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INSTRUCTIONS TO AUTHORS

- Submissions via electronic mail are encouraged.
- Either MS Word or ASCII files are acceptable.
- Please submit copy after verification, bibliography checking, spell checking and proof reading.
- Use a recent Bulletin issue as your style guide.

COPY DEADLINES

- SPRING 2005 issue, Nr 129: MARCH 15, 2005
- FALL 2005 issue, Nr 130: AUGUST 15, 2005
- WINTER 2006 issue, Nr 131: DECEMBER 1, 2005

Peer-reviewed articles require additional time for the review process. Authors who wish to publish a peer-reviewed article should contact the editor for further information.
From the Chair...

Planning for the Toronto Conference

For the last few months, my focus as Division Chair has very much been on the B&F plans for the Toronto Conference in June 2005. There has been a great deal of work in planning and finalising the 27 B&F events. From the high profile sessions to CE courses, from our social events to our Divisional Board Meetings, all have to be written up, checked and checked again. It’s like planning a conference within a conference. I am delighted with the program and hope that many of you will come to Toronto to enjoy it.

My thanks go to Gayle Kiss, Chris Hoeppner on the Executive Board, and Bob Clarke on the Advisory Board for their work in developing the sessions. And, to Toby Pearlstein, Chair Elect, who, as I write this, is planning our input for Baltimore in 2006.

Thank Yous & Apologies

Many B&F members have contacted me over the last few months requesting to participate in our Toronto activities. Not realising the long planning lead times we are required to follow for the SLA Conference, I was sorry to have disappointed some of you. But, I can assure you that all these ideas will be considered for Baltimore. Anyone who has additional suggestions for sessions or courses in 2006 should contact Toby or myself.

Conversions & A New Section

There has been some interesting news on the B&F Roundtables front! At the Fall Meeting of SLA Board of Directors, Corporate Information Centers and Financial Institutions and Investment Services were formally converted to Sections. We also have one brand new Section, Private Equity. The real benefit of having all these special interest groups as Sections of the Division is that you will now be able to formally opt to be members when you complete your membership renewal. So, don’t forget to think about joining these sections when you send in your subscription. Unfortunately, they are not listed on the most recent renewal forms, so please write them in on your form!

Advocating B&F at the London Online Conference

I just spent a few days at the Online Conference in London. While on duty at the SLA Europe booth I meet a few of our current B&F members as well as potential new European members. It was interesting to advocate the benefits of Divisional membership to a wide variety of visitors to the show and I hope many will become new members.

By the time you read this it will be the New Year and I would like to wish you all a very happy and prosperous 2005.

VISIT THE BUSINESS & FINANCE DIVISION’S WEB SITE AT www.slabf.org

You’ll find:

- Articles from the Division’s Bulletin
- Presentation materials from Division-sponsored programs at the 2004 Annual Conference
- Information about Division awards and the Centers of Excellence Awards
- Information about SLABF-L, the Division’s electronic mailing list
- Selected Division news items. For this issue, those items are:
  - Business & Finance Division Board Meeting Minutes
  - Business & Finance Division Annual Business Meeting Minutes
  - Business & Finance Division Treasurer’s Report
Welcome to another new year of SLA Business and Finance activities. This issue contains a number of articles highlighting the events taking place in Toronto this coming summer at our annual conference. Three publications are reviewed by distinguished columnists for their content and applicability to the everyday life of typical SLA B&F Members. Returning for yet another issue, in each of their columns Hal Kirkwood and Sylvia James provide great insight for our members to enjoy.

While many of the articles in this issue are focused upon the exciting year ahead, it is being edited at a time of great world sadness. The number of people directly affected by the December Asian tsunami continues to grow and is expected to increase as survivors struggle with the far-reaching economic and political fall-out. Few commentators argue that this is one of the greatest natural disasters of modern times.

During such horrific times the swift and incredibly generous response of people around the world helps soften the terrible destruction pictured each day in the media. It is unfortunate that it takes an event of this magnitude to bring the people of the world together. This worldwide outpouring of compassion and support brings to mind the days following the September 11, 2001 attacks against the United States.

As the survivors begin healing their wounds and economies initiate their reconstruction, it is imperative that we all remember that feeling of brotherhood with those we don’t know, in places we’ve never been, and with means not equal to our own. It is up to each individual in each country of the world to make an effort for peace and tolerance. We by no means wish for another tsunami or major act of terrorism to call us together.

In peace I wish you all well.

THE 2004 SLA ANNUAL SALARY SURVEY IS HERE

This publication enables information professionals to assess their own salaries in light of measurable characteristics, such as level of education, year of experience, job responsibilities, and geographic location.

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members $55.00
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DISTINGUISHED MEMBER AWARD

Since 1985 SLA’s Business & Finance Division has presented its Distinguished Member Award to an outstanding member who is at retirement. This award is intended to honor individuals who have made exemplary contributions to the field of business librarianship throughout the course of their career.

BNA OUTSTANDING ACHIEVEMENT IN BUSINESS LIBRARIANSHIP

BNA, Inc. is the generous new sponsor of the Division’s Outstanding Achievement Award. This BNA Outstanding Achievement Award recognizes a member who has contributed to the profession for a specific accomplishment. This achievement may be in the areas of innovative management, research, application of technology, teaching, publishing or another area of endeavor.

Deadline MARCH 15, 2005

Nominations for either award, including documentation, should be sent to the Awards Committee Chair at the address below no later than March 15, 2005.

Cynthia Lenox
Awards Committee Chair
Grasselli Library
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Cleveland, OH 44118 USA
denox@jcu.edu
216–397–3056
216–397–4256 (fax)
Lexis/Nexis full-page ad on this page.
Both Omnigraphics’ Associations USA 2004 (first edition) and Columbia Books’ National Trade and Professional Associations of the United States (NTPA) volume have a lot of valuable features.

At $75, Associations USA 2004 is a low-cost alternative to some of the current sources out there today. It’s a one-stop source to help librarians and other information specialists reach almost 14,200 active associations, private foundations, and other nonprofit organizations in the United States.

At $189, the 2004 edition of the NTPA directory offers detailed contact and background information on more than 7,500 trade associations, professional societies, technical organizations, and labor unions in the United States. NTPA offers e-mail addresses, budget data, meeting
Choosing Between Two Useful Association Directories

conference information, publications list, staff size, and notes on a group’s history and background—valuable info not found in Associations USA 2004. There’s also a detailed acronyms index and listing of association management firms in the NTPA directory.

“For reference librarians, NTPA definitely provides more of what they are looking for, particularly if they want to look up associations by budget, or if they need to know when and where a group’s future meetings will be held,” said Debra Mayberry, chief executive officer of Columbia Books (Washington, D.C., www.columbiabooks.com).

“The number one way a reference department or special library might use NTPA is to find contacts, to find names of key people within the major associations. Not only do we list the executive director, but for many of the major associations, we also list the government relation’s person, their meetings and conventions department head, and other executives. I think our names in NTPA probably outnumber what Omnigraphics has in its volume,” added Mayberry.

The NTPA directory, noted Mayberry, offers direct contact e-mail addresses for key association personnel. Those listings, she said, could be invaluable for “someone looking to do business with an association meetings & conventions department, or looking to establish a business relationship or form a coalition.”

No question about it, Associations USA 2004 does list a lot of groups, including:

- National nonprofit membership groups, including professional and trade organizations, in the United States and Canada
- State branches of selected national associations, such as medical, veterinary medical, and dental associations; state bar associations; state realtor associations; state Public Interest Research Groups (PIRGs)
- Chambers of commerce—there’s a separate index listing Canadian, state, and local chambers

The main index of the Associations USA 2004 volume also serves as a subject and key word index. Besides a listing under Special Libraries Association, there’s also a listing under Libraries Association, Special.

