



# THE BULLETIN

The Newsletter of the Business and Finance Division

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- ✓ 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

Fall 2006, Nr. 133: August 15, 2006  
Winter 2007, Nr. 134: December 1, 2006  
Spring 2007, Nr 135: March 15, 2007



*From the Chair*

*Toby Pearlstein*

## **BALTIMORE AND BEYOND**

■ Believe it or not, another annual conference is upon us and my term as Chair of the Division is more than half way done (read more about Executive Board term changes elsewhere in this issue). Hal Kirkwood, your Chair Elect, and the Board have already begun turning their thoughts to the Denver Conference of June 2007. But let's not wish away our time so soon.

### **Ever Wonder How We Can Bring You Such Great Conference Programming and Events?**

We still have a lot of exciting events to enjoy in Baltimore! As you'll see in the Division program included with this issue, there will be plenty of opportunity for advancing your professional development through CE courses and topical programs; catching up with colleagues in similar institutions through Division and Round Table breakfasts, and chatting up old friends and colleagues at four Division open houses and receptions. All of these events are being brought to you through the hard work of your Executive and Advisory Boards as well as innumerable Division volunteers. Thanks to all who have worked to make this possible.

And speaking of volunteers.... On Sunday June 11th the Division is offering the program "Landing your Dream Job" (Sunday, 1:00-3:00 PM) aimed at assisting MLS students and new entrants to the profession at doing just that. The team putting this event together would love to have some senior Division members volunteer to meet and greet attendees as well as be exhibit escorts. The Open House on Sunday evening will also be a great time for experienced Division members to spend some time talking with these folks and providing encouragement and guidance. If you are interested, please contact either Steve Kochoff or Steve Marvin.

Also, I want to send out a big thanks to our vendor sponsors. This year they include long time friends of the Division as well as some new friends. We welcome all sponsors as they have reached out to help us bring you great programming and events. All of our sponsors have been invited to attend our open houses/receptions, our Annual Luncheon, and the specific events they support. We are also reprising our vendor update program to hear directly from some of them about how they are using new technologies to serve their customers (Monday, 3:30 PM). You will have several opportunities to thank these folks in person and we encourage you to do so. Without them we could not bring you these learning and networking opportunities.

### **Thanks and Welcome**

I also want to take this opportunity to extend a hearty thanks to Verna Riley, our Web Master. Verna is stepping down due to a personal illness and we want to be sure she knows we are all holding a good thought for her. Our Web site has come a long way under her leadership as we wish her well. We are happy to welcome the new Web Master Brent Nunn (DePaul University) who will build on the excellent foundation that has been established.

The Division's Web Content team has also been hard at work looking into blogging and wikis as a way to keep the resources we offer you on the Web site dynamic and up to date.

*(continued on page 4)*



Karen Rausert, Judith Akalaitis, and Laura Leavitt will be looking for volunteers to assist in this effort—if you are interested, let one of them know.

I look forward to seeing you all in Baltimore where “tradition and transformation will converge”. See you there!

Toby Pearlstein  
Chair

### **BULLETIN ADVERTISING RATE CARD (2006)**

Full Page: 8¼" x 11"

Individual Ad: \$700 b/w or \$840 color

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Paid content page - product announcement written with educational theme and will state "PAID ADVERTISING" along the top, but will otherwise look like an article : \$1000/page.

Additional pricing strategies:

- Beginning in 2007, prices are furthered discounted 20% for sponsorship of a Division event (a conference session, breakfast, award, etc.).
- Color ads have a 20% premium (included already in displayed rates).



*Editor's Epitome*

*Victoria A. Platt*

■ Spring has finally come to Chicago. Tulips are blooming, trees are blossoming, and the ivy at Wrigley Field is greening. And, for those Chicago White Sox fans, they are still World Champions. While I do love Chicago, I am extremely excited to visit Baltimore this June for SLA's Annual Conference.

My excitement exists on three levels.

Toby Pearlstein and the entire planning committee did a wonderful job pulling together all aspects of our Division activities. The programs are so well planned that once again it will be difficult to decide on which sessions to attend. Chris Hoepfner also did an outstanding job selecting continuing education courses for our Division. If you come to Baltimore over the preceding weekend, be sure to register for an exciting educational opportunity. The entertaining open houses and newly structured awards reception promise to be great opportunities for meeting members from our Division. All are encouraged to attend.

The second truly exciting conference opportunity for me this year will be when Vicky Connor and I present on Wednesday morning at 9:30 AM, "What Do You Do When Your Subject Doesn't Want to be Researched?" We'll use professional sports leagues as an example of how to conduct financial research on an industry that is in the

public eye, but by no means financially transparent. You don't have to be a sports fan to attend.

And third, I am extremely excited about being a tourist in the city of Baltimore. After reviewing the Maryland chapter's Web site, <http://www.sla.org/chapter/cmd/balt06.htm>, I am taking extensive notes on attractions to visit, restaurants not to miss, and historic sites to photograph. Baltimore is an exciting city and a place I look forward to exploring during my brief time away from conference activities.

If at any time you see me during the conference, please say hello and share your comments or opinions on the *Bulletin*. Changes are continuing and your input is always appreciated. Enjoy Baltimore.

Victoria A. Platt  
Editor



Winter issue #131 contained an error on page 40. Michael Keating's name was omitted from the bibliography. His first article entry is "Education Quotient" and the last entry is "2005 Quality of Life Quotient." Our apologies for the error.



*On the Job*

*Sylvia R. M. James*

## **CAREERS, JOBS, RECRUITMENT, & LIFE IN THE BUSINESS & FINANCE WORLD**

### **Becoming Independent Early in Your Career**

■ Another cold and frosty morning (it has been unusually cold for us in southern Britain this winter) finds me writing my next Jobs Column for our second electronic version of the BF *Bulletin*. This time my thoughts turn to first jobs and the prospects for really early self-employment. This is the absolute opposite to the “involuntary entrepreneurship” I wrote about in my Jobs Column 8, where the business information professional is “forced” into an independent career by early retirement.

As with any start-up business, it really is not a matter of the age of the entrepreneur, but the confidence to go ahead with the enterprise and above all, having the “big idea”. Time and time again this was proved true in the fabled dot.com boom of the late 1990s. There were certainly plenty of ideas that lead very young professionals to set up business. They found an easy market of funding from eager backers, ready to exploit the classic business bubble and jump on the Internet bandwagon. In fact, in this boom youth was a prerequisite for the start-ups.

Translating your idea for a business into a viable concern, as a first job, is not really possible for most people. Internet-type bubbles don’t come along very often. In reality, starting a business, in whatever sector or profession, generally needs more experience and a track record of working somewhere successfully.

My first stint of self-employment was after three years of post-degree work. I was in my mid-20s, comparatively inexperienced in business, but really keen to try self-employment. I was willing to learn very fast. That was many years ago now and in a very harsh climate. It was especially hard for a married woman who was setting up in partnership with a colleague to do business research. It was indeed a virtually unheard of

concept in 1970s England. In those very unenlightened times, as far as the UK tax authorities (the Inland Revenue) were concerned, married women were chattels of their husbands and not at all in control of their own tax matters. It wasn’t until 1979 that letters about my tax affairs were addressed to me rather than my husband. Remember too that personal computers were a distant gleam in the IBM strategic plan. With no published business information databases, business research in those days was all desk based.

The big idea of my partnership was to research, compile, and publish a unique directory on a specific aspect of company shareholdings. It was not published in any other form and had a very specific niche market in the London investment community. The directory could only be produced as a print publication, involved a painstaking amount of work, and required a substantial initial outlay of money in printing the publication costs before we even had any orders. We continued to publish that directory every year as the backbone of our business and the mainstay of our partnership. It became our “shop window” and acted as a reflection of how well we could research a project. It brought us many commissions and

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other publishing opportunities. In that first venture, I proved that it is possible to strike out on your own early in your career and succeed. My partnership was successful and lasted for about 15 years, even though I went back into the employed market for several of those years, working for the partnership evenings and weekends. At times, it was very hard work indeed.

In these quality content hungry days, there are many big ideas, similar to the one we had, to be developed in the collection, development, and provision of specific business information. We are still in a perfect position as a professional group to provide such niche products in the framework of our own businesses. Perhaps these opportunities are most easily seen at the early stage of our careers. Look at how often an excellent source service has been bought by a larger publishing group.

