


3-1-1999

Information Outlook, March 1999

Special Libraries Association

Follow this and additional works at: http://scholarworks.sjsu.edu/sla_io_1999

 Part of the [Cataloging and Metadata Commons](#), [Collection Development and Management Commons](#), [Information Literacy Commons](#), and the [Scholarly Communication Commons](#)

Recommended Citation

Special Libraries Association, "Information Outlook, March 1999" (1999). *Information Outlook, 1999*. Book 3.
http://scholarworks.sjsu.edu/sla_io_1999/3

This Magazine is brought to you for free and open access by the Information Outlook, 1990s at SJSU ScholarWorks. It has been accepted for inclusion in Information Outlook, 1999 by an authorized administrator of SJSU ScholarWorks. For more information, please contact scholarworks@sjsu.edu.

Information

O U T L O O K

MARCH 1999

THE MONTHLY MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION VOL.3, NO.3



INSIDE THIS ISSUE:

Value—A Matter of Perception

Breaking Free of Reference
Shackles

Are We Keeping Pace With
Change?

Internet Development in China

West Group is the
 proud sponsor of the
 FEDERAL LAWYERS ASSOCIATION
 PRESIDENT'S CIRCLE

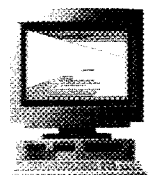
Click here to limit your citations list to the desired point(s) of law

Click here to view headnotes from other cases with the same Topic and Key Number—with the option to view the full text of the case

View headnotes in full text to see which ones are relevant to your issue

U.S. Ala., 1996
 Lawful conduct of automobile manufacturer outside of state of Alabama could not be considered by Alabama court in determining appropriate level of punitive damages to be assessed against manufacturer, in fraud action brought by purchaser of automobile based on failure of manufacturer to inform him that automobile had been repainted after prior shipment and prior to its initial sale; penalties imposed on manufacturer by Alabama could not be supported by Alabama's interest in protecting its own economy and its own economy.
 This headnote has 9 cases

KeyCite. The citator as accurate as the century of case law analysis it links together.



Accuracy is critical when checking for good law. There's a lot riding on it.

You can trust the accuracy of West Group's KeyCite™ citation research service. It's built on 100 years of analyzing, indexing and reporting American case law.

When you *KeyCite* a case via Westlaw®, CD-ROM or the Web, you'll see at a glance if it was reversed, overruled or

criticized. The flags reflect history treatments assigned by West Group editors after they read each and every case.

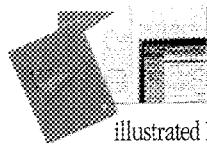
*** Depth of treatment stars tell you how much other cases discuss your case.

Integrated Key Numbers and full-text headnotes help you find related cases quickly.

Plus, any source discussing your case—all the cases in the National Reporter System®, a million unpublished cases, thousands of ALR® annotations and Am Jur® 2d articles, and over

600 law reviews—is a click away. And KeyCite is as current as Westlaw.

It adds up to an accurate view of the law today.



FREE BOOKLET!
 To get full details on KeyCite, request the illustrated KeyCite guide.

CALL 1-800-700-9378 TODAY
 or visit www.westgroup.com/keycite/



INFORMATION ON YOUR TERMS



Bancroft-Whitney • Clark Boardman Callaghan • Lawyers Cooperative Publishing • Westlaw® • West Publishing





Now the information you're looking for
is looking for you.

Introducing InSite 2, for Business and Information Professionals

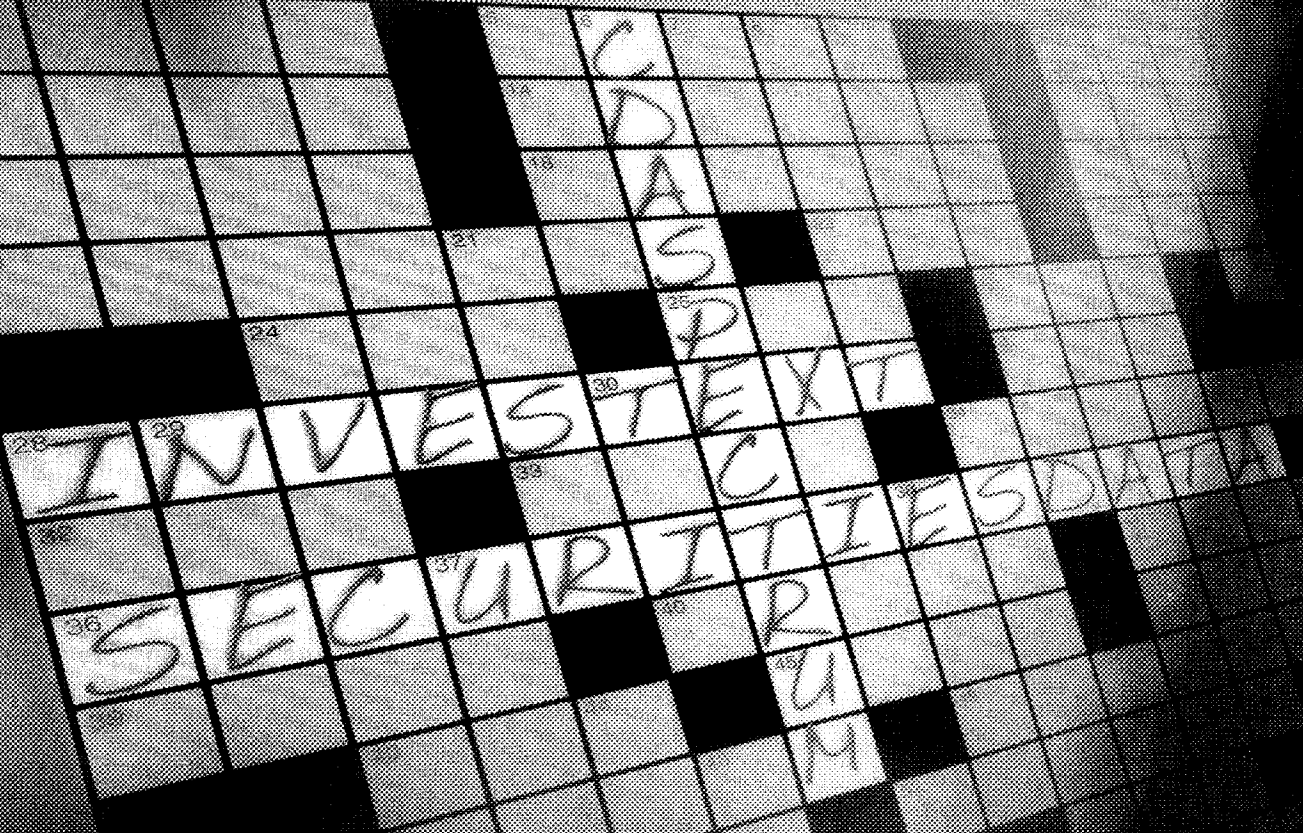
Suddenly, things are looking up when it comes to helping business professionals find the answers they need. Because with InSite 2™, the answers come looking for them. Its user-friendly ALERTS are included in the budget-friendly true flat-fee pricing. In an exciting departure from basic database presentation, we've organized content around popular business issues: companies, industries, and people. This solutions approach

InSite 2™

delivers timely, relevant information in easy-to-use reports. InSite 2 for Business Professionals is an effective tool everybody can use right now. Which frees you to spend more time on sophisticated research. And if you subscribe to InSite 2 for Information Professionals, you'll have just the tool for that. We've put a solution in your hands - and the rest of your company as well. Try out InSite 2 today, call 1-800-419-0313 ext. 2030

362 Lakeside Drive, Foster City, CA 94404 U.S.A. © 1998 Information Access Company.
All rights reserved. All other trademarks are the property of their respective owners.

The Gale Group
GALE RESOURCES
INFORMATION ACCESS COMPANY
PRIMARY SOURCE MEDIA



One New Company.

Unlimited Solutions.

The Investtext Group, Securities Data Company and CDA/Spectrum have merged into one organization to bring you a winning combination of financial data, research and analysis. Together, we deliver the best in global business information and offer solutions to even your most puzzling research challenges. To learn more, visit any one of our Web sites.

The Investtext Group

www.investtext.com
800.662.7878



SECURITIES DATA
COMPANY

www.securitiesdata.com
973.622.5200

CDA Spectrum

www.cda.com/spectrum
800.854.2532

Information

OUTLOOK

FEATURES



18 Breaking Free of the Reference Shackles

To keep up with the changing environment, special librarians must think beyond their current roles and responsibilities and develop the necessary skills to continue adding value to the organization of the future. Doug Church explains.

24 Are We Keeping Pace with Change?

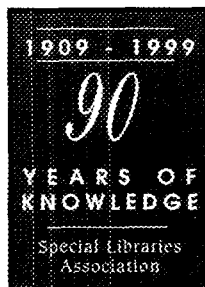
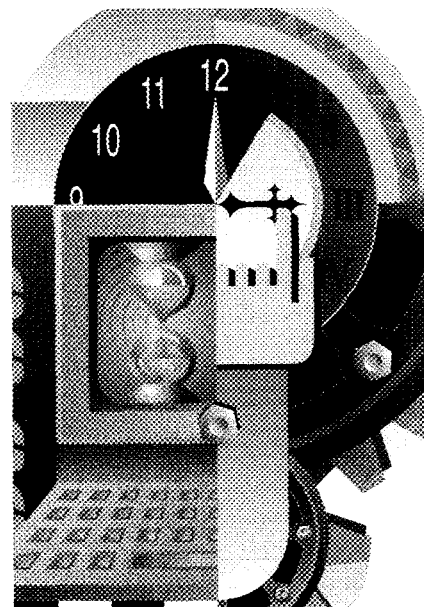
The world is changing. Changing drastically! But is our profession keeping pace? If many of us are running leading edge information departments in our organizations, why are we still perceived in antiquated terms? Lucy Lettis shares her views on how to move forward.

29 The Internet in China: An Update

Dr. Wenbo Kuang gives an overview on the Internet in China—its achievements and problems and offers predictions on its future development.

COLUMNS

- 5 **Executive Outlook**
Value—A Matter of Perception
- 6 **Making News**
- 10 **International News**
Australasian Online and On Disc Conference
- 13 **Professional Development Outlook**
Lead the Way as a Knowledge Executive in Your Organization
- 14 **Copyright Corner**
Digital Millennium Copyright Act: A Mixed Bag
- 34 **Money Matters**
SLA's General and Subsidiary Funds: Did You Know That...
- 36 **IRC Notes**
The Management Documents Collection Needs You
- 38 **On the Net**
On Track: Rail Transportation on the Web
- 42 **Conference Countdown**
Highway 61 Revisited and Minnesota's Wine Country



www.sla.org

DEPARTMENTS

- 46 **Index to Advertisers**
- 46 **Coming Events**
- 47 **In Summary**
- 4 **Classified Advertisements**

POSITIONS OPEN

PHYSICS AND MATHEMATICS LIBRARIAN. Carnegie Mellon University Libraries seek a Physics and Mathematics Librarian for the Engineering and Science Library. Serves as liaison to the Physics and Mathematics departments and shares liaison responsibility for the Engineering and Public Policy Dept. As the liaison, establishes and maintains close communications between the Libraries and the departments, by building collections and promoting and providing specialized reference and instructional services to meet the needs of the departments. As the Libraries primary subject expert in the above disciplines, the liaison has the broader responsibility to provide specialized reference and instruction to all library users seeking advanced assistance in these subject areas, and to promote library services. Is also responsible for providing reference services in a more generalized group of disciplines as part of the Engineering & Science team of librarians with rotating desk duties, currently 15 hrs/ week including one evening. This position also coordinates collection maintenance activities at the E&S Library, and arranges for the hiring, training and supervision of two part-time information assistants (library school graduate students). As part of the Libraries professional staff, the Physics and Mathematics Librarian participates in governance and projects through various university or libraries committees as assigned or elected, and is

responsible for maintaining a current knowledge of librarianship and for taking an active role in professional associations. Required: MLS (ALA); Effective skills in reference, computing, instruction, communication, and working individually and on a team. Preferred: Two or more years science, engineering or academic library reference experience; and coursework or degree in physics, mathematics or other scientific disciplines. Detailed job description and information about the Libraries, available at <http://www.library.cmu.edu>. For information about Carnegie Mellon, see <http://www.cmu.edu>. Salary negotiable from \$30,000 minimum depending on qualifications and experience. Comprehensive benefits package. Credential review begins April 1, 1999. Position begins July 1, 1999. Employment eligibility verification required upon hire. Send application letter: referencing job ES2-99, resume, and names of three references to: Head, Administrative Services, Hunt Library, Carnegie Mellon University, Pittsburgh, PA 15213-3890. Minorities are encouraged to apply. An Affirmative Action/Equal Opportunity Employer.

More Listings, page 48

MARKETING

DOCUMENT DELIVERY. World Wide Sources. Fast, Efficient, Inexpensive. Twenty-two years experience. Let us solve your research problems. CAROLIB. Phone (919) 929-4870. Fax (919) 933-1253. E-mail: carolib@intrex.net.

Information OUTLOOK

Publisher: **David R. Bender**
Senior Editor: **Douglas W. Newcomb**
Managing Editor: **Susan W. Broughton**
Layout & Design: **Melissa C. Lawton**
Advertising: **Vivian Cohen**
tel: **301-963-3622**
fax: **1-301-869-8608**
e-mail: vivian@sla.org

Information Outlook® (ISSN 1091-0808) is the monthly, award-winning publication of the Special Libraries Association, 1700 Eighteenth Street, NW, Washington DC 20009-2514 • Tel 1-202-234-4700, ext. 674 • Fax 1-202-265-9317 • e-mail: magazine@sla.org.

Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the association's publication. Editorial views do not necessarily represent the official position of the Special Libraries Association.

Subscriptions (1999 rates): Standard Subscription \$75 U.S.; \$90 non-U.S. Single issues (January 1997-) \$10.00. Missing copies will be supplied when losses have been sustained in transit and as supplies last. Claims for missing issues must be filed within four months of date of publication. Claims for undelivered issues will not be allowed due to failure to notify the Membership Department or the Subscription Department of address changes or because an issue is "missing from the files." A copy of the mailing label and/or the subscriber number will facilitate the processing of claims.

Refund Policy: Due to the cost of processing a reimbursement, the association's policy is that "No refunds will be issued for amounts under \$10."

Change of Address: Allow six weeks for all changes to become effective. All communications should be accompanied by a mailing label from a recent issue.

Postmaster: Send address changes to Subscriptions, *Information Outlook®*, Special Libraries Association, 1700 Eighteenth Street, NW, Washington, DC 20009-2514, USA. Periodicals postage paid at Washington, DC and at additional mailing offices.

Advertising: Acceptance of an advertisement does not imply endorsement of the product by the Special Libraries Association. For 1998 advertising rate cards or other advertising information, contact Vivian Cohen at 1-301-963-3622; fax: 1-301-869-8608; or e-mail: vivian@sla.org.

Information Outlook® is a registered trademark of the Special Libraries Association.

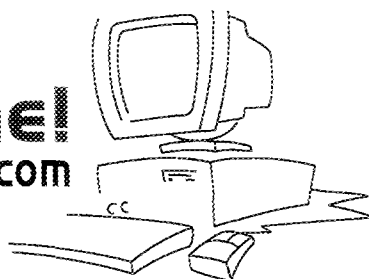


Special Libraries Association

© 1999 by Special Libraries Association. Material protected by this copyright may be photocopied for the non-commercial purpose of scholarship or research.

www.sla.org

Visit us Online!
www.informationoutlook.com





We are continuously seeking "new paradigms of information service and delivery and the opportunities they provide for our continued role in the information economy."

Value—A Matter of Perception

A priority of the SLA strategic plan is "to narrow the gap between the value of the information professional and the perceived value of special librarians and information professionals among decision-makers." One of the plan's core activities is to "promote members as valuable, proactive partners and leaders on cross-functional teams, task forces, and committees in their organizations." In at least one case (see the cover story of the January 1999 *Inc.* magazine <http://www.inc.com/incmagazine/archives/01990421.html>), the gap between reality and perception has closed so successfully that the librarian is called a "tool of extraordinary power."

Value is so elusive because it is entirely in the eye of the recipient. Even when something *tangible* such as a car or a pair of shoes is received, the perception of value can vary. Once upon a time, at a very expensive restaurant near my home, a group of conference attendees at the next table was exclaiming that the price of a bottle of wine was too high. I remarked to my husband that perhaps no one had warned the out-of-town visitors that this was a high-priced establishment. But then, we were surprised to hear that the wine they ordered was even more expensive than the first bottle they discussed. The diners thought the price of that one particular bottle was too much, but the higher price of another was justified. The *intangible* nature of information makes its value even harder to gauge.

In the September issue of this publication, I told you about some of the efforts SLA is working on to ensure it continues to be a valuable organization for all our members in the future. One effort focuses on association-level committees. Most members know we have such committees, but may not know the value of them. In keeping with my goal of making sure that members know about the inner workings of SLA, here is a description of the work of these committees.

The purpose of the twenty-five association-level committees is to advise the board of directors. Some of them deal with administrative functions, such as finance or headquarters office operations. Some of them provide input into the state of our profession, such as copyright or cataloging. Some look outward toward educating others about who we are and what we do, such as public relations or research. Committees help the board and staff shape policy and they serve as another voice from the membership to the leaders.

There are many benefits to be reaped by members who participate on the committees. Members with specific expertise in certain areas can participate, and not only educate fellow members and staff, but show to their own management their expertise has value outside their immediate employment venue. Members can use committees to help develop their personal or professional competencies in new areas by using their participation as a hands-on training vehicle in a learning mode different from a course or a book. Association-level committees are another opportunity for members to gain value from belonging to SLA. (For those of you interested in participating on a committee, read the descriptions of them in *Who's Who* and then contact the president-elect.)

While individual committee roles and composition are reviewed periodically, the board is now looking at the committee structure as a whole, to make it continue as a valuable asset for the future of SLA. As we state in our vision, we are continuously seeking "new paradigms of information service and delivery and the opportunities they provide for our continued role in the information economy." While this statement usually is taken to mean providing value to our employers, it can also mean providing value to ourselves, for in doing the latter, we are also doing the former.

A handwritten signature in black ink that reads "L. Susan Hayes". The signature is fluid and cursive, with a large initial "L" and "S".

L. Susan Hayes
President, SLA

MEMBER

De Petro Appointed Engineering Librarian

Thomas De Petro was recently appointed the engineering librarian at Texas A&M University, College Station, TX. Prior to his appointment, he was employed at Wichita State University, Wichita, KS. An SLA member since 1992, he is a member of the Heart of America Chapter, the Engineering and Metals & Materials Divisions, as well as the Aerospace Section.