Associations USA 2004 also offers a comprehensive acronyms index. Alternative names of associations are included among main listings. Contact information offered in this volume includes: location, mailing addresses, telephone numbers, and web site addresses. Fax numbers and toll–free numbers are provided as available. To order Omnigraphics’ Associations USA 2004, contact Omnigraphics (Detroit, MI) at http://www.omnigraphics.com

There are loads of useful features in the NTPA 2004 volume, including a detailed subject index. In all, NTPA 2004 offers 200 different categories in its subject index. NTPA 2004, for instance, has dozens of entries under the Libraries heading. The Associations USA 2004 volume, meanwhile, had about a page—full of entries for libraries/librarians tradegroups. The budget index in NTPA 2004, with breakouts by annual budget size from under $10,000 to over $100 million, is a very useful tool for prospecting.

Consider Cleveland—the geographic index in the NTPA 2004 volume lists about 60 associations and groups under the Cleveland entry. Associations USA 2004 only list one entry under Cleveland (Cleveland Bay Horse Society of North America) in its main index. There are also 15 meetings and conventions listed (with dates and locations) under Cleveland in NTPA 2004’s meeting index.

NTPA 2004 lists 11,000 conventions, meetings, and trade shows, and has names and titles for 1,200 executive staff members with primary responsibility for meetings and conventions. There’s no meeting index in Associations USA 2004.

For librarians on extremely tight budgets, Associations USA 2004 can be a useful solution; this volume is better than having NO association directory in a collection. The NTPA 2004 volume, however, is well worth the additional expense.

MICHAEL KEATING
CAREERS, JOBS, RECRUITMENT & LIFE IN THE BUSINESS & FINANCE WORLD

This is the sixth in a series of articles on job hunting and career development aimed at business and finance information professionals. If there is a particular topic you would like to see covered in the column, please contact Sylvia directly.

■ PRICING THE PROJECT OR CONTRACT

You’re ready to send out a proposal for your short-term contract. What should you charge? This is the one aspect of working independently that I am probably asked about most. In this article I discuss some of the most important aspects you should consider when deciding on proposal pricing. Unsurprisingly, this is the trickiest part of preparing a proposal since the project needs to be set at the right price so you can get the assignment.

There are two monetary elements to the proposal, pricing and costing. They are different, but complementary parts of the proposal. Pricing needs to be based on the “market” for the service being offered and is always required. Costing is the actual expenditure required for completion of the project. You may often not need to detail these
costs in the proposal because in business information they will often be a very small or non-existent part. Costs may also be rolled into the price of a project and not detailed separately. The statement of price and cost should be clearly included as a section entitled “Fees” on the proposal.

There are two types of projects in business information and I would treat them differently when preparing pricing, see Column 3, Business & Finance Bulletin, Spring 2004:

1. **Short Term:** anything from half a day to 10 days. It may be delivered at the client’s premises or at your own place of work. When the project is conducted at your place of work, any direct costs associated with the project need to be added into the overall price. This would include costs associated with database searches, the need for additional staff, or specific document acquisition. These costs would have receipts and are usually invoiced on a straightforward recovery basis. The indirect cost element of running your office would tend to be reflected in the overall price.

2. **Longer Term:** projects that can be developed specifically for companies and organisations that have no business information services. They are delivered mainly at the client’s premises and may possibly be part of the client’s management or project team. The costs for these types of projects are likely to be minimal as you will be using the resources of the client, but travel expenses are often added to the price.

Both of these types of projects can be priced as a stand-alone project, or as a time-based service priced around a daily rate. I have noticed over the last few years that there has been a move towards a fixed rate price for short-term contracts. Companies seem to need the security of fixed prices for any externally commissioned work. There will probably also be a ceiling cost on long-term contracts, even if they are priced on a daily rate. So, be sure you know the maximum number of days that have been budgeted for the project and do not exceed them in the proposal.

The first and most obvious way to get the pricing right is to ask if there is a specific budget or amount available for the project. Sometimes this is freely available, but if not, it is always worth asking if there is an anticipated price for the proposed project. Don’t be afraid to ask and if it is an acceptable amount to you, use it as the price you charge on the proposal. At the same time, if significant expenses are expected, inquire if these will be recoverable at cost and then add it to the price, exactly as agreed.

If you are tendering for the project with several other providers, determining the price of a project will depend upon experience and fine judgement. The lowest priced project simply may not win the work. As you gather information for preparing the proposal, try to develop a feel for what the right price might be and be aware of any indicators that might help set an acceptable price range.

Perhaps the most difficult element to calculate as a newcomer to short-term contractual work is your daily rate charge. You will need to really think about this charge and be prepared to respond confidently and clearly when asked. When pricing short-term contracts I always use a predetermined daily rate if there’s no guide price for the project.

A standard method for determining your daily rate is to decide how much you feel you can earn in a year and divide it by the number of days you can realistically work in a year, (remembering to also decide how many hours your working day will be). For example, a daily rate of $1,000 can be used if you want to earn a gross $200,000 and can work 200 days in that year. It should reflect your experience in being able to do the project with minimal supervision, work within the limitations of the proposal, and deliver a finished product. The high daily rate also has to take into account the days you need to administer your business, take holidays, other necessary breaks, and updating sessions. It also has to cover your indirect costs of running an office. There are much higher expenses to consider in the gross earnings than you would have if you were working for an employer. 200 days is probably the optimal number of days you can aim to work in a year and should be used for calculating your daily rate.

For long-term contracts, one of the most important factors is what the temporary hourly
rate for similar work might be if such a rate existed. The temporary rate used is the rate that would be charged to the employer, not the rate earned by the worker. The gross rate can often be 100% of the employee rate. If there are no agency fees, then as an independent contractor you can charge a much higher fee and still look like a very good value to the employer. It can be difficult to find these rates, but try to identify what they might be from an employment agency or professional networking meeting.

Many articles and books on consultancy tell you never to undersell yourself and once you settled on a daily rate that seems to be successful, to never drop that rate under any circumstances. I am fairly ambivalent about this advice, especially if you have a potential project that when completed will be a really important addition to your portfolio, despite being much less well paid than usual. Trust your instincts and if the project feels right and you really want to do it, then don't worry too much about the fact that it is not so lucrative. The terms of your projects, especially the pricing, will remain confidential between you and your client. I have never been asked to discuss the pricing of previous work with new clients. It is also not a “failure” in any way to quote a higher price for the project in a proposal and then actually accept a lower price to do the job, when it is offered to you. Circumstances do change quickly. It may be possible to change the parameters of the project to reflect a lower fee.

If you don’t get the project for any reason, review the circumstances. If you know why it was unsuccessful, try to understand how you could have improved the proposal. Often, the project is not done at all rather than being lost to another person. If this is the case, it is a good idea to keep and resubmit the proposal at a later date. Don’t be disheartened; move on, there is plenty of opportunity out there.

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The Business and Finance Division gives a sincere thanks to our 2004 advertisers in providing their continued support of our Bulletin. We highly encourage all members to pay special attention to our advertisers when making purchasing decisions for their libraries.

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A CONVERSATION WITH STEPHEN ABRAM

SLA ’05 in Toronto is looming on the horizon so it seemed appropriate for TBI to interview a Canadian information professional. We have in this issue a very interesting visitor, Stephen Abram. Stephen Abram, MLS, is President 2004–2005 of the Canadian Library Association and Vice President Innovation of Sirsi Corporation. He has been VP of Corporate Development for Micromedia ProQuest and Publisher Electronic Information for Thomson. He ran libraries for Coopers & Lybrand, Smith Lyons Torrance Stevenson and Mayer, and Hay Group. Stephen has been listed by Library Journal as one of the top 50 people influencing the future of libraries and librarianship. He has been awarded SLA’s John Cotton Dana Award as well as being a Fellow of the SLA. He was Canadian Special Librarian of the Year and Alumni of the Year for the Faculty of Information Studies at the University of Toronto. He is an adjunct professor at the University of Toronto Faculty of Information Studies. He was President 2002 of the Ontario Library Association as well as sitting on the SLA Board of Director as Director and Secretary. He gives over 45 international keynote talks annually to library and information industry conferences.

