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# Information Outlook, May 2000

Special Libraries Association

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# Information

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O U T L O O K

MAY 2000

THE MONTHLY MAGAZINE OF THE SPECIAL LIBRARIES ASSOCIATION VOL.4, NO.5

## INSIDE THIS ISSUE:

To Endings and New Beginnings

What Does the Future Hold for Information Professionals?

Seize the Day

SLA Award Winners

# Difference of opinion.

536 Minn. 387 NORTH WESTERN REPORTER, 2d SERIES

Eleanor Louis BOOM, Respondent,  
v.  
Roland David BOOM, Appellant.  
No. C2-82-1956.  
Court of Appeals of Minnesota.  
April 23, 1985.

536 Minn. 387 NORTH WESTERN REPORTER, 2d SERIES

Eleanor Louis BOOM, Respondent,  
v.  
Roland David BOOM, Appellant.  
No. C2-82-1956.  
Court of Appeals of Minnesota.  
April 23, 1985.

Review Denied June 27, 1985.

Upon motion of wife, appeal by husband from a judgment entered in a marriage dissolution proceeding was dismissed. Husband petitioned for reinstatement of appeal. The Court of Appeals, Peter S. Fupovich, J., denied the petition, and husband petitioned for further review. The Supreme Court, Coyne, J., 461 N.W.2d 84, reversed and remanded. Upon remand, the District Court, Traverso County, Bruce N. Reuther, J., divided the parties' property. Appeal was taken. The Court of Appeals, Sedgwick, J., held that: (1) disproportionate award of marital property to husband was justified where 18 years elapsed between service of summons and complaint and marriage dissolution and property was acquired solely by husband during that period, and (2) trial court may amend its judgment any time before appeal time on judgment expires.

Affirmed.

**1. Divorce ¶252.8(3)**

Disproportionate award of marital property to husband was justified, where 18 years elapsed between service of summons and complaint and the marriage dissolution and the property was acquired solely by husband during that period.

**2. Judgment ¶297**

Trial court may amend its judgment any time before appeal time on judgment expires. 48 M.S.A., Rules Civ.Proc., Rules 52.02, 59.02.

**3. Divorce ¶254(1, 2)**

Property divisions are final and are not subject to modification except when they are product of mistake or fraud; however,

this does not preclude trial court from reviewing award if the appeal period has not expired and a party timely moves for amendment pursuant to rule. 48 M.S.A., Rules Civ.Proc., Rule 52.02.

**4. Divorce ¶254(1)**

A property distribution in a judgment and decree is not "final" until after the appeal period expires.

See publication Words and Phrases for other judicial constructions and definitions.

*Syllabus by the Court.*

1. A disproportionate award of marital property to the husband is justified where 18 years elapsed between service of the summons and complaint and the dissolution and the property was acquired solely by the husband during that period.

2. A court may amend its judgment any time before the appeal time on the judgment expires.

Robert E. Van Nostrand, Wheaton, for respondent.

John E. Mack, New London, for appellant.

Heard, considered and decided by POPOVICH, Chief Judge, and SEDGWICK, and NIERENGARTEN, JJ.

**OPINION**

SEDGWICK, Judge.

Appellant Roland Boom and respondent Eleanor Boom both challenge the trial court's division of property. Roland also alleges the trial court erred: (1) in amending its judgment decree without any findings, explanation or justification; and (2) awarding Eleanor attorney fees. We affirm.

**FACTS**

Appellant Roland and respondent Eleanor Boom were married in 1961. They

Headnotes summarize each point in case

**OPINION**

SEDGWICK, Judge.

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**FACTS**

Appellant Roland and respondent Eleanor Boom were married in 1961. They

**OTHERS**

Opinion with citations verified, errors corrected and parallel cites added

Case synopsis

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Index to where point is discussed in opinion

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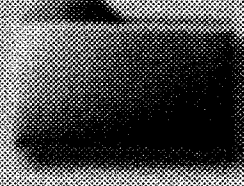
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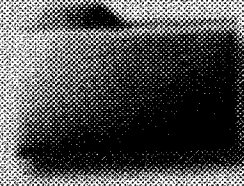
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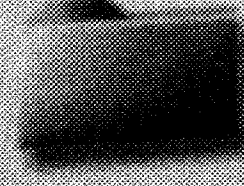
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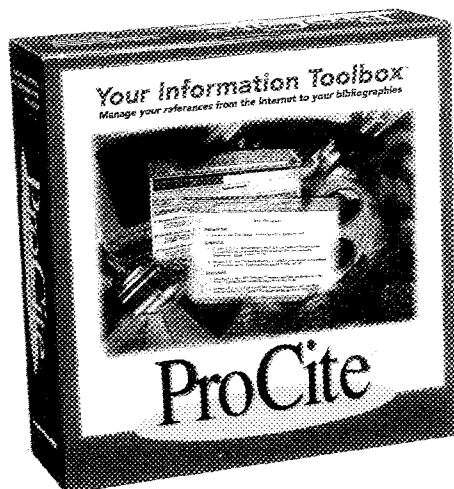
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## Information Outlook® Gets a Facelift

Don't miss the June issue of Information Outlook! We've incorporated some new design elements to make your monthly magazine more attractive and easier to read! We'd love to hear your thoughts...Watch your mail!



## To Endings and New Beginnings

"It's all over but the cheering," they often say at the end of an exciting sports event. By the time you read this, my year as president of SLA will be nearly over, except for the cheering represented by our annual conference in Philadelphia. Cheering is one of the "C" words I proposed to you last year, when I assumed the presidency, as a tool in creating the value proposition for information professionals and specialist librarians.

Have you ever noticed how a loud noise, such as the cheering of a large group of people, draws the attention of casual passersby? No one can resist being curious. Let's make a loud noise, draw a big crowd, and, once we have their attention, educate them in the reasons why we are valuable and essential. We can do it in Philadelphia, or in the chapters during the year.

The awards and honors that will be presented to twenty-two deserving peers at the conference in Philadelphia are just one cause for cheering. Each of us has daily victories and makes contributions to our organizations. We don't often receive awards and honors, and we don't usually bother to create our own celebration, but we should. Share your victories with someone—either in your organization or in the community of special librarians. Join them in cheering. If you cheer loud enough, you might attract some curious unbelievers who need to understand what we are all about.

Have you provided information resources that turned into a new contract or product for your company or organization? Cheer for your role in that victory by doing a short story about it on your library web site, on the corporate intranet, or elsewhere. Storytelling is one of the most effective ways of communicating. And effective communication is another one of the "C" words that should be our constant weapons in the battle to create our value proposition. Create a new partnership with a person or unit of your organization. Focus on collaborating with an unlikely partner, but one who will strengthen your ability to do your job better or who will contribute to an enhanced perception of your value. Celebrate the new partnership with a loud symbolic cheer of some kind, announcing the liaison and the success it has produced. Others may begin to see the value in partnering with you.

Chutzpah!—the final "C" word in my list. It will take chutzpah, nerve, moxie, self-assurance, or whatever term you feel most comfortable with, to communicate effectively, to publicize your competencies, to explore your creative side, to make collaborations that will strengthen what you do, to reinforce the culture that is SLA, and to allow you to cheer out loud when something you have accomplished has made a significant difference. Chutzpah is not a trait to avoid, but to be cultivated. Don't kid yourself that it is unprofessional, or that "nice girls don't do that." One of my favorite business books in the past decade was *Why Good Girls Don't Get Ahead but Gutsy Girls Do* by Kate White. Gutsy girls, and guys, don't hesitate to turn on the chutzpah when it is in their best interest to be firm, aggressive, and a self-assured self-promoter.

The final act in the transfer of office from one SLA president to another may go relatively unnoticed, even though it is a strong link in our culture. Presentation of a gavel at the annual business meeting is the traditional signal of transfer. The gavel, however, is newly created for each new president—shiny, engraved, a keepsake. At the closing gala, the new president is given a chain of office, to wear for just one year and then pass along to his or her successor. There is continuity symbolized by the chain. All presidents take office dedicated to carrying SLA into a strong future. I hope that, in some small way, I have carried out the pledge that I made to myself last year in Minneapolis—to make a difference. Thank you for allowing me to work with you for a year as your president. I plan to be around for several years to come, working to enhance the perception of the value of information professionals. Please join me. The best is yet to come.

Susan DiMattia  
President, SLA

Competencies

Communication

Creativity

Correlation

Culture

Cheering

Chutzpah



## MEMBER NEWS

### Andrew Co-edits Book

Paige Andrew, maps cataloger and acting head of the Serials Department at the Pennsylvania State University Libraries, recently co-edited *Maps and Related Cartographic Materials: Cataloging, Classification and Bibliographic Control*, a cartographic materials cataloging work published by The Haworth Press, Inc. The publication, a bound monograph that compiles the two 1999 issues of *Cataloging & Classification Quarterly*, includes all articles from the two journal issues; a "crosswalk" table between OCLC, MARC 21, and RLIN; and a list of MARC tags for cartographic materials.

This comprehensive work features several "how to" articles on cataloging sheet maps, globes, and other cartographic items; articles on retrospective conversion of map collections, international metadata clearinghouses, classification schemes, subject analysis, and other topics; plus an explanation of how maps are organized and cataloged in archives. Andrew authored two of the articles—one on cataloging contemporary atlases and one on a retrospective conversion survey technique. Andrew is an active member and past chair of SLA's Geography and Maps Division, as well as past president of SLA's Central Pennsylvania Chapter.

## SLAPUBLISHING

### Publication Alert

#### Towards Electronic Journals: Realities or Scientists, Librarians and Publishers

The purpose of this book is to replace speculation with solid data concerning scientific scholarly journals and emerging electronic publications and databases. Through qualitative data analysis and insight, the authors, Carol Tenopir and Donald King, enable all participants in the electronic journal system to make more informed decisions on how to address key issues in the future. Publication Date: Late May 2000. Visit our Virtual Bookstore at [www.slapublishing.org](http://www.slapublishing.org) for more information.



#### International Advertising & Marketing Information Sources, 2nd edition

An update of the initial edition, this guide is a unique resource providing advertising and marketing information sources for several countries in one easy-to-use book. Stay tuned for more information on this release by Gretchen Reed of the SLA Advertising and Marketing Division.

## INDUSTRY NEWS

### LibrarySpot.com Named Best Reference Web Site in Forbes' Best of the Web Guide

LibrarySpot.com (<http://www.libraryspot.com>), the award winning vertical information portal of the best library and reference on the web, was one of thirty-three web sites selected by *Forbes'* magazine as a "Forbes' Favorite" web site in the publication's new *Best of the Web* guide. In the venerable company of sites such as ESPN.com, CNET.com, and Yahoo Finance, LibrarySpot.com was selected as the "best of the best" in the reference category. LibrarySpot.com is an award winning 24-hour virtual library resource center for educators and students, information professionals, librarians and their patrons, businesses and just about anyone exploring the web for valuable research information. LibrarySpot.com simplifies the search for top-notch reference tools, periodicals and online texts, library information, encyclopedias and much more.

### 21northmain.com Launches

A new company focused on meeting the needs of librarians at the nation's colleges and universities for used, rare, out-of-print and antiquarian books, is opened for business at 21northmain.com. The site includes the inventories of more than 2,500 used-book dealers nationwide, for a total online inventory of more than ten million titles. The site has been

tested at leading institutions including the University of Minnesota, University of Illinois, Cornell University, Yale University, Emory University, Massachusetts Institute of Technology (MIT), and Dartmouth College. "After working closely with librarians at leading institutions to develop the tools, we're confident that we are in the best position to be the premier source of used-books for college and university librarians," said Chairman and Founder, Ken Dzugan. "As the only online used-book marketplace focused exclusively on the institutional market, we have library science knowledge, superb customer service, and an unmatched book inventory drawn from the world's largest network of independent dealers."

### Seekmedia.com Announces Library Services

SeekMEDIA.com is helping libraries benefit from Internet technology with two new services: a special library discount program allowing libraries to purchase books online at discounted prices, and the "Book Browser," an onsite kiosk which allows library patrons to buy books and receive timely information about the book world. Library personnel may choose from a wide range of reference texts and educational volumes along with new releases, audio books and self-published works that are not available through major distributors. New orders may easily be placed online, and in the near future, records of past orders

will also be accessible online. Libraries receive an additional seven percent discount off the already low prices offered by SeekMEDIA.com's Internet bookstore, SeekBOOKS.com. Standard shipping is free on all orders whether purchasing one book or hundreds of titles. The company is also developing a special library services section on it's SeekBOOKS.com Internet bookstore web site. Library personnel may sign-up to preview and test the new section before it is officially released, or receive detailed information about SeekMEDIA.com's library services by contacting Frank Nichols by phone at 1-941-358-7200 ext. 205, or by e-mail at frankn@seekbooks.com.

### Update on the Proposed Closure of the NTIS

The U.S. National Commission of Libraries and Information Science [www.nclis.gov](http://www.nclis.gov) has

produced a report to Congress on the proposed closure of National Technical Information Service (NTIS). SLA supports the overall findings of the report, which calls for careful consideration of the agency's role in preservation and dissemination of scientific and technical information. Officials in Congress apparently are seeking more detailed information on the exact costs of fulfilling NTIS's mission to the public, so that alternatives for the short-term may be considered. Ultimately, though, Congress must look at the long-range issues of access to government information across the spectrum, since NTIS is only a portion of this universe. If you'd like to become involved more directly in the consultative process with Congress, we need your help! Contact John Crosby at SLA International Headquarters at 1-202-939-3629 or at [john-c@sla.org](mailto:john-c@sla.org).

### SLA NEWS

### SLA Selects Two New Directors

Washington, D.C., April 4, 2000—SLA is pleased to announce the addition of Charles Robert Pitzer III and Sherry Icenhower to its staff. As director of research, Pitzer will direct the association's research activities that relate to areas of common concern to the profession and the strategic goals of the association. As director of membership marketing, Icenhower will oversee the association's membership development and recruitment activities.

Both managers join the SLA team with considerable

experience and expertise. Pitzer once served as the director of research for the International Bridge, Tunnel, and Turnpike Association in Washington, D.C. He has also served in similar capacities for QS&A Research & Strategy and The Washington Post. He is a graduate of West Virginia University. Icenhower previously served as a marketing consultant for organizations such as American University Inc. and Goldmark International Inc. Prior to that, she was marketing manager for the American Institute of Architects in Washington, D.C. Icenhower holds a Bachelor's Degree from American University.