SLA NEWS

Crosby Promoted Public Communications Director

John Crosby was promoted to director of SLA's newly created public communications program. The new program will incorporate activities of government relations, public relations,

Bailey Publishes Second Book

Martha J. Bailey has published a second book in her series regarding women scientists. *American Women in Space; 1950 to the Present; A Biographical Dictionary* (ABC-CLIO, 1998), includes more than 300 women in science, engineering, mathematics, and social and behavioral sciences. She is a member of the Indiana Chapter, as well as the Food, Agriculture & Nutrition and Library Management Divisions.

and marketing functions into one comprehensive program. The objective of the program will be to promote the information profession, the association, and its products and services to all the publics with which SLA is involved, including governments, media, the SLA membership, and the association community.

CHAPTER & DIVISION NEWS

Information Technology Division Announces Student Award

The Information Technology Division (ITE) announced its 1999 Joe Ann Clifton Student Award, given in recognition to a library science student who submits and presents a winning essay, written on a topic pertaining to information technology. The award was created to allow a deserving student to participate in the Special Libraries Association's Annual Conference. The winner will receive a free student membership in SLA for one year, expenses to attend the SLA Annual Conference in Minneapolis, MN, from June 4-10, 1999, and recognition. The presentation of the winning paper will be at the ITE Annual Business Meeting. For more information, submission requirements, and deadlines, please contact James E. Manasco at 1-719-389-6672 or e-mail: jmanasco@coloradocollege.edu.

INDUSTRY NEWS

OCLC Announces Essay Contest

The Online Computer Library Center (OCLC) has announced an InterLibrary loan essay contest on the topic "What the OCLC InterLibrary Loan Service Means to Me," in conjunction with the twentieth anniversary of the OCLC InterLibrary Loan Service. The 500-word essay may be written from any perspective and must be accompanied by a completed entry form. Applicants are eligible to win a grand prize of \$1,000 and a trip to the OCLC President's Luncheon at the American Library Association Annual Conference. For complete information, visit the OCLC web site at www.purl.org/oclc/ill-contest/.

Maryland Historical Society Receives Grant

The Maryland Historical Society (MHS) recently received a \$250,000 grant from the Andrew Mellon Foundation in order to catalog its historical photograph collections that contain more

than 500,000 images dating from the 1840s. MHS's photographic collections document Maryland's broad social, economic, and geographic spectrum and is considered the most significant and comprehensive photographic collection in Maryland.

UMI Announces 1999 Technology Award

The University of Microfilms (UMI) has announced its 1999 Library Technology Award in honor of librarians who developed innovative information systems that directly benefitted patrons in academic, public, or education (K-12) libraries in 1998. The winner will be eligible for a \$1,500 cash award from UMI and recognition at this year's National Online Meeting in New York. The one- or two-page essay should include the name of the librarian and a description of his or her achievements. Entries should be submitted to the attention of the 1999 Library Technology Award, UMI, 300 N. Zeeb Road, P.O. Box 1346, Ann Arbor, MI 48106.

Freeze Frame

Are Salaries Keeping Pace?

Description	1997 Median \$	1998 Median \$	Percentage increase %
SLA Members - USA*	45,575	47,000	3.1
University librarians+	43,170	44,534	3.2
Nonuniversity librarians+	51,150	55,055	7.6

Sources:

* SLA Salary Surveys, 1997 and 1998; <http://www.sla.org/research/surveys.html>
+ ARL Annual Salary Surveys; <http://www.arl.org/stats/salary/1997-98/t01.html>

If they've
found it
here,

you'll
find it here.



CAS Registry is the world's largest database of chemical substances, including:

- Nearly 19 million substance records for chemicals reported in patents and chemical literature since 1957;
- the largest collection of organic substances—more than 13 million, drawn from both journal articles and patents;
- more than 26 million chemical and commercial substance names;
- CAS Registry Numbers[®], the international standard for concise and reliable substance identification.

Use CAS Registry for authoritative substance information. Call 1-800-753-4227 or 614-447-3700. Or visit our Web site at <http://www.cas.org>.

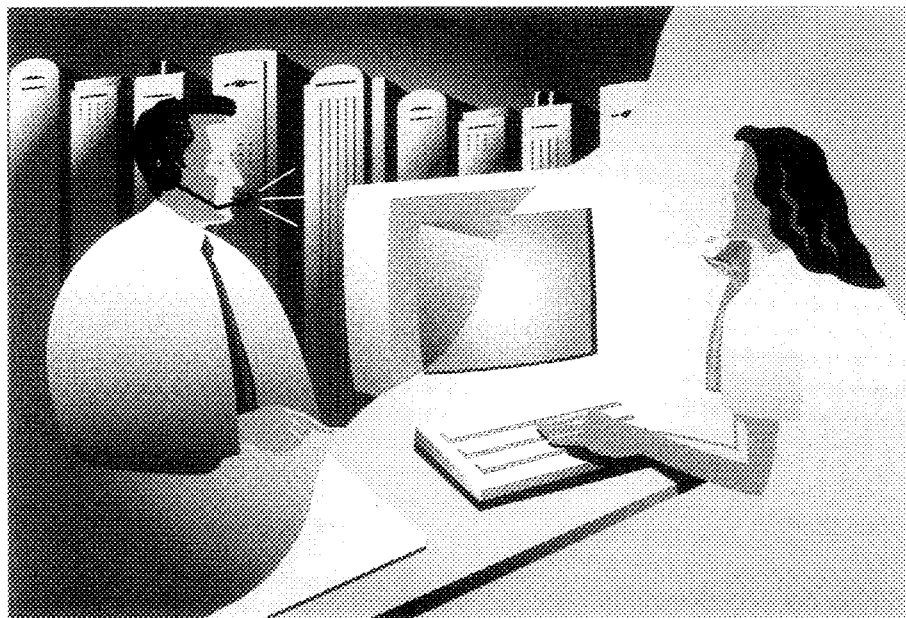
CAS Registry is available through SciFinder[®], STNSM, or STN EasySM.

CAS[®]

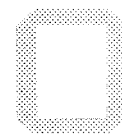
*A division of the American
Chemical Society.*

ALL SYSTEMS GO

*for
SLA's
New*



*Association
Management
System*



In March 1, 1999, SLA's Computer Services and Technology department began the implementation process of the new Association Management System. The new

system replaces the previous Management and Accounting System, acquired by the association in 1991. Several factors led to the decision of replacing that system—one that was based on the needs of the association in 1990. The previous system was integrated and flexible, but could not support the constantly growing needs of the association. As the World Wide Web expanded, SLA implemented a strategic goal of becoming a virtual association. In order to achieve this goal, the association sought a new system that would provide twenty-four access to the membership, and allow members to purchase products, register for events, run unit reports, and pay dues via the web. Ideally, the new system's capabilities would provide better support to the membership and provide leadership with on-the-spot access to information about their units, and be flexible enough to integrate with the association's other suite applications.

A computer consulting firm based in Rockville, MD, provided Computer Services with guidance in the selection process of the new system. A consultant evaluated and discussed current and future technology requirements for each

by Anthony Blue. For more information, contact Blue (anthony@sla.org).

program area to ensure technological needs would be met. The program areas provided detailed feedback to the consultants that would assist them in identifying the association's critical volumes, organizational structures, and relationships reflected and accommodated in the database. In April and May of 1998, several vendors demonstrated their association management systems and accounting systems to each department. The demonstrations consisted of a general overview of the system and explanation of the individual modules and functions. Staff members also participated in an evaluation and comparison exercise for each of the different systems. After evaluating three systems, TASS by the Association Software Company was chosen as the new system and Dynamics by Great Plains was selected as the new accounting system. In order to provide the level of flexibility and integration needed, the association acquired the clients' server version of both products. The new system was developed using Microsoft's visual development and database tools—an investment in technology that will be supported in the future.

The new system's capabilities will include: membership, dues, subscriptions, committee (VIP), professional development, trade show management, address verification, update/view membership information, fundraising, sales order entry, members only web site authentication, *Who's Who Online* for members only, Virtual Bookstore integration, purchasing information, integration of the database with the SLA's web site, and integration with SLA's word processing, e-mail, and fax systems. System capabilities to be delivered in the third and fourth quarters of 1999 will include: dues & contribution payments via the web and edit/view conference program planner's checklist via the web. With the implementation of the new system approaching, the Computer Services and Technology department began upgrading the operating systems of SLA staff PC's to Windows 98 in December of last year. Membership will only need access to a web browser to access the system. Training for membership will be available using current methods of disseminating information, including workshops, specific mailings, and articles in *Information Outlook*.

Training for membership will be available using current methods of disseminating information, including workshops, specific mailings, and articles in *Information Outlook*.

When the new system is completely functional, staff members will have at their fingertips a full-featured information management system capable of supporting a staff of five to 600 and obtaining membership sizes of 1,000 to five million records, featuring forty association related modules to choose from including:

Membership

- Individual or company name, phone, fax, e-mail, and URL address
- Multiple addresses definable by the client, including preferred mailing address
- Individual demographics (title, Social Security number, spouse, educational and professional history, etc.)
- Corporate demographics (products and services for sale, subsidiary or parent company relationships, etc.)
- Relationships between individual and corporate records
- Member and Nonmember categories and type
- Chapter, division and section membership

Accounts Receivable

- Electronic credit card processing

Meetings and Events

- General meeting set up information
- Multiple registration categories, including spouse and guest
- Early, regular, onsite registration rates
- Multiple events management
- Event registration and conflict checking
- CEU credit type and hours
- Hotel and meal arrangements
- No-shows, cancellations and transfers
- Confirmation letters, badges and tickets

Subscriptions

- Multiple publications and rates
- Shipment tracking
- Complimentary copies

Sales/Inventory

- Tracking of orders and back orders
- Generation of invoices and pick slips
- Inventory tracking, including vendor or supplier information, reorder warning point, average cost of goods sold, stock replenishment
- Special discounts and multiple product packages

Exhibits

- Trade show site, date, and contact information
- Exhibitor rates for each show
- Booth assignment, including location size and price
- Booth personnel registration, including passes and badges
- Non-booth promotions (banners, sponsored events, etc.) and associated fees

Fund Raising

- Contributor database
- Donor prospect tracking
- Member contacts and liaison
- Pledge tracking and invoicing

Continuing Education

- Course information and history
- Continuing Education Units (CEU) earned
- Test scoring and results

Each module is automated to reflect every way in which an individual or organization has come in contact with the association. The new system is flexibly designed to extend the capabilities of the organization and to achieve every realistic goal of the association in the next millennium. ☺

Australasian Online and On Disc Conference

If it's January, it's summer in Australia. And what else would Australian librarians do in the summer but go to an online conference in Sydney? Ending just prior to Australia Day, January 26, the Ninth Australasian Information Online and On Disc Conference and Exhibition is the biennial conference of the Information Sciences Section of the Australian Library and Information Association (ALIA). Keynoted by SLA's International Relations Chair and DATABASE Editor Marydee Ojala, the conference presented leading edge papers by librarians and information professionals from three continents. Most of these can be read at the conference's web site (<http://www.csu.edu.au/special/online99/>).

In his opening remarks, the New South Wales Minister for Information Technology, the Honorable Kim Yeadon, proudly told delegates how his state government ensures all schools have internet capabilities, provides online access to government information such as land titles and encumbered vehicles, and allows for online transactions such as purchasing fishing licenses or sponsoring a zoo animal. Later that morning Ken Bullock, manager, information strategy, Office of Information Technology, NSW, gave a more detailed explanation of Connect.NSW, including its strategies and initiatives. Objectives of Connect.NSW include an integrated government, electronic service delivery, electronic commerce, and networked communities (see <http://www.oit.nsw.gov.au/connect.nsw> for more information). This is a very interesting and innovative use of online technology. A joint project between Macquarie University and the State Library of New South Wales capitalizes on the government initiative to explore ways to provide equitable cost-effective access to lifelong learning.

How to provide information to small and medium sized businesses about government assistance packages is the aim of Australia's Department of Industry, Science and Tourism. According to Ian Macintosh, assistant manager, business information services, Ausindustry, the Business Entry Point (<http://www.business.gov.au>) uses the Australian Government Locator Service (AGLS) metadata standard to classify relevant government information. Instead of using people for this indexing process, Business Entry Point documents are parsed word by word and metadata elements assigned by computer. Information is stored once, but can be output in multiple formats. Business Entry Point can inform people of the licenses and permits required to operate a business as well

as how to keep tax records, protect intellectual property, comply with occupational health and safety regulations, and manage export/import procedures.

Not all the presentations at the Australasian Information Online and On Disc Conference concerned government information. Roxanne Missingham, CSIRO Wildlife and Ecology Library, enumerated the new developments in scientific and technical online information, detailing the advances in electronic journals and moves to the Internet by major sci/tech publishers such as MEDLINE and Cambridge Scientific Abstracts. Her observations parallel what scientific and technical librarians in other countries experience, showing the universality of interest when it comes to this type of subject matter. More distinct to Australia were some of the sources cited by Sinead Williams when she talked about how information specialists work within an executive search firm. CD-ROMs such as Kompass Australia, Business Who's Who of Australia, and Directory of Australian Associations are unique to the country.

Interlibrary loan and document delivery received a considerable amount of attention. The State Library of New South Wales is implementing a statewide ILL facility called LIDDAS that is standards based. The University of New South Wales is experimenting with unmediated document delivery using UnCover. A consortium was established in Victoria between the State Library of Victoria and that state's public libraries to enhance resource sharing. However, there was little information on multi-type library resource sharing. Consortia, in general, do not seem to include special libraries. One special librarian, who works for a global consulting firm, said that document delivery requests for her Australian library are actually fulfilled by her U.S. office.

Concurrent with the convention was a breakfast for SLA members in Australia and New Zealand, sponsored by SLA's International Relations Committee, with the generous financial support of LEXIS-NEXIS. With over forty attendees enjoying an Australian breakfast buffet, the opportunities for networking were wonderful. The Australasian Information Online and On Disc Conference provided a wealth of information and the incomparable opportunity to network with special librarians in the region. ☞

For more information,
contact
Marydee Ojala,
chair, International
Relations Committee
(marydee@exmission.com).

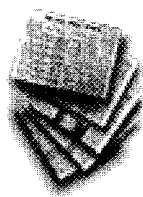
Please note that the byline for International News (February 1999) was incorrect. The column was written by Marydee Ojala. We regret the error.

THE TOP 100 U.S. NEWSPAPERS (BY CIRCULATION)

The Wall Street Journal*	Denver Post	San Antonio Express-News	Syracuse Post-Standard/Herald-Journal
USA Today	St. Petersburg Times	Hartford Courant	Nashville Tennessean
The New York Times	St. Louis Post-Dispatch	Richmond Times-Dispatch	Record
Los Angeles Times	Baltimore Sun	Oklahoma City Oklahoman	Toledo Blade
The Washington Post	Denver Rocky Mountain News	Los Angeles Daily News	Akron Beacon Journal
New York Daily News	San Jose Mercury News	St. Paul Pioneer Press	Grand Rapids Press
Chicago Tribune	Milwaukee Journal-Sentinel	Seattle Post-Intelligencer	Chicago Daily Herald (Arlington Heights)
Newsday	Sacramento Bee	Cincinnati Enquirer	Salt Lake City Tribune
Houston Chronicle	Boston Herald	Austin-American Statesman	Allentown Morning Call
Chicago Sun-Times	Kansas City Star	Rochester Democrat & Chronicle, Times-Union	Wilmington News Journal (coming soon)
San Francisco Chronicle	Buffalo News	Philadelphia Daily News	Tacoma News Tribune
Dallas Morning News	New Orleans Times-Picayune	Memphis Commercial Appeal	Columbia State
Boston Globe	Orlando Sentinel	Florida Times-Union	San Francisco Examiner
Arizona Republic/Phoenix Gazette	Detroit News	Arkansas Democrat-Gazette	Spokane Spokesman-Review
New York Post	Columbus Dispatch	Providence Journal-Bulletin	Knoxville News-Sentinel
Philadelphia Inquirer	Pittsburgh Post-Gazette, Sun-Telegraph	Des Moines Register	Albuquerque Journal
Newark Star-Ledger	Fort Lauderdale Sun-Sentinel	Riverside Press-Enterprise	Lexington Herald-Leader
Atlanta Journal & Constitution	Charlotte Observer	Tulsa World	Worcester Telegram & Gazette
Minneapolis-St. Paul Star Tribune	Investor's Business Daily	Palm Beach Post (coming soon)	Charleston Post & Courier (coming soon)
Detroit Free Press	Fort Worth Star Telegram	Dayton Daily News	Madison State Journal, Capital Times
Cleveland Plain-Dealer	Louisville Courier-Journal	Las Vegas Review-Journal	Jackson Clarion-Ledger
San Diego Union-Tribune	Tampa Tribune	Asbury Park Press	Long Beach Press-Telegram
Orange County Register	Seattle Times	Raleigh News & Observer	Honolulu Advertiser (coming soon)
Miami Herald	Omaha World-Herald	Fresno Bee	Roanoke Times & World News
Portland Oregonian	Indianapolis Star	Birmingham News	Washington Times

Dow Jones Interactive has more of the top 100 newspapers than any other online service.

In fact, Dow Jones InteractiveSM is the *only* online service that offers:



- 96 of the top 100 U.S. newspapers—78 in full text
- 50 of the top 50 U.S. newspapers—44 in full text
- 92% of the Fortune 1000's hometown newspapers
- Searching across the full archive at one time

Plus, you can access all of this rich content from an incredibly flexible interface that's simple enough for everyday business research, yet powerful enough for even the most sophisticated searching.

Put Dow Jones Interactive to work for your company. Take a free tour or register online at <http://djinteractive.com> or call 1-800-369-7466 ext.4143 for more information.

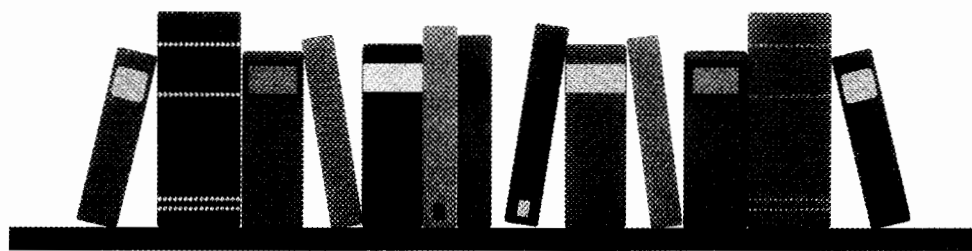


Dow Jones InteractiveSM
<http://djinteractive.com>

©1998 Dow Jones & Company, Inc. All rights reserved. Dow Jones Interactive and The Wall Street Journal are marks of Dow Jones & Company, Inc. All other products mentioned are marks of their respective owners. Top 100 U.S. newspapers are by circulation and are accurate as of January 1, 1998. DJI-104 '00 X

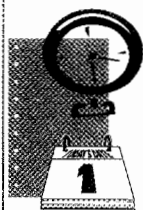
DOW JONES

WHAT YOU NEED . . . WHEN YOU NEED IT



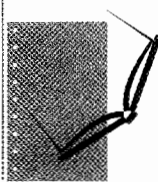
SLA's VIRTUAL BOOKSTORE

IT'S OPEN 24 HOURS A DAY, 7 DAYS A WEEK.



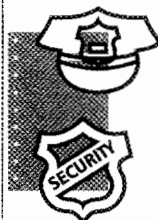
You can browse through our virtual shelves from anywhere around the world at any time. With the click of a mouse, search our extensive catalog of resources geared specifically for the information professional.