HK: Stephen, your current position is Vice President, Innovation at Sirsi. What exactly does that entail?

SA: It’s a wonderful position. Sirsi Corporation is a great company and I report directly to a visionary leader, our CEO, Pat Sommers. My position covers a few things. First I communicate innovative thinking to our customers and the library marketplace. For example, that entails doing keynotes and speeches before strategic audiences of interest to Sirsi, designing, developing and delivering key library and information technology strategy workshops or webinars, and writing and publishing key articles on topics of interest to our customers. Second, I spend time identifying trends in the information world. I work to ensure that the most value is derived from our Gartner Group and I facilitate and
animate discussion of their insights as well as other research and identified trends. Overall, we try to identify key trends that will affect Sirsi’s products and test these trends with key customers. Third, I work with others to introduce additional advanced innovation and creativity into the new product ideation and development process including introducing new techniques and tools for stretching product development and conceptualization. Lastly, I actively seek new strategic alliances and partners for Sirsi and work closely with sales and marketing folks on strategic issues like training and strategy. I participate in our strategic planning efforts and work strongly to ensure that Sirsi is innovative and aligned with our markets’ needs.

HK: It sounds like you have a very dynamic work environment at Sirsi. What would you say to someone who is trying to stretch ideas and develop new techniques in a setting that is slow or resistant to change?

SA: There are a number of ways to deal with conservative organizations. First, you have to develop the attitude that change resistance is positive. There are a number of good reasons that there is a modicum of inertia in organizations—they have to balance stability and innovation. Then, re-frame change as ‘renewal’. It helps. The C word is a red flag word that sets some people up to resist. Too often change agents try to go for the full enchilada. That rarely works. Talk your ideas up and don’t perceive questions for clarification and debate as resistance—they’re just trying to understand and learn. Learn to be the change you want to achieve. Model the behaviors and try to demonstrate the value of the changes you want to encourage. Learn how to run visible, safe pilots and betas. This threatens change resistant folks less and helps you learn the best way to implement the changes you desire and build coalitions for your ideas. Big changes need to be eaten like a watermelon—one slice at a time. Any other way just isn’t possible. Anti-change people seem to know this better than those of us more impatient types.

HK: What is a lighthouse thinker? How did you acquire this label?

SA: I acquired that label in an introduction at a conference where I was keynoting and folks picked up on it—some tongue in cheek. It’s sort of embarrassing but I think it means that I shine a light to keep people off the rocks and shoals as they travel to their futures. I try to point to trends, shifts, and changes so that folks, at least to some degree, are aware of things to watch for. One cool side benefit is that I am getting quite the collection of lighthouses, lighthouse books and pictures!

HK: What exactly do you do when you trend watch?

SA: I don’t do it as a defined task. It’s part of my everyday life and central to my being. I watch people—especially Millennials. I watch my own kids and their friends and see how they behave differently than my peers. I visit libraries of all types and watch their users and what they’re really doing—not what people think they’re doing or what they might interpret from what they see. I read widely—especially in popular culture, teen magazines, newspapers and the things our users and clients read. I read other forecasters and every technology trend newsletter, book or magazine I can get my hands on. I surf voraciously. I read our hundreds of Gartner Group reports regularly. I have alerts set up in Google on specific topics, people and companies. I have my favorite blogs and RSS feeds. Friends share stuff with me that they know I would like and, since I get to go to dozens of conferences a year, I see great keynotes and sessions. I also sit on a number of conference planning committees, so I get to choose whom I would like to hear too. I ask a lot of questions at cocktail parties and in lineups at movies from my lineup buddies. Folks will share loads when they’re trapped and bored. I don’t sleep much, but I do fill small gaps in subways and airports with reading and watching. I play with gadgets that I borrow in airport lounges since folks are eager to share their views. Lastly, I
have a great group of Sirsi colleagues who do the same and I learn from them too. Our culture is quite exciting.

HK: What changes have taken place with the Web and the business information services industry that surprised you?

SA: Surprise is a good thing. I use the emotions of trepidation, surprise, fright, frustration, and awe as personal indicators that I should be paying attention and delving into stuff. If it looks professionally scary and threatening, I want to be running toward it, not away. That’s where the learning is located. So I am finding surprises all the time. Some evolve over time and some catch me off guard. For example, I saw the potential of the web early but I was caught off guard by the rapidity of adoption of the Open URL standard and resolvers. Suddenly, the whole world of full-text is discoverable everywhere without having to build coded links. Again, it looks indistinguishable from magic and young academic users have no idea how lucky they are to have it! I still get surprised at the transfer of cool techno-stuff from toys, electronic games, and entertainment of all types into our work. I look there for innovation often. My kids have mostly grown out of Toys “R” Us; however, I still walk the aisles playing with cool things and looking for their usefulness in information work. Federated search is so cool and yet I was surprised that so much cooperation among content competitors could happen so quickly—unheard of years ago.

HK: So have you found anything in the aisles of Toys “R” Us that led or is leading you to an upcoming trend?

SA: Dolls that talk to you in context when you talk to them. Some of the telecom stuff uses this technology. PC games that involve seriously difficult problems require a suite of analytical skills to solve. Small wireless devices that create networks for collaboration and socializing—next generation walkie-talkies. Personal networks are a big trend. And Robots—I love robots! Some of the book reshelvers use this type of technology. I also see some stuff starting to use RFID in toys and web connections for story telling teddy bears... This all means that the technology is moving into the inexpensive phase.

HK: Google recently announced Google Scholar as a search engine for scholarly literature. An article in the Chronicle of Higher Education (11/19/04) mentioned that some say this “could help make libraries obsolete.” From your viewpoint is there any fact in that statement? Can an Internet search engine make libraries obsolete?

SA: Simply—yes. But that will only happen if librarians keep following the track to act and be like technocrats. The more we model the machine, the more we devalue what we do. We are not truly about delivering information; we’re about informing. We aren’t about answers; we’re about improving the quality of the questions. I worry that we’re not aggressive enough in placing our services at the point of need—in that virtual space where the need is. We need to be better at the information coach role and stop trying to compete head-on with search engines. Since they provide more answers in an hour than all the librarians in the world do in years, we better differentiate ourselves in a different way. It’s like a GE Ice Machine trying to compete with the High Arctic! I’ve written my Information Outlook column in the January issue about Google Scholar. Watch for it!

HK: Will anything make librarians/information professionals obsolete?

SA: Information Professionals can make Information Professionals obsolete. If too many protect ancient turf, resist technology thoughtlessly, remain close-minded to change; you get the idea. I think the key thing that needs to be done is selling skills for Information Professional, selling ideas, selling visions, selling us. If we don’t stand up for ourselves, who will? We’re a keystone species in the knowledge ecology, but keystone species are not exempt from the laws of the market and extinction.

HK: You served on the SLA Branding Task Force recently and have been interviewed elsewhere on your involvement with the possible name change for the organization. Given where SLA is now, what do you see is the most important activity members should be working on to support the association and further the profession?
SA: Three things:

1. Be the brand. Model the behavior every minute of every day that says you're valuable, promotable, and necessary beyond reason.

2. Promote and Sell. Don't just send out brochures. Have lunch and coffee with people everywhere in your enterprise at every level; be prepared with stories and be interesting; don't just ask for money and resources at budget time, do it all year long. Learn the skills of marketing and selling your ideas and projects and use them every day.

3. Have a vision and communicate it. Get people engaged and excited by your vision of how great the world can be with effective and healthy information environments and knowledge ecologies. Then ask for the technology, staff, and resources to build it.

Too many of us are just too deferential. Stop.

HK: You are the current president of the Canadian Library Association with extensive experience internationally. Do you see many differences between information professionals in Canada and in the United States?

