



THE BULLETIN

The Newsletter of the Business and Finance Division

Established 1958

Special Libraries Association

Number 134, Winter 2007

CONTENTS

IN THIS ISSUE . . .

Viewpoints

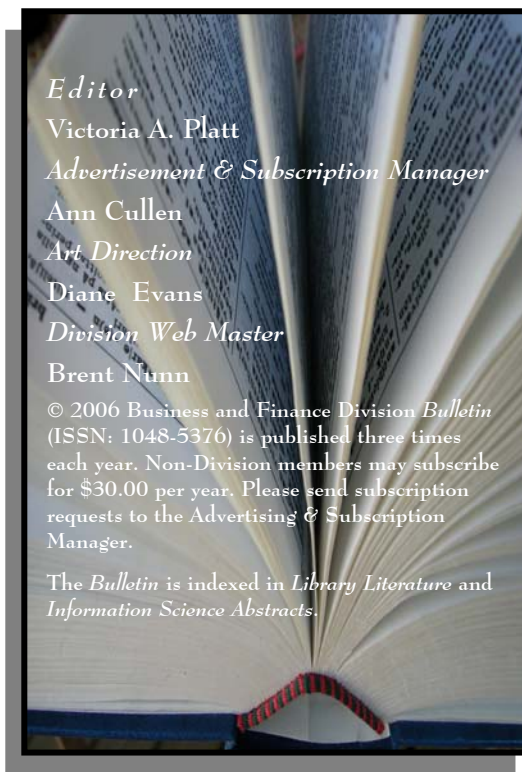
- From the Chair Hal Kirkwood
- Editor's Epitome Victoria A. Platt

Columns

- Making Marketing Materialize Christine Olson
- Out of the Box Elaine Zelmanov
- On the Job Sylvia R. M. James
- Book Basics Diane Evans
- The Best of the Best Ramona Howerton

NewsNotes

- Blogging for Scholars Emerald Group
- 2007 Student Stipend Award Awilda Reyes
- 2007 Professional Grant Award Awilda Reyes
- Application for 2007 Professional Grant Award ♦ Awilda Reyes



Editor
Victoria A. Platt

Advertisement & Subscription Manager
Ann Cullen

Art Direction
Diane Evans

Division Web Master
Brent Nunn

© 2006 Business and Finance Division *Bulletin* (ISSN: 1048-5376) is published three times each year. Non-Division members may subscribe for \$30.00 per year. Please send subscription requests to the Advertising & Subscription Manager.

The *Bulletin* is indexed in *Library Literature* and *Information Science Abstracts*.





- The Special Libraries Association and the Business & Finance Division assume no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement of the product by the Special Libraries Association.

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.
- ✓ 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.

COPY DEADLINES

Spring 2007, Nr 135: March 15, 2007
Fall 2007, Nr. 136: August 15, 2007
Winter 2008, Nr. 137: December 1, 2007



From the Chair

Hal Kirkwood

■ This time of the year is always good for looking back and looking forward. Looking back at what we've all accomplished over the past year . . . looking back at the successful annual conference in Baltimore . . . and looking back at all that still needs to be completed. I'd like to send thanks and kudos to Toby Pearlstein for planning and coordinating a great conference; as well as thank all those who volunteered and assisted in the Baltimore conference.

Looking forward there is the power of the potential . . . potential opportunities . . . potential endeavors . . . potential accomplishments. As I step into the role of Chair of the B&F Division (officially taking over on January 1) I'm interested in hearing from all of you what can the Division potentially do for you. What opportunities, what endeavors, and what assistance can the B&F Division provide for you as information professionals? The Division is nothing without its members and if we can do more, do it differently, or stop doing it . . . whatever "it" is I want to know. Reach out and communicate with me and let me know where the B&F Division should be heading in the future.

We are well on our way to planning an exciting conference in Denver this coming June. By now you've probably already seen calls for speakers and sneak previews of the conference on the SLABF-L. Denver will have many excellent sessions, events, and networking opportunities; plan to come to Denver for the entire conference for there is much worth staying for and experiencing!

- 8 CE courses including:
 - Back to Basics Business Research: Strategies, tactics, and Sources
 - Making a Business Case for the Information Centre
 - Under-the-Hood Evaluation of Electronic Information Products
 - Elusive Private Company Information
- 10+ topical programs including
 - Section/Unit breakfast programs focusing on specific issues relevant to members
 - A follow-up to the "Landing Your Dream Job" session in Baltimore on "Dream Jobs of the Future"
 - A look at the mobility of information and the use of mobile technologies
 - An introduction to the business and finance data reporting language XBRL
 - A case study discussion on mining your own backyard for economic development information
 - A sneak peek at a future CE course on value-added industry research
 - A panel discussion on digital rights management from a variety of perspectives
 - A B&F sponsored tour of the Denver Capital Building and the U.S. Mint
- Co-sponsored sessions with the Competitive Intelligence and Library Management Divisions including
 - Competitive intelligence sources in emerging markets
 - A session on vendor contract negotiations followed by a content buyers roundtable to further discuss the issues
- 4+ open houses/receptions including
 - An evening with Sam Stovall, Chief Investment Strategist from Standard & Poor's
 - The continuation of our Awards Reception (Monday 6:30-8:00 PM) to honor winners of the Division's award programs (Centers of Excellence, Student Stipends, International Travel Award, International Student Award, Distinguished Service, and Professional Achievement)

(continued on page 4)



- Our annual appreciation reception for Division authors and Instructors
- A breakfast Division Annual Business Meeting; there will be no B&F lunch meeting in Denver

When you receive your preliminary program doesn't forget to check the Ticketed Event Index and the Business Meetings & Receptions Index to locate several B&F related events.

I want to thank everyone who has participated so far in planning for Denver, including Toby Pearlstein, Ann Cullen, Terri

Brooks, Sylvia James, Miguel Figueroa, Bob Clarke, Cris Kinghorn, Gayle Gossen, the section/unit chairs, and many others too numerous to mention. The Division brings you valuable programming and services by the efforts of these volunteers. It is their hard work that will make Denver a conference not to be missed!

Looking forward to communicating with you all in 2007!

Hal Kirkwood
Chair

A warm welcome is extended to all those who have recently joined or rejoined the Business and Finance Division—still SLA's largest!!! We recently e-mailed over 200 former members who had dropped off our roster as they had not selected B&F on their last renewal. To lose members due an oversight is painful for all concerned—please everyone—note that your previous Division choice will not prevail if you forget to select a Division on renewal.

www.slabf.org/ is still the best way to see at a glance what the Division is currently focused on and what are our futures plans. And our list serv (SLABF-L) continues to be a hive of cooperation and collegiality and a significant benefit of membership—check it out.