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### Hot Topic Sessions - sponsored by Inmagic

Tuesday, June 13, 1:30 p.m. - 2:45 p.m.

B&F/LMD -

Future of Web-based Information Services

Renee A. Massoud, KPMG LLP

This session will give participants a view of the forecasted future of web-based services in the new business environment to information professionals and their users. Speaker will give an analyst perspective of the technologies, strategies, and challenges ahead.

Wednesday, June 14, 1:00 p.m. - 2:15 p.m.

Critical Dilemmas in Information Ethics:  
Understanding the Changing Rules of the Game

Barbie E. Keiser, Director, Kathryn & Shelby Collum Davis Library,  
The College of Insurance

In today's fast-paced, information focused world, the ethical use of information is becoming increasingly important. As an information professional, you can be a catalyst for a critical conversation in a frequently overlooked aspect of work. This session will explore some of the common ethics challenges facing information professionals, and examine how initiating an "ethics audit" can contribute to fostering an ethical information management environment throughout your organization.

### Association Series Sessions

Monday, June 12, 1:30 p.m. - 2:45 p.m.

Communities, Learning, Knowledge:  
The Fabric of Organizational Success

Jeff De Cagna, Ed.M. Managing Director, Strategic Learning and  
Development, Special Libraries Association

How can twenty-first century organizations begin to create their most desired futures? By embracing the unlimited potential of today's three most important organizational core competencies: cultivating communities, supporting learning and creating knowledge. As an information professional, you can play a role in developing these competencies within your organization, but only if you are willing to embrace a new way of thinking about work. Will you accept that challenge? If so, attend this session and be a part of a powerful collaboration!

Monday, June 12, 3:00 p.m. - 4:30 p.m.

Measuring ROI: Assessing the Impact  
of Information Services to the Bottom Line

Frank Portugal, Cabtech, Inc.

How can you show the value of the services you provide to your organization? Based on a study contracted by SLA, methodologies information professionals can use to show the value they provide to the bottom line of their organizations, in the language of upper-management, will be discussed.

Tuesday, June 13, 1:30 p.m. - 2:45 p.m.

Democracy Revisited: Town Meeting on Member Expectations from Division and SLA

Barbara Semonche, University of North Carolina - Chapel Hill  
School of Journalism and Mass Communications

Members are invited to attend this meeting on the needs of insurance/employee benefits information professionals, SLA name change, virtual communications and other hot topics.

Tuesday, June 13, 3:00 p.m. - 4:15 p.m.

Just Dream !!!

Philadelphia Conference Planning Committee

Catering to "creatives"—in Nike's case, apparel, footwear, graphic, and equipment designer - means constantly pushing for the next level. Driven by the need to relocate, the Nike Design Library transformed not only its physical appearance but also evolved its functional description to include inspirational responsibilities such as displays, exhibits, and a new speaker series. In this presentation we'll show you how to become "Librarian of the Stars".

Wednesday, June 14, 2:30 p.m. - 4:00 p.m.

Conference Wrap-Up

Jane Dysart, Dysart & Jones Associates

Join our distinguished panel of experienced library managers as they share new, exciting, stimulating and useful ideas, products and strategies they have gathered at this year's conference. What's hot, what's not, who's predicting what for the future, and more. A most interactive wrap up session not to be missed!!

### New Programs

Monday, June 12, 4:30 p.m. - 6:00 p.m.

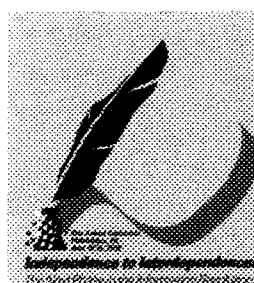
Futurists Caucus

Tuesday, June 13, 1:30 p.m. - 3:30 p.m.

Intellectual Property and Metadata - Impacting Your  
Library soon

Standards Committee

Steve Schultz, American Institute of Aeronautics and Astronautics; John Kunze, Dublin Core Metadata



Please make sure that you continue to check the online version of the Conference Program at [www.slaconference2000.com](http://www.slaconference2000.com), as this provides the most up-to-date information on programs. Be sure to use the virtual exhibit hall, [www.slavirtual exhibits.com](http://www.slavirtual exhibits.com), to see which vendors you would like to visit.

# When You're Not in "Conference Mode..."

Here are a few suggestions for events and activities available to you during the Annual Conference in Philadelphia:

## Spectator Sports

Major League Baseball's **Philadelphia Phillies** play host to the Florida Marlins in a National League Eastern Division clash. Monday, June 12 through Wednesday, June 14. All games start at 7:35 p.m. For tickets and information, call 1-215-463-1000 or visit [www.phillies.com](http://www.phillies.com).

It's possible that Philadelphia's pro basketball and hockey franchises could be vying for their respective league championships while we're all in town. The **NBA's Sixers** and the **NHL's Flyers** are playoff bound, and could be in the thick of title hunts come June. For Sixers information, call 1-215-339-7676 or visit [www.sixers.com](http://www.sixers.com). For Flyers information, call 1-215-336-2000 or visit [www.philadelphiaflyers.com](http://www.philadelphiaflyers.com).

## Theatre

*The Male Intellect: An Oxymoron?*, a comedy written by and starring Robert Dubac. Starts Tuesday, June 6. 8:00 p.m. 6/6 through 6/9; 2:00 p.m. and 8:00 p.m. on 6/10; 2:00 p.m. and 7:30 p.m. on 6/11. **Merriam Theater**, 230 S. Broad Street, Philadelphia. Telephone: 1-215-336-2000.

Prince Signature Musical Revival, June 10-25, except Mondays. 8:00 p.m. Tuesdays through Saturdays; 3:00 p.m. on Sundays. **Prince Music Theater**, Broad and Chestnut Streets, Philadelphia. Telephone: 1-215-569-9700.

*Private Eyes*, June 1-25. **1812 Theater**. For tickets and information, call 1-215-592-9560.

*Into the Woods*, a musical by Stephen Sondheim & James Lapine, May 11 - June 11. **Arden Theatre Company**. For tickets and information, call 1-215-922-1122 or visit [www.ardentheatre.org](http://www.ardentheatre.org).

*Drink Me (or The Strange Case of Alice Times Three)*, a mystery by Mary Fingar Gail, May 24 through June 11. World Premiere. **Interact Theatre Company**. For tickets and information, call 1-215-568-8077 or visit [www.interacttheatre.org](http://www.interacttheatre.org).

*Naughty Marietta*, a musical, May 24 through June 25. **Media Theatre for the Performing Arts**. For tickets and information, call 1-610-566-4020 or visit [www.mediatheatre.com](http://www.mediatheatre.com).

*Dimly Perceived Threats to the System*, by Jon Klein, May 5 through June 11. **People's Light and Theatre Company**. For tickets and information, call 1-610-644-3500 or visit [www.peopleslight.org](http://www.peopleslight.org).

*Sideman*, a drama by Warren Leight, May 26 through June 25. **Philadelphia Theatre Company**. For tickets and information, call 1-215-568-1920 or visit [www.phillytheatreco.com](http://www.phillytheatreco.com).

*The Me Nobody Knows*, a musical by Gary William Friedman, Will Holt, Herb Shapiro, June 1 - June 18. **Theatre Double**. For tickets and information, call 1-215-557-9421.

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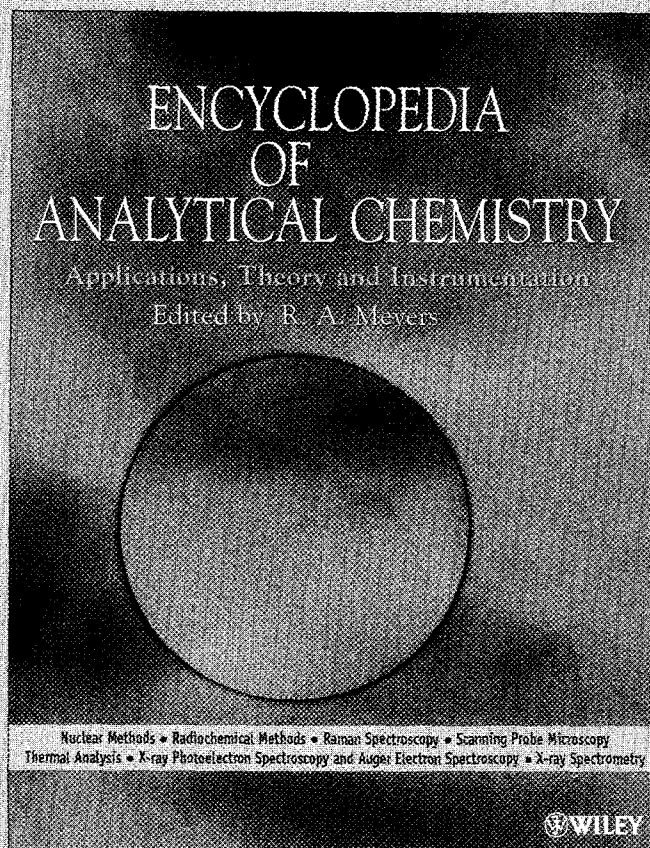
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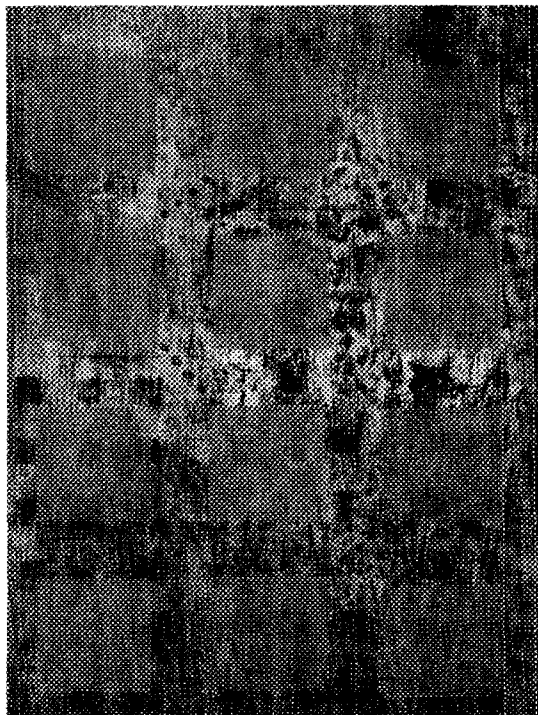
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## Don't Get Caught in the Ruts!

A few months ago, I visited the Saint Louis Chapter of SLA and held a dialog with them on the future of the profession and the ties that will bind it to SLA in the future. I told a story during that meeting that resonated with many in the audience. I share it with you now, not because it is factually correct (as we learned that night via a guest from the City Museum of Transportation), but because it is humorous, thought-provoking, and . . . well, darnit, I'm on deadline!



This story is a look into the corporate mind that is very interesting, educational, historical, at least partially true, and hysterical all at the same time:

The U.S. standard railroad gauge (width between the two rails) is 4 feet, 8.5 inches. That's an exceedingly odd number. Why was that gauge used? Because that's the way they built them in England, and the U.S. railroads were built by English expatriates. Why did the English build them like that? Because the first rail lines were built by the same people who built the pre-railroad tramways, and that's the gauge they used.

Why did "they" use that gauge then? Because the people who built the tramways used the same jigs and tools that they used for building wagons which used that wheel spacing. Okay! Why did the wagons have that particular odd wheel spacing? Well, if they tried to use any

other spacing, the wagon wheels would break on some of the old, long distance roads in England, because that's the spacing of the wheel ruts.

So who built those old rutted roads? The first long distance roads in Europe (and England) were built by Imperial Rome for their legions. The roads have been used ever since. And the ruts in the roads? Roman war chariots first formed the initial ruts, which everyone else had to match for fear of destroying their wagon wheels. Since the chariots were made for (or by) Imperial Rome, they were all alike in the matter of wheel spacing. The United States standard railroad gauge of 4 feet, 8.5 inches derives from the original specification for an Imperial Roman war chariot.

Specifications and bureaucracies live forever. So the next time you are handed a specification and wonder what horse's rear-end came up with it, you may be exactly right, because the Imperial Roman war chariots were made just wide enough to accommodate the back ends of two war horses. Thus, we have the answer to the original question.

### Now the twist to the story

When we see a Space Shuttle sitting on its launch pad, there are two big booster rockets attached to the sides of the main fuel tank. These are solid rocket boosters, or SRBs. The SRBs are made by Thiokol at their factory in Utah. The engineers who designed the SRBs might have preferred to make them a bit fatter, but the SRBs had to be shipped by train from the factory to the launch site. The railroad line from the factory had to run through a tunnel in the mountains. The SRBs had to fit through that tunnel. The tunnel is slightly wider than the railroad track, and the railroad track is about as wide as two horses' behinds. So, the major design feature of what is arguably the world's most advanced transportation system was determined over two thousand years ago by the width of a horse's rear end!

There's a great message in this story: just because something has always been done, said, operated, performed, assessed, analyzed, evaluated, developed, or created a certain way, never assume it is, and forever shall be, the best way. Old habits die hard, but we should always seek to find a new path to success.

Apologies to those members of the Saint Louis Chapter who already have heard this story once. But their reaction to it spurred me to share it with all readers of *Information Outlook*®.

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

# Strategic Learning OUTLOOK

## Nurturing Our Genuine Commitment to Learning

As human beings, we are given an extraordinary gift: The capacity to change and grow through learning. We are invited from the very beginning of our lives to be curious about the world around us, to ask naïve and even foolish questions to advance the cause of our own understanding. The capacity to learn is a precious gift indeed, a gift we must actively preserve.

In contrast to most of the material gifts we receive, however, our learning gift deteriorates only if we fail to use it throughout our lives. Regular and active use will ensure that learning will remain an enduring and integral part of who we are as people. The key, then, to sustaining our learning from "cradle to grave" is to nurture our genuine commitment to learning.

I believe that a genuine commitment to learning is composed of five organic and dynamically interrelated elements—*intrinsic motivation, energy, attention, authenticity and trust*. By staying aware of each of these elements of our learning commitment (as well as their relationships to

each other), we give ourselves a much greater chance to be successful as learners, as professionals, and as people over the course of our lives. So let's now take a closer look at each of these elements.

**Intrinsic motivation** in the world of work, many of the reasons we choose to learn come from outside of us. Our bosses tell us that if we learn, we may be invited to take on a new project, earn a promotion, or receive a larger salary. Alternatively, we may believe that our failure to learn will contribute to our becoming irrelevant, or worse, obsolete. These extrinsic motivational factors may make an impact on us in the short term, but they are not what really drive us to learn over time. Instead, we are moved by our own intrinsic motivation for learning, by our desire to grow, to become more than we ever imagined we could be. Our individual and deeply personal desire to learn is the wellspring of our genuine commitment to learning.