SA: Hmmm—that’s a politically loaded question. Canada, America, and the UK; three countries separated by a common language! Canada is a very large country with a very small population; most of us only 90 minutes from the US border awash in U.S. media and cultural hegemony. Many of our special librarians are urban-centric, but we still remain a largely rural country. I know you will all be in Toronto in June for SLA’s great annual conference and then, hopefully, vacation somewhere else in Canada along the way. We’re all looking forward to seeing you. Canadian librarianship and information infrastructure are by our very nature very co-operative. We have to be. We have some very innovative companies and we’re pretty far along on broadband communications, consortia efforts, scholar’s workstation innovations, and learning commons. In my experience, information professionals worldwide share many things in common, and always at the forefront there is a focus on the end user’s needs and making our communities better. Sure we can always improve, but for the most part, we’re making a difference.

HK: Outside of the SLA conference activities what is something that visitors to Toronto should try to experience; something perhaps off the beaten path?

SA: For out of town, I am a big Niagara Falls fan. The Canadian side is the perfect mix of beauty (hummingbirds, flowers, butterflies, parks) and tacky (wax museums, haunted houses, water slides). It’s only about an hour by bus and an easy walk. I also love the Asian Galleries and Silver collection at the ROM (Royal Ontario Museum) and the Canadian and Henry Moore collections at the AGO (Art Gallery of Ontario). The Textile Museum and the Gardiner Museum of ceramics are little jewels. For librarians though, I think the must-see is the Bata Shoe Museum. Ruby shoes from Oz, ancient shoes from BCE and blue suede shoes too. It’s just fun and librarians love their shoes! I love our castle, Casa Loma and the museum house next door, Spadina. The Allen Gardens Greenhouses and High Park are lovely bucolic settings. I live for the Island in summer (ferry rides are fun to get there) and you can choose whether you want to partake of Toronto’s nude beach at Hanlon’s Point where Babe Ruth hit his first home run.

Oh yeah, if you bring the kids, the Science Centre is fun, Centreville for the young ones, Ontario Place, African Lion Safari, Marineland, YPT (Young Peoples’ Theatre)
and Paramount Canada’s Wonderland. Loads of fun. For adults we have a thriving theatre district with Broadway quality shows, smaller theatres featuring Canadian productions and playwrights, great music halls (Massey Hall, Thomson Hall, blues and jazz spots, many clubs and rock palaces), funny (really) comedy clubs like Yuk Yuks and Second City, and much, much more. Toronto is a GREAT city. You’ll love it. Stay longer and make a vacation out of your trip. You might even visit our great libraries. Nearly everything is cheap and easy to get to downtown by subway, streetcar or bus.

HK: What would you say to a new member of the Business & Finance Division that wants to follow in your footsteps?

SA: What footsteps? Everyone’s life is unique and that’s a great thing! The things that make great information professionals also make you a great person, a great friend, or a great parent. I don’t claim to be any of these but I try. My rules are:

1. Get involved. Loneliness and lack of success are direct consequences of not getting involved. The rewards of involvement know no bounds. Rejection is part of the process, not a rating of your life.

2. Be interested. Ask questions all the time and listen to the answers.

3. Be interesting. Read widely and share what you know; write, blog, speak up.

4. Don’t whine, tell sad tales, or internalize perceived slights. No one cares. Stop. Tell great stories about success and magic rubs off.

5. Don’t wait to be asked. Volunteer, as often as it takes to get on board.

6. Build your network. Tend it. You’ll have colleagues, even friends for life.

HAL KIRKWOOD
Purdue University
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504 W. State St. – KRAN
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SLA will hold its Annual Conference in Toronto, Ontario Canada, June 5-8, 2005 at the Metro Toronto Convention Centre. The conference will create an environment for networking, communication, learning and other developmental opportunities for information professionals. Available sessions will highlight strategies used in organizations that reflect the Association’s vision and mission.
Factiva
full-page ad
on this page.
The title says it all: *The Skeptical Business Searcher*. The author, Robert Berkman, understands that little remains free of speculation, especially since today’s researchers have to question even what appears in newsprint. Published by CyberAge Books in 2004, this book discusses the extra step that needs to be taken when conducting research: evaluating the source.

Chapter 1 is called “The Business Researcher’s Challenge.” While most enjoy a healthy challenge, there are the unhealthy ones, ones that lead to irritation and a diminishing supply of aspirin. The author tries to alleviate all that by outlining some simple basics, such as checklists, for novices. He admits that they can be cumbersome, are useful but narrow, but makes the point that as a guide they help develop critical and analytical thinking over time.
Part of this is that “...smart researchers today understand that the information-quality problem on the Web isn't necessarily in the believability or credibility of the individual who is posting it. Rather, it's the lack of standard editorial processes that traditional publications go through...” How we view the research process is just as important as how we conduct it.

The importance of accurate and timely information seems to grow exponentially with the development of the Internet. The faster we can get information, the faster we want it. So here we go. The scope of *The Skeptical Business Searcher* is business information that can be found for free on the Web, including invisible pages and register only, no fee sites. Traditional fee-based sites are not included. Within this book the phrase “business research” refers to company information sources, market research reports, statistical data, news and media sources, and online discussions groups and Weblogs. Not included is information geared toward investors, such as advice or news on how to choose and trade stocks or other investments.

Search engines can be a great place to start a search, a novice on a subject can spend little time on developing a good foothold on a subject by using them. However, human beings are habitual creatures and they may briefly forget that there are other options than the one he or she is used to. For example, Chapter 2 points out that the best way to avoid the issues of using a search engine is not to use it. The author discusses the other major types of business-information resources:

**Basic Library Business Sources.** These are the traditional sources that still afford valuable information from books, directories, archives, and the librarians themselves.

**Prescreened Web Sites.** These sites have earned a reputation of being reliable and credible. Some examples are Hoover’s, Newslink, and MarketResearch.com.

**Invisible Web Sources.** These sources include media archives, government reports, databases, and library catalogs. INFOMINE, Librarians’ Index to the Internet, and Profusion can help search for and browse databases on the invisible Web. The author recommends Gary Price’s ResourceShelf.

**Web Indexes and Directories.** Yahoo! and Google are the most popular, but don’t forget BUBL LINK or Business.com.

**Discussion Groups.** It is always helpful to talk to an expert, such as those that come from our own SLABF–L and BUSLIB–L.

**Weblogs.** For journalism and media topics, check out Jim Romenesko’s site. Other worthy sites include The Shifted Librarian, Librarian.net, and Lisnews.com.

**E-Mail Alerts or Web-Watching Software.** A relatively new development called RSS feeds can give you directly the articles of topics from your chosen sources without the hassle of searching blogs or other databases. Because you select where the feed comes from, you can always be sure your sources are reputable and accurate. Some examples are Amphetadesk, NewsIsFree, NewzCrawler, NewsMonster, NewsGator, and RadioUserland.

Following the joy of many options is the problem of how to get the most out of them. Chapter 3 is called “Precision Business Searching” and goes into detail on how to conduct a productive search. The author uses Google as his example and explains why it has become such a popular choice for many, but also describes its drawbacks. Precise searching can be done with these five steps: preparing for the search, creating the best search statement, running a search and getting the most out of Google’s special features, scanning the initial results, and refining the results. The author also
recommends other search engines, such as Yahoo! Search and Gigablast.

While conducting a search is important, it is only the first step. A search will always result in a few bad apples, so Chapter 4 deals with questionable sites, how to rate them, how to pick out the good information you need, the considerations of the types of sites and their agenda, not to mention finding the sources of their organizational funding. The author gives some sketches of sites that have an obvious purpose. As an example, he describes a site called Common Cause:

Political orientation: reformist/neutral
According to the Web site, Common Cause is “a nonprofit, nonpartisan citizens' lobbying organization that promotes open, honest, and accountable government. Supported by the dues and contributions of over 200,000 members in every state across the nation, Common Cause represents the unified voice of the people against corruption in government and big-money special interests.”