Partnership definitely eased me into my own business. It had a great deal to offer when I started in self-employment so early in my career. I think it is probably the best way to get a new business off the ground, especially in our field of business research. Get the mix of partners right and it can provide essential support from colleagues. They understand business information, offer a variety of different skills and experience levels, and above all, provide the companionship and drive required to take the business forward. Wherever you are based, a partnership needs to be set up properly with all the necessary legal, tax, and local requirements. Quite apart from this formal setting, all the partners involved need to go into business together with the attitude that whatever happens and whatever disagreements occur, they will all commit from the outset to take time out to think about problems *before* arguing with the other partners.

Still, taking up self-employment straight after you graduate is a big leap of faith, even in a

partnership. I don't want to discourage anyone from starting on this route so early, it is definitely possible, but could be tricky from the perspective of proving to a potential client that you are capable of actually completing a project. As many business information projects are won very much on the basis of proving your expertise and demonstrating your experience, it is unlikely that projects completed as part of a degree course will be fully able to impress as relevant experience. If you don't wish to take on a full-time position, then at least consider a few short-term contracts through an employment agency before you take the final plunge into self-employment.

Ideally, it is still recommended to work a few years as a full-time employee. You will build up credibility and funds to guard against the harsh realities of the first few years of working for yourself. Obviously, if you want to set up a business research firm, it is ideal to expose yourself to jobs with a wide range of business information projects. If you work in this type of environment it can be very stimulating. It will definitely make you think about the work you most enjoy and help identify where niches exist so that you may be able to develop new "products" in a self-employed capacity. I certainly would have found it much more difficult and daunting to start business ownership some 17 years into my career if I hadn't experienced all of the pleasures and pitfalls earlier on.

Funding the business is vitally important whether it is from your own resources, borrowings from family and friends, or from more formal lending channels.

In my next column I will look at the basic financing of small businesses.

Sylvia R. M. James  
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## CONVERSATIONS WITH CHARLES POPOVICH & HAL KIRKWOOD

■ "Talking Business Information" returns with conversations with two academic business librarians, Charles (Chuck) Popovich and Hal Kirkwood. Chuck Popovich is Head Librarian at the Business Library, Ohio State University, and the 2005 Winner of the B&F Award for Outstanding Achievement in Business Librarianship, sponsored by BNA, Inc. Hal Kirkwood is Instruction Coordinator in the Purdue University Management & Economics Library. Both are active in the Business & Finance Division serving in many capacities. Chuck served as chair in 1987-88. Hal is currently Chair Elect and begins his term as chair in January 2006.

There are many similarities in the careers (to date) of Chuck Popovich. In fact, each started their careers at a campus of the State Library of New York and moved to specialized business libraries at large research universities. Both were fortunate to have mentors during early phases of their careers. They both cite the importance of keeping up with technology and being flexible as their careers expand.



### Chuck Popovich

Chuck Popovich began his career as a business librarian at the State University of New York in Buffalo, where he was the subject librarian for management and economics. This position presented a role reversal. After being in a graduate

business program and doing library research, he assisted students and faculty with their work. Chuck then became the head of the Business Library at The Ohio State University.

**CL:** What attracted you to the field of library and information science?

**CP:** I was working on an assignment for my graduate business class and was near a reference desk at a public library. I heard the librarians getting bombarded with business questions such as, "Where do I find information on the CPI?" Or, "What was the price on IBM's stock a year ago?" What

impressed me was that the librarians would usually recommend multiple sources to find answers to the questions. Gee! That seemed like a fun way to make a living. So I spoke with the two librarians at the reference desk. I would need a graduate degree in library science to go anywhere in the profession. I went from one graduate program to another within a few weeks. As I look back on it now it was the best thing that could have ever happened.

**CL:** Did you have a memorable mentor when you began your career?

**CP:** There have been several mentors to me at different stages in my career over time. Getting the initial position as a business librarian was a critical event. Meeting visiting Professor Mary Cassata at the University of Kentucky Library School and being invited to interview at the SUNY at Buffalo Libraries certainly had to be paramount in my career. Two people that provided outstanding guidance when I began with the Special Libraries Association (SLA) and the Business & Finance Division (BFD) were Judy Field and

*(continued on page 10)*



George Ginader. Judy still provides me with that infinite wisdom today. I especially remember working with George back then on the BFD *Bulletin* and his calmness in helping me meet deadlines when he was chair of the Division. A person I will never forget as a mentor at Ohio State was Jay Ladd. He spent the entire day with me when I interviewed for the position and it was one of the reasons I knew OSU was the place to grow professionally as a business librarian. He continued to provide his professional support throughout the many years I reported to him.

Mentoring is a very essential part of a business librarian's development. I know how it worked for me and I am sure others would acknowledge a very similar scenario.

I highly recommend to business librarians just starting in the profession to stay with it and to do the networking with colleagues that is offered by associations such as SLA.

I very much appreciate the Bureau of National Affairs (BNA) sponsoring the Award for Outstanding Achievement in Business Librarianship, which is a recognition that I will forever cherish.

**CL:** How have SLA and the Business & Finance Division contributed to your career?

**CP:** In 1974 my first SLA conference was held in Toronto. I made SLA a part of my professional life every year since that time. Over thirty years, SLA has always helped me keep on top of developments in the area of business librarianship. I could always count on meeting my colleagues from other universities and discussing the issues of the day. The keynote speakers, special programs, vendor exhibits, and a visit to a new city, most years, proved to be a great education. In recent years, the special emphasis on CE courses placed an added dimension in the learning process. Being able to "network" through all these components that define SLA certainly represents what an association should provide members of today's information profession.

The Business & Finance Division in particular provided me with the opportunity for growth within both the profession and my business specialty. I was given the opportunity to serve within B&F as *Bulletin* editor, treasurer, director, on committees, and ultimately Division chair. Each of these assignments was on a voluntary basis, but as a foundation to my career each level of experience helped me develop professionally. Again, meeting and working with colleagues from the same field helps to contribute to the overall awareness of librarianship. Many of the responsibilities at the association level transfer to the professional position making the individual more valuable on the day-to-day side of the work environment.

**CL:** What qualities of an academic business librarian do you think are the most important for success?

**CP:** The ability to be flexible and innovative in the paradigm swing from the way library services were delivered in the past to the way users expect business information to be delivered in the future. It seems each day there are new ways to go about providing library services, and it will be the information professional that is willing to be innovative and adapt to change that will be successful. As one example, the use of Instant Messenger for a core of potential information seekers may begin the relationship with a business librarian. Another possibility may be referring clientele to a business librarian's blog. The creative abilities and a willingness to be receptive to change will go a long way to successfully engage the library clientele of tomorrow.

**CL:** What do you think are the future challenges to academic business librarianship?

**CP:** The primary challenge is how to "keep-up" with future technology. If possible, building on a technology that you already know

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is a good approach for the future. For instance, most business librarians were accustomed to doing online searching using a boolean search strategy offered through a commercial database company. While Internet tools such as Google provide a similar means of searching for information, the search protocol is different, such as using quotation marks for exact phrases. The point is, if the principles of a new and older technology have some common elements, they can help the business librarian build on what they already know. The key, and sometimes most challenging, is recognizing the relationships of one technology and equating it to another technology.



### Hal Kirkwood

**CL:** Could you tell us about your career as a business librarian to date?

**HK:** Initially interested in the joint applied history-library science degree, I attended the SLIS program at the University of South Carolina at Columbia. I quickly discovered that my interests were more on technology and reference service. I first worked at the State University of New York at Geneseo, a small liberal arts school in western New York. The first two years I served as the assistant librarian in the Business Library. In my third year I was promoted to Information Technology Librarian and placed in charge of a new project. I scanned a historic photo collection held by the library using equipment donated by Xerox Corp. Starting out in a small library gave me a tremendous level of autonomy and provided many opportunities to learn and grow as a librarian. I was able to have a variety of experiences: to develop as a reference librarian, to develop as an instruction librarian, to experiment with technology, and to be

involved in the development of a new classroom as well as a major renovation.

I left Geneseo for Purdue University, employed in the Management & Economics Library. I initially served as Reference Coordinator before taking over as Instruction Coordinator for the last five years. I was interested in moving upward to greater challenges. Purdue presented me with those challenges. In addition to being a major research library system serving undergraduates, graduates, and executive education students, the librarians at Purdue University are tenure-track faculty. So I'm required to conduct research and publish in peer-reviewed journals. I find this to be a constantly challenging place to work.

