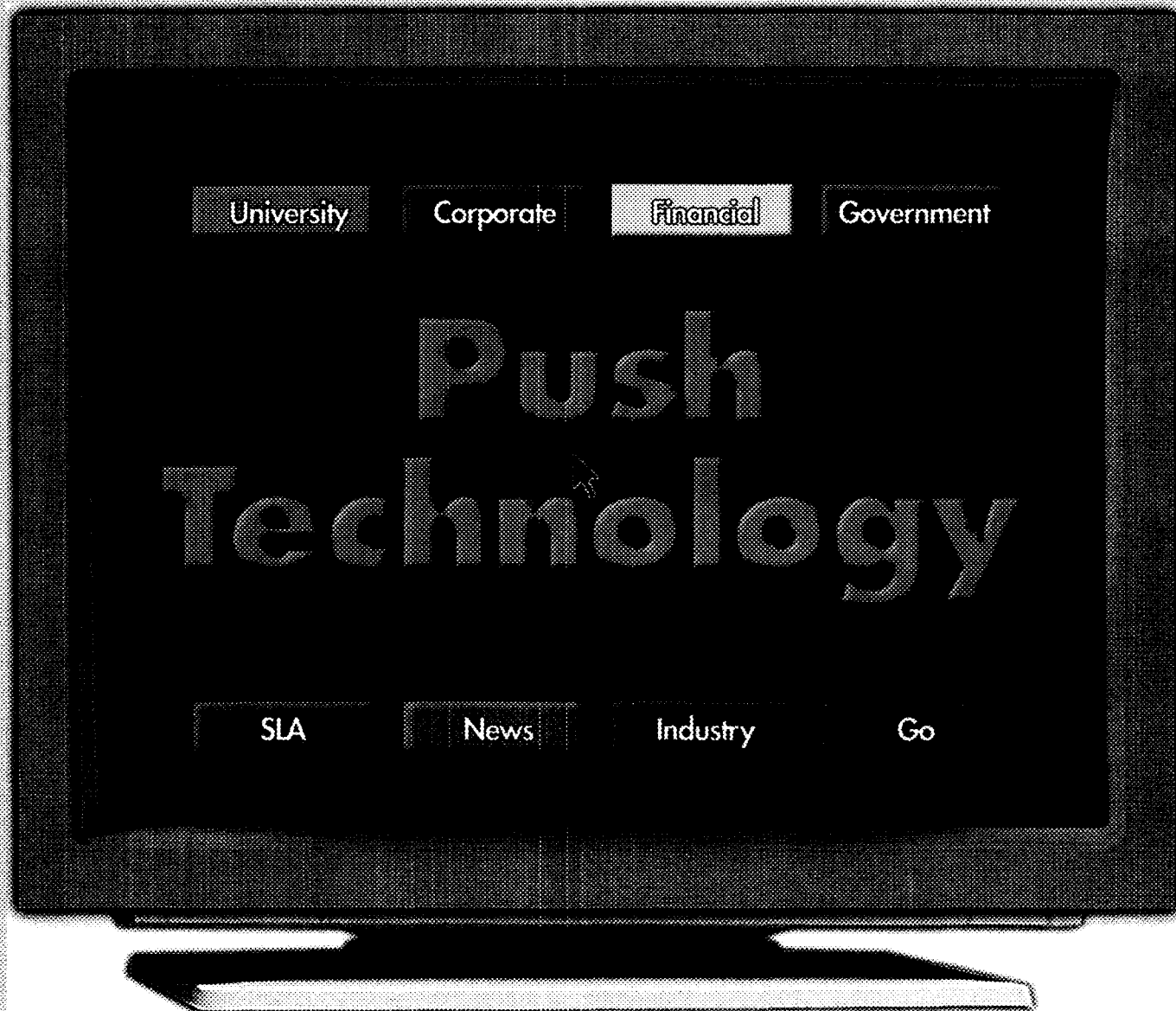
Push technology can also streamline the delivery of targeted information to a variety of users from a corporate Intranet. Employees can receive up-to-the-minute company news and information directly on their screens. In addition, some push vendors provide a technical framework onto which user companies build their own channels to broadcast select information to employees and customers. A marketing director, for example, may receive news about industry trends and competitors, while the CFO may want to keep tabs on acquisition targets. The Human Resources department may use the Intranet to push benefit information out to employees in multiple offices.

In the case of Fruit of the Loom, the company uses PointCast's push technology in this manner. Prior to their implementation of push, Fruit of the Loom was dependent on paper-based documents to convey company information, which often resulted in employees either receiving outdated information or important employee bulletins being lost in the mail. To solve this problem, Fruit of the Loom implemented push technology, broadcasting pertinent company information and employee notices directly to desktops.

Now as quickly as information is released, anyone in the company can get things like earnings reports, company news headlines and other important information so they can stay connected to where we are doing well and where we need to make improvements," said Brian Ochs, Web master at Fruit of the Loom.

In another example, a northeast-based pension fund manager has developed an





Intranet model for "casual" market data, while deferring more detailed research requests to the professionals in the information center.

Lastly, and most recently, push technology has been used to automatically update software. Both Microsoft and Netscape have partnered with Marimba, a leading push vendor, in an attempt to set a standard for delivering software updates over the Internet.

Corel, a software developer, uses Marimba's Castanet to distribute and update Corel Office for Java. According to Dr. Michael Cowpland, Corel's president and chief executive officer, the benefits of Castanet are tangible. "The Castanet mechanism for software distribution is the premier vehicle for distributing this product suite and allows application updates to be integrated on the fly through each user's running channel."

### Who Pushes?

As a result of the growing market for push, a wealth of push technology companies have emerged, each offering a variation on the technology.

#### **PointCast**

PointCast ([www.pointcast.com](http://www.pointcast.com)) was the first free news network to deliver current event news and information directly to a viewer's computer screen via the Internet. PointCast delivers information to PCs via a dynamic, interactive billboard screen saver application. PointCast partners with content providers such as CNN, *Wired*, and the *New York Times* in order to supply their users with a broad scope of current information. Boasting 30 to 50 million viewer hours a month, PointCast provides a rich environment for online advertisers.

#### **Marimba**

Marimba ([www.marimba.com](http://www.marimba.com)) is as famous for its implementation of Java, a programming language developed by Sun Microsystems, as it is for its own products. Marimba's Castanet offering, designed to be used in conjunction with a Web browser, automatically distributes and maintains software applications and content within a company or across the Internet. As discussed above, Marimba is currently working with both Netscape and Microsoft to use push technology to automatically update software applications without having to go through the lengthy download process.

#### **BackWeb**

BackWeb's ([www.backweb.com](http://www.backweb.com)) technology enables institutional clients to create their own internal Webcast channels to direct





customized content, referred to as InfoPaks, to specific users. BackWeb uses its Polite Agent™ technology to optimize the availability of a user's Internet connection.

### **Microsoft**

With its launch of Internet Explorer 4.0, Microsoft ([www.microsoft.com](http://www.microsoft.com)) will incorporate Webcasting capabilities that enable a user to download any channel onto their computer by "subscribing" to it. Microsoft creates an active desktop by enabling the PC to download sites when it is most convenient and hold them for the user to access when desired. Microsoft's software will also notify the user when the Web site has changed. The content can then be delivered as a full screen, screen saver, desktop item or into the user's mailbox.

### **Netscape**

Like Microsoft, Netscape ([www.netscape.com](http://www.netscape.com)) has also integrated push technology into its communications suite. Netscape recently launched Netcaster, part of a larger product called Constellation, which operates in a similar fashion to BackWeb. With Netcaster, individual companies can create channels that are then accessed from the product's opening screen, and which include business and consumer content.

### **inCommon**

While not one of the big names, inCommon has developed a product called Downtown that delivers updated information to users from any WWW site. Downtown

resides on the desktop as a "channel bar" that strongly resembles a Windows toolbar. The advantage of Downtown is that it allows for quick download and off-line viewing of Web content. In addition, inCommon complements the browser rather than competing with it.

While the six companies listed are considered the leaders in the overall push market, certain industries call for sophisticated custom adaptations of push. For example, users on Wall Street benefit by having real-time information pushed to them seconds before their competition. Industrial strength information providers like Disclosure, Desktop Data and I/B/E/S Trapeze offer a variety of push information services to both intermediaries and end users in the financial industry. From real-time filings alerts to news headlines and real-time brokerage reports, these providers understand that both time and accuracy are of paramount importance to the financial community.

In the real-time trading world, the time savings created by push can mean the difference between a substantial monetary gain and a precipitous loss.

### **Push Value Add**

Timely, intelligent push applications are endearing Webcasting technology to investment professionals, front office executives and researchers. Push distribution technology keeps information on target and users on top of information. It's timely. It's customizable. And, it's mobile. Push doesn't stop at the desktop. Instead, it

combines attributes of network and broadcast allowing users to receive information via pagers and cellular phones.

That's the good news. The bad news is that unless it is handled properly, push technology, like a gushing hydrant, can pump a lot of unwanted information at the user. The key is to maintain tight specificity in user profiles. With a well-defined profile, a researcher can be the beneficiary of usable data. Developing a vague or broad request can flood the user with irrelevant information.

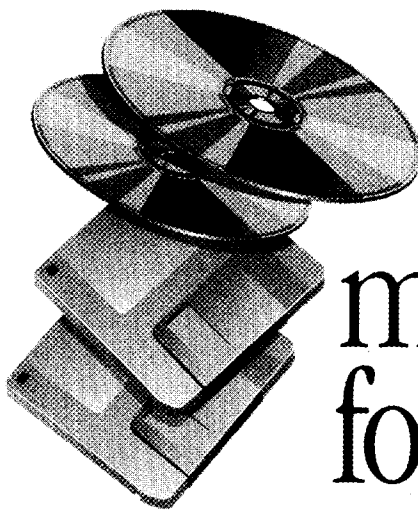
Another point to consider when investigating Webcasting is bandwidth. Push technology can occupy tremendous amounts of space, clog networks, and impede the flow of data to and from users. Before integrating push technology into an organization's network, it's important to determine whether the bandwidth can handle the additional data traffic. This is where special librarians can work closely with the technical staff to create the best solution for their organization.

### **Taking the Search Out of Research**

Despite technology-driven advances, one thing hasn't changed—information professionals are still the ultimate "intelligent agents" for their organizations and, fittingly, their strategic role is growing. More and more, professional researchers are employing Webcasting technologies to improve productivity and ensure timeliness, accuracy and depth of content. Thanks to continuously improving push distribution technology, information professionals can spend less time with redundant searching and more time increasing their effectiveness and value within their organizations.