**Energy** At the end of each day, how much energy do you have left? Well, if you're like most people operating

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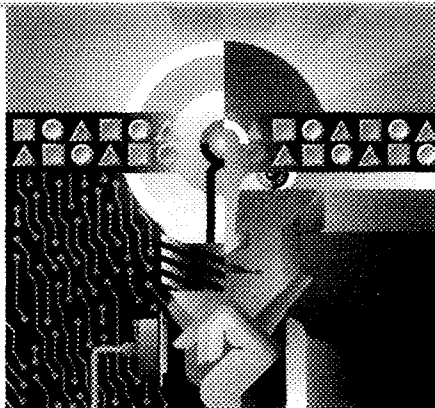
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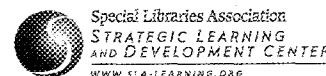
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HELPING INFORMATION PROFESSIONALS BECOME INDISPENSABLE THROUGH LEARNING



in the demanding New Economy, not much. Energy is an increasingly rare resource for today's hard-working professionals, and one we steadfastly protect. Still, it is precisely this conserved energy that we must invest in ourselves in return for the generative fuels of understanding, growth, and inspiration derived from our own learning. Deep meaningful learning can be physically draining, but it "empowers" us to become the people we want to be.

**Attention** The sheer velocity of life today makes it difficult to give our undivided attention to most of our daily activities. The growing challenge of our work, the proliferation of communications technologies, and the unrelenting need for action combine to place a heavy premium on human attention. Our fundamental distraction impacts every aspect of our lives, including our learning. When we commit our focus to learning, however, we begin to locate another part of our being that is more capable of reflection and deeper inquiry. Our deep attention to learning creates room for all that is possible, instead of what is merely feasible.

**Trust** The final core element of our genuine commitment to learning is trust. How much trust do you place in yourself as a learner? When you participate in learning experiences with others, are you willing to place your trust in your colleagues? The answers to these questions are critical to understanding your genuine commitment to learning. If you do not have trust in yourself as a learner, you may come to look at learning as a necessary evil instead of an essential good. If you are unable to trust other participants in the learning process, learning may become a hollow and isolating experience. It is in part through trust that we create the intricate web of relationships—with ideas and concepts, with other learners, with facilitators of learning—that makes learning possible.

At this point, you may be wondering about the strength of your commitment to learning. I encourage you not to allow the end of this article to be the end of this important process of self-discovery. Instead, look deeply at what it is about learning that moves you and consider how you can nurture your genuine commitment. Ask yourself this question: What is learning like for me? Do not limit yourself to exploring at learning as an intellectual exercise; consider its emotional and physical dimensions as well. We hope you will share some of your reflections with us; e-mail us at [learning@sla.org](mailto:learning@sla.org). We look forward to hearing from you! 


### What's Hot in the SLDC? There's Still Time!

You still have the opportunity to register for CE courses at SLA's 91st 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, but many will sell out, so don't delay your registration any longer! (A complete listing of CE courses is available as part of the Philadelphia 2000 Conference Planner, accessible via the SLA web site at [www.sla.org](http://www.sla.org).)

### Virtual Seminar Anyone?


On June 28, the SLDC will present the first session in the 2000 Virtual Seminar Series (formerly Real-Time Desktop Courses). The session, titled "I Know What You Did Last Quarter: The Growing Value of Competitive Intelligence," features Mary G. "Dottie" Moon,

SLA Board Member and manager competitive intelligence for United Technologies. In this seminar, you'll learn how competitive intelligence (CI) can help you contribute to strategic decision-making by keeping your organization one step ahead of its competitors! You won't want to miss this exciting learning opportunity! Seminar site tuition is \$145 for SLA members, \$195 for non-members; invite as many people as you want to participate for one low tuition! For more information, please call us at 202/939-3679. **To register, please call KRM Information Services at 1-800-775-7654, use seminar code SLA5601-0, and have your SLA member number available.**

For more information on these and other SLDC learning experiences, please visit our web site at [www.sla-learning.org](http://www.sla-learning.org). 


### 2001 Call for Courses: Share Your Knowledge with Information Professionals

The Strategic Learning and Development Center invites information professionals and other interested persons to take advantage of a great learning opportunity by submitting a continuous education (CE) course proposal for consideration at SLA's 92nd Annual Conference in San Antonio, TX, USA June 9-14, 2001.

The 2001 Call for Courses is an invitation to help information professionals create their most desired futures through learning. Facilitators presenting a CE course for SLA, create a powerful learning experience for themselves and their audience. The 2001 Call for Courses provides all of the information needed to prepare a CE course proposal. The deadline for submitting a proposal is September 15, 2000. To receive a 2001 Call for Courses brochure, contact Teena Whitley at [teena@sla.org](mailto:teena@sla.org) or visit [www.sla-learning.org](http://www.sla-learning.org). 

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## Transitions with Technology: Information Specialists at California Lutheran University

Information specialists work in many different library and information center environments. Whether they work in the corporate world or a special library they, like other information professionals, are forced to contend with the exponential growth of technology in the workplace. At California Lutheran University (CLU), an early embracement of technology led to campus-wide networking and the transformation of the academic librarian to the academic information specialist, a position that incorporates traditional librarianship with technology training for the campus community.

Just as technology has crept into the stacks of the academic library, it is now finding its way into lecture halls and classrooms. This emergence of technology in the classroom presents many issues. For example, how does one systematically train every student with the skills to use online information retrieval systems for research? How can software application training (eg., Microsoft Office) and web page development find their way into the classroom curriculum? At CLU, one answer to these questions can be found in the Center for Teaching and Technology (CTT), which was funded by a Culpeper Foundation Grant. This grant allowed for the formation of the CTT lab and the genesis of a faculty-development program called Teaching, Technology, and Teamwork (TTT).

### The Team Structure: Information Specialists, Students, and Faculty

Within the TTT, a four-person team collaborates on re-designing a course to integrate technology into the curriculum. This team is comprised of a faculty member, an information specialist, an educational technologist, and a student majoring in multimedia studies. All CLU faculty are invited to submit proposals that will effectively incorporate technology with a faculty member's already successful teaching methods. Since the inception of this project, which was presented at the 1999 American Library Association's annual conference, nine projects have been completed in such varied disciplines as biology, computer science, education, accounting, history, and religion.

The information specialist on each team works to identify information resources (print, electronic, and

web-based) to enrich course materials; counsel on copyright issues; and consult with team members on design, content, and training issues. Faculty revise the curriculum and oversee the design of the project, the educational technologist coordinates the CTT and its resources, and the students create the end product using various applications which they have learned through their coursework.

Every faculty member brings a different skill set to the team-based course redesign project. Unlike other technology-to-curriculum projects, there is no resistance to change in pedagogy because the projects are faculty-driven. Some faculty members have experience with using technology in their curricula already, while others are making their first venture. This disparity in technology experience leads to a varied array of technological approaches and the applications used to carry them to fruition. In the current model, the students are doing the majority of the labor-intensive development needed to complete the projects. Some revisions of curricula result in the creation of course-based web sites, while some are more lecture-driven and use applications such as Microsoft PowerPoint.

### Technology Driven Tools to Make it Happen

Most course re-design projects take advantage of web-based technologies. Web site course management software is gaining popularity on our campus through the CTT's usage of WebCT. "WebCT combines state-of-the-art web application technology with educational content supplied by major publishers or instructors themselves. The result is a fully integrated easy-to-use, web-based, [password protected] network learning environment, which offers instructors and students the ability to easily access and create content and interactive web-based learning experiences." Some of the ways that CLU faculty members have used WebCT incorporate the product's built-in functions for chat discussion groups, private e-mail, course bulletin boards, uploading of student projects and course documents (syllabi, lectures, Microsoft PowerPoint presentations, etc.), organization of web links, grading tools, online timed quiz formats,

---

For more information,  
contact

Tim McMahon  
(txm@ams.org)

by Lynn Lampert and Deborah Moore. Lampert and Moore are information specialists at California Lutheran University. They may be reached at [lampert@clunet.edu](mailto:lampert@clunet.edu) and [dmoore@clunet.edu](mailto:dmoore@clunet.edu), respectively.



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and more. Typically, the type of interface and active learning environment that WebCT employs would require faculty to acquire "webmaster" skills in HTML coding and CGI scripts. Since the majority of CLU faculty do not have these skills at present, WebCT has provided the campus with the cutting edge, web-based applications and presentations that typify a technology-rich higher education environment.

In instances where WebCT is not the stand-alone vehicle for project dissemination, other web-based multimedia publishing tools are used. At CLU, our campus has adopted Macromedia applications, such as Fireworks, Dreamweaver, and Director, for the design of course web sites. Brief descriptions of these applications help to understand how they benefit the TTT program. Fireworks offers course designers the ability to create web sites that present information through image maps, image-slicing, and Java enhancements such as rollovers. Web images created using Fireworks have a professional quality featuring texture, shadows, and overlays similar to those produced by Adobe Photoshop.

Fireworks also helps novice web authors pay attention to the details of file size and browser limitations needed for seamless web design and effective access.

Dreamweaver is more of a web editor and site management tool. Many web designers use Dreamweaver to develop dynamic web sites, streamline production, and enhance site efficiency. TTT members who are not hard-coding HTML authors appreciate Dreamweaver's WYSIWYG interface, server uploading tools, and HTML Quick Tag window editor. With all of the tools that Dreamweaver offers to enhance ease of production, only basic HTML authoring skills are required to produce a workable web site.

Use of Macromedia's Director 7 Shockwave Internet Studio has helped to produce some of the TTT's most dynamic web projects. Director 7 is quickly becoming a standard bearer of web tools for creating and delivering powerful multimedia presentations for the Internet. Director allows designs that effectively combine graphics, sound, animation, text, and video to produce high tech web venues.

## Looking toward the Horizon

Many of the CLU faculty who have yet to apply for a TTT project have been excited by the web sites and WebCT-organized courses they have seen demonstrated at faculty meetings. Across the campus community, interest in obtaining training and support for using WebCT and the Macromedia applications is high. Whether you work at a university or as a solo librarian for a corporation, getting the users to embrace and demand new technologies and training is typically one of the main roadblocks which information specialists have to overcome. This first hurdle has been cleared. Clearly projects similar to CLU's TTT program will inspire interest and lead to the completion of successful projects.

However, the move toward integrating technology into campus curricula presents new challenges and concerns. For instance, how can we ensure that faculty continue to update their TTT projects and, more importantly, seek out new, and possibly more effective, technologies that will undoubtedly emerge? As information specialists, we sometimes forget that we are in the unique position of constantly looking at the horizon of emerging trends in technologies. Typically, this is not the role of faculty, except for technologies particular to their disciplines. Having a proactive Center for Teaching and Technology will be an important step to ensuring the continual growth and adoption of technology in information-rich environments. The much-needed next step is to provide continual training for and communication with faculty about emerging technologies that can assist them in the classroom. When campuses and businesses strive to meet this model, the attainment of information literacy cannot be far behind.

## Author's notes

This article is a follow-up to a poster board session presented at the annual American Library Association conference held in New Orleans in June of 1999. For more information view the presentation online at: <http://www.clunet.edu/iss/lib/culpep/culpepmain.html>

The Center for Teaching and Technology at CLU can be found at: <http://www.callutheran.edu/CTT/>

## Some Concerns and Drawbacks

With these dynamic tools in place, it seems difficult to imagine drawbacks to using web-authoring products of this caliber. However, the drawbacks come into play on the human side of the creation process, since in many instances only one team member knows how to effectively use these new technologies. Under the current model CLU employs, the student member of the team is responsible for the actual construction—and much of the design—of the TTT projects. If they are not already, they quickly become experts in WebCT and the Macromedia applications. Some faculty members have expressed concern over this. They are worried that in the future, when they wish to make changes to their projects or start new ones, they will not have the necessary skills to do so. The students do a Herculean job of project design and construction, but a sound plan to train faculty with these new resources has not yet been adopted. This would be the logical next step.

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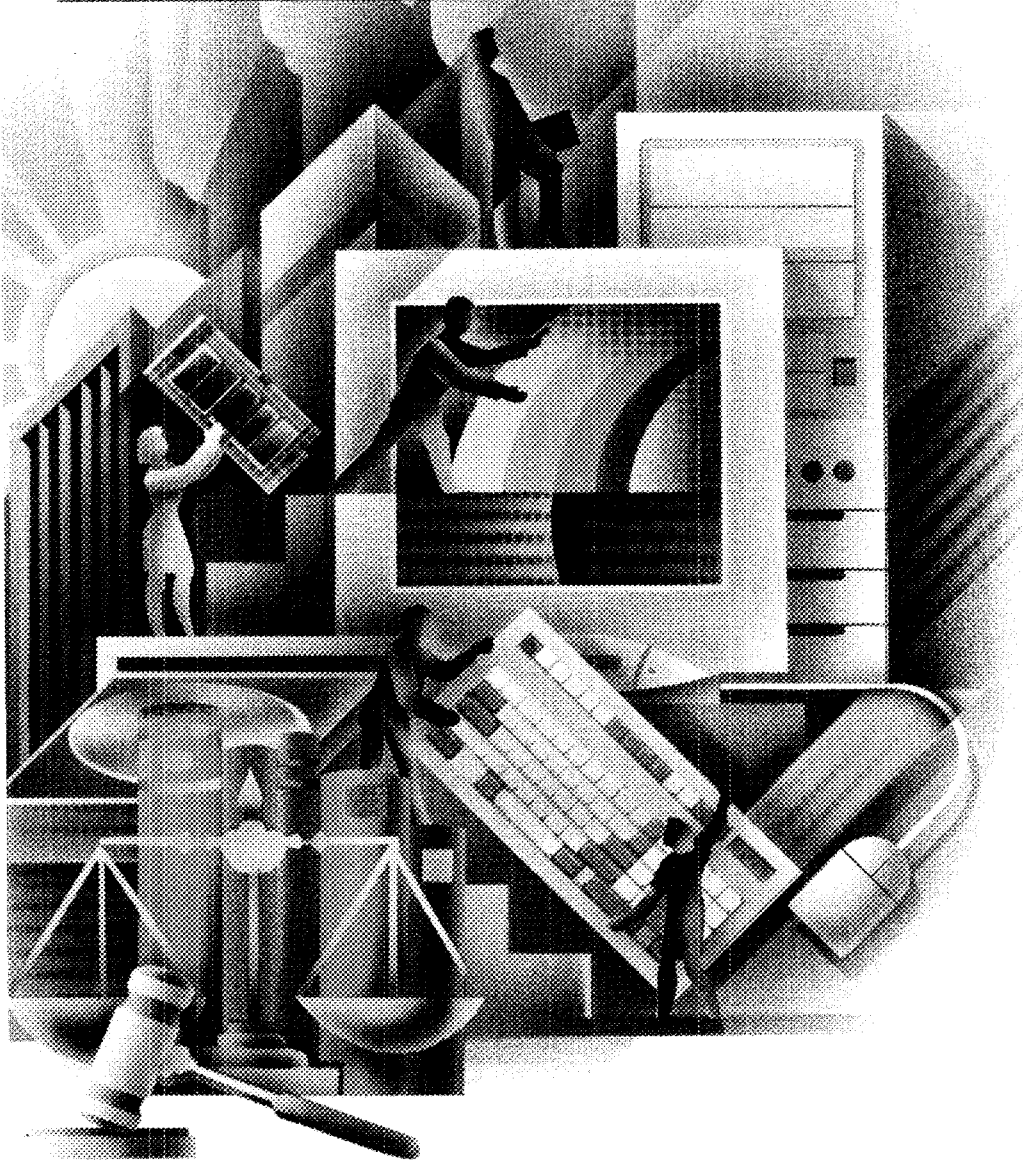
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Ch-Ch Changes:

# What Does *the* Future Hold In Store *for* Information Providers *and* Professionals?

*by* Doug Church

David Bowie ... rock star, artist, actor ... is arguably one of the most malleable pop culture figures of our time. He has migrated from one generation to the next through unabashed transformation or, in the words of his song "Changes", let time change him rather than change with the times. As we begin the new millennium, it is appropriate to reflect on the changes that have occurred in recent years, and to pick up on the fundamental lesson that David Bowie (like him or not) seems to have learned.