It's your source for the most comprehensive and up-to-date publication information.



The Virtual Bookstore is updated regularly and includes the most recent information on publication dates and prices. Each book entry includes a full length description, table of contents, and book reviews (when available).

It's safer to use your credit card here than it is to give it to a waiter at a restaurant.



The Virtual Bookstore utilizes the latest Internet technology (Secure Socket Layer) to encrypt your account so you may rest assured that all credit card transactions are private and secure.



Special Libraries
Association
www.sla.org



It's resources at your fingertips. Come and see for yourself.

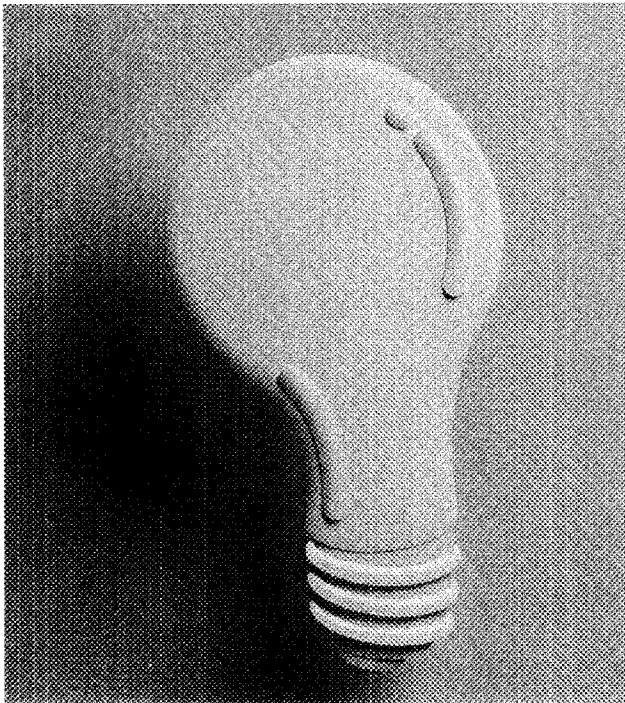
www.slapublishing.org

Professional Development OUTLOOK

Lead the Way as a Knowledge Executive in Your Organization

"A terrific learning experience. SLA should do everything it can to continue this Institute." That was just one of the many positive comments from attendees of the Knowledge Executive Institute program held in last year in conjunction with the annual conference in Indianapolis.

The Professional Development department will present this exciting event from June 3-5, 1999, prior to the annual conference in Minneapolis. The Institute, sponsored by the Dialog Corporation and Teltech Resource Network



Corporation, is designed to teach information professionals the executive skills they need to assume senior-level knowledge roles within their company.

This year's program will feature an extensive exploration of knowledge management and information technology. Andy Michuda, president and CEO, Teltech Resource Network Corporation and Dr. Jay Liebowitz, Robert W. Deutsch distinguished professor of information systems, Department of Information Systems, University of Maryland, Baltimore County, will lead an in-depth discussion on knowledge-based programs, including programs underway, measures used, impacts experienced, lessons learned, critical competencies, and the organizational infrastructure required. The hands-on approach to knowledge management will have you working in case teams to draft organizational strategies for knowledge initiatives

that pertain to *your* situation, and you will have these critiqued by our featured faculty members.

By attending the Institute, you will also gain an understanding of the available tools for different applications of knowledge-based initiatives and learn the decision-making criteria for selecting and evaluating the most appropriate information technologies. Dr. Stephen T. Bajjaly, assistant professor, College of Library and Information Science, University of South Carolina, will discuss these issues and explore ways to communicate with and influence information technology vendors so you can fully understand, manipulate, and initiate the latest knowledge-based technologies in your organization.

But having a solid understanding of knowledge-based initiatives is not the only component to executive-level success. The Institute will also feature Dorothea Coccoli Palsho, president, Dow Jones Interactive Publishing. "A gem" as many past attendees describe her, Palsho will talk about ways to help you develop the leadership and communication skills you need so your initiatives are clearly understood by top executives, appreciated, and able to achieve the organization-wide buy-in they need. To ensure you develop these skills, the Institute will feature a personal and professional visioning process and the opportunity to receive input from your peers, superiors, and subordinates about how you are perceived in order to better understand your leadership style.

As the participant evaluations from last year's program demonstrate, the interaction and networking senior-level information specialists had with others in similar circumstances was one of the most important and valuable aspects of the Knowledge Executive Institute. The Institute has been developed for only those information professionals who manage a staff of ten or more employees, manage a large budget, and/or exercise high-level organization-wide decision-making authority for information management or policies. Together with the limited class size and all-star faculty, these prerequisites foster an environment suitable for senior-level information professionals to enhance their executive level competencies.

To view a detailed curriculum outline and to register for the Knowledge Executive Institute, go to the SLA web site, <http://www.sla.org/professional/kei.html>. Early registration is recommended since space is limited. If you have any questions about the Institute, please contact Director, Professional Development Valerie Taylor at 1-202-939-3667. ☞

For more information,
contact Valerie Taylor
(valerie@sla.org).

Digital Millennium Copyright Act: A Mixed Bag

On October 28, 1998, President Clinton signed the Digital Millennium Copyright Act (DMCA). Public Law 105-304 made substantial changes to the existing copyright law in several areas that are important to information professionals. The next several columns will be devoted to discussions of the DMCA and its impact on libraries. Some of these are changes in the requirements for including notice with reproduced copies of works, preservation and replacement of materials; reproduction

Library associations, with support from the education community, were able to ensure consideration of some important issues in Section 108, many of which made it into the final version of the DMCA. An interesting change is found in §108(a)(3) concerning the notice that libraries must place on works they reproduce under the library exemption.

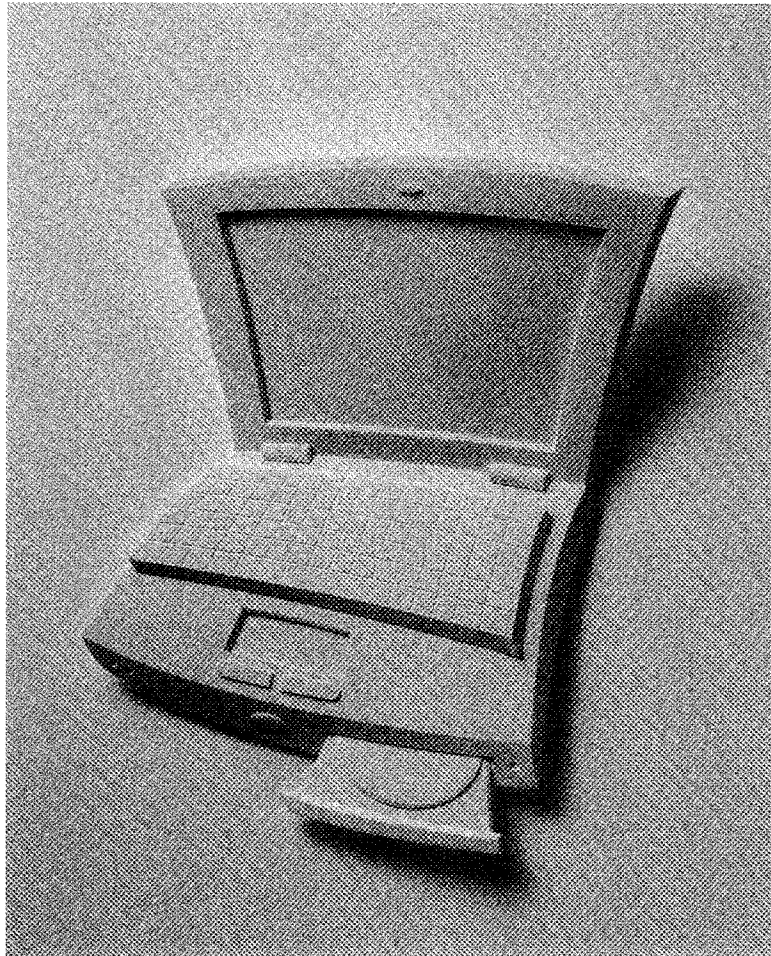
Notice of copyright traditionally has been important not only to copyright holders but also to users. Under

the 1909 Act, an owner lost her rights if she published a work and failed to include notice. In the author-friendly 1976 Copyright Act, the automatic loss provision was softened, and today it has disappeared altogether. Users depended on the notice of copyright to differentiate between works in which the owner claimed rights and those works that are in the public domain. Libraries that reproduce works under the library exemption are required to put a notice of copyright on the copies they make. The whole idea is to alert users that just because the library was able to make a copy of a work for them, the work is not free of copyright restraints.

There are three requirements that libraries and archives must meet in order to qualify for the library exemption to reproduce a work as detailed in Section 108: (a) there may be no direct or indirect commercial advantage to the library; (b) the library must either be open to the public or to researchers doing research in the same or a similar field; and (c) the reproduction must con-

tain a notice of copyright. There continued to be debate over the meaning of "a notice of copyright." Notice of copyright is a term of art in copyright law, and most

Continued, page 16



*For more information,
contact
Laura Gasaway
(laura_gasaway@unc.edu).*

of videotapes, copyright management information, and online service provider liability. Database protection was omitted from the bill in the final days, but it likely will be reintroduced early in 1999.

Proceedings of the National Academy of Sciences

PNAS has simplified institutional access to the online journal in 1999. All libraries subscribing to print will be entitled to activate an online subscription to the journal *at no additional charge*.

1. In 1999, PNAS online (full text and graphics) will be included with all paid institutional print subscriptions. PNAS will publish more than 16,000 pages of high impact science.
2. Institutional subscription rates for 1999 are: \$800 (U.S.), \$995 outside the U.S. (includes expedited air delivery).
3. Your library users will have online access to:
 - The 1999 volume (26 issues)—full text, graphics, and supplementary material on the Web—with access available the same day the print issue mails (approximately 2–3 weeks before it is available in U.S. libraries);
 - Full text and graphics for 1998, 1997, 1996 (PDFs only);
 - Free inter-journal citation linking to the full text of referenced articles in participating journals;
 - Free access to PubMed;
 - Natural language searching.
4. If you subscribe to PNAS Online, authorized users (employees, faculty, staff, students, library patrons) at one geographic location (e.g., a university campus), are entitled to:
 - Browse and search the journal
 - Print copies of the output of any search for internal use, and
 - Download those search results or specific articles.

Ordering Information

Order through your subscription agent or directly from the National Academy of Sciences. Once your serial vendor or PNAS has received payment, you will receive a letter with instructions for obtaining access to the Web edition; the letter will direct you to an online form. To activate your online subscription, you will need:

- Institution's IP address(es)
- Contact name, title, phone, fax, and email
- Access Code number (included with the letter).

PNAS Circulation Office
2101 Constitution Ave., NW, Washington, DC 20418 USA
Telephone: 1-202-334-2672; Fax: 1-202-334-2738;
E-mail: subspnas@nas.edu
Visit us on the Web at www.pnas.org.

copyright lawyers believe that it meant the library should include the three traditional elements that comprise notice of copyright under Section 401(b): the word "copyright," the abbreviation "copr.," or the © symbol; the name of the copyright holder and the year of first publication. Some librarians argued that a library should be permitted to stamp photocopies and other reproductions with the American Library Association recommended statement "Notice: This work may be protected by copyright." Despite this debate, the matter has never been litigated. Many libraries have religiously used a stamp containing the ALA recommended wording, while others had a stamp made with © _____, 19___. Then library staff members would fill in the name of the owner and the year of publication on copies it reproduced.

In 1988, the United States joined the Berne Convention, and notice of copyright became optional on the part of the copyright holder. Section 108 was not amended, however, and libraries still were required to place a notice of copyright on copies they reproduced under the exemption. This seemed fundamentally unfair. If the copyright owner did not have to bother with alerting the world to his claim of copyright by including a notice on the work, why should libraries have the burden? The change made in the statute by the DMCA may not be exactly what the library community intended, however. Section 108(a)(3) now reads: "The reproduction and distribution of the work contains a notice of copyright that appears on the copy that is reproduced, or includes a legend stating

that the work may be protected by copyright if no such notice appears on the work." Thus, there is no longer any option. The library must include the notice that appears on the work. This can be done by reproducing the page that contains this notice or by creating a rubber stamp with ©, _____(for copyright owner), _____(for year published) and filling in the notice information as appears on the work.

The only instance in which the stamp or legend; "Notice: this work may be protected by copyright" may be used now is when the copyright holder does not place a notice on the work. Many libraries will find themselves out of compliance with this provision unless they alter their current practices immediately. Libraries that have an annual authorization license with the Copyright Clearance Center may be excused from having to place any notice of copyright on works they reproduce under the license. To determine if your library is exempt from this requirement, consult the license agreement or contact the CCC.

The new amendment also has implications for the World Wide Web. While web pages are copyrighted, often the developer does not include a notice of copyright. Contrary to popular opinion, publishing a web page without notice does not place the page in the public domain. When printing or reproducing web pages for users, according to the newly revised statute, librarians must either print the page containing the notice of copyright or stamp the reproduction with "Notice: This work may be protected by copyright" if there is no notice on the web page. ☼

FOCUS ON INCREASING YOUR TECH SKILLS FOR THE NEW MILLENNIUM!

The
Special
Libraries
Association's
Multi-Media
Distance
Learning
Courses

April 12 - May 16, 1999

Registration deadline March 15th!

CREATING YOUR OWN HOMEPAGE: HTML ESSENTIALS

ADVANCED HTML

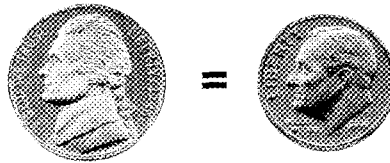
THE SEVEN KEYS TO HIGHLY EFFECTIVE WEB SITES

INTRODUCTION TO PROGRAMMING IN JAVA

For additional information on format and fees, contact the Professional Development Department at 1-202-234-4700, ext. 679, or by e-mail at profdev@sla.org, or visit www.sla.org/professional/mmcourses.html.



Special Libraries Association
www.sla.org



You're a corporate librarian.
You can turn a nickel into a dime.

It's the corporate librarian's dilemma: Budgets are being cut, yet information needs are increasing. What do they think you are, a magician? Well maybe you are. With Northern Light, you can increase the number of full-text sources you have access to while lowering the cost of your content usage by 70% or more. Dilemma solved. Score one for the corporate librarian. Contact us at 800-419-4222 or visit our Web site at www.nisearch.com.



www.nisearch.com

Breaking Free

of the

Reference Shackles

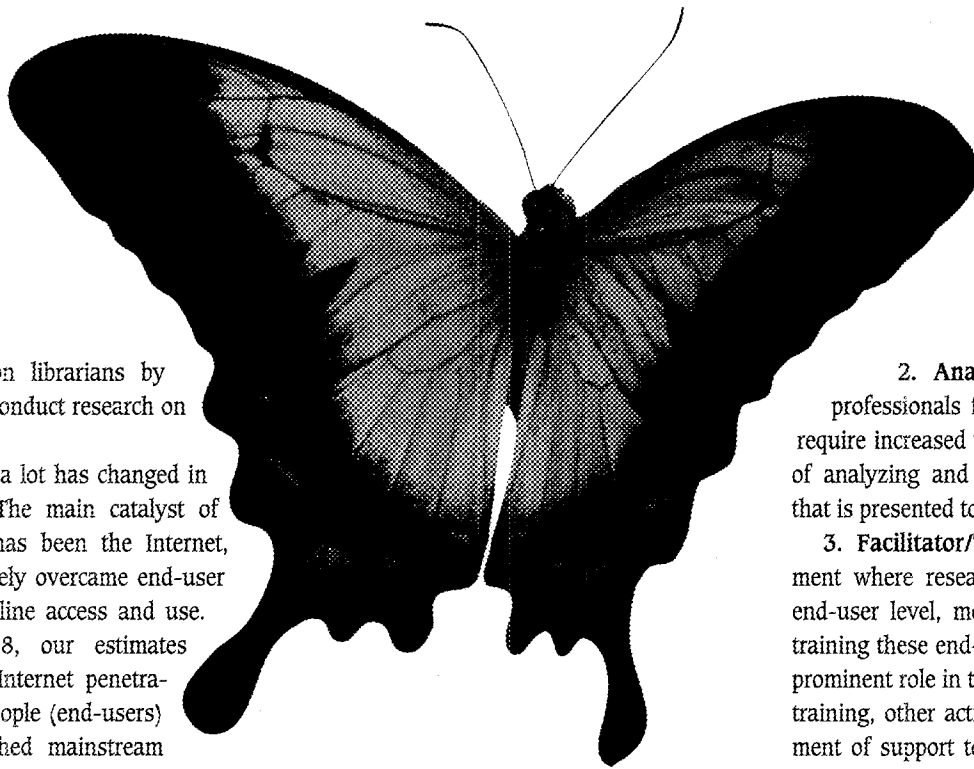
by
Doug Church

The Shift to an End-User Domain

Eight years ago, I met with an executive of a large communications company to talk about the impending rise of the end-user online market. During the course of our conversation, the executive explained his company's position was the market for online information and services had "peaked", and they were not interested in channeling more resources into this area. This was not

unusual thinking at the time. Most managers in the information and technology industries viewed the online market as limited to librarians. The prevailing technology environment made it difficult for end-users to access online services, thereby limiting their use to trained professionals (and a small number of online enthusiasts). Accordingly, searching online services was almost the exclusive domain of librarians. And, because of this, consistent pressure

Doug Church is a founding partner of the Phase 5 Consulting Group Inc., a marketing research and strategy company serving the information industry. He has a M.B.A. from Queen's University, and has taught marketing and marketing research at the post secondary level. Founded in 1991, his company has conducted hundreds of research and planning assignments spanning North America, the U.K. and Europe. In June and July of this year, Phase 5 conducted a landmark survey of SLA members throughout North America. For more information, contact dougc@phase-5.com.



was placed on librarians by end-users to conduct research on their behalf.

Of course, a lot has changed in eight years. The main catalyst of this change has been the Internet, which effectively overcame end-user barriers to online access and use. By July 1998, our estimates showed that Internet penetration among people (end-users) at work reached mainstream proportions. At the current rate of adoption, we will be approaching full penetration (of the achievable workforce) by the year 2001, making the Internet a ubiquitous information and communication platform.

What this means is that the barrier that once made online information products and services the unique domain of librarians has been removed. This will become even more apparent as the traditional online players provide access to their databases through the Internet, and as software companies develop more powerful and intuitive search tools for end-users.

Changing Roles and Responsibilities

So, what role do librarians (as they are traditionally defined) assume in this new environment?

Notwithstanding the trend toward desktop access to information (by end-users), special librarians (in both Canada and the United States) still spend close the thirty percent of their time conducting research or assisting end-users with research-related tasks. Another thirty-seven percent of time spent by special librarians is dedicated to various administrative duties, such as document processing, sourcing information products and services, and organization of the library. The remaining twenty-eight percent of their time is spent on more strategic activities, such as planning, training, and

product or service development (see Figure 1). Although many organizations have now moved toward Intranets, close to one-third of special librarians also stated they are not involved in the electronic delivery of information to internal users.