In the future, the types of software developed around push technology and the number of relevant applications are expected to grow exponentially. In particular, this will occur in the areas of technology and financial information, where the value of the data is determined by its relevance and timeliness. The key to the successful use of these innovations will be selecting the right technology and effectively integrating it with content. Handled properly, push can become one of the information professional's most valuable tools.

88

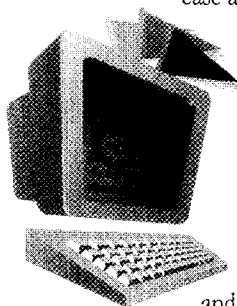


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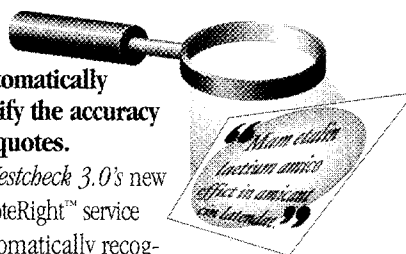
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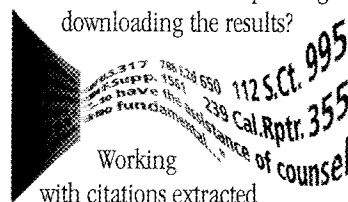
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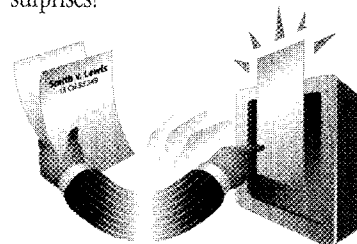
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# Creating A BIBLIOGRAPHIC DATABASE FOR A WIDELY DISTRIBUTED COLLECTION

by Marilyn Ostergren and Gerald Wright

The National Park Service (NPS) manages over 375 sites in the United States and its territories that range in size from a few to over 14 million acres. For the American public, national parks and related areas are places to visit for pleasure and education; to observe some of our most spectacular natural and historic resources as well as to learn about their ecology, history, and archeology. NPS personnel in charge of managing the

resources in those areas are confronted with the challenge of balancing the needs and desires of visitors with the requirements of protecting the resources themselves. This conundrum is evident in the 1916 Organic Act of the NPS which directs the agency to provide for the enjoyment of the people while preserving the resources for future generations.

## THE NATURE OF EXISTING INFORMATION

One basic element in making informed

management decisions is access to relevant information. In many cases there is a substantial information base for a given park. The values associated with an area have long attracted scientists, historians, and cultural resource professionals from many disciplines who have left behind and continue to leave behind their notes and observations frequently in the form of unpublished reports. Unlike the academic environment where peer reviewed literature is the accepted standard, in the NPS this gray literature is very useful. Much of this information is of high quality and is unpublished only because it was produced specifically for that site and is of limited interest to the general scientific community. Other documents are of poorer quality but can still be important in providing context and understanding for both past and on-going resource management activities, (e.g., what

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was done when, and why?). Tracking changes in the ecological conditions over time in the relatively undisturbed environments that characterize parks is one of their most important scientific contributions and these older documents provide the historic reference point or baseline against which to compare contemporary measurements.

## **THE CHALLENGE OF MANAGING INFORMATION IN PARKS**

Managing information in NPS units is a challenge. The areas are generally remote, far from sources of technical support and staffed with a limited number of personnel who rarely have training or expertise related to information management. A very small percentage of parks (perhaps 3 percent) are large enough to support staff dedicated to library functions. In most parks, documents are stored in file cabinets and bookshelves in offices whose occupants are often transient (in the NPS, personnel shifts are common because of opportunities for advancement or desires for varied career experiences). As a result, documents are lost, misplaced, or hidden.

## **THE RAMIFICATIONS OF POOR INFORMATION MANAGEMENT**

The ramifications of poor information management are significant. Throughout its history, the NPS has had to deal with a myriad of complex resource problems. These have included disagreements over the role of fire in natural ecosystems, differing evaluations of the worth of predator species, and concerns about the impacts on habitat caused by species considered to be over-abundant or not native to the given park. Many of these problems have been recurrent in a given park or have been confronted in different parks at different times. However, when they reach a threshold which requires management action, they are often dealt with as a new and/or unique problem. This approach derives in part from a lack of historical perspective of the management actions previously taken, and the results of those actions. The lack of a historical perspective in turn is caused, at least in part, by an inability to find and use the information available in previous studies (Wright, R. Gerald. *Wildlife Research and Management in the National Parks*, Urba-

na: University of Illinois Press, 1992). This tendency to "reinvent the wheel" is not unique to the NPS, nor is the result. "Those who forget the past are doomed to repeat it." This quote has unknowingly served as an apt paradigm for many of the agency's resource management actions.

## **PROJECT BACKGROUND**

The support for libraries in the NPS has had a checkered history. At one time, many of the administrative NPS offices which were responsible for all parks in a given geographic region contained libraries which cataloged most of the works produced about parks in a given region. However, because of budget reductions and contractions in federal personnel, all but one, have been phased out, leaving individual parks to their own devices.

## **THE PACIFIC NORTHWEST DATABASE PROJECT**

A recognition of these deficiencies and problems led to the initiation of a project to document the resource information found in parks. (Wright, R. Gerald, *The Pacific Northwest Region Resource Database Project: A Synthesis*. Denver, CO, National Park Service Natural Resources Report NPS/NRUI/NRR-93/11, 1993) The initial project was carried out in 13 NPS units located in the Pacific Northwest. As a precursor to this effort, a detailed consultation with natural and cultural resource personnel of the various parks was conducted in order to identify the items these personnel wanted to see incorporated into an all-purpose database of park information. The result was a comprehensive database which included over 50 data fields for each study. It was a database built by biologists for biologists (without input from information professionals) which aimed to capture truly useful information, but failed to recognize that much of this information was unobtainable. For example, information including the exact location of study sites, evaluating the scientific merit of the study, and detailing the source and amount of funding for a particular project was often sketchy at best. As a result, over the course of the study, the database was reduced and standardized to a more limited structure. In 1993 when a commitment was made to fund similar work

in park units throughout the U.S., the Pacific Northwest project became the model. The lessons learned in the early study became instrumental in successfully undertaking the new effort. The following section details various aspects of the project and shows how some of the challenges have been met while how others remain to be solved in the future.

## **THE NATURAL RESOURCES BIBLIOGRAPHY PROJECT**

The scope of this nationwide bibliographic effort was broadly defined by the funding initiative that supported it (to develop a natural-resource bibliography of park-specific documents). However, refining this definition sufficiently to clearly specify which documents to include in a database and which to reject has long been a dilemma. The goal has always been to build as comprehensive a database of park resource information as possible while not encumbering the database with extraneous or irrelevant information and without squandering limited funding on unproductive efforts. This means that many documents held at a given park (such as documents that are not specific to the park region or that are written specifically for park visitors) have been omitted. It also means that the search has gone beyond the park collection to locate documents that are held in other repositories. This includes regional libraries, and those of local, state and other federal agencies. It also means that we have included information atypical from the standard bibliographic database material such as photo collections, maps, videos, and specimen collections.

Because a park's entire collection is not cataloged, including a given document in the database can be a subjective decision. This is often the case when a regional or national publication includes a section on the resources of a given park. There are also sets of publications which are generally of limited value, but may contain the occasional unique "gem". The issue here is not whether to include that particular gem, but how much time to invest in evaluating an often lengthy series. For example, in past years, most parks published a "Superintendent's Annual Report". These reports sometimes contained interesting accounts

of the natural resource conditions and problems about the park in question, and in a park like Yellowstone, for example, date back to the turn of the century and occasionally contain data not found elsewhere. However, searching these often voluminous reports can be long and tedious. Another example comes from Yosemite National Park which has long published a yearly periodical called "Yosemite Nature Notes". It typically contains short, often humorous, articles about the resources of the park, mostly written by the park's interpreters. There are, however, occasional articles useful for documenting the history of the park's resource management efforts.

### **DOCUMENT LOCATIONS, ABSTRACTS, AND KEYWORDS**

The scope of this database—the fact that it contains unpublished materials and the fact that it contains material held outside the park—makes it unique. It is a hybrid between a typical library catalog which is defined by the location of the documents and a typical commercial bibliographic database (such as GeoRef or Biosis) which is defined by the subject matter of the documents. In some respects, document location is irrelevant. Anything that fits the scope is included regardless of where it is found (or even if it is found). Conversely, document locations are crucial because there may only be one copy and there is no guide to locating it. When a reference is found which is not in the park collection, we indicate where the reference was found (usually in the bibliography of another document or in a commercial bibliographic database). When we find the actual document, we describe its location as specifically and descriptively as possible (e.g., "Virgin Islands National park, marine biologist's office, file box Coral"),

Unfortunately, there is no guarantee that a document will be in the same location in five years, or even five months!—a problem which is relatively intractable given the realities of the situation. We also lack the option of setting up a well controlled collection. Therefore in recognition of the difficulties of tracking documents that do not have a permanent home, we have taken the time to write comprehensive abstracts for each document.

Out of necessity, therefore, we have been creating abstracts which are more like summaries than true abstracts. The goal is to tell researchers what they will find in a document, rather than to distill results into a three for four sentence paragraph. For example, the abstract for a water quality report might say "Includes tables of water chemistry analysis and a discussion of potential sources of pollution" rather than giving the specific chemical breakdown or a list of the sources of pollution. The benefits of this are three-fold. First, time needed for data entry is lessened, since the person doing the data entry does not have to read and digest the entire document to create a detailed abstract. Second, bias or error is avoided. The database covers a wide variety of subjects, and the people doing the data entry have a wide variety of backgrounds. Descriptive rather than analytical abstracts reduce

the possibility that results will be misinterpreted or misrepresented. Third, this kind of an abstract will not make the document any easier to find, but it will make it easier to decide whether it is worth the effort to search for at all.

### **ADAPTING TO THE AUDIENCE**

The content and presentation of the information in the database has also been designed to reflect the audience—park resource personnel, administrators, and re-

searchers both in and outside of the park. We have avoided using shortcuts like NPS specific acronyms and abbreviations or technical jargon. We have used both common and scientific names for species. We have tried to recognize that, while aiming for a coherent national database, our prime users of the subdatabases created for each park are the people at that park, and we have tried to accommodate their preferences (e.g., using their local system for describing document locations even if it is slightly inconsistent with a general approach).