**Cris Kinghorn
Membership Chair**



Editor's Epitome

Victoria A. Platt

■ When I begin editing each issue I am constantly amazed at the wonderful contributions members make to our Division. Not only are our colleagues diligently working in an increasingly demanding and fast-paced environment, but they are continually giving of themselves to our association and Division.

Recently each of the following three members added to their already heavy work loads and volunteered to help improve the publication of our *Bulletin*. In recognition of their efforts, I want to toot a horn in their honor since their assistance is so greatly appreciated.

Hal Kirkwood, our fearless leader and Division chair, while in the midst of planning the activities for the Reno leadership summit and Denver conference, took the time to help his fellow executive and advisory board members. In December Hal put out a call for new volunteers to assist the members already serving on the board. His intent was to get more members involved in Division activities and share some of the responsibilities of running such a large division. I am particularly grateful for his efforts for it introduced me to our next honoree.

Last June Rachel Watstein was one of our Student Stipend winners in Baltimore. Upon winning this honor and getting to know our Division better she spoke with Hal, decided to volunteer, and is now our new *Bulletin* Assistant Editor. Rachel is close to completing her Master of Science degree in Library and Information Science at the Palmer School of Library and Information Science. She also has a Master of Business Administration degree from Fordham University and a Bachelor of

Science degree in International Business and Marketing from New York University. While finishing her degree you can find Rachel working for IBM Global Business Services. Welcome Rachel and thank you for volunteering in the Division.

The final honoree, in addition to her responsibilities as vendor relations chair, graciously agreed to take on the responsibilities of our vacant advertising chair. Last June, while attending to the busy business library at Harvard University, Ann Cullen volunteered to help cover the advertising responsibilities until a new chair could be found. Once on board Ann quickly reconciled numerous outstanding accounts and coordinated all advertising activities. Her extra efforts have effectively prepared the position for our next Division volunteer.

Publishing the *Bulletin* requires the efforts of numerous volunteers. I am not only grateful to the three featured honorees, but to all who help publish the *Bulletin* year round. If you are interested in joining the ranks of the wonderful volunteers helping our division, either with the *Bulletin* or another office, we would love to hear from you.

Victoria A. Platt
Editor

Visit the Business & Finance Division's
Web Site at
www.slabf.org



Featured Article

Emerald Group

BLOGGING FOR SCHOLARS

■ Does your prof blog? If he or she does, you had better know about it. Professors who blog do so for a variety of reasons. Some are musing aloud over new ideas or research that will later appear in scholarly journals and on your library's shelves, virtual or physical. Some are exploring new ways of expression or appealing to a larger audience than they get in the paid lecture hall. Or they may be trying out a side of themselves that they don't quite dare expose fact-to-face with their primary community.

Years ago, academics spoke of an "invisible college," a college that existed beyond the brick and mortar one in which they were employed to teach and research. It was formed by other professors and students, especially graduate students, pursuing similar and related fields of interest, regardless of where they were geographically. It was the group that read preprints of articles or conference papers and who collaborated and competed in similar research. That invisible college is now a bit more visible—it can be centered in an easy-to-create-and-maintain blog and all those who read and contribute to it.

Whatever scholars' reasons for blogging, and whether they're a part of a college or not, students can enjoy and learn from blogs run by academics all over the world. Unlike most classroom assignment reading, blog reading is informal and can be done in short sessions, perhaps when you need a break. And if you start to follow an academic blog or two, you probably will see a different side of academic life than you have known so far.

Who's Blogging?

You may run into individual entries from academic blogs of interest just by running a search query in a general search engine. But if you want to get a semi-structured idea of what's out there, go to PhDweblogs (<http://www.phdweblogs.net/>), a world-wide listing of over 400 Weblogs. You can scan descriptions by research area (social

sciences, computer science, language and literature, multidisciplinary, economics, and business), country, or language and then hop to the blogsite itself. Most of these blogs are very interesting—the authors are not even professors yet, but PhD students, most of whom write freely about their research but also their lives, wherever they may be.

Professors Who Blog (http://rhetorica.net/professors_who_blog.htm) also provides a good listing of blogs, many of them in the area of media and politics, but the list has not been updated since May 2005. It's still useful—while one might expect that blogs come and go quickly, there is really more stability than we expected. A *Chronicle of Higher Education* article from June 6, 2003 (<http://chronicle.com/free/v49/i39/39a01401.htm>) quoted Jack M. Balkin, professor of law, director of Yale University's Information Society Project, and Balkinization blogger (<http://balkin.blogspot.com/>), who predicted that the popularity of blogs would change quickly—those at the top of the popularity poll would be replaced in two years. We didn't check popularity, but of the nine notable blogs pointed out in the *Chronicle* article three years ago, nine are still very active, showing posts from the past week if not the current day. Only one is now inaccessible, and one other showed a last entry from 2004.

In terms of numbers, there are more blogs on the subjects of news media, politics, and

(continued on page 7)



computer science than in humanities and other scientific and social science topics. But there are some noteworthy ones in all areas. The Best of the Web Blog Directory (<http://blogs.botw.org/>) lists popular and academic blogs by broad subject categories (arts, science, business, and computers) and several subcategories within each. A long list of history blogs appears at History News Network (<http://hnn.us/articles/1572.html>). Good leads to blogs of interest to economists are at RFE: Blogs and Commentaries (http://rfe.org/show_Cat.php?cat_id=96), and links and descriptions in social science areas can be found at Social Science Weblogs (<http://www.sociosite.net/weblogs.php>)

Librarians Who Blog

One academic group that seems to blog more than most disciplines is librarians, and you can find some intriguing blog titles at the Open Directory Project (http://dmoz.org/Reference/Libraries/Library_and_Information_Science/Weblogs/): Blog Driver's Waltz, Christina's Library Rant, Explodedlibrary.info, Librarian on the Edge, Odd Things in Pitt's Libraries, and more.

Frequently librarians blog to announce and comment on new and interesting Internet resources. For example, there's Marylaine Block's weekly Neat New Stuff on the Net (<http://marylaine.com/neatnew.html>). Gary Price started his daily ResourceShelf blog (<http://www.resourceshelf.com/>) when he was reference librarian at George Washington University. Since 2001, ResourceShelf has grown into a group blog with several contributing editors, Gary Price became a full-time library and Internet research consultant, and now is librarian advocate and director of online information resources at Ask.com. Gary and his ResourceShelf team still post anywhere from three to a dozen resource entries, with useful links and extensive commentary, seven days a week.

There's lots of good blog reading out there.

Copyright 2006. This article is reproduced with the kind permission of Emerald Group Publishing and its Library Link virtual community service (<http://www.emeraldinsight.com>) This article may be reprinted in its entirety, in paper or electronic format, as long as this statement accompanies the reprint.

