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the monthly magazine of the
special libraries association
vol. 4, no. 8
august 2000

inside this issue:

The Rules of Engagement
SLA's 91st Conference Wrap Up
Information Professional as Strategists and Leaders
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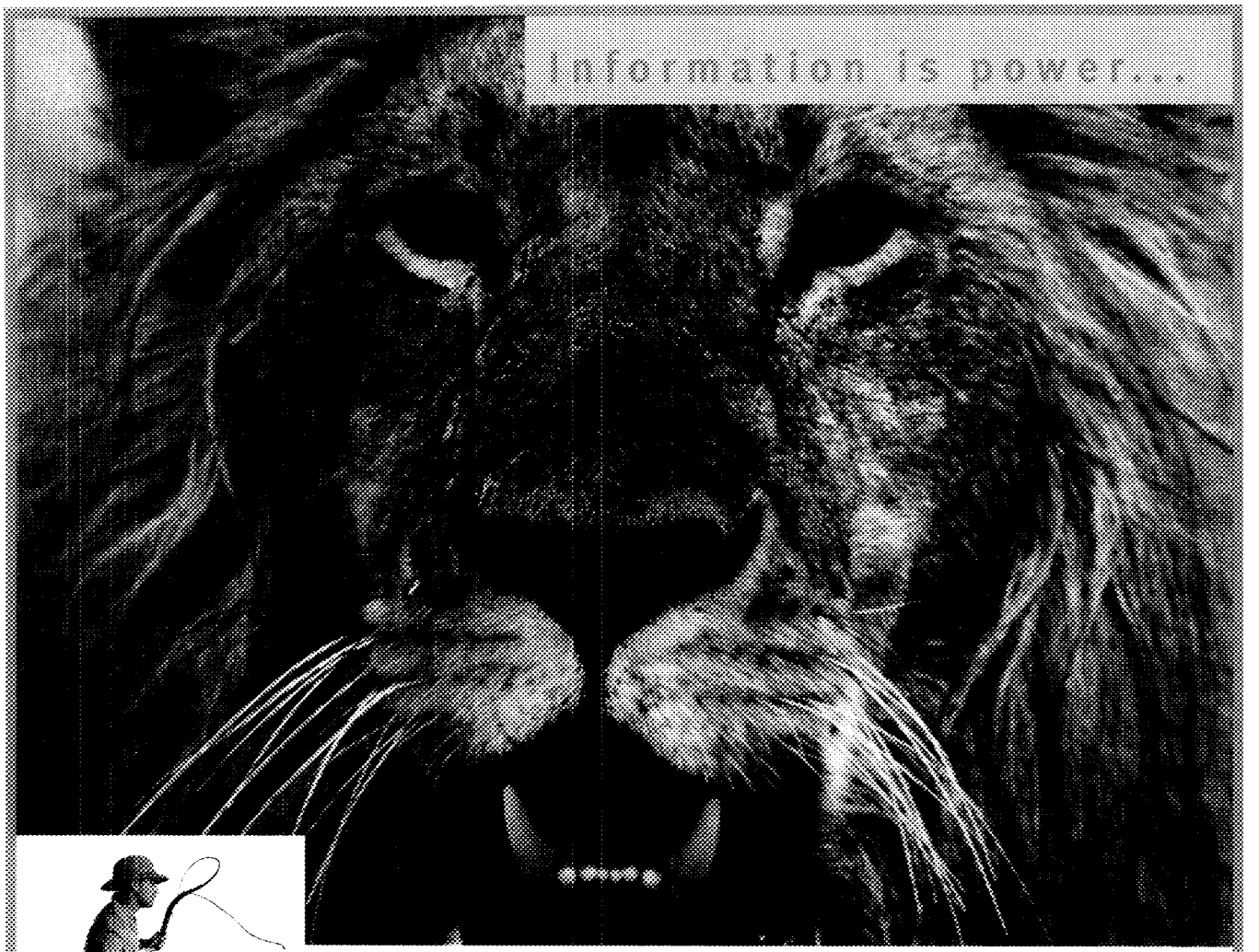

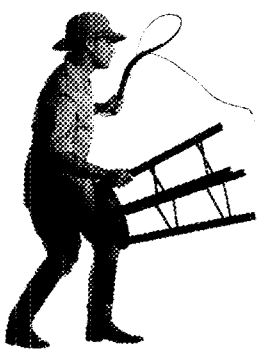

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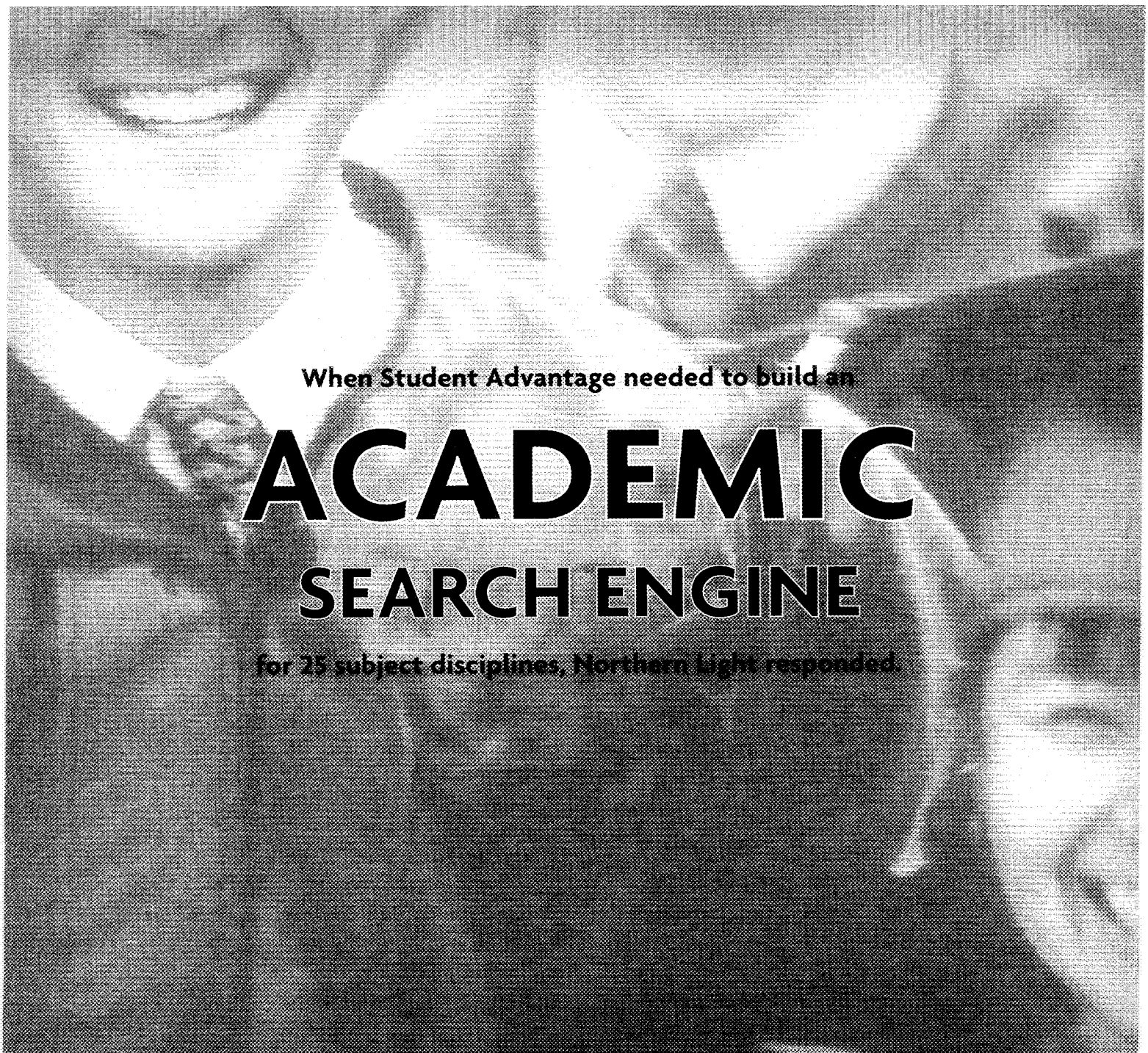

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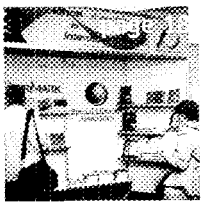

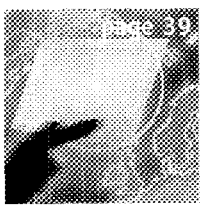

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information outlook

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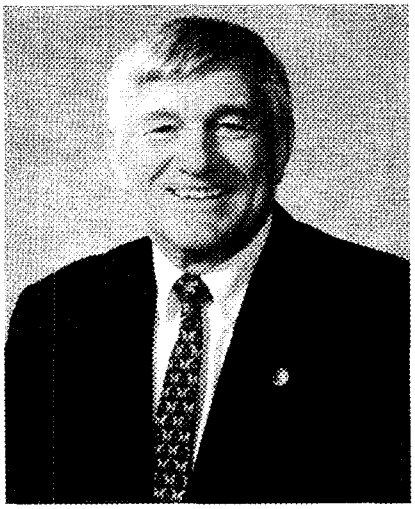
executive outlook



To be so engaged today requires true vision and a desire to make things better for others.

The Rules of Engagement

What does it mean to be engaged? There are many definitions for the word, all referring to involvement or occupation with an entity or effort. But to be engaged in the larger social context requires a great deal more thought and consideration. After all, to engage one's self in the activities and events that define our world's many cultures and governments means total involvement—something most people ignore or fail to do.

David Auston, President of Case Western Reserve University in Cleveland, Ohio, wrote recently that "what it means today to be informed and engaged in the issues facing our society is very different from what it was in [Thomas] Jefferson's or [John] Dewey's day, and will most probably be very different again a decade from now." Truly, our involvement in the affairs of our families, our organizations, our communities, our nations, our global society can be exhausting and overwhelming. Even to commit ourselves to just one of these components in our lives can be very time consuming. Consider that Jefferson not only involved himself in the affairs of his family and community, but he also was engaged in the discourse over the future of a new nation and that of the Commonwealth of Virginia. And he still had time to found a university! To be so engaged today requires true vision and a desire to make things better for others. Western culture, in particular, diverts our attention so much that even some of the brightest among us are unwilling to commit to such endeavors for very long.

To be engaged, though, can be a very rewarding experience. Back in June, those of you who were in Philadelphia witnessed the recognition of certain individuals who have made lifetime commitments to being engaged in their profession and in SLA. Anne Galler, Dorothy McGarry and Didi Pancake were inducted into the SLA Hall of Fame—not because of the official titles bestowed upon them, but because of their unwavering desire to make those who are a part of their profession the best they can be. Jane Dysart received the John Cotton Dana Award for her long-time commitment to special librarianship. Jane was our president in 1995-1996, and could have faded into the woodwork after that. But she has continued to teach and share her knowledge with developing information professionals, and it has made an incredible difference in the lives of many of her colleagues. So many of our award winners in 2000 have made substantial contributions to our profession and to the Special Libraries Association. They have been engaged for most of their careers, and they were recognized for it. What about you?

Your career is an important part of your life. Without it, you lose so many things, including self-worth, credibility, respect, quality of life, and peace of mind. SLA exists to help you think about your career and aid you in making it better. Your engagement in the activities and processes within the Association make your "SLA Experience," and that of your fellow members, incredibly valuable. We all truly reap what we sow.

Take time to find out how you can become engaged through your SLA chapter or division, or through the many Association-level experiences available to you. I promise you will find your investment of time and resources both rewarding and enjoyable.

David R Bender

David R. Bender, Ph.D.
Executive Director

making news

member news

Scott Wins Outstanding Service to Librarianship Award

Dr. Marianne Scott, who recently retired as Canada's National Librarian, is this year's winner of the Canadian Library Association's (CLA) Outstanding Service to Librarianship Award. This award is the highest honor granted by CLA and is given annually for distinguished service in the field of Canadian Librarianship.

Scott has had a distinguished record of library service for almost five decades. She started working at the Bank of Montreal, then she went to McGill where she worked as a law librarian from 1955–1984. By the time she left McGill, she held the position of Director of Libraries. Her last fifteen years before retirement were as the National Librarian of Canada.

Scott is a honorary member of the Special Libraries Association and an active member of over twenty-three other local, national, and international associations. She served as President of the CLA from 1981–82.

The award was presented to Scott at the annual conference of the Canadian Library Association, held June 21–25 at the Shaw Convention Center, Edmonton, Alberta, Canada.

CIA Librarian Recognized for Promoting Librarianship

The Special Libraries Association recognized Kimberley W. Condas of the Central Intelligence Agency Library and Information Center as the winner of the 2000 International Special Librarians Day (ISLD) Award. The award recognizes the special public relations efforts made by an SLA member or group of members who most effectively takes advantage of International Special Librarians Day to promote their own libraries and the profession. Condas received the award during SLA's 91st Annual Conference, held recently in Philadelphia, PA.

Condas chaired a committee that developed promotional materials to promote ISLD 2000 to CIA staff. Building on the theme for this years ISLD, "Navigating the World's Knowledge," the library held a variety of events to showcase and bring recognition to its special library. A graphic artist designed posters, bookmarks, table tents, signs, and invitations for CIA employees. The event was advertised in "What's News at CIA," an employee newsletter. The committee hosted self-guided tours, games and demonstrations to feature selected library services and collections. John McLaughlin, deputy director of Intelligence, spoke briefly about the importance of information at the CIA and the impact of its library. More than 500 employees attended the event, and many departed with a better awareness of the value of the library and its resources.

International Special Librarians Day is an annual event celebrated during National Library Week in the United States. Members of SLA and non-members are encouraged to promote the services they provide to their users, customers, and management within their organizations. The award is selected by SLA's Public Relations Committee which reviews nominations and reports its selection to the SLA Board of Directors.

chapter &division news

Engineering Division Announces INSPEC Travel Stipend Award Winner

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

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

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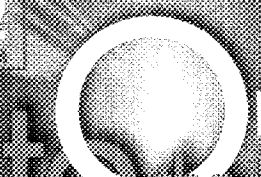

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Rollo, Bibby, Chindlund, and Pearlstein Receive Primark Award.

Two Primark Awards for Outstanding Achievement In Business Librarianship were given at the Annual Meeting of the Business & Finance Division, on June 13, 2000. The team of Liz Bibby, Jan Chindlund and Toby Pearlstein were recognized for their outstanding work on both the Mentoring Video and the Mentoring Initiative. The Mentoring Video was distributed to all SLA Chapters. The Mentoring Initiative can be found on the B&F web site at http://www.slabf.org/. Pamela Rollo was recognized for her outstanding contributions to the Business & Finance Division.

sla news

Icon of the Global Library Community To Retire in 2001

David R. Bender, Ph.D., the Executive Director of the Special Libraries Association (SLA) for twenty-one years, announced his forthcoming retirement at the close of the Association's 91st Annual Conference in Philadelphia, Pennsylvania, USA. Citing that "these may be the best of times" for SLA, Dr. Bender determined that "the time for significant changes in leadership ... is during good times." His retirement will officially begin July 31, 2001. Association sources say that the search for Dr. Bender's successor will begin immediately.

In his remarks to SLA's Board of Directors on June 15, Dr. Bender proclaimed that "being Executive Director of the Special Libraries Association is the best job in the world! For twenty-one exciting and productive years, I have worked with members and staff to make SLA a vibrant, ever-changing, and ever-growing professional association. I am sincerely thankful for the opportunity to have enjoyed this extraordinary and enriching period in my professional and personal life. It's been a thrill and a joy."

Reacting to the news, SLA President Donna Scheeder remarked that "SLA has been very fortunate to benefit from David's leadership, vision, and knowledge over such a long period of time. During a remarkable twenty years, he has achieved an enviable list of accomplishments, including the growth of SLA into a global organization, the move of its headquarters, and the development of the Virtual Association that has benefitted us all. Most associations lack the kind of quality and length of service in their chief staff officers that our profession has experienced in David. We are going to miss him terribly."

Dr. Bender established his career as a librarian from 1964 to 1971, working in public, secondary educational, and university environments. He continued that work while studying to receive a doctoral degree in curriculum and foundations at The Ohio State University. During and after his doctoral studies, Dr. Bender worked at the Maryland State Department of Education as Branch Chief of the School Library Media Services Branch. He served in that capacity until July of 1979, when he became Executive Director of SLA. While working for the State of Maryland, Dr. Bender also lectured on library and information science at Towson State University in Baltimore, Maryland, and at Rutgers University in New Brunswick, New Jersey. He has been published extensively and served as a consultant on library services and association management throughout the world.

Dr. Bender also possesses a Master's degree in Library Science from Case Western Reserve University in Cleveland, Ohio, which he earned in 1969. He received a Bachelor of Science degree in Education with a Minor in Library Science in 1964 from Kent State University in Kent, Ohio.