## DISSEMINATION ISSUES

At this point, we are exploring various means of facilitating the dissemination of the product including CD-ROM's and the Internet. The issue of dissemination raises at least two complications, neither of which were evident at the start of the project. Although the project began just a few years ago, it was before the Internet and CD-ROM technology made it easy to access large volumes of data remotely. Because of this, our original objective was to produce databases for use within the parks themselves. We had not considered the possibility of making them available to the general public. One concern expressed by the parks is that some records make reference to documents that may contain sensitive information about locations of threatened or endangered plants and animals, fragile geologic resources and caves, and archeological sites. To the degree that the original documents are not already in the public domain, parks do have the discretion under the Freedom of Information Act to limit access to them. Still there is some concern about even listing the citation. A second issue is our concern that parks not be besieged by requests for copies—often of one-of-a-kind documents—as their availability becomes known to a larger public. Parks simply do not have the resources to provide such services.

## THE MAINTENANCE PROBLEM

One of the toughest problems the project faces is the issue of how to maintain the newly constructed databases. Information continues to be generated by parks, affiliate agencies, and institutions. In larger parks, the creation of several hundred new documents a year, in the form of academic theses, environmental assessments, resource surveys, journal publications, geographic information system maps, etc. is not unusual.

The original impetus for this project was the fact that individual parks lacked the ability and utility to catalog the information they possessed. That problem still exists. With the passage of time between the completion of a park's database and any update, the old problem will re-emerge. Solutions to this problem all point to a long-term funding commitment by the agency. We feel an optimal solution would be for the NPS to make a long-term investment in

a maintenance program established through a university cooperative unit, such as the one at the University of Idaho that directed this program. This setting would provide the flexibility to hire temporary personnel and would provide convenient access to other electronic databases. With the constructed databases in place, a long-term maintenance program could be run very cost-effectively.

## CHANGING THE NPS INFORMATION CULTURE

Establishing the mechanics of a maintenance program is just one part of the picture. We believe that over the long-term, in order to maintain enthusiasm for the program, the culture of the agency must change. While most people involved in research recognize the need for better information management, the task seems overwhelming and since it has never been well done before, it is easy to see this duty as an extra task and place it at the bottom of the priority list. Maintenance and use of information databases in day-to-day activities needs to be seen as just as essential as plowing the roads after a snowfall. While this may not be a radical idea to most of the readers of *Information Outlook*, it is, in our opinion, profoundly different from the way most parks now operate. Perhaps as a result of the difficulties they have faced in making relevant information accessible, many park employees have learned to make management actions based on personal experiences and knowledge, and/or the information immediately at hand. Not realizing what they are missing, they see effort spent organizing a collection or making room for it a waste of time and resources. While this attitude may seem archaic—particularly in light of how integral information management is in the commercial world (Kennedy, Mary Lee, *Positioning Strategic Information: Partnering for the Information Advantage*, *Special Libraries*, Spring 1996) it is a reality. Even those who do see the value and are enthusiastic about the project are not taking advantage of the databases. The bottom line is that many park managers have yet to learn the real benefit of having a long-term information database on park resources, and they may not therefore actively support any efforts to maintain them.

## THE ROLE OF ELECTRONIC COMMUNICATIONS

In many ways, this project is a reflection of the new possibilities created in library science by recent advances in information management tools. Every phase of the project, from data entry to distribution, has been made easier with computer technology. We have minimized the amount of time spent handling and retrieving documents by using laptop computers and moving from collection to collection and from park to park. We use e-mail to communicate with park staff and project personnel—as well as sending files to review work and store backups. Once the databases are complete, we are able to distribute them quickly and at low cost, and now that CD-ROM mastering has become relatively inexpensive and CD-ROM drives more common, we are even able to distribute large files (e.g., combined databases from entire regions of the country), and the Internet makes it possible to make the databases accessible worldwide.

The problems we have yet to solve, those related to long-term maintenance, may also be less of an obstacle as existing technology becomes more readily available. For example, as more park staff gain access to the Internet at their desks, we can start to consider the possibility of online entry, and as electronic scanning technology improves, we will be able to consider the possibility of making documents available electronically, which would solve both the problem of tracking document locations and the problem of burdening the parks with requests for photocopies.

## STATUS OF THE NATURAL RESOURCE BIBLIOGRAPHY PROJECT

At this writing, the NPS service-wide bibliography project has compiled almost 100,000 records from over 160 different parks. Our goal is to complete all of the NPS units designated for this project by the end of 1998. The result will be a virtual library comprised of document collections for over 300 parks. We estimate that at that point, the completed database will consist of approximately 200,000 records. It will represent a unique and valuable research tool. Because the bibliographies are produced under federal government contract they will be available to all interested parties with no copyright restrictions. 88

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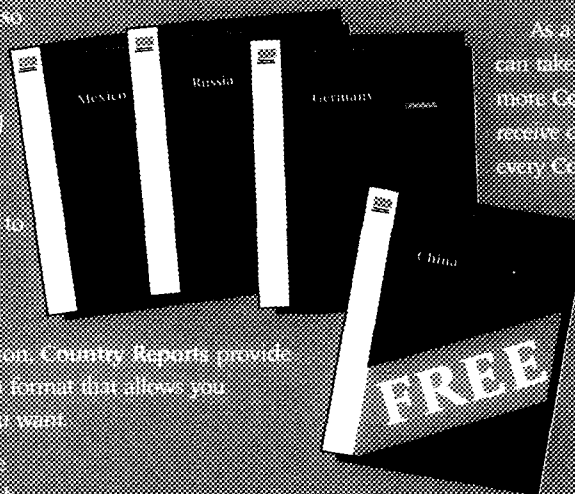
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- ☐ Somalia, Djibouti
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- ☐ Guinea, Sierra Leone,
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- ☐ South Africa
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- ☐ Togo, Benin
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- ☐ Burundi
- ☐ Zambia, Democratic
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- ☐ Zimbabwe

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- ☐ Indonesia
- ☐ Japan
- ☐ Malaysia, Brunei
- ☐ Myanmar (Burma)
- ☐ New Zealand
- ☐ Pacific Islands: Fiji,
- ☐ Solomon Islands,
- ☐ Western Samoa,
- ☐ Vanuatu, Tonga,
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- ☐ Leeward Islands,
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## Copyright Issues at NTIS

The unique identity of the National Technical Information Service (NTIS) presents interesting copyright challenges. NTIS is a non-appropriated (it does not rely on taxpayer funds to operate) agency of the U.S. Department of Commerce. NTIS sells and distributes from its nearly three million titles of government-sponsored U.S. and worldwide scientific, technical, engineering, and business-related information. The documents supplied originate from more than 200 government agencies, such as the Department of Energy, EPA, Department of Defense, NIH, as well as international organizations.

With this diversity of information sources and copyright holders, NTIS must deal with complex copyright issues. Dr. Donald Johnson, director of NTIS, notes that one significant copyright issue is with government documents. He says that although the government cannot claim copyright in its works, many people assume that all government publications are in the public domain. That is not necessarily so. Many of them contain copyrighted material, often in the form of charts and graphs, that the federal agency used with the author's permission. In some cases, the material has been prepared by a private sector researcher under a government grant. In many cases, the agency allows the author to claim copyright.

Therefore, one of the key issues facing NTIS is whether or not materials submitted to NTIS contain copyrighted information. Has the originating agency secured the necessary permission from the owner to allow NTIS to reproduce and sell it? NTIS insists that they certify it is copyright-free or they have obtained the necessary releases before they add material to their collection.

When dealing with international materials, the situation becomes more complicated. Under U.S. law, the prohibition on copyrighting government works applies only to

alert service, tapping thousands of non-U.S. media sources, and delivered daily to the user via e-mail. The information is obtained from foreign political speeches, television

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works of the U.S. government. If the author is not a U.S. government entity, the publication is fully protected by copyright under U.S. law and applicable foreign treaties, such as the Berne Convention.

The prohibition on copyrighting government works is not an international practice. Thus, some foreign governments and international bodies can claim copyright protection in a number of countries. In fact, U.S. agencies occasionally claim protection outside the United States.

On special collections that are copyrighted, NTIS has permission from the organization that claims copyright. The conditions and other permissions are formalized in an agreement between NTIS and the organization. In the agreement, NTIS pays a share of the revenue generated from sales to the organization.

For example, World News Connection is a new online service that NTIS developed using timely "open source" information from government, private industry, and academia. As such, World News Connection serves as a comprehensive, customized, foreign news

programs, radio broadcasts, newspaper articles, periodicals, and books, and translated directly into English. The Web address is <http://wnc.fedworld.gov>.

From a copyright standpoint, a royalty pool from the user subscription fees was established for equitable distribution of funds to compensate the authors. Don Corrigan, deputy director for NTIS explains, "Since the system is online, it is a simple matter to keep track of access from the various sources and to divide up the royalty pool accordingly."

Johnson says, "Current international news and technical information is a vital resource for users from intelligence analysts to corporate planners to academia. World News Connection leverages state-of-the-art technology to optimize our ability to deliver the information our customers need."

When asked if the NTIS database is adequately protected by current copyright law, he notes that it is sufficient now but could be rethought in the future with the changing global environment.

In conclusion, the national and international nature of the NTIS database poses copyright challenges for abiding to copyright laws within the jurisdictions where they apply. The NTIS Web site is <http://www.ntis.gov>. ❧

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*by Lawrence Guthrie, II. Guthrie is interlibrary loan librarian, Covington & Burling, Washington, DC. For more information on "Copyright Corner," or to contribute to the column, please contact Guthrie at: 1-202-662-6158; fax: 1-202-778-8658; e-mail: [lguthrie@cov.com](mailto:lguthrie@cov.com).*

# IFLA 1997:

## *Libraries and Information for Human Development*

by Dorothy McGarry

A beautiful city, good weather, a good conference center, many interesting things to see and do, and the company of interesting and knowledgeable colleagues made this year's IFLA conference another memorable one. Many museums and libraries were available for visits, and sightseeing trips were held for delegates and accompanying persons.

At the IFLA Council and General Conference held in Copenhagen, Denmark, August 29-September 5, 1997, attendance broke previous records with a total of 2,976 persons from 141 countries, including countries never before represented at an IFLA conference. Included in this number were more than 170 librarians from 86 developing countries who were able to attend because of grants from DANIDA (the Danish Foreign Ministry). Anje Rasmussen (Danida Documentation Centre and an SLA

member) worked with the granting process and the delegates who attended.