COMPLIANCE IS CRITICAL.

You need a comprehensive research and workflow application, specifically designed to support KYC, AML and Enhanced Due Diligence requirements.



- >> Ensure a consistent global process for every search and every researcher.
- >> Support and enhance your KYC and EDD workflow by expediting data retrieval.
- >> Leverage information from websites, government watch lists, regulatory sites, news and specialized databases.
- >> Auto-generate a PDF-based audit report containing all relevant documents and researchers notes.
- >> Streamline your on-boarding process.

Call Alacra at 1 212 363 9620 for a demo or come see Alacra in action at SLA 2007!
Booth 312
www.alacra.com

STANDARD & POOR'S

- > Companies & Stocks
- > Funds
- > Industries (domestic & global)
- > Learning Center
- > Global Reports
- > CSR Reports

NetAdvantage

the **SINGLE SOURCE SOLUTION** for all your business & investment information needs:

Please be sure to attend the Business & Finance Open House and Cocktail Reception at the SLA Annual in Denver: Sunday, June 3rd from 8:30pm - 11:00pm, featuring our Chief Investment Strategist Sam Stovall. You will have an opportunity to network with Sam and all your associates at this invitation-only key event, sponsored by Standard & Poor's*. *More details will follow at a later date.
www.netadvantage.standardandpoors.com



EOS

connecting people to knowledge

*“EOS.Web saves me
time & energy.”*

- Marlene Vogelsang
Pacific Energy Center



EOS Record

Title: 1

Company: EOS International
Solution: Web-based Library Automation
Product: EOS.Web
Delivery: Local or ASP-hosted Solution
Comment: Easy, Fast & Flexible



Check Us
Out

Copy: EOS.Web
Notes: Join us for a no-cost
Webinar every Wednesday
at 10am PST / 1pm EST
Call Number: 800.876.5484
Status: info@eosintl.com
Electronic: www.eosintl.com

Making Marketing Materialize

Christine Olson

IT'S ANNUAL REPORT TIME

■ In corporations and organizations everywhere, the people in the communications department have their heads down, working feverishly on their organization's annual report. Some are being produced to meet financial and public ownership obligations, other reports are being produced to leverage the communications opportunity annual reports provide.

Over the years there have been countless articles and guides written about how libraries should prepare their own annual reports and what to include in them. One such article was published by Kristin Cheney in 2005: "Is an Annual Report in Your Library's Future?" *Law Library Journal*, volume 97, no. 3, American Association of Law Libraries (<http://tinyurl.com/7sbr2>). Kristin provides pointers for producing a library annual report and the results of a library annual reports survey.

Yawn

I've seen all types of library annual reports in every conceivable format. From bookmarks to paper bags, librarians have used their imagination to present . . . statistics. Here is the perfect venue to broadcast the benefits of the library and what gets featured in the annual report instead? Cold, unadorned numbers.

Talk about a missed communications opportunity! Numbers don't tell stories about the value the library adds to the bottom line or to the community, or to society, for that matter. Numbers need to be complemented with stories. Make the numbers mean something to the reader of the annual report. Breathe life into the numbers.

Sure. There's always a section in an annual report where the numbers are reported. But a larger section of the report presents the story of the organization: where has it been the past 12 months and where it intends to go. Many annual reports take the opportunity to communicate the organization's values and reinforce its brand message. Annual reports

are written for investors and stakeholders to show that their investment and support in the organization is well-founded and flourishing. Everyone likes to think that they are part of a winning team. The annual report helps to solidify that perception.

Between the Lines

Which brings me to another characteristic I've seen in some library annual reports: not so hidden messages. I can't count the number of library annual reports I've read where the person writing the report conveyed a bitterness that was impossible to ignore. Reduced staffing levels, budget cuts, and nixed plans are woven into the short and curt narrative by the writer to make a point. While it may be tempting, the annual report is not the place to vent anger or disappointment. If it needs to be said, put it somewhere else.

Examples

As a communications tool, the annual report helps to shape perceptions as well as report the past and predict the future. Here are a few report examples you may be interested in perusing.

1. Washoe Library System 2004 Annual Report (<http://www.washoe.lib.nv.us/>)

This report does a good job of positioning the library as a forward thinking community resource. I wish they would have continued telling the story by interpreting some of the statistics at the back of the report. For instance, besides noting the Traveling Tales

(continued on page 10)



Story Van reached 7,000 children, tell how the story service impacted a child or group of children. The graphics in this report are perfect for sound-bite stories.

2. Amgen 2004. (<http://wwwext.amgen.com/investors/AnnualReport2004/about.html>)

Inspired Science is the report theme. For 2003 the theme was What We Do. This is a great approach to an annual report. It helps to give the communication a message focus that falls in line with the brand.

3. The British Library 2005 (<http://www.bl.uk/about/annual/2004to2005/introduction.html>)

They've got a great story and vision . . . and lots and lots of words. Rather overwhelming.

4. Milton Public Library 2004 Report (<http://www.mpl.on.ca/report.html>)

Starting with the cover, this report communicates friendliness and warmth. Notice they include a section with brief customer comments, and another with interesting questions and answers. I like the financial report. Very straightforward: "Where the money comes from" and "Where the money goes."

5. Starbucks 2005 (<http://www.starbucks.com/aboutus/investor.asp>)

Another example of an annual report with a communications theme. Notice how they weave the numbers with their brand. They tell a

story. Stockholders receive the report complete with a complimentary Starbucks card.

6. Edmonton Public Library 2004 Report (<http://www.epl.ca/EPLAnnualReports.cfm>)

Easy to read, each page uses a headline to focus the content. Lots of photos and a good use of color carry the layout. The report is presented as a joint effort from the director of libraries and chair of the board.

The annual report should be included in your communications mix. It's a valuable tool for broadcasting messages and reaching library stakeholders. I once read a librarian's lamentations over how her library's annual report wasn't read by anyone, even after she promoted it. If you've had a similar experience and feel that the effort that goes into an annual report isn't worth it, then reconsider and evaluate what went into your report, how it was produced and distributed. You shouldn't be promoting the report like a product. It's a communications piece and should be distributed like other communications materials.

To jumpstart your annual report project, here's an excellent overview of what to consider when planning your report. "Annual Reports: Connecting the Parts with the Whole," by Marie Wallace (Posted January 1, 1998; Archived February 1, 1998) <http://www.llrx.com/columns/guide12.htm>

From time-to-time *Out of the Box* articles are published in the *Bulletin* in order to acquaint the B&F Division with the activities of other SLA members. If you wish to recommend any articles for publication in future issues of the *Bulletin*, please contact Vicky Platt, editor.