During Dr. Bender's stewardship, SLA has grown substantially, from a largely North American organization with an operating budget of less than US$1 million to a global and virtual association with a US$9 million operating budget. In 1979, he began his service as Executive Director of an association of approximately 11,000 information professionals in 49 chapters and 29 subject-specific divisions, most of whom worked in the United States. He oversaw the relocation of the Association's headquarters from New York City to Washington, D.C. in 1985. Through his leadership, SLA took bold steps to lead the profession through many changes that resulted in a membership prepared to meet challenges and adapt to change quickly in the workplace. He leaves SLA with nearly 14,000 members in 60 countries around the world, working together in 57 chapters, 25 divisions, and 12 interest-related caucuses. Through Dr. Bender's vision, SLA evolved into a globally oriented professional association, expanding its services and providing access to its worldwide membership through a variety of methods, regardless of time or location.

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strategic learning outlook

What is Strategic Learning?

As I write this column a mere ten days after the completion of SLA's 2000 Annual Conference in Philadelphia, I find myself reflecting on the various conversations my colleagues and I had with SLA members eager to learn more about the idea of "strategic learning." These inquiries are important pathways that demand our exploration, so that all of us who are participating in the SLA community understand the purpose of and directions in which strategic learning is likely to take us over the next many months and years. And what better place than Strategic Learning Outlook to begin this continuing journey?

Each of us intuitively understands that learning is a far more complex and dynamic process then we are led to believe during our traditional educational careers. Learning begins with us as individuals, but it involves far more than just us. It involves all of the people in our lives, at home, at work, and at play. It involves the organizations in which we work. It involves the communities with which we choose to affiliate ourselves, and it involves the society in which we live. For many of us, these various dimensions of learning are clear yet implicit and, therefore, not discussed. When we speak of strategic learning, we are saying that each of these dimensions must be made explicit and considered in the learning process itself. This is exactly what we are trying to do.

The very core underlying belief that drives SLA's Strategic Learning and Development Center (SLDC) is that learning can make a profound difference and actually effect positive change for individuals and groups, and within organizations, communities, and society. While our starting point will always be with the magnificence of the individual learner, our ends will always require us to gaze beyond the our own immediate needs to the horizon of possibilities for those individuals, institutions, and systems that all share a common bond of learning with us. We believe that individual learning is incredibly important, and that learning beyond the boundaries of the individual is critical. Strategic learning, by incorporating the whole, accrues to the benefit of all, catalyzes positive change, and enhances our ability to shepherd the powerful shaping forces of the twenty-first century.

All of us within the SLA community understand the extraordinary challenges that information professionals face today. The rapid proliferation and adoption of new technologies, the compression of time, the need to serve an increasingly diverse universe of customers and clients in new ways, and the dizzying prospect that these challenges will only intensify in the years ahead are just some of the realities that blend to create the need for strategic learning. We can choose to believe that change is something that will always be inflicted on us by others, or we can choose to believe that we are capable of initiating and impacting the direction of change within our own spheres of influence. Strategic learning urges to choose the latter and think of ourselves as part of a larger whole, striving to make change happen in ways that help us grow as people, develop our organizations, build our communities and renew our society.

The SLDC tagline, "Helping Information Professionals become Indispensable through Learning," is also an expression of our vision for the possibilities of strategic learning. Of course, we recognize that the notion of indispensability truly is an aspiration. Not only does "becoming indispensable" take on very different meanings in different organizational settings, but it is also an ideal condition that will be quite difficult for most of us to attain. Nevertheless, we believe that you—the information professional—can, through strategic learning, advance confidently toward a future in which you operate and are viewed by others as a truly distinctive contributor to your organization. This evolutionary (or, perhaps, revolutionary) process simply cannot occur, however, without your active participation in it.

As our tagline suggests, we can "help" you change and grow, but we cannot do it for you. In this sense, "Helping Information Professionals become Indispensable through Learning," involves much more than an offer from us to you. Indeed, it might best be described as an implicit contract between you and your future. Keeping up with what is going on today is necessary, but preparing for and actually creating "all your tomorrows" is essential.

The SLDC staff stands ready to be your partner in learning and we hope you will call on us.

For more information, contact Jeff De Cagna (jeff@sla.org)

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Networking the Right Way

One of my all-time favorite movies is *The Hunt for Red October*, a military-suspense film based on the tome of the same name by Tom Clancy. A classic movie for guys who like movies, *Red October* follows the story of a Russian submariner whose vessel uses new technology to run silently through the depths, past unsuspecting friend and foe. With the help of an American intelligence man, the officers of the *Krazny Oktyobr* escape with their ship and their lives intact.

The movie's theme came to mind recently when I read an article by Harry Olson, Ph.D., titled, "Run Noisy, Run Deep: The Art and Science of Power Networking," which appeared on the Excite@Home web site. The connection here is that unlike submariners, we must find ways to make ourselves known if we are to network successfully. Olson's article brought to mind several things that I think we should all consider when trying to build relationships with our colleagues and executives where we work and also at other organizations where we'd like to work!

Networking is about positive relationships built on trust. The most effective networking occurs through mutually beneficial relationships built over time. Your task in getting to know people is to show them that you have something to offer, something from which they can benefit. Once that level of trust has been achieved, you can ask them to deliver for you. Here are a few suggestions for getting the most out of your networking opportunities:

Get proactive. Approach networking as a business development strategy. Read on the subject; use the Internet as a tool. Get in the loop by joining a networking group. If you aren't exposing your mind to new and interesting people, you won't feel comfortable with engaging people you've never met.

Go deep versus broad. Collecting business cards will get you nowhere. Spend more time with a short list of people. Get to know them, and listen to their needs first. The people with whom you will likely want to network are likely targets for the rest of the world, so show them you want to help them.

Have a specific goal in mind. For example, if you're attending a reception with your organization's senior staff, make a plan to leave with at least three solid contacts who have agreed to meet with you at another time. You'll find that, without such goals, you are more likely to leave empty-handed.

Set up one-on-ones. The goal for any new contact should always be a face-to-face meeting where you can get to know each other. Don't arrange such meetings to "sell" yourself. Consider it an information sharing session where you can offer to help your contact.

Work the room. Don't just stand in the corner with your friends! Force yourself to meet people you don't know. If you're "going deep," be sure it's with folks who are in a position to help you, and with whom you're in a position to help.

Make yourself memorable and interesting. Use "memory hooks"—short statements that entice the listener and are easy to recall, that summarize what you do. For example, Jeff De Cagna, SLA's Managing Director for Strategic Learning and Development (a title you'll never remember), refers to himself as "The Learning Guy." Anyone will remember that!

Add value. The most important tip of all. Your networking contacts will want something from you, just as you want something from them—a two-way street. Remember that one-way streets are dead ends. People will remember you if you give them something in return, like a good tip or a referral.

Follow-up. Follow-up. Follow-up. Learning occurs through spaced repetition. Once you've met a contact and had your one-on-one, find a way to periodically stay in front of her or him. Send a "thank you" note—very few people ever do it! Pass along articles you've read that they might find interesting. Keep your memory alive in that person's mind.

Successful networking takes time, so don't expect results overnight. If you commit yourself to making it a priority, you will reap benefits in terms of personal and professional satisfaction.

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

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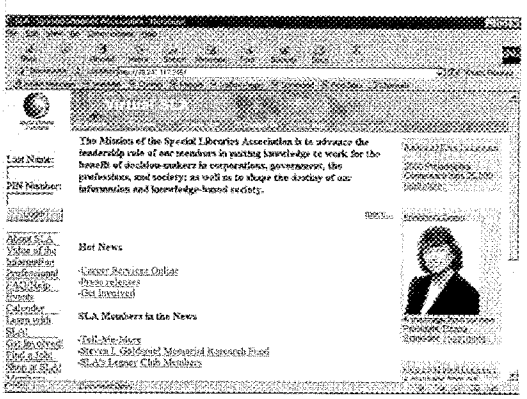
irc notes

SLA Web Site Prototype Launched at Annual Conference

At the Annual Conference I gave demonstrations of the prototype of the revised SLA web site in the SLA Marketplace and to the Board of Directors at their initial meeting. The new home page with its smaller and simpler graphics, new navigation bar, and top menu bar was well received. Simplicity and easy access are the name of the game in today's information world.



Although by the time this issue is printed the new web site should be close to going live, we are always interested in your comments and suggestions for improvements. By outlining below the new principal features of the site, I am hoping to receive your feedback. Information about your particular dislikes of the old site will be welcomed to ensure that we have not missed anything obvious.

The new web site is database driven, which makes it more controllable and ensures standard formatting. Having a template with various fields to complete when setting up new pages makes it much easier for staff to add pages without a detailed knowledge of HTML. We can set dates for automatic uploading, notification of updating or deletion. We can also time pages to be added to the home page article or boxes sections. There is also a simple search and restore facility to enable block changes throughout the web site.

The home page has been redesigned to give a cleaner and more functional look and feel. The title graphic will take up less than one inch of space across the top of the page instead of over half of it. The new top menu bar has five icons for Search, Home, Join SLA, Contact Us, and Site Map. The inclusion of a site map to the whole site is a welcome addition. The new search engine has been designed to perform two types of search. QuickSearch will search by title, keyword, and description fields. FullSearch will search the whole database but will take much longer than the QuickSearch version.

The content of the home page has been altered significantly in an attempt to make the page interesting, current, and flexible. We have added what are called article and box sections. The article section has headings which link to various articles or resources of current interest. These resources can be timed out so that only the latest ones are included. The boxes are of a more permanent nature and can include photographs or other graphics where appropriate. These can be moved, added or deleted depending on their importance at any time.

The most important aspect of the new site are the great improvements in access. One of the main criticisms of the current web site is that it is difficult to navigate and find the information required. Making this a priority we have taken into account the types of users and their likely access points. The prototype navigation bar has fifteen headings, including About SLA, Value of the Information Professional, Membership Services, Learn with SLA, Leadership and SLA Units. There is a new helpful feature of a mouse-over on each navigation bar heading, which temporarily shows the content of that section. This a really useful when you are not sure which section to search and saves unnecessary clicks. Once you have selected a section to view, the sub headings of that section will move to the top of the navigation bar. They will be shown on all pages within that section so that you can return to pages within that section without back spacing.

The Events/Calendar heading links to a chronological list of SLA events both physical and virtual with a drop down menu by month. This will be enlarged to include all SLA unit events as soon as the information can be obtained electronically from the unit's web site. The Virtual Community links to all the many and increasing ways by which members can communicate with their fellow members and peers. Soon to be added to the discussion lists and chat rooms are message boards, newsgroups, and databases of member expertise and best practices. Many of the highly developed chapter and division websites are becoming excellent sources for interaction. The Virtual Association Timeline at http://www.sla.org/assoc/leader/va2000.html summarizes other new application and resources soon to be available on the web.

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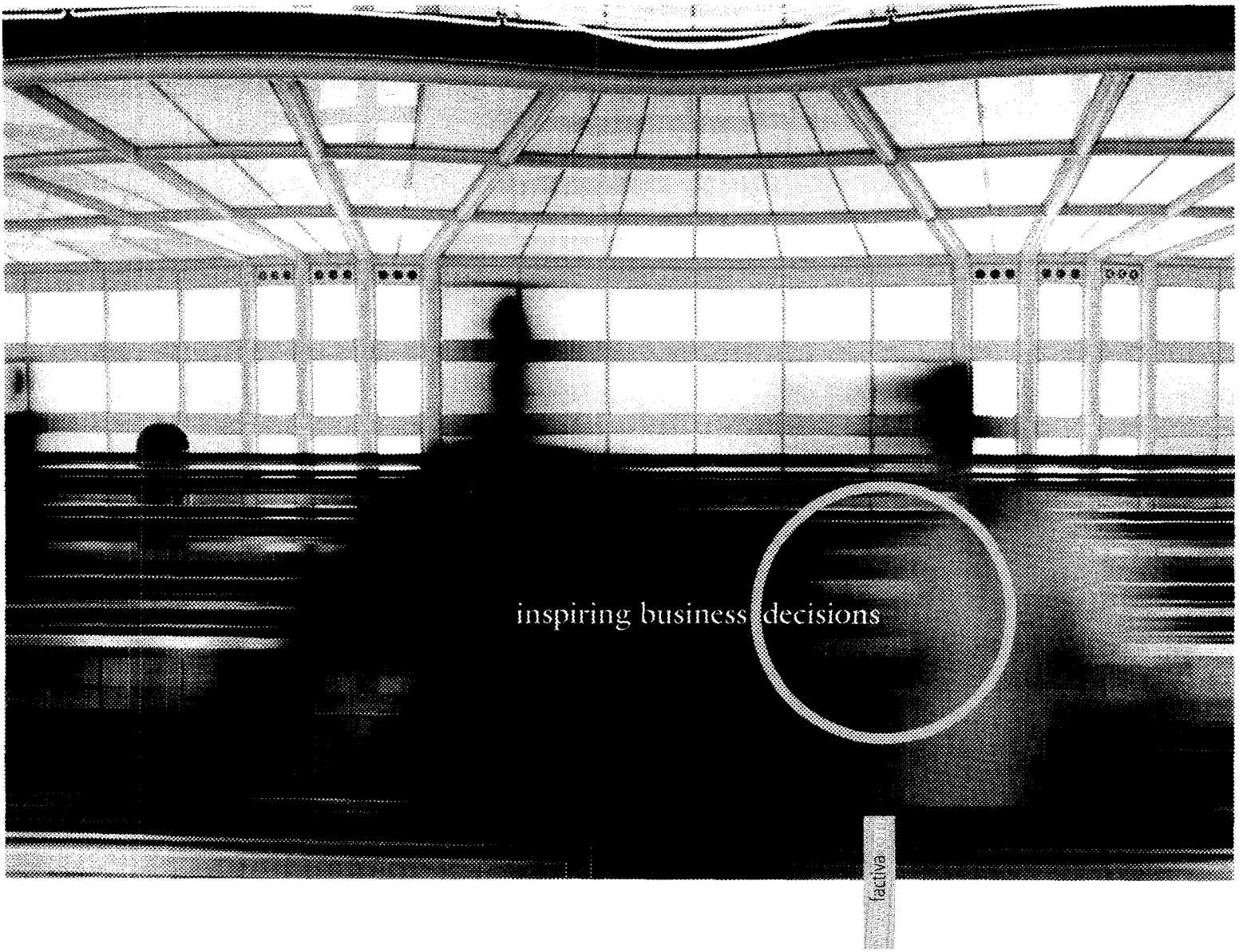
For more information, contact John Latham (john@sla.org)



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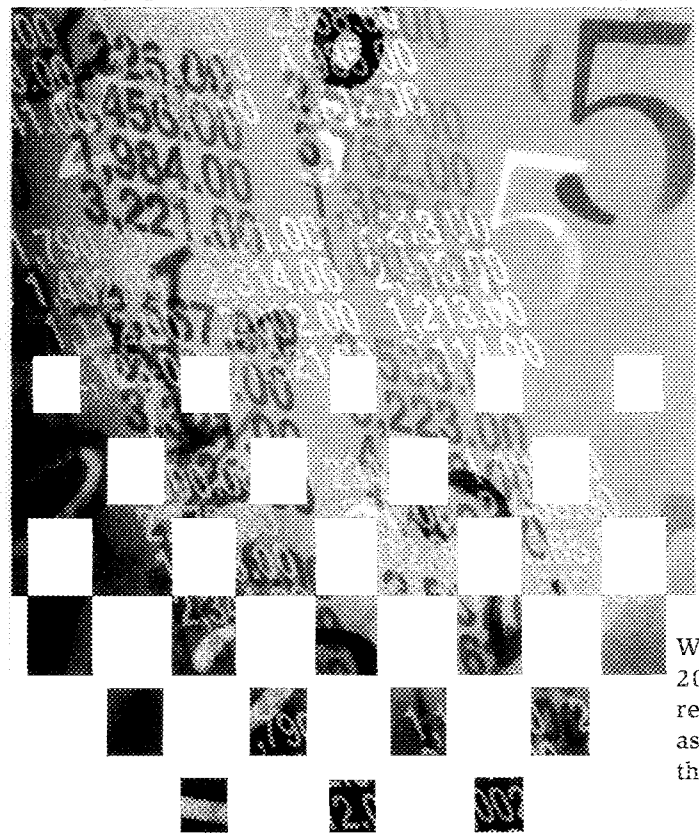
money matters

Outcomes of the Finance Committee Meeting

The Finance Committee held its spring meeting at the Association headquarters on April 3, 2000. Already knowing the outcome of the 2000 officer elections, I was able to observe the spring meeting as treasurer-elect, which proved to be an invaluable experience. The agenda included topics related to the closing of fiscal year 1999, the review of FY 2000 finances, and fiscal planning for years 2001 and beyond.

The committee reviewed the 1999 audit report and management letter as prepared by the independent accounting firm of Langan Associates, P.C. The reports indicate that the association is conforming to generally accepted accounting principles and is operating under sound policies and practices. The 1999 General Fund reports an operating net income in the amount of $33,312, which will be distributed to the Information Technologies and Research Funds as approved by the Board of Directors.

The committee reviewed the financial statements and budget variance report for March 2000. While the financial performance is currently strong, there is concern regarding income in membership and the annual conference. A financial contingency plan has been enacted to offset the income variances. Staff will continue to monitor the fiscal progress in each of the program areas and report variances from budget to the Finance Committee on a monthly basis.