Robert Wedgeworth (University of Illinois at Urbana-Champaign) finished his second term as President, having served the maximum of six years. Wedgeworth was elected as an IFLA Honorary President. Christine Deschamps (Bibliothèque de l'Université Paris V - René Descartes, Paris and a sitting IFLA Executive Board member) was elected as his successor. During the closing session, Leo Voogt (Secretary General of IFLA) had arranged for a tribute to Wedgeworth, with the conference organizers from each of the countries where IFLA met during Wedgeworth's terms presenting him with a hat or hats representing the nation where the conference had been held and a variety of roles Wedgeworth played during those years. The U.S. association IFLA members, including SLA, sponsored a farewell Presidents' Reception at the end of the conference. Also, on the occasion

of his retirement as President of IFLA, the U.S. associations proposed the establishment of a special fund for IFLA Conference participation from the developing world. The IFLA Executive Board accepted this proposal with great enthusiasm during the conference and will be working with the American library community and other interested colleagues to establish the particulars. More news of this will be posted on IFLA-L and on IFLA's Web site: <http://www.nlc-bnc.ca/ifla/>.

Nancy John (University of Illinois at Chicago) was one of six people elected to the Executive Board of IFLA. The others were Klaus-Dieter Lehmann (Die Deutsche Bibliothek), Kay Raseroka (University of Botswana Library), Derek Law (King's College London), Ekaterina Genieva (Library for Foreign Literature named after M.I. Rudomino, Russia), and Sun Beixin (National Library of China). The first four were elected to initial terms of four years; the last two were re-elected to two-year terms.

Elections were also held for Chairs and Secretaries of Sections, Coordinating Boards, and Round Tables, and for Chair of the Professional Board. Ed Valauskas (Internet Mechanics) was re-elected Chair of the Section

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of Government Libraries and Chair of the Division of Special Libraries, and therefore as a member of the Professional Board. David McQuillan (University of South Carolina) was re-elected Chair of the Section of Geography and Map Libraries. Zohreh Imam (Knight-Ridder Information) was elected Secretary of the Section on Serial Publications, David Bender (SLA Executive Director) was re-elected Chair of the Round Table for the Management of Library Associations, and Jesus Lau (Universidad Autonoma de Ciudad Juarez) Secretary of the Round Table on User Education. Nancy Anderson (University of Illinois at Urbana-Champaign) was appointed Information Coordinator for the Section of Science and Technology Libraries, Judith Bernstein (University of New Mexico) for the Section of General Libraries, David McQuillan for the Section of Geography and Map Libraries, Una Gourlay (Rice University), for the Section on Document Delivery and Interlending, Barbara Perry (Joint Bank-Fund Library, International Monetary Fund) for the Section on Statistics, and Jesus Lau for the Round Table on User Education. Sissel Nilsen (Bærum Public Library, Bekkestua, Norway) was elected Chair of the Professional Board.

At the second council meeting, a resolution was presented on freedom of expression and access to information around the world. The IFLA Executive Board had reviewed the report of the Committee on Freedom of Access to Information and Freedom of Expression (CAIFE) and recommended that it be accepted by the council. The deliberations of the committee, the guest lectures at the past two general conferences and the interest shown by the membership in this topic suggested that IFLA establish some continuing mechanism to address this important area of activity. The IFLA Council voted to recommend that the Executive Board establish a committee on Freedom of Access to Information and Freedom of Expression that will advise IFLA on matters of international significance to libraries and librarianship in this area, including, but not limited to: censorship of library materials; ideological, economic, political or religious pressures resulting in limitations on access to information in libraries, or restrictions on librarians and other information specialists who provide reference and other information services.

Danish Minister of Culture Ebbe Lundgaard presented an offer to establish an office in Copenhagen to support the committee's work.

The council also approved a resolution urging the government of France to take urgent measures to guarantee the ability of public libraries and librarians to act in accordance with the Unesco Public Library Manifesto. Recently, there have been actions by the National Front in France, which have concerned many libraries. Libraries have been subject to censorship of books and periodicals by the local authorities and the neutrality and impartiality of librarians have been seriously questioned.

The council voted to recommend that the Executive Board establish a committee on copyright and other legal matters that will advise IFLA and its constituent groups with respect to: copyright and intellectual property; economic and trade barriers to the acquisition of library materials; disputed claims of ownership of library materials; authenticity of electronic texts; subscription and license agreements; other legal matters of international significance to libraries and librarianship.

Another council resolution urging that Chinese be added as an official IFLA language will be considered by the Professional and Executive Boards. This follows the precedent established when Spanish was considered for addition to the list of IFLA languages several years ago.

Part of each IFLA conference are the receptions held for the delegates. This year's receptions included one in the Øksnehallen, hosted by the Minister of Culture; City Hall receptions at one of three City Halls (Copenhagen, Frederiksberg, or Gentofte); and receptions in a choice of libraries. Some embassies also had receptions for delegates from their countries. One evening, over 30 SLA members, some attending the conference and many from Denmark, joined for dinner at an excellent restaurant and talked with each other in a leisurely setting. Bruce Hubbard (SLA Board of Directors and a resident of Copenhagen) arranged for the dinner.

The U.S. association members of IFLA (including SLA) hold a caucus each election year and discuss various issues of the conference, voting procedures, and other topics. Following the caucus, one of the association members arranges a reception on behalf of

all of the members. This year was SLA's turn, with an excellent reception arranged at the D'Angleterre Hotel.

This year, the *IFLA Express* (the daily conference newsletter) was issued also in French. More than 150 papers were delivered, and approximately 170 translations were provided. Some of the sessions had simultaneous interpretation. Full text of the papers and translations is available on IF-LAnet. Three guest lectures were given: Sir Roger Elliot (Chairman of the ICSU Press) spoke about the impact of electronic publishing on the scientific information chain; Ursula Owen (Editor and CEO of Index on Censorship) spoke about censorship, access to information, and freedom of expression; and Esther Sibanyoni (State Library of Pretoria, South Africa) spoke about the many community projects she has set up since the state of emergency in South Africa. The full text of these papers will be published in the *IFLA Journal* for October/November 1997. More than 20 workshops were also held. There were 184 exhibitors, providing an opportunity for delegates to see presentations from many countries. An Internet Bar was also provided, with a number of terminals available for use by the delegates. More than 200 Danish librarians and students volunteered to assist at the conference.

The pre-session seminar was on "Bridging the Information Gap Through New Technology," and was attended by 42 librarians from developing countries.

SLA Executive Director David Bender and several other SLA members have provided reports on aspects of the conference. Some of these people will present fuller reports in SLA unit publications.

SLA President Judy Field commented on several aspects of the conference: "I think my first reaction to IFLA was the number of people I knew from previous activities including the number of African Librarians that I had met at the Zimbabwe Book Fair. From what I had heard in the past, IFLA seems to be opening up to a new group of leaders.

The festivities for Bob Wedgeworth at the closing session were marvelous and inspiring.

I was very impressed by the paper given by Esther Sibanyoni, Senior Library Assistant, Resources for Development, State



Library in Pretoria and the 1997 South African Woman of the Year. In her talk, she said she had only achieved her success in bringing library services to the townships because of the support of the (newly merged) South African Library Association! This shows that associations can make a difference to people and to our members!"

### **Future IFLA Conferences**

The next conference will be held in Amsterdam, August 16-21, 1998. The theme for the conference is "On Crossroads of Information and Culture." Subthemes include: The library as a refuge; On crossroads of information rights and duties; New roads for the profession: media skills and mind skills; On crossroads of acceleration and deceleration; Directions for the accessible library; The library at the crossroads of the broadest highway and the smallest footpath; Libraries signposting simple ways in a complex society. For general information on the IFLA conference, send e-mail to: ifla@congrex.nl.

The following conference will be in Bangkok, August 20-28, 1999, with the theme "Libraries as Gateways to an Enlightened World." For general information on the IFLA conference, send e-mail to: exspafa@external.ait.ac.th.

Jerusalem will be the venue for the 2000 conference and Boston, MA, for 2001.

Everyone brings back from IFLA memories, ideas and suggestions, and renewed energies. One of the meetings I shall remember is that of a Working Group where eight people from seven countries met to discuss a WG document. Most of the discussion was in English, but at times it was necessary to switch to French or to German to clarify some of the points. The variety of backgrounds of the librarians, their points of view, and their diverse concerns provided this opportunity to work together to reach consensus. This type of meeting and reaching consensus on issues of mutual interest happens again and again in the IFLA setting.

I encourage you all to attend future IFLA conferences, if you can. I think you would find IFLA an interesting and enjoyable experience, with opportunities to meet people from many countries, to learn about librarianship in many settings, and to contribute to international librarianship. ☼

## **SLA MEMBER REPORTS ON THE WEB**

Numerous reports were provided. The full text of these reports can be accessed via the SLA Web site at:

**[www.sla.org/pubs/serial/intro.html](http://www.sla.org/pubs/serial/intro.html)**

**Individual reports from SLA members include:**

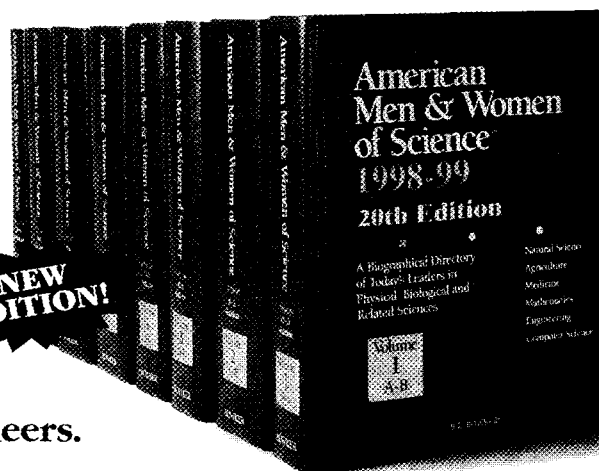
- **Section of Biological and Medical Libraries**  
by Renee Bush
- **Section on Cataloguing** by Dorothy McGarry
- **Section on Classification and Indexing**  
by Dorothy McGarry
- **Section on Document Delivery and Interlending**  
by Una Gourlay
- **Section on Education and Training**  
by Martha McPhail
- **Section of Geography and Map Libraries**  
by David McQuillan
- **Section of Government Libraries**  
by Edward Valauskas
- **Section on Information Technology**  
by Monica Ertel and Wilda Newman
- **Section of Science and Technology Libraries**  
by Nancy Anderson
- **Section on Serials Publications** by Zohreh Iman
- **Section of Social Sciences Libraries** by Jean Porter
- **Section on Statistics** by Barbara Perry
- **Section of University Libraries and Other General Research Libraries** by Nancy Anderson
- **The Round Table for the Management of Library Associations** by David Bender and Fred Casey
- **The Round Table on User Education**  
by Nancy Anderson
- **The Division of Special Libraries** by Ed Valauskas
- **A Meeting to Create a Discussion Group for Corporate Libraries** by Fred Casey and Ed Valauskas
- **The Internet Discussion Group**  
by Monica Ertel and Ed Valauskas
- **The Committee on Access to Information and Freedom of Expression (CAIFE)**, by Monica Ertel

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## Frequently Asked Questions Regarding SLA's Financial Activities:

**Q:** *What type of organization is SLA?*

**A:** SLA is a non-profit corporation as defined in the IRS Code under section 501(c)(3), and organized under the laws of the State of New York.