## Rise of the Internet Economy

Several years ago, many information professionals and vendors looked upon the Internet as just another format for the delivery of information. To longtime users of online products, it was vindication of the value they had seen in these services. However, it has become evident that the Internet is far more than another format or channel for the delivery of information.

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*Doug Church is a founding partner of the Phase 5 Consulting Group, a marketing research and strategy firm focused on information and e-business ventures. Founded in 1991, Phase 5 has conducted hundreds of research and planning assignments for major information companies throughout North America. On an annual basis, Phase 5 conducts a survey of more than 1,800 SLA members to track trends related to roles, services used, technology and spending. Highlights from the survey are available on the SLA's web site at [www.sla.org/research/surveys.html](http://www.sla.org/research/surveys.html). For further information, contact [dougc@phase-5.com](mailto:dougc@phase-5.com).*



To understand how the Internet might affect the information industry and information professionals, it is important to view it as both an enabler and a fundamental change to the business (and government) environment. The technology surrounding the Internet has far reaching implications for any organization and cannot be viewed as just another channel. Let me draw on an example:

**Traditional publisher vs. new age marketer.** ABC Publishing produces a CD-ROM product that contains the most extensive list of medical products (with reviews, price lists, etc.) in the world. The product is bought by hospital administrators and independent physicians. A start-up Internet company, Intermed, then develops a new extranet service for hospital administrators. The service contains a list of medical products, directories of experts by specialty, a job posting service, a section with case studies on health care management, and a current events service. In addition, the service contains interactive features that allow administrators to check the current price, availability and delivery time of medical products with competing manufacturers; order products online directly from competing manufacturers; post jobs and receive resumes; benchmark financial and operating statistics (e.g., bed utilization, in-out time); and receive customized news. Furthermore, the company is structured by market, rather than by product. In other words, there is a manager and sales force assigned to the hospital administrator market, rather than to specific products or applications.

The value offered by Intermed over ABC Publishing is very apparent. So why aren't more information companies moving quickly

to fill this void? The answer lies in human nature and the dynamics of changing markets. For years, the publishing (information) industry has been driven by product-centric, editorial processes (e.g., to bring a book, magazine, CD-ROM, or other product to market). In addition, it has managed products that are largely information-based. To restructure on the basis of markets, and to extend products beyond the realm of information, requires a huge leap. Not only do the people working in these companies have to reinvent their work processes and manner of thinking, the companies themselves have to restructure along market lines. Furthermore, they have to develop alliances to provide information and transaction-based services that are necessary pieces of the puzzle. In some cases, traditional competitors find that they each have different pieces of the puzzle (i.e., essential information products serving different needs), but are unwilling to forgo long-standing rivalries for the sake of delivering a market-centered product. What results is a service that bundles the proprietary information of a specific publisher, but does not necessarily deliver on the ideal requirements of the end user.

To go back to the example, a company like ABC Publishing may be encumbered by traditional industry bounds and rivalries. On the other hand, a start-up like Intermed may be in a better position to negotiate with ABC Publishing and its traditional competitors in the publishing industry to obtain content pieces from different parties. Furthermore, without a history in the publishing industry, Intermed employees think of their role along different lines. They seek to

serve the needs of a market, whether it is through information or transaction services, and develop skills on this basis (e.g., the skill to negotiate with information providers, manufacturers, etc.).

This leaves the traditional information companies with a fundamental decision about the role they play in the new market: Do they act as a content developer, providing "channels" to companies that serve a particular market via the Internet? Do they assess the needs of specific markets or communities, and deliver on these overall needs?

Choosing the first route removes the company from direct contact with its traditional customers. On the other hand, the second route involves redefining and restructuring the business as it now stands. Either way, ABC publishing is faced with far-reaching changes. More than that, however, it must implement these changes within the context of Internet time.

## The Ebusiness Transformation

Up to now, many people have focused on ecommerce or sales on the Internet. As a result, companies like Amazon.com have attracted huge amounts of interest from investors, analysts, and others. A more fundamental transformation is now in full swing. Organizations and business networks are beginning to take advantage of the power of the Internet to make business processes more efficient, enhance customer value, and build long-term brand loyalty. Some further examples can help demonstrate the nature of this transformation.

**The purchasing process.** At the present time, purchasing departments in organizations deal with a large number of suppliers, as well as a huge inventory of specific goods and services at different prices and negotiated terms. Managing this process is resource intensive. If improved, it would allow organizations to focus on other value-added activities. For example, if an end user within the organization could source, check inventory status, and order products and services directly from suppliers at negotiated rates (discount rates that are specific to the organization), then the contracting function would focus on identifying and negotiating with the best suppliers, rather than order fulfillment and contract administration. This business process could be managed through an extranet service that links the supply chain to the purchasing organization. On a broader scale, a hub and spoke system might arise from linkages between one purchasing network and another.

**The channel management process.** A business-to-business technology company relies heavily on dealer channels to market its products to end customers. At the present time, communications (e.g., on new product offerings, technical updates, price promotions) are distributed through fax and direct mail. Similarly, inquiries are made and orders placed by the dealers by either fax or telephone. An extranet application can be used to provide more timely information, resulting in fewer problems at the customer level. Common technical inquiries can be dealt with online, reducing the demand for service and support resources. Orders can be placed and checked against inventory and delivery schedules directly by the dealer.

## The Next Level of Interactivity

Within the next couple of years, the adoption of more interactive and robust technologies will likely take the Internet to yet another level in terms of its impact on the business environment. Even the best sites right now only take people to a certain level of interactivity. This lack of interactivity can have a tangible business impact in terms of lost sales and frustrated customers. Several studies have shown, for example, that a large proportion of people on ecommerce sites place items in their shopping carts, but drop out before they make the purchases. Technology is now available which allows customer or technical support representatives to track and engage people on the web site, turning it into a two-way communication medium. As one webmaster explained to me, "Q&A knowledge trees only take you so far. There are certain situations in which people need two-way interaction." This technology can also be applied to knowledge sharing within organizations, effectively turning the Intranet into a two-way meeting and discussion forum.

The explosion of wireless access technologies and standards (e.g., Bluetooth) will also lead to new uses of the web and an extension of knowledge sharing and information to mobile occupations and situations. With wireless access devices, it is now possible for a remote representative to access intelligence from the corporate intranet anytime, anywhere.

## Implications for Information Providers and Professionals

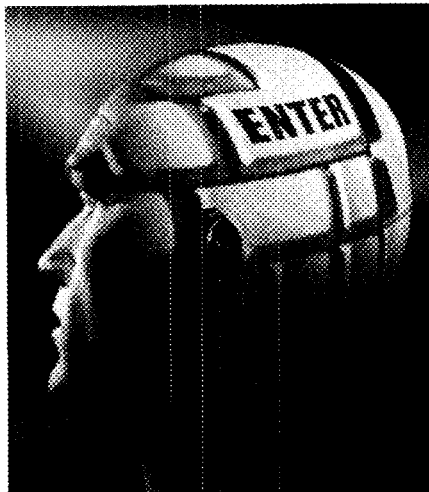
So, what impact will this staccato rate of change have on information providers and professionals?

**Information providers.** The market will dictate a new structure and value proposition. The lines between content provider, software application developer, and access service provider have become increasingly blurred in recent years (the merger of the content and software interests under the Software and Information Industry Association is simply a reflection of this). As the ebusiness phase of the market cycle heats up, it will become even more difficult to define the industry in a homogeneous manner. The migration of essential business processes to the Internet/Intranet environment will necessitate thinking beyond the confines of information as stand-alone products and services. Intranets and extranets could well become the hub for a range of business processes and applications. In many cases, information will be subservient to transactions. This will leave vendors with the choice of providing content, thereby removing them from direct end user interaction, or combining information, technology and enabling services in a market-centered approach to help users better meet business objectives.

**Core competencies can be leveraged in the Internet economy.** The core skills that vendors have developed in information technology (e.g., search technology, interface design) need to be

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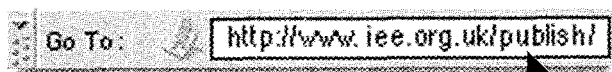
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adapted to the Internet economy. Rather than creating "one size fits all" products for customers, vendors can develop custom intranet solutions that leverage both the content and technology assets of vendors. After years of studying how people interact with information and computers, vendors also have an opportunity to leverage this expertise in emerging transaction and ebusiness systems.

**Branding will become important.** While our surveys show that information professionals are generally satisfied with the quality of content provided by vendors, there is very little brand differentiation as a whole. In the past, most of this differentiation has come in the form of proprietary software interfaces and technology features. In the new environment, vendors need to focus on developing a unique brand identity, as it relates to the character of the company and the nature of their content. This is particularly important as organizations turn to intranet delivery of information, where internal and external content is combined in a seamless manner (and the product being delivered becomes content rather than a bundled content/interface solution). It is also important given the ease with which people can switch from one Internet-based service to another "with the click of a mouse."


**Think plumbing, not access device.** The impending explosion of wireless will heighten the need to develop access-independent information services. The analogy can be drawn between the internet and the plumbing in your house. While the faucet in your kitchen may be different from the one in your bathroom, it's still the same plumbing underneath and the same water coming out the tap. The point is: How can information providers leverage their content

resources into other points of access? Similarly, how can information professionals extend the reach of their organization's information resources to mobile situations and occupations?

**Information Professionals.** Most organizations have yet to sort out the organizational structure and division of responsibilities as it relates to the Internet and ebusiness. The problem is that as an enabling technology, the Internet is not a line function. Rather, it cuts across the whole organization. A growing number of organizations are beginning to recognize this by establishing a transitional ebusiness executive function, with the task of coordinating across internal silos.

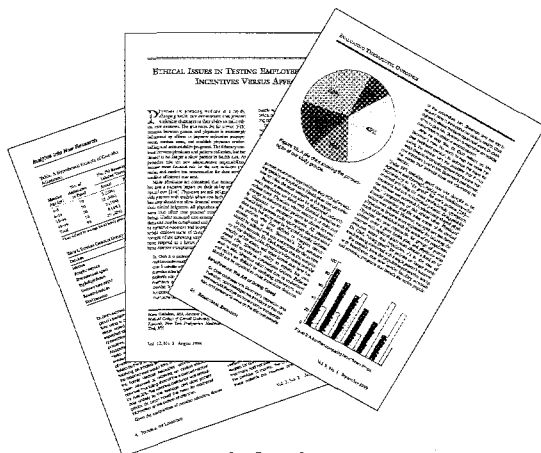
With this new function comes an opportunity for information professionals to help define the manner in which information will be collected, analyzed and accessed in a converged ebusiness environment. Their knowledge of interface design and end-user behavior can also add significant value to the development of effective ebusiness strategies.

## Conclusion

The main lesson in all of this is that the rate of change in the market requires great flexibility and openness to new approaches, roles and structures. Rather than waiting for change to happen and then trying to adapt to it, push the boundaries...let creativity reign. Information professionals need to look beyond the management of content to encompass the changing bounds of the external market and internal organization structure. 

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# The Future of Information Professionals —Seize the Day

by **Lucy Lettis**

**A**n aging baseball pitcher once said, "Never look back; something might be gaining on you." I'd like to suggest another reason not to look back: It makes it that much more difficult to go forward. And forward, at least for our profession, is the only way to go. I know I may sound like a trite politician speaking about the new millennium, but I've learned two interesting things about clichés: They're almost always true, and we tend to ignore their messages.

Sometimes we ignore the need to go forward because it is so safe and comfy right where we are; if that's your situation, it's hard to insist that you move. But while you are stationary, remember that when a duck sits, it becomes an easy target, and from what I have read and heard lately, information specialists can all too easily find themselves prey for certain kinds of hunters. So sit if you feel safe, but while you do, do look back, because if something is gaining it may well be someone with a gun, and then it's time to move.