Representatives from Merrill Lynch Asset Management attended the meeting to present the detail regarding the association's investment accounts and to provide insight into the performance of the investment portfolio. The association's reserves and returns are expected to remain strong throughout 2000.

With regard to fiscal year 2001, the committee reviewed the financial assumptions approved by the Board of Directors at the Winter Meeting. The financial assumptions have been incorporated into the Association Program Plan and Budget documents developed by the staff. The assumptions include:

- The Urban Consumer Price Index is projected to rise approximately 3%. The AIMS Association Financial Index is projected to increase near 4%. This will relate to an across-the-board increase in operational expenses.

- The Internal Revenue Service and other regulatory bodies will begin their quest to tax Internet-based transactions. It is anticipated (or shall we say hoped) that non-profits will retain their e-tax exempt statuses.

- Another U.S. postage increase is in the works ... probably one cent in 2001 for first class, 6% to 8% for direct mail, and more than 10% for non-profit publication rates. Further, the use of such for association programs and services will continue to be scrutinized and limited.

- The demand for labor will continue to outpace the supply, nudging wages up. Changing demographics will pose major challenges for employers. Businesses will need to get ahead of the curve by taking action to ensure an adequate supply of good workers. Staffing costs will increase by 7% to 8% to fund the salary administration plan as approved by the Board of Directors, including the expansion of outsourcing, the upgrading of three to five administrative positions, and the addition of one administrative staff position. Benefits costs will increase by nearly 10% to accommodate the needs of the varied workforce. A growing number of women in the workplace will require benefits that support their roles are primary caregivers. The aging segment of the workforce will cause increases in health care

and training. The younger workforce will find value in bonuses and technological upgrades.

- Legal and other professional services will continue to rise at a rate of 5% to 6%.

- Travel and lodging costs will continue to increase approximately 5%. The lodging industry will continue to reap the pricing benefits of an expanding market. The travel industry will compete for business not by lowering fares but rather by negotiating class upgrades, weekend-stay and advance-booking rules, and club memberships.

- E-commerce will hurt some trade shows (those where floor sales are significant), but the overall trend in conferences is up—nearly 70% in the last four years. This trend is expected to continue as there is no substitute for face-to-face interaction and networking.

- Interest rates will increase only slightly and will be dependent largely on the outcome of the U.S. Presidential elections. Stock dividends will continue to be low, while stock values will continue to show extreme fluctuations. The world economy is expected to strengthen in 2000 and continue into 2001 as countries shake off the global financial crisis.

- Further technological advances and implementation of the virtual association will enable the association to provide more products and services in the digital format, offering potential sources of additional revenue. However, the initial period of changing any delivery method causes uncertainty. Staff will be faced with offering both digital and print formats in undetermined quantities as the initial demand may be somewhat vague.

- The growth in the membership dues base is projected at 3%. The growth will be sustained by placing valuable member benefits and services behind "closed doors"—the members only site. Programmatic costs will increase to serve a growing membership base.

- SLA's international interests and exposure will continue to increase. This will create greater demand for the development, implementation, and delivery of global products and services to a growing international membership.

- Web-based firms will lift ad rates for conventional media as the means to attract new markets (especially the young professionals who are their key markets).

Staff will continue to monitor and revise these assumptions as necessary as the Association Program Plan and Budget for 2001 is implemented. Any revisions will be reported to the Finance Committee and Board of Directors.

With regard to the specific projections for membership counts, the following assumptions were made in projecting the 2001 figures:

The growth in regular and associate memberships will be 3%.

The percentage growth in student members will increase over the 1999 actual figures as the Student and Academic Relations Committee continues to actively pursue new student groups and promote membership in SLA. However, we do not project to realize the FY 2000 budget goal of 2,000 student members.

The decrease in the growth of retired members will continue to be evident. We have experienced an 11% to 18% decrease in the number of retired members over the past three years. However, the retired members caucus is promoting the retired membership quite heavily so we have proposed a modest increase over the 1999 actual figures.

The dues and fees income figures are based on the rate structure in place as of January 1, 1999. Although the full member growth is projected at 3%, the overall growth in dues income will be held at 2.5% due to the decline in student members.

An adjustment of $12,500.00 has been included for 200 unemployed members to pay the one-time 50% reduced regular member dues rate of $62.50.

The committee also spent considerable time reviewing the association's long-range financial plan, student registration fees, capital expenditures, and the association's travel policy. The Finance Committee recommended an increase in the Board's travel reimbursement from $1,000 to $1,500 and expanded the policy to cover expenses related to the Annual Conference Board meetings. The committee felt that the increases were sound and would help attract a greater pool of leadership candidates.

The Finance Committee will hold its next meeting on September 28 at the association headquarters. The agenda will be focused mainly on the review of the FY 2001 Budget.

For more information,
contact Richard Geiger, SLA Treasurer
(geigerr@sfgate.com)

SLA's 91st Annual Conference:

Special Librarians Reinforce Role as Leaders of the Information Revolution

91st Annual Conference
Philadelphia, PA
June 10-15, 2000

Independence to Interdependence:
The Next Phase in the Information Revolution

INFORMATION PROFESSIONALS FROM ALL OVER THE WORLD CAME TO PHILADELPHIA,

Pennsylvania, USA to partake in the Special Libraries Association 91st Annual Conference—Independence to Interdependence: The Next Phase in the Information Revolution. It was here where attendees were rejuvenated and reaffirmed their leadership role in the information revolution. Highlights of the conference included the General Session featuring an interview with Terry Gross and David Talbot, the Factiva conference-wide party, "Celebrating Inspiring Thinkers", the Closing Gala, and many awards presentations.

General Session

There was a unique presentation this year that's not been attempted during an SLA Conference ever before. Rather than a standard keynote address, SLA presented an interview, but not just any interview. Terry Gross, the guest interviewer, is a celebrity in her own right, having hosted National Public Radio's "Fresh Air" program for thirteen years now. This award-winning, daily one-hour show airs on over 200 radio stations around the world. Actually, Philadelphians have enjoyed her intelligent interviewing style since 1975, when she first joined the staff of WHYY-FM as producer and host of "Fresh Air." In addition to her show, Terry's served as guest host of the weekday and weekend additions of NPR's "All Things Considered."

The interview guest was David Talbot, the Founder, Chairman, and Editor-in-Chief of *Salon*, one of the first online magazines. He has written for such publications as the *New Yorker, Rolling Stone, Interview,* and *Playboy*. He was senior editor of *Mother Jones* magazine in the early 1980s, when it won several National Magazine Awards for its investigative journalism and design.

Under David's leadership, *Salon* has won most major Web awards, including "Best Web Site" by *Time magazine, Advertising Age, Business Week, U.S. News and World Report* and *Entertainment Weekly*. He was recently named one of the "20 Stars of the New News" by *Newsweek* Magazine.

During the interview, mixed in with several anecdotes, Talbot explained how electronic publishing has changed over the years and how it becoming a more acceptable means of communication. A tape of the interview can be ordered from National Audio Video Transcripts by calling 1-800-373-2952 or 1-303-292-2952.

In addition to the compelling interview, several attendees were honored with SLA awards. Recipients were:
Honorary Membership to Bill Gates of Microsoft Corporation.
Member Achievement Award--given to Stephen Abram
Media Award—given to Valerie Gray Francois
SLA Professional Award—given to Sue Rugge (posthumous)
Dow Jones Leadership Award for 21st Century Competencies in Action—given to Jan Chindlund

Highlights of the Board Meetings

During the SLA 2000 Annual Board of Directors meeting June 9-10, in Philadelphia, several issues were discussed and addressed by the board ranging from the approval of the Goldspiel Research Grant to the appointment of the 2002 Los Angeles Conference Program Committee. The following items were acted upon at the June 9-10 meeting.

The Board accepted the results of the 2000 spring election as presented by Langan Associates and declared the elections closed and approved the slate of officers for the 2001 spring election. New members of the 2000/01 board are: President-Elect Hope Tillman; Treasurer Richard Geiger; Chapter Cabinet Chair-Elect Daille Pettit; Division Cabinet Chair-Elect Susan M. Klopper; Director Lucy Lettis and Director David Stern.

The slate of candidates for the 2001 spring elections were approved by the board. The candidates are as follows: for President-Elect William Fisher and Richard P. Hulser; Chapter Cabinet Chair-Elect Elizabeth A. Bibby and Stephanie D. Tolson; Division Cabinet Chair-Elect Karen Bleakley and Karen Kreizman-Reczek, Directors Heather Gallegos-Rex, John Ganly, Marjorie M.K. Hlava and Christine De Bow Klein. Information is now available on the 2000/01 Candidates for SLA Office by pointing your browser to http://www.sla.org/assoc/boardcan/index.html. Complete information will be available about the new candidates in the January 2001 issue of *Information Outlook.*

The board accepted the 2001 Association Program Plan which is the first step in the budgeting process for all association program areas. The Research Committee's recommendation was accepted by the board to award the 2000 Steven I. Goldspiel Memorial Research Grant to Mr. Peter Ballantyne of the European Center for Development Policy Management in Maastricht, Netherlands for his project "Working in Virtual Communities: Strategies for Information Specialists."

Several routine financial issues submitted by the Finance Committee were approved as presented to the board ranging from the Annual Audit Report and Management Letter to allocating funds to the fiscal year 2001 building reserve fund budget for capital improvements. To obtain copies of board documents from the annual meeting, please visit the Board of Directors section of the web page.

The 2000/01 Board of Directors held its first meeting Thursday, June 15. During the executive session of the board meeting, David R. Bender, SLA's executive director for 22 years announced his retirement effective July 31, 2001. A progress report was given on the 2001 San Antonio Conference. Board members provided reports on Division and Association Committee activities they participated in. The 2000/01 will hold their fall meeting October 20-21 in Brighton, England following Global 2000.

Exhibitors/Sponsors

Attendees in Philadelphia met on Monday to attend SLA's Ribbon Cutting Ceremony. The ceremony sponsored by Silver Platter, provided SLA members the opportunity to celebrate along with SLA Executive Director David Bender, SLA President Susan DiMattia and Ken Jackson, Vice President of Sales and Distribution for Silver Platter, the official opening of the exhibit hall. Those in attendance were also treated to a performance by the Greater Kensington Mummers String Band. With over 322 companies representing 528 booths, the exhibit hall was a one stop showplace for all of the latest products and services geared toward the information professional. In addition, the annual conference sponsors played a huge role in a successful conference. This year's sponsors were:

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- Sponsor of Conference-wide party at Franklin Institute

Major Conference Partner: LEXIS-NEXIS
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- Sponsor of SLA Board Meetings
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- Sponsor of Cyber Café
- Sponsor of Message Center and Expocards

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Awards Dinner:
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Refreshment Break:
Sponsored ScienceDirect

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SLA Marketplace and SLA Bookstore:
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Exhibitor's Opening Reception, Silver Sponsor:
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Annual Business Meeting

The annual business meeting took place Wednesday, June 14, 2000, at the Pennsylvania Convention Center. The agenda included an official moment of silence for SLA members who have passed away during the association year; reports from the association leadership including the treasurer's report, state of the association address, chapter cabinet chairs report, division cabinet chairs report; the introduction of the new Board of Directors; and the recognition of several award winners. Awards given include

ISLD Award—given to Kimberley Condas
H.W. Wilson Award—given to Stuart Basefsky
Diversity Leadership Development Award—given to Jannie Cobb, Lilleth Newby, Alvetta Pindell
Innovations in Technology Award—given to Kathy Whitley and Deborah Kegel
Presidents Award—given to Marjorie Hlava
Fellows—given to Elizabeth Bibby, Richard Hulser, Jo Anne Boorkman, Dan Trefethen, and Sylvia Piggott

Newly elected officers include: President-Elect Hope N. Tillman, Treasurer Richard G. Geiger, Chapter Cabinet Chair-Elect Daille Pettit, Division Cabinet Chair Elect Susan M. Klopper, and Directors Lucy B. Lettis and David Stern.

Assuming new positions on the board for 2000-2001 are Chapter Cabinet Chair Juanita Richardson, Division Cabinet Chair Doris Helfer, Past President Susan S. DiMattia, President-Elect Hope Tillman, and President Donna Scheeder.

Change and the Information Professional: Bridging the Gap with SLA
Annual State of the Association Address
David R. Bender, Ph.D.
June 14, 2000

Good morning. Before I share with you my thoughts on the state of our Association, I'd like to offer thanks to the many people who, over the last year, have been the drivers in our successes. First, a warm thanks to Lynne McCay and the rest of the 91st Annual Conference Program Committee. We all had high expectations for this conference and Lynne, you did not disappoint. Thank you for all of your hard work. We are proud to report that our total conference attendance this year was 7,391. As reported earlier this week, our total number of exhibitors was officially 322 companies in 528 booths. Clearly, we've completed another very successful Annual Conference.

I would also like to thank Susan DiMattia for her leadership and willingness to "push the envelope" over the past year. Her vision and persistence in sharing the value of the profession - and communicating that value to others - have produced tangible, effective results, particularly in the way we perceive ourselves and our careers. Susan, you may be leaving office today, but the impact of your vision will be felt for years to come. Thank you for all you've done for the profession and the Association.

There are others who deserve kudos for making this past year a triumphant one. Your Board of Directors, elected Chapter and Division officers, caucus conveners, committee members and chairs deserve a hearty thanks for engaging in a year full of lively debate and discussion over the future of the profession and the Association. They have formed the perfect amalgam of individuals with global and local perspectives that allow your Association to move forward with great vigor while ensuring that all members keep pace with change. Last year, SLA staff found that, with nearly 1,500 member-volunteer leaders, each gives an average of 2 hours' work per week to the Association. We estimate that our volunteers' time commitment amounts to roughly *$2.5 million dollars per year* in volunteer support, which is absolutely crucial to meeting the needs of the membership. Let's all congratulate our wonderful volunteer leaders for committing a vast amount of time and resources to making SLA such a wonderful success.

I'd also like to personally thank the SLA staff for their energy and desire in making our Association's community the best it can be. Like you, we at International Headquarters engage in lively debate and spirited discussion on our collective course of action. I wouldn't have it any other way, for you and I reap the benefits of their commitment every day. I'd like to ask those on our staff who are in the room to please stand and be recognized for the value you bring to our profession.

And last, but certainly not least, I'd like to thank you all for being who you are: courageous professionals who strive every day to do your jobs and wage a battle that our profession has long endured. And simultaneously, you commit yourselves to making the Special Libraries Association a community that evokes pride. Your presence at this conference means so much for your career, our profession, and for the future of SLA. Keep learning and building, and you will not disappoint, nor will you be disappointed.

My laundry list of thanks summarizes what I believe is the most important component of continued growth for SLA: volunteer leaders and staff dedicated to the principle of lifting our profession to its highest possibilities. It is our unique ability to achieve synergy between and among us that makes us such a vibrant and active community of professionals. This is the state of our Association, and we are proud of it!

So here we are, at the midway point of 2000. One year has passed since we last gathered, and the anxieties of Y2K and the new millennium are now past. Now we are refocused on a number of new issues and some others that have challenged us for years. Where do we go from here? How do we get there? Many of our questions about the Association's future will be answered through the efforts of your Board of Directors in the coming months, as they execute a new strategic direction and address other, more specific matters. They

will require your assistance in making our shared vision a reality.

Last year, our Board of Directors set priorities for me and for the entire Association staff that speak very clearly to our common interests. These priorities reflect not only what we have accomplished, but also what we must achieve in the coming years: CHANGE MANAGEMENT, CAREER-LONG LEARNING AND PUBLIC COMMUNICATIONS.

You may not necessarily associate these three important phrases as being inter-related. Upon closer inspection, though, I think you'll agree that they are intertwined in the daily progress of individuals, organizations, nations, and thus, the world. They make one another even more vital. Change, in and of itself, can be an intimidating process. But change is often the serendipitous result of learning through communication. And so we must consider them the trinity of our future.

I've often said, and I still believe, that SLA is so wonderfully in step with the information profession that the Association's changes mirror the changes taking place in your careers. I'm confident that we will continue down this path, for it will enable us to meet challenges with a high level of energy and speed, and allow us to anticipate the needs of the profession. Here are a few examples of our success this past year:

You asked SLA to adopt a fresh perspective on learning and development in order to remain competitive. SLA is answering that call through the emergence of its Strategic Learning and Development Center, which is pursuing the ambitious vision of helping information professionals become indispensable through learning.

Many of you have stressed the need for enhanced communication to and about the profession and the Association. We've answered by taking many steps:

Over the last four years, *Information Outlook* has changed the way we deliver the Association to you. We've now completely redesigned the magazine so that it will expand our horizons beyond the information profession. You'll find it is more effective in sharing information, and it is more visually pleasing, too.

Last month, we embarked on another effort to bring news you can use to your desktop, with SLA.COMmunicate, an E-Newsletter that shares information about our community and our careers. It is my hope that this new service will become an indispensable tool in your search for useful information.

We created the SLA Conference Planner, which allows you to view the regularly updated schedule of events and activities taking place at SLA-sponsored conferences.

We established the SLA Virtual Exhibit Hall, which allows you to browse the best of the information industry in one location, even if you can't attend the SLA Annual Conference!