**Q:** *Does this mean that SLA cannot make a profit?*

**A:** Although a non-profit organization, SLA can make a profit. The only current restriction is that SLA cannot distribute any excess earnings (profit) to individuals.

**Q:** *Does having a non-profit status mean that SLA is exempt from paying taxes?*

**A:** SLA has been granted income tax exemptions at the federal and state levels for income specifically related to the exempt purposes of the organization. However, SLA is not exempt from paying income tax (UBIT—unrelated business income tax) on those activities which are unrelated (i.e.: rental of mailing lists, advertising income, royalties, etc.). SLA also holds several property and sales tax exemption certificates at the state level.

**Q:** *What is the annual budget size of SLA?*

**A:** The FY 1998 Budget as approved by the Board of Directors is \$6.1 million.

**Q:** *How is the budget of the association determined?*

**A:** The budgeting process is quite complex. Staff develops program philosophies and financial assumptions for the Board of Directors to review at the Winter Meeting. Ongoing input from the leadership and membership via strategic plans, surveys, Board and Finance Committee actions, and unit reports lead to the development of the Association Program Plan. This business plan is developed each spring by staff and is

submitted to the Board of Directors for approval in June. The plan details the activities of each program within the association. Once the plan is approved in June, the annual budget is developed by staff in July and August. A draft budget is submitted to the Finance Committee in September. The Finance Committee reviews the budget for viability within a certain economic framework. The draft budget is then submitted to the Board of Directors for final approval in October. The budget is implemented by staff throughout the next fiscal year. The budget is monitored continually through the monthly financial statements, variance analysis, and trend reports. Since the budget process for a given year begins at least one year prior to implementation, it is imperative that input be given the appropriate length of time for consideration for inclusion as a budget item.

**Q:** *What happens to the excess funds from any given year?*

**A:** Any excess operational earnings (residual) from the General Fund are distributed to specific activities and/or reserve funds. The specific distribution is determined by the Board of Directors each year at the recommendation of the Finance Committee. Any net earnings of the subsidiary funds are retained by the specific fund.

**Q:** *What is the difference between the general and subsidiary funds?*

**A:** The general fund includes the activities of the association to provide programs and services to the membership: membership development; serial publications; conferences and meetings;

professional development; career and employment services; public relations; government relations; marketing and fund development; leadership services; research; information resources; financial services; administrative services; and computer services. The subsidiary funds are reserve and endowment funds established by the Board of Directors for specific purposes. There are currently eight subsidiary funds: General Reserve, Information Technologies, Building Reserve, SLA Scholarship, Non-Serial Publications, Special Libraries Association Endowment, Steven I. Goldpsiel Memorial Research, Research, and Coplen. Audited financial statements of each fund are prepared annually by an independent accounting firm.

**Q:** *What are the major sources of excess earnings?*

**A:** In the General Fund, several programs and activities typically realize a net income at the end of the fiscal year: membership recruitment and retention, annual conference, marketing, and investments. These revenue-producers fund the remaining programs and services (serial publications, professional development, career services, public affairs, research, and information resources). In the subsidiary funds, the main sources of revenue are realized from investment income and contributions.

**Q:** *What happens if an income-producing program or activity does not meet budgeted expectations?*

**A:** Each year the association staff develops a budget contingency plan for implementation in the event that projected income is not realized and/or expenses are exceeded. The contingency plan is determined at various levels dependent upon the impact(s) on the organization. For instance, an across-the-board spending cut of one to ten percent may

*Continued on next page*

by **Richard Wallace**. Wallace is manager, Technical Information Center, A.E. Staley Manufacturing Company, Decatur, IL. For more information on "Money Matters," or to contribute to the column, please contact Wallace at: 1-217-421-3283; fax: 1-217-421-2419; e-mail: rewallace@aestaley.com.



# Professional Development OUTLOOK

## Looking Ahead for Professional Development

It sometimes happens that all the stars line up in perfect order and the planets converge in synchronization. This is what has happened amongst several units of SLA. The Professional Development Committee had spent considerable time developing a vision for the association's Professional Development Program. As this was occurring, *Competencies for Special Librarians of the 21st Century* was being published, and the SLA Strategic Plan (adopted June 1997) was released. All of the documents provide a guide and map for the future of the profession.

The Vision for the Professional Development Program refers specifically to the *Competencies* document as a guide for the establishment of matrices to assist members in charting their own course for the twenty-first century. The committee has addressed both the need to help identify gaps in skill sets for professionals at any point in their career as well as assisting them in assessing their existing skills and aptitudes. In addition, Career Advisory Services that will provide members with tools that would help in identifying current competencies will be expanded. A mentorship program that would utilize the division and chapter structure will be considered. In effect, the committee may recommend to the board of directors that we institutionalize the already successful mentor/network system that members practice informally.

Continuous learning and professional development are core values of the SLA Strategic Plan. By identifying which CE courses provide support for specific competencies, the association will assist its

members in eliminating gaps in their skill sets. It is recommended that the association coordinate the purchase of appropriate evaluation tools for members to use.

The current CE program attempts to address members needs on three broad areas: management skills, technology skills, and leadership skills. These categories are further refined into basic, intermediate, and advanced levels. Using the *Competencies* document as a road map, the Professional Development Committee will scrutinize each course proposal to determine whether it will aid members in learning or improving their needed competencies. It is expected that SLA will not always be able to provide the appropriate course to fulfill all competency requirements. In that case, the committee is recommending to the board that we partner with other organizations whose resources are different from our own. The suggestion that we attempt some joint ventures with other professional groups will be considered by the board.

Career Advisory Services offer a great opportunity for members to help each other. At one time or another in our careers we have been helped by another information professional. Whether it was an assignment in Graduate School which required us to visit a special library or advice given by someone in our profession who had been there...done that, or (before the days of listservs) a neighboring librarian who knew where to find a answer that simply eluded us, our professional networking and support skills have been honed for generations.

The revamped Career Advisory Services (if approved) will offer a component that

will expedite helping us help each other, particularly those of us working in industries new to us or just starting in the profession. We each have success stories of some particular assistance we have been given which made all the difference to us. Those anecdotal reports coupled with a tangible plan should be the beginning of an excellent member service.

The committee is also recommending that various methods be used to deliver the CE programs. SLA has made excellent progress in providing distance learning. Other technologies will also be considered which will get the courses to members in the most efficient, economical, and useful ways.

Finally, the committee envisions the association providing programs which are: Flexible; Adaptable; Relevant; Market Driven; Forward Looking; Proactive.

We look to the general membership to respond to the changes by attending even more CE programs and providing honest useful feedback.

A special note of thanks to Mary Dickerson, Judy MacFarlane, and Toby Pearstein who created the Vision Statement over many months of collaboration. ☞

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by Carol L. Ginsburg. Ginsburg is chair, Professional Development Committee. For more information on "Professional Development Outlook," or to contribute to the column, please contact Director, Professional Development Valerie Taylor at: 1-202-234-4700, ext. 617; fax: 1-202-234-2442; e-mail: [valerie@sla.org](mailto:valerie@sla.org).

### Money Matters, from page 38

be implemented. Or a specific activity may be omitted or reduced to balance the shortfall. The association has not been in the situation to implement any substantial contingency plans since FY 1991.

Q: What is the function of the Finance Committee?

A: The charge of the committee is to monitor the income, expenditures, funds, and investments of the association; advise on fiscal policy; review and endorse the annual budget for presentation to the Board of Directors; and advise any unit of the association on the availability of funds. The committee is

comprised of the Association Treasurer (chair), one additional member of the Board of Directors, and three members-at-large. The committee meets in the spring and the fall. The Association Treasurer maintains ongoing contact with the association staff to discuss financial policy and trends. ☞

## Internet Resources in the Humanities



In order to discuss the best Internet resources in the humanities, it is first necessary to define what fields of knowledge constitute the humanities. Last spring, one of my courses at Drexel University was "Resources in the Humanities." Prior to learning about any of the print or online sources, we needed to determine which disciplines were included in this broad category. According to Ron Blazek and Elizabeth Aversa in *The Humanities, A Selective Guide to Information Sources*, "the humanities remain those fields of scholarship and study which are dedicated to the disciplined development of verbal, perceptual, and imaginative skills needed to understand experience." In my course and in the humanities guide, the fields of study discussed are philosophy, religion, the visual arts, the performing arts, language, and literature. So here, I will be discussing these disciplines rather than areas such as social and behavioral sciences and physical and life sciences.

Because of space constraints and the plethora of Internet resources, I am going to focus on the areas of philosophy, the visual arts, and literature as well as more general guides to the humanities.

### General Guides

The best starting point for a complete guide to Internet resources in the humanities is the **Voice of the Shuttle Home Page** at <http://humanitas.ucsb.edu/>. This Web

page is the definitive Internet resource for humanities research. It was created and is currently maintained by Alan Liu, a professor in the Department of English at the University of California at Santa Barbara. This Web site includes hundreds of links to Internet resources of the disciplines included in the scope of this paper as well as many more, such as cyberculture, anthropology, and history. This site also allows you to search the server in order to locate specific information for which you may be looking. In each subfield of the various included disciplines is a section called "Highlights" (no, this isn't a link to the children's magazine you read when you were five-years old) which discusses what the creator thinks are the best sites on that field of study. From this point, we can discover the best Internet sites on the disciplines that we are interested in for this paper.

### Philosophy

The *Voice of the Shuttle* sub-page on philosophy includes general philosophy resources, pages on individual philosophers and works, journals, listservs and newsgroups, job listings, course syllabi, and philosophy department home pages. Professional associations generally include useful information for a field of study. The Web site of the **American Philosophical Association** (<http://www.udel.edu/apa/>) is a valuable resource for philosophical research on the Internet. This informative site includes APA membership information, job opportunities, and other useful information about the discipline as well as the association.

If you are looking for scholarly works, the **English Server** (<http://eserver.org/philoso->

[phy/](http://eserver.org/philoso-)) has an extensive set of electronic texts. These are divided by philosopher and includes such works as Aristotle's *Metaphysics* and Derrida's *Of the Humanities* and the *Philosophical Discipline*. Another excellent resource is Peter Suber's **Guide to Philosophy on the Internet** (<http://www.earlham.edu/suber/philinks.htm>). This site contains its own search engine as well as subject areas such as Philosophy Guides, journals, mailing lists, newsgroups, and bibliographies.