One major move that I see for all our profession is transitioning out of the academic cocoon of our university training and into the world of the businesses we serve, making our only basis for action the question of whether it serves our corporation. We must discard activities in corporate libraries that don't benefit our organizations. In every move, I suppose, one takes something along and leaves something behind: in this move we must take all that our excellent teachers taught us, but leave behind any sense we may have developed

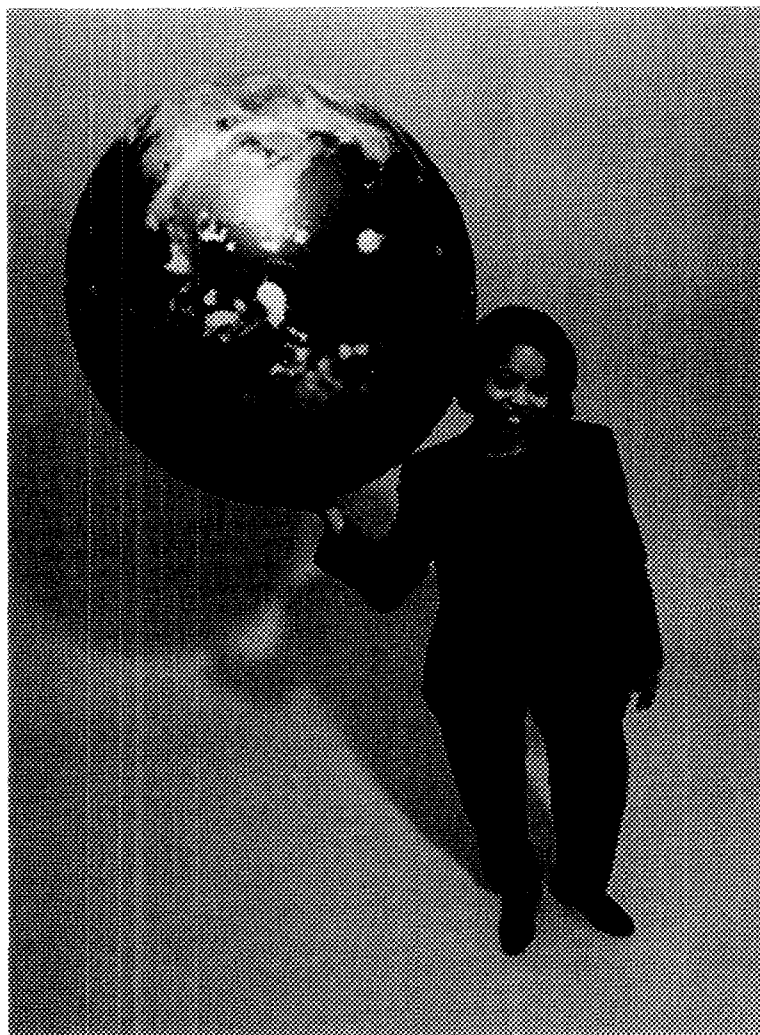
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*Lucy Lettis is director of business information services at Arthur Andersen LLP in New York. She is chair of the steering committee for SLA's Global 2000 conference being held in Brighton, England in October 2000. She can be reached at [Lucy.Lettis@us.ArthurAndersen.com](mailto:Lucy.Lettis@us.ArthurAndersen.c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

that we are nonbusiness professionals, exempt from the concerns of competing, cooperating, taking chances, making money. One of the failures I believe I see in some information centers today is that they focus all too myopically on themselves, without considering what they must do to fit into the bigger picture of the firms they are to serve. Some information center managers and information specialists are more concerned with being good librarians than with being effective contributors to the business. I fear that some librarians take the "special" of SLA to mean that we are different, not just from our colleagues in academic and public libraries but also from colleagues in others areas of our firms: we approach our work not with the standard business and management methods of our fellow workers but with a sense of difference, as though we are apart from (and of course above) them and the ways in which they work. Consider for example the way we too often talk to our clients—and why do we sometimes call them "patrons"? Is it because we anticipate being patronized? Is there another profession that calls its customers "patrons" instead of "customers" or "clients"?

Sometimes I fear we may talk to our clients or customers as though we were patronizing them, using a little nice librarianship jargon we rather hope they won't completely understand, leaving us erudite but incomprehensible. What do we hope to achieve, for example, by telling the CEO of our organization that our research has produced forty-six "records"? What's a "record" to him? Are we offering him an Elvis collection? Bach's greatest hits? Let's use words our clients understand—and where possible, always a business word.

Let us, too, struggle gamely with the love I assume most of us have of books. Books are wonderful things, but we must face the fact that their importance in our information centers is, compared to other information sources, fairly low. Nevertheless, my reading tells me that if we examined the book budgets of information centers across the country, we would still find disproportionately high percentages set aside for low-use books, and too much time given to cataloging them. Let's reserve our love of books for our home shelves, and use our professional time and money only on sources that offer maximum benefit.



And while we're at it, let's abandon that paradigm so linked in the public mind with librarianship: the popular idea of a librarian's predilection for control. The paradigm for today's information professionals has shifted from a mode of gathering, collecting, and protecting data to today's mode of choosing, evaluating, organizing, and distributing information for maximum sharing potential. As information professionals, we should not be controllers; we should be purveyors. Of course this doesn't mean let the customers take the CD-ROMs home (at least not for keeps), but it does mean we need to see ourselves as more interested in being suppliers than controllers, and *to be sure that others see us that way too*.

Many people who enter our profession tend to be tactical and task-oriented rather than strategic. We often have a very technical orientation, meaning we tend to intellectualize facts rather than to sell ideas. This is a tendency we all need to be conscious of. We need to learn to be better salespeople.

On the subject of selling, let's turn to the reports we write for our senior management. When you analyze your activities for them, don't write tedious reports of how, for example, you have streamlined some tasks so that they can be done by fewer people (though it doesn't hurt to let such a fact drop in casual conversation), and don't report on acquisitions and circulation statistics. Instead, fill your reports with productivity, with usage, with the ways your information center is prepared to provide, is providing, and has provided knowledge to all members of the firm who need it, giving them the information edge. The tester of usefulness has always asked, "What have you done for me lately?"; he rarely asks, "How did you do it?" He may well ask how much it cost, but in your annual report don't focus on such things as cost of acquisitions or equipment; let these items stand in the budget document only, for to emphasize them elsewhere is to invite cuts. And to emphasize them elsewhere is to take

... obtain and  
make use of  
testimonials from  
key clients about  
the value of the  
time they saved  
by utilizing your  
professional  
services versus  
trying to track down  
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their own.

time away from our main concern, the distribution of information and the transformation of information into knowledge.

To become more effective businesspeople we need to abandon some of the sacred cows of traditionalist librarianship. There are still corporate information centers today, for example, that devote inordinate amounts of time to interlibrary loan procedures and even to sending out overdue notices. There are at least several reasons why these are not effective uses of corporate time or resources, but I will not digress on this.

So here I am in a faultfinding vein, not I know calculated to win friends or induce invitations to social events. But the great advice of the Delphic oracle was, "Know thyself," and we in the knowledge profession must do a considerable amount of mirror-staring if we are to know ourselves, to see what we need to do and to be. In their 1993 landmark article, "Blow Up the Corporate Library," Tom Davenport and Larry Prusak argued that many of our profession's problems are attributable to librarians themselves. By "blowing up" they did not mean destroy, but expand, grow, stretch; and by my comments I similarly hope not to dynamite my colleagues out of existence but to offer possibilities of growth, of expansion.

Let me provide one illustration of growth from my own experience. Even though all 77,000 Arthur Andersen employees have desktop access to the Internet and to the KnowledgeSpace, our intranet (which has within it the ability to create one's own customized current awareness service with feeds from Factiva, Hoover's and other sources), and though many thousands of employees have desktop access to Lexis-Nexis and numerous other resources, my Business Information Center (BIC) started a year or two ago to advertise a "BIC Current Awareness Service." In just the past six months, we have seen an increase from preparing only a handful of current awareness packages per week to dozens per week. Some information professionals have been fearful that direct end-user access would dilute their role; on the contrary, we have found that the more users do on their own, the more they seek the value added by our staff. The volume of requests continues to climb. But the nature of the requests has changed. Users do the straightforward research on their own, and they

turn to us for complex, in-depth, sophisticated, value-added research. So our customers are using us more than ever, and they're using us in smarter ways.

But I do not mean in all this to declare that large is always better than small, that growth means getting bigger, having more. In a Browning poem an artist says that often in painting, "less is more." A work of art that crowds the picture may weaken its thrust, dilute the message, while the sparer image speaks more clearly and forcefully to us, does its job better. I suggest that we can apply this to our profession, that less of some things we have in the past thought essential may prove to be more effective. Let us have less control, and see what openness can achieve; less management, and test the virtues of unrestricted effort; less equilibrium, and learn whether the unbalanced and unsymmetrical may accomplish some things that orderliness cannot. I am speaking here of course of the ancient opposition of classical order and romantic liberation from restriction, and I know that in the long seesawing between these two men and women have never found one to be perfect, the other fatally flawed. But our profession has been slave to classic restraint for so long—perhaps for the length of its life—that I think it worthwhile to emphasize the openness of the romantic dialectic. Bet you'd never read someone urging librarians to get romantic!

Here's another illustration of how we must integrate with our business colleagues. The most important yardstick by which they measure themselves is something our college training again probably did not prepare us for: the yardstick is money. The ascendancy of the knowledge worker as a creator of wealth offers information professionals a once-in-a-lifetime opportunity to reinvent ourselves, to prove that we are value-adding professionals. If we feel ourselves to be above money, we may find ourselves without a salary; if for us there is just something a little too hot in the idea of creating money, we had better get out of the business kitchen. I don't mean to emphasize this too much, for I am aware that it is easier in my area, the professional services firm, than in other types of organizations to measure intellectual capital: knowledge *is* our product, and so

customer surveys and metrics which measure innovation are more readily tied to what we, as information professionals in a consultancy, do. But I know from my own experience that in many other kinds of firms there are also opportunities for proving your contribution to the bottom line. For example, obtain and make use of testimonials from key clients about the value of the time they saved by utilizing your professional services versus trying to track down the information on their own. Too many information professionals fail to effectively manage the packaging and sale of their expertise.

Some talented journalists in our profession have offered us articles that should be a wake-up call to library school professors who have never worked in corporate America. A useful effort, surely, but of help only to future information professionals; we already in the field are on our own to develop what our professors did not give. And, glad to say, we are at the task. In the SLA report, "Competencies of Special Librarians in the 21st Century," some of the personal and professional competencies needed by the new information professionals are outlined. In the following comments, I will try to emphasize a few of these that I consider most essential for the success of our profession.

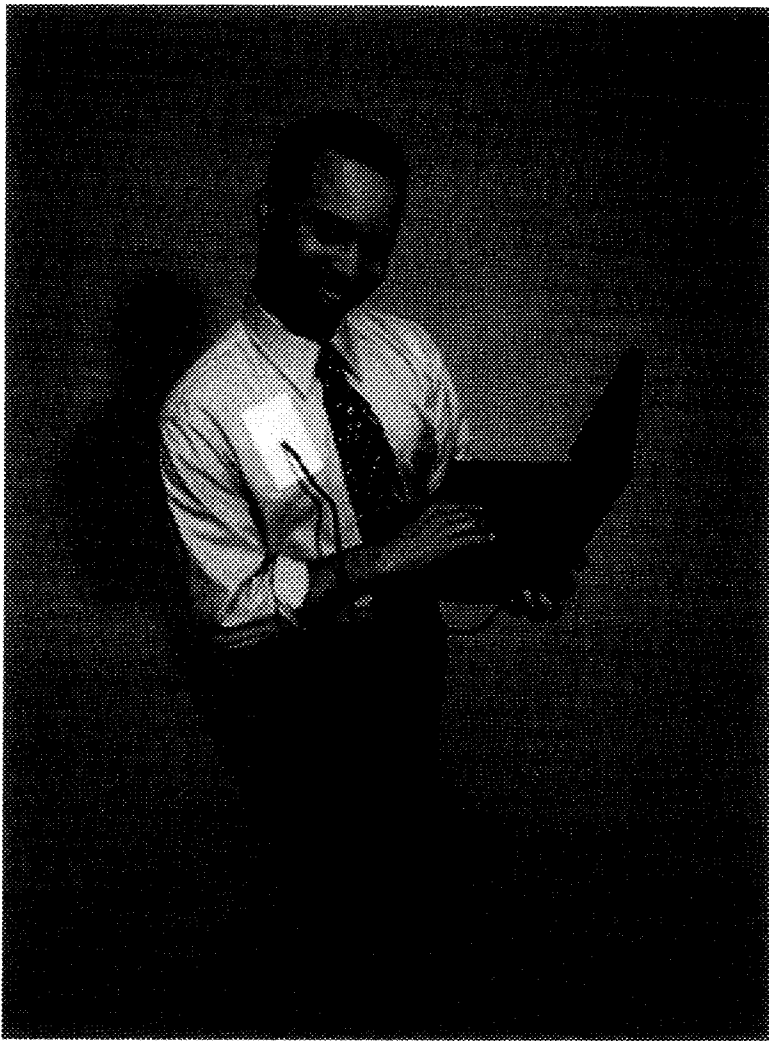
I think one thing we fail to move forward with is a constant contact with the rest of our businesses, not waiting until someone comes in with a question but aggressively communicating with them whenever possible. (I don't remember anyone in graduate school using the word aggressive. Someone should have.) In particular we need to convey our ongoing work to senior management, keeping them aware of our business and marketing plans, our metrics, our annual goals and objectives. Too often we also fail to form alliances with user-oriented IT personnel—our natural allies, those responsible for the conduit that carries our content—and also with our vendors, whom we should not regard as used-car salesmen trying to stick us with a lemon complete with defective transmission, but rather as valuable providers who can help us rise within our own organizations as we create more useful vehicles for information delivery. Some information professionals who were our forerunners thought of themselves as sufficient unto themselves. Today's information professional, however, is intimately



partnering with information technologists and acting as mediator between vendors and end users. We alpha and beta test products, we provide the market, we liaise, facilitate, and coordinate for vendors while we coach, consult with, and train users.

Remember Benjamin Franklin's pronouncement about what happens to those who refuse to hang together (if you don't remember, he said they would all hang separately). In concert with these groups, we can say that, though we may not claim to have all the answers, we do have the partnerships to find them. This means, of course, that we fully recognize the importance of all our partners, the necessity of an equality of roles. In the past, providers had direct, almost exclusive, relationships with information professionals; there was a linear relationship between providers, information professionals, and end users, with information flowing back and forth in one dimension. But as we know, three factors impacted this linear structure: increasingly sophisticated

end user desktop applications, the Internet, and the evolution of intranets. From this we, the information professionals, emerged functioning first as information strategists—designing, organizing, and "architecting," if you will, the flow of information within the company, as well as performing individual and organizational needs assessments; second as internal consultants—advising end users on search methodology (to enhance efficiency, ensure accuracy, and avoid bias), and validating sources (thereby ensuring quality control); and third as those who add value to information by filtering, synthesizing, massaging, packaging, and to varying degrees analyzing it. Now we see a circular, interactive relationship developing: the providers serving as suppliers and builders, the information professionals working as architects, and the end users becoming much more involved with the decision-making process. (To hold ourselves aloof from their ideas and suggestions and needs is not to protect, but to destroy, ourselves.)