We revised and enhanced the Global 2000 Conference Website, which has served well as a gateway for information on the conference and the Brighton and Southeast United Kingdom.

We've made the SLA Marketplace at the Annual Conference an interactive experience, with demonstrations by staff on a variety of services.

We've continued to develop excellent services for you through the Information Resources Center, and more is on the way.

And, we continue serve as your voice on information policy, working in coalition with many other organizations around the world.

The "Value Proposition" that Susan DiMattia has brought forth is now built into our staff's long-range planning. Media relations, learning opportunities, and promotional efforts are now shaped around building the business case for information professionals.

Many of our volunteer leaders stressed the need for enhanced leadership training, and we've met that need by rebuilding the Leadership Development Institute and creating "Leadership Day" on the Sunday of the Annual Conference. These opportunities will strengthen the impact of our volunteer leadership through the coming years and reap tangible benefits for all of us.

Our scholarship program has been greatly enhanced through the generous contributions of Isabelle Weeks, Ruth Fine, and the Council of Planning Librarians. This will allow us to further develop students for a rewarding career in our profession.

Many Association leaders stressed the need to make SLA marketing and communications tools readily available. We've met that need by providing a one-stop ordering center on the SLA website, where you can not only place requests for SLA brochures and pamphlets, but also for promotional videos and conference programs.

To read the rest of the speech, go to www.informationoutlook.com.

President's Report
SLA Annual Business Meeting
Susan S. DiMattia
June 14, 2000

It has been an exciting year—tiring at times, frustrating at times—but never dull.

During the year, I have visited eleven chapters, both officially and unofficially. Those visits have been among the most satisfying of my presidential activities. SLA chapters are alive, well, creative, and filled with energy. Seeing them in action assures me that the future of SLA is strong. During these same travels, I met with faculty and student groups at four graduate schools. There is a climate of openness to sharing ideas in partnerships with these schools. The students are among the best I've encountered in a long time.

I gave the keynote and the wrap-up addresses at the "Specials" conference of the Australian Library and Information Association, the Australian counterpart to SLA. I have so many new friends "down under" that I'm anxious for a return visit. And someday, I hope our colleagues in Australia will see the benefits of creating an SLA chapter in their country.

I spoke at the METRO annual meeting in New York City, at the FLICC Professional Development Day, at the annual gathering of the Military Librarians, and at the Tenth Anniversary Transborder Library Forum, or FORO. I represented SLA at the 1999 Annual Meeting and 2000 Winter Meeting of the American Library Association and at the Annual Meeting of the Medical Library Association. Our partnerships are strong and growing.

During the 1999-2000 SLA year, in additional to our regular liaisons to other organizations, we added some special project partnerships. Past-President Suzi Hayes has represented SLA on the Congress for Professional Education, convened by the American Library Association, with participation by several related organizations. This spring, I began my stint as SLA representative to the second Congress on Professional Education, scheduled for November of this year. Its focus on continuing education makes it a natural fit for us. We bring significant expertise to the discussions.

Also this year, we committed to a two-year partnership with CIMA, the Collaborative of Information Management Associations. Again, SLA's focus, particularly on competencies, makes us a valuable ally for CIMA members who have committed to a study of competencies.

We are in discussion with ASIS to co-sponsor a conference in Egypt in 2002, in celebration of the opening of the Alexandrian Library

In our latest global venture, we have recognized the formation of SLA's Asian Chapter.

It has been a busy and productive year for your Board of Directors. During strategy planning sessions in October and January, we came to the conclusion that several significant steps will be necessary to create the responsive, flexible SLA of the future. To that end, the Board approved the formation of five task forces-groups of members with expertise and experience in specific areas to examine

Branding and Imaging for the association
Conference Planning
Membership
Partnerships, and
Simplification

You have been hearing and reading about the charges to these task forces for the past several months. They are all hard at work, and several of them solicited your input during this conference. Please share your opinions and suggestions with them when they call on you, so that the results of the entire process will be reflective of member needs.

Staff has been creating some new products, services, and concepts this year, in addition to doing their usual fine job of serving the members of the association. Exciting new ideas are being generated in membership development, strategic learning, research, and technology. *Information Outlook* has a new look, effective with the June issue. A new prototype of the web site, created after input from an advisory panel of members, was on display at this conference. Support staff answer when staff members call on you for your input, opinions, and participation.

Significant Lessons Learned?

Presidents never have the time and energy to do everything they want to do in a single year.

Don't take a small turbo prop over the front range mountains of New Mexico, from Denver to Santa Fe, during a snow storm, and expect to arrive composed enough to sit down immediately to eat lunch and give a speech!

I learned that SLA is full of truly warm, wonderful, dedicated, competent people, some operating against strong odds, yet still delivering outstanding professional services.

Most disturbingly, I learned that the insidious inertia I referred to in my speech in this same meeting last year is still rampant. It is easier to give in than to fight back.

John Latham, SLA's director of Information Resources, in demonstrating an early prototype of the new SLA web site, had created some bogus content. Under the heading of the President's Page, it said, "President Susan DiMattia talks tough to SLA members." He apologized to me, and hoped that I wouldn't take offense. On the contrary, it played right into the theme of one of my favorite business books of the past few years. I have used it on several occasions this year

to demonstrate the attitude that information professionals have to adopt, in order to be successful in the quest to enhance the perception of their value. The book is *Why Good Girls Can't Win and Gutsy Girls Can*. Notice that this is not a good/bad issue. Gutsy girls aren't bad girls. They simply don't hesitate to be assertive when it is in their best interest to be firm and a self-assured self-promoter.

So, yes, President Susan DiMattia has talked tough to SLA members this year, but it is a toughness laced with a belief in the ability of all of us to make improvements in the perception of our value. George Bernard Shaw said:

"In this world, if you do not say a thing in an irritating way,
You may just as well not say it at all,
Because people will not trouble themselves
About anything which does not trouble them."

I hope I have troubled you just a bit this year, and that you will trouble yourselves to find the passion within you that believes in the value of what you do, and is willing to fight to communicate that passion.
To view the rest of the speech, go to www.informationoutlook.com.

SLA: Change is Our Tradition
Inaugural Address
Donna Scheeder
June 14, 2000
It really is overwhelming to be standing up here in front of you as your President.

I was here for a visit to the Philadelphia chapter and they already know that it is particularly significant to me to become your president in Philadelphia.

Both my mother and my father's family are from here. My grandfather was actually a fire chief in the building that is now the Engine 46 steakhouse. We went there for dinner Friday night and I did not really know what to expect so you can just imagine how pleased and excited I was to find his picture on the wall. If Westinghouse had not opened a plant after World War II and sent my father to Buffalo, I am sure I would be a Philadelphia native myself.

Looking out over the audience it also calls to mind my first SLA business meeting which was actually at the first SLA conference I attended in Kansas City. I looked up at all of the officials on the stage and thought who are these people and whatever are they talking about? Never in my wildest dreams did it occur to me at that meeting that I would be president someday. Fortunately, I had great mentors who saw something in me that they thought should be encouraged, people like Jane Dysart, Kitty Scott and the most influential person in my career, Cathy Jones, whose spirit is here today I'm sure. Now, I am sure there are some in the audience who are attending their first SLA annual business meeting and are wondering what they are doing here. Will anyone who is at their first business meeting please stand up. Welcome, and look around everyone. Somewhere in that group is a potential future president or Board member. Let's give them a big round of applause.

My year as President-elect has been a lot of fun, actually, so much so that I know I am really going to enjoy my presidential year. My colleagues on the Board and the staff of SLA are tremendously dedicated and talented people, the kind that make you confident that anything you do with them will result in a success. I especially want to thank Susan DiMattia for her excellent leadership this year. Thank you.

I also had fun this year and I would like the members of the San Francisco, Alabama, Cincinnati, Central Ohio, Philadelphia, and Central Pennsylvania chapters to stand and be acknowledged for their wonderful hospitality and more importantly for making my chapter visits an incredible learning experience. I learned they are all creative, dynamic, love what they do, and they are what's special in their special libraries and that they love SLA. It was an honor and a privilege for me to be given the opportunity to visit them.

Finally, a great deal of my inspiration comes from my colleagues at the Congressional Research Service, the most creative and talented group of people I know. I am very grateful to my colleagues for making it possible for me to serve you as president-elect and now as President by being giving of their own time and doing the extra things they need to do in order to free up some of my time for SLA. My director, Daniel Mulhollan is the most supportive boss a person could ask for. Would you all please stand up so everyone can see who you are!

I said my colleagues are a source of inspiration. That is true because they are some of the most flexible people I know. Over the last 30 years we have undergone a lot of change, and that is what I want to talk to you about today, change.

In preparation for taking on the role of president of this organization, I decided to do some research on our founding father, John Cotton Dana. What I discovered is exciting. I rediscovered the identity of both our profession and our association and a theme for my presidential year.

Rose Vormelker, President of SLA from 1948-1949 wrote in the 75th anniversary publication:

"two words growth and change, stand out when I think about SLA as it is now and as it was in the early 20's when I attended my first SLA convention. One feit the excitement of the work in which we were engaged and the significance of Dr. John A. Lapp 's slogan for SLA, putting knowledge to work."

She concludes her piece by observing that change is still a major part of the picture.

Rose Vormelker was a wise woman indeed, and today I want to examine those two words, growth and change as they relate to ourselves, our profession, and to the organization called SLA.

Over the course of the last year I have discovered change is the tradition of SLA. That is probably due to the fact that the practice of special librarianship and ultimately, SLA itself, was founded in reaction to what John Cotton Dana perceived to be an unwillingness of his colleagues or as he put it:

"perhaps even a downright inability to see, that the world has changed for us in the last 25years and that we should be devoting all our powers of imagination to devising new methods instead of clinging to those which prevailed a generation ago."

He goes on to say, "that the world has changed vastly in the last decades and that the change has greatly decreased the importance of libraries of the character of 25 years ago." He was outraged that instead of asking how the library should be changed to meet a changing world, we are trying to make it, by examining, standardizing, certificating, even more static and more repetitive of its past. When he pondered what to do, his answer to this problem was radical in its day. He threw out several of the basic premises of librarianship at the time, that demanded that everything intended to be read which comes into the library's possession must be preserved. Instead, he urged practitioners to select what *is pertinent*, each to his own constituency, to his own organization community, hold it as long as it continues to have value to those for whom it is selected, make it easily accessible by some simple process, and then, let it go. Thus, special librarianship was born as an answer to the print explosion. When he complained that:

"our worldly information goes on piling up; so much of it in print as to make that which is printed almost impossible of control," his response was to lead a change in the practice of librarianship. He saw the challenges created by the print explosion as an exciting opportunity for transforming the future of his profession. He believed that:

"the old type of library must modify itself in accordance with the new needs which the evolution of knowledge and the growth of print have created."

He recognized and demanded changes in library methods and formed an organization of those who were leading those changes. That organization is SLA. It follows then, that for SLA, change is our tradition.

Just as John Cotton Dana faced the challenges of the print explosion, we as a profession must face the challenges of the information revolution with the same willingness to lead a revolution of our own, particularly in our workplaces. Our response to the repeated cry of too-much-information must meet the challenge to go beyond managing the print and electronic resources, to go beyond the provision of information tailored to our clients needs, and to instead manage the knowledge that is perhaps the most valuable strategic asset of our organizations. While our function will remain the same, the acquisition, evaluation, organization, and dissemination of information/knowledge we are not defined or confined either by a physical space and a collection of things. We are assembling virtual collections. We are organizing and building portals for communities of practice within our organizations. We are bringing our best efforts to organizing the Internet as cybrarians for Yahoo and AOL. We are trainers, teachers, coaches, consultants, and as always, we remain the confidants of the knowledge needy. We are bringing the practice of librarianship to new endeavors. Knowledge management, web-based information services, and virtual libraries are just a few of the developments that offer opportunities for our profession to take a leadership role, and all of us must aspire to lead. You do not have to be a manager to be a knowledge leader, but you do have to be an expert in your field. Knowledge leaders are those who are relied upon for their expertise and for their innovative and creative contributions to putting knowledge to work in their organizations. Our profession is well positioned to take a leadership role in the new knowledge economy. However, no opportunity comes without risks.

Just as our founder took the risk of abandoning what were some of the tried and true premises of librarianship of that day, we must abandon some of our familiar ways and places of operation for the new frontiers of the virtual world. The risk of not leading the change is greater. To refrain from taking a leadership role disempowers our professional function in our organization and creates a void that other professional disciplines will leap to fill. Critical decisions get made without the benefit of our professional knowledge and expertise. The library profession is invisible, and the function becomes devalued. Too many colleagues express surprise that the physical spaces called libraries and information centers are closing in favor of virtual collections stored on the desktop, and yet, they know this trend is the wave of the future. Would it not be better to ride the wave as its champion than disappear as it rolls over us? Since change is our tradition, why not lead the change?

To view the rest of the speech, go to www.informationoutlook.com.

Closing Gala

This year's closing gala took place on Wednesday, June 14 at the Crystal Tea Room in the John Wannamaker Building. Amid dinner and dancing several attendees were honored with SLA awards. Awards given include:

Hall of Fame—given to Dorothy McGarry, Didi Pancake, and Anne Galler (posthumous)
President's Circle—given to The Dialog Corporation, Northern Light Technology Inc., LEXIS NEXIS, Standard & Poor's, West Group and H.W. Wilson
Rose Vormelker—given to Barbara Semonche and Betty Stone
John Cotton Dana—given to Jane Dysart

Division & Caucus Programs

Biomedical and Life Sciences Division
By Annie Malley

The Philadelphia Conference was exciting for the Biomedical and Life Sciences Division (BIO). The Division organized a variety of interesting programs, CE courses and tours. Sunday morning included a Vendor Roundtable, with speakers from CSA, EBSCO, HighWire Press and ISI. Monday was an extremely busy day of programs. The annual Winner's Circle of Best Science Web Sites was extremely popular with speakers Laura Barnes (Illinois Waste Management and Research Center), Jonathen Nabe (SUNY at Stony Brook) and Marilyn Dunker (Procter and Gamble). When Scientific Research and Ethics Collide was an extremely interesting program with Pulitzer Prize winning author Deborah Blum, David Magnus (University of Pennsylvania), and Doris Goldstein (National Reference Center for Bioethics Literature). The programs on Tuesday included The Transformation of Health Care in the Information Age, with speakers Paul Kleeber (Allina Health Systems), John Mack (Internet Healthcare) and Wendy Wilson (Priority Healthcare). E-Materials: Barriers to Revolutionizing Scientific Information was another extremely popular program. Speakers included Julia Blixrud (SPARC), David Stern (Yale University), Jacqueline Trolley (ISI), and Vicky Reich (HighWire Press). The Getting Published Roundtable included speakers Sue Easun (Scarecrow Press), Diane Schmidt (University of Illinois), Ruth K. Seidman (Science and Technology Libraries), and Tony Stankus (College of the Holy Cross). Museum Collection and Natural History Data on the World Wide Web was with Stephanie Haas (University of Florida) and Meredith Lane (Academy of Natural Sciences). Wednesday's programs included the Contributed Papers Session which focused upon the Publishing Revolution.

Chemistry Division
By Tina Chrzastowski

The meeting started with a very special celebration, the dedication of the Chemical Heritage Foundation's (CHF) newly renovated Othmer Library, located in the historic district of Philadelphia. Our hosts at CHF provided a wonderful program, a beautiful site, and an elegant buffet. Many attendees enjoyed the collection containing rare books, monographs, archival items, and photographs, all pertaining to the history of chemical sciences and industries, that were seen during the guided tours of the library. On Sunday evening, the Chemistry Division, along with three other science divisions, were invited to attend a reception sponsored by the American Chemical Society and Chemical Abstracts. Invitees were treated to a dessert and tea buffet, a special acknowledgment and a cake honored *Organic Letters*, and an ACS journal celebrating a successful first year.

Two Chemistry Division board meetings were held as well as the annual business meeting and breakfast sponsored by the Royal Society of Chemistry. A very successful and well-attended Continuing Education program, Chemistry and Chemical Librarianship for the Non-Chemists was held Sunday morning. Attendee "favorite" programs were again held in Philadelphia, the Winner's Circle of Best Science Web Sites, and the popular Vendor Update. Two programs that foster communication and camaraderie, the Academic Science Librarians' Roundtable, and the Corporate Chemistry Librarians' Roundtable, were also among this year's programs. In addition, the Chemistry Division co-sponsored five other programs, ranging from electronic materials to women in the history of science to developing science librarians.

Education Division
By Jacqueline Snider

Our twenty-fifth anniversary was celebrated at an open house on June 13 complete with cake and sweets. To continue with festive news, the Division's Award for Professional Excellence was awarded to Janet Williams, Library Director, Educational Testing Service.

The Education Division's programs covered a wide variety. In "Growing Information Access", Chris Dunn, Director, Collections/Technical Services, National Library of Education, and David Lankes, Director, ERIC Clearinghouse on Information and Technology at Syracuse University, provided us with updates of NLE and ERIC. M. Suzanne Brown and Janeen LaSee-Willemssen continued their comparison of ERIC and Education Index presented last year in Minneapolis. This time "ERIC Redux" centered on indexing contributed by the various ERIC Clearinghouses, and on the inclusion of book reviews in both databases.