### Visual Arts

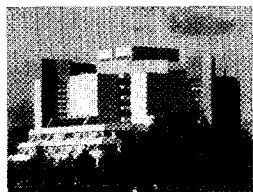
In the visual arts area of the humanities, The **World Wide Arts Resources** (<http://www.com/index.html>) is probably the largest guide to the arts on the Internet covering 3,000 different categories. The indices and search engine are devoted solely to the arts and are helpful in providing informative searches. For example, I did a search on decorative arts. The main page listed all of the general pages with a sidebar that listed the portions of the other indexes that belonged in the category decorative arts such as decorative arts/artists. The site includes another index listing all art resources by city.

I have a recent research interest in William Morris and the decorative arts so I did an **Infoseek** search (<http://www.infoseek.com>) on William Morris. A beautifully designed and informative site is the home page of the **William Morris Society of America** (<http://www.ccny.cuny.edu/wmorris/morris.html>). Included is a biographical sketch of William Morris, history of the Arts and Crafts Movement and the Pre-Raphaelites, and information about joining the society.

For information about films, the best bookmark for your browser is **The Internet Movie Database** (<http://www.imdb.com/>) which includes information on over 70,000 films. The site also has search ability as well as links to images, movie awards, and reviews. A fun movie site is the **Oscar Historical Database Browser** (<http://oscars.guide.com/>

by **Kim A. Woodbridge**. Woodbridge is a student at the Graduate College of Information Science and Technology, Drexel University, Philadelphia, PA. She can be reached via e-mail at [kwbridge@netaxs.com](mailto:kwbridge@netaxs.com). For more information on "On the Net," or to contribute to the column, please contact Sharyn Ladner at: 1-850-531-0429; e-mail: [sladner@miami.edu](mailto:sladner@miami.edu). This column can be accessed at: [www.sla.org/pubs/serial/intro.html](http://www.sla.org/pubs/serial/intro.html). All Web addresses are hot linked.

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|--|--|---|--|---|

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de recherches Canada

Canada

history/past/). You can search by keyword, award category, and year. This is a useful site for settling film bets and for finding out which films and actors won awards the year that you were born.

If your interest in the visual arts extends to television, an excellent resource is the Web site for **A&E's Biography** series (<http://www.biography.com/>). This is especially useful site to assist children in writing research papers about a particular individual. The site is searchable and contains over 15,000 biographical sketches. Also provided are links to book references about the searched individuals.

## Literature

The best starting point for a literature related search is, once again, the *Voice of the Shuttle*. Literature is divided between Literature and English Literature and each category is subdivided by time period, literary movements, and authors. I am particularly interested in the Romantic Period of English literature, so I usually begin my search there.

A site filled with information about romantic literature is the **Romantic Chronology** (<http://www.qub.ac.uk/english/shuttle/rom-chrono/chrono.htm>), which is divided by time periods. A strong resource here is the archive to other romanticism links as well as other Web chronologies.

For those interested in the science fiction genre of literature a site filled with information and links is **The Science Fiction Resource Guide** (<http://sflovers.rutgers.edu/Web/SFRG/>). Included are a bookstore, author listings, awards, and publishers. One feature that I find especially useful in doing research is the section on Bibliographies and Lists. Here, you can access extensive subject bibliographies in many areas of science fiction and fantasy such as alternate histories and classics of science fiction. The first novel listed on the Classic Science Fiction list is *Frankenstein* written by Mary Wollstonecraft Shelley in 1818. For more information on this novel, you can visit the **Mary Shelley and Frankenstein Resource Center** (<http://www.netaxs.com/~kwbridge/maryshel.html>). This site includes essays

about Mary Shelley and her family, information about the novel, and links to other Frankenstein literary sites on the Internet.

A fun literature site is the **Literary Calendar** (<http://sparc1.yasuda-u.ac.jp/LitCalendar.html>). You can search on the current day or any day you are interested in—such as your birthday—and discover all of the literary events that occurred on that day. Many entries include other links to information about the event or individual mentioned.

Since the World Wide Web contains so much information in an uncontrolled environment for indexing, it can be difficult to locate the best resources for the subject areas in which you are interested. It is best to start with well developed, extensive guides that are updated on a regular basis such as the Voice of the Shuttle and the World Wide Arts Resources. From here, you get listings on the best Internet sites related to the humanities. If you get a free moment, explore some of them. There is a lot of interesting information and beautifully designed sites. ☸



## SLA's Information Resources Center

Welcome to the first edition of IRC Notes. This column will help to promote the services of SLA's Information Resources Center (IRC) and cover issues of current interest to information professionals.

IRC services can be very helpful in your research pursuits. These services available to special librarians include: providing reference and referral—from a factual response based on materials in the collection to referrals to the appropriate people, places, and printed or online sources; maintaining CONSULT, a database of SLA member consultants, soon to be available on the SLA Web site; providing loans of monographs, journals, and the Management Documents Collections; and facilitating access to the IRC collection at the association office.

### Virtual IRC

Our current goal is to develop the Virtual IRC whereby information is available 24 hours a day, 7 days a week. The two year sponsorship partnership with LEXIS-NEXIS® has enabled the IRC to invest in equipment and resources to provide a more proactive service and to become a more visible resource for the membership and staff. The flagship of our services is the IRC Web site at <http://www.sla.org/membership/irc/index.html>. Since we opened the SLA Home page in January, we have been consistently improving it. Or, at least our Web visitors think so, as we made the top ten of SLA Web pages accessed in August of this year. To give you an idea of what the IRC provides, I am highlighting some of the services listed on the IRC Home page.

### Frequently Asked Questions (FAQs)

This page gives the answers to just a few of the many questions to which the IRC responds in a day and is regularly updated.

### Electronic Information Packets (EIPs)

The IRC prepares bibliographies on library related topics, which are updated regularly. They now include citations of articles, books, and Web sites on various subjects of current interest. All of these are listed on our Web page at <http://www.sla.org/membership/irc/eip.html>. The EIPs are being constantly updated by IRC staff, who review all the serials passing through the IRC, follow up references from SLA listservs, and carry out online research either using database providers or the World Wide Web.

### IRC WEB STATISTICS

<b>Total Hits</b>	<b>1997</b>
1st Quarter	6288
2nd Quarter	9719
3rd Quarter	12431
<b>Total</b>	<b>28438</b>

There are hypertext links to listed Web sites, and where possible links to full text or abstracts of articles listed. Not all EIPs have been revised to include the Web links that are available, but this exercise should be completed soon. In spite of this we are always delighted to receive recommendations of sources to add to an existing EIP or to consider preparing EIPs on new subjects. The EIPs are also available in print format.

### Management Documents Collection

The Management Documents Collection (MDC) is one of the IRCs most popular resources for members and nonmembers. It is a group of sample documents on the subjects listed, which have been contributed by SLA members. IRC staff adds to the collection on an on-going basis, but the association encourages members to send samples for inclusion in the collection. The MDC is your collection, so please keep it up-to-date

### EIP'S ON THE WEB

Benchmarking  
Book/Journal Donations  
Copyright  
Fee-based services  
International Special Library Associations  
Internet  
Intranet  
Joblines  
Job Sharing and Part Time  
Employment  
Knowledge Management  
Library Automation Software  
Outsourcing  
Public Relations, Marketing  
Space Planning  
Starting and Managing a Special Library  
Strategic Plans  
Value  
Virtual Library

by sending examples to the association office to the attention of the manager, information resources. The Management Documents Collection is an unique resource much appreciated by members and nonmembers. The most popular are User Surveys and Library Brochures.

### MDC'S

Acquisitions & Collection Development  
Annual Report  
Benchmarking  
Chapter/Division Surveys  
Fees for Services  
Floor Plans  
General Library Policies  
Library Brochures  
Library Newsletters  
Mission Statements/Strategic Plans  
Public Relations (Marketing)  
User Surveys

### IRC Update

Since August, an IRC Update has been added to the SLA Web site and circulated to the association's leadership. This resource covers a miscellany of subjects covering additions to the IRC Web site and other topics which are of interest to information professionals. The earlier editions are archived on the Web.

For more information on "IRC Notes," or to contribute to the column, please contact Manager, Information Resources John Latham at: 1-202-234-4700, ext. 639; fax: 1-202-265-9317; e-mail: [john@sla.org](mailto:john@sla.org).



LEXIS®-NEXIS®, a charter member of the Special Libraries Association President's Circle, is proud to continue our commitment to SLA members by adding our sponsorship of the SLA Information Resource Center. This exclusive, operational sponsorship will help to transform the IRC into a virtual library.

SLA and its members are critical to the information professional community. Recognizing this, LEXIS-NEXIS maintains its tradition of partnering with SLA by providing:

- IRC Sponsorship
- Winter Education Conference
- Distance Learning Seminar
- Annual Conference
- International Special Librarians Day
- Active Members
- Chapter Events
- Division Activities



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# Conference

## COUNTDOWN

## Traveling Around Indiana: Part II

### To the West and North

#### West of I-65 S

Continuing the tour of Indiana, we'll start in southern Indiana west of I-65. Our first stop is Corydon. Corydon became the seat of territorial government in 1813 and was the state's first capitol from 1816 to 1825. The Corydon Capitol State Historic Site consists of the restored 1816 Limestone State Capitol Building, the Governor's residence, Constitution Elm, and Historic Square. Also within the town is the depot for the 1883 Corydon Scenic Railroad where you may board the Louisville, New Albany & Corydon train for an hour-and-a-half ride into the hills. Farther to the west is the Wyandotte Caves State Recreation Area. About ten miles north of Wyandotte is the Marengo Cave/Blue River Recreation Area. The cave is designed a U.S. National Natural Landmark. Many miles west of Wyandotte is the Lincoln Boyhood National Memorial honoring Abraham Lincoln, who lived here from the age of seven until he was 21.

One of the most interesting attractions in Indiana is New Harmony. Located on the Wabash River across from Illinois, it was established 1814 by a group of German Lutheran separatists as a communal settlement named Harmonie. The harmony of the settlement disappeared and it was sold in 1824 to Robert Owen, a British reformer, who wanted to form a utopian commune focusing on innovative intellectual pursuits for mankind's salvation. The progressive ideas of the New Harmonists were influential, but the commune did not survive beyond 1827.

