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Information Outlook, April 2000

Special Libraries Association

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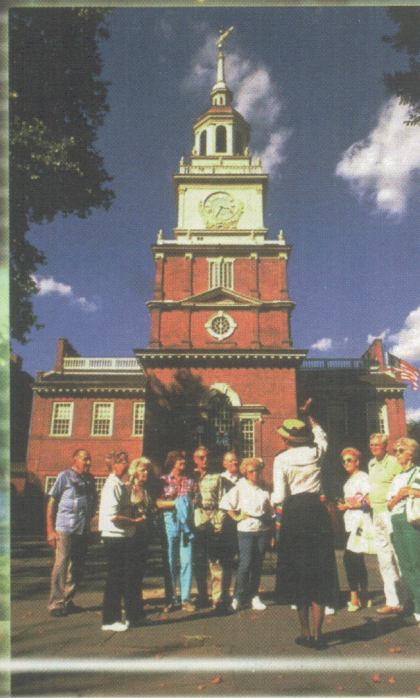
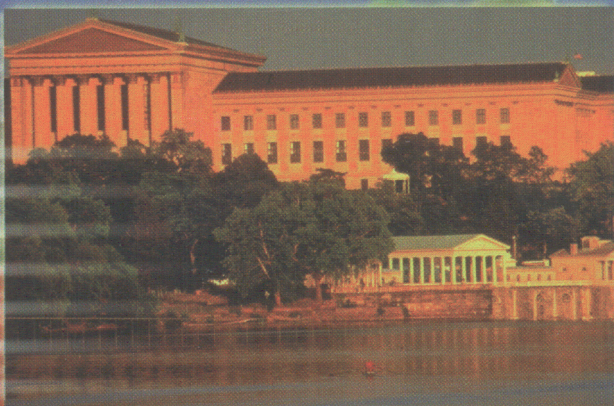
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O U T L O O K

APRIL 2000

THE MONTHLY MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION VOL.4, NO.4



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**Financial Resources for
Information Professionals**

The Virtual Association

**SLA's 91st Annual Conference
Sneak Preview**



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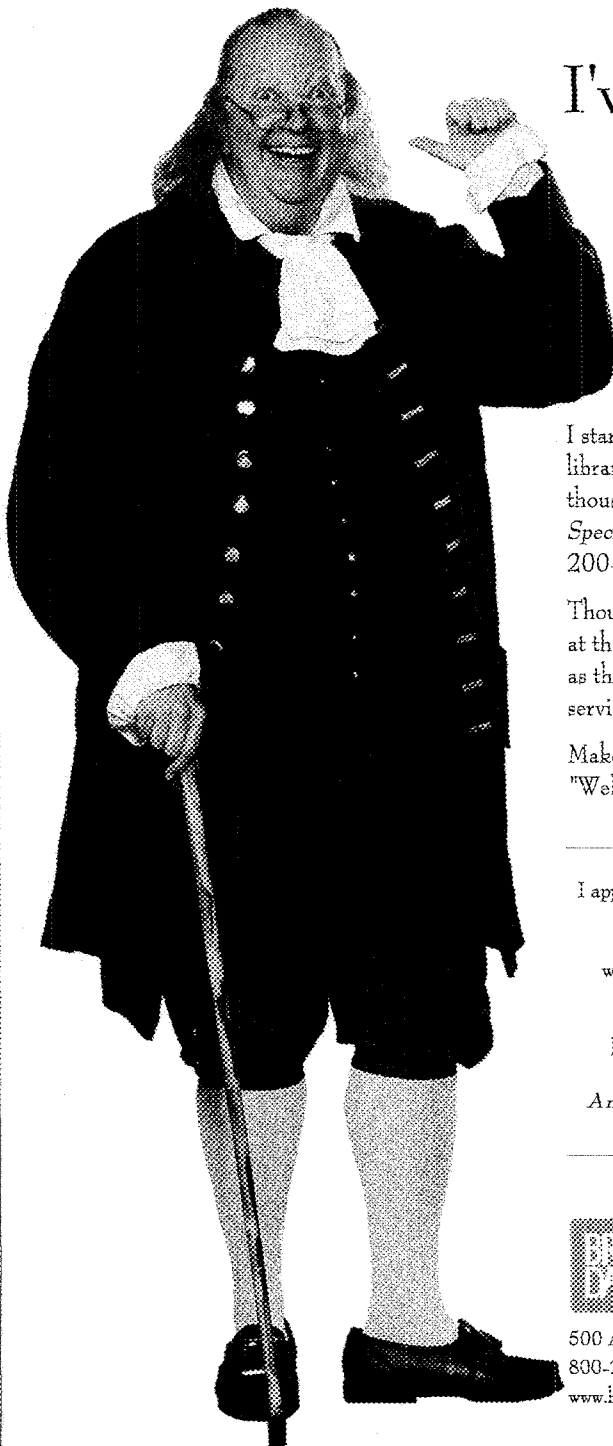
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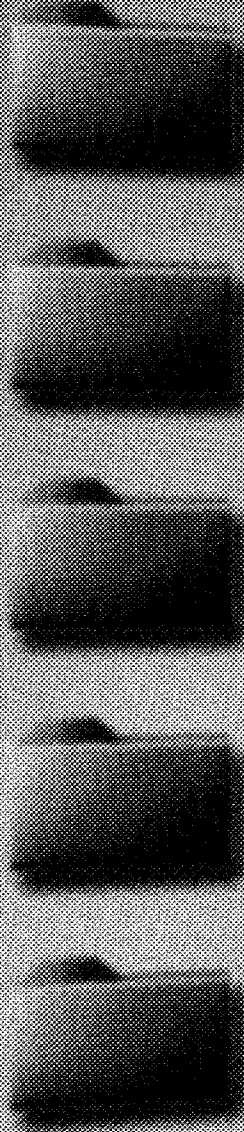
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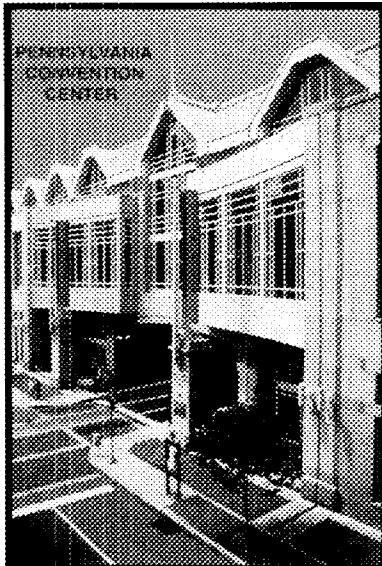
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Information

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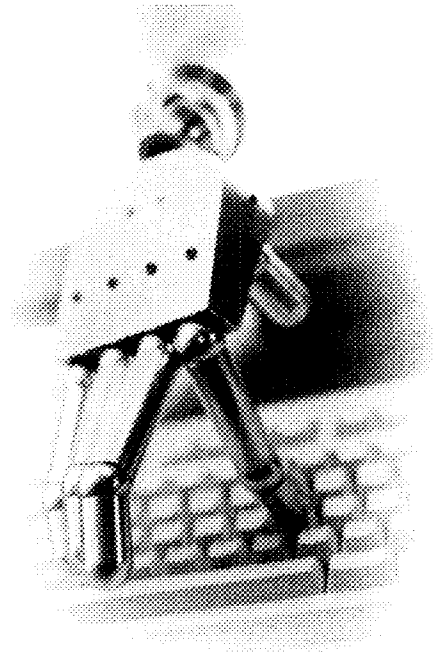
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Don't Miss These Great Learning Opportunities During SLA's Annual Conference!

Mark your Calendars!

CE COURSES

More than 35 high-quality CE courses will be offered June 10, 11 and 15, 2000.

Selected topics include: knowledge management, searching the internet, patient searching and copyright law.

Register by May 1 to receive the early bird rate on CE Course tuition for the 2000 Annual Conference in Philadelphia.

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(A complete listing of CE courses is available at www.sla-learning.org)

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The MCI concentrates on five subject areas which are vital to the effective operation of an information center. Three different units will be held at the 2000 Annual Conference.

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8:30 am - 4:30 pm

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PROMOTE THE VALUE OF YOUR INFORMATION CENTER!

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Saturday, June 10 - Sunday, June 11

9:00 am - 4:00 pm

Instructor: Arlene Farber Sirkin, Washington Resource Consulting Group

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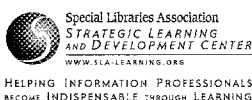
Saturday, June 10 - Sunday, June 11

9:00 am - 4:00 pm

Instructor: Pamela Cibbarelli, Cibbarelli's

Tuition fees are \$555 SLA members, \$600 nonmembers

For more information, please contact SLA's Strategic Learning and Development Center at 1-202-939-3679, or send e-mail to learning@sla.org



Information OUTLOOK

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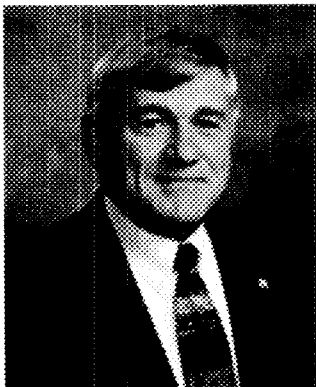
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No One Is an Island

Last month, I joined the rest of the association's senior management team at a symposium hosted by the Greater Washington Society of Association Executives (GWSAE). The speaker was Alan Webber, co-founder and editor of *Fast Company* magazine. If you haven't read this publication, you should. It's full of insightful articles and commentary on the state of the workplace and careers. But I digress...

During Webber's thoughtful discussion on change, innovation, and leadership, I was struck by one statement he made that sums up how we and our colleagues outside of our profession should address the diffusion of knowledge throughout our organizations: "None of us is as smart as all of us."

Wow. That one line just opened my eyes. No one in an organization can be as knowledgeable as the collective group of individuals who put their experiences, their backgrounds, their beliefs, and their perspectives together to make things happen. This holistic view of organizational management speaks directly to our opportunities as a profession, and to our challenges.

Lots of people in the workplace believe that they are the source for all knowledge about what they do. The Alpha Principle (so eloquently described by Harry Beckwith in his book, *Selling the Invisible*, page 79) suggests that ideas don't follow the good thinking in an organization; ideas follow the power. Translation: whoever looks and sounds like they should have power don't care to give it to others, which means that information and knowledge are things they want to find for themselves, if not horde completely.

Now that desktop access to information is ubiquitous (or close to it), this tendency for employees to at least appear as though they are "the source" for information and knowledge seems even more logical, right? I'm imagining you are sitting there saying, "NO! That's not right at all!" But this perception is one of the primary obstacles we face every day in asserting our value to the organization. If this is the case, then we are better served converting the masses, rather than senior management. The rank-and-file employees who need information every day are the people who can help us the most, because they are the ones who will spread the word that the information professional(s) on staff are great resources for the organization. We should also remember this in the course of our interaction together through SLA. We have evolved from individuals in an association to an association of individuals, and this has made all the difference.

So remember Alan Webber's declaration the next time you get a look of disdain from some snottosed kid who thinks he or she doesn't need the help of an information professional. Better to convert them while they're young than to fight a cold war with them for years.

This issue of *Information Outlook* offers articles on a variety of subjects—from the development of SLA's Virtual Association to the dilemma of copyright in the digital world. It will also prepare you for June and our 91st Annual Conference in Philadelphia, Pennsylvania USA. The theme for this year's event is "Independence to Interdependence: The Next Phase in the Information Revolution." Our special sneak preview report will educate you on activities and events taking place in and around the Pennsylvania Convention Center during the conference. Get ready for the revolution!

David R Bender

David R. Bender, Ph.D.
Executive Director

No one in an organization can be as knowledgeable as the collective group of individuals who put their experiences, their backgrounds, their beliefs, and their perspectives together to make things happen.

SLA NEWS

Information Professionals Ready to Declare Independence at SLA's 91st Annual Conference



Eight thousand information professionals are expected to convene in Philadelphia, Pennsylvania, USA, for the Special Libraries Association's ninety-first annual conference, June 10-15, 2000.

The conference, themed "Independence to Interdependence: The Next Phase in the Information Revolution," reflects the evolving, active, and independent role of information professionals and special librarians within their organizations.

David Talbot, founder, editor, and CEO of *SALON* magazine and Terry Gross of National Public Radio will address the General Session attendees in a question and answer format on Monday, June 12 at 9:00 a.m. in the Pennsylvania Convention Center.

In addition to expanding networking opportunities, the conference will offer hundreds of continuous learning experiences sponsored by SLA headquarters and its divisions, examining the independent role of information professionals and the importance of interdependence in the new millennium.

Other annual conference highlights include the SLA Exhibit Hall, which will showcase more than 300 companies representing 500 booths, featuring the latest and most up to date technological resources on the market.

For more information on the annual conference, visit the SLA web site at www.sla.org/conf or contact the Special Libraries Association at 1-202-234-4700.

shows the company's name, location, and booth number in the exhibit hall. Level two is similar to the first, but includes a link to the company's web page. The third and fourth levels have the look of an exhibit booth and offer features such as contact information, product categories, banner ads and press releases.

For more information on SLA's Virtual Exhibit Hall, please visit the site at www.slavirtualexhibits.com or contact Lorna Walls at 1-202-939-3680; e-mail: lorna@sla.org

Shirley to Share Information Technology Expertise at Global 2000 Conference



Stephanie "Steve" Shirley, an expert in the field of information technology and one of Europe's outstanding business women will be one of three confirmed speakers at Global 2000, the Worldwide Conference on Special Librarianship, October 16-19, 2000, in Brighton, UK.

Shirley will share her expertise and knowledge with an audience of more than 1,000 participants from around the global information community at the Stakis Brighton Metropole Hotel, Monday, October 16, 2000, at 9:00AM.

Shirley is founder and life president of the Information Technology Company, F.I. Group Plc, one of Britain's leading information technology groups. In 1985, she was presented the RITA (Recognition of Information Technology) Award and the Freedom of the City of London Award in 1987. In 1989-1990, she served as president of the British Computer Society, before officially retiring in 1993.

To review the biography for Shirley, or to check for updated information on Global 2000, please visit the Global 2000 web site at www.slaglobal2000.org.

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SLA's Exhibit Hall Goes Virtual

The Special Libraries Association (SLA) announces the opening of its new Virtual Exhibit Hall, located on the web at www.slavirtualexhibits.com.