Dean David Fenske described the College of Information Science and Technology program at Drexel University. At "Library Education in 2000," he talked about the importance of technology, the recruitment of minority students, and the future direction of the profession. Our programming slate ended with "Selling the Association to Employers" presented by Olga Wise and Ann Abate. This was a 'must attend' to find out from SLA veterans how to win support from your boss to get the most out of our vital organization.

Environment and Resource Management Division
By Diane Sotak

The action started with a pleasant business breakfast meeting where division awards were the highlight. Mary Ann Mahoney received the Outstanding Member Award for her many contributions, including acting as chair and Environ

ment and Resource Management (ERM) news editor to the division over the past eleven years. The Outstanding Sponsor Award went to the American Chemical Society for its tradition of hosting us at its annual reception, as well as supporting our programs.

Energized by breakfast, members were off to sample a variety of ERM programs over the next few days. The Winner's Circle of Best Science Web Sites is still a popular way to find out about top web sites and this time there were almost enough handouts for all attendees! The International Roundtable program on the Millennium Assessment brought us up-to-date on a cooperative effort to gather data on the world's ecosystems in order to develop a framework of action. The Toxicology Roundtable followed this with experts from NLM, EPA, and CCOHS discussing the status and ongoing development of the important toxicology databases that their agencies offer. The next day brought the informal and valuable exchange of information at the State Environmental Librarian's Roundtable and a lovely reception with other sci-tech divisions at the Seaport Museum. Wednesday was a big day where members had the chance to be inspired by Robert Kennedy Jr.'s passionate eloquence on stewardship of the environment and his involvement with the citizen group, Riverkeeper, which uses the legal system to hold polluters accountable.

Geography & Map Division
By John Anderson

The Geography & Map Division (DGM) hosted a successful and diverse program at the annual conference in Philadelphia, Pennsylvania. Monday DGM began their program with a presentation on the business uses of GIS by Roberta Brody and George Fagan. This program was co-sponsored with the Insurance and Employee Benefits Division. In the afternoon program, co-sponsored with the Petroleum and Energy Resources Division and the Natural History Caucus, David Soller demonstrated the USGS National Geologic Database of maps produced by federal and state agencies. This database can be accessed at: http://ngmdb.usgs.gov/ngmdb/.

On Tuesday, the DGM program featured a presentation by Curtis Loy describing the National Ocean Service's historical nautical charts scanning project. The images can be viewed at: http://chartmaker.ncd.noaa.gov/ocs/text/MAP-COLL.HTM. The afternoon's program included David McQuillan's IFLA in Bangkok report followed by the division's Contributed Papers session with presentations by Helen Jane Armstrong, Mary Galneder, Joanne Perry, and Daniel Seldin.

Wednesday's program started with John Hebert and Anthony Mullan of the Library of Congress giving an enthusiastic and inspirational talk on Spanish and Portuguese manuscript maps. The afternoon program featured the government mapping update with representatives from four federal agencies.

Information Technology Division
By Karen Bleakley

The Information Technology Division had a great annual conference. Our programs were well attended, as usual, and we got positive feedback from attendees that the programs were of good quality. For the second year in a row we presented the Dead Technologies, Hot Technologies, Choosing and Using Internet Search Engines, and New Web Order programs. These programs are designed to provide attendees with an yearly update about what changed in the prior twelve months and what's coming up in the next twelve months. Other programs included Metadata for Libraries: The OCLC; CORC Environment; Interdependence of California Special Libraries with the Library of California; You Want Me to Do What?: The Skills You Need Today to Enhance Your Career, and E-Materials: Barriers to Revolutionizing Scientific Information. We co-sponsored, with the Futurists Caucus, a highly entertaining session called A Look Forward from a Voice of Our Past, in which an actor portraying Benjamin Franklin, an early futurist if ever there was one, spoke about his life and times. We also presented a Scenario Planning Workshop in which participants learned about scenario planning and learned to identify some future scenarios common to special libraries and to begin to apply the process to their own situations. Our Open House/Hospitality Suites were popular as always, especially Sunday night when authors Mary Ellen Bates and Reva Basch were available to autograph copies of their most recent books, *Research for Dummies, 2nd Edition*, and *Super Searchers Do Business: The Online Secrets of Top Business*.

Insurance and Employee Benefits Division
By Jeanette Bergeron

Speakers for the IEB Division addressed standing-room-only audiences. The management team of the Business Information Center of Arthur Andersen in New York—Lucy Lettis (SLA board director), Andrew Gazzale, and Marie Tirados—shared the secrets of their success in marketing, customer service, business alignment, and managing change. Stephen Bajjaly from the University of South Carolina College of Library and Information Science introduced extensible markup language (XML) and gave a primer on markup languages and their role in e-commerce (www.libsci.sc.edu/stephen). Roberta Brody, Queens College, and George Fagan, Route Smart, discussed managing spatial information with geographic information systems, including the technology behind Yahoo maps, national newspaper deliveries, and priceline.com.

The Division held a successful CE course Insurance and Employee Benefit Research Sources and Strategies taught by Roberta Brody, Barbie Keiser, Gail Buchholz, Pat Toups, and Pat Krajnak. IEB member Roger Smithies participated in a joint program series on Canadian research sources. IEB members held a Town Hall meeting on the association name, job titles, and services needed from the association and division.

NILS Publishing once again treated division members to the "best of all SLA business meeting lunches" at the Down Town Club overlooking Independence Hall, starring Benjamin Franklin and a fife and drum corps. The luncheon recognized retirees Oriole Anderson and Amy Wang, student scholarship winner Ron Haislip, more than twenty first-time attendees, and the winner of the Division's highest award, the Cox Award, Sylvia Justice. All members received a souvenir membership booklet, directory, and miniature liberty bell. A new membership pin was unveiled for the occasion. Brenda Stenger was installed as 2000-2001 Chair.

In other business, the Division announced plans for a new publication, the Insurance Research Publications Index, and developed an annual spending plan, three-year planning strategy, and conference programming for San Antonio.

Legal Division
By Larry Guthrie

The Legal Division is reporting a very successful conference: spotlighting a speech by Robert F. Kennedy, Jr. covered on Fox and ABC evening news, generously crediting the SLA Conference; a co-sponsored program on International Conflict Resolution which the Supreme Court of South Carolina approved for Continuing Legal Education credit; a timely presentation by Jeralyn Merritt on Defending the Unpopular Defendant which gave a human face to death row prisoners. She shared her web site www.crimelynx.com and research strategies; and a cooperative reciprocal program with the American Association of Law Libraries.

Among the twenty-two well-attended division programs were a superb Hospitality Suite; Tax, Court Roundtables; Ice Cream Social; Emerging Technology Breakfast; Annual Business Luncheon and Board Meeting; Distance Learning; Alternative Workstyles; Dispute Resolution in the Workplace; Librarians in the Boardroom; Leadership Tea; A Taste of Philadelphia; Networking Breakfast; Marketing and Auditing Your Library; Cherokee Justice and the Great Plains Tomorrow; Gumshoe Librarians; Working With AALL; Copyright Update; The Rittenhouse Hotel Reception; The Role of Information in Our Environmental Destiny; Hot Technologies; Training Materials on the Intranet; Sixty Sites in Sixty Minutes; an Intellectual Property Law Update Breakfast; and Legal Research for Non-Law Librarians. These and other co-sponsored programs were successfully presented and well-attended thanks to speakers, sponsors, volunteers, and SLA headquarters staff.

Museums, Arts and Humanities Division
by Kathleen Haley

On Sunday the Museums, Arts and Humanities Division held its annual William B. Neff Memorial Scholarship Dinner. This year's dinner was held at the Masonic Temple of the Grand Lodge of Free and Accepted Masons of the State of Pennsylvania, who donated the use of the facility, the services of a tour guide, and had the library and museum kept open for us as well. The dinner, plus associated donations, earned $718.09 for the scholarship fund. The MAHD Board voted in its Sunday meeting to increase the stipend for this scholarship to up to $1000 towards defraying the expenses of a student member attending the SLA annual conference.

The Neff dinner was followed by Sunday MAHDness, which this year attracted about 30 people. Our panelists were Barbara Anderson, Richard Hulser and Susanne Phelps, who spoke about what membership in MAHD has meant to them. The session was moderated by MAHD's (then) Chair-Elect John Leide.

On Monday MAHD had scheduled "divisional exhibit no-conflict time" to coincide with the exhibit hall opening ceremonies, and the annual Book and Author Luncheon.In response to a proposal from the floor at the Business Meeting, the MAHD Board voted on Wednesday to make a $1000 contribution to the Global 2000 fellowship program.

MAHD also held two educational sessions on Tuesday. The first was Special Projects in Special Librarianship, co-sponsored with the Food, Agriculture & Nutrition division, which featured a discussion of projects in South America and Asia. The second program, Museum Collection and Natural History Data on the World Wide Web, was co-sponsored with the Biomedical & Life Sciences Division and the Natural History Caucus and dealt with initiatives currently under way to computerize and network information about biological and natural history data and collections.

MAHD co-sponsored two educational programs on Wednesday. Effective Use of Interns and Volunteers in Your Library, co-sponsored with the Solo Division, featured a panel discussion of the difficulties, rewards, and (most of all) the planning involved in effectively using interns and volunteers.

News Division
by Debra Bade

A CE course on computer-assisted reporting kicked off the main events for News Division members attending the Philadelphia conference. Specific CAR tools and techniques were demonstrated and the use of statistical analysis in news stories was examined. This numbers theme was also reflected at the Annual Luncheon by mathematician John Allen Paulos of Temple University who entertained attendees with a discussion of the good and bad ways in which numbers and statistics are used by media organizations. Sessions on ethics, political news research, new technology, and news content on the web offered practical advice and information for news researchers. Each year, one of the most inspirational sessions is always the Freedom Forum Luncheon—and that was true again this year as we listened to *Zimbabwe Standard* editor Mark Chavunduka's moving thoughts about his imprisonment and upcoming trial for publishing stories about a government coup. Wednesday of conference week was a day entirely devoted to management and leadership

topics and included sessions on interviewing and hiring issues, managing end-user access to research tools, and management case studies. In addition, we were joined by author and speaker Kare Anderson who inspired members with a keynote presentation offering advice on how to better communicate what we can do and in the process become more highly valued within our organizations. During our Awards Banquet at the Down Town Club, News Division member Sandy Hall was recognized with the Kwapil Award, the Division's highest honor, while Bob Jansen and Linda Henderson received the Henebry Award, and Ginny Everett, the Shoemaker Award.

For complete details on News Division programs and to access session handouts and outlines please be sure to visit our web site at: http://metalab.unc.edu/slanews/conferences/sla2000/index.htm.

Petroleum and Energy Resources Division

By Pam Weaver

The Petroleum and Energy Resources Division (PER) presented a full slate of programs at the Annual Conference. For early birds, PER presented our three traditional "coffee" programs, starting at 7:30 each morning. Monday morning Mary Berger, Engineering Information (EI), gave an overview of EI services available to the energy industry and plans for enhancing the Engineering Village. On Tuesday, Don Wulfinghoff, Wulfinghoff Energy Services Inc., gave an overview of the Energy Conservation movement and where to locate information on energy conservation. Wednesday morning Chris Dobson and Carolyn Ernst, F1 Services Inc., presented a summary of when, why, and how to use temporary librarians. PER co-sponsored three other programs. On Monday, PER and the Geography and Map Division co-sponsored a session on the National Geographic Map Database. David Sollers, USGS, shared the three phases of the program: (1) map catalog, (2) standards development, and (3) an online, living database. Tuesday, along with the Solo Division, PER sponsored Vendor Negotiations. PER concluded the conference on Wednesday co-sponsoring a session which updated the status of the NTIS. Wally Finch, NTIS, presented an overview of how NTIS was founded, why it has been in the media, and its plans for the future.

Physics-Astronomy-Mathematics Division

By Molly White

The Physics-Astronomy-Mathematics (PAM) Division offered stimulating programs, open houses and breakfasts, and a first-ever PAM CE course. The Vendor Roundtable held a philosophical discussion on issues facing librarians, faculty, and societies regarding scholarly information. Other highlights include a presentation on Cornell's Project Euclid at the Mathematics Roundtable, and the Astronomy Roundtable's mix of presentations on new astronomical research facilities with practical issues of daily concern.

Sethanne Howard, an astronomer at the NSF, gave a fascinating talk, "The History of Women in Science." Other historical threads running through the conference included a talk by Joe Anderson of the AIP Center for the History of Physics at the Physics Roundtable, and a presentation by two original ENIAC computer programmers at the Computer Science Roundtable, a program co-sponsored with the SciTech Division.

PAM welcomed its second International Membership Awardee to the conference, Nancy Gomez from Universidad de Buenos Aires, who attended courtesy of a travel grant from the Geelong East (Australia) Rotary Club. Ms. Gomez presented a talk on the state of science libraries in her country. PAM Division Award winner Prof. Maurice Bruynhooge arrived from Belgium to accept the honor and also spoke at the Mathematics Roundtable about the efforts of his colleagues to contain the subscription price of their journal.

Science-Technology Division

By Ann Koopman

SciTech Division took the opportunity of its 2000 program to look at past, present and future of library work. A rare opportunity to hear some oral history was provided by 2 of the original programmers of the ENIAC computer, at the Computer Sciences Literature Round Table. As another retrospective program, SciTech partnered with PAM, Chemistry and Women's Issues Caucus on the "History of Women in Science." Astronomer Sethanne Howard reviewed 4000 years of women's accomplishments in the scientific arena, punctuating her remarks with a pungent sense of humor.

Looking into the future, SciTech was joined by many other divisions in presenting E-Materials: Barriers to Revolutionizing Scientific Information. Representatives of ISI, SPARC and HighWire Press spoke about the challenges they are facing in translating print products to electronic form. Librarian David Stern congratulated the publishers on what has been accomplished to date, but also challenged them with a review librarians' concerns and vision of what we want to see in future products. Wednesday and Thursday tours of the ISI facility at which materials are digitized for inclusion in its indexes provided a opportunity for practical extension of the discussion. When Scientific Research and Ethics Collide: Exploring Scientific Controversies, a session SciTech cosponsored with BIO, FAN and Education divisions, addressed ethical considerations in genetics, psychological experimentation, use of animals in experiments, and the fundamental issues of what our society is willing to do in the name of scientific progress. Pulitzer Prize winning author Deborah Blum and bioethicist David Magnus raised the questions, but it remains to be seen how society will develop answers.

Solo Librarians Division
By Gerry Hurley

The Solo Librarians Division had a full slate of programs at the SLA Annual Conference in Philadelphia. A CE Course on Time Management, Planning and Prioritization for the Solo Librarian, taught by Judith Siess, was well attended. The Solo Division web site, http://www.sla.org/division/dsol/ will post the presentations for as many programs as possible.

Solos had a chance to socialize at a welcome reception on Sunday where we put faces to names that were familiar from our listserv, SOLOLIB-L. We also enjoyed ourselves at the No-Host Dinner that the Philadelphia chapter organized, and at our breakfast meetings and Business Luncheon. The Conference ended with a Field Trip to the Amish Country. The SLA Conference gives the far-flung Solos a chance to get together and we took advantage of the opportunity to network and to learn from each other.

Transportation Division
By Mary Silva

Government Transportation Research Information Committee Program—A forum for discussion of practical issues and resources of importance to state, provincial, and other government related transportation libraries. Conducting the Reference Interview by E-Mail and the Internet (Co-Sponsors: BF, TRN) Covered the systematic ways of approaching e-mail reference, potential problems, and the use of forms. Sources of Information in Transportation Live!—A presentation by a panel of key resources in six areas of transportation. A preview of the Transportation Division's planned publication Sources of Information in Transportation. The Current Status of National Transportation Programs Representatives from the Federal Highway Administration, Federal Transit Administration, and the Transportation Research Board gave a status report on current and future plans for library related projects in their agencies.

At the Business Meeting, Laura Whayne from the University of Kentucky became Chair and Mary Ellen Tucker from the University of North Carolina was elected Chair-Elect. Bob Sweet will continue as Secretary/Treasurer. A new edition of Sources of Information in Transportation is planned.

Association Information Services Caucus
By Janice Dluzynski

Web Development Case Studies was the subject of the panel discussion held by the Association Information Services Caucus and the Library Management Division. The presentations included discussions of the common challenges in web development—staffing, funding, planning ahead, vendor relationships, as well as others. There were approximately ninety information professionals in the audience and they kept the speakers fairly busy with questions. The need for organizations to specifically articulate what they want their web sites to provide, and then plan logically for that goal, seemed to be a common thread running through the discussion during the presentations and also during the reception immediately following the panel discussion. Thank you to Lexis/Nexis for sponsoring both events again this year.

Baseball Caucus
By Tony Landolt

Tug McGraw, former Philadelphia Phillies' relief pitcher, was the guest speaker at the Baseball Caucus meeting, held Monday, June 12, at the Annual Conference. Infotrieve, Inc., was the generous sponsor for this extremely successful program. The room was full and all in attendance were enthralled to hear McGraw talk about his twenty-year career in baseball. He described how he was selected to tryout for the Major Leagues, his part in the Phillies' World Series Victory in 1980, and other entertaining anecdotal stories.