It doesn't take a mathematician to figure out that, if special librarians are now spending close to three-quarters of their time on non-strategic activities and, at the same time, many of these non-strategic activities are being downloaded to end-users, significant changes are about to occur (or, in many cases, are already taking place). In explaining the changing role of special librarians, one respondent in our recent Information Services Panel survey even described the designation "librarian" as "increasingly meaningless".

The Metamorphosis

When asked how their role would evolve within the next five years, special librarians outlined six key functions:

1. Consultant. Many respondents stated that their role would involve less "doing" (i.e., reference or research work on behalf of end-users) and more consultation. This role would require remote support to end-users and managers within the organization. In effect, "foot traffic" would be replaced by remote consultation for complex search strategies.

2. Analyst. Some information professionals felt that their role would require increased value-adding in the form of analyzing and interpreting information that is presented to end-users.

3. Facilitator/Trainer. In an environment where research is conducted at the end-user level, most respondents felt that training these end-users would play a more prominent role in their duties. In addition to training, other activities (e.g., the development of support tools and services) would be incorporated to help facilitate the ease with which end-user clients can access information.

4. Intranet Content Manager. With the integration of external data into corporate Intranets, a key function of the information services professional will be to source and manage the content that is accessible through the system.

5. Product Planner and Marketer. Data integration also forces information professionals to become product developers and planners, with responsibility for packaging information and marketing products, services, and delivery strategies to internal audiences. As one respondent characterized this role: "Need those statistics in a way you can't get them? I'll create a new statistical database for you. Need the news releases organized bi-weekly and indexed according to vendor? I'll create a product that does that for you."

6. Corporate Knowledge Manager. Increased recognition of knowledge as a valuable strategic resource could heighten the importance of the information professional. As a result, some SLA members foresee a merger of all information functions (e.g., library, database management, competitive intelligence, marketing research, internal knowledge sharing) into a single department or function. As one respondent described it, "Being the knowledge manager just means that I create value to my firm by

facilitating access to high quality information and by networking people and their ideas together using our technological infrastructure.”

These new responsibilities represent a welcome change for some. In the words of another respondent, they allow librarians to “break free of the reference shackles”. On the flip side, this changing role poses a threat to many special librarians. More than anything, it implies a totally different skill set. The emphasis will shift from technical skills in the library to communication, facilitation, training, and management skills (e.g., strategic and marketing management). To interact with IT staff and managers (e.g., in managing the Intranet), information professionals will also require a basic understanding of computing and network architectures.

Beyond Knowledge Management

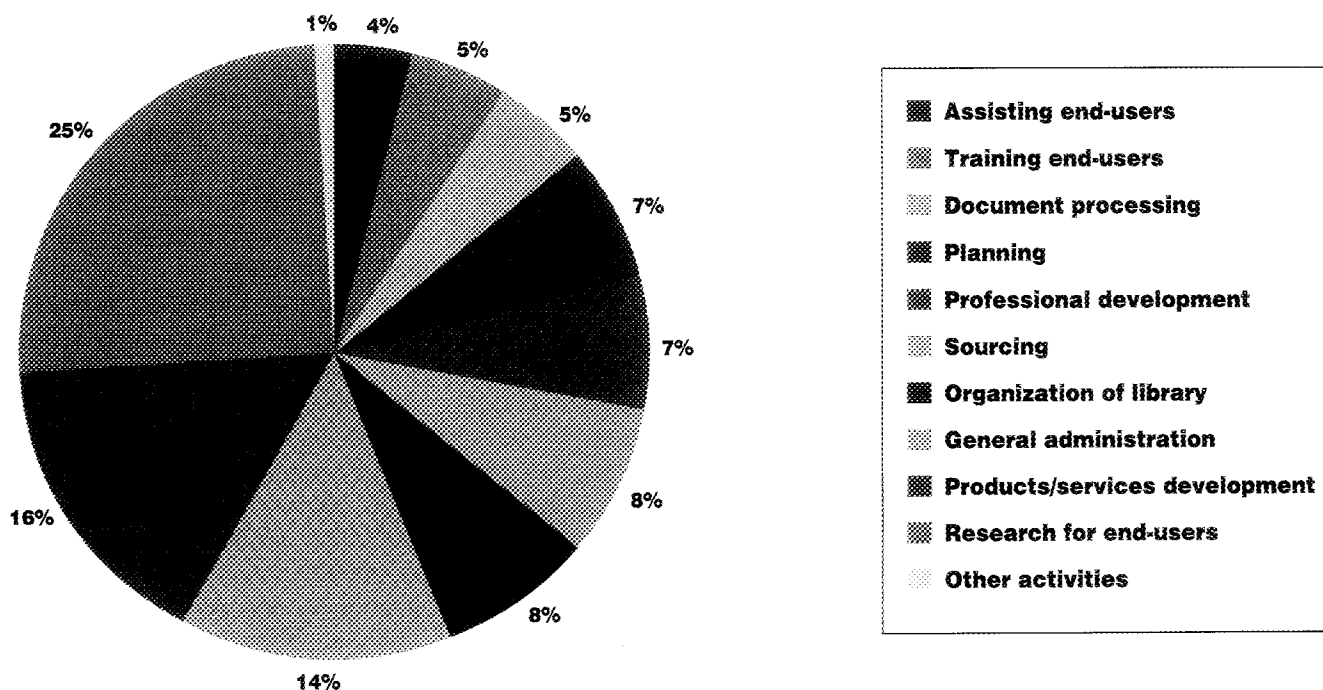
The transformation from librarian to knowledge manager is clearly underway;

however, a deeper look at the direction that the Internet is taking business reveals the possibility of more far-reaching changes. As many business processes (transactions, supplier-customer interactions) move to the Internet, the use of information will become integrated with these processes. In this environment, information as a distinct function or resource may no longer exist. To adjust to these more far-reaching changes, information professionals must search beyond current bounds (e.g., librarian, information, knowledge management) and think in terms of benefits to their organizations. Right now, information can be used to enhance competitiveness and productivity. These same benefits will remain in the future, no matter what the role involves. If standardization of access through corporate Intranets eliminates the need for product/interface development by publishers, the job of bundling and adding value to information for internal users may shift to internal information professionals.

If equal information and technology is available to everyone, then the focus will turn to interpreting and applying these tools (perhaps resulting in a merger of information, MIS, marketing research and competitive intelligence functions). And, if information is to be seamlessly integrated with transaction processes, then someone must first scope out work-related behavior to ensure that it is done in the most efficient and effective manner.

Clearly the impending shift to knowledge management (and beyond) represents an exciting change for special librarians. However, it's an opportunity that requires a great deal of preparation. To start with, training and educational programs directed at the special library community need to capture the changing dynamics of the market. More importantly, special librarians themselves must think beyond their current roles and responsibilities, and develop the necessary skills to continue adding value in the organization of the future. ☞

Figure 1
Proportion of time spent on activities by special librarians



Harness the power



Researchers need information
like a sailboat needs wind.
To advance. To make discoveries.
To explore the unknown.

With over 40 years of expertise
publishing research information,
ISI provides all the tools your corporation
needs to navigate the current international
literature in your specialty.

- ✦ Coverage of over 16,000 prestigious publications
- ✦ Targeted information sets designed specifically
for biopharmaceutical and chemical research
- ✦ Integrated chemical structure databases
- ✦ Web and e-mail links to authors and publishers
- ✦ Easy-to-use Web interfaces for convenient sitewide
and off-site access
- ✦ Full service document delivery
- ✦ Bibliographic management software

Sail in for more information

See how information solutions from ISI can be
seamlessly integrated into your current information stream
— contact ISI today.

Call ISI Corporate Sales at:

1-800-336-4474 or 215-386-0100 (ISI North America)
+44-1895-270016 (ISI Europe)
+81-3-5218-6530 (ISI Japan)

Visit our Web site: www.isinet.com

Web of Science™

Current Contents Connect™

ISI Chemistry Server™

Discovery Agent™

ISI Document Solution™

ISI

Institute for Scientific Information®

United States • Europe • Japan • Singapore

www.isinet.com

Comiti su di noi Lita på oss

信賴 **STN**

Count on us

맡겨 주세요요

Auf uns ist Verlass

Vertrouw op ons

Meihin voit luottaa

Comptez sur nous

עלינו אפטר לסמוך

Confie en nosotros

वादा हमारा

信
賴
我
們

STN InternationalSM

Count on us!

For powerful access to scientific/technical information

- **Quality** information – databases, functionality, and performance
- **Currency** through daily updating of CAS® databases
- **Ease-of-use** with sophisticated search and retrieval tools
- **Expert assistance** provided by staff scientists around the world
- **Chemical substances** (19 million – all searchable)
- **Easy connections** to full text documents
- **Predictable pricing** – and options based on user preferences

For your scientific/technical information — You Can Count On Us!



Call STN International

In USA

Phone: 800-753-4227, E-mail: help@cas.org,
URL: www.cas.org/stn.html

In Europe

Phone: (+49) 7247/808-555, E-mail: helpdesk@fiz-karlsruhe.de,
URL: www.fiz-karlsruhe.de

In Japan

Phone: (+81) 3-5214-8413, E-mail: helpdesk@mr.jst.go.jp,
URL: www.jst.go.jp/JICST/

ARE WE KEEPING PACE WITH CHANGE?

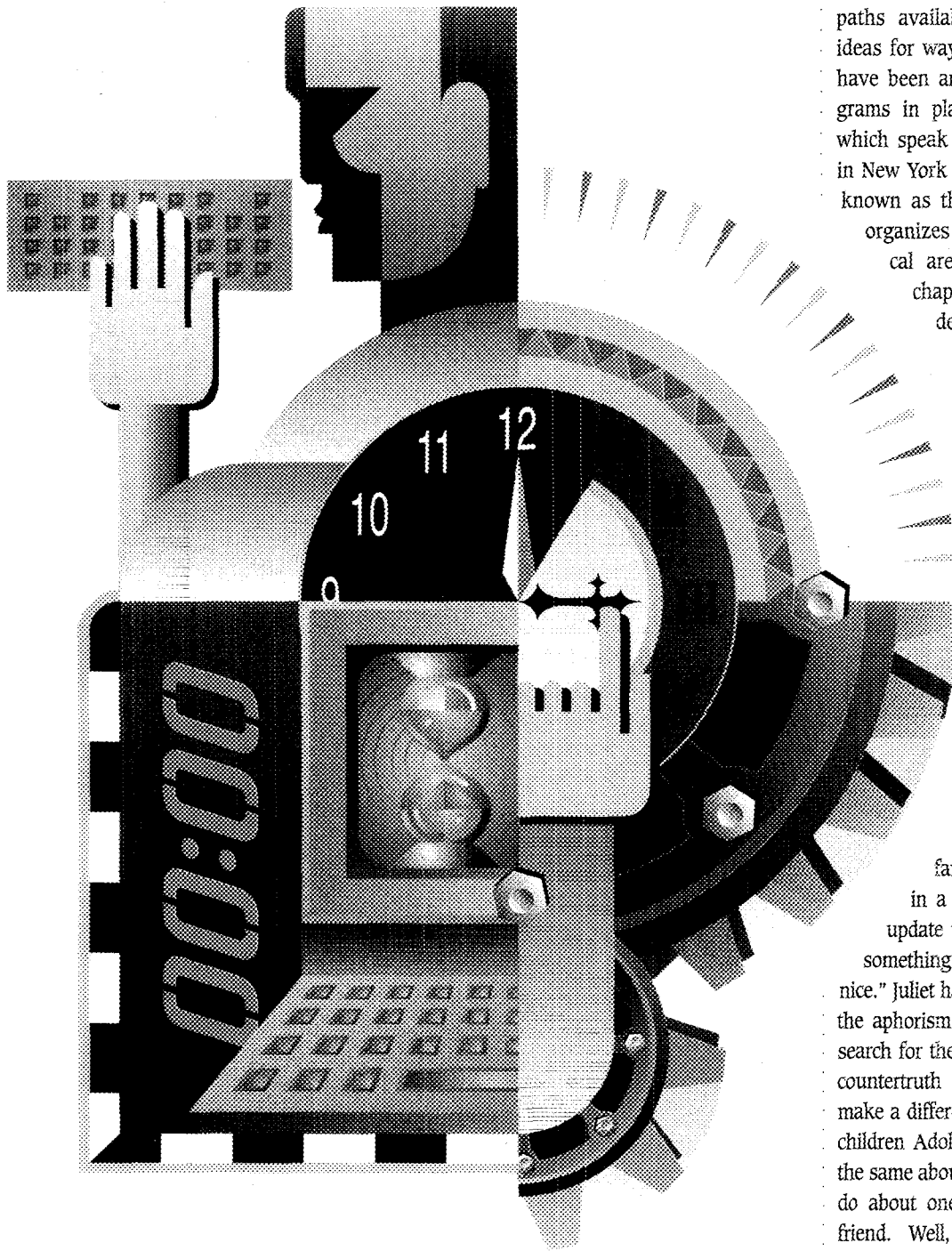
**BY
LUCY
LETTIS**

Special librarians have their work cut out for them in preparing for the millennium. The world is changing. Changing drastically! But is our profession keeping pace? Yes, I know many of us are running leading-edge information departments in our organizations, are setting

trends, are "pushing the envelope" each and every day. But if that is so, why is our profession as an entity often perceived in antiquated terms?

There are a number of reasons. One is that, at least in the United States, our efforts to recruit and train new professionals are not keeping pace with the realities of

Lucy Lettis is director of business information services at Arthur Andersen LLP in New York. She is chair of the steering committee for SLA's Global 2000 conference being held in Brighton, England in October, 2000. She can be reached at Lucy.Lettis@us.ArthurAndersen.com.



paths available in our profession? Good ideas for ways to address these challenges have been articulated. There are also programs in place at the SLA chapter level which speak to these issues. For example, in New York we have an ad hoc committee known as the Outreach Committee which organizes speaking engagements at local area high schools. A group of chapter members talks to the students about career options in the information services field.

Would more people be drawn to our profession if we called ourselves something other than librarians, and our association something other than the Special Libraries Association? Does the librarian label accurately reflect the many roles we play, want to play, and should be playing in today's knowledge economy? Shakespeare's Juliet would have had Romeo change his surname, for their families hated each other. "What's in a name, anyway?" she asked (I update the English a tad). "Call a rose something else and it still smells pretty nice." Juliet had a point. But I've always liked the aphorism: "Whenever you hear a truth, search for the countervailing truth." And the countertruth to Juliet's is that names can make a difference: parents do not name their children Adolph or Judas, and we don't feel the same about a dog that's called a cur as we do about one that's designated man's best friend. Well, then: which of these two truths—"names don't matter, names do matter"—applies to our name, the Special Libraries Association? Some years ago, I decided that the second truth does. In fact, as long ago as the early 1970s, it was publicly proposed that the name of our association be amended. Perhaps early proponents were premature, trying to affect change before the time was right. The words "library" and "librarian" are beautiful words! When I entered library school in the early 1980s, I was as proud as anyone to tell people that I was studying to become a librarian. And when I held my first management position in the

society as a whole. Data from the National Center for Education Statistics show that of the roughly 5,000 library school graduates in 1993-94, only eleven percent were Asian, Hispanic, or Black. However, the Census Bureau projects that by the year 2030, these groups will comprise around forty percent of the population. Why the disparity? It seems certain that the numbers have less to do with affirmative action than they do with the simple fact that minorities are not choosing to go to library school. In

addition to our need to better reflect demographics, we need to learn how to compete with other professions for members. What can we do to attract "the best and the brightest" when they are on the cusp of making career choices? Might not some young people be equally, or even more, attracted to undergraduate or graduate programs in information services as they are to information technology or business administration programs if they were aware of the dynamic and stimulating career

mid-80s I took pleasure in having "Manager of Library Services" printed on my business cards. But since the late 1980s, I have felt increasingly estranged from the "L word," and annoyed by the indisputable fact that it carries with it connotations that are restrictive and limiting to all of us. In my present workplace, for instance, not only would using the term "library" not advance my career, the careers of my staff, or bring recognition and reward to my department, I believe using the word would hinder us considerably, often in subtle yet very damaging ways. Our positions in the organization, our ability to rise through the ranks of internal management levels, depend largely on people's perception of our profession as we characterize it.

Throughout eleven months of the year I hold open houses, vendor fairs, training seminars, and contests. I publish brochures, posters, flyers, and do direct hardcopy and electronic mailings. Each April, I am tempted to order signage or bookmarks commemorating National Library Week and International Special Librarians Day. And each April, I remind myself that the use of such items in my workplace would—fairly or unfairly—threaten to undermine some of the hard-won victories my department has achieved during the rest of the year. Victories such as my Office Managing Partner publicly calling our Business Information Center (BIC) a "leading edge practice," a "best practice," and the BIC team "technology innovators" and "change agents" in the organization. Of course, the fundamental criterion for our career success is our ability to do first-rate work. No matter what we call ourselves, we're not going to attain the highest ranks if we do not provide the highest caliber contribution to the organization.

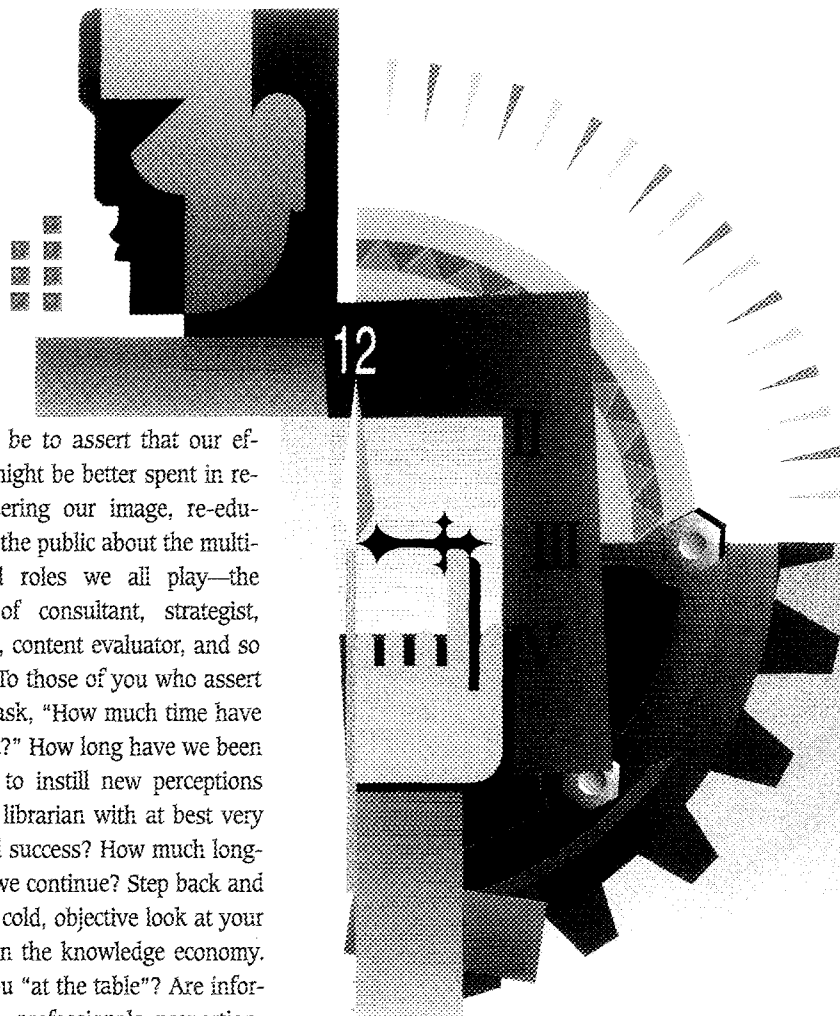
There is also truth, however, to the statement, "perception is reality." Why make things any tougher on ourselves than they need to be by unnecessarily carrying with us the baggage attached to the name "librarian"? There is a large—and growing—contingent in our profession who feel that the word "library" is not descriptive of their place of employment. Most of those same people cannot remember the last time they felt that "librarian" accurately reflected their day-to-day lives. To my mind the best argument against a name change

would be to assert that our efforts might be better spent in re-engineering our image, re-educating the public about the multifaceted roles we all play—the roles of consultant, strategist, trainer, content evaluator, and so forth. To those of you who assert this I ask, "How much time have we got?" How long have we been trying to instill new perceptions of the librarian with at best very limited success? How much longer do we continue? Step back and take a cold, objective look at your place in the knowledge economy. Are you "at the table"? Are information professionals proportionately well represented at the table? Or did a much larger proportion of seats go to information technologists, systems experts, and other folks whose roles are indisputably critical, but not more so than our own? Is the CIO of your organization a content expert or a conduit expert? I submit to you the possibility that the "L word" could have something to do with the all too frequent stories we hear of librarians being marginalized in their organizations. If we choose to hold on proudly but a little grimly to the name, we ought to do so with a full awareness of what it may be costing us.