This new interactive site is designed to allow conference participants greater access to information on vendors and save them valuable time during SLA's 91st Annual Conference in Philadelphia, PA. Visitors may now find information on companies that will be exhibiting at the Annual Conference, create lists of exhibitors to visit, pre-plan schedules and map routes through the exhibit hall—all right on the desktop.

Virtual exhibits feature product listings and descriptions, access to company news releases, articles, and corporate information, access to software and documents, customer feedback and information requests, links to corporate web sites, and updating information on products and services throughout the year.

Exhibitors have the unique option of selecting from four different levels of Virtual Booths. Level one, which is the basic level,

Tillman Elected To Lead Special Libraries Association



Hope N. Tillman is the newly elected president-elect of the Special Libraries Association. Tillman is director of libraries at Babson College, Babson Park, MA. She and the newly elected members of SLA's Board of Directors will be installed June 14, 2000 at the ninety-first Annual Conference in Philadelphia, PA, when Donna Scheeder, deputy assistant director of the Library of Congress, will be sworn-in as

president of SLA. Tillman will serve as president-elect of SLA until June of 2001, when her term begins.

Also elected to the SLA Board of Directors are:

Chapter Cabinet Chair-Elect - Daille Pettit, director of information services, American Hotel & Motel Association, Washington, DC.

Division Cabinet Chair-Elect - Susan M. Klopper, director of the Andersen Business Research Center, Arthur Andersen LLP, Atlanta, GA.

Treasurer - Richard Geiger, library director of *The San Francisco Chronicle*, San Francisco, CA.

Directors - Lucy Lettis, principal with Arthur Andersen LLP, New York, NY, and director of business information services; David Stern, director of science

libraries and information services at Yale University, New Haven, CT.

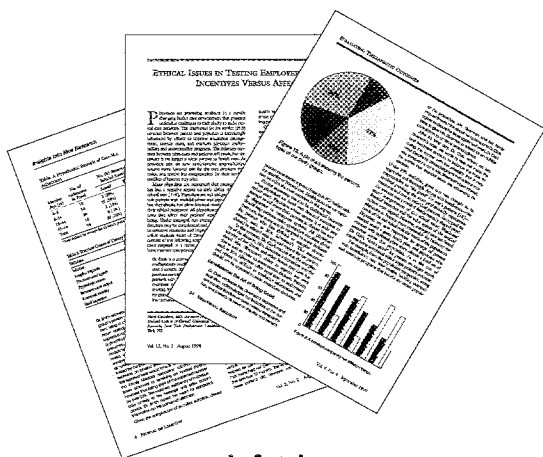
Tillman is a twenty-six year member of SLA. Throughout her career, she has served the association in several capacities, holding a position as an at-large director on the SLA board (1994-1997) and serving on the Strategic Planning Committee (1995-1996) as chair. In addition, Tillman has been very active in her chapter and her subject-specific division, serving as Boston Chapter President (1993-1994) and as information Technology Division Chair (1998-1999). Tillman earned her M.L.S. from Rutgers Graduate School of Library Service and an M.B.A. from Rider University School of Business Administration.

Several current SLA officers

will assume new positions for 2000-2001. They are Susan DiMattia (Cahners Publishing Co., New York, NY), as past-president; Juanita Richardson (Richardson, Jalakas & Associates, Toronto, Ontario), as chapter cabinet chair; and Doris Helfer (California State University, Northridge, CA), as division cabinet chair. Continuing to serve on the SLA Board of Directors are Sandy Moitz (General Electric, Technical Information Center, Lynn, MA); Wilda Newman (Johns Hopkins University, Applied Physics Laboratory, Laurel, MD); Mary "Dottie" Moon (United Technologies Research Center, East Hartford, CT); and G. Lynn Berard (Engineering and Science Library, Carnegie Mellon University, Pittsburgh, PA).

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On the Air at NPR

The February issue of *American Libraries* (vol 31, #2 p.59-61) featured three National Public Radio (NPR) librarians in *On the Air* and on *Deadline* at National Public Radio. The three librarians, **Rob Robinson**, **Christine (Kee) Malesky**, and **Alphonse Vinh** are all members of SLA. The article explores some of the interesting aspects of working in a fast paced environment.

Back in March 1998, SLA's Executive Director interviewed NPR's then-President and CEO, Delano Lewis in *Information Outlook* (vol.2, #3, p.17-24) about the future of information technology, and other areas of importance in today's business. You can access the full article online at www.informationoutlook.com, or directly at www.sla.org/pubs/serial/io/1998/mar98/inter0.html.

INDUSTRY NEWS

Brindley First Woman Chief Executive of the British Library

Lynne Brindley, a professional librarian and Pro-Vice-Chancellor at Leeds University, has triumphed over James Boyle, the former Controller of BBC Radio 4 to become the first woman chief executive of the British Library, effective July 1, 2000. The library has not been run by a woman or a professional librarian since it separated from the British Museum in 1972.

Brindley, accepting this position as the library settles into its new home at St. Pancras in London, says: "I feel enormously privileged to be taking on the job of chief executive at such a critical time." She also said the range of responsibilities would stretch from the "the potential for commercial exploitation" to "building up research facilities." Brindley emphasized the need to develop the library's web site, which had achieved ten million hits last year.

AIIP Announces Award

The Association of Independent Information Professionals (AIIP) recently announced the establishment of the Sue Ruge Memorial Award, with the first annual award to be presented at the AIIP's Fourteenth Annual Conference in Washington,

DC, USA in April 2000.

Sue Ruge, widely regarded as the pioneer of the independent information industry, died June 12, 1999, in Oakland, California. Ruge was a founding member of AIIP, and served as president in 1988-1989. She wrote *The Information Broker's Handbook*.

The Sue Ruge Memorial Award will consist of a complimentary AIIP conference registration and \$300 cash stipend, which will be awarded to a regular member of AIIP who

has significantly helped another member through formal or informal mentoring.

IFLA 2001 Web Site

The International Federation of Library Association's (IFLA) 2001 web site is now up on the IFLA server at <http://www.ifla.org/IV/ifla67/index.htm> (The Spanish version is already up, as well as the invitation in French). The 2001 conference will take place in Boston, MA, USA.

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Strategic Learning OUTLOOK

Learning Is a Matter of Principle: Part I

SLA's Strategic Learning and Development Center (SLDC) is committed to helping information professionals become distinctive and indispensable contributors to their organizations through learning. We are confident that we can advance toward this ambitious goal by involving you in rich, meaningful learning experiences, based on core principles of learning. Throughout the year 2000, this column will examine these core principles, and we invite you to participate in the conversation by sending your thoughts to learning@sla.org.



This month, we explore the belief that learning is a primary and critical activity of human existence. Many people think that learning is something we do only from time to time, perhaps when our boss asks us to attend a training session or when we go to an off-site conference. We participate in that course or workshop, maybe we pick up a few worthwhile ideas, and then we go back to the normal activities of our lives. Such experiences generally do not have any lasting impact, and when they are completed we return learning to its appropriate mental compartment, a compartment to be reopened only on the next occasion when we need to "learn" something.

In contrast to this rather limited perspective, we believe that the capacity to learn is an extraordinary gift, and a vital part of being human. (Indeed, I feel that the only greater gift granted to human beings is the capacity to give and receive love.) Learning is as essential to us each day of our lives as breathing, eating, and the beating of our hearts. We are learning all the time, whether we are aware of it or not. We are constantly perceiving the world around us, collecting data, making observations, and experiencing both new and familiar

sensations. While most of this routine learning does not create lasting change, it does provide the necessary and invaluable raw materials with which we generate new understandings, creative ideas and compelling insights. In short, "learner" is not a role that we play, but rather it is something that we are.

How does this first principle of learning relate to the mission of SLA's Strategic Learning and Development Center? Well, we believe that when you actively participate in any learning experience, the experience should not only build your understanding of key ideas and concepts, but also strengthen your relationship to learning itself. We want to help you locate and nurture your genuine commitment to learning, because it is this commitment that imbues learning with its resonance, meaning, and impact.

You've heard from us, and now we would like to hear from you. Do you believe that learning is a primary and critical activity of human existence? Why or why not? Send your thoughts and reactions to learning@sla.org. In the coming months, we will post the most intriguing and provocative comments to our web site at www.sla-learning.org. We look forward to learning with you!

What's Hot in the SLDC?

Don't forget that May 1 is the deadline for discounted CE course tuition for the 2000 Annual Conference in Philadelphia. CE courses will be held on Saturday-Sunday, June 10-11 and Thursday, June 15, 2000. More than thirty-five high-quality courses will be offered, so don't miss out on these outstanding learning opportunities! (A complete listing of CE courses is available on our web site at www.sla-learning.org.)

On April 27, the SLDC will present its spring video conference, titled "Exploring the Possibilities of Information Portals" featuring Howard McQueen and Jean DeMatteo of McQueen Consulting. The video conference, sponsored by Factiva, will help you better understand what an information portal is and how portals can become important information management tools for your organization.

For more information on these and other SLDC learning experiences, please visit our web site at www.sla-learning.org.

For more information,
contact
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IRC Takes Control of Web Content Management

Although announced at Winter Meeting, I am pleased to confirm that control of SLA's web site content management has been transferred to the Information Resources Center (IRC). Cooperation between the IRC and Computer Services (CS) will continue in the maintenance of the web site as CS will still be responsible for the technical aspects, i.e., ensuring that it functions properly. SLA is committed to using their own information professionals to develop the web site as the gateway to the Virtual Association.

A new SLA home page has been designed and we are in the process of revising the access points and hierarchy of the whole web site. We are well aware that the current site does not provide easy access to SLA's virtual services and products, nor does it promote those services in an exciting way. The Networking Committee and a group of users will be reviewing the revisions before the new web site is launched, but we welcome suggestions for improvements from anyone. Please send your message to irc@sla.org.

Apart from adding a site map (which is an absolute must for web sites now that they have so much information), we are developing the site with the personality of the user in mind. What are different types of users looking for? How can we get them there as quickly as possible? More than three clicks and we are all freaking out. Everything has to be instant in today's world. We are also looking to make the web more of a virtual community where there can be much more networking and sharing of information. We will be making a lot more information available only to members. As we add more value-added information to the site, it is only right that it should be a member benefit and not a benefit to all and sundry. We need to encourage membership, not give it away.

For new members, you may be interested to know that SLA launched its web site in early 1996. The virtual bookstore, *Information Outlook* Online, and discussion lists were added in 1997, followed by CONSULT Online, and general enhancements to the web site in 1998. Last year the members' only site, *Who's Who* Online with membership record updates, and the conference program planner were added. So far in 2000, we have launched the Virtual Exhibit Hall, the re-designed web site will follow shortly, and new navigational tools are planned for later in the year.

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

LEXIS-NEXIS® Sponsorship Confirmed

The continued sponsorship of the IRC by LEXIS-NEXIS has been confirmed for the foreseeable future. I am looking forward to our continued partnership and the introduction of new resources to improve the services offered by SLA through the IRC. Initially we expect to be adding regular hot topics news updates using the LEXIS-NEXIS Tell Me More™ service. We can also add more LEXIS-NEXIS Universe users to our licence which will give more staff direct access to information resources which currently are being provided by IRC staff.

IRC Database Upgrades

I am also pleased to announce that Inmagic has kindly donated to the IRC the 4.0 upgrade of DB/TextWorks. The IRC uses DB/TextWorks for its catalog, archives, board documents, serials and reference statistics. The new facility of sending search results to patrons via e-mail will be a very useful addition. Already using the previous version, we have noticed the significant amount of time saved when using the imaged board documents. In 1997 we had all the board documents from 1983-1984 digitally scanned and stored on CD-ROMs. These images can be accessed directly from the DB/TextWorks board documents database, which is a lot easier and quicker than having to go down to the archives and read a microfiche, and needless to say the print quality is much better than from fiche. Stephanie Russell, assistant to the executive director, is delighted too. She now takes five CD-ROMs to the January and June board meetings instead of a trunk load of sixteen years worth of board documents. She also has the added bonus of being able to use her laptop to access the database where all the documents are catalogued under dates, subjects etc. You don't have to be a rocket scientist to know that is much more efficient than thumbing through a trunk load of documents in chronological order.

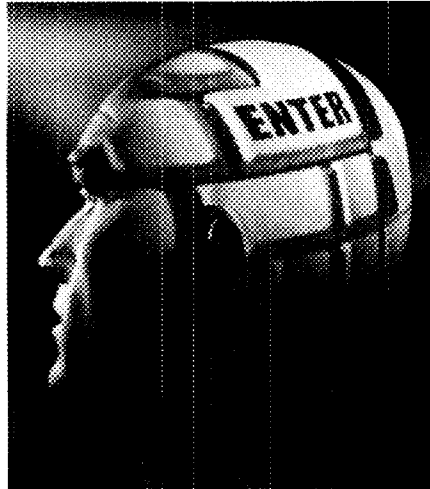
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Where is Your Compass Taking You?

International Special Librarians Day (ISLD) 2000 is upon us, and this month's column begins with a primer for the uninitiated. ISLD is held annually on the Thursday of National Library Week in the United States. The event provides an opportunity for information professionals to promote their services and accomplishments within their organizations and to external publics. ISLD was created in 1991 by the Special Libraries Association. The first celebration was so successful that the Board of Directors approved making it an annual event. SLA International Headquarters provides assistance in the celebration by distributing promotional kits to SLA members. These kits are produced through the generous support of Factiva, a Dow Jones/Reuters Company; and The Freedom Forum.

In the spirit of ISLD 2000 (which takes place on April 13), I wanted to find a way to invoke this year's theme in my monthly diatribe on communications. Since the theme this year is "Navigating the World's Knowledge," my mind immediately jumped to the notion of using a compass in navigating uncharted terrain. Which begs a question for you: Where is your compass taking you? Maybe I'm getting ahead of myself. Let's start with the question, "Do you have a compass?" The short answer is that, yes, we all have a compass—some of us just don't know it!

Your compass serves as a guide for understanding where you are, and where you need to go. Everyone wants to plan better to anticipate change or to achieve a set of goals. The problem often is that we either don't use, or we stop checking, our compasses. We all have one; we just don't keep it in where we can consistently refer to it! This leads me back to my original question: Where is your compass taking you?