Despite overcast skies and a light drizzle, approximately thirty Baseball Caucus members and friends attended the Phillies' vs. Marlins night game at Veteran's Stadium on Wednesday, June 14. In addition to arranging for Tug McGraw's appearance and purchasing tickets for the baseball game, Caucus convenor Tony Landolt also arranged a tour of the Baseball Hall of Fame and Library.

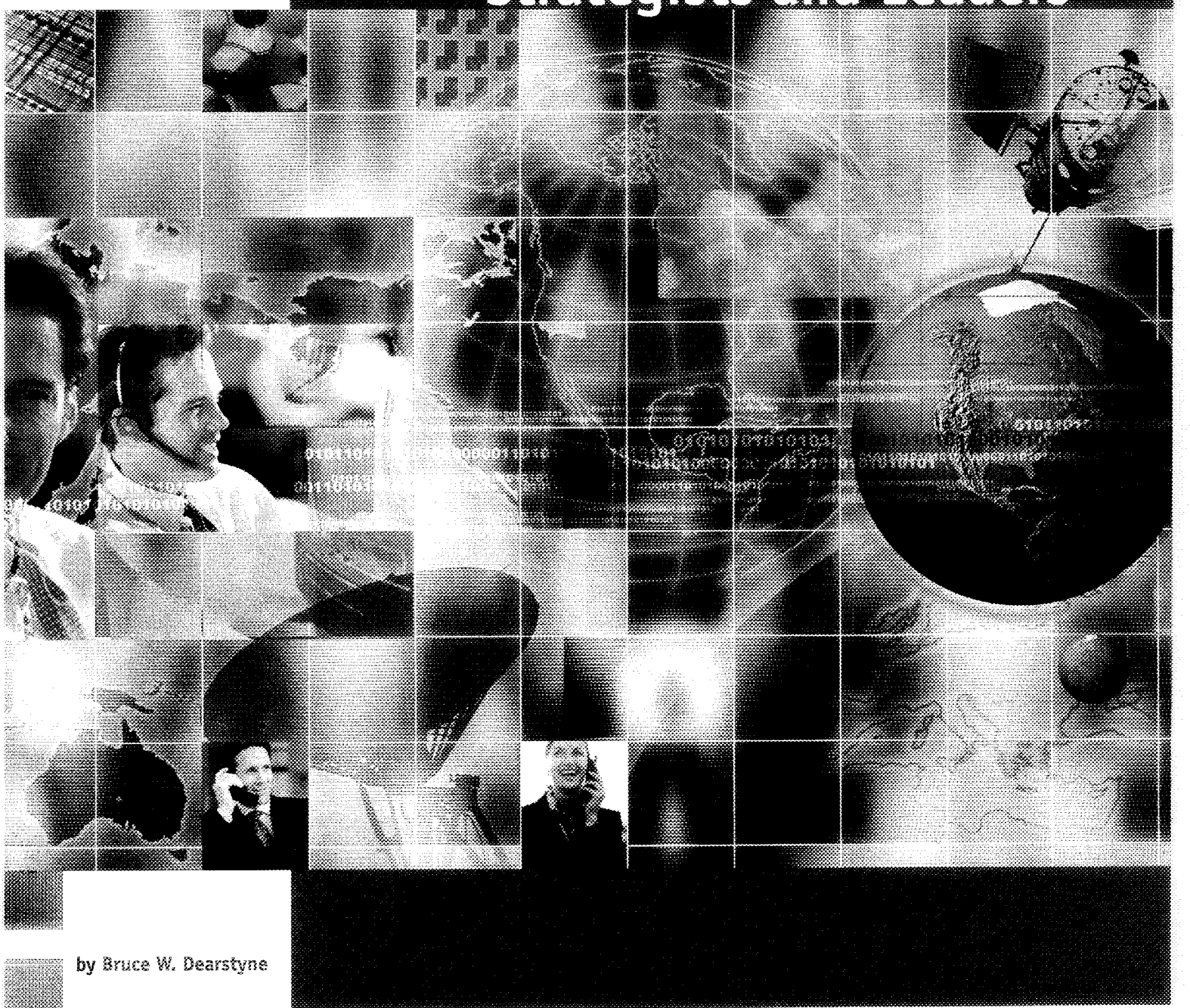
Retired Members Caucus
By Catherine "Kitty" Scott and Roger Haley

Old Is Hot! Antiques and Collectibles: The Fine Art of Collecting was a program that lived up to expectations. This popular topic, organized by the Caucus and cosponsored by Museums, Arts and Humanities and Legal Divisions, drew an enthusiastic audience of almost 200. Speakers were Ken Graitzer, from the Fisher Fine Arts Library of the University of Pennsylvania, and Angela Hudson, Senior Vice-President of Sotheby's of New York.

An experienced spokesperson, Angela Hudson has been with Sotheby's over 20 years. She played a role in the recent sale of Van Gogh's "Irises," which sold for $53.9 million. A fascinating video illustrated her lecture about the basics of collecting valuable objects; criteria include authenticity, rarity, condition, provenance, fashion, size, historical importance and quality. Among the landmark Sotheby's sales, she showed slides from the Duke and Duchess of Windsor's estate sale and the Jackie Kennedy Onassis auction.

The Retired Members Caucus cosponsored another successful program with the Legal Division entitled "Alternative Workstyles: It's a New World of Work The speakers examined trends in telecommuting, flexible work schedules and part-time work; they stressed the need to create proposals for working in these alternative methods.

Greeting and Shaping the Future: Information Professionals as Strategists and Leaders



by Bruce W. Dearstyne

Bruce W. Dearstyne is a Professor at the College of Information Studies, University of Maryland, where he teaches in the areas of archives, records, and information management. This article reflects only his own views, not necessarily those of the College. He can be reached at bd58@umail.umd.edu.

EVERY DAY BRINGS NEW EVIDENCE ABOUT THE IMPORTANCE OF E-COMMERCE, E-GOVERNMENT, and the general shift to a digital economy. Information has assumed a new, central, creative and supportive role for business, government, and education. If this is the case, why aren't *information professionals* such as librarians, information center managers, records managers, and archivists thriving? Why are our confidence and optimism so often accompanied by anxiety and apprehension? Why are we so often exhorted in our professional journals to *react, change,* and *reinvent ourselves*?

As a professional community, we sometimes underestimate, and sometimes overestimate, our ability to effect change and help invent the information future. We need to consider taking a more proactive tack that benefits the information-borne social transformation, fosters optimal institutional use of information resources, and keeps us at the center of dynamic change. This article suggests some potential actions for information professionals and the professional community as a whole. Some are modest and immediate, others more profound and far-reaching.

Our common "information future" is being invented incrementally every day in thousands of places through multiple initiatives.

1. Reinvent the notion and concept of "information." The terms "information," "digital information," and "information technology" are used so often to mean so many different things that their meaning may have been stretched, obscured, or lost. What does it mean to say, for instance, that Microsoft, IBM, e-Bay, and public libraries are all in the "information business"? The overuse of these undifferentiated terms helps explain the advent of terms that sound like quasi-synonyms for information, e.g., "knowledge management," and that carry implications of immediacy, applicability, and information-in-action. The professional information community should consider revisiting the fundamental concept of *information*. New, differentiating terms may be needed, based on criteria other than (or in addition to) *provenance* (e.g., source), *format* (e.g., books, records), *custody* (ownership), or *location* (e.g., libraries). We also need to consider more extensively the perception of information from the viewpoint of users, particularly younger people who are accustomed to getting information via the computers and the Internet.

2. Explain and enlighten. The information revolution is confusing! Developments come so fast, from so many directions, that even "knowledge workers" in information-dependent jobs may find it difficult to discern patterns and trends. The rise of "dot coms," shift of buying/selling to the web, Internet-based banking and stock trading, "B to B" (business-to-business) information interchange, the growth of wireless communication and a rising tide of "Personal Digital Assistants" have all been little short of breathtaking! The Microsoft litigation demonstrated how complicated the issues of competitive innovation vs. coercive business practices can be in a fast-changing, high-stakes information environment. Information professionals—through their associations, other discussion forums, writing in popular journals, letters to the editor, and conversations within their home institutions—can help put change in perspective, identify salient issues and trends, help bring order out of confusion, and stress certain themes, e.g., the need to distinguish authentic, genuine, reliable information from other information.

3. Articulate the public interest. Our common "information future" is being invented incrementally every day in thousands of places through multiple initiatives. As a nation, the United States lacks a clear set of guiding principles or a consensus on goals and objectives for use of information. The computer/telecommunications industry sees information as a source of prosperity and profits; business sees information as a way to improve production and services, develop new products, and foster commercial advantage; government's primary role is to make a "level playing field" for competitive development. Who speaks for the public interest on other issues? Information professionals are well suited by their tradition of commitment to evenhanded, objective service to the public to articulate desirable objectives both for society as a whole and for their own individual institutions. They need to engage persuasively in public debates and go well beyond traditional library issues. Some topics that need a more extensive and enlightened articulation of public interest might include: What are the implications of digital libraries? What's at stake in the loss of digital government records? How to ensure the availability and accessibility of digital information and records over the long term? What should be done to archivally preserve web sites? What is the appropriate balance of intellectual property rights and access/use rights on the web? How do information professionals view the "digital divide"?

4. Reorient professional information associations. Professional associations are feeling the stress of wrenching change. Traditionally, they have defined professional fields, issued publications developed through lengthy peer-review and editorial processes, developed guidelines and standards through

patient consensus building, held conferences for presentation of papers, and had about them a certain amount of status and prestige. All of that is changing. Associations find it difficult to keep in touch with and respond to rapidly changing member needs and expectations and to appeal to members (particularly younger ones) who are used to getting their

Information professionals need to find new ways to connect and mediate among people, the information they need, and the technology that can help deliver it.

information from the web rather than traditional publications and conferences. Moreover, the digital revolution is dissolving formerly clear boundaries between professional fields, e.g., librarians and other information specialists, and helping give rise to new fields such as knowledge management. Professional associations need to respond by becoming more agile, anticipating rather than reacting to member needs, developing creative ways to engage younger professionals, considering new categories of membership, offering more services and products via the web, speaking publicly for their members on issues related to the field, and cooperating with each other on issues of common concern.

5. *Mediate among people, information, and technology.* Information professionals need to find new ways to connect and mediate among people, the information they need, and the technology that can help deliver it. They discern the potential, but also the limits, of technology, keep *people* in the foreground, and provide realistic counterbalance to unrealistic expectations for information technology. "Infoenthusiasts insist ... not only that information technology will see the end of documents, break down narratives into hypertext, and reduce knowledge to data but that such things as organizations and institutions are little more than relics of a discredited old regime."[1] Traditional library skills and roles are still very much needed, but in new settings. "Library science has changed dramatically, but the core role of the librarian—evaluating knowledge resources—remains unchanged," notes Jose-Marie Griffiths, CIO of the University of Michigan. "People assume that since we have the web, everybody can do it all themselves. But most professionals don't have the time. The web is not a library. Most people have no idea how search engines work and don't know anything about the quality or integrity of the information they are accessing."[2]

6. Apply past lessons and insights to current problems. In many cases, the key challenge is to apply what we already know through experience about how people access and use information. For instance, there is mounting evidence that knowledge management, with all of its attractiveness and potential, is disappointing in many settings because of lack of preparation, lack of training, lack of communication, failure to integrate into everyday working practices, over-reliance on technology, and even the absence of seemingly obvious features such as policies and guides to show employees what information is available.[3] Application of insights from years of library and information management work is helpful in creatively bringing people and information together, particularly the need for planning and policies, adequate training, counseling, and support from information professionals, and realistic time frames for people to get used to and comfortable with new information services.

7. Accommodate emerging expectations for information use: pertinence, timeliness, ease of access/use. The digital economy is based on quick action and operating on "Internet time"—another new term that is a sign of the times and that implies speed and responsiveness. New criteria are emerging for information services: *pertinence*, the desire for appropriate, relevant, customized information that fits an individual's or an institution's particular information need; *timeliness*, the desire and expectation that information can be located very quickly; and *ease of access and use*, the notion that information will be compact and relatively easy to identify, access, download, and combine with other useful information. Not all of these criteria are realistic, and they downplay the need to make sure the information is authentic and reliable. Part of our "education" job as information professionals is to enlighten users about the value of information and the potential—and limits—of information technology.

8. Develop new ways to be customer-responsive. Information professionals, like many analysts in modern business and government, now almost casually assert that we must be customer-centric and that our services must satisfy, even delight, the customer. Much more analysis and testing is needed to determine how to make this a reality. Customers have needs and expectations as individuals, not groups—those needs change as the information needs of the institutions change—and, given the unsettled nature of businesses and other enterprises, individuals may find it difficult to articulate their information needs or to know for certain when they have been addressed or satisfied. Just asking the customer is not sufficient. "CIOs will need to know what the customer wants even before the customer realizes it," notes William Friel, the CIO of Prudential. "If you're just beginning to work on a solution when the customer is also thinking of it, it's too late."[4] Information professionals need

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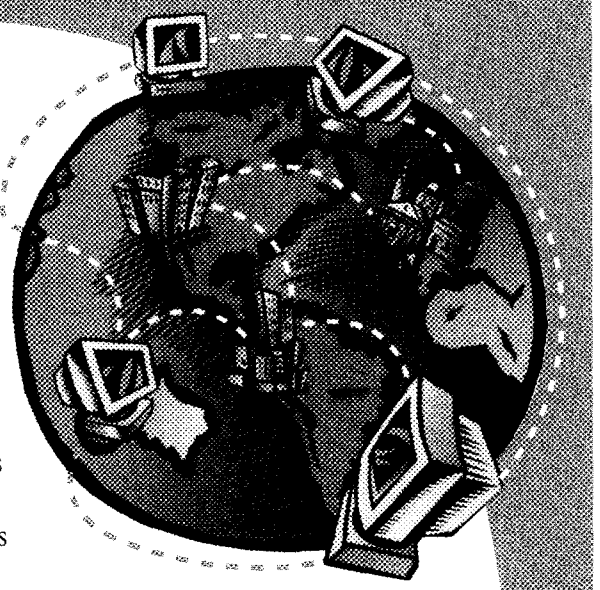

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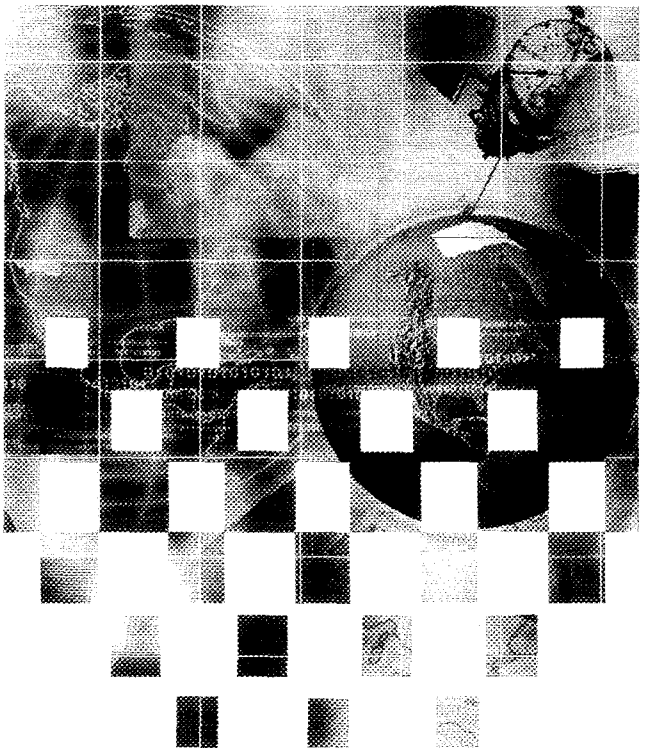
to help people formulate and articulate their information needs and to work toward empowering them to meet those needs on their own rather than (or in addition to) relying on the information professional as an intermediary.

9. Network creatively. Information professionals can no longer operate more or less unilaterally from their bases in libraries, records centers or other information centers—if they ever could! There is a need now for a posture of collaboration, cooperation, assisting, and guiding in the process of bringing information resources to bear for the benefit of the enterprise. Information professionals must know how and when to intervene and how to play a variety of roles. Sometimes, information professionals will need to become involved in formulating or reformulating the key questions before they can begin working on the answers. This means that we need to accept, and in fact welcome, some ambiguity in position description and fuzziness around the edges of our information-related responsibilities and assignments. It also means having a well-developed sense of how information resources contribute to the goals of the enterprise as a whole and possessing exceptional negotiation and communications skills.

10. Improvise. Information professionals today need to go beyond where there are paved roads or even dirt ones! Traditional, professionally sanctioned, or prescriptive approaches tend to trail off in some of the most complex and rapidly changing areas of information work. We need to flourish with a high level of ambiguity, to realize that the first answer may not necessarily be the right one, and to understand that in fact we may need to assist in redefining the problem before identifying a solution. Information professionals are on their own without a lot of precedent or guidance. Improvisation, networking among professionals to identify practical approaches and model practices, pragmatic inclination toward experimentation, and creation of a risk-tolerant culture are all appropriate for the fast-paced information world in which many of us operate.