A powerful part of moving forward is expressed in a Latin adage: *Carpe diem*—seize the day, the day of opportunity. Technology and the Internet have given us the opportunity; vendors are giving us the opportunity every day, with every sales call; it remains for us to seize, and to use. I'll give you one more aphorism: seize occasion by the forelock; occasion is waving its tresses at us, and all we have to do is reach out a hand.

We are talking here about movement as means for survival, which I suppose should bring to all our minds the great student of surviving, Charles Darwin. To be a survivor, Darwin said, you have to be among the fittest. But perhaps it is not generally understood exactly what Darwin meant by "fit." "It is not the strongest of the species that survive," he said, "nor the most intelligent, but the most responsive to change." Among the many good things I learned as I trained to be an information specialist, I do not remember learning about the value of change. But change is essential to movement and

survival, and though it can be scary ("Don't look forward; something might be waiting for you"), it cannot be avoided: we adapt, or we become extinct. If you can stand it, one more Latin motto: *veniente occurrere morbo*: run to meet trouble. The quicker we face a problem, the less difficult it becomes to deal with it. Staying safe is, if you will, too dangerous for us: we must embrace change, see its potential, minimize its danger, make it work for us.

A personal example: just over a year ago at this time, I'd been told that it would be necessary for my BIC to move to another floor, a move that would take us away from some of our heaviest users, a large segment of our customer base, and away from a heavily trafficked floor in the middle of a dynamic part of our practice. As I headed for the 1998 SLA conference in Indianapolis, I did so with a heavy heart, trying to figure out how I'd be able to turn this impending move of my department from a negative into a positive. For starters, I decided we'd throw

a gala Grand Opening celebration for the new facility. I persuaded my Office Managing Partner to agree to perform with me a ceremonial ribbon cutting. We held a nighttime party complete with two open bars, tables of food, candlelight, and elegant hors d'oeuvres served by waitstaff in black-tie. A marvelously generous vendor agreed to more than split the expenses with me, helped with the catering plans, and provided beautiful floral arrangements in return for the opportunity to showcase their new products and mingle with the many partners, principals, and senior managers who I knew would show up by virtue of the fact that I was putting the Office Managing Partner's name on the invitation. Where he goes, the partners (and aspiring partners) follow.

We have discovered as many or more new customers since our relocation as the numbers we were afraid of losing. We've developed outreach endeavors customized to the personnel near our previous facility to help lure them to our new location. Most significantly, we have capitalized on the fact that we are now located down the hall from our recruiting offices, interview rooms, and corporate training classrooms. With this we saw the opportunity to market ourselves as a recruiting tool. The recruiters point out the BIC to promising candidates. For example, during the summer campus recruiting season, when recruits are being courted and wooed by all of our competitors, our recruiters bring candidates through the BIC, emphasizing particularly our large and beautiful end user technology area, and they suggest that access to this cutting edge information facility should be among the many reasons why a recruit would want to accept Arthur Andersen's offer as opposed to working for another firm.

We run the information center like a little business within a business. Like every business, an information center should spend a part of its time on new product development, making innovation a routine operating procedure. Each quarter, year, half-year—whatever works best—an information center should decide on one or two new services it can develop and "sell"—yes, we too can become salespersons without the stigma of the used-car lot. Delivery of information is another area in which we should constantly invent and reinvent in response to current

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business trends; to work out a nice delivery plan, see that it works, and think that no more will ever be required is to become a sitting-duck target.


Forgive me if I belabor the necessity of change for survival; I hardly think it can be overemphasized. The great foe of the future, I suggest, is the present. It seems so permanent, so unchangeable that we almost cannot think tomorrow must be different. You probably remember the Shelley poem in which a tyrant named Ozymandias boasts of the permanence of his mighty works: the speaker in the poem looks around and sees nothing but a stone bearing the recorded boast. Ozymandias thought his deeds would last forever; you and I are tempted to think next week will be just like this week. But to move forward, one needs to ask, "What will my role be like two years from now? Am I ignoring some writing on the wall?" Changes are everywhere, in knowledge integration, in the developing of new classes of business intelligence tools, in increased emphasis on data mining.

Here then, to sum up, are my recommendations:

- Get out of the library and into business.
- Operate by business principles as informed and as strict as those required by our colleagues in any other area of the workplace.
- Seek out ways, if possible, to demonstrate your ability to make money.
- Use the same metrics to measure performance that other areas of the business do.
- Decide whether it makes sense in your organization to abandon some of the "sacred cows" of librarianship such as devoting tons of money to automated cataloging projects that, when all is said and done, are perhaps not benefiting your particular organization in a meaningful way.
- Don't be a library traditionalist; abandon traditionalist library science methodologies if they don't make sense for your organization.
- Form strategic alliances. I heard an

information center manager at this year's conference say, "No one ever tells me anything." I was stunned by this remark. Our job is not to wait to be told; our job is to find out. By forming the necessary alliances to do so, you will eventually become sought for advice and viewed as a person who can play a role in major company endeavors.

- Be aggressive in seeking new responsibilities. Some personal examples: In my first corporate library position, I was asked to do research on corporate ethics policies. I went through the usual steps you might imagine, collecting examples of best practices, etc. But then I wound up soliciting the assignment to actually draft what would become the official ethics policy for my company, published and distributed to all new hires. (Yes, the only way to accomplish this assignment was to devote late nights and weekends to it.) Later at the same company, I turned the numerous requests I received for trademark research into a sideline role as the company's "trademark administrator," assisting corporate counsel by managing registrations and renewals for over 400 active trademarks. (This new role helped justify further additions to my growing library staff.) In a later job, I turned a research assignment on Total Quality Management into a high-visibility position on a firmwide quality committee that reported directly to the CEO.
- Face ambiguity and uncertainty head-on. When you stumble over professional problems, be—as a song line puts it—grateful for that pleasant trip; pick yourself up, dust yourself off, and look for the productive change the solution can offer. Eschew the tidy; repudiate the neat; abandon the orderly, and see what can be done when you and your information center get out of the box.

And above all, work within the confidence of your strong and contributing profession. We of the SLA have the skills, the resources, and the relationships; if we work as business professionals—marketing our skills instead of hoarding them—we will not need to worry about where we'll be in the future. We will *be* the future. 

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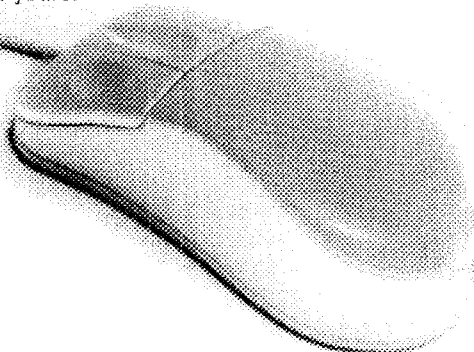
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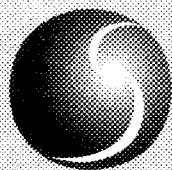
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# LEADERS OF THE REVOLUTION



Anne Galler  
Hall of Fame Award

*"The heights by great men reached and kept  
Were not attained by sudden flight,  
But they, while their companions slept,  
Were toiling upward in the night."*

*Henry Wadsworth Longfellow*

Next month, SLA will honor the best of the information management profession by recognizing them during the 91<sup>st</sup> Annual Conference in Philadelphia, Pennsylvania, USA. The twenty-two individuals who have been selected for their leadership, for their innovative style, for their integrity, and for their courage, are the models we hold up for the rest of the profession to admire and to emulate. Let's take a look at who you'll see on stage in Philly . . . .

Most notable of the award recipients is **Bill Gates**, chairman and co-founder of **Microsoft Corporation**, who was selected as an **Honorary Member** of the Association. Gates is recognized for his longstanding commitment to libraries and information professionals who serve in all sectors of society. Gates delivered the keynote address at the 89th SLA Conference in Seattle, Washington, USA.

Induction into the **SLA Hall of Fame** is a significant acknowledgment of distinguished service to the profession and the Association through one's career. This year's inductees are: **Dorothy McGarry** of Los Angeles, who is retired from the **University of California, Los Angeles**; **Edwina "Didi" Pancake**, who is retired from the **University of Virginia** in Charlottesville; and **Anne Galler**, who was selected posthumously after a long career in library studies at **Concordia University** in Côte St. Luc, Quebec Canada. Galler, McGarry, and Pancake were selected for their longtime service to their profession and commitment to SLA.

The **John Cotton Dana Award**, named for the founder of SLA, is conferred upon an SLA member for exceptional service to special librarianship. This year's recipient is **Jane I. Dysart**, who is a partner in the library consulting firm **Dysart and Jones** of Toronto, Ontario, Canada. Dysart has been recognized most notably for her achievements in leading the development of SLA's Virtual Association and educating her professional peers for greater success.



Dorothy McGarry  
Hall of Fame Award



Edwina "Didi" Pancake  
Hall of Fame Award

The **SLA President's Award** is given annually to an SLA member who displays an ongoing commitment to the development of the Association as the premier organization for information professionals. This year, the award is conferred upon **Marjorie M.K. Hlava**, president and chairman of the board of **Access Innovations, Inc.** of Albuquerque, New Mexico, USA. Hlava is recognized for her longstanding involvement as a volunteer and elected leader with SLA, and for the continued setting of standards that her colleagues in the profession have followed.



Bill Gates  
Honorary Member

The **Dow Jones Leadership Award** is intended for an SLA member who exemplifies leadership as a special librarian through examples of personal and professional competencies. This year's award goes to **Janice F. Chindlund**, manager of the Business Research Information Center at **McDonald's Corporation** in Oak Brook, Illinois, USA. Chindlund is recognized for her expert knowledge of information resources; her skills in communicating with senior management; her commitment to lifelong learning and professional networking; and her flexible and positive work ethic in times of change. The award is based on the acclaimed "Competencies for Special Librarians of the 21st Century," which can be found on the Internet at [www.sla.org/professional/comp.html](http://www.sla.org/professional/comp.html).



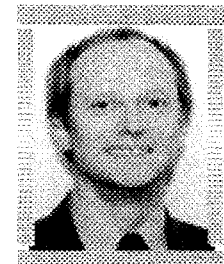
Jo Anne Boorkman  
Fellows of the Special  
Libraries Association

**Fellows of the Special Libraries Association** are called upon and expected to advise the Association's Board of Directors, alert the membership to issues and trends warranting action, and are recognized as active SLA members with future leadership potential for the Association. The 1999 Fellows are: **Elizabeth A. Bibby**, director of Business Information Services at the **Harvard Business School**, Cambridge, Massachusetts, USA; **Jo Anne Boorkman**, head of the Health Sciences Library at the **University of California at Davis**, USA; **Richard P. Hulser**, Content Management Product Marketing Manager for **IBM Corporation**, New Haven Connecticut, USA; **Sylvia E. Piggott**, deputy division chief for Joint Library Administration at the **International Monetary Fund**, Washington, DC, USA; and **Daniel B. Trefethen**, a librarian with **Boeing Company** in Seattle, Washington, USA.



Jane Dysart  
John Cotton Dana  
Award

The **SLA Professional Award** is presented to an individual or group who may or may not hold membership in the Association, in recognition of major achievements in, or a specific significant contribution to, the field of librarianship or information science. This year's award is presented posthumously to **Sue Rugge**, founder and president of **Information on Demand** in Oakland, California, USA. Rugge achieved success in the information profession with little formal education beyond high school, and she became a very well-respected information professional due to her spirit, drive, and determination.



Daniel B. Trefethen  
Fellows of the Special  
Libraries Association

The **Rose L. Vormelker Award** is given to an SLA member recognized for exceptional services to the profession of special librarianship in the area of mentoring students and/or practicing professionals in the field. This year's award recipients are: **Barbara P. Semonche**, library director for the **University of North Carolina School of Journalism** in Chapel Hill, USA; and **Elizabeth W. Stone**, dean emerita of the School of Library and Information Science at **The Catholic University of America**, Washington, DC, USA. Both were recognized for their unwavering commitment to the development of students in library science programs into professionals who have learned inside and outside the classroom.



Marjorie M.K. Hlava  
SLA President's Award

SLA's **Diversity Leadership Development Awards** recognize individuals with strong leadership abilities and expected development as role models for the profession. This year's winners are: **Jannie R. Cobb**, librarian at the George Meany Archives Library of the **AFL-CIO** in Silver Spring,



Barbara Semonche  
Rose L. Vormelker  
Award

Maryland, USA; **Alvetta Pindell**, head of the Information Research Services Branch of the **National Agricultural Library** in Beltsville, Maryland, USA; **Lilleth Newby**, director of the HIV Research Library for the **New York City Department of Health** in New York, New York, USA. Each of these outstanding professionals will receive a \$1,000 stipend for use in attending the SLA Annual Conference and will be mentored by a long-standing SLA member who has been selected based on his or her experience in the profession.

The **Innovations in Technology Award** recognizes information professionals for their innovative use and application of technology in a special library setting. This year's winners are **Deborah Kegel** and **Katherine Whitley**, who together developed a leading-edge electronic article archive at the **University of California at San Diego**, USA. Kegel is head of Public Services at the UCSD Science and Engineering Library. Whitley is now corporate librarian for **Bausch and Lomb Pharmaceuticals** in Tampa, Florida, USA.

The **H.W. Wilson Company Award** is presented to authors of outstanding articles published in *Information Outlook*, SLA's monthly magazine. This year's winner is **Stuart Basefsky** for his article "The Library as an Agent of Change: Pushing the Client Institution Forward," which appeared in the August 1999 issue of *Information Outlook*® (Vol.3, No.8, August 1999, pp. 37-40). Basefsky will receive a \$500 cash award for this excellent article.

The **Public Relations Media Award** recognizes journalists who have published outstanding features on the profession of special librarianship. This year's award goes to **Valerie Gray Francois**, who authored "Librarians Take the Spotlight," which appeared in the September 26-October 2, 1999, edition of the *National Business Employment Weekly*. The article highlighted the fact that librarians and information professionals are hot employment prospects, given their tendency to cross-train into other professional areas. Francois is currently executive editor for Hemisphere Incorporated. Which operates four web sites devoted to corporate diversity and responsibility.