Out of the Box

Elaine Zelmanov

■ This column space is dedicated to sharing the talents of SLA members outside of the Business & Finance Division. This issue we enjoy a timely article written by SLA Pittsburgh chapter member Elaine Zelmanov as published in the December 2006 issue of *The Confluence*. It is with great appreciation that we thank Editor Amy Watson and Chapter President Rachel Callison for granting us permission to publish Elaine’s article.

This fall, Clusty.com celebrated its second anniversary with new features, a redesign, and an all-around facelift. Clusty is Pittsburgh’s own home-grown Web search engine—created and operated by Squirrel Hill-based Vivisimo, Inc. When Clusty launched back in September 2004, we received a variety of reactions to our name:

“Who were the ad wizards who named Clusty? Sounds like a Japanese gum brand.”

“Perhaps the most disgusting brand name out there.”

“Clusty the Clustering Engine. It sounds like a kids book.”

No doubt about it, Clusty is a name only a mother could love. But reaction to our service, thankfully, has been rather more positive.

After two years, we have accumulated quite a bit of user feedback, both on our look and our functionality. Clusty’s second birthday seemed like the perfect time to take a fresh look at what we do and see if we couldn’t do it a bit better.

The new Clusty is a trim and fit version of its predecessor. The cleaner and sleeker look also reflects a change behind the scenes. By overhauling Clusty’s back-end, we’ve made it a lot faster. Speed and simplicity: these were the two main factors driving our new design.

A simple side-by-side shows how different Clusty looks now. With improved usability in mind, we’ve made the homepage and search results pages cleaner and simpler.



A simpler design, however, belies the new features and added functionality of Clusty 2.0. What has always set Clusty apart from the pack are its clustered search results. There are days, though, when you look and look—you know that search result you need is in there somewhere—and you just can’t find it. A new

“Find in clusters” feature lets you search within the clusters to hone in on exactly what you’re looking for. The clusters that contain that particular search term are highlighted. Look for the new feature beneath the clusters.

(continued on page 12)



We've also received many comments over the years about Clusty's font size from those who want to change it. We've added a font size selector to Clusty's search results page so you can control how large or small the text is with the click of a button. It's a simple interface change but one that makes the bespectacled among us quite happy.

As Clusty grows, we've been adding more and more tabs to our search box. You can search blogs, images, Wikipedia. and many other data sets. Instead of listing them across the top like we used to do, you can see our other tabs by clicking "More" next to the last tab displayed. It's a small change but it goes a long way toward cleaning up some of the visual clutter.

Clusty has always been just one part of Vivisimo's business. The other is licensing and selling our search software, called Velocity, to enterprise customers. To this end, Clusty is something of a development playground. We use Clusty to drive innovation on all our products. Now, our users

can see this process in action at Clusty Labs (<http://labs.clusty.com>).

The Labs spotlight new or unique applications of our software and provide a home for the side projects of Clusty's developers. For example, Shakespeare Searched (<http://shakespeare.clusty.com>) is a recent addition to the Lab. It uses our software to search and cluster all of Shakespeare's works.

Another new addition to the Lab is the Clusty Cloud. The Clusty Cloud is our version of a tag cloud, the kind you might see on a blog or bookmarking site. Instead of accumulating tags, you can just use Clusty's clusters to create a tag cloud for a particular term or phrase. They're dynamic, always up-to-date, and clicking on any of the cluster labels will generate a Clusty search. The Clusty Cloud builds on the notion that clusters help you visualize information. The larger the word or phrase in the cloud, the more documents that label contains. You can customize the appearance of your Clusty Cloud and add it to your own blog or Web site.



The goal of the redesign was not only to make the site look better, but also to make it more user-friendly and user-focused. New features, enhanced speed, and a simplified layout all contributed to that effort.

Clusty has grown from being "the search engine with the funny name" to a leading

innovator in the search world. Feedback from our users is an important component in the development of new features and functionality. Give the new Clusty a try and tell us what you think!

Elaine Zelmanov is a librarian at Vivisimo, Inc. and can be reached at elaine@vivisimo.com.



The librarian's tool for precise online resource metrics.



LookUp® Precision™: Online resource tracking & cost management.

LookUp® Precision™ is a simple yet highly flexible software program that tracks and reports use of your firm's digital databases and online resources. Users activity within online information resources and research databases is recorded and easily managed from consolidated reports. No more hassle of analyzing data from multiple online vendors presenting usage information in a variety of report formats. LookUp Precision delivers information that you can use:

- LookUp Precision lets you decide what you want to track and report regarding usage of online resources. Track and log each of your users: URLs accessed, visited page counts, documents viewed, user's research time per site, client validation information and even individual transaction costs.
- If required, you can set up client matter or project validation for the resources that you choose. This ensures that client or project identification is properly validated to online sessions if you plan to bill for research.
- Automates user ID and password maintenance, allowing single sign on for each user for all research databases.
- Consolidates data into comprehensive reports of usage metrics for all online research resources used by your firm.

LookUp® Precision™ captures usage activity and tracks user's time within a select group or all the online resources used by your firm. You choose the resources that you want to track. You now have comprehensive reports to evaluate the resources used by your firm and accurate metrics to better negotiate contract renewals with online resource vendors.

LookUp Precision® 
ONLINE RESOURCE TRACKING & COST MANAGEMENT



CAREERS, JOBS, RECRUITMENT, & LIFE IN THE BUSINESS & FINANCE WORLD 12

■ In the twelfth installment of her discourse in our ever challenging world, Sylvia James once again gives us her advice.

During the last few months I have been talking about this column quite a lot, repeating advice I have described in it about the basics of setting up a business and career development as a self-employed person. It has been one of those periods when I have come across a really wide group of information professionals who are unsure about self-employment, finding they are successful in this short but inadvertent and unplanned new career path. As they have become self-employed by accident, leaving the well-paid, secure environment of full time employment, they are understandably feeling rather confused. The issue for many of them is whether they should continue to look for new clients, develop their putative business, and remain independent or direct their efforts to look for a new job as an employee in an organization. I had not considered this issue in any great detail during my career, as I was so keen to be self-employed I planned my transition very carefully over two to three years prior to working independently and never had any intention of returning to work for one employer ever again. I have been approached a few times about taking an employed position, but I was never really tempted.

So, it seems an interesting area to look at in this column. Doing some basic research, it would seem to be quite difficult to find any advice about how to make the decision. There is any amount of information from small business advice units, Web sites, books, and other media about setting up and

developing a small business, but nothing about if and when to choose to go back into mainstream employment after being self employed.

The most obvious time to consider being reemployed by an organization is when your business has failed or closed for some other reason, but in my experience this is not the reason that many information professionals make the change. Possibly, the most common reason is that the information professional sees insecurity in self-employment. They cannot guarantee enough money on a regular basis to meet all their financial commitments. This seemed to be the main concern of my recent contacts.