11. Measure, interpret, report. The professional information community needs to develop new approaches to representing and getting non-professionals to understand what we do. We are used to counting patrons, publications, and quantities of information materials; but we operate in enterprises that salute revenue, profits, and strategic progress. Some of the newer, more imaginative approaches, e.g. that the difference between the stock value and the book value of a corporation is a measure of its "knowledge assets," show much promise but have a way to go before they are refined and consistent enough to be plausible and convincing across many enterprise settings over the long term. Even with more sophisticated measures, interpretation and reporting will be needed so that executives and others in charge of the destinies of enterprises understand the value of information and the role of information professionals.

In the final analysis, what promise and challenge does the information future hold? The answer depends on many factors, including particularly the insights, energies, influence, and leadership of information professionals. How we use the opportunity is up to us.



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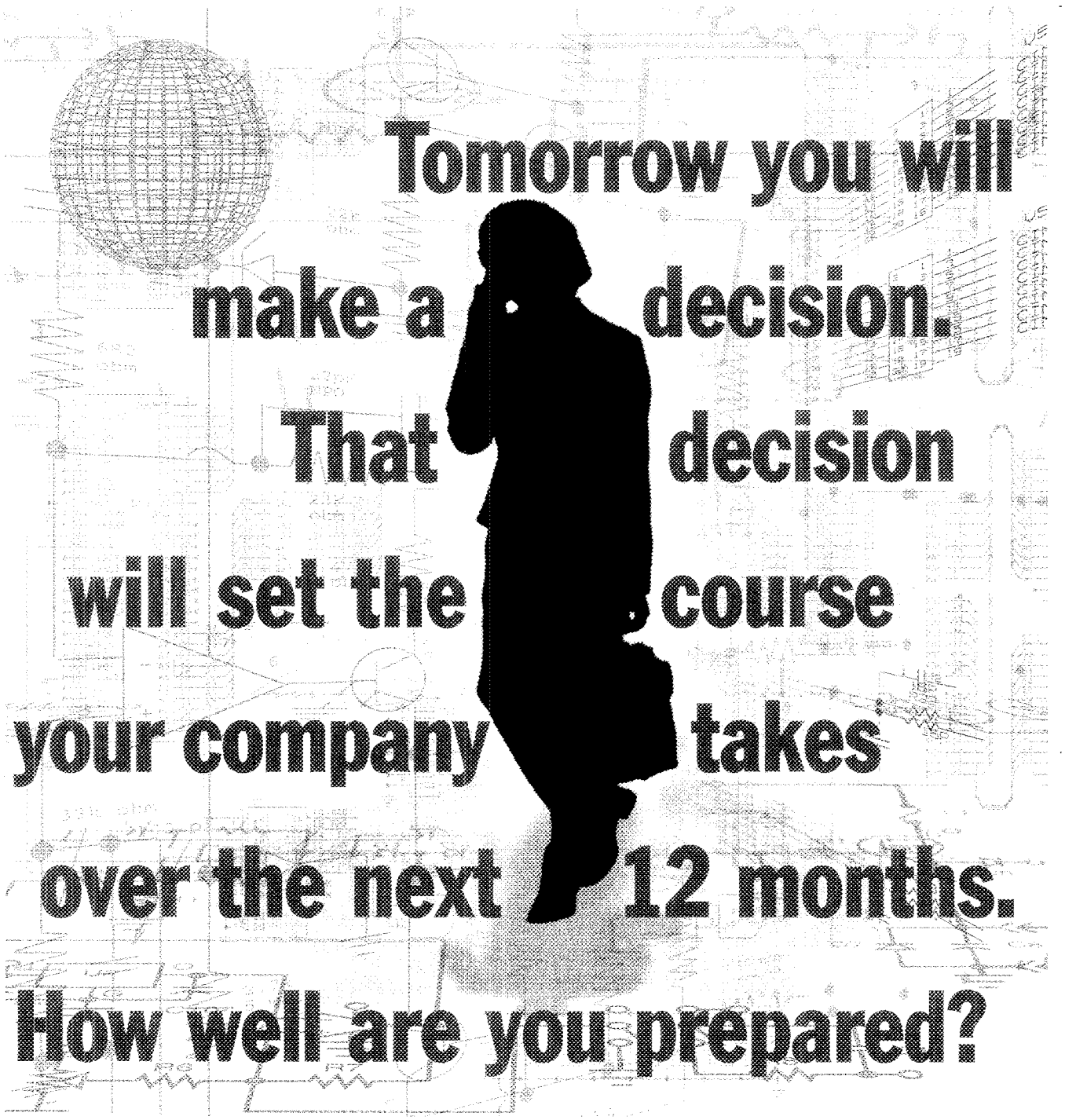

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An Entrepreneur Ahead of his Time: A Look at Best Practices

by Ulla de Stricker

Ulla de Stricker is an information strategy consultant in Toronto, Canada. She may be reached at uds@xe.net.

THE SPORT INFORMATION RESOURCE CENTRE (SIRC) IN OTTAWA, ONTARIO, CANADA, **offers a range of products and services specifically designed to meet the information needs of coaches, athletes, students, researchers and teachers, and medical practitioners. Its SPORTDiscus database, used in over fifty countries by universities, libraries, hospitals, coaches, athletes, and sport organizations, is recognized by the International Association for Sport Information as the most comprehensive bibliographic database covering the world's literature in sport related fields (including such areas as kinetics, nutrition, sports medicine, and psychology, to name just a few). The database includes references to web sites, e-journals, and videos, contains links to full text and article copy purchase, and drives a series of specialized services (for example, e-mail alerts customized for association memberships or individuals). SIRC has won a number of awards for its directory of sport web sites.**

The story of the Sport Information Resource Centre's evolution from humble documentation centre beginnings to a world class database and innovative web based services is the stuff special librarians' dreams are made of: entrepreneurship and tenacity at its finest, vision and determination brought to fruition over the span of one outstanding information professional's career.

> "When I chose librarianship as a profession, I had no idea it could become such an all-consuming passion. Looking back, it gives me immense pleasure to think of how my "pyramid" vision has translated into practical benefits for thousands of people, every day."
>
> — Gilles Chiasson, SIRC Founder

Gilles Chiasson was a pioneer in the computer database arena. I use every chance I get to point to him as an example of the perfect special librarian—seeing a need, spotting an opportunity, and going for it! It was my privilege to get to know Chiasson in the early 1980s and later to join SIRC's Board. On the occasion of his retirement, I approached *Information Outlook*'s editor and requested the opportunity to contribute a profile to illustrate that "nothing stands in the way of a determined special librarian."

Through the 1960s, Sport Canada (a federal agency supporting the sport community in Canada) had housed small and little-known collections of sport materials at several sites. In the early 1970s several individuals at the Coaching Association of Canada, appreciating that information resources were important, appointed Martha Stone, then Head Librarian at Health Canada, to undertake a study of the CAC's need for a documentation center. Martha Stone's key recommendation was to establish "an Information Resource Centre ... to respond to the information needs of the CAC and to the needs of outside agencies and organizations requiring information on the art and science of coaching." Thus were the foundations for SIRC laid, and an ad was put out in 1973 for the position of Library Manager, Coaching Association of Canada.

Gilles Chiasson, then head cataloguer at Canada's Department of Industry Trade and Commerce, spotted that ad. Thorough librarian that he always was, he checked various transportation related information sources but could find no mention of the CAC ... to this day, Chiasson openly admits his surprise at realizing the CAC had to do with sports, not buses!

Chiasson's professional career has been driven by his vision of an information centre as a three-tiered pyramid: (1) A comprehensive library collection at the foundation provides the raw material for a number of activities—but access to materials is limited by the card catalogue model. (2) A Documentation Centre actively indexes the library's content in depth, making the electronic index records available for searching and for publishing bibliographic access tools. (3) An Information Analysis Centre enables the development of specialized tools and services geared to specific client groups.

Armed with this vision upon his arrival as Library Manager at the CAC, Chiasson found the uneven, and in some cases moldy, remains of the Sport Canada collections. Undeterred, he traveled to Europe to inspect the national sport collections of eight countries. Although the computerized database developed for demonstration at the Munich Olympics by Germany's Federal Institute for Sport Science was a noteworthy discovery, its German-language and scientific emphasis did not suit the needs of the Canadian sport community.

Chiasson faced two important challenges when returning from Europe. One, convincing CAC's Board to expand the scope of the documentation centre to include all of sport, not just coaching. "The argument that sold the cake," says

Chiasson, "was that to be a good coach, one has to know all of sport. In the end they couldn't argue with that." Two, convincing the Board to authorize a feasibility study concerning a computerized database and retrieval system. Such a tool was definitely on the bleeding edge in 1973! "It wasn't easy, but the Board eventually bought my reasoning ... or maybe they just got tired of me!"

By 1974, SIRC began using (on a remote computer) a software package a few Canadian government departments had adopted at the time to generate databases—and never looked back. Record by record, Chiasson's database grew, hitting the 100,000 record mark in 1982. By then, it was already available for searching through SDC; in 1985 Canada's national science library added the database to its online service; BRS and DIALOG followed. When CD-ROMs gained wide acceptance, SPORTDiscus from SilverPlatter became a reality. OVID has been added to the distributor roster, and it would be surprising if others weren't in the pipeline. Sport professionals all over the world have access in a number of ways to a unique, comprehensive, thoroughly indexed database of sport literature, supported by a comprehensive thesaurus of sports terminology in English and French.

Pioneering the use of a computer system in the early seventies was a feat in itself. But Chiasson deserves special recognition for his accomplishments in developing the international relationships that make possible the worldwide scope of the content.

When in 1975 Chiasson attended the annual meeting of the International Association for Sport Information, association leaders expected never to see him again—as had been the case with previous Canadian attendees. But Chiasson kept coming back ... and was elected IASI's Vice President for North America in 1981 and IASI President in 1989. Holding that post until 1997, Chiasson had a strong hand in rewriting IASI's constitution, improving its finances, and raising its profile internationally. During his tenure, membership in IASI grew from sixty-four members in thirty countries to 190 members in seventy-four countries, and he was able to get the International Olympic Committee to accept IASI as a "recognized sport organization." Chiasson comments that the now excellent relationship between the IOC and IASI bodes well for international sport information in the future.

In light of a recommendation in Unesco's 1978 international charter of physical education and sport, an International Consultation of Experts on Research in Physical Education and Sport in 1979 specifically urged the creation of a central data bank for sport science and physical education to include scientific as well as nonscientific information. In 1983, IASI's Executive Committee designated SIRC as "the core in the beginning stages of building this international database system."

Through his persistence and patience, Chiasson had built relationships with sports officials from all over the world and had familiarized them with SIRC's activities. With the IASI designation, SIRC now had official international blessing to invite every country to contribute its own indexed records for sport publications appearing in that country. Such contribution arrangements are not always easy to administer, but they are worth the effort in order to increase international coverage. SIRC now receives indexing records from Australia, China, the U.S., Finland, Norway, Spain, and France, to name a few.

Chiasson notes one very telling detail: "When I began working with IASI, its leadership consisted entirely of sports people, and during our meetings we would visit arenas and gymnasiums rather than libraries. Over the years I was able to convince the leaders that the crucial success factor is *information expertise*. Nowadays, IASI representatives are mostly information people."

By the time the web rolled along, Chiasson could easily have rested on the considerable respect he enjoyed in Canada's sport circles and in the IASI community as the international database's creator ... but that wouldn't be like him. On the contrary, he engaged the views of leading information technology strategists to help extend SIRC's leadership into the web environment. It was obvious to him that the web offered huge new opportunities to derive added value from the database and to develop new services for groups of users who in the past could not easily get access to the information it contained—for example, volunteer coaches. Once again, he convinced the Board that investing in new technology was wise ... and any visitor to SIRC's web site can see the result. Each month, visitors generating close to half a million page views do the same.

A few years ago, Chiasson decided to focus on his love of database technology and concentrated on SIRC's technical infrastructure, handing the presidency to his successor, Debra Gassewitz. In December of 1999, he reluctantly retired altogether (although rumor has it that his expertise in the Cuadra/STAR publishing system can be had for a suitable fee!).

Chiasson turned a room full of dusty boxes into a world-class database operation. And in so doing, he did something else too. Originally, SIRC's budget was entirely provided by taxpayers through Sport Canada. As the database's revenue grew over the years, SIRC was increasingly able to self-fund development activities. By now, Sport Canada's contribution represents a small portion of the annual budget in return for specified services. Chiasson not only realized his goal of creating the world's sport database, he also turned it into a commercial success, demonstrating that information—when done right—indeed has real value. Canadian taxpayers may not realize the relief they are enjoying because of Chiasson!

Oh, one more thing. Quite a few of SIRC's twenty-odd employees have been working at SIRC for more than fifteen years. That wouldn't be a reflection of Chiasson's inspiring ways, now, would it?

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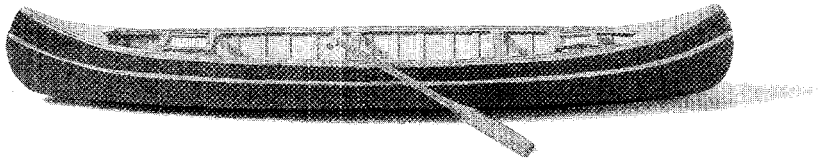

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Working for an Internet Startup

Have you ever wondered what it's like to work for an Internet startup company? Have you ever visited a web site and wondered who was responsible for its content, organization, and arrangement? Maybe you've even considered changing career paths from traditional special librarian to "Internet librarian," which I am defining for this article as a librarian who edits, categorizes, and organizes web content. That career change is precisely what I experienced when I accepted the position of Director of Content Development for BuyerWeb, Inc. (www.buyerweb.com), a technology company which acts as an intermediary between buyers and sellers on the Internet. This article is about transitioning from a traditional special library setting to a very non-traditional librarian role. My goal in writing this piece is to answer the two-part question people most commonly ask when I tell them I work as a librarian for an Internet company: "What's it like and what exactly do you do?"

My Background

I worked for HarperCollins Publishers in New York as Director of the Information Center/Archives for eleven years. For most of that time I thrived, having a great deal of freedom and loving my work, building a fully functional information center from the ground up. I developed a widely used intranet site and handled archives, records management, and lobby exhibitions. I had taken on a lot, and I was pretty burned out after eleven years; I needed a change. It also didn't help that my salary had reached the maximum the company was willing to pay for that position—I know, because I asked.

While working on the information center intranet site, I started thinking about working for an Internet company. The library literature about the Internet was (and still is) primarily concerned with either critiquing web sites or development of the necessary advanced searching and evaluative skills required to sort through the maze of available information. These articles were fascinating, but I wondered why there was nothing in the literature about librarians working for web companies, not just for search engines and directories, but for e-commerce companies, organizing content and developing hierarchies to be used by consumers and businesses. Where were we? Why were we not part of the Internet infrastructure, building the tools and content by working for the companies who produced them? As Eugenie Prime, Manager of Corporate Libraries at Hewlett-Packard, said in her keynote speech at the Online World '99 Conference, "We have a moral obligation to get involved in the web."

Making the Move

I found the BuyerWeb job posting on an SLA listserv, was intrigued by the job description (see sidebar), and interviewed for the job. At the very least I would learn about the type of work available for librarians in the Internet arena. At the interview, one of the first questions I asked was "Why librarians?" How did they know to interview librarians to research and organize information? That concept doesn't occur to most web company executives. The reason was simple enough: the technical person interviewing me knew about our skills because both his parents are librarians! The interview went well, but I was far from convinced that it was a smart idea to leave my solid, secure position at HarperCollins to work for a company which had few benefits and crowded office space and which might not exist in twelve months (only one out of every ten start-ups survives five years).

The position was unique in that it was neither a search engine, nor web directory organizing and categorizing content, nor a web company marketing a product for information professionals. This was an e-commerce company looking for librarians to research and construct a hierarchy of products and services to be used by merchants and consumers on the web. I'd be building a department which would research these products and services (known as "categories"), determine specifications for each, and create online forms to be used by consumers to specify the details of their request to merchants. We wouldn't be using online and Internet searching skills to perform research for a population of users. Rather than being a service department, the content team would be an integral part of the business, as critical as the technology and business development areas.

I would be taking a huge risk and had no experience in this area. I'd have to start from scratch learning a whole

new set of tools in order to apply my librarian skills to this new media. But I was excited by the challenge, and I knew that at the very least the job offered the experience needed to move my career on to the Internet road. The Chief Financial Officer made a generous offer, including a 25% increase in salary at the time, which made up for the loss of benefits, plus stock options. I decided to accept the position and was very excited about what lay ahead.

A New Beginning

I've now been at BuyerWeb for a year and have no regrets about my decision. The change in culture was abrupt, but very pleasant. I found the relaxed, casual atmosphere among the twelve employees at the time a breath of fresh air after working at a large corporation for so many years. Within six weeks I had hired two other librarians, "Content Developers," to join the team. Our office was cramped—for example, for the first eight months I shared a cubicle with one of the other members of the team.