The **Member Achievement Award** is presented to a member of SLA for raising visibility and public awareness of and appreciation for the profession and/or the Association. This year's award goes to **Stephen Abram**, vice president of **Micromedia, Ltd.** of Toronto, Ontario, Canada. Abram initiated a public relations campaign in response to an advertisement for the Toronto Argonauts football team that depicted librarians as quiet and boring. His efforts led to an apology from Argonauts management and an invitation for one hundred members of the SLA Toronto Chapter to attend a key Canadian Football League game free of charge at SkyDome. Due to Abram's efforts, the Argonauts recognized and thanked the SLA contingent during the game, and the profession's visibility was raised in a high-profile setting.

The winners of this year's SLA Awards and Honors were selected by the SLA Awards and Honors Committee, which is chaired by SLA Past President **Judith J. Field** of Wayne State University in Detroit, Michigan. The winners were announced by SLA President **Susan S. DiMattia** at the Winter Meeting of the SLA Board of Directors, held January 20-22, 2000, in St. Louis, Missouri, USA. Awards will be presented to these distinguished professionals during the SLA Annual Conference, to be held June 10-15, 2000.

*"Success is the result of perfection, hard work, learning from failure, loyalty, and persistence."*

-Colin Powell, retired Chairman  
of the United States Joint Chiefs of Staff.



Elizabeth Stone  
Rose L. Vornelker  
Award



Stuart Basefsky  
H.W. Wilson Company  
Award



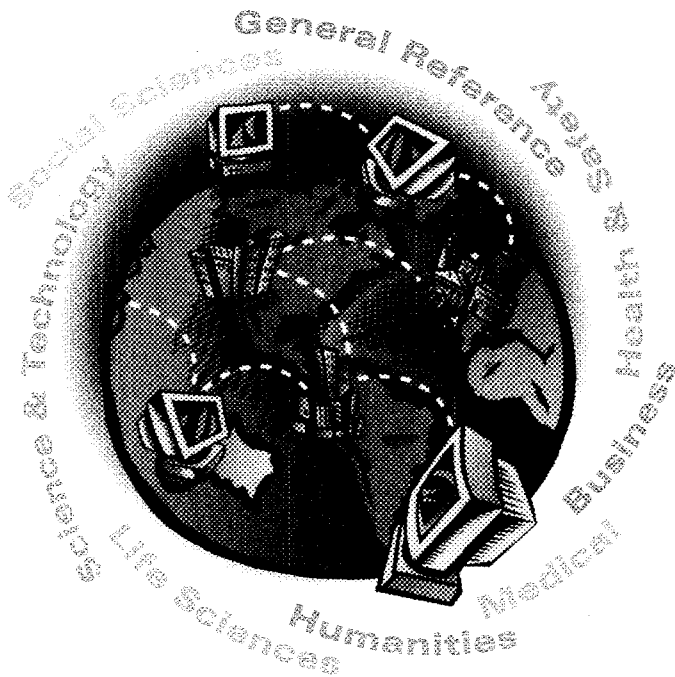
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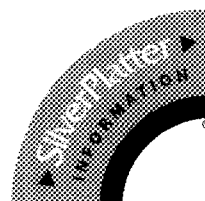


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# Smart Information Centers --- Circle of Excellence

**R**unning an information center is challenging these days. Information professionals are working furiously to thrive and survive against their competitors. The challenges facing information professionals are making it more and more difficult, if not impossible, to continue operating in the same old way. What's more, the competition for what was once considered exclusive information services is not letting up—it's accelerating.

Today's operating environment leaves little room for those information professionals who cannot turn trends and challenges into current practice and opportunities for the customers they serve. The information market is fast becoming a market for the survival of the fittest (or shall we say the *smartest?*).

What does it mean to be a smart information center? SLA has defined characteristics it considers to be "smart" in today's operating environment. A smart information professional:

- Redefines what it means to be an information professional;
- Models innovations and experimentation;
- Responds quickly and creatively to change, challenges, and customers' needs;
- Capitalizes on new opportunities and markets (pioneering);
- Operates in an entrepreneurial fashion;
- Creates a learning environment for customers; and
- Embraces change.

Techniques and practices to consider in assessing whether or not you fit the bill:

- Innovative marketing strategies;
- Globalization
- Improved efficiency
- Cost reduction
- Higher level of service
- Recruiting and retaining key staff
- Maximizing customer involvement
- Effective use of technology
- Embracing corporate culture and business intelligence

If you fit the bill, please submit a one page summary of your accomplishments in becoming a smart information center to John Latham, director, information resources (e-mail [john@sla.org](mailto:john@sla.org)).

Why are we doing this? To collect and disseminate information regarding practices and operating procedures which promote the value of the information center. The "best practices" database will serve as a reference tool for our members in creating an efficient and effective operating mechanism for developing and delivering products and services to their end users.

What are we doing with the information collected? The information collected will be used separately or in aggregate for educational courses, consultation services, articles, public relations, membership opportunities, research, speakers, leadership development, etc.

What's in it for you? Advancing your professional competencies.

*Continued, next page*

## Smart Information Centers Circle of Excellence Entry Form

Entering your information center in the **FREE** Circle of Excellence program has never been easier! Simply follow these steps:

1. **Fill out the entry form as completely as possible.** Please provide information as completely, yet as concisely, as possible. Do not send reports or brochures.
2. **Limit your description to 100 words.** Be as complete as possible. The following three questions should help you submit a complete description of your program:
  - When and why was the activity started?
  - What were the activities goals/objectives, and how have they been reached?
  - What were the measurable successes (outcomes) of the program and its benefits to your users?
3. **Concentrate on the need, the program/activity's goal, its impact (in terms of outcomes), and the significance of its success.** Numbers are very important as measurements of success, but also describe how the program/activity improved the product or service delivered to the end user.
4. **Feel free to submit multiple entries.** Fill out separate forms for each of your programs or activities.

You may submit this form electronically, or print it out and either fax it or mail it to SLA's Director, Information Resources. Fax entries to 1-202-265-9317. Mail to SLA, Circle of Excellence, 1700 18th Street, NW, Washington, DC 20009-2514, USA.

Questions? 1-202-939-3639.

Next Deadline: July 31, 2000

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- Information or Knowledge Creation
- Skills Training and Professional Development
- Technical or Professional Standards
- Economic Development
- Business or Social Innovation
- Public Education or Awareness
- Other

Name of program/activity \_\_\_\_\_

Is this program/activity ongoing?

- Yes    No

Description of program/activity (100 words or less)

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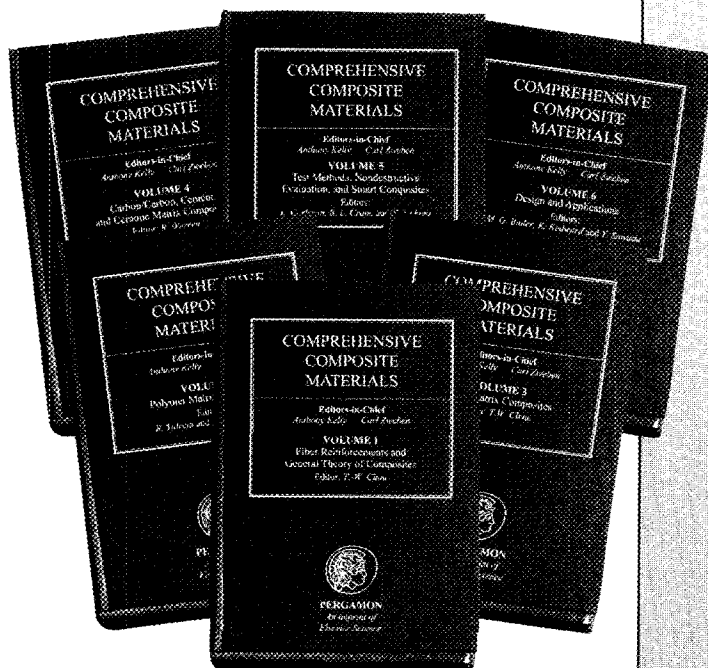
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# Conference

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## A Taste of Philadelphia

Surprisingly, cuisine in Philadelphia is not only soft pretzels and cheesesteaks! The selection of restaurants in different areas of the city reflect a variety of tastes, cultures, and lifestyles. Although economic factors proved unable to sustain the Restaurant Renaissance of the '70s, the '90s have fostered a strong revival that shows no signs of ceasing. In response to the revitalization of several areas downtown (known locally as "Center City"), there has been a tremendous growth in local dining experiences.

A major indication of the significance of the culinary arts in Philadelphia is the fact that for sixteen years, the City of Brotherly Love has hosted the one and only "Book and The Cook Festival and Fair." The B&C event brings more than one-hundred cookbook authors into town, where they host specially prepared meals at local restaurants during a ten day period.

Okay, we've established Philadelphia as a worthy culinary destination. So, where to begin? First stop, and most convenient to the convention center, is the Reading Terminal, the ultimate in Food Courts, offering fresh goods from the Amish countryside, traditional Philly fast-food (Bassett's Ice Cream and to-die-for hoagies), ethnic treats from around the globe, fresh pastas and salads, and a cozy Down Home Diner, which is its name! A few steps away is "Chinatown," a compact area with a variety of restaurants featuring Asian cuisines.

Toward the Delaware River in an easterly direction is the "Olde City" or "Historic" section, where several unique dining spots are clustered. These range from ultra-trendy fusion cuisine restaurant/clubs to eclectic cafes, serving Mediterranean cuisine downstairs and folk music upstairs, to the historic City Tavern.

The South Philly area has numerous unique restaurants offering memorable dining experiences. The predominate cuisine is Italian, and not surprisingly, notable entertainment accompaniments are from Puccini and Verdi operas! And, there are the traditional not-to-be-missed diners, as well as Pat's and Geno's famous cheesesteak rivalry, to whet the appetite!


The city has its share of microbreweries spread among Center City area and well into the surrounding regions. Many originated as ale houses, evolved into pubs and brewhouses, and continue to find new life in their newest incarnations. Speaking of brewing, the usual smorgasbord of coffee bars within a short walk of the convention center will assure you never run out of caffeine during the conference!

Heading westward from the convention center on Walnut Street are several notable establishments, including those of the internationally renown Georges Perrier and former librarian, Susanna Foo. Walk a few more blocks and you will encounter Rittenhouse Square, one of William Penn's original "Greene Parks," where several new dining hot spots feature sidewalk seating on the Square itself. Continue west to University City, which also offers innovative Asian cuisine, several well-established nouvelle cuisine favorites (White Dog Café and La Terrasse), and the innovative restaurant school in the shadow of the University of Pennsylvania.

Recent hotel renovations, re-locations, and expansions have also fostered numerous restaurant openings. The hotels themselves offer some of the best dining facilities in the entire nation—the Fountain Restaurant of the Four Seasons has been aptly called "a temple of luxury dining" and is well worth the cost. The venerable Bellevue Hotel location on the Avenue of the Arts (South Broad Street) has always housed upscale dining facilities. The Ritz-Carlton empire is putting the finishing touches on a restoration of the magnificent Girard Bank Building at Broad and Chestnut Streets and will feature two new restaurants. (Unfortunately, the hotel will open June 29, too late for SLA's visit.)

Among Philadelphia's many faces is that of a "City of Neighborhoods." One of the most popular is the Art Museum area, stretching northwest of Center City slightly beyond the Paris-inspired and French-designed Benjamin Franklin Parkway. This area offers several local dining venues, within easy reach of the bicycle paths of Fairmount Park along the banks of the Schuylkill River. Many are combination bars and sidewalk cafes, with reasonable prices and cozy confines. And the Art Museum itself has a restaurant and well-known chef who has upgraded the menu to rival that of other worthy establishments.

Finally, just a short trip by public transportation or cab from Center City is the Manayunk neighborhood, replete with a variety of exceptional restaurants and clubs. Atmospheres range from cute and cozy cafes to boisterous happy hour bars to swing dancing clubs to casual restaurant dining *al fresco* on the decks.

Please be sure to peruse the Convention Restaurant Guide, featuring personal recommendations from the Philadelphia SLA Chapter. With so many dining possibilities, we're looking forward to your visit. 

For more information  
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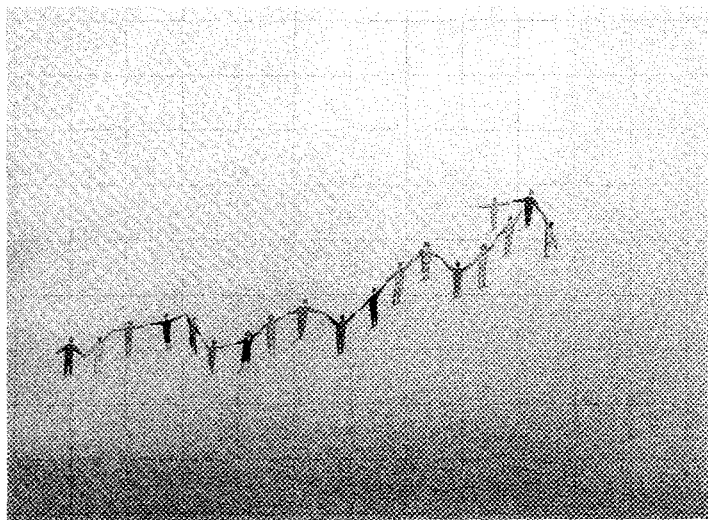
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## SLA Scholarship Program

SLA is committed to the advancement of students within the special libraries and information community. The SLA Scholarship Fund serves to support the association's scholarship program in assisting students to further their study in the field of special librarianship. The program consists of awards for graduate study leading to a Master's degree or Ph.D. and for post-M.L.S. study. While the association awards \$30,000 annually, the SLA Scholarship Fund is underfunded in relation to its potential.



The SLA Scholarship Fund is a restricted fund in that the principle balance must remain intact and all withdrawals must be related to the purpose of the scholarship program. The balance in the scholarship fund is currently \$450,000. At the present time, we are barely able to retain the amount needed for present scholarships, and there has not been an increase in scholarships awards since 1996.

Given the current rates of return on the investment (which is conservatively managed) and the commitment to awarding each scholarship annually, the growth of the fund is virtually at a standstill. Without an influx of funds there is no opportunity to increase the number of scholarships nor the amount of the scholarships.

In order to increase the number of scholarships by one or the amount of the current awards by \$1,000 each, we need an additional principle investment of approximately \$100,000. While the association depends on the Annual

Campaign, corporate partner, and foundation contributors, I am making a special appeal to all members for their tax-deductible contribution to the SLA Scholarship Fund.

To demonstrate the impact that your individual contribution could have on the fund balance, I am spearheading a special collection at the upcoming annual conference in Philadelphia. I am asking that all conference attendees contribute, at minimum, their pocket change each day (of course, paper contributions are greatly appreciated, too).