**CL:** Did you have a memorable mentor as you began your career?

**HK:** Yes, I did. While at the University of South Carolina I was mentored by Bob Williams. He provided invaluable guidance as I started my career. Prof. Williams was incredibly generous with his time and insight. He also introduced me to the Special Libraries Association by organizing a trip to the SLA Annual Conference in Cincinnati. This trip opened my eyes to all that was available from SLA and specifically the Business & Finance Division. It also opened my eyes to the varied scope of librarianship. I will forever be grateful for all that he taught me both inside and outside of the classroom.

**CL:** What attracted you to the field of library and information science?

**HK:** As I mentioned earlier, I was originally interested in a joint applied history-library science degree. What I was most interested in was the process of gathering information. I loved the thrill of collecting information on a topic to eventually produce a new piece of knowledge. The discovery process was most interesting to me regardless of the subject matter. Once in the SLIS program my interest

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became much more defined. In addition to the collection process I found I enjoyed helping others seek out information. I enjoyed the availability of information through new technologies. Library and information science was clearly becoming a dynamic field while I was in graduate school. We were all very excited about Gopher, Telnet, and WAIS. Shortly after I graduated NCSA released Mosaic and the World Wide Web was born. I knew I had made the right choice of fields. I can't imagine doing anything else.

**CL:** How have SLA and the Business & Finance Division contributed to your career?

**HK:** The Business & Finance Division has contributed to my career in several ways. It has provided a venue to present my research and to share my work with others. I share my knowledge and experiences with my fellow professionals and colleagues. It has given me a myriad of professional development opportunities. I am a stronger librarian and professional because of what I have learned from CE courses and sessions at the annual conferences. I have begun to utilize Click University to sharpen my skills in-between conferences. Most importantly, it has given me the opportunity to meet, communicate, and collaborate with an incredible group of people. I can't say enough about the incredible group of librarians and information professionals within SLA and especially the Business & Finance Division. If anyone is a member of the Division and not attending the annual conference to meet, communicate, and share with their fellow B&Fers, then they are not receiving the full value of membership in SLA.

**CL:** What qualities of an academic business librarian do you think are the most important for success?

**HK:** There are two qualities that I feel are most important: the willingness to be constantly challenged, and the ability to multitask. The breadth, depth, and constantly changing landscape of business information make it a

place where challenges are constant and varied. An academic business librarian must bring an intense energy to succeed in these various challenges, from understanding and utilizing competing databases, teaching business information research, and the application of business knowledge in almost every other field. Along with these challenges comes the necessity to multitask. Projects, reference service, instruction, committees, and association involvement are just a sampling of all that academic business librarians deal with every day.

**CL:** What do you think are the future challenges to academic business librarianship?

**HK:** I think academic librarians will continue to be challenged by the need to provide services to students whether they are on- or off-campus. Laptops, Blackberries, iPods, and whatever is next will be the places we need to reach. The effective implementation of technology to present information will be needed to accomplish this and we must remain deeply involved in the development of these new products. We cannot rely solely on accepting what vendors produce; we must have clear expectations and be more critical of the products that are being developed.

Our role as a place on campus is changing as well. The library as a social gathering "third" place between a student's campus home and the classroom will become increasingly important. Academic librarians must be ready to look very critically at their services, their layouts, and yes, their amenities to meet the needs of students entering campus today. The students entering campus now are fundamentally different than when we entered as students. They have had deeply different and more extensive experiences with technology at a much younger age. Academic libraries have yet to fully comprehend how to meet the information and research needs of these new students.

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**CL:** As incoming Division Chair, what directions do you plan to take the Division?

**HK:** I would like to invigorate and energize the current members of the Business & Finance Division to become more involved in Division activities. As the largest division in SLA we have a tremendous group of people to draw upon, whether at the conference or virtually through the Division's Web site. I hope to have several initiatives underway that will attract current members to be more participative in growing the B&F Division. I would also like to make a concerted effort to reach out to new and upcoming library and information professionals, perhaps with some type of outreach to the SLIS programs.

I'm open to input from B&F members, so the last thing I'd like to say is if you have suggestions for what the B&F Division should be doing or how it can better serve you as a professional, please let me know. I want to hear what the B&F Division can do for you!

Cynthia Lenox  
John Carroll University  
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## **MAKING MARKETING MATERIALIZE: 10 Pointers for Better Focus Groups**

■ Among the options for conducting qualitative research is a group interview technique called focus groups. A focus group is normally comprised of 6–8 individuals representing the target audience, sitting in a quiet room discussing a product or service lead by a moderator. The room typically has a one way mirror behind which members of the marketing team can observe the discussion first hand without influencing the conversation. If a room with a two-way mirror isn't available, then a regular room is used and the focus group session is tape recorded.

Focus groups are an attractive research technique when insights, suggestions, and reactions are desired from customers or noncustomers, and when conducting individual interviews is not an option. We've used focus groups on a wide range of marketing issues, including new product ideas, service performance, brand taglines, advertising campaigns, Web site usability, value perceptions, and brand recognition. Here are 10 lessons we've learned over time.

### **1. Don't Conduct the Group Sessions Yourself.**

Ask someone else to lead the sessions as a moderator, otherwise people in the session will be reluctant to speak openly. If you are unable to hire a focus group consultant, ask a colleague from outside your organization to be the moderator. Consider swapping focus group sessions—you lead their sessions, and they moderate your sessions. However, if you use a colleague, don't introduce them as a "librarian." The mere mention of your professional background can cause some people to withhold honest comments about library services. Even having someone inside your own organization can influence whether people in the session will speak openly.

### **2. Reward People for Participating.**

Professionally conducted sessions usually pay people to participate in focus group sessions. It's always good to reward people for their

time with cash or a small gift. At the very least, provide refreshments. Maybe bagels and fruit for morning sessions and ice cream and popcorn for afternoon sessions. Be careful about timing the food with the actual session. We once held breakfast focus groups and as soon as everyone finished eating, they left for their next meetings before we got a chance to hold the discussions.

### **3. Choose a Room with Comfortable Chairs.**

The last thing you want is for people to be uncomfortable. If the sessions are being held in a conference room or around a large table, make sure it doesn't isolate people at the table ends. Likewise, make sure the room is large enough to accommodate the number of people in the session and it's well ventilated.

### **4. Set Ground Rules for the Focus Group Session.**

In order for the sessions to yield honest and useful results, the moderator and the participants must respect everyone's comments and ideas. We normally review and post a set of ground rules at the beginning of each session so everyone feels they can contribute openly. Reviewing the ground rules can actually be converted into an ice breaker for the group, an especially important consideration if the participants don't know each other.

*(continued on page 15)*



**5. Leave the Cell Phones and PDAs at the Door.**

We hate to state the obvious, but make sure everyone is free of their technology tethers.

**6. Set Objectives for the Sessions.**

It's important to identify what you expect to come out of the focus groups otherwise the session can become a unwieldy discussion. What do you want to learn? The answer to this question will guide what questions are asked during the session. The moderator will lead the focus group session and discussion using a Moderator's Guide. The Guide should layout the entire session like a movie script—from the opening introductions to the closing wrap-up. A well-developed Guide helps to prevent surprises during the session and ensures that discussions stay focused.

**7. Don't Underestimate the Resources it Takes for Arranging Logistics and Preparations.**

It takes considerable time to put together focus group sessions. The logistics for identifying participants, inviting them, scheduling them into different session times, arranging for rewards, working with the moderator, identifying the questions, and reserving the room are just some of the activities associated with running focus group sessions.

**8. Write Debriefing Notes after Each Session.**

An audio tape won't be able to capture the body language, facial expressions, or group interaction during the session. These are important to consider when interpreting the results of the focus groups. We recommend conducting a debriefing after each session. Ask the moderator to write notes about the group dynamics and individual reactions witnessed during the session. If you observed the session, you should write up your own notes for later reference. Trust me. After three focus groups you won't remember who said what or how.

**9. Groups Should be Homogeneous.**

It can be tempting to put individuals with mixed characteristics together into groups—to save money, to save time, to get a variety of responses. However the dynamics of a group can be seriously inhibited if participants don't feel comfortable with other group members. Simple segmentation considerations such as job responsibility, age, experience, interests, sex, income levels, or library usage patterns are all characteristics that can be used to develop profiles of who should be invited and included in focus group sessions. It's easier to interpret session responses when each group represents a specific profile. One word of advice. If you are targeting upper management and c-level management in your organization or community, don't plan on focus groups. Instead, speak with these people in personal interviews arranged at their convenience in their offices.