The "feast or famine" nature of self-employment is all too evident and my contacts were worried about how difficult it might be to manage the famine periods, when all income dries up. (The phrase "feast or famine" with "self employment" makes for a very interesting Internet search, which brings up a wide range of thoughtful articles from all types of businesses and services, with lots of ideas on how to smooth out the cash flow.) So, my advice to all the budding new entrepreneurs I have met recently is to first consider their attitude and financial position in regard to the probability of receiving a variable form of income and balance this against the regular income of an employed position.

(continued on page 15)



Have you the ability, inclination, and sheer discipline to put money aside in the feast times to cover your expenses when there is no work? How many months cushion do you need in the bank before the next paying work comes in? These are very hard questions to consider and plan for when you are new to self-employment and you have been used to a regular paycheck and all the benefits that come with it, but it is vital in the decision to stay in business or not. There is always this risk to even the most established of businesses, but the feast can be so good that after a few years, you simply don't have to worry about famines. Remember that you will be paid in larger amounts than you have been used to as an employee. Fees are paid gross of tax, and if they are invested well can bring in an income that can provide a good bonus before tax bills have to be paid.

If you do make the decision to return to working as an employee, then plan the return to this type of work as carefully as you would if you were leaving to start a business. If you are doing this after a relatively short time in self-employment, then it will be easy to represent the self-employment period as the most recent "job" on your resume. If you have been self-employed for some years and decide to return to the wider job market, it may be well worth getting some external career counseling as to how to write-up your experience in the most effective way for a potential employer. You will need to look at your business experience very objectively and convince an employer that you are really serious about making the change and that you are employable in the conventional way. It may well be worth doing a short period of full-time temporary employment with an organization through an employment agency to prove this is the case.

Consider also that often success in self-employment makes the information professional a very attractive job candidate. So, if you decide to become an employee again, one of the most obvious possibilities is to go and work directly for an existing client. Could it be that one of your clients needs you or would consider you as an employee? They already know you and your work. If you feel that there are clients that might be interested in this approach, make the suggestion that a generous offer to become their employee would encourage you, the professional, to work exclusively for them and would take yourself out of the wider job market.

Other issues to consider are your official tax and benefits position. If you have made arrangements with tax authorities to be considered self-employed, it may take some time and work to wind up your fiscal affairs as a business. This may need to be explained to your new employer. You may not have the relevant codes or status as an employee to begin with—you may be subject to heavier tax deductions from your salary initially, and perhaps for many months, until you have complied with all the relevant regulations and filings. If you have an incorporated business it may take much longer to close down. It may be cheaper, as well as enable you to keep your future options open, to make your company a nontrading entity rather than dissolve it.

There should be no stigma to moving in and out of the employee/self-employment work model. I believe that it will become much more common for all professionals to move in and out of this model during different points in their careers as it suits their personal circumstances.

Sylvia R. M. James
da_james@11daymer.freeseve.co.uk



Single Searching Simplified

Introducing *Thomson Gale™ PowerSearch*

Thomson Gale™ has developed a revolutionary delivery platform that not only eliminates the need for repetitive searches in different databases, but improves the researcher's ability to navigate, find, assimilate and manage information.

What users will find is a merger of product interfaces and content into one single common user interface. Driven by a super-powered search engine called *Thomson Gale PowerSearch™*, you can explore one, several or all available Thomson Gale content in your library's collection simultaneously—while organizing results effectively.

Connecting Users to the Web's other Wide World: YOUR LIBRARY

Introducing *AccessMyLibrary.com*

Imagine being the first place researchers turn for all of their research needs. Not the open Web. Not the popular search engines. But you and your library!

Thomson Gale™ has developed new technology that helps bring more people from your community into your library. It's called *AccessMyLibrary.com*.

This groundbreaking development enables libraries to capitalize on Internet search engines as a means of connecting library users with authoritative content. How? By allowing information aggregators to "see" portions of the content from the resources you've purchased on their behalf in their search results. With *AccessMyLibrary.com* you'll enjoy increased exposure and use of your resources—maximizing your product investment.



Contact us for more information

To find out how our new database platform and technology initiatives will help revolutionize the way your library holdings are accessed and used, call your Thomson Gale Representative today.

BOOKS AND TIME

■ The main premise of this article has always been reviewing a book and establishing its relevance to the field of business and finance research. At first I thought that a book's relevance and value would be academic to each individual professional. After all, we may be under the banner of business and finance, but it turns out that the banner can stretch like nobody's business. So now we are left with the matter of practicality. Now the question is, is the work worth your time and energy to read? In this issue of the *Bulletin*, the question is this: Is *The Marketing Research Guide*, Second Edition by Robert E. Stevens, Bruce Wrenn, Philip K. Sherwood, and Morris E. Ruddick (published by Best Business Books) worth your time? If so, why?

As a topic, marketing research is important to business and finance because the tools of that research, such as consumer testing, product placement, etc. are the starting point for a research base. What kind of questions do researchers answer? What is it? How does it work? Why is it important? What does it mean in relation to something else? Market research begins to answer these questions for business professionals, who then realize those questions into product and market development and distribution. In today's world, research professionals and librarians spend their time looking for accurate and relevant facts and figures, but they also find themselves looking for intangible and often subjective information, such as the influence and commonality of blogs in business (see the article by Ramona Howerton), or how will regulation of the Internet affect our First Amendment rights.

The infiltration of new markets is a major topic in business and finance as well. With globalization, the development of traditionally third world countries, and the movement toward environmentally sound practices American businesses are finding themselves in a unique situation: our consumerism far outweighs our production and the methods of that production. Marketing and business research have to be braided together to form a single structure that can support this kind of shift. Today, it

seems unlikely that a researcher, any researcher, will be able to avoid these issues during his or her career.

So, is this the book to keep on your shelf as your bible of marketing research?

The Marketing Research Guide provides practical information on Internet sources of data and surveys; advanced statistical analysis; decision-making information, planning, and forecasting; test marketing; how to develop valid and reliable measurement instruments; data collecting methods; how to design a questionnaire; how to determine a sampling frame and then select a sampling method; compiling data summary methods and research reports; mail survey design and mailing procedures; and a description of full product testing techniques and procedures. Right now, this sounds like a book suited more for marketing students and professionals rather than a reference source guide for library professionals. In reality, the development of a reliable marketing instrument is no different than the researcher's approach to a topic. Stevens and his colleagues outline six steps: identify the topic; develop definitions of the topic; develop measures (questions and techniques); collect data (a pretest); assess validity and reliability; and finally collect data for analysis. This book goes much further into the realm of the marketing researcher, however, including

(continued on page 18)



chapters on experimentation, interviewing techniques, and statistical analysis. There are a few nods to the librarian, however. Appendix A, Sample Research Proposals, will show how a research company outlines its ideas and methods, basically how it is going to provide what it is asked to provide. Appendix B, Sources of Secondary Data, breaks out many sources by topic, such as consumer data sources (e.g., *Consumer Market and Magazine Report* and *Sales Management Survey of Buying Power*); company data sources (e.g., *Directory of Corporate Affiliations* and *Thomas Register of American Manufacturers*); market data sources (e.g., *Census of Retail Trade* and *Monthly Labor Review*); cost data sources (e.g., *Standard Corporation Records* and *Encyclopedia of Associations*); computerized databases (e.g., DIALOG and FINDEX); and resources for general advice (e.g., *Encyclopedia of Business Information Sources* and *Directories in Print*).