With an estimated 8,000 attendees each contributing \$5.00 over the course of the conference, we would expect to collect \$40,000. If we extended this special campaign over a five year period, we could contribute more than \$200,000 to the bottom line of the Scholarship Fund, thus affording the opportunity to make a significant improvement to the SLA Scholarship program.

Details of how and where the loose change will be collected during the annual conference will be found in your conference registration totebag.

If you are not attending the annual conference this year and you wish to participate, you can make your tax-deductible contribution to the SLA Scholarship Fund by addressing your contribution to the attention of Elizabeth Blume, director, fund development, at 1700 Eighteenth Street, NW, Washington, DC, USA 20009-2514.

Consider the assistance the association has afforded you in your own professional development, based at least in part upon the generosity of those who came before you. Consider the investment you have made in the profession, as a career and a way of life. And do not forget the crucial role the information profession plays and will continue to play in the coming century.

On a personal note, I was an SLA scholarship recipient back in the "days of the dinosaurs." The funds I received helped me attend Case Western Reserve University. Without the scholarship I would have been unable to attend CWRU and get in on the ground floor of using computers in libraries. I am forever appreciative to those members before me who contributed to the Scholarship Fund and made my education possible.

Your support, at whatever level, is vital to the continued growth and development of the scholarship program, and you can make a difference. With deepest gratitude, thank you in advance for your contribution. 

For more information,  
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## Digital Libraries, Internal Databases, and Copyrights

Researchers, librarians, and other information professionals often develop a great idea for internal databases of articles or digital library initiatives only to be unable to bring the project to fruition because of copyright. Librarians are frequently put in the position of having to deliver the bad news that reproducing the materials even for an internal web site or database is likely to constitute copyright infringement. For some reason, many researchers, faculty, and others simply do not recognize that scanning journal articles into a database constitutes a reproduction

for internal copying with the Copyright Clearance Center. Thus, making the photocopy of the article, if it is covered under the CCC license, is permitted.

What confuses many users is that digital copying is not covered under the blanket CCC photocopy license. There is now some limited digital licensing with the CCC, but it is not ubiquitous and it is separate from the annual photocopy license.

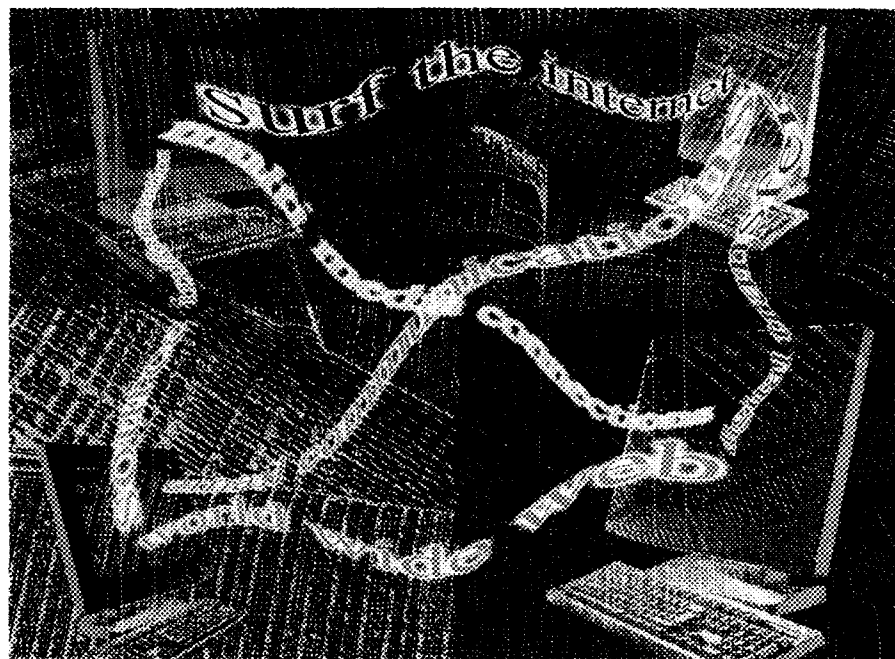
What is different about reproducing an article as a photocopy and reproducing it as a scanned image? To librarians, frankly, not much. As librarians we are concerned about the information contained in the article, and whether copied in one form or the other, the same information is delivered to the patron. To publishers, however, the scanned image now creates perfect copies, and there is no denigration of quality as occurs with photocopies. They view this almost as republishing since anyone who accesses this database can then produce a perfect copy for himself. Certainly, a copy is made when the work is scanned. Further, when a user of the database prints or downloads the article, a copy is made.

Because of the nature of computer technology, however, a copy is also made when one even views the work on the computer screen. Publishers believe that this transient copy is one that triggers their exclusive right of reproduction; many others disagree and believe that it is the use made of the copy which might be infringement as opposed to the mere act of copying. The World Intellectual Property Organization supports the publishers' views, however, and until this issue is settled, uncertainty about the nature of this activity will remain.

*Digital Library Projects*—Libraries and researchers are also initiating digital library projects. Many well-known digital library projects do not encounter copyright problems at all since the materials being digitized and made available are within the public domain. A good example is the Library of Congress' digital library initiative. When materials are in the public domain, anyone can reproduce the works and redistribute them in any format. The libraries that are developing these projects sometimes use not only public domain materials, but also copyrighted works that are rare or scarce. The library may have the

of a copyrighted work and likely is infringement when the database is to be consulted repeatedly. Nor do they consider that digitizing an older work still under copyright and making it available on a web site may infringe the copyright on the work.

*Databases*—Researchers and other users of copyrighted journal articles are interested in having these articles continuously available to them. Even if the corporate library subscribes to needed journals, in order to access the article, the researcher has to either go to the library or request that a copy be delivered to her office by the library staff. When the organization in which the researcher works is in the profit-making sector, according to the *Texaco* case, royalties must be paid on those copies reproduced for researchers to use in the course of their employment. Many of these researchers are in organizations that have an annual license



For more information,  
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only copy of the work or one of very few; therefore, when the library makes the work available on the web, the work is given new life. This does not eliminate copyright problems, however.

When there is a desire to include a copyrighted work in a digital library project, permission must be sought and royalties paid, with one exception. The Sonny Bono Copyright Term Extension

Act<sup>1</sup> I added a new subsection to the library exemptions of the Copyright Act to help ameliorate the problems for libraries caused by extending the copyright term by an additional twenty years. Under the new Section 108(h), during the last twenty years of a copyrighted work's term, a library or nonprofit educational institution may reproduce the work in either facsimile or digital format if the library determines

by reasonable investigation that: (1) the work is no longer subject to commercial exploitation, (2) a copy cannot be obtained at a reasonable price or (3) the owner of the copyright in the work provides notice that neither of these conditions applies. Thus, if the digital library is created from works that have only twenty years to run on their terms and the library satisfies these conditions, then including the works as a part of the digital library project is exempted. Because the whole purpose of the digital library is to make the materials widely available, obtaining permission from the copyright owner of newer works may be difficult. When works in a digital library project are available on the web, the copyright owner has functionally lost the opportunity to re-issue the work, thus destroying the market for the work.

*Permissions*—When a library wants to create either an internal database of published articles or a digital library of copyrighted works, it should begin the process of seeking permission very early as it may be difficult to locate copyright owners and to determine who owns the copyright if the publisher has ceased to exist. For works published since 1978, the Copyright Office's registration records may be searched on the web to determine who owns the work. If the work was published earlier than 1978, the registration records exist only in a single copy at the U.S. Copyright Office. One must check the records at the Copyright Office by going to Washington to do so, hiring a search firm to check the records, or engaging the office to conduct the search. The latter is less expensive than hiring a private firm, but it may be slower.

If the library still cannot determine with certainty who owns the copyright in the work, then it must perform risk analysis and decide whether including the copyrighted work in the database or digital library project is worth assuming the risk of infringement. Corporate libraries incur greater risk than do those in the nonprofit sector, but all libraries take a risk when they include copyrighted works in databases of digitized articles or in digital library initiatives without permission of the copyright holder.

<sup>1</sup> Pub. L. 105-298 (1998).



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## May

**SCIP & SCIPAUST  
Joint Conference**  
http://www.scip.org/education/  
australia.html  
May 11-12, 2000  
8:30 a.m. - 5:30 p.m.  
Sydney, Australia

**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 (ADL 2000)**  
http://lstdis.cs.uga.edu/ADL2000/  
ADL2000CFP.htm  
IEEE  
May 22-24, 2000  
Washington, DC, USA

**Libraries in the Digital Age**  
http://www.ffzg.hr/infocz.lida  
LIDA  
May 25-28, 2000  
Dubrovnik, Croatia

## June

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

**SLA's Management  
Competencies Institute**  
http://www.sla.org/professional/  
calendar.html  
(Marketing and Public Relations,  
Technology and Applications Units)  
June 10-11, 2000  
Philadelphia, PA, USA

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

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http://www.sla.org/professional/  
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(Leadership Skills Unit)  
June 15, 2000  
Philadelphia, PA, USA

**SLA/Information Outlook's  
Virtual Seminars**  
"I Know What You Did Last Quarter:  
The Growing Value of Competitive  
Intelligence"  
http://www.sla.org/professional/  
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June 28, 2000  
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## July

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

**American Association  
of Law Libraries**  
http://www.aallnet.org/events/  
00\_home.asp  
AALL  
July 15-20, 2000  
Philadelphia, PA, USA

## August

**IFLA General Conference\***  
http://www.ifla.org/  
IFLA  
August 13-18, 2000  
Jerusalem, Israel

## September

**Defining and Driving  
the e-Enterprise**  
http://www.knworld.com/00/  
KMWorld  
September 13-15, 2000  
Santa Clara, CA, USA

**Online World 2000**  
http://www.onlineworld2000.com/  
Online Inc.  
September 18-20, 2000  
San Diego, CA, USA

## October

**Global 2000**  
http://www.slaglobal2000.org/  
The Information Age:  
Challenges and Opportunities  
October 16-19, 2000  
Brighton, England, UK

**ARMA**  
http://www.arma.org/  
ARMA International  
October 23-26, 2000  
Las Vegas, NV, USA

**ALIA 2000**  
http://www.alia.org.au/conferences/  
2000.html  
ALIA  
October 24-26, 2000  
Canberra, Australia

## November

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

**SLA's Spring  
Video Conference**  
Topic TBA  
http://www.sla.org/professional/  
calendar.html  
November 9, 2000  
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**ASIS 2000 Annual Conference  
Knowledge Innovations:**  
http://www.asis.org/  
Celebrating Our Heritage, Designing  
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November 13-16, 2000  
Chicago, Illinois, USA

## December

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

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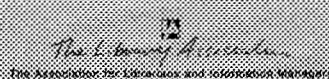
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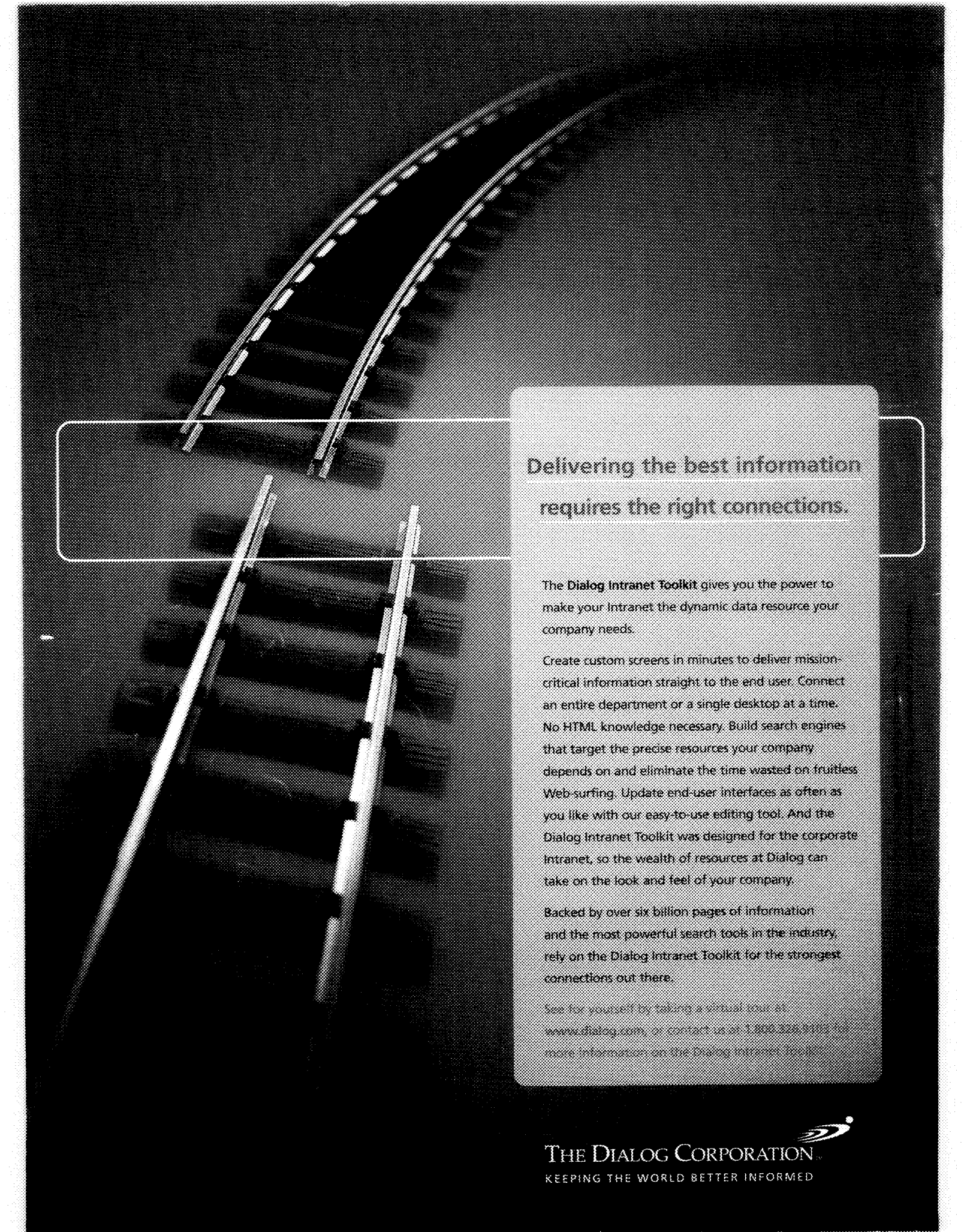
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