**10. Arrive Early and Check the Room with the Moderator.**

Don't wait until the last minute to get to the room. Assume that if anything can go wrong, it will; be prepared to take corrective actions before participants arrive. Count the chairs, make sure the refreshments are correct, the tape recorder is working, and other items are ready. Don't forget the phone numbers of contacts, especially if the room is in an unfamiliar building. Here's a true story. We had a focus group session scheduled in a large corporate office. Fifteen minutes after the session was supposed to begin no participants had arrived. We discovered that in the time it took us to walk from the front entrance to the session room located in a remote section of the building, the entire workforce had been sent home due to a water main break. We learned this from the construction crew since there wasn't anyone else around!

Keep these 10 pointers in mind the next time you organize a series of focus group interviews.

Reprinted with permission from *Marketing Treasures*, September 2005, Vol. 14, no. 9.



## CHANGING JOB DESCRIPTIONS ARE A SIGN OF THE TIMES

■ In this issue, John and Kevin get the opinion of a top recruiter to look at changes in job descriptions and the types of skills required in the job market today.

Diane Goldstein of New York's InfoCurrent tells us that in today's job market, employers need to think strategically about how they attract candidates: "because the job market is robust, prime candidates are not necessarily out looking for jobs—they need to be enticed by things like new and challenging job responsibilities, higher salaries, enhanced benefits, and flexible work environments."

### The Changing Nature of Descriptions

Past experience with the writing of job descriptions may not be the best background for creating current documents. In many situations the technology skills required have changed so dramatically that merely putting a new face on past descriptions is misleading.

In addition to the skill requirements, work environments and schedules have changed significantly and need to be carefully integrated. A rule of thumb useful in the creation of a job description is to permit a review of the text by a current incumbent in a comparable position. The frontline folks can best identify critical points that need to be included. In organizations where unionization is in place, great care needs to be exercised to avoid including material in the job description that may be misinterpreted at a later time.

### The Requirements Are Not What They Used To Be

At a recent SLA event in New York City, a speaker stated bluntly: "if your resume is five years old, it is completely out of date. What employers and recruiters want to see is a

resume filled with results, not tasks."

It is no great revelation that the workplace is changing rapidly. Hot workplace issues like flex time and working remotely are changing our corporate cultures dramatically. These changes are reflected in our approach to recruiting and job postings.

There was a time when information professionals could get away with listing the database skills they had—today, all the rules have changed. Skills once expected mostly from management are making their way into job descriptions at all levels. For example, the ability to lead a presentation of research findings or to put findings into easily digested bullets for busy CEOs is increasingly important, as is the ability to present to all levels of staff in an organization. Diane Goldstein adds: "Not just rip and run research—you have to be able to write, do analysis, market your skills and services—not just aggregate research. Candidates have to demonstrate skills in knowledge and content management."

The ability to navigate the breadth and depth of the Web and to distinguish the value of online sources is also a skill needed in today's workplace. Employers are increasingly requiring cutting edge knowledge of blogs and RSS feeds and the ability to discern among sources.

Companies also now expect their information professionals to be out in the broader organization making connections and participating in decision making. In my own organization, Consumer Reports, we take our

*(continued on page 17)*



changing roles seriously. We have created internal department task forces to monitor the changing nature of our role within the organization and to find ways of keeping in step with the internal and external forces leading change. At our weekly staff meetings we regularly discuss how best to respond to organizational priorities.

Diane Goldstein adds, "Candidates need to tailor their resumes and focus their accomplishments to answer the specific requirements of a job they are applying for. More than ever, the question today is—what

can you offer the employer—what do you have that the other candidates don't—and how can you sell that to a potential employer."

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## Conference Connections

### **BUSINESS & FINANCE DIVISION SLA ANNUAL CONFERENCE PROGRAM OVERVIEW OF NON-CE PROGRAMS**

Note: Division ticketed events as well as board meetings and receptions/open houses are all listed in separate sections of the conference program. Don't forget to check these sections.

#### **SATURDAY, JUNE 10, 2006**

**11:00 AM–4:00 PM**

##### **Division Board Meeting**

Annual meeting of the Division's Executive and Advisory Board

Moderator: Toby Pearlstein, Bain & Co., Inc.

**9:00 PM–11:00 PM**

##### **Division Open House**

Division Open Houses are an opportunity for existing, new, and potential members to renew acquaintances, network, learn about what the Division has to offer, and generally socialize with Division members. Join your Division colleagues and other conference attendees as we kick off the 2006 conference!

Moderator: Kevin Manion, Consumer Reports

Sponsor: [Datamonitor](#)

#### **SUNDAY, JUNE 11, 2006**

**1:00 PM–3:00 PM**

##### **Landing Your Dream Job**

An event designed for MLS students and other entry level professionals to help prepare for your first job: practice interviewing; resume writing tips and resume review session; other employment do's and don'ts to assist you in landing the job you want.

Susan Fifer Canby, VP, Libraries and Information Services, National Geographic Society

Anne Caputo, Director, Knowledge & Learning Programs, Factiva

Robert Newlen, Library of Congress, Author

Moderators: Stephen Kochoff, Basch Subscriptions

Stephen Marvin, West Chester University of Pennsylvania

Sponsor: [Factiva](#)

*Ticketed Event: 460 (\$5.00)*

**8:00 PM–11:00 PM**

##### **Division Open House**

Join us at tonight's open house celebrating current MLS students.

Sponsor: [Factiva](#)

#### **MONDAY, JUNE 12, 2006**

**7:30 AM–9:00 AM**

##### **Business & Finance Division Program with S&P's Chief Investment Strategist**

Sam Stovall, Chief Investment Strategist of Standard & Poor's Equity Research Services, will discuss whether the U.S. equity market is on the verge of passing out or catching its second wind, and if investors should "go for growth" or adopt a more defensive posture. In both an educational and entertaining fashion, he will reveal S&P's fundamental outlooks for the economy and equity markets, addressing such issues as interest rates, inflation and earnings, as well as offset historical

## Conference Connections

### MONDAY, JUNE 12, 2006 (con't)

precedents with current price trends. Mr. Stovall will conclude with specific sector and stock recommendations.

Moderator: Sylvia James, Sylvia James Consultancy

Sponsor: Standard & Poor's

*By Invitation Only (all Division members will receive an e-mail invitation)*

#### 9:30 AM–11:00 AM

##### Developing Leaders



Co-sponsored with LMD, CI, Adv. & Mkt, Engr, FAN, Pharm, SocSci, Solo

Leadership development is about self-development, releasing what's inside of us, what we value, what inspires us and what challenges us, what gives us power and competence, and encourages us. Using this knowledge and understanding it then enables us to lead those qualities out of others. This talk provides practical strategies, tips and techniques on how to shape our organizations, build teams, drive results, and inspire others to deliver value as well as develop leaders at all levels of the organization.

Dr. Ken Haycock, Director, School of Library and Information Science, San Jose University

Moderator: Janice Keeler

Sponsor: Lexis Nexis

#### 11:30 AM–1:00 PM

##### Texaco to Tasini to Legg Mason:

##### Copyright and the Role of Information Professionals

The rapidly changing corporate and business environment requires continuous updating of skills by information professionals. Although the copyright law has been amended in some ways to deal with the digital environment, it is far from perfect. Information users may have clearly understood the basics of copyright law in the photocopy era, but the attraction of technology often means they have very different expectations and understandings about the application of copyright to digital works. This program focuses on statutory changes for copyright, leading cases, and changing practices of information professionals.

Laura N. Gasaway, Director of Law Library & Professor of Law, University of North Carolina (Chapel Hill)

Moderator: Toby Pearlstein, Director Global Information Services, Bain and Co. Inc.

Sponsor: Copyright Clearance Center

#### 3:30 PM–5:00 PM

##### Continuing to Learn: Senior Managers and their Teams



This is intended as a companion program to "Developing Leaders," Monday 9:30 AM–11:00 AM

Co-sponsored with LMD and CI

As a senior manager, are you finding it more and more challenging to keep yourself and your teams motivated, and keep up with the profession? Join our panel of seasoned info pros and leaders and hear their stories, tips, suggestions for life long learning and staying engaged with their careers and colleagues.

Jean Scanlan, Manager Research Services, Investment Management Group, Pricewaterhouse Coopers

Donna Scheeder, Director Law Library of Congress

Susan Whitehead, Assoc. Director, Competitive and Technical Information, Genzyme Corp.

Moderator: Jane Dysart, Dysart and Jones

Sponsors: Dialog and Thomson Gale

## Conference Connections

### MONDAY, JUNE 12, 2006 (con't)

**3:30 PM–5:00 PM**

#### **Speed Dating with B&F Division Sponsors—A Vendor Update**

Hear short presentations from a group of the Division's sponsors about how they are using new technologies to meet your needs—then meet up with them for a second date on the exhibit floor!