Database: Soft Money Laundromat—A free, searchable database of special-interest contributors to the Democratic and Republican national party committees.

The author does the same thing for public records and state and local public records Web sites. He also describes how to verify uncertain information using case scenarios.

Evaluating a neutral source can be tricky, but what about businesses publishing their own information? Chapter 5 deals with company and industry sources and how to find them, assess their credibility (and be on the look out for suspicious data and financial results), find and evaluate market and investment research reports (including how to look for clues pointing to the relevancy of what you're looking for), and company directories, such as Hoover's.

Statistics, polls, and surveys is a hefty topic when it comes to evaluating them, many books are dedicated to the topic exclusively. Chapter 6 highlights some of the major resources, such as the U.S. government as the largest publisher of statistics, and its issues of timeliness, methodology, ease of use, inconsistency, and matters of access to the information. The author also discusses polls and surveys and the increasing use of the Web to conduct them. As always, who conducts the survey and why, its methodology and goals, and the instrument itself is subject to scrutiny.

When a news service publishes an erroneous fact and blames it on the other news source it came from (who never verified the fact in the first place, siting another news source), today's news can be today's rumor mill. Chapter 7 talks about news and blogs on the Internet, describing the types of news sites (CNN, for example), breaking news aggregators (such as NewsNow), and databases, alert services, and sites used by the industry. When it comes to blogs and mailing lists (such as usenet groups, Web forums, or message boards), to put it bluntly, there can be a rational or irrational person behind the information. Be careful.

Chapter 8 is called “Knowledge, Intuition, and Trust.” Throughout the book the author stresses that building your own knowledge, your own methods for conducting searches, developing critical thinking skills, the art of asking the right questions, and using your intuition are ultimately the best tools a researcher has. These factors develop a life of their own and it can be fun or painful while watching them grow.

But they do result in the topic of the last chapter of the book: prescreened business sites. This chapter gives a list of sites by topic that are recommendations from the author and from several FIND/SVP leaders within their field. All of the sites listed are available at no charge. Also included in The Skeptical Business Searcher is Appendix A, a Web site evaluation checklist, and Appendix B, a reference list of sites and sources in the book.

Perhaps experience is the guideline that predicts the pharmacy stored in one's desk. Perhaps it is common sense. Maybe it’s just dumb luck. I'll say one thing though: for the amount we pay for a bottle of aspirin, it should be tax deductible.

DIANE EVANS

Diane Evans is a freelance writer in Chicago, Illinois and can be reached at devans006@aol.com
FOURTH ANNUAL CENTERS OF EXCELLENCE AWARDS IN TORONTO, ON, CANADA

Hal KIRKWOOD  
Chair,  
Centers of Excellence Awards 2003–2006

Plan to attend the 4th Annual Centers of Excellence Awards Ceremony & Reception at the SLA Conference in Toronto on Tuesday June 7, 2005 from 5:00–7:00pm. (location to be announced)

The Business & Finance Division is proud to announce that Mergent is sponsoring the COE Awards reception.

Attend the COE Awards to recognize the very best practices within the Business & Finance Division. Winners will present on their excellence and will also be available for a question and discussion session. Gather information to improve your own organization or to apply for the award in 2006.

The COEA are awarded to Business & Finance member organizations displaying excellence in one of three areas: Service, Management, or Technology. The criteria evaluates organizations on Leadership, Strategic Planning, Customer/User Focus, Information and Analysis, Human Resource Focus, Process Management, and Service Results.

MENTORING  
a lifelong learning experience

Learn more about the Business & Finance Division’s Mentoring Initiative at www.slabf.org

Wontawk quarter-page ad on this page.

See Fall issue no. 127 pg. 53 for reference.

JUNE 5-8 2005

SAVE THE DATE!
MAKING THE MOVE

In 2002 my spouse was laid-off in the aftermath of September 11. He used to work as a computer engineer of a well known company in Denver, CO. I held a position as an associate professor at an academic research library as a business librarian. At that time I took on the task of helping him in finding a job with a company that had stability and offered a healthy job environment. We tried first to look for a job in the state of Colorado. While searching for jobs, we found that many of the high-tech companies in Colorado were also laying-off hundreds of employees.

According to Michael J. Mandel author of the article, “Jobs: The Lull Will Linger” (Business Week, October 25, 2004), “The 1990s saw the creation of 22 million jobs. Remember when the U.S. was a big, mean
job machine? What happened in the 2000’s? Where are the jobs? Many economists were confident that the job slump was just temporary. The percentage of the unemployed who had been looking for work for more than 23 weeks was larger than it had been for any period since the Great Depression.”

We had the same experience that thousands of tech people were having. Unemployed people with lots of experience, found themselves competing for entry level jobs. We also found that some of our friends, who had the same experience of losing their jobs, were applying for entry-level computer jobs, and even for part-time jobs in grocery stores and fast food places.

Being willing to move immediately was the key to finding a job. We didn't stick to one geographical location. After 4 months of looking and interviewing in different states, my spouse received a job offer from a company in Delaware. This company paid for his job interview and later on for the relocation expenses. The company was surveyed by Fortune Magazine as one of the top 20 companies to work for in United States. We waited for three months to see if he enjoyed the job and felt satisfied.

Wonderful, but then it was my turn to start looking for a job. I have a high-powered resume with over 13 years as a business librarian, and a bilingual component attached to it. Well, that's what I thought. I started posting my résumé with several libraries which were looking to fill open positions. I never dreamed my search would take so long. During the first few months I saw few openings. Some of them were for entry level, others were underpaid, or I felt I was overqualified, but I didn't hesitate to apply to all of them.

According to the Bureau of Labor Statistics, the education sector added only 135,000 jobs over the past year, compared with an annual average of 240,000 in the 1990s. They recently reported that the number of people working in education, training, and library occupations hadn't risen at all over the past year despite gains in most other occupations. Since librarians require a college degree, such stagnation in education-related jobs is also one factor in explaining why the college-educated job market continues to remain troubled. That's a critical issue even today.

In the next six months, I had three job interviews and one job offer. I didn’t accept the job offer because the institution was not willing to negotiate the salary or fringe benefits. Three months later, after the first offer, I received another job offer, the interview expenses were on my own and no relocation package was offered. I accepted this position in an academic institution. I started a year after my spouse’s relocation and a total of nine months just looking and applying for a job in the Delaware area.

A spouse or partner may have to sacrifice his or her job if the couple wants to stay together. I was the one who had to make a sacrifice. What's different about my new job? I had been working as a business librarian; now I’m the Head of Reference Services. I had worked in a university with over 24,000 FTE; the university that I’m working in now has a little less than 2,000 FTE. I had been an Associate Professor; now I’m a step down as an Assistant Professor. But there are some gains. At my previous job, I had been working on a 12 month contract; now I will be working on a 9 month contract. I am receiving a higher salary and good fringe benefits.

What will help you get a better job? You have to be willing to relocate, and not just for a specific location. Job seekers find that previous experience in other jobs and networking with local professionals are instrumental in their job search success. Prior experience in teaching and technology is a must. Many are able to call upon unique skills developed through previous experiences, such as public relations or community service, to complement the more traditional and technological skills they learned in the classroom. Technological skills and the ability to conduct effective searches are crucial to successfully landing a job.

AWILDA REYES
The Business & Finance Division has successfully arranged and presented continuing education courses for many years. At the Toronto conference in June 2005 a total of eight courses will be offered. Four of these are new to the Division. The other four courses were offered at the Nashville conference in 2004 or in prior years and were well-received by participants. All courses are presented by experienced instructors who are experts in their subjects. Consider enriching your conference experience with one or more of these offerings!