While there are many crossover concepts and practices in business and marketing research, this book's focus is truly on *conducting* research, not the pursuit of accurate information for a client. At 425 pages, it is a solid introduction to the concepts that build the practice of marketing research and may prove interesting reading to those with a proclivity toward marketing. There is little to find in regard to publications and databases useful to researchers or librarians. Seasoned professionals probably have access to publications and databases already listed in this book.

If you would like an introduction to assessing data and the mathematical concepts behind crunching statistics in a field related to business and finance, this also may be a book for you. Only if we had the time to read all that interested us. . . .

Diane Evans
devans006@aol.com

SLA
Connecting People
and Information

post resumes

search for jobs

career advice

useful resources

seminars

CAREER CENTER

Find the right job
in the information industry.

www.sla.org/careers



The Best of the Best**Ramona Howerton**

■ The Best of the Best column comes to you this issue with an interesting exchange from the SLABF-L List. The following discussion provides wonderful insight on Ramona Howerton's timely question regarding blogs from October 4, 2006.

Question:

I have been asked to find the following information on corporate public blogs for a client. Can anyone tell me whether the following information is tracked, and if so, by whom? Is there a specific term used for this type of blog?

How many public companies have them?

- How many firms (in specific sectors) have blogs and how many are projected to have them?
- Any success stories? Have firms gotten new clients as a result?
- Risks? Have any companies been sued or received bad press for guidance they've given on a blog when someone says they've suffered as a result? Or have people claimed censorship if the blogger changes their question or does not post all questions/comments?

Response #1 (in no particular order):

There have been a number of stories on corporate blogs. One that comes to mind was in last week's Circuits section of the *New York Times*. "Blogging the Hand that Feeds You," September 27, 2006.

Also, here's the Fortune 500 blogging wiki, supposedly a directory of F500 companies that have business blogs. I'm not sure how complete it is, but I have noticed that it has grown a lot in the last two months. <http://www.socialtext.net/bizblogs/index.cgi>

Response #2

I'm interested in following this trend and see stories popping up in different places, one place I watch is: http://www.businessweek.com/the_thread/blogspotting/

I also saw that Jupiter recently did a study.

http://www.jupiterresearch.com/bin/item.pl/press:press_release/2006/id=06.06.26-corporate_weblogs.html

Response #3

We wrote the attached report about corporate blogs last year—maybe it's still of help to you.

http://www.dbresearch.de/PROD/DBR_INTERNET_DE-PROD/PROD0000000000190745.pdf

Response #4

Saw this in the *NYTimes* recently. September 27, 2006, "You Just Gotta Have Them," by Matt Villano.

Response #5

An article from *Business Week* with stats:

http://www.businessweek.com/technology/content/feb2006/tc20060214_402499.htm

A few more articles with anecdotal information; perhaps they will be helpful:

<http://business.guardian.co.uk/story/0,,1875644,00.html>

<http://www.azcentral.com/abqnews/articles/0921abg-sr-smallbiz0921.html>

(I pulled those articles from different recent issues of Nexcerpt News Connections, which is posted on SLA's site each day. <http://www.sla.org/content/resources/lin/index.cfm>)

One of the articles mentions a report from the Pew Internet and American Life Project. I don't know if there are any stats in there about corporate blogs. <http://www.pewinternet.org/>

Also:

<http://edition.cnn.com/2005/BUSINESS/12/20/company.blogs/>

(continued on page 20)



<http://www.backbonemedia.com/blogsurvey/>
<http://hbswk.hbs.edu/archive/5111.html>

Response #6

We're not a public company, but we do have a blog at <http://sbdcrn.blogspot.com/>. I know we copped the caveat on top from some source, but I'm afraid I couldn't tell you where.

Response #7

Forrester and Jupiter have published reports and there should be a ton of articles in business and news journals. Internet research should turn up information. For a flavor of possibilities, see, for example, "Jupiter Research Finds That Deployment of Corporate Weblogs Will Double in 2006" (<http://tinyurl.com/ryo2p>) and "Corporate Weblogs: Deployment, Promotion, and Measurement" (<http://tinyurl.com/p369u>).

The Practising Law Institute offers a CE Course: Blogs, Bloggers, and the Corporation: Practical Steps to Avoid Liability. <http://tinyurl.com/7wt43>

Blogger Faces Lawsuit over Comments Posted by Readers: <http://tinyurl.com/cvrm2>

"Blogs are also being cited in a growing number of civil cases, most commonly claims alleging libel, defamation, or invasion of privacy." *Boston Globe*, United States—September 27, 200. The article says Pew is tracking blogs though don't know if it includes corporate.

BlogWrite for CEOs has some resources and refers to articles about Blogs used in marketing and PR. <http://tinyurl.com/hrdz4>

FYI, as a follow-up to my previous post, I found an article that refers to the Pew study with reference to the Jupiter study and "lack of substantiation" and other details:

Pew Internet: Who Blogs, Really? And Why. By Marianne Richmond.

<http://blogger.org/node/7891>

"The Pew Internet released a new study on blogging this week. The Pew report was written by Amanda Lenhart and Susannah Fox and it is an important data point because it provides some insight into the universe of the 12 million Americans (8% of adult Internet users) who write blogs and the 57 million (39% of adult Internet users) who read them, as opposed to the many studies that focus on the other segments such as corporate and business blogs and the A-list. Also, in contrast to some recently released reports on blogging such as the Jupiter report on corporate blogging, the methodology was included with the Pew press release. Toby Bloomberg has been documenting this disappointing lack of substantiation from Jupiter." Also: Debbie Weil at BlogWrite for CEOs predicts that although the Pew report indicates that corporate blogs are a small part of the blogosphere, they will become a mainstream business communication strategy.

Response #8

Forrester did a best practice in November 2004: Blogging: Bubble or Big Deal? Charlene Li is the analyst. This is a bit dated, but Charlene is still the go-to analyst on this topic. She might be writing for other publications.