Moderator: Ann Cullen, Harvard Business School

**5:30 PM–8:00 PM**

#### **Business and Finance Division Awards Reception**

Join Division members as we celebrate this year's award winners for Centers of Excellence; Student Stipends; the International Travel Award, the Division's Distinguished Member Award, and the Division's Award for Outstanding Achievement in Business Librarianship sponsored by BNA, Inc. and hear them talk about their accomplishments. This year we have separated the Awards ceremony from the Annual Business Meeting & Luncheon in order to take additional time to recognize our award winners and allow Division members additional networking time at the luncheon.

Moderators: Awilda Reyes, West Chester University of Pennsylvania

Robert Clarke, McGill University

Hal Kirkwood, Associate Professor, Purdue University

Sponsor: Lexis Nexis

### TUESDAY JUNE 13, 2006

**7:30 AM–9:00 AM**

#### **Division Section/Unit Breakfast Programs**



#### **Corporate Information Centers Section: “Moving to Client Embedded Services—A Recipe for Success”**

What are the structural and relational requirements for successful transition to client-embedded information service? Getting out of the library and into work groups holds the potential for career advancement for the librarian, higher profile for the information center, and better information service and KM for the organization. Learn how Mitre Corp successfully implemented embedded librarians as part of its full-spectrum information service.

David Schumaker, Mitre Corporation

Moderator: Cynthia Lesky, Threshold Information, Inc.

Sponsors: Hemscott and InfoCurrent

*Ticketed Event: 635 (\$15.00)*

#### **College & University Business Libraries (CUBL) Section: “Trends in Academic Libraries”**

Hear from a varied panel of practitioners about the latest trends in academic business librarianship.

Peter Z. McKay, University of Florida

Louise A. Klusek, Baruch College CUNY

Karen MacDonald, Texas A&M University

Moderator: Glenn S. McGuigan, Penn State University Harrisburg

Sponsor: ProQuest

*Ticketed Event: 620 (\$15.00)*

## Conference Connections

**TUESDAY JUNE 13, 2006 (con't)**

**7:30 AM–9:00 AM**

### **Investment Services Section: “Getting to Know Your Clients—Librarians as Corporate Electronic and KYC Sleuths”**



Recent frauds, corporate failures, and concerns about money laundering/terrorist financing in the world's financial markets have resulted in Know Your Client (KYC) regulations and great demand for superior corporate due diligence work. How may you contribute to your firm's efforts—now and in the future? Join information professionals Marty Cullen and Jim Holderman as they discuss what they do and how they developed their research talents to take their careers at Lehman Brothers from a traditional library setting to being corporate electronic and KYC sleuths.

Jim Holderman, Senior VP, Lehman Brothers

Marty Cullen, VP, Lehman Brothers

Moderator: Rita Ormsby, Baruch College CUNY

Sponsor: Alacra, Inc.

*Ticketed Event: 645 (\$15.00)*

### **Financial Services Section Topical Breakfast Program**

Where is Banking Going? A Look Forward and Backward

Moderators: Kit Harahan, American Community Bankers

David McBee, Office of the Comptroller of the Currency

Jesse Stiller, Principle Speech Writer, Office of the Comptroller of the Currency and Agency Historian

Sponsors: Snapdata International Group and FactSet Research Systems, Inc.

*Ticketed Event: 655 (\$15.00)*

### **Private Equity Section—“How Data is Collected in the Venture Capital Industry”**

Mary McDonald, VP, Thomson Financial

Moderator: Clifford Perry, Director Information Services, Warburg Pincus LLC

Sponsor: Thomson Financial

*Ticketed Event: 660 (\$15.00)*

### **Real Estate Round Table—“Using Library Resources for Lobbying”**

Bill Garber, Director of Government Affairs at the Washington, DC office of the Appraisal Institute, will discuss how information is used to monitor, track, and influence bills and regulations impacting the real estate appraisal industry.

Moderator: Andrea Harpole, NYU Real Estate Institute Library

*Ticketed Event: 665 (\$15.00)*

**11:30 AM–1:00 PM**

### **Division Annual Business Meeting & Luncheon**

Join your colleagues for an update on Division activities, introduction of Executive and Advisory Board members and, most importantly, networking. Be sure to join your colleagues at the

**Division Awards Reception on Monday evening at 5:30, being held as a separate event this year.**

Moderator: Toby Pearlstein, Director Global Information Services, Bain and Co. Inc.

Sponsor: Alacra, Inc.

*Ticketed Event: 695 (\$30.00)*

## Conference Connections

### TUESDAY JUNE 13, 2006 (con't)

**1:30 PM–3:00 PM**

#### **Business Intelligence in a Changing World – B&F Keynote Program**

Daniel Franklin has been Editorial Director of the Economist Intelligence Unit since 1997 and is also Editor of *The Economist's* annual publication, "The World in...". He has helped to transform the EIU from a traditional print publisher into an online business providing continuously updated country analysis and forecasts and will present a fascinating view of business research.

Moderator: Sylvia James, Sylvia James Consultancy

Sponsor: PricewaterhouseCoopers Global Best Practices

**5:30 PM–8:00 PM**

#### **Division Cocktail Reception Open House**

Join us as we celebrate the annual bibliography of Division authors (prepared and published by Cynthia Lesky of Threshold Information). This event is a great opportunity to catch up with friends and begin planning for next year in Denver!

Moderator: Cynthia Lesky, Threshold Information, Inc.

Sponsor: OneSource Information Services

### WEDNESDAY, JUNE 14, 2006

**7:30 AM–9:00 AM**

#### **Division Board Meeting**

Moderators: Hal Kirkwood, Purdue University

Toby Pearlstein, , Bain and Co Inc.

**7:30 AM–9:00 AM**

#### **Discovering and Delivering ROI**

Join us for breakfast! Topic? Cost, Value, and ROI for Information Professionals in Special Libraries. This session led by the Solo Librarians Division is **offered in conjunction with the Corporate Information Centers Section of the Business & Finance Division** and explores the actionable business and practical implications of ROI in a corporate business setting.

Michelle A. Burylo, Air Products and Chemicals, Inc.

Moderator: TBD

*Ticketed Event: 801 (\$25.00)*

**9:15 AM–10:45 AM**

#### **What Do You Do When Your Subject Doesn't Want to Be Researched?**

From time to time information professionals will come across requests for information on industries that are in the public eye, but not publicly traded. There are some industries that make finding financial data for economic analysis or business valuation purposes almost impossible. Using professional sports leagues and sporting heroes from the USA and Europe as the focus, this session will demonstrate techniques used to document financially sensitive information. We will look at how the NFL, MLB, NHL, and NBA try to prohibit the dissemination of financial information about their leagues, and how to track down the worth of sports stars through sources like rich lists. The speakers, two experienced front line researchers, will focus on how the strategies discussed in researching this particular industry can then be applied to other hard-to-research industries.

Victoria Platt, Willamette Management Associates

Victoria Connor, Vice President and Research Manager, Business Information Services, Deutsche Bank AG London

Moderator: Andrea Thomas, Ernst & Young, Chicago

Sponsor: Mergent, Inc.

## Conference Connections

**WEDNESDAY, JUNE 14, 2006 (con't)**

**1:00 PM–2:30 PM**

### **Researching Asian Sources: Focus on China and the Region**

The 21st century has seen a mini-revolution in disclosure, standards, openness to foreign investment, etc. in China and other Asian countries, though many barriers to finding information still exist. Hear two experienced researchers talk about traditional and nontraditional ways for finding information in this elusive area of the world.

Agatha Foo, Research Librarian, Singapore Management University

Therese M. Terry, Lippincott Library, Wharton School, University of Pennsylvania

Moderator: John Ganly, New York Public Library

Sponsor: [ISI Emerging Markets](#)

**1:00 PM–2:30 PM**

### **Identifying and Dealing with Content Provider Business Models**

Join our speakers as they take an in-depth look at business models used by content providers and how to use them effectively to benefit your organization. Two experienced practitioners will talk about the importance of having an understanding of a provider's business models (pricing, business principles, definition and rules of usage, etc.). Topics will include: getting the content provider to bring the appropriate business model to the negotiation and evaluating the model(s) in order to obtain maximum benefit for your company.