The first thing you need to learn about any compass that leads you are the directions: **North, South, East and West**. Figuratively speaking, our lives can take many turns. If we are to forge ahead, however, we must rely on the constants that can lead us. In literal terms, the most important direction is north, because it is the consistent reference that allows us to reach our destination. In our professional lives, we often develop built-in tendencies

that become standards for guiding us in times of confusion or uncertainty. This is both a blessing and a curse, as our tendencies may get us off the mark but aren't always the best course of action. So first, ask yourself what directions your compass possesses. This will allow you to confirm its validity or make changes if necessary.

Second, you can't always expect to reach your destination without difficulty. In fact, you must expect to get a little off course. How much you get off course depends very often on the things around you. So, while we can develop our compass to guide us, we must always understand that external forces will always be there, pushing and pulling us away from our intended course. Probably the first assumption we should make before starting on a new endeavor is to accept the fact that our journey will likely not unfold as we would expect, and our final destination may not be what we envision. Once again, good advice for pioneering. If you have a good compass that you are committed to using, and you understand that outside influences and imperfections will occur, you are better prepared for your journey.

While your compass is an excellent guide, always depend on experience to better prepare you and serve as an aide on your journey. In hiking, experience comes in the form of maps. They are used in tandem with a compass to pinpoint location and determine appropriate routes. In our professional lives, we are surrounded by experience—in the form of other colleagues, our managers, our professional peers. Learning through the experiences of others can prevent us from becoming lost or encountering pitfalls that are easily avoidable. SLA can serve as a map for your professional life, and since you pay dues for your membership, I'd encourage you to take advantage!

Only you can determine the nature and scope of your compass. However, experience can also serve as a useful guide in building your compass, too. Take time to determine your personal criteria for your compass, and allow others to help you in the process. Once you've finished, put your compass criteria in writing and keep it where you can always see it. Refer to it repeatedly for a month or so regularly, until it becomes a habit. Your career will benefit from it!

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

KeyCite It!

organ, or the like. **2.** a set of keys, usually arranged for operating a typewriter, typesetting machine, computer terminal, or the like. — **Key/board/ist, n.**

Key•Cite (kē/sīt) v. **1.** To determine the subsequent history of a case by using the online citator of the same name, often known informally as establishing that a case is still “good law”; — **n.** **2.** the act of locating those documents which cite a given case, statute or other document. — **KeyCiting.**

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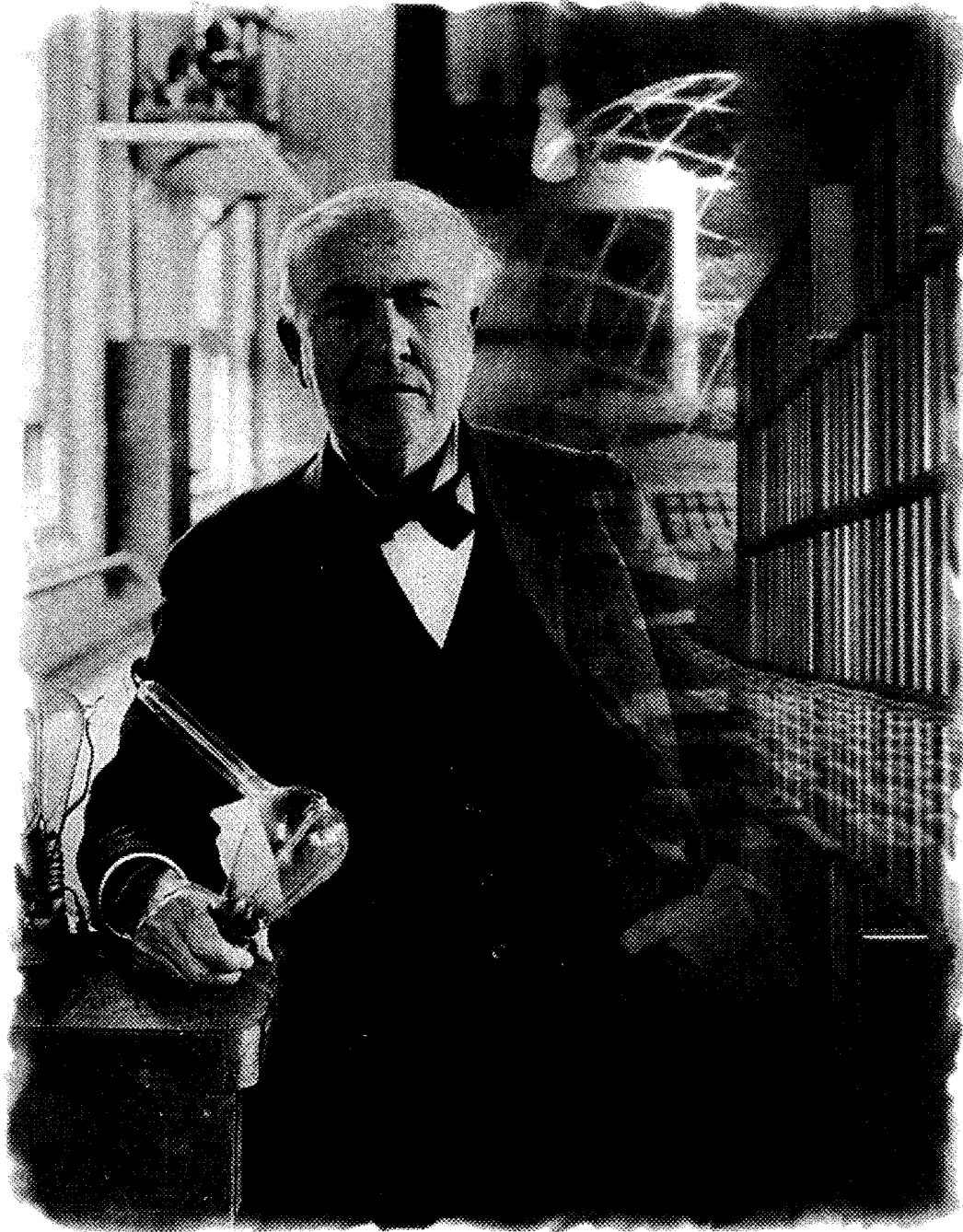
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Thomas Edison. Alexander Graham Bell. Nikola Tesla.
IEEE members all. Our members were visionaries in technology, and still are.
Libraries and IEEE, leaders in technical knowledge.

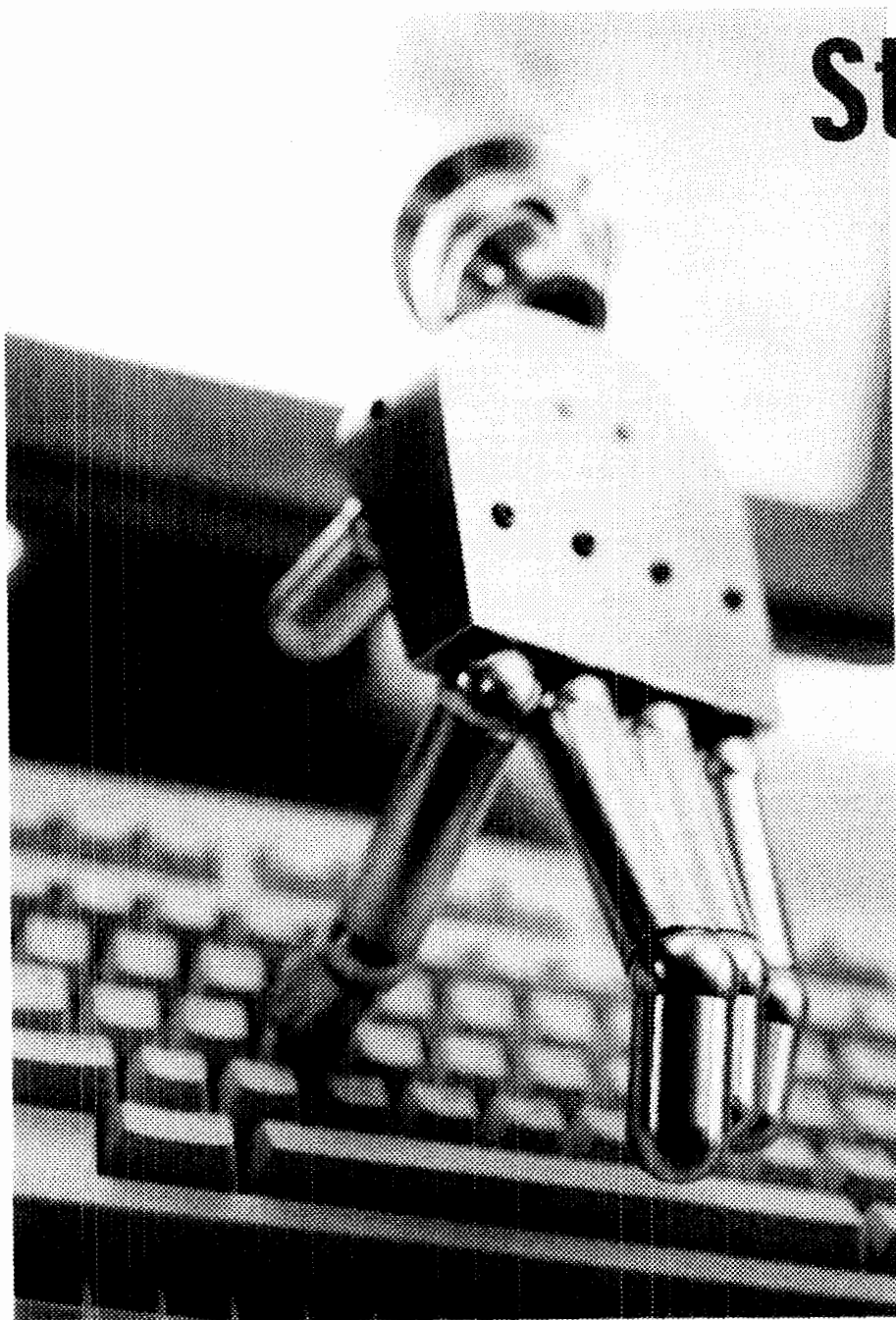


Photo: U.S. Department of the Interior, National park service, Edison National Historic Site

Building the Virtual Association:

by Maurice Harris
Managing Director, Technology at the Special Libraries Association

An Ongoing Strategy



Since the creation of the association's web presence in May of 1996, the board of directors, members, and staff have been committed to developing a virtual association where members can access the association's services globally and equitably twenty-four hours a day, seven days a week. Today, the building of the virtual association is an integral component of the association's strategic plan (<http://www.sla.org/assoc/slaplan.html>) and the executive director's 1999/2000 change management objective (<http://www.sla.org/assoc/plans/ed00obj.htm>).

As a result of concerns expressed by unit members during chapter and division cabinet meetings in June 1999 regarding the implementation of the virtual association plan, the board of directors charged the Networking Committee with developing a virtual association communications plan to communicate the plan and its effects on membership. This article is a first in a series of communication modes to inform members about the virtual association plan. Let's take a look at the virtual association plan and what it means to you, the members, the association, and staff.

**Since SLA's roots
and foundation come from a
"very special network of
people," it is appropriate
that we use technology
to explore new ways to receive
and deliver information
and services.**

How Did this Plan Come About?

In June of 1996, SLA 1996/1997 President Sylvia Piggott established the building of a virtual association as one of the board priorities for the new association year. President Piggott appointed an ad hoc web committee chaired by Jane Dysart to develop the framework and concept for the virtual association for review at the October 1997 board meeting. The framework and the original virtual association plan are contained in board document B97-11 and was titled "The Virtual Association: A Year 2000 Strategy." This document was originally presented to SLA's leadership at the 1997 Winter Meeting in Ft. Lauderdale. The plan was well-received.

What is the Framework of The Virtual Association: A Year 2000 Strategy?

The virtual association presents an opportunity for a renaissance in our association. The opportunities provided by technological tools—the internet, the web, and electronic information—force us to revisit the concept of SLA as a community of communities. Since SLA's roots and foundation come from a "very special network of people," it is appropriate that we use technology to explore new ways to receive and deliver information and services. Certainly, the effective use of these tools by and for our members is one of our biggest opportunities and challenges as we showcase our members as cutting-edge, technologically savvy, and professionals who are catalysts in the information industry. Three principles underpin this document:

1. Assuring SLA sustains its relevance to all members on a daily basis.
2. Assuring ubiquity of SLA programs and services on a global scale.
3. Positioning SLA to achieve its vision of being a catalyst for the information age.

What Does the Virtual Association Need?

Streamlined services: We are challenged to streamline services which are currently duplicated across many chapters, divisions, caucuses, etc. The aim is to build a strong foundation for these services while simultaneously assuring the ability of the association units to customize these services at the local level—the ability to think globally and

act locally. Access to all relevant information is available at a central point and can be used and customized at the local level.

Virtualization: By conceptualizing the association as virtual, we downplay the physical aspects of the headquarters operation and emphasize the central coordinating role and the provision of ubiquitous access to core resources. Virtualization of SLA may confirm the current structure, but it is as likely to enable members to create new structures. Just as some of the most successful programming for the annual conference is done jointly by multiple units, the virtualization can provide opportunities and bridges for new alliances between members as their interests shift toward new areas. Ultimately, members can visualize SLA as having many faces, including but not limited to, web and internet based activities.

What Tools Are Available to Accomplish This?

The following is not meant to be a complete list, but rather one that we can add to as members' needs become more defined. New technologies will be considered for inclusion or substitution as the board and members identify them.

- Homepages
- Discussion lists
- Intranets
- Links
- Electronic Archives—archive discussion lists, publications, etc.
- Electronic Databases—membership directory
- Electronic Commerce purchasing publications, registration
- Electronic Publications—E-journal, newsletters
- Electronic Data Collection/Research—Surveys
- Discussion groups
- E-mail

Where Are the Opportunities?

Communication—targeted mailings (PR chairs, government relations grassroots); Content—info resources, brochures, electronic publications; Advertising/Fund raising—new concepts like fees for links from SLA web site to vendor homepage; Distance Learning—web delivery, video conference via the web, lectures followed by chat;



<http://www.nerac.com/sla2000>


Polling/surveys & other interactive communication—enabling us to hear the voice of our members and respond in a timely manner; Governance—unit reporting, executive activities (minutes, agendas, etc); Research; Public Relations; Government Relations; Conference; Unit activities—discussion lists, newsletters, etc.; and The SLA Store

Virtual Association Plan

The virtual association plan is revised annually via the strategic technology plan and the association program plan which are developed based on feedback from membership, the board, and staff. In building the virtual association plan, the following guidelines were used as contained in the strategic plan:

- Use technology to remove barriers to access to the association's services and programs
- Provide the means for members to communicate, learn, govern, organize and collaborate in a virtual environment
- Pursue global membership growth vigorously through retention of existing members and recruitment of new members, targeting those in the information profession who will benefit from membership.
- Foster identification with the association among all its members and offer membership services anticipative of and responsive to member needs.