**BACK TO BASICS**

**BUSINESS RESEARCH: STRATEGIES, TACTICS AND SOURCES**

*instructor: Roberta Brody*

Associate Professor, Graduate School of Library and Information Studies, Queens College, City University of New York

**Sunday, June 5, 2005**

• 8:00 am to 5:00 pm

$375 SLA members • $475 nonmembers

Business information seems to be everywhere, but is it the information we really need and does it answer our client questions? It takes more than just finding information to perform business research! This course is designed to help special librarians find, evaluate, and structure the business information that is needed in their work. In addition to discussing the basic business sources and practical research tactics and strategies, it offers a framework of decisions, processes and methods for developing answers without being overwhelmed by the sources.

Participants will learn six basic finding strategies and four basic research strategies. These will include concrete tactics relating to core ideas of (a) information quality and reliability, (b) answering the questions asked, (c) conceptualizing and interpreting the underlying communication/information issues, and (d) managing the larger process of research in the business information center context.

**BUSINESS LIBRARY WEB SITES: PLANNING AND METHODS OF USABILITY TESTING**

*instructor: Hal Kirkwood*

Associate Professor, Management and Economics Library, Purdue University

**Sunday, June 5, 2005**

• 1:00 pm to 5:00 pm

$250 SLA members • $300 nonmembers

The extensive array of services, subscription-based databases, free Web sites, and other electronic sources makes the design of a business library Web site a particularly complicated and daunting task. This is effectively accomplished by conducting usability tests throughout the design process. This workshop will provide an overview of usability testing. Discussion on how to set-up usability tests as well as a hands-on opportunity to participate in usability testing will be included.

Participants will learn:

- How to identify when and where usability tests should take place within a Web design/redesign project
- How to prioritize usability tests to implement the appropriate test at the appropriate time
- How to gather and attract usability test subjects
- How to turn usability test results into actionable information

**MAKING A BUSINESS CASE FOR THE INFORMATION CENTER: KEY STRATEGIES FOR BUSINESS AND FINANCIAL LIBRARIES**

*instructor: Lesley Robinson*

Lesley Robinson Consultancy Services

**Sunday, June 5, 2005**

8:00 am to 12:00 pm

$250 SLA members • $300 nonmembers

This course will provide practical tools and strategies to help business and financial information professionals prepare a business case for their libraries/information centers. With diminishing or static budgets and a growing
organizational focus on return on investment, there has never been a greater need for the library/information professional to articulate and justify their purpose to the organization. Participants will learn key methodologies to develop a plan and will construct plans for their own organizations, deriving immediate practical benefit.

Participants will develop the ability to:

- evaluate a business information service
- identify key business processes and drivers in professional service and other financial/business organizations
- understand the structure of an effective business case
- identify evidence to support the case
- develop scenarios to demonstrate value
- increase their profile and contribution in a business setting

**PRIVATE EQUITY RESEARCH**

_instructor: Ann Cullen_
_Business Information Librarian, Harvard Business School_

_Saturday, June 4, 2005_
- 1:00 pm to 5:00 pm
-$250 SLA members • $300 nonmembers

Private equity funding plays an important role in the cycle of business development. It provides the money to launch companies as well as funding for growth or diversification. There are many different types of private equity investments and, given the lack of public disclosure requirements [thus the “private” designation], it can at times be more difficult to find the information you need. This course will provide guidance in researching venture capital and private equity from a US and global perspective. It will provide a general survey of how private equity came into being, where it is today as well as details on the organizations publishing information on this sector.

After the course, participants will understand:

- What private equity is and what role it plays in the capital-raising process, and whether the sector operates differently in the US versus the rest of the world
- Who the various players are in the private equity sector
- How information is distributed on private equity deals as well as the players involved in those deals
- How to assess who the best data providers are in this sector
- Which methodologies are best for conducting this sort of research

**RESEARCHING CORPORATE GOVERNANCE—FROM A BUSINESS AND FINANCE PERSPECTIVE**

_instructor: Neil Infield_
_Manager, Business Information Services, Hermes Pensions Management_

_Sunday, June 5, 2005_
- 8:00 am to 12:00 pm
-$250 SLA members • $300 nonmembers

Corporate Governance is recognized as a topic of growing importance to information professionals due to the many corporate scandals in the United States and Europe over the past few years. This course will review the development of Corporate Governance up to the present day. It will cover information sources and research strategies and will include a case study of a US corporation.

Participants will take away:

- An understanding of the history of Corporate Governance and its importance for today’s business environment
- Knowledge of the main sources of information for Corporate Governance
- An understanding of the practical aspects of Corporate Governance of a publicly listed corporation

**RESEARCHING LISTED AND PRIVATE COMPANIES GLOBALLY: A GUIDE AND MODEL**

_instructor: Sylvia James_
_Sylvia James Consultancy_

_Sunday, June 5, 2005_
- 8:00 am to 12:00 pm
-$250 SLA members • $300 nonmembers
Researching company activity globally is one of the key areas of business information. Much of this information is in the public domain, but sourcing the information can be complex and demands a systematic approach from the special librarian. The course gives an overview of the successful research strategy that can be used in information projects to provide excellent company reports, by using a model to guide and collect all available information.

Participants will take away:

- An ability to understand how to research global companies effectively, especially in short time frames
- A business knowledge of company structures and legal filings that are required to conduct good research into companies in any area of the world.
- A knowledge of the analytical skills that add value to the compilation of reports on global companies.
- The methodologies that are best for locating the sources of information used for global companies.
- The best types of global sources and services to use in researching global companies.

**WEB-BASED INVESTMENT ANALYST AND MARKET RESEARCH DATABASES: CRITICAL EVALUATION AND COMPARISON**

_instructor: Hal Kirkwood_
Associate Professor, Management and Economics Library, Purdue University

_Sunday, June 5, 2005_
- 8:00 am to 12:00 pm
$250 SLA members • $300 nonmembers

Investment analyst and market research report databases’ claims of being unique and comprehensive have made it difficult to differentiate them. We will examine investment and market research databases such as ECNext, Forrester, Frost & Sullivan, Multex, and others. The group will examine them for content, search and output capabilities, and access methods (IP filters, passwords, user IDs, etc.). Drawing on these comparisons, participants will be able to make informed decisions about database acquisition.

Participants will learn:

- How to identify the content elements of an investment analyst and market research database that can be comparatively evaluated
- How to prioritize investment analyst and market research database elements that are most valuable to the library’s user group (internal or external)
- How to differentiate among the web-based investment analyst and market research databases based on content, search capabilities, and access methods
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EOS
quarter–page ad on this page.
The Special Libraries Association Business & Finance Division is offering student stipend awards to help cover expenses at the 2005 SLA Annual Conference in Toronto, ON, Canada, June 4–9, 2005. The Division will award student stipends and professional grants for a total of up to six $1,200 awards. The conference theme is “Putting Knowledge to Work®.”

ELIGIBILITY

- Applicants must be currently enrolled in an accredited graduate level library or information science program during the 2004/05 academic year and be interested in a career in business librarianship.

- The 2005 Toronto conference must be the first SLA conference attended.

- Applicants should be members of the SLA Business & Finance Division by March 1, 2005 to be eligible. Membership in other divisions will not replace membership in the B&F Division. Be sure to provide enough time for SLA to process your membership and inform them that you need to be a member of B&F by March 1. Students can join online at the following website:
  http://www.sla.org/content/membership/index.cfm

- The recipient may not accept a travel award for the 2005 conference from any other SLA Division or Chapter.

APPLICATION PROCEDURES

- Prepare a written statement*, in English, of approximately 500 words on any one of the following three essay topics:
  1. What is the biggest challenge facing the profession?
  2. What skills must the new information professional possess?
  3. What do you hope to gain from the conference?

  Note: All essays must incorporate the conference theme. Essays on topic #3 must demonstrate the anticipated benefits of conference attendance to you and should not list what you will do at the conference.

- Include a letter of recommendation from either a faculty advisor from your institution or an SLA Student Group Faculty Advisor.