I hope I am not misunderstood here: I have real sympathy for all who may respond to me by saying we should not concern ourselves with being fashionable, but must hold to what we are and make ourselves indispensable by the quality of our work. But I must also say that if an executive fails to see what I am—or what you are—because of my—and your—title, then we need most carefully to consider not only what our name signifies to ourselves, but

what it signifies to those who influence our lives. In his president's address at the 1992 SLA Annual Conference in San Francisco, Guy St. Clair observed the characteristic that most distinguishes special librarians from others in the library profession is that special librarians "work on somebody else's turf." It is turf that, except for special subject areas of public or academic institutions, is not a traditional library or an educational institution. It is the turf owners to whom we must market ourselves. And marketing includes our "brand," our name.

I ask pardon of those who will be unhappy with me for stirring up controversy. But those who know me well know there's a Latin adage I've always admired: *venienti occurrere morbo*—run to meet trouble. Friends, we've got trouble, right here in our profession. I hope you will join with me, not necessarily agreeing with everything I argue, but by thrashing out with me and all our colleagues the troubles we should run to meet.



Change Management in Action

The Infomanage Interviews

Industry leaders
describe how they
manage change in
information services.

by Guy St. Clair

with a foreword by
Eugenie Prime

Coming in summer 1999

SLAPUBLISHING

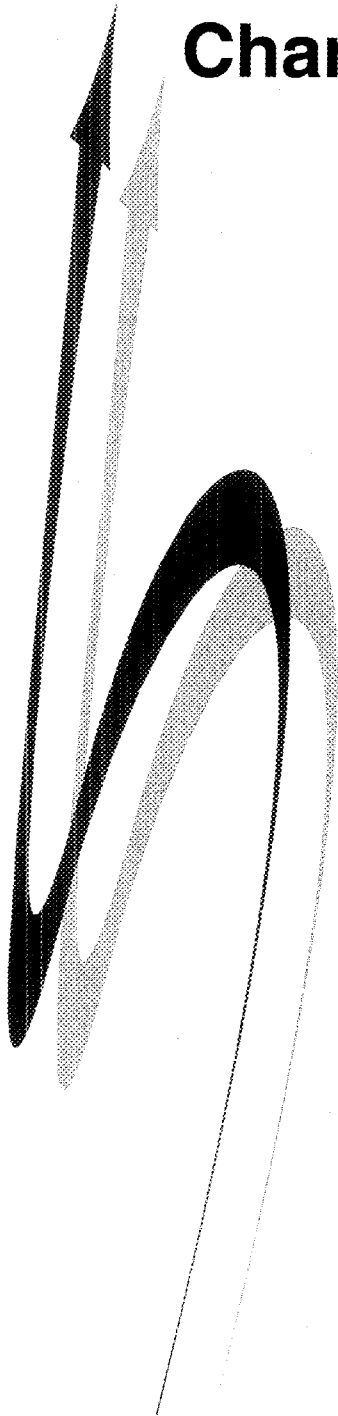
www.slapublishing.org



Special Libraries
Association

www.sla.org

Change Management in Action



INFORMATION

Today, it no longer travels top down;
It's no longer one-way;
It's controlled by no-one;
...and it's up to you to manage it!

Inmagic DB/Text Works: Conforming to your information needs — not the other way around!

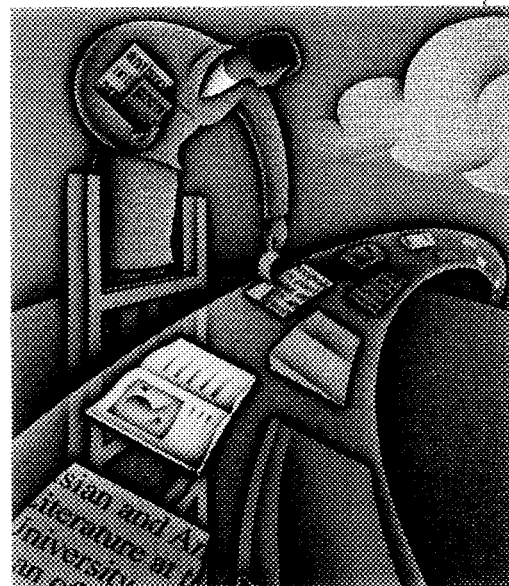
You are your organization's undisputed information management expert. Your information is specific to your industry, unique to your company — it's extensive, and stored in many different forms. We know that. Inmagic's been leading the field for almost 20 years; growing, adapting to meet your changing needs. That's why we developed a state-of-the-art system to absorb all of your information with unprecedented speed and ease of use. And now, Inmagic presents DB/Text *WebPublisher* — a program that lets you instantly mount your DB/TextWorks databases, on-line catalogs, research reports, and image archives, etc. on your Intranet or the Internet.

WEB Publishing with No Programming?

That's right. No CGI programming. No PERL programming. Impressed? There's more. DB/Text *WebPublisher* is based on open standards, runs on NT servers, and works with any standard HTTP server — making DB/Text *WebPublisher* a preferred choice among MIS managers as well. It's never been simpler to publish your critical information on the WEB.

Let Inmagic Help You Harness the Power of Your Information

Trust the #1 provider of flexible, ready-to-use automation solutions for special libraries and corporate information centers to help you move your company to the new WEB environment. Let us show you how easily DB/TextWorks and DB/Text *WebPublisher* let you harness the collective knowledge within your company and maximize its power by bringing it to every desktop enterprise-wide, or world-wide. Visit our website (www.inmagic.com) and view live on-line bibliographic databases, text and image directories, research knowledgebases and others mounted with DB/Text *WebPublisher*.



**Call Today
for your FREE Demo CD!**

Contact an Inmagic dealer near you or call Inmagic, Inc. at (800) 229-8398 for a 45-day trial version CD-ROM or to arrange for an on-line demo.

www.inmagic.com

INMAGIC®
Leading the Way
in Knowledge
Management.

800 West Cummings Park
Woburn, MA 01801
(781) 938-4442
FAX: (781) 938-6393
Email: sales@inmagic.com

The Internet in China:

AN UPDATE

by

Dr. Wenbo Kuang

As an open, non-proprietary computer communications infrastructure that reaches every corner of the globe and carries information on possibly every topic, the Internet has quickly become a phenomenon accessed by myriad users at all hours. There are a variety of user services available on the Internet—some internet-wide and some within a specific user community. Popular services are electronic mail, mailing lists, file transfers, remote computing, and multimedia services. For the first time, the Internet has managed the seemingly impossible task of breaking down barriers between countries and people.

The Internet has existed in China since 1987. What follows is information about the Internet service providers and information infrastructure in China, including its achievements and problems, as well as predictions on its future development.

Internet Service Providers (ISPs) in China

The Internet has only recently come into developing countries—the first usage in China was in 1987. But users were few until the four major ISPs were successfully built in 1996. The amount of users has increased explosively since then. There are updated statistical data which were investigated by the National Internet Information

Dr. Wenbo Kuang is doctor of management, School of library and information science, Wuhan University, Wuhan Hubei, China. He may be reached via e-mail at wbkuang@hotmail.com.

Centre of China since June 1998. From the data, results show there are 542,000 computers connected the Internet in China. There are 1,175,000 users who often surf the Net in China.

Currently, there are 3,700 Chinese web sites. Some of them are very popular and others carry important information. Examples include:

- Skynet Search Engine
<http://pccms.pku.edu.cn:8000/gbindex.htm>
 - Nease Search Engine
<http://www.nease.net>
 - China Economic Information Center
<http://www.cei.gov.cn/>
 - Beijing Library
(National library of China)
<http://www.nlc.gov.cn/>
 - Peking University
<http://www.pku.edu.cn>
 - Tsinghua University
<http://www.tsinghua.edu.cn>
 - Wuhan University
<http://whu.edu.cn>
 - Zhongshan University
<http://www.zsu.edu.cn>
 - Shanghai Welcomes You
<http://www.online.sh.cn/>
 - Nanjing Welcomes You
<http://www.nj.js.cn/>
 - China Guide
<http://www.chinavista.com/chhome.html>
 - China Navigator
<http://www.chinavigator.com.cn/>
- Nonetheless, the Internet market is still in the embryonic stage—but not for long! It is growing at the rate of more than one-hundred percent per year in the country.
- The early networks in China were mainly based on terrestrial lines compared to the recent ones which are in satellite mode. The major Internet Service Providers in China are:
- **China Science and Technological Net (CSTNET):** The ISP is based on terrestrial and VSATs, and serves mainly the science research and technological development. Its capacity is 2.128 Mbps
 - **Chinanet:** This ISP is based on terrestrial lines and satellite. It serves mainly the public people. Its capacity is 78Mbps.
 - **China Education and Research Net**

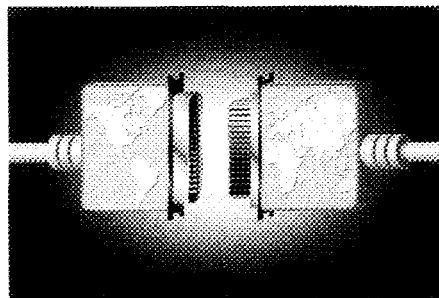


FIGURE 1

Proportion of Total Internet Users in China (in percentages)

Beijing city	25.3
Shanghai city	7.8
Guangdong province	11.5
Tianjing city	2.4
Chongqing city	0.6
Hebei province	2.7
Shangxi province	0.8
Neimengu province	0.4
Liaoning province	5.0
Jilin province	2.0
Heihongjian province	2.6
Jianshu Province	6.1
Zhejiang Province	3.9
Anfei Province	2.6
Fujian Province	3.1
Jiansi Province	1.8
Shangdong Province	4.0
Henan Province	3.4
Guangxi province	1.6
Hainan province	0.4
Sichuan province	2.8
Hubei province	4.1
Hunan province	1.6
Guizhong province	0.3
Yunnan province	0.5
Xizhan province	0
Shanxi province	1.4
Gangshu province	0.4
Qihai province	0.2
Ninxia province	0.1
Xinhjiang province	0.6

(CERNET): Also based on terrestrial and satellite. It serves mainly the users in universities. Its capacity is 2.256Mbps.

- **China Gold Bridge Net (Chinagbn):** This ISP is mainly satellite based and serves mainly to provide information on economic development of China. It also serves the public, but its capacity is smaller than the Chinanet at 2.256Mbps.

There are still some ISPs that are being built in China. They are part of what is called the "Gold Project." Some of them include:

- **China Gold Customs Project:** mainly serves the information requirement of China Customs and trade department.
- **China Gold Card Project:** mainly serves banks and facilitates the use of credit cards in China.
- **China Gold Tax Project:** mainly serves as an information source for tax services and tax management.
- **China Gold Enterprise Project:** provides information on a great number of economic databases, including Chinese product databases, Chinese enterprises, and company databases etc. It also forms national economic information resources networks.

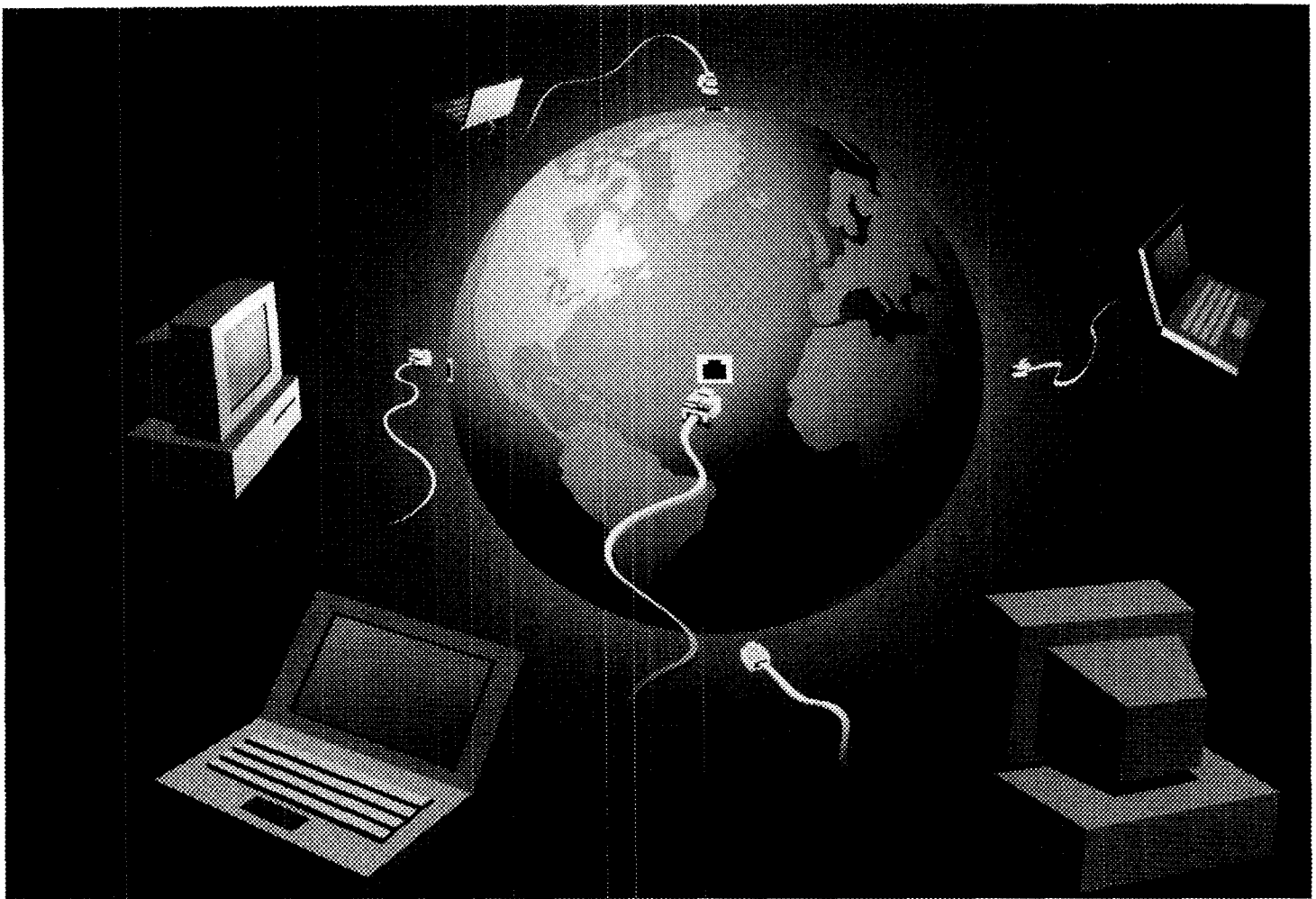
Another important ISP is called China City Net, which is currently under construction. It is a totally Chinese ISP and its charges are very low. There were 1,020 Internet Content Providers (ICPs) in October 1998. The number is increasing quickly.

The future development of the Internet in China promises to be fast. The IDC

FIGURE 2

The Age Distribution of Internet Workers in China (in percentages)

Below 15	4.0
16-20	7.9
21-25	39.9
26-30	28.6
30-35	10.7
36-40	4.2
41-50	3.5
50+	1.2



(International Data Corporation) predicts that there will be 9,400,000 Internet users in China before the year 2000.

Information Infrastructure in China

The existing information infrastructure in China is poor in comparison with developed countries, but will advance fast. There were more than 10,000,000 PCs and more than 0.1 billion telephones in China by 1998. And the numbers are increasing quickly at a staggering rate of more than 66% per year! The electronics industry—including the computer industry, television industry, telephone industry, and microelectronic industry—is growing at a rate of 25%-32% per year. However, the software industry is growing slowly relative to the hardware industry.

Internet Users in China

The China National Internet Information Center published an investigation on the Internet in June 1998. The results

www.informationoutlook.com

show there are 1,175,000 Internet users in China. Figure 1 shows in what regions Internet use is most popular. The number of Internet users reflects the economic, scientific, educational development level of the particular region.

FIGURE 3	
<i>The Occupations of Internet Users in China (in percentages)</i>	
Scientists and Engineer	12
Teachers	7
Staff at Computer Companies	18.8
Staff in Government	10.3
Factory Workers	11.5
Bank and Insurance Workers	4.8
Social Welfare Service Workers	4.9
Post or Telecommunication Workers	8.6
Students	13.9
Other	8.4

It is found that Internet is used mainly by young people. The investigation also discovers that 92.8% Internet users in China are men (see Figure 2 and Figure 3).

Limitations

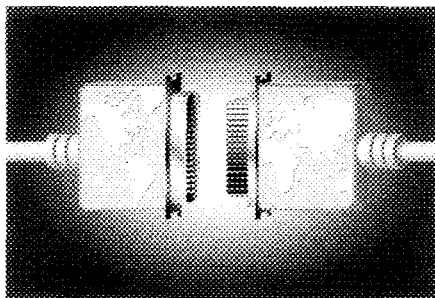
The Internet, though very common in the West, has to clear quite a few hurdles before more Chinese will be using it. Existing limitations include:

- **Cost:** The cost for Internet usage is relatively expensive for common Chinese.
- **Information Sources:** The Chinese information resources are very scarce in comparison with English information resources.
- **Speed:** Information transfer speed is too slow to bear.
- **Service Providers:** ISP service needs improved before the majority will log on to the Internet.