Looking Ahead. . . How Can You Help?

New tools and services will continue to be explored and integrated in the virtual association plan to address the needs of membership as identified by the membership, the board, and staff. The virtual association is indeed an ongoing strategy determined by the needs of the association. To provide your comments and/or suggestions regarding this article please contact me at maurice@sla.org or by phone at 1-202-939-3620. In addition, you can share your comments and suggestions with SLA's Executive Director, David R. Bender, during his April chat discussion about the virtual association. Please check the what's new section of the association site (<http://www.sla.org/assoc/whatsnew.html>) for the date and time. 

Year 2000 Initiatives

Redesign of web site

Easier navigation and improved organization of content

A new look to incorporate new tools

A new search engine

Personalization of the web site - Provide access to information according to members needs

Centralized calendar of association wide events

Utilization of cold fusion to manage site

Enable Chapters/Divisions/Sections/Caucus to conduct their business via the web

Utilize Quicken to maintain finances

Run standard reports

Complete and submit annual reports

Unit stores for sale of merchandise

Web database support for online knowledge bases

Interactive surveys/polls

Online customer service center composed of FAQ's

Integration of chat, message boards, and web discussion list interface with members only authentication for single sign on access

Automated Job Line & Resume service with e-commerce integration

Automated sale and distribution of *Information Outlook* articles to non-members

Automated sale and distribution of chapters of association publications

Banner ads in designated areas of the web site

Online event registration and payment for association hosted events

Virtual Exhibit Hall to showcase SLA exhibitor products and services year round

Locate exhibitors and create personal itinerary for the visiting the exhibit hall at annual conference.

Integration with searchable the online conference program

Online conferencing to provide membership with ability to collaborate virtually using video, voice, chat, and shared applications

Enhanced distribution of online self study offerings

Year 2001 Initiatives (proposed)

Utilize voice-over IP to enable members to communicate with the International Headquarters via the web.

Enhance dissemination of books electronically

Enhance web hosting service to support template website design for units

Expand supported I/O devices to access the association information's

Establish partnerships for discounted computers and ISP services to members without internet access

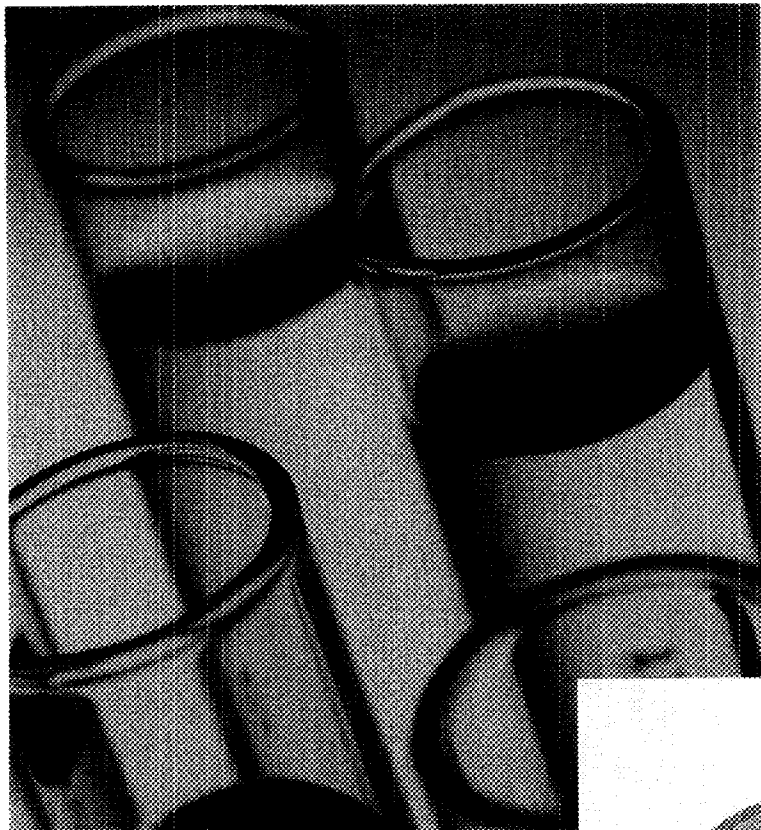
Investigate a total online *Who's Who* model

Create virtual private networks from SLA to other desired SLA offices, units, etc.

Explore the utilization of Application Service Provider (ASP) for online access and support of software applications

Develop knowledge bases by members for members to share solutions to issues related to the profession

Utilize XML to deliver web content to membership and vendors



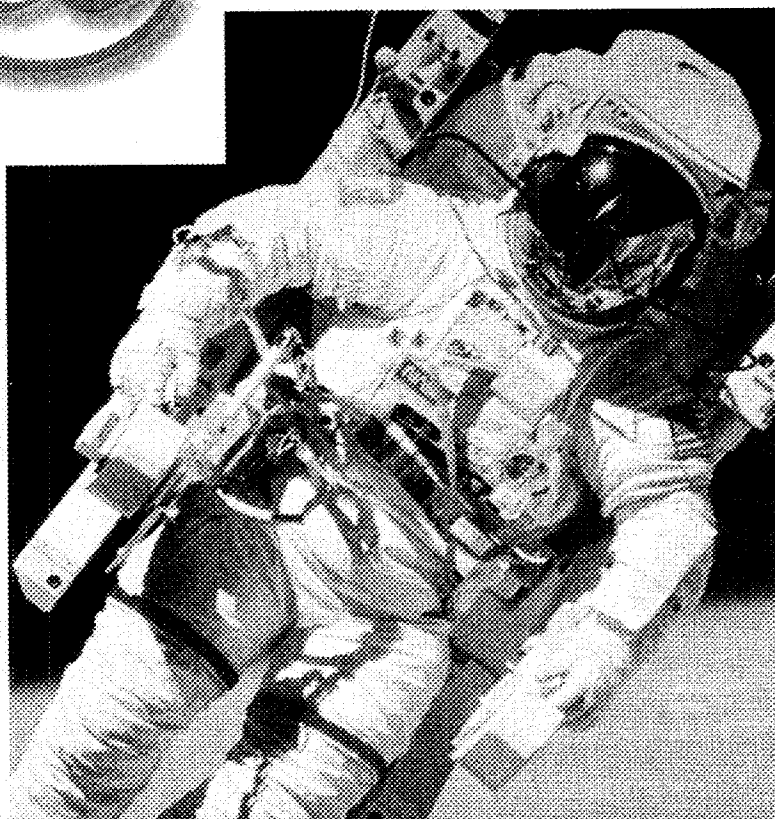
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WELCOME TO THE CITY OF BROTHERLY LOVE

SLA's 91st ANNUAL CONFERENCE

Independence to Interdependence:

The Next Phase in the Information Revolution

Special Sneak Preview

2000 Conference Program Planning Committee

Lynne Mc Kay - Chair

Ethel Salonen - Deputy

Linda Morgan Davis

Rod MacNeil

Lucy Rowland

Susan DiMattia - Board Liaison

Philadelphia, Pennsylvania, USA, in the year 2000 is where our past and future converge for the ninety-first Annual Conference of the Special Libraries Association. In our many and varied roles as information professionals, we have a unique relationship with history. Not only have we experienced firsthand the changes wrought by the information revolution, particularly in the past century, but we are pursuing new ways to harness information and communications technology not only to access and present the knowledge which fuels that information economy, but also to preserve it for the future. In effect, at the dawn of the next millennium, we are helping to create tomorrow's history today.

Nowhere is the growth and maturity of the information revolution more evident than in its movement toward interdependence. Within our organizations, we are applying technological solutions which eclipse physical and geographical boundaries to bring together internally and externally generated information for our own users. Within our professional sphere, interdependence manifests itself as we recognize the benefits of interacting at many levels with fellow information professionals to contribute to a world economy driven by information. On a larger scale, communications advances of the twentieth century, beginning with audio and video transmissions and culminating in the interconnectivity afforded by a worldwide computer network, have propelled the information revolution and changed world. In the twenty-first century, we can expect that the rapid flow of information will continue to highlight interdependence—among people, communities, organizations, governments, and throughout the world. As information professionals, we truly are in the vanguard in this next phase of the information revolution.

The theme of this conference, "Independence to Interdependence: The Next Phase in the Information Revolution," held in a pivotal year, thus recognizes the dynamic and evolutionary nature of the phenomenon known as the "information revolution" and looks forward to the next stage in its development. Those changes will affect all of us, but we will also be in a unique position to affect those changes.

Philadelphia Conference Session Tracks

Philadelphia in the year 2000 is where our past and future converge for the ninety-first Annual Conference of the Special Libraries Association. In our many and varied roles as information professionals, we have a unique relationship with history. Not only have we experienced firsthand the changes wrought by the information revolution, particularly in the past century, but we are pursuing new ways to harness information and communications technology not only to access and present the knowledge with fuels that information economy, but also to preserve it for the future. In effect, at the dawn of the millennium, we are helping to create tomorrow's history today. To help guide you through the many offerings at the 2000 Philadelphia Annual Conference, and to help you expand your competencies, the conference committee and division program planners have developed five general tracks that you may consider when developing your conference activities:

Look for these symbols through the conference sessions.



Advocacy for the Profession



Information Management



Management



Professional Development



Technology

General Session

Monday, June 12

8:45 a.m. - 10:30 a.m.

David Talbot, founder, editor, CEO, of *SALON* magazine will be interviewed by Terry Gross, of National Public Radio (NPR) in front of convention attendees on Monday during the General Session at the Pennsylvania Convention Center. Under his leadership, *SALON* has garnered web awards, press accolades and a large growing readership. *SALON* was named "Best Web Site of 1996" by *Time* magazine, and Talbot was named as one of the fifty people who matter most on the Internet. Talbot has written for such publications as *the New Yorker*, *Rolling Stone*, and *Interview*. Prior to starting *SALON*, Talbot revived the *San Francisco Examiner's* Sunday magazine *Image*. Terry Gross, the interviewer for this event, has a gift for engaging her guests with an unusual mixture of confidence, genuine interest, with just a touch of vulnerability. On NPR's daily afternoon program, "Fresh Air", Gross has interviewed some of the most prominent figures of our time. In 1999, American Women in Radio and Television named Gross a winner of the Gracie Allen Award in the category National Network Radio Personality. You won't want to miss this exciting and thought-provoking event!

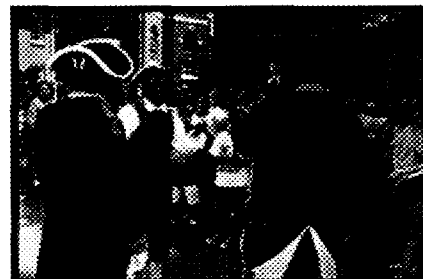
Closing Gala

Wednesday, June 14

7:00 p.m. - 10:00 p.m.

"A Celebration of Time"

Philadelphia is a place where past, present, and future converge. Time has seen this venerable city grow from its status as the center of western social upheaval to a hub for the new economic revolution. Philadelphia is rooted in the past but aiming for the future, as is the information profession. And in this new millennium, it is only fitting that we come together to celebrate time in a venue steeped in timeless elegance. The Crystal Tea Room is a beautiful downtown landmark and historical host to many dazzling events of yesterday. Join us as we honor contributors to the association and celebrate the future of the SLA. The Crystal Tea Room is conveniently located in the famous John Wanamaker Building, across from the Philadelphia Marriott and the Pennsylvania Convention Center.



Independence National Historic Park
Nick Kelsh



Independence Hall
Nick Kelsh



SLA's Hot Topic Program

SLA is pleased to announce the second year of this new program concept for the 2000 Philadelphia Annual Conference. SLA will conduct a series of conference wide programs that address issues and concerns of major importance to the information profession, or segment(s) thereof. Topics covered in these sessions will be current issues not addressed by traditional division programming. Plans call for one session each day—Monday, Tuesday, and Wednesday—of conference week. Please check the SLA web site, 2000 Philadelphia Annual Conference for more details www.slaconference2000.com.

What's New?

SLA's Association Series

This is a new, first-time series for the SLA Annual Conference. SLA, in cooperation with other SLA units, will conduct a series of conference-wide programs that address issues and concerns of major importance to the association, or segments(s) thereof. This series differs from the Hot Topic series, which is designed to address issues of importance to the profession. The Association Series is designed to address issues of importance to the association. Plans call for one session each day—Monday, Tuesday, and Wednesday—of conference week. Please check the SLA web site, 2000 Philadelphia Annual Conference for more details.

Strategic Technology Alliance Series

This year's Strategic Alliance Series is a joint effort between SLA and the conference exhibitors, aimed at helping association members and meeting attendees better understand technology and its beneficial impact on their professional lives. Meeting attendees will learn from technology experts as they demonstrate a strategic and interactive look at trends and technologies designed to make information professionals the knowledge leaders in the new millennium.

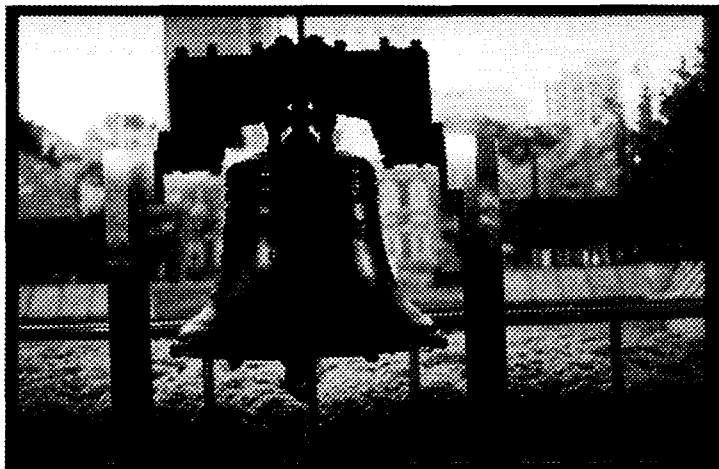
SLA's Virtual Exhibit Hall

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

There will be four booth levels to provide attendees with a virtual experience. The booth levels range from a standard level one booth to a premium level four booth. All conference exhibitors will receive a listing on level one virtual booth. This booth (standard booth) includes the company name, booth number, and a product category. A level two booth includes a link to that companies web site and all the features of level one. A level three



Swann Fountain
Jim McWilliams



Liberty Bell
Philadelphia Convention & Visitors Center

booth includes company name, address, booth number, product category listing, company description, link to a company's web site, and product page. A level four booth includes a company name, address, phone and fax number, booth number, product categories, company description, link to company's web site, contact names, press releases, and many other features. Booth levels are up to each individual company.