- Include a résumé.

POST–AWARD REQUIREMENTS

- Recipients will write a brief article (approximately 500 words) for publication in the Fall 2005 issue of the Bulletin on their conference experience.

- Recipients will work as Proctors, helping with the CE course offered by the Business and Finance Division.

- Recipients will agree to serve on one of the B&F Committees or Roundtables, such as the B&F Mentoring Committee or the College & University Business Libraries Roundtable during 2005/06.

NOTIFICATION

- All applicants will receive notification of award status by mid April 2005.

- Winners **MUST** attend the B&F Division’s Annual Business meeting on June 7, 2005, in Toronto, to receive their checks.

- Submit the above documents, along with your address, telephone number, e-mail address in Rich Text (RTF) or Microsoft Word by e-mail no later than March 15, 2005, to areyes@cheyney.edu

AWILDA REYES
Chair, Grants and Stipends Committee
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voice: 610–399–2063 • fax: 610–399–2063
e-mail: areyes@cheyney.edu
The Special Libraries Association Business & Finance Division is offering professional grant awards in the amount of $1,200 each to help cover expenses at the SLA Annual Conference in Toronto, ON, Canada June 4–9.

The conference theme will be “Putting Knowledge to Work.”

**ELIGIBILITY**

- Applicants must have an MLS degree from an accredited library or information science program.
- Applicants must be members of the SLA Business & Finance Division since March 1, 2004.
- Applicants must demonstrate interest in business librarianship.
- Recipients of past B&F student stipends are ineligible unless they received their awards before 2002.
- First priority will be given to those wishing to attend the SLA Annual Conference.
- Unemployed or under funded applicants will get preference (pending review of a quality essay).
- Depending on the number of applicants, funding might be considered to those who would use the grant for a developmental initiative in the field of business librarianship. This could include a research project or travel to develop a library in a foreign country.

**APPLICATION PROCEDURES**

- Fill out the application. A copy is included in this issue.
- Prepare an essay, in English, of approximately 700 words, detailing the significance of the grant to your professional growth in business librarianship.
- Include a current résumé.

**POST-AWARD REQUIREMENTS**

- Recipients receiving the award for conference attendance will write a brief article (approximately 1,000 words) on their conference experience for the Fall 2005 Bulletin.
- Other recipients will write a longer article (approximately 1,500 to 2,000 words) to be published in the Bulletin describing their professional development project. The article should be submitted upon completion of the project or within one year of the project’s commencement, as applicable.
- Recipients will be asked to consider serving on the Grants and Student Stipends Committee in the future in order to ensure continuity of and enthusiasm for this award.

**NOTIFICATION**

- All applicants will receive notification of award status by mid April 2005.
- Winners of the award for Conference attendance MUST attend the B&F Division’s Annual Business Meeting on June 7, 2005, in Toronto to receive their checks. If an award is given for some sort of development initiative in the field of business librarianship, other arrangements will be made.

Submit the above documents in Rich Text (RTF) or Microsoft Word by e-mail no later than March 15, 2005, to: areyes@cheyney.edu

Awilda Reyes—Chair, Grants and Stipends Committee
L. P. Hill Library
Cheyney University
1837 University Circle
P. O. Box 200
Cheyney, PA 19319
voice: 610-399-2063 • fax: 610-399-2491
areyes@cheyney.edu
The Special Libraries Association Business & Finance Division is offering professional grant awards to help cover expenses at the 2005 SLA Annual Conference in Toronto, ON, June 5–8, 2005. The Division will award professional grants and student stipends for a total of up to six $1,200 awards. The conference theme is “2005—Putting Knowledge to Work.”

For details on eligibility and procedures, see the Award Announcement in this issue of the Bulletin.

---

**Application for 2005 Professional Grant Award**

**Name**

**Title**

**Institution/Company**

**Address1**

**Address2**

**City**

**State/Province** • **Mailcode**

**Phone [a/c:]** • **Fax [a/c:]**

**E-mail**

**MLS received from**

- **Institution** • **Date**

**NOTE:** Depending on the number of applicants, funding might be considered for those who would use the grant for a developmental initiative in the field of business librarianship. This could include a research project or travel to develop a library in a foreign country.

Funding will only be granted for Conference attendance OR the development project.

Please check below the purpose of your application:

- I am applying to attend the 2005 SLA Annual Conference
- I am applying for the developmental initiative. (If you are applying for this, include a proposed budget and a timeline for completion.)

Answer the following two questions if you are applying to attend the 2005 SLA Annual Conference.

- When was the last time you attended an SLA Conference? ____________
- Will you be able to attend this conference if you do not receive this award? (Please answer yes or no.)
  - YES  □  NO  □

Return this application, along with your essay and résumé, postmarked no later than March 15, 2005, to:

**AWILDA REYES**

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Alexandria, Virginia, USA, 6 January 2005—The Special Libraries Association (SLA) announces the launch of its new Legislative Action Center (www.sla.org/act), a grassroots advocacy service for SLA members to use in learning about, and acting on, public policy matters affecting the information profession.

When visiting the Center, members can review legislation, learn how to communicate effectively with legislators, identify the appropriate elected officials and media with whom to communicate, and share views with lawmakers via targeted e-mail, fax, phone and wire service.

The SLA Legislative Action Center is also equipped with a comprehensive full-service election component, including detailed candidate bios, voter registration forms, and absentee ballot explanations. The expected result: a more informed and engaged SLA membership that participates in the legislative and electoral processes.

The service is currently configured to support communication between members in the United States and their elected representatives. As content and technology allow, SLA will explore the integration of other nations’ legislative contact systems into the Legislative Action Center.

SLA Executive Director Janice R. Lachance, a former Cabinet official during the presidency of Bill Clinton, believes the time has come for SLA members to use their clout and influence the outcome of critical public policy debates. “With over 12,000 members and countless others in our global community, we have to find ways to shape the development of policies that affect our work and our organizations. Our new Legislative Action Center puts the power to communicate in the hands of the people who matter most and know best: our members.”

For more information on the SLA Legislative Action Center, contact Doug Newcomb, SLA Public Policy Director, on +1.703.647.4923, or dnewcomb@sla.org

SPECIAL LIBRARIES ASSOCIATION, ELSEVIER ANNOUNCE EDUCATION PARTNERSHIP
Support from World–Leading STM Publisher Will Help Establish SLA Online University

SLA PRESS RELEASE 2004–29

Alexandria, VA, USA, December 13, 2004—The Special Libraries Association (SLA) and Elsevier, a world–leading publisher of scientific and medical information, today jointly announced their collaboration in a partnership to support the establishment of the SLA Online University.

At a special briefing today at SLA Headquarters in Alexandria, Virginia, Elsevier announced that it has made a one-time gift to the SLA Campaign for Professional Development. The contribution will be used specifically to help launch the SLA Online University, thereby significantly advancing the professional development of SLA’s over 12,000 members.
Janice R. Lachance, Executive Director of SLA, believes Elsevier’s commitment sets a standard for the information industry. “We are thrilled with the support Elsevier has shown for our Campaign for Professional Development and, in particular, our Online University. By helping us deliver on the important need of accessible and affordable professional development opportunities, they are directly aiding the growth of information professionals while enhancing the value of membership in SLA.”

Inspired by SLA’s strategic focus on learning, the concept for the SLA Online University is to serve the continuing education needs of information professionals worldwide. Because of reduced budgets for professional development and travel, many SLA members around the globe lack the ability to participate in person at learning events. Using a technologically advanced learning system, the SLA Online University will give information professionals access to course libraries focusing on development of critical business skills. In addition, the curriculum will comprise custom–designed courses on competencies that are crucial to the profession, such as content management, competitive intelligence, and identifying client needs. SLA also expects to enhance the offerings of the Online University by including discounted access to online learning courses from many leading universities.