Users in Taiwan and Hong Kong

The Chinese of Hong Kong and Taiwan

enjoy a more advanced economic life. Therefore, the Internet is used more extensively here than on the China mainland. There are fifty-one main ISPs and ICPs in Hong Kong. Some include: AT&T AsiaPacific LTD, Internet Access Provider, Arto-gram System LTD, Asia Internet LTD, Asia on line LTD, Asia Pacific CompuNet LTD, AsiaCom, AsiaNet (HK) LTD, Chevalier (Internet) LTD, CompuServe Hong Kong, Cyber



Net for less than ten hours a week; many of them are using low-end applications like e-mail or are just casually browsing the web. Economic development has also led to a surge of interest in the Net among Chinese businessmen, academics, government officials, students, and the general public. However, the usage may increase depending on several factors: the growth of Chinese companies web sites and applications like newsgroups and Usenet, the decrease in price among telecommunication services, the increase in PC penetration and developing PC industry, and the increase in Chinese information resources (see Figure 4).

FIGURE 4

Complaints by Internet Users in China (in percentages)

Expensive	61.2
Slow	88.9
Chinese Information Sources too Scarce	45.5
ISP and ICP Service Needs Improvement	155.8
No Use at All	1.69

Express Communications LTD, Data Internet LTD, Galaxy Link LTD, Gateway Internet LTD, Global Information Networks LTD, Global Link Information Services LTD, Hong Kong ABC Net, Hong Kong Internet & Communication LTD, Hong Kong Internet LTD, Hong Kong SPARKnet, etc.

Looking to the Future

The Internet in China is making news in terms of its potential rather than actual usage. The only 1,175,000 Internet users in China pales in comparison with 34.6 million users worldwide. The pattern of usage reveals that 59.1% of the users access the

References

1. China National Internet information Center: An Updated Investigation of China Internet Usage Conditions, 1998.
2. Guo Wei: On Internet market of China, *Economic Daily*, 1998/11/2.
3. Zhang Yu: On Chinese Information Resources in Internet, *Bright Daily*, 1998/11/10

GET CONNECTED
with **CONSULT Online**



Special Libraries Association
www.sla.org

CONSULT Online is now available on the SLA website at <http://www.sla.org/consult/index.html>

For SLA members this is a free way to advertise your services. Complete the **CONSULT Online** entry form at <http://www.sla.org/consult/users.htm>

CONSULT Online is free and is available to anyone interested in locating a consultant who may assist, on a commercial basis, with such areas as library management, technical services, and expertise in subject specific areas.

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

If you have any queries contact John Latham (john@sla.org) or Colleen Keller (colleen@sla.org) on 1-202-234-4700, ext 639 or 681.

Take Charge of Your Future!

**The Special Libraries Association (SLA)
can help you to:**

- **Keep abreast of technological innovations**
- **Meet the information management needs of your organization**
- **Enhance your career**

As a valued member of the association, you will benefit from a broad range of products, programs, and services especially designed to meet the needs of special librarians.

Visit SLA's World Wide Web site at <http://www.sla.org> today for complete information on the member benefits you can't afford to be without! Or contact the membership staff at 1-202-234-4700, ext. 671 or at membership@sla.org for a complete membership packet.

Don't let your future be a matter of chance.

Make it a matter of choice!

Join the Special Libraries Association!!



Special Libraries
Association
www.sla.org

SLA's General and Subsidiary Funds: Did You Know That...

The association maintains nine separate funds in carrying out the policies and practices of the association. Since SLA is incorporated in the United States, the fund accounting and classification standards are determined by the Financial Accounting Standards Board (FASB). The purpose of the FASB standards is to provide a comparable reporting and regulation of all not-for-profit organizations. Funds are classified by FASB as restricted or unrestricted. Restricted funds are those for which there is a specific purpose and/or use. Transfers in and out of restricted funds are limited to the specific purpose or use. In SLA's situation, all fund transfers require approval of the board of directors.

Of the nine funds currently in place, the General Fund is the largest and most active. The General Fund includes the activities of the association to develop and deliver the programs and services to the membership: membership development; serial publications; exhibits and advertising; conferences and meetings; professional development; career services; public relations; government relations; fund development; leadership services; research; information resources; financial services; administrative services; and computer services. The current budget of the General Fund exceeds \$6 million and is growing consistently each year.

The subsidiary funds are reserve and endowment funds established by the board of directors for more 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. Goldspiel Memorial Research; and Copen.

General Reserve Fund: Serves to augment regular operating funds so essential association activities and financial commitments can be sustained during unanticipated periods of low income or increased expense due to economic, legal, or regulatory problems. The goal of the fund, as set by board action, is to maintain reserves equal to one year's operating expenses. An annual contribution (\$25,000) is made from the General Fund to ensure its growth for future needs.

Information Technologies Fund: Serves as a source of revenue for the purchase of technology, including computer software and hardware; telecommunications equipment; and other critical systems. An annual contribution (\$20,000) is made from the General Fund to ensure its growth for future needs.

Building Reserve: Serves as a source of revenue for

the unexpected, and not for day-to-day operational expenses. An annual contribution (currently \$10,000) is made from the General Fund to ensure its growth for future needs. An amount not to exceed \$30,000 may be spent by the executive director in the event of an emergency, without prior board approval. A fund balance cap of \$500,000 has been established by the board of directors.

SLA Scholarship Fund: Serves to support annual scholarship awards to candidates who qualify for accredited library schools. Total awards of five scholarships (three SLA Scholarships, one Affirmative Action Scholarship, and one Mary Adeline Conner Scholarship) at \$6,000 each are issued. Scholarships are to be paid from earnings on the principal balance.

Non-Serial Publications (NSP) Fund: Used for producing non-serial publications. It is intended to be a self-sustaining fund based on the sales of the books produced.

SLA Endowment Fund: Serves to provide programs and services which will further the scientific, literary, and educational purposes for which SLA is organized and operated. Such programs and services include publications, research projects, study grants, continuing education programs, public awareness activities, special studies, and information dissemination activities. Grants are made from ninety percent of the prior year's principal earnings.

Steven I. Goldspiel Memorial Research Fund: Serves to support the projects which address the goals as identified in the association's Research program, as approved by the board. The principal investment of \$75,000 made by Disclosure, Inc. and any subsequent contributions shall remain intact.

Copen Fund: Serves as a source of revenue for the Ron Copen Leadership Address at the Winter Education Conference or other appropriate meeting. The prior year's interest on principal earnings only shall be expended.

In the General Fund, several programs and activities typically realize a net income at the end of the fiscal year: membership development, conferences and meetings, professional development, fund development, and investments. These revenue-producers fund the remaining programs and services. In the subsidiary funds, the main sources of revenue are realized from investment income and contributions. Each member of the association has the opportunity to make a contribution to the funds.

Audited financial statements of each specific fund are prepared annually by an independent accounting firm as approved by the Board of Directors.

☞

For more information,

contact

Richard Wallace,

SLA Treasurer

(rewallace@aestaley.com)

A couple of Outstanding Authors



Choice Magazine's Academic Book Award Winning
Major Authors on CD-ROM :

Miguel de Cervantes . Roberto González Echevarría, General Editor
Walt Whitman . Ed Folsom and Kenneth M. Price, General Editors

Are Now Online.

Primary Source Media's *Major Authors*

Walt Whitman and *Miguel de Cervantes*, two of the titles in a five title series, have been chosen for *Choice Magazine's 1998 Outstanding Academic Book* award. Now this critically acclaimed series is available via convenient web access.

Major Authors Online: Walt Whitman presents all of Whitman's published works in the only scholarly edition available, New York University Press's *The Collected Writings of Walt Whitman*. Supporting materials include hundreds of manuscript images from both the New York Public Library and the Library of Congress. All the editions of *Leaves of Grass* published during Whitman's lifetime, as well as *Two Rivulets*, *Drum-Taps*, and *Sequel to Drum-Taps* are included as digital facsimiles. In addition, the full text of every page in these editions appears as an image caption, enabling researchers to examine the original editions and retrieve language, imagery and themes.

Major Authors Online: Miguel de Cervantes is a complete resource for studying the greatest writer in the Spanish language in both English and Spanish. It contains keyed text of all Cervantes's works in their first editions

linked, page by page, to facsimile images which can be printed or downloaded. Spanish critical editions of all of Cervantes's works are offered with the most widely-used English translations and Covarrubias's classic 1611 reference work *Tesoro de la lengua castellana* in fully searchable e-text and facsimile. A visually dazzling gallery of over 100 images of Don Quixote, from a variety of cultures including Europe, the U.S., and Asia, is also included.

Major Authors Online is flexibly structured to fit your library's specific needs: choose one, several or all authors, including *Virginia Woolf*, *The Brontës*, *Samuel Johnson* and *James Boswell*. Special buyer-tailored pricing is available to promote the broadest possible accessibility of these research tools. Access to all Primary Source Media online databases is obtainable through either password or IP address authorization.

Contact us today for information about a no-obligation 30-day trial and charter subscription.

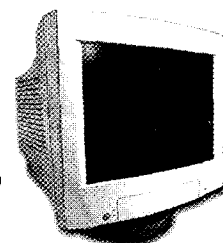
Join the future of research!

www.majorauthors.psmmedia.com



PRIMARY SOURCE MEDIA . *The Future of Research*
1 800 444 0799 . www.psmmedia.com . sales@psmedia.com

The Gale Group
GALE RESEARCH
INFORMATION ACCESS COMPANY
PRIMARY SOURCE MEDIA



The Management Documents Collection Needs You!

One of the popular resources borrowed from the Information Resources Center (IRC) is the Management Documents Collection (MDC). Currently, this collection consists of thirteen different folders of example documents dedicated to a specific subject. The examples have been donated over the years by SLA members. Members and non-members use them as aids to prepare similar documents for their own organization. One of the problems is that many of the MDCs include some very old documents. But with your help, we can keep the collection as current as possible. In many cases, however, the documents have to be adapted to cover your specific organization's requirements, so even the old documents can be helpful.

MDCs available from IRC

<http://www.sla.org/membership/irc/irc1.html#mdc>

Acquisitions & Collection

Development

Annual Reports

Benchmarking

Chapter/Division Surveys

Fees for Service

Floor Plans

General Library Policies

Library Brochures

Library Newsletters

Library Web Sites

Mission Statements/Strategic Plans

Marketing Materials

User Surveys

Annual Reports

This folder includes examples of library annual reports as well as articles on their preparation. The examples are from the early 1990s, so the IRC is looking for more recent additions.

Benchmarking

The documents included in this MDC are copies of articles on benchmarking, and a current bibliography of articles, books, web sites and listservs, see also <http://www.sla.org/membership/irc/qa.html>. It would be a valuable addition if we could obtain copies of example benchmarking criteria or evaluation formats.

Chapter/Division Surveys

Over thirty examples of surveys from SLA chapters and divisions are included in this MDC.

Fees for Service

There are examples in this MDC of brochures or flyers that show fees charged for various services. In addition, there are also copies of articles describing how to start charging for services and a bibliography of books and articles on the subject, see also <http://www.sla.org/membership/irc/feebased.html>.

Floor Plans

Over thirty copies of floor plans of varying degrees of detail, some of which are not particularly up-to-date, are included here. This MDC needs more examples of floor plans encompassing the latest technology equipment.

General Library Policies

This MDC now includes electronic information policies as well as a list of Internet use policies available on the web and articles on the same subject. The examples of traditional library policies need updating, but are still helpful guidelines.

Library Brochures

This is one of the most popular MDCs. It includes a vast selection of library brochures from several types of libraries. This collection is expanded each year by adding the sample brochures displayed at the Swap & Shop at SLA's Annual Conference, as well as the winning entries of the LEXIS-NEXIS awards. (The annual Swap & Shop provides attendees at SLA's annual conference opportunities to share marketing tactics and learn about

For more information, contact John Latham (john@sla.org).

Acquisitions & Collection Development

This includes about a dozen different policies, from chemical corporations to a Jewish Community Library, but it is in serious need of updating.

The IRC is sponsored by LEXIS-NEXIS.



LEXIS-NEXIS
A member of the Reed Elsevier plc group

other libraries' home pages, newsletters, and brochures.) New samples are always more than welcome as sadly not all the brochures in the folders are returned after being borrowed by patrons through interlibrary loan.

Library Newsletters

Approximately thirty examples of library newsletters of varying lengths and from all sorts of special libraries are included in this MDC. It is also updated where possible from Swap & Shop entries but additions to this useful resource are accepted at any time.

Library Web Sites

This new MDC is made up of examples from the 1998 Swap & Shop and includes some very interesting and detailed web sites. Some are print versions of intranets and not available via the Internet, which makes them all the more useful.

Mission Statements/Strategic Plans

Now including the new strategic planning bibliography of articles, books, and web sites, this MDC has a number of sample mission statements, strategic plans, and copies of articles on the subject, see also <http://www.sla.org/membership/irc/libstrat.html>. Though limited in its number of examples, this MDC provides a useful checklist of points which should be covered by your specific organization.

Marketing Materials

This is a new MDC made from the library marketing materials

received from the 1998 Swap & Shop. As well as a bibliography of articles, monographs, and videos on marketing your library services, this includes many other examples of marketing materials from library quizzes to mouse pads, see also <http://www.sla.org/membership/irc/market.html>.

User Surveys

This MDC is borrowed more often than any other, which suggests the importance given to providing quality library services relevant to the users' needs. The folder includes SLA's 1996 Super Membership Survey instrument and the IRC's 1997 staff user survey. This folder does not include copies of surveys conducted via e-mail or using a web site. I'm sure that many surveys using these formats have been carried out, copies of which would be a very popular and helpful addition to the MDC.

MDCs are available for loan for three weeks from the IRC at a charge \$10 for two items (\$15 for nonmembers) with pre-payment required. Please either call IRC staff at 1-202-234-4700, ext. 639 with a credit card number or request an ILL invoice prior to sending a check.

In order to remain useful, MDCs need to be as up-to-date and current as possible. That's where you come in! If you have examples of any of the MDC subjects that you would like to share, please send a copy to John Latham, Special Libraries Association 1700 18th Street NW, Washington, DC 20009-2514. ☞

Try our magic...

see how fast we can make articles appear

Say you receive a request for an article on survival rates for four forms of cancer in the USA and it's in the July issue of *American Journal of Public Health*. Chances are it's on our shelves and we can have a copy of it delivered to you immediately.

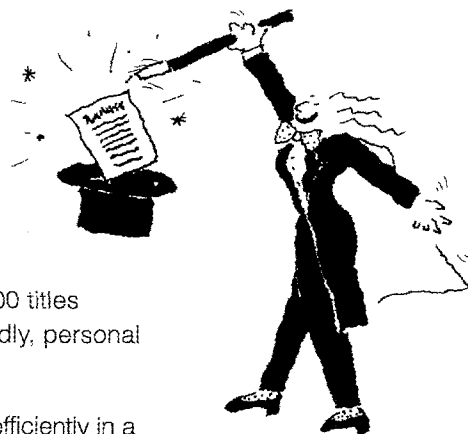
The magic is in our on-site collection of medical serials — over 17,000 titles and 350,000 items spanning more than 100 years — and in the friendly, personal response to all requests.

Our goal is simple: to help you respond to your patrons — quickly and efficiently in a variety of formats. And your first journal article is free! Try our magic.



**MLC
NY**

The Medical Library
Center of New York



Phone: (212) 427-1630 • Fax: (212) 876-6697
email: mlcny5@metgate.metro.org or
mlcny7@metgate.metro.org
DOCLINE code: MLC • OCLC code: VVZ

Special Information...Special Delivery...Since 1959

On Track: Rail Transportation on the Web

The transcontinental railroad is a cornerstone of Canadian history dating back to confederation. For many provinces, its construction was a condition for their entry into confederation. Aside from the railroad's romantic history and associated nostalgia, it is not just a relic of the gilded age. The modern Canadian rail network continues to play a significant role in North American trade. With the signature of the North American Free Trade Agreement (NAFTA), our borders have ceased to be barriers to business opportunities (or American competition) and our mighty railroads have become major players in cross-border trade.

For those requiring information to keep abreast of the latest trends in this dynamic industry, the Internet hosts a multitude of useful sites. While the list of sites below is by no means comprehensive, it is a good starting point for anyone seeking rail-related information for North America.

Canada

Transport Canada
(<http://www.tc.gc.ca>)

Transport Canada is the department of the federal government that develops and administers all policies relating to transportation in Canada. While this site contains news releases, a phone directory, and general land transportation information, its salient feature is the "T-Facts" page. Specifically, *Rail Statistics* from T-Facts provides great information on Infrastructure, Output, Tonnage, Financial, Commodity Traffic, Labour, Forecasts, and U.S. Comparisons. This is a great place to start researching and a nice value-added service they provide is to have made the statistics viewable in HTML or downloadable into Excel files.

Canadian Transportation Agency
(<http://www.cta-otc.gc.ca/>)

If you are looking for Canadian government transportation legislation and policies, this is the place to visit! The Canadian Transportation Agency is the body that administers government legislation and policies. This site is loaded with full-text information including CTA decisions and orders, the Canada Transportation Act,

press releases, and other publications and reports. In particular, the Rail and Marine Branch of the CTA has far reaching authority being responsible for legislative matters concerning rail and marine transportation under the Canada Transportation Act, the Railway Safety Act, the Coasting Trade Act, the Shipping Conferences Exemption Act, 1987, the Pilotage Act, and the St. Lawrence Seaway Authority Act. Contact information and descriptions are provided for departments of the Rail and Marine Branch, there are also links to 1998-99 Maximum Weight Scale, Railway Interswitching Regulations, Rail Infrastructure Directorate, Rail Complaints, and Determining Net Salvage Value.

Strategis: Railway Industries
(<http://strategis.ic.gc.ca/SSG/ti00145e.html>)

Industry Canada provides excellent information on railway service providers, equipment manufacturing, trade, and much more. By following the railway service providers' link you have full-text access to the *Railway*

ATTENTION INTERNET ENTHUSIASTS!