This is an exciting new adventure for SLA and conference attendees. Make sure you visit the new SLA Virtual Exhibit Hall at www.slavirtualexhibits.com to get the most up-to-date information!

The Personal Scheduler

Get up-to-date information on the 2000 Philadelphia 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 Philadelphia.

Search the online conference database

www.slaconference2000.com

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 SLA Units—Search by SLA Units

Or, select all to display a list of all events

Other features include:

Creating a personal itinerary

Adding and removing events

Choosing from events with conflicting times

Scheduling personal time

Printing your schedule

Take Advantage of Professional Development Courses

Benefit From Upcoming Learning Opportunities

SLA's Strategic Learning and Development Center has partnered with SLA members and information professionals around the world to affect positive change through learning and development. In Philadelphia, a wealth of professional learning opportunities will be offered to information professionals. Once again, SLA's Management Competencies Institute (MCI) will be conducted. The MCI concentrates on five subject areas vital to the effective operation of an information center. It is designed to increase job effectiveness and professionalism for information professionals who have taken on managerial roles. Attendees of this year's annual conference will have the chance to attend three of the five units:

Leadership Skills

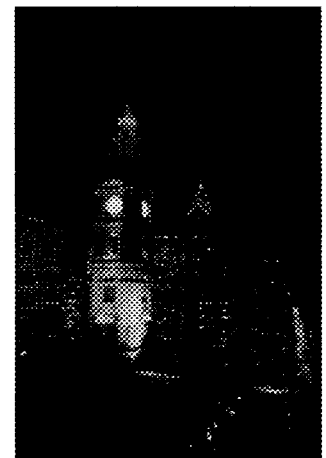
Technology & Applications

Marketing & Public Relations Skills

Conference attendees can develop and/or expand their knowledge base through Continuing Education Courses sponsored by SLA headquarters. Courses will focus on topics such as knowledge management, web-based research, and the use of advanced technologies. Specialized CE courses will also be offered by SLA's many divisions. The Career Advisory Service is available free of charge. Experienced SLA members will serve as counselors to help shape your career. This confidential service is by appointment only. The Employment Clearinghouse is a yearly resume referral service designed to help information professionals increase their awareness of available positions. In addition, Job Search Workshops will be available to help you make the most of your job search. For more information, please contact the Strategic Learning & Development Center at 1-202-939-3679 or send an e-mail message to learning@sla.org.



Philadelphia Mummers
Philadelphia Convention & Visitors Center



City Hall
R. Andrew Lepley



Don't Miss the Exciting Exhibit Hall

This year at SLA's annual conference in Philadelphia, more than 300 companies and organizations will be exhibiting, representing 500 booths. These exhibits feature the latest and most up-to-date resources available on the market today. With past and current exhibitors such as LEXIS-NEXIS, EBSCO, Dun & Bradstreet, Factiva, H.W. Wilson, WestGroup, to newcomers such as Fatbrain.com, powerize.com and barnsandnoble.com, the 2000 exhibit show will have something for everyone. Join SLA President Susan DiMattia and SLA Executive Director David R. Bender and a representative from Silver Platter Information for the Ribbon Cutting Ceremony that will officially open the exhibit hall on Monday, June 12. Entertainment will be provided by the Philadelphia Mummers. Remember to stop by the exhibit hall at the end of the day for a Welcome Cocktail Reception with light snacks and cocktails. Exhibit hall hours are as follows:

Monday, June 12, 11:00 a.m. - 6:00 p.m.

Tuesday, June 13, 10:00 a.m. - 6:00 p.m.

Wednesday, June 14, 11:00 a.m. - 5:00 p.m.

SLA Marketplace

In the past you have visited the SLA Marketplace for books, videotapes, *Information Outlook*, *Who's Who* etc. This year, the Marketplace will not only be a marketplace of products, but of ideas as well. It is your opportunity to meet authors from SLA Publishing, listen to headquarters staff members initiate discussion on various topics, watch demonstrations of various virtual association services or just chat with the several SLA staff members who will be on hand. Hours for the SLA Marketplace are as follows:

Friday 6/9 1:00 p.m. - 5:00 p.m.

Saturday 6/10 7:30 a.m. - 5:30 p.m.

Sunday 6/11 7:30 a.m. - 5:30 p.m.

Monday 6/12 7:30 a.m. - 6:00 p.m.

Tuesday 6/13 7:30 a.m. - 5:30 p.m.

Wednesday 6/14 7:30 a.m. - 3:00 p.m.

About Philadelphia

Experience a city that is truly dynamic, as well as one of the most historic destinations in the world. History comes alive every day in America's birthplace where you can walk the same cobblestone streets America's founding fathers once strolled. In Philadelphia, you will be at the crossroads of the nation's heroic past and our exciting future. With more than five million people living in a nine-county area, Philadelphia, "The city that loves you back," is one of the largest and most cosmopolitan cities in America. In 1994, Conde Nast Traveler magazine ranked Philadelphia "America's Friendliest City." And, according to a recent FBI crime index, Philadelphia is one of the safest of the nation's twelve largest metropolitan areas. Additionally, Philadelphia is one of the cleanest cities in America. Center City is a local term for downtown Philadelphia, which stretches from Vine to South Streets and from the



Penn's Landing
Larry Salese



Philadelphia Skyline
Jim McWilliams

www.acm.org/dl

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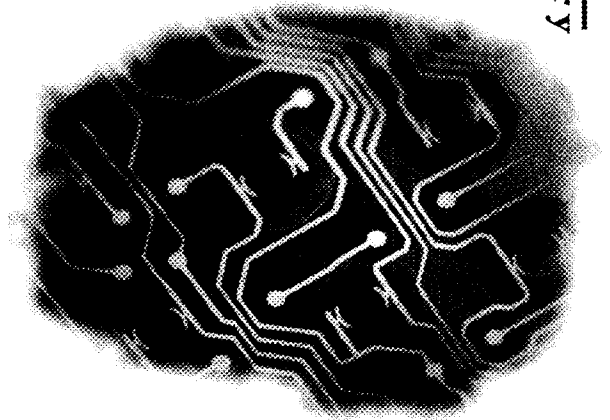


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Carol Kinsey Goman, Ph.D.

Are you an SLA leader? Do you desire to become a leader? Then you cannot miss...

SLA LEADERSHIP DAY
SUNDAY, JUNE 11, 2000
8:00 AM TO 3:30 PM

COST OF THIS EVENT : U.S. \$15

For the first time ever, SLA will devote an entire day to expanding your understanding of the qualities and skills required for leadership. SLA Leadership Day at the 91st Annual Conference will provide the needed spark to educate and motivate division, chapter, caucus and international leaders to greater success and recognition. The day begins with a continental breakfast for all participants at 8:00 AM, followed by three primary segments:

Leadership Development Institute (9:00 AM to 12:00 PM).

The day will commence with a new and expanded program developed to enhance the outcome for all SLA leaders and those who may be interested in serving. This foundational meeting for Leadership Day will include newly elected chapter presidents and presidents-elect, division chairs and chairs-elect, caucus conveners and unit officers attending the afternoon workshops. The program will introduce leaders to their roles and responsibilities and aid in the development of leadership skills. Current leaders are invited to attend and share their experiences.

Transformational Leadership for SLA Leaders (12:00 PM to 2:00 PM).

Organizations and individuals must learn to thrive on change. It's everywhere, the pace is accelerating, and failing to be proactive sets you up to be obsolete. Learn from Carol Kinsey Goman, Ph.D. how to be a transformational leader, change the difficult behaviors responsible for your past success, and lead your organization to a productive environment, meeting its business goals. Sponsored by LEXIS®-NEXIS®.

Officer Workshops (2:00 PM to 3:30 PM).

The afternoon of Leadership Day will provide for more personal interaction and discussion on topics that specifically address a current leader's responsibilities—or a future leader's interests. Association committee chairs and unit officers including archivists, advocacy/public relations chairs, bulletin editors, list owners, membership chairs, professional development chairs, treasurers, and webmasters will gather for these interesting and thought-provoking seminars.

With a full-day commitment to renewing your leadership energies and skills, you'll be motivated for the rest of the conference and prepared to take on your responsibilities as an SLA leader with total focus.

For more information, contact SLA's Leadership Development staff by calling 1-202-939-3638. You can also connect via electronic mail at leadership@sla.org.

Leadership Day events sponsored by



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Special Sneak Preview

Delaware River to the Schuylkill River. The Pennsylvania Convention Center is located in the heart of Center City, two blocks east of City Hall, with an entrance at 12th & Arch Streets and a new entrance at 12th & Market Streets. The City of Brotherly Love is America's first great city, and at times, you'll vividly feel the influence of the eighteenth century while learning about a group of bold Americans forging a nation at Independence Hall. From 1790 to 1800, Philadelphia was our nation's capital and many of the buildings used by the Congress and the Executive Branch are open for you to explore.

Enjoy the warm weather in June (average temperature (F) 72) and take advantage of Philadelphia's endless outdoor recreational opportunities. From walking to biking to hiking, you will find trails and scenery to your healthy heart's content. And with six professional sports teams and a multitude of college teams, this is a sports-lovers' paradise. In between the action, spend a leisurely day in some of the most beautiful shopping districts and largest malls in the country. Remember, there's no sales tax on clothing.

Voted by *Condé Nast Traveler* as the Best Restaurant City in America, you'll want to enjoy some of Philadelphia's world-class restaurants such as: The Garden, Striped Bass, Coco Pazzo, and the Vega Grill. For those looking for more casual dining, try out Hardshell Cafe, Seafood Unlimited, Siam Cuisine Thai Restaurant, or Upstares at Varalli. If you are craving a little more music and atmosphere, try the blues at Warmdaddy's restaurant, "opera" seven nights a week at Victor Cafe "Music Lover's Rendezvous", jazz at Zanzibar Blue, or 70s and 80s dancing at Paily Esther's. You can also enjoy a full complement of performing arts, from classical music and opera to ballet and modern dance, and from theatrical productions to film festivals.

Major Attractions in Center City (Downtown Philadelphia)

Convention Center District—Chinatown; The Gallery; The African American Museum.

Historic Waterfront District—Society Hill, an eighteenth century waterfront neighborhood on the Delaware river; Penn's Landing, Philadelphia's beautiful waterfront park area featuring an assemblage of historic ships and submarines.

Old City Cultural District—The Home of Betsy Ross; eighteenth century row homes; Elfreth's Alley (America's oldest residential street); Independence National Historic Park; Independence Hall; The Liberty Bell and Franklin Court.

Parkway Museum District—Academy of Natural Sciences; Pennsylvania Academy of Fine Arts; Franklin Institute Science Museum.

Washington Square District—Antique Row; Library Company of Philadelphia; Historical Society of Pennsylvania.

Rittenhouse Square District—Civil War Library and Museum; Shops at the Bellevue; Academy of Music; Philadelphia Stock Exchange; The Shops at Liberty Place; DisneyQuest.

Tours

For your enjoyment, SLA will be offering a city-wide tour of Philadelphia. Additional tours will be listed in the *SLA Preliminary Conference Program* (mailed in early March).

Museums

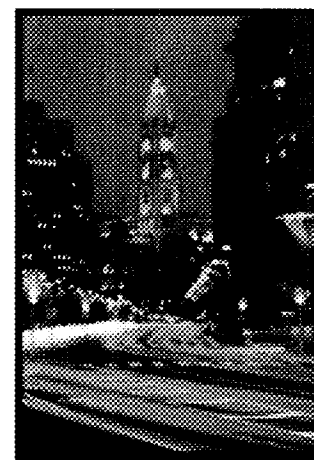
Though you'll be busy attending conference programs, make time in your schedule to visit some of Philadelphia's major attractions. Philadelphia has everything to offer from a small town to a large metropolis.

Philadelphia offers more than one-hundred museums to suit every taste. From the internationally renowned—such as the Philadelphia Museum of Art, Franklin Institute of Science Museum, Academy of Natural Sciences Museum, Museum of American Art at the Pennsylvania Academy of Fine Arts—to those focusing on special interests, there are a wide variety of tours and experiences awaiting you. Here's a sample:

Independence Hall. Located at 6th and Chestnut Streets see where the Declaration of Independence was signed and adopted in 1776, and where the Constitution was written in 1787.



Museum
Jim McWilliams



City Hall
Jim McWilliams



Scriped Bass
Philadelphia Convention & Visitors Center



South Street
Philadelphia Convention & Visitors Center



The Bourse
Philadelphia Convention & Visitors Center

Liberty Bell. Located a few blocks away from Independence Hall, you'll see the Liberty Bell, an international symbol of liberty.

Franklin Court. Located a few blocks away from the Liberty Bell, Franklin Court celebrates the industriousness of Benjamin Franklin.

Declaration House (Graff House). Located at 7th and Market Streets, visitors will find a reconstruction of the home where American statesman, Thomas Jefferson, lived and wrote the Declaration of Independence.

Shopping

Philadelphia offers tax-free shopping on clothes and Center City, the city's central shopping district, boasts more than 2000 retail and department stores such as Strawbridge's and Lord & Taylor. Between these two stores is The Gallery, the largest urban mall in the nation, with over 200 stores.

Dining

Two of the top one-hundred restaurants in the country named by *Esquire* magazine are located in Center City. Ten of the top one-hundred are in Philadelphia. So whether your out to get a quick bite or out on the town, there is a specialty restaurant for all palates.

Entertainment

At night the city is abuzz, within two blocks of the convention center you'll find one of America's premier cultural districts, the Avenue of the Arts. South Street offers a diverse nightlife scene. A spectrum of dance clubs and bars provide entertainment with comedy, jazz, and rock.