Willem Noorlander, Principal, BST America

Jillian Hamer, Director Global Knowledge Group, Boston Consulting Group

Moderator: Janice Keeler

Sponsor: [ReferenceUSA](#)

Current as of March 28, 2006  
Toby Pearlstein, Chair

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## **BUSINESS & FINANCE DIVISION SLA ANNUAL CONFERENCE CONTINUING EDUCATION COURSES BALTIMORE 2006**

The Business & Finance Division has successfully arranged and presented continuing education courses for many years. At the Baltimore conference in June 2006 a total of nine courses will be offered. Six of these are new to the Division. The other three courses have been offered at the 2004 or 2005 conferences and were well-received by participants. All are presented by experienced instructors who are experts in their subjects. Consider enriching your conference experience with one or more of these offerings!

**Champions of Change: The Manager's  
Guide to Creating Sustainable  
Improvements in Business Processes**

**Instructor: Jeffrey A. Berk  
Saturday, June 10, 2006  
8:00 AM to 5:00 PM**

**\$375 (SLA members) ▪ \$499 (nonmembers)**

This workshop is a teaching tool for information professionals, regardless of industry or functional area, who seek to improve their own business processes or to better support those in other areas of their organizations. Participants will learn the concepts and tools needed by business owners

# Students don't let this be you!



© 2002 David Cowles. Used a direct URL link to <http://www.youllputyoureyeout.com/dreamjob.html>

We can give you tips on landing that dream job.

## **Save the Date!**

(Registration is limited so buy your tickets early!)

When: Sunday, June 11, 2006 - 1:00 – 3:00 pm

Where: 2006 SLA Conference in Baltimore

Ticketed Event #460: Landing Your Dream Job

(You must purchase a ticket as part of your conference registration to attend)

### Panelists

- Anne Caputo, Director, Knowledge & Learning Programs - Factiva
- Robert Newlen, Author – *Resume Writing And Interviewing Techniques that Work!: A How-to-do-it Manual for Librarians*
- Susan Fifer Canby, VP, Libraries and Information Services – National Geographic Society

### **All registrants will be entered in a drawing, for:**

- **Free Business & Finance Division Continuing Education session @ SLA 2007**
- **Free Conference Registration for SLA 2007 in Denver**

**Sponsored by Factiva**

## Conference Connections

### Champions of Change/Berk (con't)

and managers in leadership positions to make process changes in the areas for which they have accountability.

Participants will:

- Learn a methodology of process improvement and the tools to execute it
- Compare/contrast popular performance improvement movements (6 Sigma, ISO, Baldrige)
- Discuss the role of historic data analysis in process improvement
- Learn how to build effective questionnaires and conduct powerful focus groups
- Hear the 17 key components for managing and optimizing processes
- Gain practical tips for managing business risk within processes
- Take away action plan templates
- Understand the importance of change management in improving processes
- Discuss how to harness knowledge management to optimize processes
- Discuss why training is a powerful tool to successful implementations
- Learn a credible process to quantify the return on your process improvement initiatives
- Take away real cases from supply chain, CRM, IT, finance, and HR where the process was applied

Jeffrey A. Berk is Vice President for a learning analytics technology company. He previously worked for Andersen, spearheading the development of tools to measure business processes. Berk teaches a graduate course on process improvement at Loyola University Chicago and at Northwestern University's Kellogg School of Management in Evanston, Illinois. He has participated in performance improvement projects internationally. He is the author of *Champions of Change: The Managers Guide to Creating Sustainable Improvements in Business Process*. Berk, a CPA, is a former auditor. He has an MBA from the University of Chicago and undergraduate degrees from the University of Kansas.

**Industry Research Using U.S.  
Government Sources  
Saturday, June 10, 2006  
8:00 AM to 12:00 PM**

**Instructor: Jennifer Boettcher  
Business Reference Librarian,  
Georgetown University**

**\$250 (SLA members) • \$350 (nonmembers)**

Learn about finding industry norms and creating specific ratios for comparing your company with the industry at a national or local level. This short course will put you in command of pulling the data out of Census Bureau and other government and commercial sources. Exercises will strengthen your data presentation and interpretation skills. Discover the ins and outs of the formats available. A DVD of current economic census data will be included.

Participants will:

- Become proficient at finding industry information from the economic census.
- Learn how to critically evaluate various data sources for additional industry information.
- Further their abilities in developing research strategies based on possibilities.
- Develop critical thinking skills related to working in a business-supportive environment.
- Practice extracting data and bibliographic text to put in a useable format.

## Conference Connections

**An Introduction to the Principles of  
Islamic Banking and Finance:  
Resources for the Information Professional  
Saturday, June 10, 2006**

**\$250 (SLA members) • \$350 (nonmembers)**

**Instructor: Abdulkader Thomas  
President and CEO,  
SHAPE Financial Corporation  
1:00 PM to 5:00 PM**

This course will present the pattern of recent growth of Islamic banking, including in the Americas. An analysis of the reasons why and how this business is growing will be followed by an overview of the key principles of the business. Participants will gain a clear understanding of the nature of this global market, how it is integrating into the global capital markets, how it is integrating into the global regulatory framework, and how it is distinct from traditional banking and finance. The course will close with a case study showing interaction between Islamic bankers and the New York capital market. Participants will gain an understanding of where to identify suitable resources for their clients.

The instructor, Abdulkader Thomas, is president and CEO of SHAPE Financial Corporation, a firm that provides Islamic banking training resources and consulting services to the U.S. and international financial community in matters relating to *Sharia'a* compliant financial structuring and to *sukuk* and other forms of Islamic transactional issuance. He is a frequent speaker on Islamic financial and banking matters and is the author of several works in the field including *Islamic Bonds: Your Guide to Issuing, Structuring and Investing in Sukuk* with Nathif Adam (London: Euromoney, 2004).

**Back to Basics Business Research:  
Strategies, Tactics, and Sources  
Sunday, June 11, 2006  
8:00 AM to 12:00 PM**

**\$250 (SLA members) • \$350 (nonmembers)**

**Instructor: Dr. Roberta Brody  
Associate Professor  
Queens College, City University  
of New York**

Business information seems to be everywhere, but is it the information we really need and does it answer our client's questions? 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 multiple information products and sources.

Six basic finding strategies and four basic research strategies will be explained and examined in groups. They 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.

**Mergers & Acquisitions Research:  
Behind the Scenes  
Sunday, June 11, 2006  
8:00 AM to 12:00 PM**

**\$250 (SLA members) • \$350 (nonmembers)**

**Instructors: Pamela L. Handman  
Research Manager, KPMG LLP  
Kathleen Nichols  
Research Analyst, KPMG LLP**

Mergers and acquisitions (M&A) are on the rise, with global deal activity reaching \$1.4 trillion in the first half of 2005. Whether you are working for a buyer, seller, lender, investor, or advisor, M&A research questions are most likely crossing your desk. Are you fully prepared? This course will give you background on the industry and expose you to the key resources and research strategies you need to research a myriad of M&A-related topics with confidence.

## *Conference Connections*

### **Mergers & Acquisitions Research/Handman & Nichols (con't)**

Whether you are a researcher at a public or private company, a private equity firm, an institutional investor, or a transaction advisor (investment bank, accounting, legal), M&A can play an important role in your institution. As in any other industry, specialized skills are needed when providing M&A research. Topics covered will include: the M&A lifecycle, deal analysis, trends and statistics, financing options, target screening, and others. Key resources, both free and subscription-based, and their searching and reporting capabilities will be reviewed, so that attendees will gain a thorough understanding of their information options for researching M&A-related questions.

**Researching Listed and Private Companies  
Globally: A Guide and Model  
Sunday, June 11, 2006**

**Instructor: Sylvia James  
Sylvia James Consultancy  
8:00 AM to 12:00 PM**

**\$250 (SLA members) • \$350 (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.

**Market Research: Primary Issues  
behind Secondary Sources  
Sunday, June 11, 2006  
8:00 AM to 12:00 PM**

**Instructor: Alexey Panchenko  
Director, Business Development  
Vashé Research**

**\$250 (SLA members) • \$350 (nonmembers)**

Many information professionals are knowledgeable about secondary sources of market research data, but much less familiar with primary research methodologies behind market reports. This course will provide insight into primary research, beginning with an overview of its various stages, from data gathering through processing and analysis to data presentation. The instructor will share advice on evaluating the sources depending on methodologies used, and avoiding potential pitfalls in case market research findings get misconstrued and/or misused.