From the beginning, I was made to feel as if my department's efforts were key to making our business successful, but the first six months were very challenging for all of us. Prior to my arrival, content had been researched and created by the tech team. Since they had researched and created forms for several categories before I'd come on board, they had definite ideas about how the content (hierarchy and forms) should be developed and about standards to be used. In some cases we had different ideas. There was a lack of communication between our departments, which led to misunderstandings. Some of the problem stemmed from the lack of an initial orientation, which would have provided us with essential background information.

Our team was second-guessed on many of our decisions on content, standards, form layout, design, vocabulary, and user interface. We felt unappreciated for our skills and knowledge as librarians. The tech team felt as if we didn't value their input and experience. Finally, the Chief Technical Officer and I hashed out a plan for his team to meet with us weekly until we were fed all the information we needed to understand their insights and make informed decisions. Over the course of several months we laid the groundwork for a real team effort. We continue to nurture the communication between our departments, and by now have developed an excellent working relationship.

Our Work

The Content Development department fills some of the company's informational needs by monitoring news stories about our partners and competitors and by working on research projects as needed. We recently hired a fourth librarian to fill these functions as well as to assist the team with the content work. The work includes creating standards for use on BuyerWeb forms, developing lists of products and services (categories) as required by our business partners in hierarchical form, researching the categories, creating and designing the forms using proprietary software, and testing data before it goes live.

We all have high hopes and firmly believe in our business model even though none of us know what the future holds. An entrepreneurial spirit pervades the atmosphere and the work is by its innovative nature creative and fun. Since our office (now with 18 people) is open and small, we often need to use headphones to listen to music in order to concentrate. Business direction can and often does change with the latest e-commerce news or with a new partner relationship. There's risk involved in working for an Internet start-up, but for me, the experience continues to be well worth it. When I left HarperCollins, I sought something outside the traditional special librarian box. I found it on the Internet and will never look back.

Donna Slawsky Leon can be reached at BuyerWeb via email: donnas@buyerweb.com. To view the content team's work on automotive parts & accessories categories, please visit http://www.buyerweb.com/buyers/home.asp.

Further Reading:

1. Murphy, Kate. "Moving from the Card Catalogue to the Internet." *The New York Times* (January 6, 1997).

2. Rosenberg, Ronald. "Godsend—and a Threat; Northern Light Gets Praise from Users, Criticism from Publishers Threatened by Research-Engine Service." *The Boston Globe* (June 30, 1999): p. F4.

3. Walker, Leslie. "Wheat.com vs. Chaff.com." *Washington Post,* (October 28, 1999): p. E01.

4. "The News from the Online World '99 Conference." *The Information Advisor,* 11, No. 12 (December, 1999).

5. Katz-Stone, Adam. "Web Overturning Image of Book-Filing Librarian." *Washington Business Journal* (April 3, 2000), http://bizjournals.com/washington/stories/2000/04/03/focus4.html.

6. Ridge, Pamela Sebastian. "Business Bulletin: A Special Background Report On Trends in Industry and Finance." *Wall Street Journal* (May 4, 2000): p. A1.

copyright corner

MP3 and Napster Controversies

MP3 is a system for digitally encoding music so that it may be played back on a personal computer. The primary benefits of MP3 are that it compresses digital audio information to a file size small enough that it may be sent over the Internet and that the sound quality is at the compact disc level. Although the MP3 may be used for any information, it tends to be used primarily for music and specifically sound recordings. The MP3 itself has both infringing and noninfringing uses. An example of a legal use is when one purchases a music CD and then encodes it onto an MP3 file so that the work may be enjoyed via a computer instead of a CD player. On the other hand, posting on the Internet MP3 files that contain sound recordings without permission of the copyright holder appears to be infringement. Record companies are concerned about the spread of MP3s because it is a direct threat to their distribution of sound recordings. Not only can one listen to MP3 files on the computer, but there are also separate MP3 players available.

Napster is a very successful company which makes software that combines chat features and a music player. It has attracted over nine million users since last fall. The software permits users to share their MP3 collections with each other and facilitates locating MP3 files on the Internet. Napster does not host files on its servers but it does provide access to music files on others' computers. There are three major components to Napster: (1) a chat program so that users can talk with each other about their favorite music genres, (2) an audio player to play MP3 files right from inside Napster in the event users do not have an external player, and (3) a tracking program that allows users to organize and keep track of their favorite MP3 libraries for later browsing. A user who wants to locate a song using Napster can enter the name of the artist on the MusicShare search page and then download the song from the list of files generated by the software. There has been litigation over both the MP3 and Napster technologies.

In *Recording Industry Association of America v. Diamond Multimedia*,[1] the court was asked to enjoin the manufacture of the Rio portable music player, a device about the size of an audiocassette that permits the user to download MP3 files and listen to them with headphones. The Rio can store about an hour of recorded music or 16 hours of spoken material. The Recording Industry Association of America (RIAA) claimed that the device was an infringing digital audio recording device and as such it violated the Copyright Act. According to the court, the RIAA represents six or so record companies and the artists on their labels; they control approximately 90% of the distribution of recorded music in the United States. The RIAA's concern is music piracy. Even though digital files are used by the Rio, its sole output is analog audio signal sent to the user via the headphones. No recordings can be duplicated using the Rio device.

The court held that although the Rio utilized digital audio files, it was not a digital audio device and therefore was not covered under the Digital Audio Home Recording Act of 1992 which places restrictions only on specific types of recording devices.

Arguing that the conversion of music recordings to MP3 files was not copyright infringement but was instead a transformative use, the defendant in *UMG Recordings v. MP3.com*[2] claimed that its free service that offered recorded music for downloading over the Internet was not copyright infringement. MP3.com alleged that its service was the functional equivalent of storing its subscribers' CDs. The court, however, disagreed, holding that in actuality, the defendant was replaying for the subscribers converted versions of recordings it copied without authorization from the copyright holder. MP3.com asserted fair use as a defense claiming that it was a "transformative space shift" which allowed subscribers to enjoy the sound recordings without having to take the actual CDs with them. The court found that the unauthorized copies were simply being retransmitted in another medium which was not a transformative use. Defendant also argued unsuccessfully that this activity actually had a positive impact on the producer's market since a subscriber was denied access if they had not already purchased the CD.

At present there are several suits involving Napster. In *A&M Records v. Napster*,[3] several recording companies sued Napster for contributory and vicarious copyright infringement since it provided free online access to copyrighted music recordings. Napster claimed that its activities were protected under the Digital Millennium Copyright Act because it acted as an online service provider. Napster claimed that it was merely a passive conduit for the exchange of MP3 files and that it specifically prohibits piracy in its service agreement with users. The court noted that there appears to be little or no enforcement of this requirement, however. Denying Napster's motion for summary judgment, the court held that Napster was not a passive conduit and that it turned a blind eye to the real names and addresses of users so

that any user whose service is terminated may simply reapply under another name.

More recently the heavy metal band Metallica and the rap artist Dr. Dre have sued, claiming that Napster violates the copyright law. An outside consulting firm hired by Metallica identified more than 335,000 Napster users whose online activities during a three day period resulted in 116,500 copies of the band's works being posted. The names of nearly 318,000 users were presented to Napster, and Napster blocked these users' access to its software. More than 30,000 of these users soon submitted sworn statements that they had been falsely identified and should be reinstated. Several universities were also identified as infringers because of the number of MP3 files hosted on their servers. Yale, Indiana University, and the University of Southern California were dropped from the suit when the institutions banned practically all uses of the MP3 music-file-sharing software on its servers.

The rapster Dr. Dre presented a similar list of names to Napster, but he has requested that his songs be banned from Napster, not that individual users be banned. However, this may not be technologically possible, according to Napster officials.

Unless Metallica or Dr. Dre sues individual users who challenged being blocked, those users will be reinstated to Napster. Small record producers are not necessarily troubled by Napster and other technology which permits them to bypass the major record labels. Further, some artists are distributing their works directly over the web. For example, Chuck D (Carlton Douglas Ridenhour), leader of Public Enemy, hails the development of Napster and related software. Many unknown and lesser-known artists are using this medium to become known. The controversy promises to continue.

[1] 180 F3d 1072 (9th Cir. 1999).
[2] 92 F Supp.2d (S.D.N.Y. 2000).
[3] 2000 US. Dist. LEXIS 6243 (N.D. Cal. 2000).

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Online World 2000
http://www.onlineworld2000.com/
Online Inc.
September 18-20, 2000
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Biblioteca Nacional
September 18-20, 2000
Lisbon, Portugal

October

The Ethics of Electronic Information in the 21st Century
http://www.memphis.edu/ethics2i
University of Memphis
October 5-8, 2000
Memphis, TN, USA

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

Medical Library Association-Mid-Atlantic Chapter
http://www.cbil.vcu.edu/mac/events/2000/meeting.html
MAC 2000: Reaching for the Stars
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Falls Church, VA, USA

ARMA
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ARMA International
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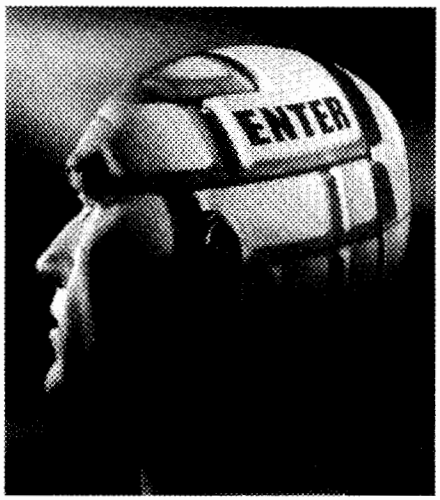

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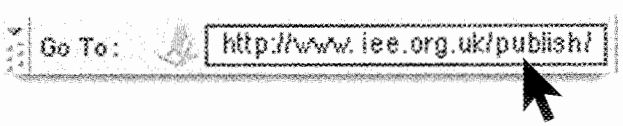

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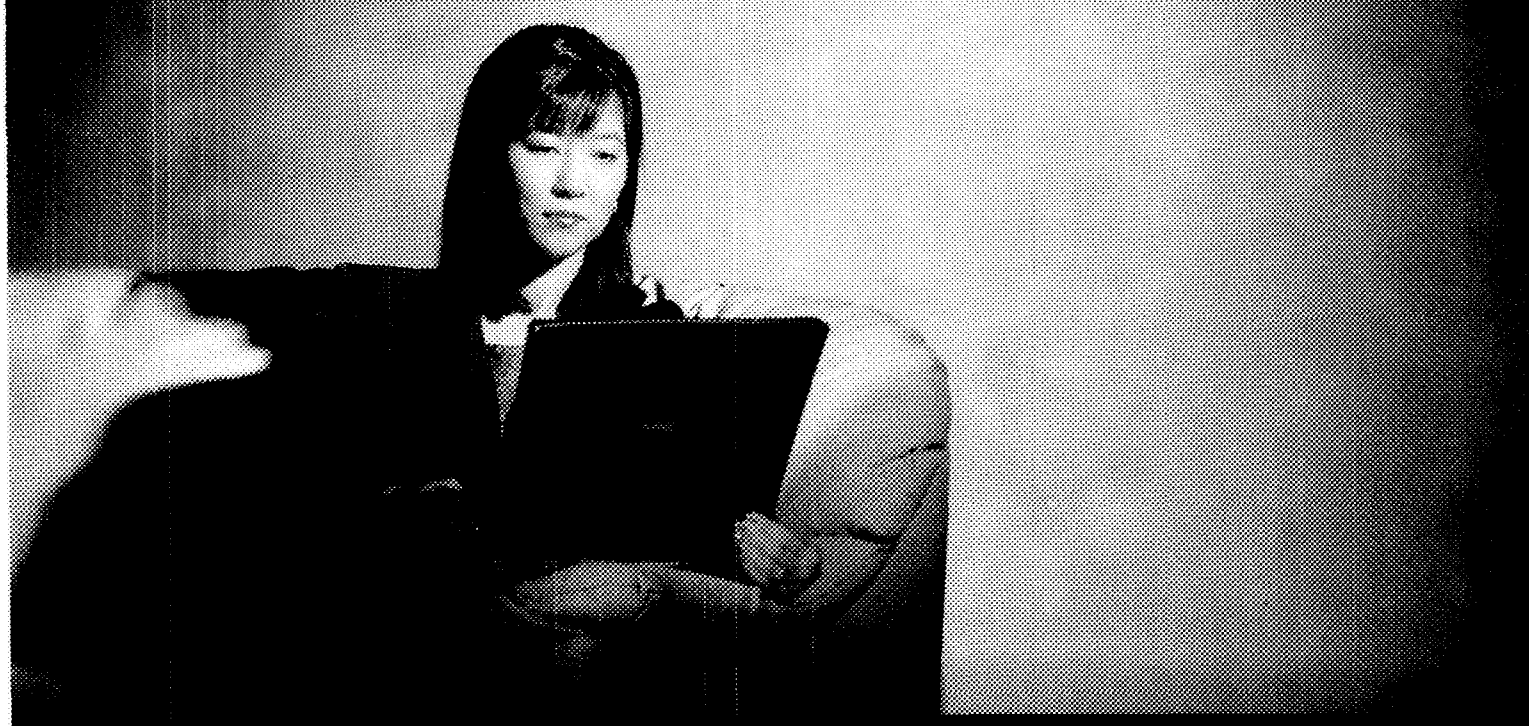

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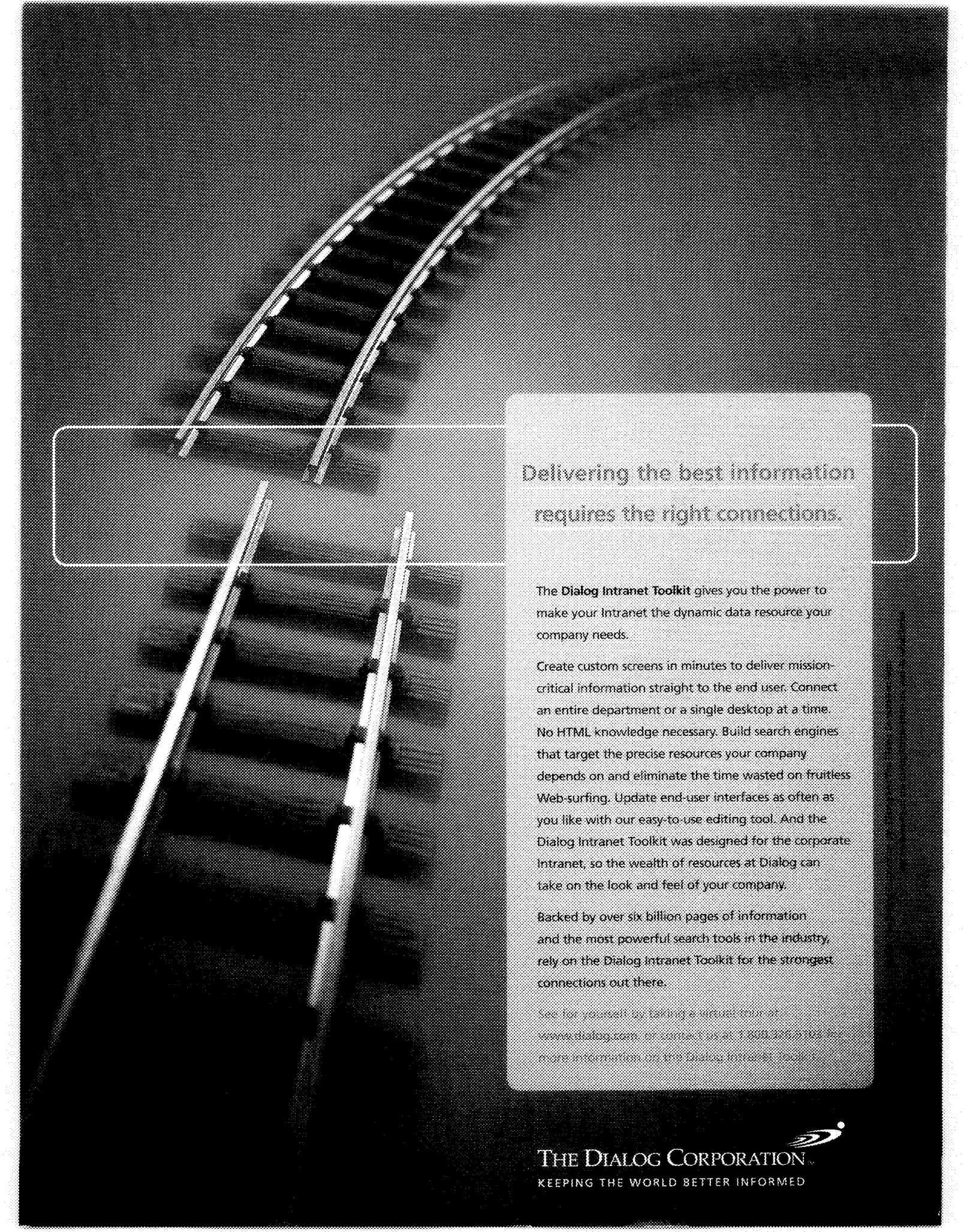
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