Concerts

One of the greatest things about summer in Philadelphia is the Mann Center for the Performing Arts. Located in Fairmont Park (near 52nd St. & Parkside Ave.), minutes from Center City, the center is one of the nation's largest outdoor performance venues and a renowned cultural jewel offering live summer entertainment. Long-known as the summer home of the Philadelphia Orchestra, the center also features jazz, pops, family entertainment, contemporary artists and more.

Sports

With seven professional teams, there is always something to cheer about. Philadelphia ranked second among "America's Most Livable Sports Cities" by *The Sporting News*. The summer months bring on America's Favorite Pastime (baseball) and the National Basketball Association's (NBA) 76ers.

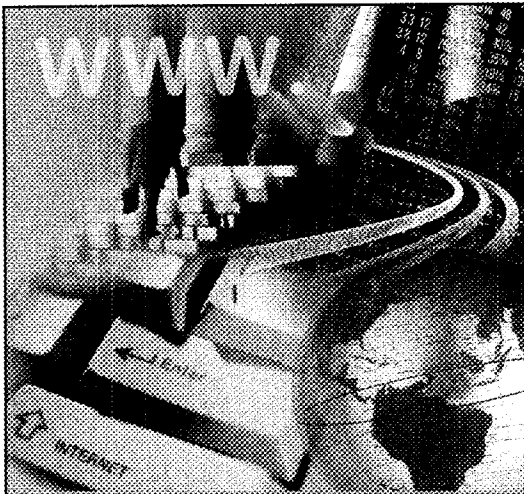
Transportation

Getting in and around the Philadelphia area has never been easier. The city's subway and bus system is safe, clean and convenient and runs throughout the downtown area. The city's taxi system is also reliable and cheap compared to other Eastern Seaboard cities. The Philadelphia International Airport is less than a twenty minute ride from downtown.

Want to Know More?

Visit the SLA web site at www.sla.org/conf/2000/index.html. Click on Philadelphia Host Chapter Site. Our hosts have put together a great portal to the city of Philadelphia, Pennsylvania, USA for conference attendees. There, one will learn more about the city and its many attractions: tours, museums, transportation, restaurants and much much more. You will also find instructions to subscribe to the discussion list -- set up by our hosts to help everyone answer those questions not available elsewhere. So, join us on the discussion list, make your plans, and pack your bags. THE place to be is Philadelphia, PA, USA--June 10-15, 2000!





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So during this year's SLA Conference, we're holding a millennium costume party to honor inspiring thinkers!

All conference attendees are invited to "Celebrating Inspiring Thinkers" on June 12. We encourage you to dress up as your favorite thinker of the past 2,000 years. You can also participate in our "Name This Thinker" contest.

It promises to be a night for inspired thinking and inspired fashion! To register, fill out the form in the SLA conference registration booklet.

For more information, go to www.factiva.com/inspiringthinkers



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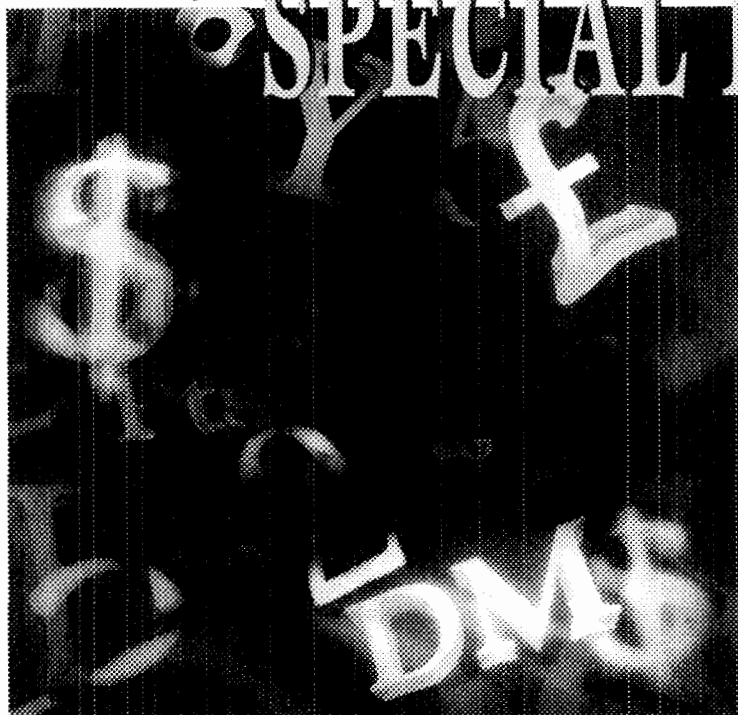
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by **Di Su**

Speed has always been a competitive factor and corporate asset in the business world. The growth of the Internet has created an equal opportunity for information service professionals in both big and small companies to improve their efficiency.

The prominent advantages of a web source are timeliness, accessibility, and thus, the speed. You are provided with instant updates on issues like rules, official statements, interpretations, statistics, etc., and these documents can be accessed twenty-four hours a day, seven days a week.

There are so many valuable financial web sites on the Internet that it is impossible to include them all in this article, but it does focus on a few important sites that address general accounting issues. The sites were chosen based upon their authority, usefulness, and reliability.

POLICIES & RULES

It is vital to constantly update your knowledge in legal issues especially in a sensitive area like the accounting practice. The following are official U.S. government web sites that you may want to visit on a regular basis.

The General Accounting Office

<http://www.gao.gov>

The General Accounting Office (GAO) was established by the *Budget and Accounting Act of 1921* (31 U.S.C. 702), to independently audit Government agencies. The GAO, under the control and direction of the Comptroller General of the United States, exams all matters relating to the receipt and disbursement of public funds.

Di Su is reference librarian, York College, Jamaica, NY. He may be reached at su@york.cuny.edu.

Main sections on the site are:

GAO Reports and Testimony - Maintains the last three months reports. For older reports you can follow the link to archives. Most of the documents are available in both ASCII text and PDF versions. If an electronic version is not available, the citation will be linked to an online form to order a printed copy. GAO's Daybook (recent announcements) is also available from here in PDF format.

Comptroller General Decisions and Opinions - Prepared by GAO's Office of General Counsel, each Decision is identified by a numbering system beginning with B- (number) and date. The full text of each listed Decision can be retrieved in either HTML or PDF version.

GAO Reports of Federal Agency Rules - Includes GAO Federal Rules Database. You can search by agency name, rule type, or publication date from pull-down menus.

GAO Policy/Guidance Publications - Among these publications are *Government Auditing Standards* (The Yellow Book), GAO's *General Policies/Procedures and Communications Manual*, *Financial Audit Manual* (Volume 1: Methodology, Volume 2: Tools), and *Federal Information System Controls Audit Manual*. All documents are in PDF format.

Special Publications - Special topics from Business Process Reengineering Guide to Y2K issues. Each document is indicated format type, i.e., HTML, TXT, or PDF.

GAO FraudNET - You can report allegations of fraud, waste, abuse or mismanagement of federal funds by filling out a FraudNET Form online.

Mailing Lists - After you have registered online, you will receive instant email of Daybook (Daily list of newly released and newly available GAO reports and testimony), and Decisions (Daily list of newly released Comptroller General Decisions).

A site search engine is powered by Infoseek. Navigating on the site is fast and smooth since it is a text-only site. A manual of WAIS is provided with general information and search assistance, although it would be more helpful if hyperlinks were provided within the manual which is approximately forty-two pages long.

The U.S. Securities and Exchange Commission

<http://www.sec.gov>

The Securities and Exchange Commission (SEC), created by Congress under the *Securities Exchange Act of 1934*, is an independent, nonpartisan, quasi-judicial regulatory agency. The SEC's mission is to "administer federal securities laws and issue rules and regulations to provide protection for investors and to ensure that the securities markets are fair and honest." The laws administered by the Commission are the *Securities Act of 1933*; *Securities Exchange Act of 1934*; *Public Utility Holding Company Act of 1935*; *Trust Indenture Act of 1939*; *Investment Company Act of 1940*; and *Investment Advisers Act of 1940*.

The Commission also serves as an adviser to federal courts in corporate reorganization proceedings under Chapter 11 of the *Bankruptcy Reform Act of 1978*. The Commission reports annually to Congress on administration of the securities laws. The current annual report (1998, as the time of this writing) is available at: <http://www.sec.gov/asec/annrep98/arfrontm.htm>

Main sections are:

Investor Assistance and Complaints - Offers Investor alerts, FAQ on investing, SEC news and public statements, data on complaints and studies, links to federal agencies, state agencies, and investor education sites.

EDGAR Database - Allows you to retrieve publicly available filings submitted to the SEC from January 1994 to the present for free. Beginning in May 1996, the SEC required all public companies to file registration statements, reports, and other forms electronically through EDGAR (short for Electronic Data Gathering, Analysis, and Retrieval system), except for foreign companies and the smallest of public companies whose securities are exempt from registration under Reg A or Reg D. SEC filings are posted to the EDGAR Database 24 hours after the date of filing. (For more information on EDGAR, see author's article "Electronic Stacks: Using Web Sources in Reference Service" in *The Reference Librarian* 65, 1999, pp. 161-176.)

SEC Digests & Statements - Provides News Digests (Daily Summaries), Press Releases, Upcoming SEC Events, Speeches by SEC Officials, Congressional Testimony, Commission Legal Briefs, Special Studies, and Annual Report of the Commission.

Current SEC Rulemaking - Includes Proposed Rules, Final Rules, SEC Concept and Interpretative Releases, Selected Staff Accounting Bulletins, Other Commission Notices and Information, SRO Rulemaking, and Exchange Act Exemptive Applications.

Enforcement Actions - Includes Enforcement Actions, Trading Suspensions, Investor Alerts, Internet-Related Announcements, SEC Microcap Fraud Initiatives, Insider Trading, and SEC Division of Enforcement Complaint Center.

The site offers a text-only version. Search engines are provided for both EDGAR archives and non-EDGAR documents.

The U. S. Office of Management and Budget

<http://www.whitehouse.gov/omb>

The mission of the Office of Management and Budget (OMB) is to "assist the President of the United States in overseeing the preparation of the federal budget and to supervise its administration in executive branch agencies." OMB also ensures that agencies' reports, rules, testimony, and proposed legislation are consistent with the President's budget and with administration policies. You can search by type:

The Budget

Circulars

OMB Testimony

Memoranda

Bulletins

Federal Register

Statements of Administration Policy (SAPs)

The site is text-only and a site search engine is provided.

STANDARDS & INTERPRETATIONS

Perhaps most of us have maintained standing orders of printed authoritative publications on standards and interpretations, e.g., GASB's *Statements and Interpretations*. While it is necessary to continue these subscriptions, you may also want to try their web versions that can be obtained before you get the printed version. It is recommended to visit the following sites for most current interpretations available.

American Institute of Certified Public Accountants
<http://www.aicpa.org>

The American Institute of Certified Public Accountants (AICPA) is the national, professional organization for all Certified Public Accountants in the United States. With more than 330,000 members its mission is to "provide members with the resources, information, and leadership that enable them to provide valuable services in the highest professional manner to benefit the public as well as employers and clients."

You can view AICPA's publication list by clicking on "Online Publications" or "Pubs" outside the frame. Main sections are:

Magazines and Newsletters- *Journal of Accountancy Online*, *The CPA Letter*, *The Practicing CPA*, *The Tax Adviser* (for full-text, members only), and *InfoTech Update* (for full-text, members only).
Accounting Standards Executive Committee - AcSEC Exposure Drafts, AcSEC Comment Letters to Other Organizations, and Other Comment Letters.

Accounting Standards, Other Audit and Attestation Standards -
Summaries of Recently Issued Auditing Standards, Recently Issued Auditing Interpretations, Auditing Standards Board Meeting Highlights and Agendas, Audit Issues Task Force Advisories, Illustrative OMB Circular A-133 Report Examples, and Exposure Drafts.

Professional Ethics- Code of Professional Conduct, Bylaws
Uniform Accountancy Act - You can download a copy or view issue briefs and other related material.

A site search engine is provided for searching AICPA Online. Other Search Engines are also linked for surfing on the Internet such as Excite, Yahoo, Open Text, Alta Vista, Lycos, WebCrawler, and DejaNews.

Governmental Accounting Standards Board
<http://www.rutgers.edu/Accounting/raw/gasb/index.html>

The mission of the Governmental Accounting Standards Board (GASB) is to "establish and improve standards of state and local governmental accounting and financial reporting that will result in useful information for users of financial reports and guide and educate the public, including issuers, auditors, and users of those financial reports."

Its publications include Exposure Drafts, Governmental Accounting Research System, and Summaries/Status.

A site search engine is powered by Excite. The site is a sub-site of Rutgers Accounting Web at Rutgers State University of New Jersey.

Financial Accounting Standards Board
<http://www.rutgers.edu/Accounting/raw/fasb>

The mission of the Financial Accounting Standards Board (FASB) is to "establish and improve standards of financial accounting and reporting for the guidance and education of the public, including issuers, auditors, and users of financial information." Its contents include:

Action Alert - Board Actions and Upcoming Meetings
Summaries/Status - Summaries and Status of all FASB Statements
Exposure Drafts - Recent FASB Exposure Drafts

Financial Accounting Research System (FARS) - Contents, Pricing, and Downloadable Demo

Publications - Descriptions, Order Information, and Pricing
FASB Casebook - FASB Cases on Recognition & Measurement

INTERNATIONAL

Strong U.S. economy has enabled many U.S. companies to expand their business abroad. Globalization is inevitable in the new millennium. If your firm's business involves foreign clientele, it will be beneficial to bookmark the following sites.

International Federation of Accountants
<http://www.ifac.org>

International Federation of Accountants (IFAC) is the worldwide organization for the accountancy profession with 143 member body organizations in 104 countries (as of the time of this writing) representing over two million accountants.

The site is divided into five main sections: IFAC Facts and Figures, IFAC News, Committee Activities, Publications and Guidance, and Council Developments. In "IFAC News" you can read the most current press releases, major initiatives, meeting notices, etc. In "Publications and Guidance" you can view the following type of documents:

Outstanding Exposure Drafts, Auditing and Related Services, Ethics, Education, Financial and Management Accounting, Information Technology, Public Sector, Membership, and Other Publications.

A site search engine is provided. It tells you the size of each retrieved document, e.g., 50.3K, and format, e.g., PDF.