Still on the Wabash, but many miles north, is Vincennes, Indiana's oldest city. Here, the George Rogers Clark National His-

torical Park commemorates Clark's capture of Fort Sackville in 1779, the largest land conquest of the Revolutionary War. The Harrison Historical Park contains the building that served as the capitol for the Indiana Territory until 1813. Also in the park is Grouseland, the Georgian mansion which was the home of William Henry Harrison, first governor of the Indiana Territory and ninth president of the United States. Several miles to the east of Vincennes is Bedford, noted as a source of limestone for buildings throughout the United States.

West Baden and French Lick are about 35 miles south of Bedford. Here, the West Baden Springs Hotel is being renovated. Built in 1902, it has a six-story domed atrium, 700 rooms, and natural mineral springs used for drinking and bathing. North of Bedford and less than an hour-and-a-half south of Indianapolis is Brown County. Martha Scanlon, a former member of the Indiana Chapter SLA comments:

"Brown County, Indiana was formed in 1836. It is the home of the well-known Brown County State Park, Yellowwood State Forest, the Little Nashville Opry, Bill Monroe Bluegrass Park, Brown County Art Guild, Brown County Historical Society, and the town of Nashville...When the first artists discovered Nashville and Brown County in the early 1900's, it was the sense of place that attracted them, the purity of the landscapes, the seasons freely coming and going, the wildlife, the loss of time, the peace... Visitors will also enjoy touring the country's sites by horse-drawn carriage or steam engine train, and visiting the former



residence of artist T. C. Steele, co-founder of the Brown County Art Colony."

#### I-65 to I-69: The Rest of the Circuit

Two of the most interesting areas in northern Indiana are the Indiana Dunes and the Amish Country. To the east of the dunes close to the border with Michigan are South Bend and the University of Notre Dame. If you are a fan of the automobile, be sure to visit the Studebaker National Museum, displaying 114 years of Studebaker history from the covered Conestoga wagon to the last car made in South Bend. Less than ten miles away is Elkhart, Indiana and the beginning of Amish country. A good place to start is the Elkhart County Visitors Center. At the center, you may borrow an audio-tape tour which guides you over 90 miles of Amish country. What makes this area so alluring is the lifestyle of the Amish. Refusing many of the conveniences we take for granted, they continue to be a viable community, probably somewhat envied for their seemingly less complicated and hurried existence. If you can't spend much time here, plan to see the Menno-Hof Museum in Shipshewana. It is a high-quality museum depicting the origins, beliefs, and culture of the Amish.

As you can see even from the necessarily limited selection of attractions noted in this and the previous month's issue there are a variety of interesting places in this state. Request additional information about Indiana attractions by calling 1-800-291-8844, or visiting the Indiana Tourism Division's Web page at [www.state.in.us/tourism/](http://www.state.in.us/tourism/). ☞

*Compiled by Sarah A. Kelly. Kelly is life sciences librarian, Purdue University. For more information about the conference, visit SLA's Web site at: [www.sla.org/conf\\_meet/index.html](http://www.sla.org/conf_meet/index.html).*



# Public Relations OUTLOOK

## Bluegrass State Puts P.R. in Action

Susan Byars, public relations chair of the Kentucky Chapter, sent news that the Kentucky Chapter committees on Affirmative Action and Public Relations have merged. The chapter's Board of Directors combined the two groups because of overlapping goals and jurisdiction. She indicates the result is a re-energized committee dedicated to "a unique and productive effort to encourage minority students to explore careers in special libraries."

Linda Minch, news researcher, *Lexington Herald-Leader*, reports "The best idea...was to develop a speaker's bureau. The purpose was to talk to people, inform them about SLA, and provide them with an idea as to what it is like to be a special librarian."

A speaker-support kit was developed for chapter volunteers, including SLA brochures, salary survey data, and information about library science programs. Visuals were designed to illustrate types of libraries, how information centers and libraries contribute to the economy and a higher quality of life, education requirements, etc. A table-top display includes photos illustrating a diverse group of information professionals working in special library settings.

The program is a product of the diligent work of the chapter—at first they experienced a lukewarm response. A career day for Girl Scouts, remembers Minch, "turned out to be a very good learning experience. The volunteers found themselves competing with chemistry experiments and games with lots of bells and whistles! Librarians did not seem to meet their [the scouts'] entertainment needs. There have been several more successful speaking engagements since that fateful day!"

The chapter's committee re-assessed its

strategy, deciding to concentrate on minority affairs departments at schools and colleges, focusing on a few quality audiences per year. Chapter members Reinette Jones, librarian, University of Kentucky College of Communications, and Sandy Challman, manager of information technology, Univer-

## Indeed, librarians can do amazing things.

sity of Kentucky College of Dentistry, collaborated on a successful grant proposal. Funding will be used to develop a Web site, new materials, and to defray the costs of participation in informational programs, including Minority Recruitment Day at the University of Kentucky, sponsored by the institution's Department of Minority Affairs. In addition, "Board members demonstrated our chapter's commitment to affirmative action by approving a membership stipend for a Kentucky minority librarian who will serve on our committee and be an active participant in the speakers bureau," says Minch.

The Kentucky Chapter has truly shown that perseverance pays off. The speakers bureau has grown to illustrate the chapter's commitment to diversity and promoting the profession. Further, they have demonstrated that information professionals exemplify leadership, innovation, and the ability to adapt to change—traits which these members are proud to put to good use.

## A Truly Dynamic Profession

In a recent column of *ChapterNews*, Lois Weinstein, president of the New York Chapter, points to her chapter's Outreach Committee as "living proof of how dynamic

and exciting it is to be a member of such a profession." The committee, chaired by Debra Sherline, senior reference librarian, Lazard Freres & Co., "informs and demonstrates to those outside the profession just what information professionals do with their skills and knowledge."

Sherline, a convert to librarianship herself, admits "There are far too many people out there who are unaware of this profession, which is so very alive." The mission of her committee is to bring concepts of the information profession to life to audiences throughout the area. "One of the techniques we use is to lay out a variety of items, say M&M's, Body Shop products, Harley-Davidson merchandise. We ask, 'What do all of these things have in common?' The answer is that all of these companies represented here rely on special libraries every day."

"We visit library science students who have relatively little exposure to special librarianship, and we demonstrate to them all of the creative and analytical aspects this career offers. But we also present to high school students in Advanced Placement programs, believing that even if they don't go into librarianship, they will go into careers and work for companies that utilize the resources of special libraries."

The committee was formed under the leadership of Andrew Berner, library director, University Club-New York, NY. Last year, Berner received the chapter's Distinguished Service Award for initiating the program, now in its second year of providing community outreach. "This year we are broadening our scope to include civic or professional groups." In lining up engagements, Sherline says, "we can do a number of things. We can send out one speaker to enhance a panel...tailor a presentation to an audience, such as a presentation to a medical audience, showing them how they can use their science background in conjunction with an M.L.S. to do amazing things...It has so much potential."

Indeed, librarians can do amazing things. Just look at the New York Chapter's Outreach Committee!

☼

For more information on "Public Relations Outlook," or to contribute to the column, please contact Director, Public Relations Jennifer Stowe at: 1-202-234-4700, ext. 634; fax: 1-202-265-9317; e-mail: [jennifer@sla.org](mailto:jennifer@sla.org).

## OTHER EXHIBITS SCHEDULE

### 1998

#### Internet World Canada

<http://www.canada.internet.com>  
Meckler Media  
February 4-6, 1998  
Toronto, CA

#### Computers in Libraries

<http://www.infoday.com/cil98/cil98.htm>  
Information Today  
March 1-5, 1998  
Arlington, VA

#### Documentation '98 West

<http://www.capv.com/documentation/>  
CAP Ventures  
March 10-12, 1998  
Santa Clara, CA

#### Internet Commerce Expo 98

<http://www.idg.com/ice/icebos98/index.html>  
IDG  
March 23-26, 1998  
Boston, MA

#### Association of Independent Information Professionals

<http://www.aiip.org/aiipconf.html>  
AIIP  
April 1-6, 1998  
St. Louis, MO

#### 1998 Search Engines Meetings

<http://www.infonortics.com/bathmeet.html>  
Infonortics Ltd.  
April 1-2, 1998  
Boston, MA

#### IEEE ADL '98

<http://www.alexandria.ucsb.edu/conferences/adl98>  
Alexandria Digital Library et al  
April 22-24, 1998  
Santa Barbara, CA

#### The Wright Place at the Right Time: Positioning the Library for Maximum Impact

e-mail: [mjaneck@ssmhc.com](mailto:mjaneck@ssmhc.com)  
e-mail: [rkoehler@meriter.com](mailto:rkoehler@meriter.com)  
Wisconsin Health Science Libraries Association  
April 26-28, 1998  
Madison, WI

#### Health Information Infrastructure 98

<http://www.fnlm.org>  
National Library of Medicine  
April 27-29, 1998  
Washington, DC

#### Association for Information & Image Management

<http://www.aiim.org/AIIM98/index.html>  
AIIM  
May 10-14, 1998  
Anaheim, CA

#### Internet World UK 98

<http://www.learned.co.uk/events/iw-uk/>  
Learned Information  
May 12-14, 1998  
London, England

#### American Society of Indexers

<http://www.well.com/user/asi/mtg1998.htm>  
ASI  
May 13-16, 1998  
Seattle, WA

#### American Society for Information Science

<http://www.asis.org/conferences/index.html#my98>  
ASIS  
May 17-20, 1998  
Orlando, CA

#### Medical Library Association

<http://www.mlanet.org/mla100.html>  
MLA  
May 22-27, 1998  
Philadelphia, PA

#### International Knowledge Management Executive Summit

<http://www.delphigroup.com/kms>  
KMWorld  
June 8-11, 1998  
San Diego, CA

#### Canadian Library Association

<http://www.cla.amlbs.ca/conf.htm>  
CLA  
June 18-21, 1998  
Victoria, BC, Canada

#### 1998 World Congress on Information Technology

<http://www.worldcongress1998.org/>  
ITAA/WITSA  
June 21-24, 1998  
Fairfax County, VA

#### Digital Libraries 98

<http://ks.com/dl98>  
ACM  
June 23-26, 1998  
Pittsburgh, PA

#### IDEA 98

<http://www.infonortics.com/idea98.html>  
Infonortics  
June 25-26, 1998  
Bath, England



For more information, visit our Web site at [www.sla.org](http://www.sla.org) or call SLA headquarters at 1-202-234-4700.