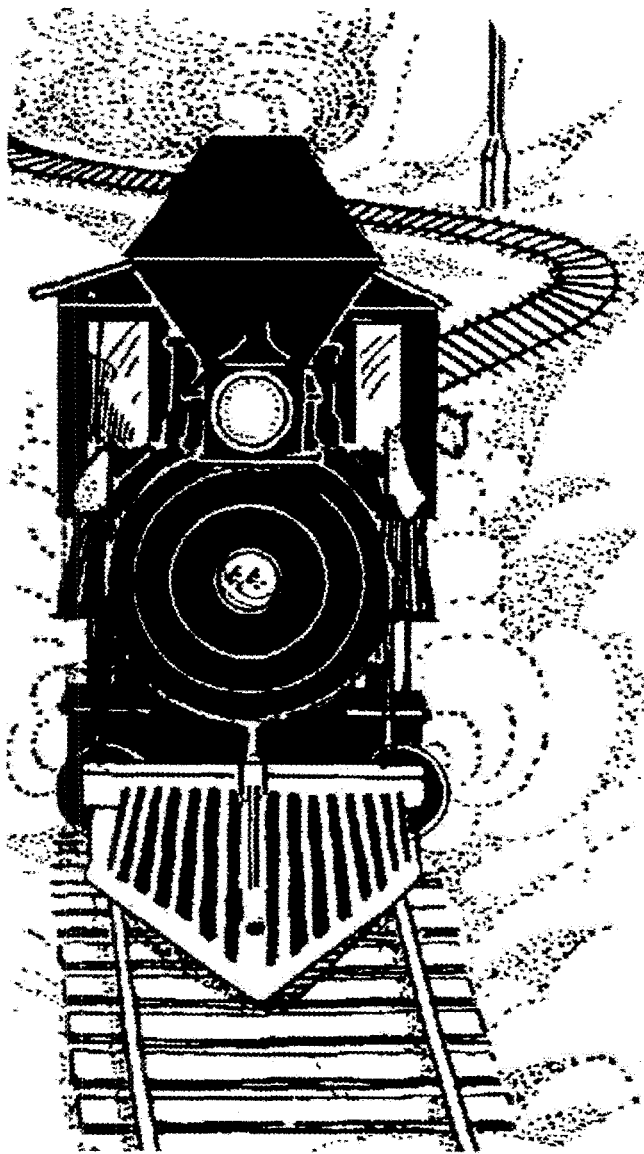
Are you looking for ways to get involved in SLA and Information Outlook?

Do you have an insatiable interest in the Internet, intranets, or other important technologies?

Become the column coordinator for The Cutting Edge, a new column (replacing On the Net) that will showcase the latest technologies, tools, and techniques that will lead us into the new millennium!

For more information on how to get involved, send an e-mail to Susan Broughton (susan@sla.org).

by Janet Sears. Sears is head of her own company, Info-Vision, and is currently working as a consultant at Canadian National Railways in Montreal, Quebec. She can be reached via e-mail at js Sears@total.net. For more information on On the Net, contact Sharyn Ladner at sladner@miami.edu.



Industry Profile and The Economic Importance of Rail Transportation for Selected Industries in Canada. This is a great place to begin your search because apart from the above full-text documents, Strategis also provides a lot of great links.

Transportation Safety Board
(<http://bst-tsb.gc.ca/>)

The Transportation Safety Board (TSB) is an independent agency that serves to promote and investigate safety in all forms of transportation in Canada. This site provides access to occurrence reports (listed by year) and statistics (monthly) for rail. Full-text of the TSB Act is also available.

USA

Department of Transportation
(<http://www.dot.gov/>)

The U.S. Department of Transportation (DOT) provides links and access to a host of its departments, each with its own web site. One nice feature is that if you don't know what department of DOT has the information you need, you can search across the entire site

including all related offices. You can also browse the National Transportation Library catalog.

Bureau of Transportation Statistics
(<http://www.bts.gov/index.html>)

As its name implies, the Bureau of Transportation Statistics is the place to go to for transportation statistics. You can download the Transportation Statistics Annual Report going back to 1994. One particularly useful item on this site is the Trans-border Surface Freight Database. This provides statistics on U.S. exports to and imports from Canada and Mexico by rail as well as other means of surface transportation (pipeline, truck, or mail), making it great for comparative studies. If you require information on freight transportation for a particular state then select State Freight Transportation Profiles. This site is an excellent source for information.

Federal Railroad Administration
(<http://www.fra.dot.gov/site/index.htm>)

The Federal Railroad Administration (FRA) is an agency of the DOT. This site contains regulatory information such as notices from the Federal Register, recent accident/incident data, reports, and full-text technical papers from Research and Development.

Surface Transportation Board
(<http://www.stb.dot.gov/>)

This is one of the most important organizations for railroaders. The Surface Transportation Board (STB) is an independent regulatory arm of the Department of Transportation. The STB, with regard to railroads, is responsible for the issues such as rate reasonableness, car service and interchange, mergers and line acquisitions, line constructions and abandonments within the United States but has far reaching implications for railroads across North America. This is due to alliances, mergers, and the fact that several non-U.S. railroads cross an American border at one point or another. The STB web site contains: speeches, testimonies, statements and news releases, decisions filings, and publications you can download or view full-text; as well as economic data for the Class 1 railroads including earnings, wages, employment, and price indexes.

Mexico

Finding information on railroads in Mexico is somewhat more challenging than for Canada and the U.S. (especially for non-Spanish speakers); however, more information is beginning to become available. Fortunately, much of the information on commodity trade (see Trade Statistics) includes comparisons between Canada - Mexico, Canada - U.S., and Mexico - U.S.

Mexican Institute of Transportation /
Instituto Mexicano del Transporte
(<http://www.imt.mx/>)

The Mexican Institute of Transportation is a research center under the under the Mexican Secretariat of Communications and Transport. Sources of information on this site include a list of current projects, publications and the full-text of their bulletin.

All information is in Spanish, however an English site is under construction (<http://www.imt.mx/English/index.html>).

Secretariat of Communications and Transport /
Secretaría de Comunicaciones y Transportes
(<http://www.sct.gob.mx/>)

This is the Mexican governmental department regulating transportation (all information is in Spanish).

National Statistics, Geography and Informatics Institute /
Instituto Nacional de Estadística Geografía e Informática (INEGI)
(<http://www.inegi.gob.mx/homeing/homeinegi/homeing.html>)

This is a useful source for preliminary statistics and general information on Mexico. Under the *Infrastructure* heading of Statistical Information, there are some general statistics on Transportation in Mexico, including railroads. This site also describes the North America Industry Classification System (NAICS), the new system that will replace the current classification systems used by each country in NAFTA. It does provide a categorical breakdown of the system. The Spanish version of the site contains more information.

Associations

Association of American Railroads
(<http://www.aar.org/>)

The Association of American Railroads is an association representing the major freight railroads of North America (including Canada, the U.S., and Mexico) and Amtrak. This is the major association of the railroad industry in North America. Their site lets you search the publication catalog, as well as read position papers and has some statistics and facts about the industry.

Railway Association of Canada
(<http://www.railcan.ca/>)

The Railway Association of Canada (RAC) is the industry-based association of railways in Canada. It includes freight, passenger, and commuter systems. From this site you have access to Canadian Railways, an overview of the state of the railway industry in Canada and Railway Trends, an annual publication providing basis statistics for Canada's railways. Railway Trends 1997 covers operations and financial statistics going back from 1988 - 1996.

Transportation Association of Canada
(<http://www.tac-atc.ca>)

The Transportation Association of Canada (TAC) is made up of both government and industry members. Essentially, it serves as a forum to facilitate discussion on transportation policy and innovation. While access to some information is restricted to members, it does allow you to search the Canadian Surface Transportation Database containing descriptions of ongoing and completed research projects. It also permits searching of the library catalog.

Trade Statistics

For freight railroads, it is important to follow the trade of major commodities such as coal, grain, or forest products. The following sites listed below are all excellent sources for this type of data:

Major Freight Railroads of North America with Web Sites

Burlington Northern Santa Fe
<http://www.bnsf.com/index.html>

Canadian National
<http://www.cn.ca/>

Conrail
<http://www.conrail.com>

CSX
<http://www.csxt.com>

Illinois Central
<http://www.icrr.com/>

Kansas City Southern
<http://www.kcsi.com/>

Norfolk Southern
<http://www.nscorp.com>

Union Pacific
<http://www.uprr.com/>

Passenger Railroads with Web Sites

Amtrak
<http://www.amtrak.com/>

Via Rail
<http://www.viarail.com>

Mexican Railroads

Ferrocarriles Nacionales de Mexico
National Railway of Mexico
Ferrocarril Pacifico-Norte
Northern Pacific Railway
Ferrocarril del Noreste Transportacion Ferroviaria Mexicana
Northeastern Railway
<http://www.gtfm.com.mx>

Web addresses are current as of January 15, 1999.

- Center for the Study of Western Hemispheric Trade
(<http://www.lanic.utexas.edu/cswht/>)
- U.S. Census Bureau, Foreign Trade Statistics
(<http://www.census.gov/ftp/pub/foreign-trade/www/>)
- Industry Canada, Trade Data Online
(http://strategis.ic.gc.ca/sc_mrkti/tdst/engdoc/tr_homep.html)

To this day and for years to come, the railroad has a significant role to play in transportation and trade across North America. If you ever need rail-related information or are a railfan at heart, start your search by using some of these sites. They are bound to put you on the right track toward the information you need! ☞

Exercise Your Resources During International Special Librarians Day

Thursday, April 15, 1999

Held annually on the Thursday of National Library Week, ISLD marks the occasion when information professionals around the world will celebrate the contributions of the profession. It offers SLA members the opportunity to promote the value of special libraries and information centers, their services, and accomplishments within their organizations.

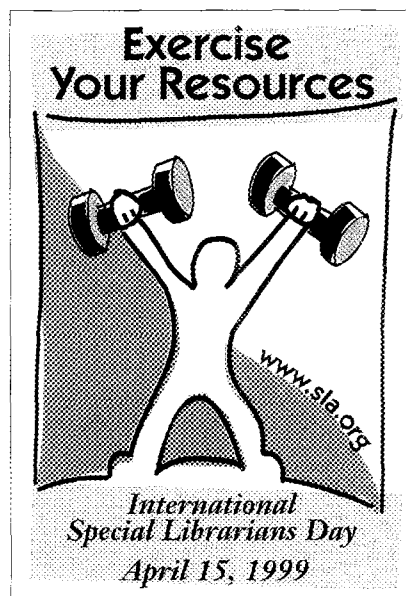
The theme for this year's ISLD — "Exercise Your Resources" — proclaims the dual message that a) existing/potential users of your services should learn more about the services you provide; and b) that you should seek to maximize your potential through the use of your own resources.

SLA, with support from ISLD '99 partner LEXIS-NEXIS, offers a promotional kit for your use in celebrating this very special day. As active participants, you and other SLA members should coordinate events such as educational seminars, contests, and open houses, showcasing the services and contribution of the library. Many Association chapters will also hold special events, such as social receptions, mini-conferences, and community outreach activities.

The public communications department hopes you will help promote and celebrate our profession's "special" day. Here are a few ways you can demonstrate your commitment to the information profession during National Library Week, beginning April 12:

- * Wear an ISLD pin during the week.
- * Include International Special Librarians Day on your **voice mail** greeting, announcing this event to your callers, and wishing members a happy ISLD on April 15.
- * Tag your signature line of all outgoing **email**: "Exercise Your Resources: Celebrate International Special Librarians Day — April 15, 1999" in honor of the valuable contributions made by information professionals around the world every day.
- * Place a similar statement on the bottom of your **fax cover sheets**: Celebrate International Special Librarians Day and the contributions of information professionals worldwide — April 15, 1999 — "Exercise Your Resources."
- * Send a notice to your non-library colleagues regarding ISLD '99.
- * Write a letter to the editor of your local newspaper, announcing this special day.
- * Be creative! Develop your own ideas for celebrating.

If you have any questions, comments, or suggestions, contact SLA's public communications department by calling 1-202-939-3629, or send e-mail to john-c@sla.org.



To order promotional kits for your staff, complete the order form below and fax back to SLA at 1-202-265-9317.

Name _____

Organization _____

E-mail address _____

Phone _____

Ship to: _____

Street address _____

City, ST _____

ZIP/Postal Code _____

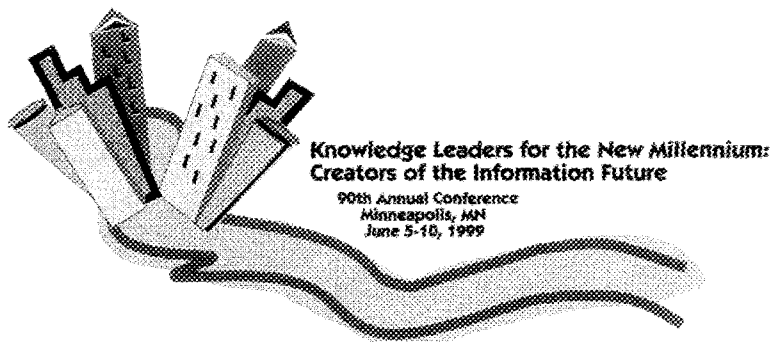
Country _____

Quantity _____

Highway 61 Revisited and Minnesota's Wine Country

Wine? Minnesota? Some of the best! The founder of Minnesota's first bonded winery noted that the world's best wines come from areas with marginal growing conditions. And, since Minnesota is on the same latitude as Bordeaux, he set out to produce wines to rival the world's best right here in Minnesota, "Where the Grapes Can Suffer," as his label boasted. Not many have followed his lead, but enough have to provide interesting stops for visiting oenophiles.

Twenty-five miles east of Minneapolis, on Highway



36, is the latest addition to Minnesota's wine community, St. Croix Vineyards. The Aamodt family, proprietors of a successful apple orchard, founded the winery. Every autumn, their orchard draws thousands of Twin Citizens eager to sample the harvest in its raw state, squeezed into cider, baked in pies, dipped in caramel, and in seemingly endless other variations. A winery and tasting room seemed like just the ticket to expand on the orchard's success, as did hot air balloon rides over the St. Croix National Scenic Riverway, which lies just a few miles further east.

The spectacular St. Croix River Valley, from Interstate Park at Taylors Falls, fifty miles north of the Twin Cities, to Prescott (Wisconsin), thirty miles south, provides some of the best scenic and recreational opportunities in the Midwest. At the heart of the valley is the town of Stillwater, site of the 1848 Minnesota Territorial Convention, which gives rise to the city's claim as "Minnesota's Birthplace". Promoters proclaim Stillwater to be "less than an hour's drive, and a century away."

While retaining many historic buildings along Main Street, the city has thrown off its nineteenth-century, rough and tumble, river port and lumber town ways. With its dozens of B&Bs, fine restaurants, and antique shops, Stillwater is a popular weekend getaway for locals

needing a quick respite from urban life. A favorite place to stay is the Lowell Inn, consistently noted as one of the best country inns in the United States. Other attractions include riverboat and dinner train rides, the Depot Museum and the tasting room of Northern Vineyards, another stop on Minnesota's wine tour. The city is a great place for just a day's visit or as a base of operations for exploring the entire valley.

Minnesota has many other inviting river towns. Marine and Afton, two small villages on the St. Croix, are a few miles north and south, respectively, of Stillwater. Each has a quaint, almost Victorian charm and a small ice cream parlor, perfect for a stop during a drive in the country.

Highway 61, south of the Twin Cities leads to even more towns and villages along another river which, since its confluence with the Minnesota River at Fort Snelling, is indeed the Mighty Mississippi. Twenty-five miles south of Saint Paul, Hastings, like Stillwater, celebrates its history and its well-preserved Main Street. In addition to the shops and galleries on Main Street, recommended stops include the RipRap Cafe and the lovely little park at the falls on the Vermillion River. Just south of town is the last stop on the wine tour. At the Alexis Bailey Vineyards, Nan Bailey, daughter of the earlier-mentioned founder, pours samples of wines made from those long-suffering grapes. Be sure to try the Hastings Reserve!

Further south lies the City of Red Wing, famous for boots, pottery, and a song extolling its beauty in the moonlight. To appreciate the song, take a drive up to the city park on Skyline Drive for the view of Barn Bluff and the river below. There are a number of good restaurants in Red Wing, including the Port of Red Wing in the St. James Hotel, Stag's Head Cafe, Blue Plate Cafe, and the Lavender Rose, across the river in Hager City, Wisconsin.

Further down the Mississippi and Highway 61 lie the beautiful, historic City of Frontenac, Frontenac State Park, Lake Pepin, Wabasha, and Winona. Take a right turn anywhere and you'll head west into the bluffs and valleys that lead to other lovely river towns including Lanesboro on the Rush River, New Ulm, on the Minnesota and dozens of others, including, of course, Rochester and the world famous Mayo Clinic and Kahler Hotel.

It's a shame we can't devote this entire issue of *Information Outlook* to all there is to do and see while you're in Minnesota. But, that's what our web site is for. Check it out at <http://sla99.westgroup.com/>, or visit the state's Office of Tourism site at <http://www.exploreminnesota.com/>. ☼

For more information,
contact
Jerry Baldwin
(jerry.baldwin@dot.state.mn.us)

Come celebrate your new role as a leader of the information industry while investing in your future and engaging in global networking!



Special Libraries
Association
www.sla.org

THE SPECIAL LIBRARIES ASSOCIATION'S 90TH ANNUAL CONFERENCE



**Knowledge Leaders for the New Millennium:
Creators of the Information Future**

June 5-10, 1999 • Minneapolis, MN

This year in Minneapolis you can look forward to:

- ▶▶ Attending the General Session with speaker Laurence Prusak, managing principal, IBM Consulting Group, co-author of *Information Ecology and Working Knowledge*, who heads up the knowledge consulting activities in the IBM Consulting Group
- ▶▶ Building your personal and professional competencies with more than 30 different continuous education courses at varying levels
- ▶▶ Joining your chapter and division peers for roundtable discussions, leading thinker presentations, and exciting networking events all designed to expand your professional circle and help you learn, collaborate, and innovate back at your office

Look for a newly designed preliminary conference program in the mail later this month! Please visit the SLA web site at www.sla.org, Conferences and Meetings section, for up-to-date information!

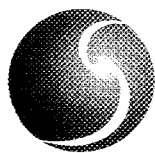
The 1999 Exhibit Hall will feature the latest and most up-to-date resources available on the market today, and will provide you with the creative strategies you need as a leader to provide excellence in information delivery and retrieval into the next century.

Register early to reserve your place in Minneapolis!

Early-bird registration deadline is April 15th!

Questions? Call us at 1-202-234-4700, ext. 626 or email us at: meetings@sla.org

KNOWLEDGE LEADERS FOR THE NEW MILLENNIUM: *Creators of the Information Future*



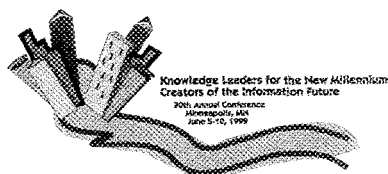
Special Libraries
Association
www.sla.org

June 5-10, 1999

Minneapolis, MN, USA

Special Libraries Association

90th Annual Conference



Knowledge Leaders for the New Millennium:
Creators of the Information Future
90th Annual Conference
Minneapolis, MN
June 5-10, 1999

SPECIAL ANNOUNCEMENT

Registering for SLA's 1999 Annual
Conference just got easier!

LOOK WHAT'S NEW THIS YEAR!

SLA's Virtual Annual Conference Web page:
Go to www.sla.org,
Conferences and Meetings, to register online!

Available on our web site in early March!

THE PERSONAL SCHEDULER

Get up-to-date information on the 1999 Annual Conference with our new online user-friendly database!

You can use this scheduler to select the events you'd like to attend, schedule your personal time at the conference, and print out an itinerary to take with you to Minneapolis.