After taking the course, participants will:

- be familiar with the general types of primary research techniques, qualitative (focus groups, in-depth interviews, ethnographic studies) versus quantitative (phone surveys, online survey, central location testing studies);
- be able to evaluate the suitability of a certain primary research methodology for a particular study;

## *Conference Connections*

### **Market Research/Panchenko (con't)**

- have a basic understanding of different types of errors that may compromise the quality and reliability of results in a primary research study; and
- be able to exercise reasonable judgment on how usable the data from a certain primary research study is in the context of their secondary research needs.

### **Challenging Greed, Corruption and Exploitation: The Role of the Information Professional in Corporate Governance**

**\$250 (SLA members) • \$350 (nonmembers)**

**Instructor: Neil Infield  
Sunday, June 11, 2006  
1:00 PM to 5:00 PM**

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 the impact of Sarbanes-Oxley on U.S. and international corporations. The instructor, Neil Infield, served as the Manager of Business Information Services at Hermes Pensions Management, widely considered to be the leading proponent of corporate governance outside of the United States. 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

### **Private Equity Research: Tools of the Trade Sunday, June 11, 2006 1:00 PM to 5:00 PM**

**\$250 (SLA members) • \$350 (nonmembers)**

**Instructor: Clifford Perry  
Director, Information Services,  
Warburg Pincus LLC**

Private equity (PE) and venture capital (VC) play a fundamental role in providing capital to companies throughout their various stages of development. Finding information on PE and VC firms along with their investments is quite difficult given the lack of public disclosure requirements. This course will explore the inner workings and key terms of the industry along with an examination of the various data sources used to gather information on this sector on a global basis.

Private equity investments occur in almost every industry (i.e., IT, telecom, health care, media, entertainment, energy, consumer products and services, retail, etc.). This course will interest researchers not only in the aforementioned industries, but also those in the legal and financial (investment bank and insurance) sectors. There are no prerequisite skills required as the course will be based on the assumption that most people are unfamiliar with the industry and therefore the topics will be sequenced such that we begin with the history of the industry through closing a deal. We will examine how researchers contribute to this process and focus on the key information resources of the industry.

Christopher Hoeppe  
DePaul University

## *Conference Connections*

### **B&F SECTION INFORMATION**

#### **Financial Institutions Section**

Please mark your SLA convention calendar for Tuesday, June 13th for our annual section breakfast. We are pleased to have Jesse Stiller, Assistant Director for Executive Communications at the Office of the Comptroller of the Currency as our speaker. Mr. Stiller will give us a glimpse into the banking industry's future and how we can keep up with the latest developments. Details on breakfast location will follow.

If you have any questions, please contact David McBee at the Office of the Comptroller, [David.McBee@occ.treas.gov](mailto:David.McBee@occ.treas.gov) (202-874-4719) or Kit Harahan at America's Community Bankers, - [kharahan@acbankers.org](mailto:kharahan@acbankers.org) (202-857-3138).

We look forward to seeing you on the 13th.

#### **CUBL Section**

Thank you to all members who have selected membership in the College and University Business Libraries (CUBL) Section. As you register for the annual conference in Baltimore, consider registering to attend the annual "Trends in Academic Libraries" Breakfast Presentation on Tuesday, June 13, sponsored by ProQuest. It is Ticket #620 and the price is \$15. For our panel, three academic business librarians address topics of interest in the field.

Presentations include:

- Louise A. Klusek, Baruch College of the City University of New York, "Information Competencies for Business Students: A Case Study"
- Karen MacDonald, Texas A&M University, "Supporting Technology Commercialization Initiatives at Research and Land-Grant Universities: A New Role for the Academic Business Library"
- Peter Z. McKay, Business Librarian, University of Florida, "Building Business Library Web Sites"

Look forward to seeing you there!

Glenn McGuigan  
Chair, CUBL

#### **Corporate Information Centers Section**

Interested in alternative corporate career paths for information professionals? Or are you an information center manager looking for better ways to serve intensive users of information services?

If so, you must attend the Tuesday breakfast in Baltimore that is presented by the Corporate Information Centers Section of B&F and the Solo Librarians Division.

Program Title: Moving to Client-Embedded Services

When: Tuesday, June 13, 7:30 AM –9:00 AM.

Speaker: David Shumaker of MITRE Corp.

Program description: What are the structural and relational requirements for successful transition to client-embedded information service?

Getting out of the library and into work groups holds the potential for career advancement for the librarian, higher profile for the information center, and better information service and KM for the organization.

Learn how MITRE Corp successfully implemented embedded librarians as part of its full-spectrum information service.

## *Conference Connections*

### **Corporate Information Centers Section (con't)**

This is ticket #635. Ticket price \$15.

A big thank you goes to Hemscott and InfoCurrent for sponsoring this program.

See you in Baltimore!

Cynthia Lesky  
Threshold Information Inc.

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### **BUSINESS & FINANCE DIVISION AWARDS RECEPTION**

**Monday, June 12, 2006 5:30 PM–8:00 PM**

**Location: TBD**

Join Division members as we celebrate this year's award winners for Centers of Excellence; Student Stipends, the International Travel Award, the Division's Distinguished Member Award, and the Division's Award for Outstanding Achievement in Business Librarianship sponsored by BNA, Inc. and hear them talk about their accomplishments.

Audiences: All attendees

Moderator(s): Awilda Reyes, West Chester University of Pennsylvania

Robert Clarke, McGill University

Hal Kirkwood, Associate Professor, Purdue University

Sponsored by LexisNexis

Sylvia R. M. James  
[da\\_james@11daymer.freereserve.co.uk](mailto:da_james@11daymer.freereserve.co.uk)



## Conference Connections

THANKS TO ALL OF OUR DIVISION SPONSORS FOR  
HELPING TO MAKE OUR BALTIMORE PROGRAMS POSSIBLE



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### **CHANGES IN THE TERMS OF B&F OFFICERS**

The Special Libraries Association recently changed the operating year from July/June to January/December. The divisions are required to adapt their terms of office to this new calendar. The B&F Division is currently in the process of implementing this change.

The current Executive Board would normally have their respective terms end this June, 2006 in Baltimore at the Annual Conference. The standard change of positions will not take place at the Annual Conference. However, the election of the slate will still occur at the Annual Business Meeting and Luncheon. Current officers will remain in their position until December of 2006. All Executive Board changes going forward will take place in January of each year with the term running to the following December.

Thus, the next slate of officers to be elected in Baltimore will take office in January 2007. These positions will be the Chair-Elect, to become Chair in January 2008, Secretary, Membership Chair, and one Director. The Membership Chair is a new upgraded position for the Executive Board. This decision was made at the Leadership Summit in January 2006 due to the importance of developing and maintaining the B&F Division's membership.

Please contact a member of the Executive Board if you have any questions regarding these changes. Also please consider getting involved in the B&F Division in either the Executive or Advisory Boards. There are always opportunities for involvement. There is always a need for fresh energy and new perspectives in the B&F Division!

Hal P. Kirkwood  
Purdue University



## DIVISION LAUNCHES ITS FIRST WIKI

### The Charge

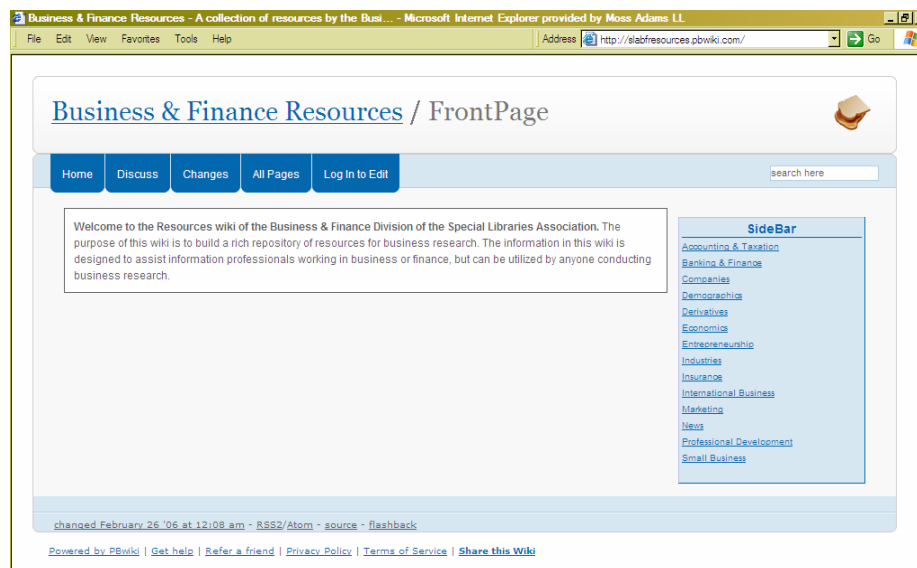
The Web Content Committee of Karin Rausert, Judy Akalaitis, and Laura Leavitt was charged with re-evaluating the resources section of the Division Web site (<http://www.slabf.org/resources.html>). The looming question that lay before us: Was the subject-oriented collection of online resource guides a valuable resource that warranted continuation? After much deliberation, it was decided that this collection could be a very rich and robust resource for SLA members as well as the public at large, but that it wasn't in its current state. Additionally, when committee members were confronted with the task of either updating pages or starting new pages from scratch, it became apparent that the value of the pages would be significantly enhanced if the collective wisdom of the Division could be invoked.