#### 1998 Winter Meeting

**Building Monuments for the Future**  
January 22-24, 1998  
Washington, DC

#### 1998 Winter Education Conference

January 25-27, 1998  
Washington, DC

#### Middle Management Institute

**Technology and Applications**  
January 27-28, 1998  
Washington, DC  
**Management Skills**  
April 2-3, 1998  
Philadelphia, PA

#### Spring Videoconference

**"Everybody Wins: Building Alliances for Greater Gains"**  
March 26, 1998  
Any location in the U.S., Canada, and Europe

#### Multimedia Distance Learning Course

April 13-May 17, 1998  
Any location throughout the world

#### SLA 89th Annual Conference

June 6-11, 1998  
Indianapolis, IN

#### SLA 90th Annual Conference

June 5-10, 1999  
Minneapolis, MN

#### SLA Worldwide Conference on Special Librarianship

**"The Information Age: Challenges and Opportunities"**  
October 16-19, 2000  
Brighton, England

For more information on the events listed above, please contact Manager, Information Resources Center John Latham at: 1-202-234-4700, ext. 639; fax: 1-202-265-9317; e-mail: [john@sla.org](mailto:john@sla.org).

## The Push is On: What Push Technology Means to Special Librarians

by Cheryl Gustitus

"Push technology" couldn't have come at a better time. As the role of the information professional expands to include high level functions like knowledge management, Intranet development, and global data integration, push technology is enhancing the value special librarians add to the information dissemination process. Push technology automates the search and retrieval function based on user defined criteria. This form of information delivery represents not only a convenient means of receiving important information the user may not otherwise know exists, but more importantly for information professionals, this evolving distribution technology is changing the way users interact with information.

## Creating a Bibliographic Database for a Widely Distributed Collection

by Marilyn Ostergren and Gerald Wright

Managing information for over 375 parks is a challenge for the National Park Service. The need for relevant information is vital in providing context and understanding for on-going resource management. As a result, the National Resource Bibliography Project was initiated. So far, the NPS service wide bibliography has compiled over 100,000 records from over 160 different parks in the United States. The goal is to complete all of the NPS units designated for this project by 1998. The result will be a virtual library comprised of document collections for over 300 parks. It will represent a unique and valuable research tool and will be available to all those interested.

## IFLA 1997: Libraries and Information for Human Development

by Dorothy McGarry

A beautiful city, a good conference center, many interesting things to see and do, and the company of interesting and knowledgeable colleagues made this year's IFLA conference another memorable one. At the IFLA Council and General Conference held in Copenhagen, Denmark, August 29-September 5, 1997, attendance broke previous records with a total of 2,976 persons from 141 countries, including countries never before represented at an IFLA conference. Included in this number were more than 170 librarians from 86 developing countries who were able to attend because of grants from DANIDA (the Danish Foreign Ministry). Several SLA members also participated in the international conference.

## C'est le moment de pousser en avant: Ce que signifie la nouvelle technologie d'émission d'informations pour le bibliothécaire spécialisé

par Cheryl Gustitus

La « technologie push » n'aurait pu arriver à un meilleur moment. Au fur et à mesure que le rôle du professionnel de l'information s'étend et englobe les fonctions de haut niveau telles que la gestion des connaissances, le développement d'intranet et l'intégration des données globales, la technologie push accroît la valeur que les bibliothécaires spécialisés ajoutent au processus de la diffusion d'informations. La technologie push automatise la recherche et la fonction de consultation de la base de données selon les critères déterminés par l'utilisateur. Cette forme de fourniture d'informations représente non seulement un moyen pratique de recevoir des renseignements importants dont il se peut que l'utilisateur ignore l'existence, mais aussi — et ceci est plus important pour les professionnels de l'information — cette technologie de l'information en cours de transformation change la manière dont les utilisateurs dialoguent avec les informations.

## Créer une base de données bibliographique pour étendre la diffusion d'une collection

par Marilyn Ostergren et Gerald Wright

La gestion de l'information pour plus de 375 parcs lance un véritable défi au Service national des parcs (*National Park Service* - NPS). Il y a un besoin vital d'avoir à sa disposition des informations pertinentes pour mettre la gestion des ressources au jour le jour dans son contexte et pour la comprendre. Par conséquent, le projet « Bibliographie des ressources nationales » a été mis en action. À l'heure actuelle, le NPS a compilé une bibliographie comprenant plus de 100 000 archives touchant l'ensemble de l'entière organisation fournies par 160 différents parcs américains. L'objectif est de finir d'ajouter à la base de données d'ici à 1998 la documentation fournie par tous les parcs du NPS désignés pour ce projet. Le résultat sera une bibliothèque virtuelle comprenant des collections de documents pour plus de 300 parcs. Elle représentera un outil de recherche unique et précieux et sera à la disposition de tous les intéressés.

## IFLA 1997 : Bibliothèques et Informations liées au développement humain

par Dorothy McGarry

Une belle ville, un bon palais des congrès, de nombreuses choses intéressantes à voir et à faire ainsi que la compagnie de collègues intéressants et bien informés ont cette année et une fois de plus rendu mémorable le congrès de l'IFLA. Lors de la réunion du Conseil de l'IFLA (Fédération internationale de l'Association des bibliothèques et institutions) et du Congrès général qui ont eu lieu à Copenhague (Danemark) du 29 août au 5 septembre 1997, le nombre de participants a battu les records précédents avec un total de 2 976 personnes venant de 141 pays, y compris des pays qui n'avaient jamais été représentés auparavant à un congrès de l'IFLA. Inclus dans ce chiffre étaient plus de 170 bibliothécaires de 86 pays en développement qui ont pu y assister grâce à des subventions du DANIDA (Ministère des Affaires étrangères du Danemark). Plusieurs membres de la SLA ont également participé au Congrès international.

## Pulsando el push: lo que tecnología push significa para los bibliotecarios especiales

por Cheryl Gustitus

La "tecnología push" no podía haber llegado en un momento más preciso. A medida que el papel del profesional de la información se amplía para incluir funciones de nivel elevado como la administración de los conocimientos, el desarrollo del Intranet, y la integración de los datos globales, la tecnología push está intensificando el valor que agregan los bibliotecarios especiales al proceso de la propagación de la información. La tecnología push automatiza la función de búsqueda y recuperación basada en el criterio determinado del usuario. Este modo de distribución representa no solo un medio conveniente de recibir información valiosa que el usuario quizás no sepa que existe, sino más importante para los profesionales de la información, esta tecnología de distribución que se desarrolla está cambiando la manera en que los usuarios interactúan con la información.

## Creando una base de datos bibliográficos para una colección repartida extensamente

por Marilyn Ostergren y Gerald Wright

Administrar la información de más de 375 parques es un desafío para el National Park Service (Servicio nacional de parques). La necesidad de información pertinente es valiosa en aportar contexto y comprensión para una administración de recursos constante. Por resultado, nació el National Resource Bibliography Project (proyecto nacional de recursos bibliográficos). Hasta ahora, la bibliografía del servicio nacional de parques, NPS, ha recopilado más de 100.000 fichas de archivo de más de 160 parques diferentes en Estados Unidos. El objetivo es completar todas las entidades del NPS, designadas para este proyecto, antes de 1998. El resultado será una biblioteca virtual comprendida de colecciones de documentos de más de 300 parques. Representará un instrumento de investigación único y valioso y estará al alcance de todos aquellos que estén interesados.

## IFLA, 1997: bibliotecas e información para el desarrollo humano

por Dorothy McGarry

Una ciudad preciosa, un buen centro de conferencias, muchas cosas interesantes para ver y hacer, y la compañía de colegas interesantes y eruditos hicieron que la conferencia de IFLA (federación internacional de asociaciones e instituciones bibliotecarias) de este año fuese memorable de nuevo. En la conferencia general del consejo de IFLA que se celebró en Copenhague, Dinamarca, del 29 de agosto al 5 de septiembre, 1997, la asistencia fue excepcionalmente más que la anterior con una totalidad de 2.976 personas de 141 países, incluso países que nunca antes se habían representado en una conferencia de IFLA. Incluidos en este número fueron más de 170 bibliotecarios de 86 países en vías de desarrollo que pudieron asistir gracias a otorgamientos de DANIDA (el ministerio exterior Danés). Varios miembros de SLA también participaron en la conferencia internacional.



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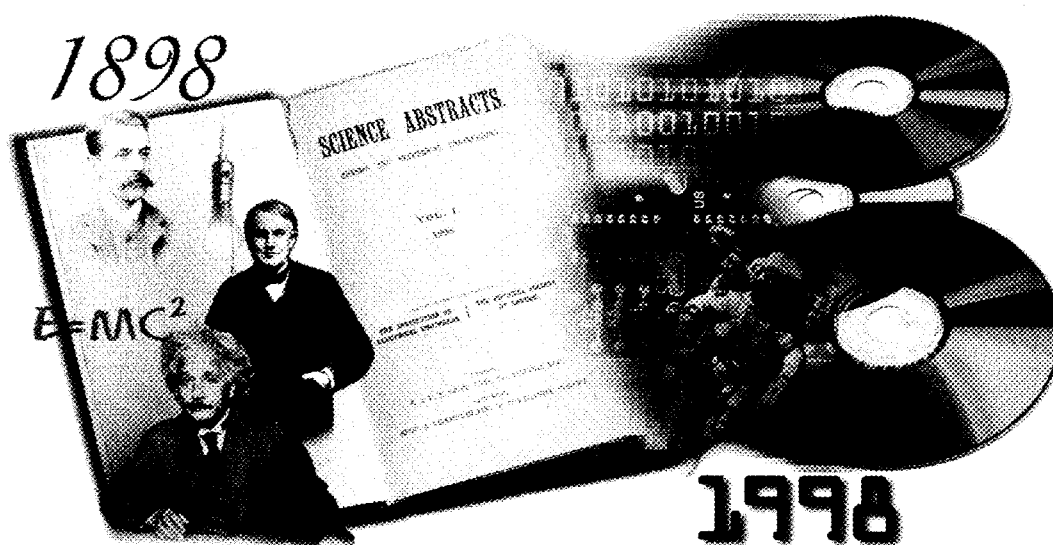
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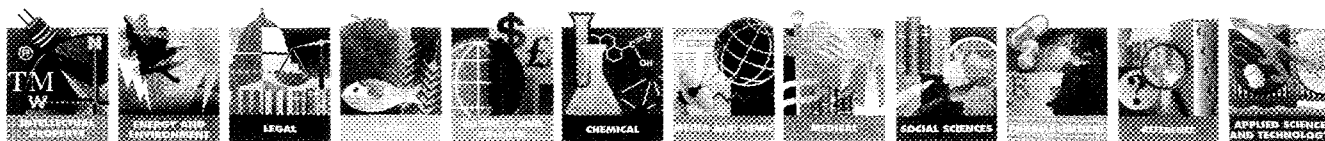
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