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International Accounting Standards Committee

<http://www.iasc.org.uk>

Based in London and with close relationship with IFAC, the International Accounting Standards Committee (IASC) is an independent private-sector body working to achieve uniformity in the accounting principles that are used by businesses and other organizations for financial reporting around the world. One hundred and forty-three professional accountancy organizations in 104 countries are members. Decisions on accounting principles are made by the Board of IASC and issued in the form of International Accounting Standards. Members of the Board are appointed by IFAC in consultation with IASC.

Its Principal IASC Publication Series, which are fee-based and order information is provided, include:

- Annual Bound Volume of International Accounting Standards
- International Accounting Standards on CD-ROM
- International Accounting Standards (individual copies)
- Basis for Conclusions (Published occasionally for certain Standards)
- Exposure Drafts of Proposed International Accounting Standards
- Draft Statements of Principles (Issued for comment by IASC Steering Committees)
- Discussion and Issues Papers
- Interpretations of International Accounting Standards
- IASC Insight (Quarterly newsletter)
- IASC Update (Summary newsletter issued immediately after IASC Board meetings)
- News from the SIC (Summary newsletter issued immediately after SIC meetings)

Is it time for you to re-evaluate your insurance? Introducing the Special Libraries Association Insurance Program. Two new products now available to help you meet your needs.

- **Choose** any dentist you want and lower your medical expenses with DentaPay™. This dental insurance can help keep you and your family's smiles bright and healthy. (DOC.#41)
- **Reduce** out-of-pocket expenses you or your family may incur due to hospitalization. Our Hospital Indemnity Expense plan offers daily benefits for hospital stays. Benefits are paid directly to the covered person and can be used however they see fit. (DOC.#42)

Questions: Visit the Special Libraries Association Web site at www.sla.org or order the appropriate Plan documents from our 24-hour Fax on Demand system at 1-888-678-6698. You may also call our Customer Service Department at 1-800-749-6983, Monday through Friday, from 8:30 AM to 6:00 PM, Eastern Time.

Note: Not all plans available in all states.

IASC Annual Review

Surveys

Joint Publications with Other Standard-Setting Bodies (G4+1)

Comment Letters

Training Material

A site search engine is provided. Also provided is an online IASC member directory. In the U.S., members are Institute of Management Accountants of Montvale (New Jersey), National Association of State Boards of Accountancy of Nashville (Tennessee), and The American Institute of Certified Public Accountants (AICPA).

NEWS & TRENDS

What are today's trends in accounting field? What are the new issues that are in discussion? The following sites are informative and contain up to date information.

American Accounting Association

<http://www.rutgers.edu/Accounting/raw/aaa>

Formerly the American Association of University Instructors in Accounting, the American Accounting Association (AAA) promotes worldwide excellence in accounting education, research, and practice. The Association, founded in 1916, is a voluntary organization of persons interested in accounting education and research. Its publications include: *Accounting Education News*, *AAA Newsletter*, *AAA Quarterly Journals*, *The Accounting Review*, *Accounting Horizons*, and *Issues in Accounting Education Section Newsletters* (The ABO Reporter, AI/ET Update, *The Accounting Educator*, *Accounting Information Systems and Technology Reporter*, *Accounting Programs Leadership Group Newsletter*, *The American Taxation Association*, *The Auditor's Report*, *The Two-Year College Communicator*, *Financial Reporting Journal*, *International Forum*, *Gender Issues*, *Government and Nonprofit News*, *In The Public Interest*, and *Management Accounting News & Views*.) Section Journals (*Journal of the American Taxation Association* (abstracts), *Auditing: A Journal of Practice & Theory* (abstracts), *Behavior Research in Accounting* (abstracts), *Journal of Information Systems* (abstracts), and *Journal of Management Accounting Research*.)

Powered by search engine Excite, this site is also hosted by Rutgers Accounting Web at Rutgers State University of New Jersey.

Electronic Accountant:

A Web Magazine and Resource Guide

<http://www.electronicaccountant.com>

Developed and managed by Faulkner & Gray — publisher of *Accounting Today*, *The Practical Accountant* and *Accounting Technology*, *electronicaccountant* is an informative web magazine and resource guide for accounting professionals and executives. Features include:

Departments - Newswire (full text), News Archive (full text 1996-), Wall Street Window, Web Awards, Web Links, Practical Accountant (citation only), Special Reports, Industry Leaders, Accountant's Guide to Internet, People on the Move, Career Center, CPE Center, and Calendar.

Niche Sites - Financial Planning Center, Tax Center, Technology Consulting, and Y2K.

Exhibit Halls - Accountant's Buyer's Guide, Top 100 Products, 1040 Tax Software, Accounting Software - High End, Accounting Software - Small Business, CD-ROM Tax Research, Client Write-Up, Continuing Education, Financial Planning, Fixed Assets, Forms Services Software, Internet Tax, Research, Malpractice Insurance, Payroll Software, and Practice Management.

Discussions - Accounting & Auditing, Financial Planning, Tax, Technology, and Your Practice.

A site search engine is powered by Excite.

DIRECTORIES & RESOURCES

Web sources are being added to the Internet constantly. If you can't find something you want today, you may find it tomorrow. The following sites could serve as portals for accounting profession.

CPANet

<http://www.cpanet.com>

Also known as *cpalinks.com*, this site serves as the web site resource and online community for accounting professionals. Among many useful links are Accounting (428), Assurance (70), Audit (78), Consulting (76), Finance (310), Financial Planning (63), and Taxation & Law (263). The figures in parenthesis are the numbers of related web sites that were included by the site at the time of this writing. In addition to a site search engine, it provides direct access to the following search engine finance subsites: 100hot, AltaVista, Cnet, Excite, FinanceWise, Infoseek, LookSmart, HotBot, Lycos, Lycos Stock, Snap!, WebCrawler, and Yahoo!

Rutgers Accounting Web

<http://www.rutgers.edu/Accounting/raw/>

Maintained by Rutgers Accounting Research Center of Rutgers State University of New Jersey, Rutgers Accounting Web (RAW) is one of the largest accounting sites in the Internet. Besides AAA, FASB, and GASB mentioned earlier, other accounting organizations on the RAW include Association of Government Accountants (AGA), Institute of Internal Auditors, Inc. (IIA), Institute of Management Accountants (IMA), and Association of College and University Auditors (ACUA).

The site offers research information, directory links to international accounting network sites. its features include:

- Accounting Resources on the Internet
- Internet Center
- Major Courses
- Sources of Information
- Accountant's Corner & Accountants on Call

A site search engine is provided. Sometimes the traffic may be heavy due to the popularity of the site, you may want to use one of the mirror sites for faster speed. RAW's mirrors are available in Hawaii, UK, Australia, Finland, Japan, Spain, and Singapore.

Accounting Professional's Resource Center

<http://www.kentis.com/index.html>

Established in 1995 by Kent Information Services, Inc. in Ohio, the center provides a comprehensive and well-organized directory, "Site Seeker", for accounting professionals and financial executives

on the web. You can search accounting firms by an alphabetic listing, or by state, or by country. Kent Information Services, Inc., specializes in publications that help accounting, auditing, government, and tax professionals in public practice and industry use technology, especially the Internet, in their work. Its publications include:

- Internet Bulletin for CPAs
- Internet Reference Guide
- Internet Bullet
- 1998 CPA's Guide to the Internet
- The CPA's Guide to Web Commerce
- The CPA's Guide to Intranets
- The CPA's Guide to Information Security

AccountingNet

<http://accounting.pro2net.com>

Renamed itself as "Pro2Net" for the new millennium, AccountingNet delivers accounting news, business information, products, and services. You may want to visit its Research Library for valuable resources. A site search engine is provided. Hoover's and EDGAR databases are available. Registered users can also search Wiley GAAP and GAAS Online.

Experience to Share


Generally, you can retrieve a target document from site's "Publications" list. For recent publications "News Release" on the front page may be a shortcut. Another way to search for a publication is to run a keyword search through a site search engine which is available on most of the web sites nowadays.

Sometimes you may receive a request on a current web document and be provided with its specific page address. If, for various reasons, the specified page location refuses to appear, delete the extension from the URL, go to the main page first, i.e., with gov, org, edu, com, net, etc. at the end of the address. Then find a relevant hyperlink to enter further. If the site offers a search engine, run a keyword search through it.

Some documents get really huge. You are looking for, say, figures in operating income in a 1966k, 540-page 10K report, but you don't have time to read through it you may use "find" function in the browser to get the location(s) of the words "operating income" in the document.

Except those in PDF or MS Word format, web documents, especially those with frames, may need to be edited if you are to provide neat printouts. Some web sites now offer "Printer Friendly" version which breaks out frame. Or you can save the document on hard drive, open it with a word processing program, edit it, insert page numbers, increase or decrease font size, etc., to make the document a nicer presentation.

Adobe Acrobat Reader is recommended to install since a good number of web documents are in PDF format. To download the free program, go to <http://www.adobe.com/products/acrobat/main.html>

It is necessary to make a backup copy of all bookmarks that you use most frequently with a floppy disk in case your computer crashes. The backup copy is also convenient if you sometimes need to run searches on different computers or from remote locations. You can simply upload the bookmarks from floppy disk drive to the browser, and start your search right away. 

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 \$8 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 Coplen. The fund purpose statement are detailed below:

General Reserve Fund: Serves to augment regular operating funds so that essential association activities and financial commitments can be sustained during unanticipated periods of low income or increased expense due to economic, legal, or regulatory problem. 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.

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

Non-Serial Publications (NSP) Fund: Used for developing and 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.

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.

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

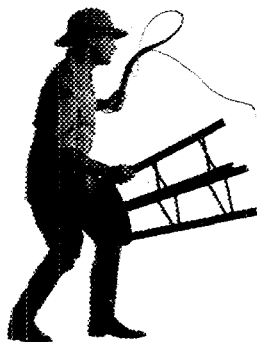
In the General Fund, several programs and activities typically realize a net income at the end of the fiscal year: membership development, conferences and meetings, professional development, fund development, and investments. These revenue-producers fund the remaining programs and services (serial publications, career services, public relations, government relations, research, and information resources).

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 tax-deductible contributions to any or all of the funds. This can be accomplished through the annual campaign, the dues renewal, or planned giving.

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
(revallace@aestaley.com).

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Visual Web Browser—Creating a 2D Interactive Space for Web Navigation

Early explorers and navigators of the uncharted areas of our planet had to progress and advance their expeditions with little assistance, but followers were more efficient, had less risk, and were also more effective, as their maps were more informative of alternative paths, dangers, and conditions. When surfing the web, each expedition is almost as novel as any previous one. The mechanisms to provide the ability to step back, to retrace our steps, and to prevent us from going to where we do not want to go, are primitive.

We need to provide tools for the user to find alternative paths, or shortest paths, besides adding interesting URLs to our unmanageable list of favorites, so all pages are one click away. In our real world, travelers, pilots, and sailors need maps to guide their journey. Maps provide a capacity to plan routes, to retrace steps, to evaluate alternatives. Our hypothesis is that maps can be useful in guiding web journeys.

In fact, recent webmasters are adding site maps to their servers. Examples are Microsoft *WebMapper*, IBM's *Mapuccino*, and Lotus' *WebCutter*. These are also linear listings or perhaps simple diagrams, with hierarchically structure of the many documents in a site, but are still very limited in visually conveying information and a sense of space and proximity. They are even less successful in displaying which documents and pages refer to others and which are the existing alternative paths. Finally, they limit their information to one individual site; they provide no map of the world beyond.

Current Web Browsers & Site Mapping Techniques

Hypertext is a type of database that has active cross-references and allows the reader to "jump" to other parts of the database as desired. This makes the reading (and writing) process non-sequential. A hypertext database can be conceptualized as a network of *nodes* and *links*, where documents are the nodes and the links are cross-references. We name these documents as *hyper-documents*, and these cross-references as *hyperlinks*. The underlying data model of this hypertext network can be viewed as a very complex graph; it is a partially unknown huge graph.

The World Wide Web (WWW) is a kind of hypertext database. The amount of information now available through the WWW has grown explosively. An increasing number of tools are also available to assist the user to manage and access information on the WWW. One of the

key requirements for a WWW navigator is to maintain the user's sense of orientation and facilitate navigation within the context of the total information space.

The modern web browsers, such as Netscape and Microsoft Internet Explorer, can effectively assist the user to manage and access information on the World Wide Web. They excited people's interest because of the structure of hypertext that provides users with an effective and convenient way to move in cyberspace. This is done by clicking on a series of hyperlinks embedded in hyperdocuments.

However, these web browsers can not give users a visual "map" to guide their web journey. They do not provide a sense of "space" while the user is exploring the (cyber) space; instead they only give a series of lists (bookmarks and history lists are at most a one-dimensional graphical presentation). This is mainly because of the difficulty of constructing such a huge, complex, and dynamic map with a (virtually) unlimited number of nodes and edges.

Most existing visualization techniques emphasize "site mapping". That is, they try to find an effective way of constructing a structured geometrical map for one web site (a local map). For example, a *hyperbolic tree* Overview Diagram has been developed by Inxight Software Co. However, the "site mapping" technique only maps a single web site, and can only guide the user through a very limited region of cyberspace.

Overview of Visual Web Browser

The *Visual Web Browser* is expected to be the next generation tool for Web navigation. It views the whole cyberspace as one graph—a huge and dynamic growing graph which is partially unknown. At any time, a tiny subset of the huge graph is known and a picture of this subset is displayed on the screen. Exploration of the huge graph proceeds by changing the subset of the huge graph. This allows the user to visually browse through the web with a sense of "space". The *Visual Web Browser* explores the huge graph by quickly tracking the subset of the huge graph based on the focus of the user, and provides the user with a dynamic visual map for guiding the web journey.