Response #9

Here's a link to Fortune 500 Business Blogging wiki, with 32 companies identified <http://www.socialtext.net/bizblogs/index.cgi>

Response #10

After one decides just what is a blog (the definition is very dynamic), I usually break it down into

1. The social: A place to easily publish info on the Web
2. The technical: An easy to use publishing system both for the individual
3. And increasingly the enterprise to share info and interact with customers.

(continued on page 21)



Aside from the publicly available research free and fee, Nielsen BuzzMetrics does tons of work in this area (for a fee). <http://www.nielsenbuzzmetrics.com/>

Of course, they also offer (but probably not helpful for this research project) Blogpulse for free. <http://www.blogpulse.com>

This article from *Clickz* might also be of value to you. "Corporate Blog Adoption, Stronger in Small Business," <http://www.clickz.com/showPage.html?page=3557211>

It looks like the full of the report mentioned in the article (what might be glorified hype but potentially full of stats) is here. Free registration. Blogging in the Enterprise: Myths and Realities Report

Response #11

Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers by Robert Scoble, John Wiley, 2006. An interesting view that I've just begun reading, but it seems to give lots of examples.

I did a project for a client earlier this year in which I compiled a list of the top bloggers on the Internet.

In doing so, I developed a fairly comprehensive list of blogging sites and sites that rate bloggers. Here are a few of possible interest:

4. Corporate Blogging <http://www.corporateblogging.info/> (not active, but has an archive)
5. CEO Blogs list <http://www.thenewpr.com/wiki/pmwiki.php?pagename=Resources.CEOBlogsList>
6. Book about corporate blogs (you might try to contact the author Debbie Weil; e-mail on this site) <http://www.blogwriteforceos.com/about.html>

Response #12

This is from our most recent internal newsletter. "UMASS Dartmouth Professor Attracts Attention of World Wide Businesses for Blog

Research". Dr. Nora Ganim Barnes, Chancellor Professor of Marketing and Director of the University of Massachusetts Dartmouth Center for Marketing Research, has recently completed her second study into the world of business blogging. Edelman, the world's largest independent public relations agency with more than 2,200 professionals serving clients from 46 offices in 23 countries and with annual revenues of \$292 million, called Dr. Barnes to invite her to do a pod cast on their multifaceted Web site. Dr. Barnes was interviewed by Phil Gomes, Senior Counsel for Online Communications and manager of a blog for Edelman as well as their new pod cast site called "EarShot." The pod cast is available at <http://www.edelman.com/podcasts/>

In addition, Frank Gilbane, CEO and publisher at the Gilbane Group, has written about Dr. Barnes' work in the *Gilbane Report* and asked her to attend Gilbane's annual Conference on Content Technologies in November. She will serve as both a moderator and presenter of her research. The *Gilbane Report* is the most widely read technology newsletter in the world.

In an effort to keep the area business community informed, Dr. Barnes has agreed to present the findings of her first blog study at the Advanced Technology Manufacturing Center (ATMC) on November 1, from noon to 1:00 PM. Attendance for this free program and bag lunches can be brought or purchased. RSVP by calling Peter Carvalho at 508-910-9867 or by e-mail at u_p1carvalho@umassd.edu. For additional information please contact Dr. Nora Ganim Barnes at 8756 or mail to nbarnes@umassd.edu

Additional Source

Ramona also contacted Enid Burns, at Incisive Media, and author of "Executives Slow to See Value of Corporate Blogging" <http://www.clickz.com/showPage.html?page=3604931>. Below is her response.

(continued on page 22)



Corporate blogs are growing in number, but still a bit slow to take off.

There have been a few reports like the Jupiter Research report you read that offer statistics, but I haven't seen any stats that break blogs out by industry.

There are internal blogs, which is often a good place for corporations to start; it can act as a period where the guidelines are ironed out.

For the finance and related industries I imagine some of the concerns are the risks of putting yourself out there, and being accountable for everything that's said. Some companies may vet their blogs, where each entry is edited or approved before it goes live. For an industry such as the one you ask about, those types of precautions are advisable.

As far as data or a source, you can contact Jupiter Research or another research firm to speak with an analyst. If your firm uses a public relations firm, it may have a new media department that advises on blogging and will have some statistics. Edelman and Ketchum each have such departments though other PR firms are beginning to follow.

Result

Thanks to everyone who responded to my request for information about blogs! I received numerous responses, and a wealth of information. I passed much of this information to the client, as well as suggestions to experts to contact for further information. Thank you to everyone who took time to respond!

Ramona Howerton
ramona.howerton@duffandphelps.com

It's Important to Know How Much You're Worth.

Find out here.
The 2006 SLA Salary Survey & Workplace Study is now available.

2006 SLA ANNUAL SALARY SURVEY & Workplace Study

SLA
Connecting People and Information

www.sla.org/SalarySurvey2006

Emerging Markets ground truth.

We build business information tools that help people make money in the fastest growing markets in the world. We do it on site in over 29 countries, for more than 70 economies and we do it very well.

Visit us at www.securities.com

ISI EMERGING MARKETS
A Securities Information Company



**SPECIAL LIBRARIES
ASSOCIATION
BUSINESS & FINANCE
DIVISION**

2007 Student Stipend Award

The Special Libraries Association Business & Finance Division is offering student stipend awards to help cover expenses at the 2007 SLA Annual Conference in Denver, Colorado, June 3–6, 2007. The Division will award student stipends and professional grants for a total of up to six \$1,200 awards. The conference theme is "2007—Climbing to New Heights®."

Eligibility

- Applicants must be enrolled in an accredited graduate level library or information science program during the 2006/07 academic school year and be interested in a career in business librarianship.
- The 2007 Denver conference must be the first SLA conference attended.
- Applicants should be members of SLA Business & Finance Division by March 1, 2007 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 Web site: <http://www.sla.org/content/membership/joinsla/index.cfm>.
- The recipient may not accept a travel award for the 2007 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.

- If your essay is available on a public Web server, you may submit a URL in lieu of an e-mail document.
- Include a letter of recommendation from either a faculty advisor from your institution or a SLA student group faculty advisor.
- Include a resume.

Post Award Requirements

- Recipients will write a brief article (approximately 500 words) for publication in the Fall 2007 issue of the SLA B&F *Bulletin* on their conference experience.
- Recipients will work as proctors, helping with the CE courses 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 and university business libraries roundtable during 2007/08.

Notification

- All applicants will receive notification of award status by mid April 2007.
- Winners **MUST** attend the B&F Division's annual business meeting on June 5, 2007, in Denver to receive their checks.

Submit the above documents, along with your address, telephone number, and e-mail address in rich text format (RTF) or in Microsoft Word by **e-mail** no later than March 15, 2007 to: areyes@wcupa.edu.