Commented John Regazzi, Managing Director, Market Development and CEO for Elsevier, Inc.: “We at Elsevier are very pleased to have the opportunity to strengthen our relationship with SLA and its membership in this way. The innovative technology approach SLA is taking in bringing the Online University to fruition is right in line with our own emphasis on supporting and investing in new technologies, and our “Founding Partner” role in this initiative goes straight to the heart of Elsevier’s firm commitment to supporting our customers as true partners.”

SLA ESTABLISHES
GOVERNMENT INFORMATION DIVISION
Move Hailed as Key to Attracting Public Sector Into Pros Worldwide

SLA PRESS RELEASE 2004–28

Alexandria, VA, USA, December 7, 2004—The Special Libraries Association (SLA) has announced the creation of a Government Information Division, the 25th professional interest network within its membership. The SLA Board of Directors approved the new unit during its meetings held last month at SLA Headquarters in Alexandria, Virginia USA.

SLA member Richard Huffine, Manager of the National Library Network for the U.S. Environmental Protection Agency, led the petition drive among SLA members to create the new division. “I saw a need for stronger community among the staff of libraries and information centers within the U.S. government,” Huffine said of his initial inspiration. “But the fact remains that government information professionals at national, provincial, and local levels around the world, as well as those who care about or depend upon government information and data, should come together to build community and strengthen one another.” Huffine and John Butsch, Project Manager at the U.S. Department of Labor’s Wirtz Labor Library, will serve as interim co–chairs of the division.

The new SLA Government Information Division was created to bring together those interested in the value, organization and management of government information sources with those responsible for the provision and improvement of government information services. It will serve as a forum for the exchange of ideas and information on the value and use of government information and government libraries and information centers.
Janice R. Lachance, Executive Director of SLA and former Director of the U.S. Office of Personnel Management, sees the new division as a critical factor for generating greater professional focus on government information services. “Having worked in the public sector, I know the value of information professionals to government employees and to citizens. SLA has always sought the participation of government information professionals around the world. Creation of this new SLA unit simply gives us a mechanism for working together to improve information management in the public sector.”

The SLA Government Information Division has begun to accept members effective immediately. Queries should be directed to membership@sla.org until the division’s Web site is operational.

CONTACT: John Crosby Chief Communications Strategist, +1.703.647.4916, or jcrosby@sla.org.

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**SLA ANNOUNCES KEYNOTE SPEAKERS FOR 2005 CONFERENCE**

*Worldwide Experts on Technology Will Set the Tone for Major International Event*

**SLA PRESS RELEASE 2004–23**

**CONTACT:** John Crosby +1.703.647.4916 [crosby@sla.org][www.sla.org]

Alexandria, Virginia, USA, September 23, 2004 – The Special Libraries Association (SLA) will feature two compelling keynote speakers at its 2005 Annual Conference, to be held June 5–8 in Toronto, Ontario, Canada. Don Tapscott, an internationally known authority on business strategy, opens the conference Monday, June 6. Bill Buxton, one of the world’s leading experts on human–centered technology design, will wrap up the conference Wednesday, June 8.

Tapscott studies the impact of information and communication technologies on business and society, and has consistently anticipated business trends over the past 10 years. He was one of the first to predict the value of the Internet in business models. Now, his research and insight have resulted in the seminal work on organizational transparency, *The Naked Corporation: How the Age of Transparency Will Revolutionize Business.* With organizational knowledge available instantly in today’s networked world, Tapscott believes, “If you’re going to be naked, you’d better be buff.”

Bill Buxton is a designer and researcher concerned with human aspects of technology. His work reflects a particular interest in the use of technology to support creative activities such as design, film–making and music. Buxton’s research specialties include technologies, techniques and theories of input to computers, technology–mediated human to human collaboration, and ubiquitous computing. He has consulted to several technology companies, and had a long association as a consulting research scientist with the Xerox Palo Alto Research Center (PARC). He has also lectured at, and collaborated with, leading research labs and universities around the world.

Tapscott and Buxton are native Canadians, highlighting the return of the SLA Annual Conference to Canada for the first time in 10 years. The fact that each has expertise on technology—thought from completely different points of view – supports one of the underlying themes of the conference: the value of integration between information and technology.

For more information about SLA 2005, visit the conference site at [www.sla.org/toronto2005][www.sla.org/toronto2005].
2004 Virtual Learning Series

2004 VIRTUAL LEARNING SERIES

MISSED AN SLA VIRTUAL LEARNING SEMINAR IN 2004? NO PROBLEM!

For those who wish to attend the program but were unable to join the live presentation, a “REPLAY” is available for purchase. You will be able to hear and see the presentation—just like attending live!

How much time do your employees spend traveling to meetings? Web collaboration can radically change the way your company gets business done. Now anyone with a PC and an Internet connection can engage in a live interactive Web–based presentation or work session. The audio and visuals run simultaneously so no one misses out if they were unavailable at the time of the call. All you need is a computer with an Internet connection and a phone.

The best part of our seminar is how easy it is to take advantage of it! To learn more or if you have any questions, e-mail us at learning@sla.org or call the Professional Development Center at 703–647–4925.

• January 23, 2004
topic: Building Communities of Practice (COPs) for Knowledge Exchange: Roles for Information Professionals
speakers: Deb Wallace, Knowledge & Learning Strategy Consultant, Sun Financial & Co-Author, Leveraging Communities of Practice for Strategic Advantage
Linda Pauloski, Manager, Library Resource Centre, Dofasco, and Co-Author, Dofasco Community Guidebook

• February 18, 2004
topic: Keeping Current: Info Pro Secrets
speaker: Gary Price, Co-Author The Invisible Web and Editor, Virtual Acquisition Shelf & News Desk

• March 17, 2004
topic: Intranet Research, Analysis & Marketing: Now That You’ve Built It Get Them to Come
speaker: Jim Sterne, Target Marketing & author of many books including, World Wide Marketing, Customer Service on the Internet & Email Marketing

• April 21, 2004
topic: Meaningful Measurement Systems: Linking Performance Measures from Organizational through to Employees
speaker: Rebecca Jones, Dysart & Jones Associates

• May 19, 2004
speaker: Darlene Fichter, Data Library Coordinator, University of Saskatchewan

• September 14, 2004
topic: Becoming a Great Web Searcher
speaker: Rita Vine, co-founder Workingfaster.com

• September 29, 2004
topic: eLearning: Fundamentals & Opportunities for Info Pros
speaker: Stephen Abram, President, Canadian Library Association

• October 20, 2004
topic: Initiatives for Change: Digital Access, Sharing & Intellectual Property
speaker: Mackenzie Smith, Associate Director for Technology MIT Libraries

• November 10, 2004
topic: Impacting Information Flows in Your Organization
speaker: Rob Cross, Ph.D., is an assistant professor of management at University of Virginia’s McIntire School of Commerce

• December 1, 2004
topic: Open Access: Implications and Cost Models
speaker: David Stern, Director of Science Libraries and Information Services at Yale University

All new for 2005! SLA is hard at work in planning for our 2005 professional development calendar! Here's your chance to get a sneak peek of the exciting learning opportunities planned for next year. You spoke...we listened!

Check out the new SLA Virtual Learning Series. Please check back frequently as more seminars will be added for the latter portion of the year.
NINETEENTH ANNUAL
BIBLIOGRAPHY OF BUSINESS
AND FINANCE DIVISION
AUTHORS 2003-2004

To be included in the 2004-2005 bibliography, and to be honored at the division author's open house at the Toronto conference, please send citations to clesky@threshinfo.com, with SLA-B&F in the subject line.


—. “I'm Mad as Hell and I'm Not Going to Take It Anymore . . . A Little Fun with the Web-Challenged.” Information Outlook. Oct. 2003.


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SLA will hold its 96th Annual Conference in Toronto, Ontario, Canada, June 5–8, 2005 at the Metro Toronto Convention Centre. For details see: www.sla.org/content/Events/conference/ac2005