Search the online conference database: (<http://www.sla.org>)
Conferences and Meetings section

- **By event** — Enter keywords or use an alphabetical list
- **By track** — Search by the suggested audience for each event

- **By times** — Select times and choose from a grid of times and dates
- **By keyword** — Search by topical area of each event
- **By type** — Search by type of program/course
- Or, select "all" to display a list of all events

Other features will include:

- Creating a personal itinerary
 - Adding and removing events
 - Choosing from events with "conflicting times"
 - Scheduling personal time
 - Printing your schedule

NEW TRACK SYSTEM

Helps you to plan a track of relevant courses

This year, we are very pleased to announce that the program material will be presented in a new and easier to use "track" format. The web site and printed conference program will have four general tracks that outline program sessions:

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

Look for the printed program
in your mail later this month.



Conference Theme

Knowledge Leaders for the New Millennium: Creators of the Information Future

The theme of this conference both anticipates and celebrates the information professional's roles as leaders of the information future. As active participants, we have and always will be information professionals, committed to providing excellence in information delivery and retrieval. As members of knowledge teams, and now leaders of knowledge capital, we, as information professionals, have the skills, the expertise, the creativity and the savvy to assume true leadership roles in the creation, organization, dissemination, and management of knowledge. We are the new knowledge leaders for the next millennium. Join us as we embrace our new future.

Put Your Career on the Fast Track!

Here is a sneak preview of selected educational offerings:

Division Conference Sessions

- Bytes to Books: Computer Assisted Collection Development
- Competitive Intelligence as a Core Strategy
- Electronic Journals: Where Are We Going?
- Lead Strategies for Aligning with Business Core
- Preserving the Corporate Memory
- Merger Mania and Resource Management/Outsourcing
- Solos Use the Internet: Reference, Acquisitions, and Marketing

CE Courses

*CE opportunities are sponsored by
LEXIS-NEXIS and West Group*

- Strategically Planning Your Internet Presence
- Copyright in the Electronic Age
- Exceptional Information Delivery:
Using the TOM/QIM/SLA Competencies Connection
- Knowledge Management: Cases, Complexities, and Competencies
- Understanding Metadata: A Workshop
- Second Generation Intranet Development

Knowledge Executive Institute (June 3 - 5, 1999)

*Sponsored by The Dialog Corporation
and Teltech Resource Network Corporation*

Management Competencies Institute (June 5- 6, 1999)

Sponsored by West Group

- Management Skills
- Financial Concepts and Strategies

Career and Employment Services

- Career Advisory Service sponsored by C. Berger & Co.
 - Employment Clearinghouse sponsored by Telesec/CORESTAFF
 - Career workshops by Advanced Information Management
- Register early to reserve your space in Minneapolis!

Early-bird registration deadline is April 15th!

Prepare for Your Trip!

Check out the Minnesota Chapter Conference Program Page at <http://sla.99.westgroup.com> for information that includes:

- A Guide to Minneapolis: dining out, landmarks, tours, museums, nightlife, sports, universities
- Information about SLA's Minneapolis Conference: member information, meetings, news
- Events of the 1999 Conference including those sponsored by SLA and the Minnesota Chapter

Questions about Minneapolis?

Visit the SLA web site at www.sla.org, Conferences and Meetings, in early March for up-to-date information on Minneapolis hotels, housing costs, registration, etc. If you have any other questions, or if you are not an SLA member and wish to receive the *Preliminary Conference Program* later this month, please fax your request to Conferences & Meetings at 1-202-265-9317 or by e-mail at meetings@sla.org.

SLA presents the 1999 Annual Conference with the generous support of West Group

Coming EVENTS

Chemical Abstract Services 7, 22-23
www.cas.org

The Dialog Corporation cover 4
www.dialog.com

Dow Jones 11
http://bis.dowjones.com

Information Access 1
www.informationaccess.com

Inmagic 28
www.inmagic.com

Institute for Scientific Information 21
www.isinet.com

LEXIS NEXIS cover 3
www.lexis-nexis.com

Medical Library Center of New York 37

Northern Light 17
www.nisearch.com

Primary Source Media 35
www.psmedia.com

Proceedings of the National Academy of Sciences 15
www.pnas.org

Securities Data/Investext/CDA ... 2
www.securitiesdata.com

West Group cover 2
www.westgroup.com

March

Demystifying the Licensing of Electronic Resources
http://www.sla.org/professional/index.html
SLA/ARL Videoconference
March 4, 1999
Any location in the U.S., Canada, and Europe

FORO IX*
http://www.mx1.cetys.mx/foro
March 4-6
Ensenada, Mexico

Computers in Libraries 99*
Information Today
http://www.infotoday.com/conferences.htm
March 7-11, 1999
Arlington, VA

Networking 2000
http://www.sla.org/professional/index.html
South Atlantic Regional Conference (GA, FL/Carib, SC, NC, VA Chapters)
March 11-13, 1999
Charleston, SC

Art Libraries Society of North America
http://www.lib.duke.edu/lilly/arlis/index.html
ARLIS-NA
March 25-31, 1999
Vancouver, BC, Canada

LIBTECH 99
http://www.libtech-international.com
Information Today
March 29-31, 1999
Olympia, London, UK

April

IEEE Meta-Data 99
http://www.llnl.gov/liv_comp/metadata/md99/md99.html
IEEE
April 6-7, 1999
Bethesda, MD

1999 Washington Web Design Conference
http://www.natsem.com
National Seminars Group
April 7-8, 1999
Arlington, VA

ACRL 9th Annual Conference
ACRL
http://www.ala.org/acrl/preindex.html
April 8-11, 1999
Detroit, MI

Multimedia Distance Learning Courses
http://www.sla.org/professional/index.html
April 12 - May 16, 1999
Any location in the world

Fourth Search Engine Conference
http://www.infonortics.com/searchengines/
Infonortics
April 19-20
Boston, MA

Association of Independent Information Professionals
http://aiip.org/aiipconf.html
AIIP
April 22-25, 1999
Berkeley, CA

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

May

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

National Online & IOLS 99*
http://www.infotoday.com/nom99/nom99.htm
Information Today
May 18-20, 1999
New York, NY

ASIS Mid-year
http://www.asis.org/Conferences/my99call.html
ASIS
May 24-26, 1999
Pasadena, CA

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

June

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

SLA 90th Annual Conference
http://www.sla.org/professional/index.html
June 5-10, 1999
Minneapolis, MN

Canadian Library Association
http://www.cla.amlibs.ca/conf.html
CLA
June 16-20, 1999
Toronto, ON Canada

Looking Ahead

SLA's 91st Annual Conference
http://www.sla.org/professional/index.html
June 10-15, 2000
Philadelphia, PA

Global 2000
http://www.sla.org/professional/index.html
The Information Age: Challenges and Opportunities
October 16-19, 2000
Brighton, England

Breaking Free of the Reference Shackles by Doug Church

Eight years ago, I met with an executive of a large communications company to talk about the impending rise of the end-user online market. At that time, managers in the information and technology industries viewed the online market as limited to librarians. The prevailing technology environment made it difficult for end-users to access online services, thereby limiting their use to trained professionals. Accordingly, searching online services was almost the exclusive domain of librarians. Of course, a lot has changed. The barrier that once made online information products and services the unique domain of librarians has been removed. This will become even more apparent as the traditional online players provide access to their databases through the Internet, and as software companies develop more powerful and intuitive search tools for end-users.

Are We Keeping Pace with Change? by Lucy Lettis

Special librarians have their work cut out for them in preparing for the millennium. The world is changing. Changing drastically! But is our profession keeping pace? Yes, I know many of us are running leading-edge information departments in our organizations, are setting trends, are "pushing the envelope" each and every day. But if that is so, why is our profession as an entity often perceived in antiquated terms? Lucy Lettis offers some suggestions on how information professionals can thrive in the future.

The Internet in China: An Update by Dr. Wenbo Kuang

As an open, non-proprietary computer communications infrastructure that reaches every corner of the globe and carries information on possibly every topic, the Internet has quickly become a phenomenon accessed by myriad users at all hours. The Internet has managed the seemingly impossible task of breaking down barriers between countries and people. The Internet has existed in China since 1987. An attempt has been made here to give information about the Internet service providers and information infrastructure in China, including its achievements and problems, as well as predictions on its future development.

Se libérer des entraves des ouvrages de référence par Doug Church

Il y a huit ans, j'ai rencontré un responsable d'une grande société de communication pour discuter de la croissance imminente du marché des utilisateurs finals en ligne. A cette époque, la direction des industries de l'information et de la technologie estimait que le marché en ligne était limité aux bibliothécaires. Dans le cadre technologique de l'époque, il était difficile aux utilisateurs finals d'accéder aux services de bases de données en ligne et en conséquence, seuls les professionnels qualifiés pouvaient y accéder. Donc, interroger ces bases de données en ligne était du ressort presque exclusif des bibliothécaires. Bien entendu, de nombreux changements sont survenus. La barrière qui maintenait ces produits et services de téléconsultation dans le seul domaine des bibliothécaires n'existe plus. Cela deviendra de plus en plus évident au fur et à mesure que les acteurs en ligne traditionnels fourniront l'accès à leurs bases de données par le biais d'Internet et au fur et à mesure que les sociétés de logiciels développeront des outils de recherche plus puissants et plus intuitifs à l'intention des utilisateurs finals.

Est-ce que nous marchons de pair avec les changements ? par Lucy Lettis

Les bibliothécaires spécialisés ont du pain sur la planche car il leur faut se préparer pour le millénaire. Le monde change. Change radicalement ! Mais est-ce que notre profession marche de pair ? Oui, je sais que chaque jour beaucoup d'entre nous gèrent des services d'information dernier cri dans nos établissements, déterminent l'orientation, accroissent le potentiel d'exploitation. Mais s'il en est ainsi, pourquoi notre profession est-elle une entité souvent perçue sur la base de critères surannés ? Lucy Lettis fait quelques suggestions qui permettront aux professionnels de l'information d'avoir un avenir florissant.

Internet en Chine par le Dr. Wenbo Kuang

Dans le cadre d'une infrastructure de télématique ouverte et non exclusive qui atteint les quatre coins du monde et qui transporte les informations sur quasiment n'importe quelle matière, Internet est rapidement devenu un phénomène auquel accèdent à n'importe quelle heure des myriades d'utilisateurs. Internet a réussi à accomplir la tâche apparemment impossible de faire tomber les barrières entre les pays et les individus. Internet existe en Chine depuis 1987. Cet article cherche à donner des renseignements sur les fournisseurs d'accès Internet et sur l'infrastructure de l'information en Chine, y compris ses réussites et ses problèmes, ainsi qu'à prédire son futur développement.

Escapándose de la traba de tener que consultar por Doug Church

Hace ocho años me reuní con un ejecutivo de una compañía de comunicaciones para hablar sobre el desarrollo imminente del mercado del usuario final en línea. En aquel entonces, los administradores en las industrias de información y tecnología miraban al mercado en línea como uno restringido a solo bibliotecarios. El ambiente tecnológico hacía dificultoso que los usuarios finales tuvieran acceso a los servicios en línea, restringiendo su uso a solo profesionales entrenados. Igualmente, la búsqueda de servicios en línea era casi del dominio exclusivo de bibliotecarios. Claro, muchas cosas han cambiado. Se ha caído la barrera que hace tiempo hacía productos de servicios de información en línea del dominio exclusivo de bibliotecarios. Esto se convertirá aún más evidente a medida que los jugadores tradicionales en línea proporcionen acceso a sus bases de datos a través del Internet, y a medida que las compañías de programación desarrollen instrumentos de búsqueda poderosos e intuitivos para los usuarios finales.

¿Nos mantenemos al paso del cambio? por Lucy Lettis

Los bibliotecarios especiales tienen un trabajo tremendo para prepararse para el milenio. El mundo está cambiando. ¿Cambiando drásticamente! ¿Pero se mantiene nuestra profesión al corriente? Sí, ya sé que muchos de nosotros administramos departamentos en nuestras organizaciones adelantados en información, están en lo último, con ideas originales cada día. Pero si es así, ¿porqué se percibe nuestra profesión en términos anticuados? Lucy Lettis nos ofrece algunas sugerencias sobre como podrían los profesionales de la información prosperar en el futuro.

El Internet en la China: actualización. por Dr. Wenbo Kuang

Como una infraestructura de comunicación por computadora, abierta, sin patente, que alcanza todas las esquinas del mundo y lleva la información posiblemente sobre todos los temas, el Internet se ha convertido rápidamente en un fenómeno asequible por numerosos usuarios a toda hora. El Internet ha dirigido la tarea imposible de romper las barreras entre países y personas. El Internet ha existido en la China desde 1987. En este, se ha intentado repartir información sobre el servicio de proveedores del Internet y la infraestructura de información en la China, incluso sus progresos y problemas, tanto como pronósticos sobre su desarrollo en el futuro.

Classified

ADVERTISEMENTS

POSITIONS OPEN

More Listings, page 4

RANCHO SANTIAGO COMMUNITY COLLEGE DISTRICT in Santa Ana, California has an opening for System Cataloger/Library Services, tenure track position; salary is \$34,817-\$57,798/yr. Screening Committee will begin reviewing applications March 8, 1999. Please contact 714-480-7499 for applications & job announcements. EOE

MINNESOTA HISTORICAL SOCIETY, Reference Department, Position Opening. The Minnesota Historical Society seeks professional librarian/archivist for two full-time openings on its Reference Services staff. These positions are part of a team that provides direct assistance to the Society's rich library, archives, and museum collections through its Library in response to written inquiries. The Society serves a broad clientele, including genealogists, academics, and students from elementary through graduate level, lawyers, journalists and other professionals, government officials and the general public. Minimum Qualifications: Masters in library science, archival studies or equivalent; 2-4 years experience providing reference assistance in a library or archives setting; strong commitment to working with the public and contributing to a customer service team as well as the ability to work effectively in a demanding, high volume reference setting; experience using automated catalogs and the Internet for reference work; well developed oral and written communication skills. Desirable Qualifications: Masters degree in

the social science or humanities, preferably history; experience designing and presenting library/archival instructional materials and classes; experience with outreach and promotion for

a library or archives; active involvement in a library or archives professional association. Salary commensurate with qualifications and experience. Please send resume and three referenc-

es to: Denise E. Carlson, Head of Reference, Minnesota Historical Society, 345 Kellogg Blvd. W., St. Paul, MN, 55102-1906, (651) 297-3874. Deadline for applications is March 31, 1999.



Astra Pharmaceuticals, L.P. is a newly created company which was formed by joining Astra Merck Inc. and Astra USA. We are a customer-focused, technologically enabled business organization that markets pharmaceutical products to managed care systems and physicians.

INFORMATION SPECIALISTS

In support of various departments, we seek three experienced, motivated information research professionals to join a cutting-edge Information Resources team providing medical, business, regulatory and general research services as well as client-responsive information solutions which meet expectations and deliver value. Successful candidates will develop and implement tactical approaches to providing information services to an assigned client base (see below) in a dynamic, multifunctional team environment.

General requirements are MLS or other graduate-level training. 3+ years of solid industry experience is desired. You must be familiar with information technologies and commercial databases (DIALOG, DataStar, LEXIS-NEXIS, Westlaw, Dow Jones, Profound) and internet sites that support pharmaceutical research. Familiarity with Lotus Notes and core library processes are a plus. A strong customer and team focus, excellent communication skills and the ability to handle multiple projects, as well as superior PC skills are required.

Information Integrator - Business & Healthcare

Join a team that supports headquarters-based departments as well as a geographically dispersed Sales Leadership Team. You will be called upon to apply knowledge of legislative and regulatory information resources to a variety of projects concerning the healthcare industry in the U.S. Specific qualifications include a BA/MS in information Science, business, marketing or other relevant disciplines. Pharmaceutical or other regulated industry experience preferred. Legal or corporate library experience is highly desired. Job Code: 10-1

Information Integrator - Licensing & Business Development

Support a client base specializing in pharmaceutical business development. You will be called upon to apply your knowledge of business and pharmaceutical industry information resources to a variety of projects in an extremely fast-paced environment. Specific qualifications include a BA/MS in Information Science, Life Sciences or other relevant discipline. Pharmaceutical or other bioscience industry preferred. Medical or corporate library experience is highly desired. Job Code: 10-2

Information Integrator - Medical & Product Support

Be the information Resources specialist on a multi-functional team that supports pharmaceutical products, both on the market and in development, in a specific therapeutic area. You will be called upon to apply your knowledge of medical, business and pharmaceutical industry information resources, both proactively as well as reactively, and to build a strong professional rapport with your team. Specific qualifications include a BA/MS in Information Science, Life Sciences or other relevant discipline. Pharmaceutical or other bioscience industry preferred. Medical or clinical library experience is highly desired. Job Code: 10-3

We offer a competitive salary and comprehensive benefits. Send resume and salary requirements to:

Human Resources, Job Code: _____
Astra Pharmaceuticals, L.P., 725
Chesterbrook Blvd., Wayne, PA 19087.
FAX: 610-695-4450. E-mail:
recruiter@astramerck.com.
Equal Opportunity Employer.



cut through

*with the world's most comprehensive
online intelligence resource*

These days, it's not enough to have a world of information at your fingertips.

Of course, LEXIS[®]-NEXIS[®] gives you that with 1.4 billion documents, 8,692 databases and 4.6 million documents added each week.

But LEXIS-NEXIS, with 25 years experience as an information industry leader, understands that you need more than a mountain of data. You need to cut through to the *right* data. You need that data to be reliable. And you need unconditional support.

LEXIS-NEXIS offers the tools to help you find and manage information—fast. Web-based search tools as well as our Y2K-compliant dial-up software. Features that let you focus on key terms, modify your search, target specific search terms. Flexible options for saving, printing, e-mailing or faxing your results.

And LEXIS-NEXIS information is reliable. Our data suppliers must pass rigorous testing before their data goes online with LEXIS-NEXIS. Plus, our fast, reliable search engine makes our services available 99.9% of the time.

When you do have questions, you can turn to our premier Customer Service team—available 24 hours a day, seven days a week. And should you need comprehensive, in-depth support, we offer the Information Professional Consultant team.

Want to know more about the comprehensiveness, reliability and support we offer? Contact your LEXIS-NEXIS account representative or call LEXIS-NEXIS at 1-800-227-4908. We're eager to show you how we can exceed your expectations.



LEXIS[®]-NEXIS[®]

A member of the Reed Elsevier plc group



LEXIS and NEXIS are registered trademarks and the INFORMATION ARRAY logo is a trademark of Reed Elsevier Properties Inc., used under license.
©1999 LEXIS-NEXIS, a division of Reed Elsevier Inc.
All rights reserved.

NX412-0

**Like all our information,
we like to get straight to the point.**



**it's
relevant**

It's all about relevance. Being on target. Getting right to the point. Finding the relevant information you need is not a hit or miss affair. With our unique indexing and search technology, we can get you the facts you need from over 6 billion pages of text and 3 million images with absolute precision. We provide you with data from the leading sources so that you can do your job. That's what we're all about.

In tomorrow's knowledge-driven culture, The Dialog Corporation is the biggest advantage you could have. Let us guide you in your search for pertinent information. Call us or visit our website at <http://www.dialog.com>


THE DIALOG CORPORATION™
KEEPING THE WORLD BETTER INFORMED

United States
1-800-3-DIALOG/1-919-462-8600
OnDisc: 1-800-326-9103