Awilda Reyes



**SPECIAL LIBRARIES
ASSOCIATION
BUSINESS & FINANCE
DIVISION
2007 Professional
Grant Award**

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 2007 SLA Annual Conference in Denver, Colorado, June 3–6, 2007. The conference theme is “2007—Climbing to New Heights®.”

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, 2006.
- Applicants must demonstrate interest in business librarianship.
- Recipients of past B&F student stipends are ineligible unless they received their awards before 2004.
- First priority will be given to those wishing to attend the SLA annual conference.
- Unemployed or under funded will get preference (pending review of a quality essay).
- 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.

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 resume.

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 2007 SLA B&F *Bulletin*.
- Other recipients will write a longer article (approximately 1,500 to 2000 words) to be published in the SLA B&F *Bulletin* describing their professional development project. The article should be submitted for publication 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 Stipends Committee in the future to ensure continuity on the committee and enthusiasm for the award program.

Notification

- All applicants will receive notification of award status by mid April 2007.
- Winners of the award to attend the conference **MUST** attend the B&F Division’s annual business meeting on June 5, 2007 in Denver to receive their checks. If an award is given for some sort of developmental 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, 2007 to: areyes@wcupa.edu

Awilda Reyes



**SPECIAL LIBRARIES ASSOCIATION
BUSINESS & FINANCE DIVISION
Application for 2007 Professional Grant Award**

The Special Libraries Association Business & Finance Division is offering professional grant awards to help cover expenses at the 2007 SLA Annual Conference in Denver, Colorado, June 3–6, 2007. The Division will award professional grants and student stipends for a total of up to six \$1,200 awards. The conference theme is “2007—Climbing to New Heights®.” For details on eligibility and procedures, see Award Announcement section.

NAME _____
TITLE _____
INSTITUTION/COMPANY _____
ADDRESS _____
CITY/STATE _____ ZIP _____
PHONE _____
FAX _____
E-MAIL _____
MLS RECEIVED FROM _____ in _____
Institution Date

Note: Depending on the number of applicants, funding might be considered for those who wish to 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 either for conference attendance **or** the developmental initiative.

Please check below the purpose of your application:

- _____ I am applying to attend the 2007 SLA Annual Conference.
- _____ I am applying for the developmental initiative. (Please include a proposed budget and a timeline for completion.)

Answer the following two questions if you are applying to attend the 2007 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 resume by **e-mail** no later than March 15, 2007 to: areyes@wcupa.edu

Awilda Reyes



Business & Finance Division 2006–2007 Executive and Advisory Board

Executive Board

Chair, Hal Kirkwood

Mgmt & Econ Library
Purdue University
765-494-2921
kirkwood@purdue.edu

Chair Elect, Cris Kinghorn

Business Info Services
Deutsche Bank AG London
London United Kingdom
44-207 547 2747
cris.kinghorn@db.com

Past Chair, Toby Pearlstein

Director, Global Information Services
Bain & Company
617-572-2943
toby.pearlstein@bain.com

Secretary, Gayle (Kiss) Gossen

416-214-4797
Gayle.gossen@gmail.com

Treasurer, Terri Brooks

Director, Library Services
Investment Company Institute
202-326-5904
brooks@ici.org

Director/ Professional Development Chair, Miguel

A. Figueroa
miguel.a.figueroa@gmail.com

Director/ Public Relations Chair

Alexey Panchenko
Vashé Research
alexey.panchenko@gmail.com

Membership Chair, Amy L. Affelt

Lexecon
312-322-0622
aaffelt@lexecon.com

Advisory Board

Awards Committee

Toby Pearlstein

Chair, Centers of Excellence Awards,

Leslie Reynolds
West Campus Library
979-458-0138
lereynol@lib-gw.tamu.edu

Chair, Grants and Stipends, Awilda Reyes

Government Documents and Maps Librarian
West Chester University, PA
610-436-3206
areyes@wcupa.edu

Chair, International Relations, Robert Clarke

Howard Ross Library of Mgmt
McGill University
514-398-4690 x04552
robert.clarke@mcgill.ca

European Student Award, Sylvia James

Sylvia James Consultancy
44-1444-452871
da_james@11daymer.freeseerve.co.uk

Bulletin Editor, Victoria Platt

Willamette Management Association
773-399-4314
vaplatt@willamette.com

Bulletin Assistant Editor, Rachel Watstein

646-265-9350
rwatstein@aol.com

Bulletin Advertising Manager, Ann Cullen

Harvard Business School
617-495-5918
acullen@hbs.edu

Bylaws

Will be inactive through 2006–07 pending review of Division Practices Manual at Winter 2006 Meeting Gayle Kiss, Project Manager for Practices Manual

Division Archivist, Roberta Brody

Grad School Library Info Studies
City University of New York, Queens College
718-997-3790
roberta_brody@qc.edu

List Owner, Chris Poehlmann

Mendoza College of Business
University of Notre Dame
574-631-9099
cpoehlma@nd.edu

Mentoring, Stephen Marvin

West Chester University
610-436-1068
smarvin@wcupa.edu

Nominations Chair & Committee, Sylvia James

Publications Chair, Monica Kirkwood
Purdue University
765-494-7873
bfpubs@gmail.com

Strategic Planning Chair & Committee
Toby Pearlstein

Alexey Panchenko

Miguel A. Figueroa

Vendor Relations Chair, Ann Cullen

Web Content Chair and Committee
Karin Rausert
Rausert@hotmail.com

Laura Leavitt
Michigan State University Libraries
517-355-4647
lileavitt@gmail.com

Judith Akalaitis
Moss Adams LLP
206-302-6610
Judy.Akalaitis@mossadams.com

Webmaster, Brent Nunn
DePaul University Libraries
312-362-8639
bnunn@depaul.edu

Unit Chairs/Coordinators

College & University Business Libraries, Karen MacDonald
West Campus Library
Texas A&M University
(979) 862-8933
KMacDona@lib-gw.tamu.edu

Corporate Information Centers, Cynthia Lesky
Threshold Information
847-433-8306
cynthia.lesky@threshinfo.com

Financial Institutions, Christine E. Peterson
Mortgage Guaranty Insurance Corp. (MGIC)
414-347-6904
christine_peterson@mgic.com

Investment Institutions, Rita Ormsby
The William and Anita Newman Library
Baruch College, City University of NY
151 E. 25th Street, Box H-520
646-312-1608
rita_ormsby@baruch.cuny.edu

Private Equity
Jan Leach
Advent International
44 +(0)20 7333 5548
jleach@uk.adventinternational.com

Cliff Perry
Warburg Pincus LLC
212-878-9314
cperry@warburgpincus.com

Real Estate
--empty--