The Visual Web Browser is like an online geographical map. Geographical maps do not offer you information on every geographical feature. Some of it is filtered, thematically, or by the scale. Too much in a map makes

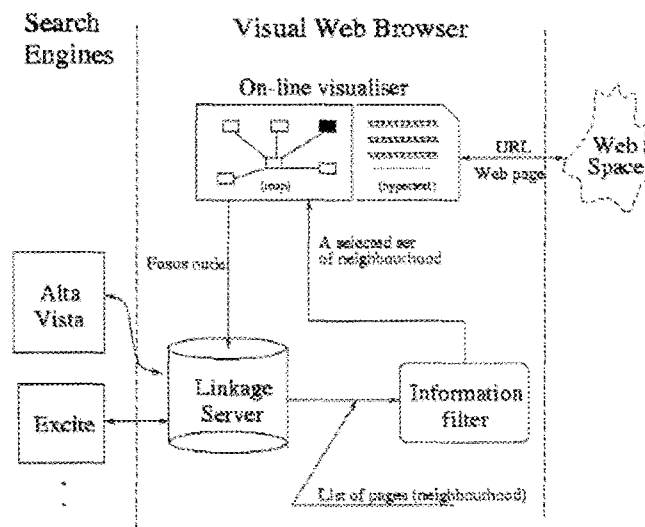
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Mao Lin Huang
maolin@socs.uts.edu.au)

it unreadable. While traveling with the aid of a map, typically we focus in the region or neighborhood that currently surrounds us. That allows us to decide if a turn at the next intersection is needed. So our *Visual Web Browser* maps the neighborhood of the web that we are currently in, filtering some of the information.

The *Visual Web Browser* displays the links and paths from document to document. This is a visualization that conveys the sense of space and the sense of location with spatial dimensions. A sense of proximity is represented by placing nodes in proportion to the measurements of time/cost of retrieving a page. The visualization is animated to preserve the sense of orientation. As we move in cyberspace, new nodes are smoothly added into the map and others far in diametrical direction fade away.

Visual Web Browser Architecture

The *Visual Web Browser* is made up of several components. These components can be described in Figure 1.



An online animated visualizer: It automatically displays a sequence of web sub-graphs with smooth animation following the user's orientation. It adapts our online exploratory visualization technique. It does not pre-define the geometrical structure of a specific web site (a part of cyberspace); instead it incrementally calculates and maintains a small visualization of a subset of cyberspace online. This feature enables the user to logically explore the entire cyberspace without requiring the whole structure of the cyberspace to be known.

A fast accessible linkage server: To quickly obtain the linkage information (the neighborhood of the focused URL) for dynamically creating the visualization, we need a *fast accessible linkage server*. This server is separated from the main web server. It can quickly find and produce the entire neighborhood of a given focus node. In its basic operation, the server accepts a query of an URL of the user clicked focus node, and then returns a list of all pages that are pointed to, from the page representing the focus node.

An information filter: To reduce the complexity of the web graph, we provide a *filtering mechanism* to remove unnecessary information (links and nodes) from the visualization, and only retain

the essential part of the web graph. This simplified visualization is a tree structure. We then use the online animated visualizer to maintain the user's orientation for web exploration.

Online Animated Visualizer

The visualization technique adopted in the online animated visualizer, known as *OFDAV* provides a major departure from traditional visualization methods. It allows the user to visualize the entire cyberspace that is available through the hyper-media system, but does not require the whole web graph to be known. It assumes that the amount of data that can be effectively displayed at one time is only a tiny subset of the available cyberspace. So it does not predefine the geometry of the whole visualization at once (the user can navigate logically); instead it incrementally calculates and maintains a small local visualization online, corresponding to the change of the focus page of the user.

We use a force-directed algorithm to draw this sub-graph and the logical neighborhood tree around this sub-graph. The logical neighborhood tree of the focus nodes gives the user a clear idea of where they are and helps them to decide where they should go next. It provides a direct visual aid guiding the user for further navigation.

We use multiple animation to guide the user between views; they make the transitions naturally and smoothly. The change of the user's mental map can be naturally followed with the animated motions of the updates. In the user's visual sense, there is only one animated image. This greatly reduces the cognitive effort in reforming the user's mental map after each transformation. We also adopt a graphical history tail that contains a sequence of previous focus nodes. It traces the sub-graphs that the user has visited and assists in backtracking through the web graph. In addition, the transition from the picture of one logical frame to the next should preserve the mental map, that is, the difference between successive drawings should be small enough that the user perceives the transition to be smooth.

Remarks

This article introduces a new approach to web browser design. This design integrates three components: the online animated visualizer, the linkage server, and the information filter. The online animated visualizer provides the user a sequence of animated drawings of web sub-graph that dynamically follows the user's focuses in the process of navigation. Each web sub-graph is formed by using the linkage server to search the focus node's neighborhood and using the information filter to remove some unimportant nodes and edges for navigation.

The *Visual Web Browser* provides users a dynamic visual map to guide their web journey. This map gives the user a sense of "space" while the user is browsing and navigating the World Wide Web.

The practice of *Visual Web Browser* has shown that it is an effective tool for web navigation and information discovery of any type of large data spaces. The experience of using *Visual Web Browser* has also demonstrated that it is worthwhile, and is a good technique that can be applied in any sub-area of software engineering and data engineering for the general purpose of information discovery.

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Copyright: The Digital Dilemma

The long-awaited National Research Council's (NRC) report, *The Digital Dilemma: Intellectual Property in the Information Age*, from the Committee on Intellectual Property Rights and the Emerging Information Infrastructure is now available.¹ It is the result of a two year study by the Committee of the NRC's Computer Science and Telecommunications Board. The committee was a diverse group, a microcosm of all of the stakeholders in digital copyright issues. The report raises a number of important concerns and calls for further study and debate in a variety of areas.



The *Digital Dilemma* recognizes the differences in the analog and digital worlds. Specifically, the increased possibility of access to digital works from many points as opposed to access only where the physical copy is located. In the digital world, distance from the copy becomes irrelevant. Further, one can produce perfect copies from works in digital format. When a user downloads a digital

work and prints or makes disk copies, each of these copies is a perfect copy. There is no denigration of quality as occurs with today's photocopying technology. While accessibility can be increased because of the availability of digital formats, it also makes private copying of these works easier and more difficult to detect. This is a significant problem for the copyright holder. Much of this is well-known in the library community, but this report simply uses these factors as a starting point for discussion.

The Digital Dilemma begins with an excellent review of the views of various stakeholders in copyright. It recognizes that not are only copyright holders' rights important but also those of public libraries, archives, museums and the public at large. Movement from the analog to the digital world raises serious concerns for all of these groups. The debate among these groups is characterized by agreement on some issues, but too often discussions end in acrimony. Perhaps the reason is the conflict in values between the rights' holders and the users of copyrighted works, especially those who advocate public access to information. Copyright owners certainly want to preserve and expand their markets. The report recognizes, however, that not all authors share these same values; for example, academic authors often want wide dissemination of their works and are not so concerned about market protection.

Users of copyrighted works have a different view entirely. Because copyrighted works become part of the social and cultural record of a civilization, public access is especially important to librarians. The licensing of digital resources as opposed to purchase of the work threatens public access, a core value of librarians, and perhaps a core value for the public at large. Not only is public access threatened, but the report raises a concern that public libraries themselves may be at risk.

Information needs to be communicated and shared to be valuable. Certainly, copyright holders deserve fair compensation for their works, but licensing may or may not be fair.

One of the significant differences between analog and digital works is that one can use a non-electronic work without making a copy of that work. If the work is in digital format, this is not true. The way computers function requires making a copy when a work is accessed. Even to view a work on the screen requires the computer to make a copy in RAM so that the work can be viewed.

Copyright law deals with the making of copies. One of

For more information, contact
Laura Gasaway
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the exclusive rights of the copyright holder is the right of reproduction, but fair use and other exemptions to the exclusive rights of the copyright holder sometimes excuse a user's reproduction of a work. *The Digital Dilemma* suggest that copyright law's focus on making a copy may simply no longer be relevant since access by computers *by their nature* make copies, but these ephemeral copies are not significant and should not be considered infringing copies. The report suggests that with electronic works, reproduction is not a good predictor of infringement. Instead, the focus should be on the use that will be made of the copy. So, the committee suggests that copyright protection be reexamined to consider how copyright could function without the notion of copying. This is a very creative and powerful suggestion.


There are other issues discussed in the report that are interesting to librarians. For example, *The Digital Dilemma* calls for publishers to stop making overstatements in their warnings on copyrighted works stating that no reproduction of a particular work may be made at all. The report points out that these statements are inaccurate because of fair use and other exemptions in the Copyright Act. The harm these statements do to users is considerable and they affect the level and content of the debate between the user and the rights holder communities.

Another issue of interest to libraries is the call for education of user communities. The report suggests that an education program for the general public would be of great value if it focuses not only on infringement issues but also on explaining the benefits that

copyright law provides to all stakeholders. If users are supposed to comply with the Copyright Act, then the law should be easier to understand and should make more sense than it currently does.

The *Digital Dilemma* addresses a number of other important matters without reaching a conclusion but suggesting them for further debate and consideration: (1) whether fair use is an affirmative right or a defense to copyright infringement, (2) the lack of preservation of digital works by either publishers or libraries, (3) whether different types of works might be afforded different rights than others, for example, motion pictures might require greater protection than some other categories of works, and (4) whether employing technological protections to these works may be counter-productive and simply encourage users to try to get around these protections. The interaction between intellectual property laws and the First Amendment, contract law, communications policy and the like is also recommended for further study.

The Digital Dilemma is an excellent study which is much more balanced in approach than the White Paper² Librarians in all types of libraries will find it readable and informative. It is an important work for setting the agenda for future discussions on copyright law and policy in the digital age as it recognizes that the issues are not solely legal or economic. There are also important public policy issues at stake.

¹ It is now available in print and on the Internet. See <<http://www.nap.edu/>>. The report is available from the National Academy Press for \$34.36 if purchased via the web. 

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<http://www.aiim.org/events/aiim2000/index.html>
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 New York, NY, USA

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 Frankfurt am Main, Germany

MLA 2000

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 MLA/CHLA
 May 5-11, 2000
 Vancouver, BC, Canada

National Online Meeting & IOLS 2000

<http://www.infotoday.com>
 Information Today
 May 16-18, 2000
 New York, NY, USA

IEEE Advances in Digital Libraries 2000 (ADL2000)

<http://lsdis.cs.uga.edu/ADL2000/ADL2000CFP.htm>
 IEEE
 May 22-24, 2000
 Washington, DC, USA

June

ACM Digital Libraries 2000
<http://www.dl00.org/home.html>
 ACM
 June 2-7, 2000
 San Antonio, TX, USA

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July

American Library Association
<http://www.ala.org/events/>
 ALA
 July 6-13, 2000
 Chicago, IL

American Association of Law Libraries

http://www.aallnet.org/events/00_home.asp
 AALL
 July 15-20, 2000
 Philadelphia, PA, USA

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 Jerusalem, Israel

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 September 18-20, 2000
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 October 16-19, 2000
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ARMA

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 ARMA International
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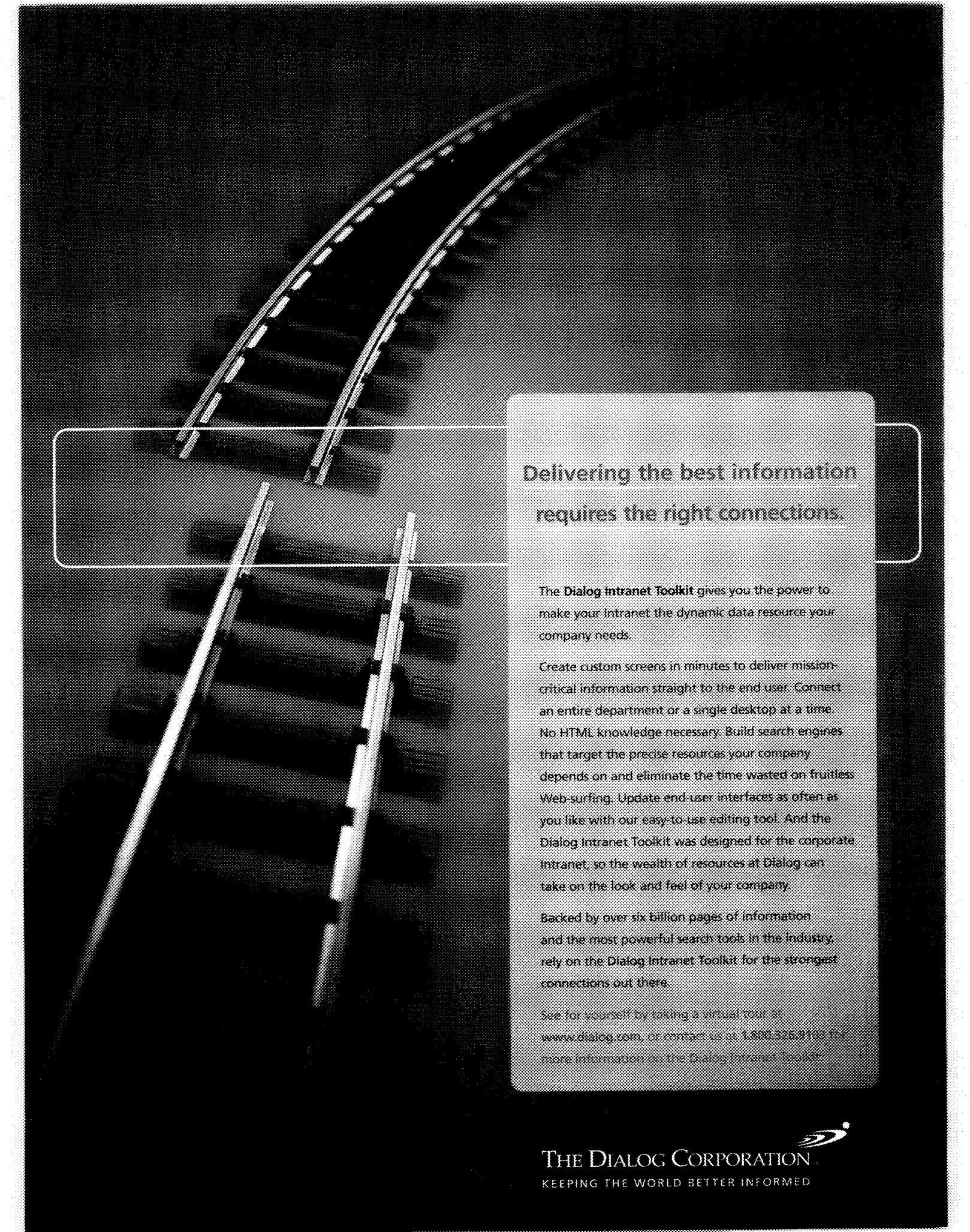
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