### The Solution

Fortunately we have librarians on the Leadership Committee that are hip to new technologies, and after some evaluation and discussion, a great idea was offered by Hal Kirkwood. Why not use a newer, more collaborative technology with which to collect and share resources? A wiki of course! The best part about a wiki is that it enables all Division members to participate in building a resources repository. We are very excited about this idea. Many of us draw upon wikis for personal and business research and maybe we haven't contributed to one yet. Now is your chance!

### The B&F Division Wiki <http://slabfresources.pbwiki.com/>

The committee set up the wiki and revised some of the categories from the resources page. Below is the front page of the wiki. The subject pages are listed in the sidebar. Take note that the wiki is in an early stage of its development. We expect it to evolve as more people get involved.



(continued on page 34)



Below is the Entrepreneurship subject page of the wiki:  
<https://slabfresources.pbwiki.com/Entrepreneurship>

Business & Finance Resources / Entrepreneurship

Home Discuss Changes All Pages Log In to Edit

search here

### Fee-based Resources

**Business Plans Handbook**  
*Gale Research, published annually*  
A collection of real business plans developed by entrepreneurs in North America.

**Financial Studies of the Small Business**  
*Financial Research Associates, Winter Haven, FL*  
Arranged by asset size and establishment type; financial and operating ratios are provided for about 50 lines of small business and manufacturing.

**Small Business Profiles: A Guide to Today's Top Opportunities for Entrepreneurs (2 Volumes)**  
*Gale Research, published annually*  
Presents start-up information, cost and profit figures, marketing and advertising information and more on a range of small business opportunities. The types of businesses included in these volumes range from tattoo studios to t-shirt shops to pet sitting services.

**Small Business Sourcebook (2 Volumes)**  
*Thomson-Gale*  
Volume I lists research resources, such as trade associations, reference works, trade periodicals and trade shows, related to over 300 different types of small businesses. Volume II contains chapters on different topics related to the operation of a small business, such as marketing and accounting.

### Free Resources

**Bplans.com**  
*Palo Alto Software, Inc.*  
Free sample business plans as well as free articles with advice on starting and then running a small business can be found on this site.

**Entrepreneur Magazine**  
*Entrepreneur Media, Inc., published monthly*  
Articles on how to operate, manage and grow a small business. Includes *How-to Guides*, *Start-up Kits* as well as sections on franchises, home businesses, e-businesses

### SideBar

- Accounting & Taxation
- Banking & Finance
- Companies
- Demographics
- Derivatives
- Economics
- Entrepreneurship
- Industries
- Insurance
- International Business
- Marketing
- News
- Professional Development
- Small Business

You can read more about wikis here: <http://en.wikipedia.org/wiki/Wiki>

### Get Involved!

Our wiki takes our resources page from the responsibility of a handful of volunteers to the collective knowledge of the entire Division. We invite all members to draw upon their specialized knowledge and contribute. More information on how to contribute will be available at the conference in June and in the next issue of the *Bulletin*. In the meantime, if you have any questions, please contact any member of the Web Content Committee.

#### SLA B&F Division Web Content Committee

Karin Rausert  
Information Consultant  
rausert@hotmail.com

Judy Akalaitis  
Moss Adams LLP  
judy.akalaitis@mossadams.com

Laura Leavitt  
University of Iowa  
laura-leavitt@uiowa.edu  
lleavitt@gmail.com



## **JOIN THE BUSINESS & FINANCE DISCUSSION LIST**

SLABF-L exists to provide a forum for discussing topics of interest to the members of the Business & Finance Division of SLA. Such topics include, but are not limited to, announcements, roundtable issues, conference planning, calls for nominations, as well as all manner of "business" issues.

Five reasons to subscribe:

1. Receive instant notification of important Business & Finance events such as Call for Awards, Call for Publications, and exciting conference events.
2. Network with other B&F members.
3. Learn about SLA International events—conferences and accommodations.
4. See the latest job openings or post your own "looking for work" notice.
5. Join a group of people you can depend on when looking for information—how to locate a special report, what others have done in preparing policies for the library or company, what others have experienced with specific software.

How to subscribe:

1. Go to <http://lists1.cac.psu.edu/archives/slabf-l.html>, which will allow you to join the list through an intuitive interface and allow you set your personal settings.

OR

2. Send the following e-mail message:  
subscribe slabf-l (yourfirstname) (yourlastname)

To the following address:

[listserv@lists.psu.edu](mailto:listserv@lists.psu.edu)

You will receive back a confirmation of your addition to the list within 24 hours. If you have any problems signing on, please send an e-mail message to Alexey Panchenko, the moderator of SLABF-L, at [panchenko@hotmail.com](mailto:panchenko@hotmail.com).

*Gayle Gosen*



## 2006 NOMINATIONS COMMITTEE REPORT

The Nominations Committee, consisting of Cynthia Lenox (chair), Robert Clarke, Sylvia James, Rachel Kolsky, Cynthia Lesky, and Awilda Reyes, is in process of selecting a slate for the new year that begins in January 2007. The officer positions are Chair-Elect, Secretary, one Director and Membership Chair.

### **Chair-Elect: Cris Kinghorn**

Cris Kinghorn has a degree in Business Studies and Marketing from the University of Northumbria and began her career as a researcher in the television industry. She then moved into the world of advertising, managing information centers in two large multinational agencies and a small blue chip creative shop in London. In 1990 she became Citibank's Pan European Information Manager; she moved to Bankers Trust ten years ago. BT merged with Deutsche Bank in 1999 and since then Cris has been Director of Business Information Services for Europe managing 30+ staff in three locations.

Cris served on the B&F Board of the European Chapter for almost 10 years—fulfilling every role apart from treasurer and was initially recruited to be International Relations Chair while SLA held its second conference outside of the continental U.S.—the 2000 event in Brighton. She has served as Membership Chair since 2004.

### **Secretary: Gayle Gossen**

Gayle Gossen has a BA in English Literature from the University of Toronto and an MLIS from the University of Western Ontario. She worked as a librarian at the *Toronto Star* before becoming an education consultant to LexisNexis Canada where she also worked as an account executive, marketing manager, and national sales manager. She is currently Sales Specialist for CNW Group in Toronto.

Gayle has served as director with business and finance as well as public relations chair. She compiled the best practices for the Division. For the Toronto chapter, Gayle served as president, *Bulletin* editor, programmer, and is currently the chair of the Task Force for Chapter Modeling.

### **Director: Alexey Panchenko**

Alexey Panchenko is Director, Business Development, for Vashé Research, a market research company serving the primary and secondary research needs of IT/telecommunications, pharmaceutical and healthcare companies, as well as a number of federal, state, and local U.S. government agencies. Before joining Vashé Research, Alexey was a research consultant with Gartner, a major consulting and advisory firm in the information and communication technology market, and a research analyst with the Hewlett Packard Research Center. Prior to that, he was a business librarian at several U.S. universities.

Alexey holds Master degrees in Business Administration from the University of Oregon and Library and Information Science from the University of Illinois at Urbana-Champaign. He has served on the Advisory Board of the Business & Finance Division since 1998.

*(continued on page 38)*



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**Membership Chair: Amy Affelt**

Amy Affelt is the Director of Database Research at Lexecon, an economic consulting firm in Chicago. She is currently International Relations Chair of the Illinois chapter of SLA and serves on the Reference Advisory Board of the Metropolitan Library System of Chicago. She is a published author whose work has appeared in *Online* magazine.

A native of rural Illinois, Amy graduated Phi Beta Kappa with a degree in history from the University of Illinois at Chicago, and from Dominican University with a masters degree in library science. On the personal side, Amy enjoys running, cycling, skiing, yoga, and travel. Most weekends find her attending either movies or soccer matches.

Cynthia Lenox  
John Carroll University  
[clenox@jcu.edu](mailto:clenox@jcu.edu)

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*NewsNotes*

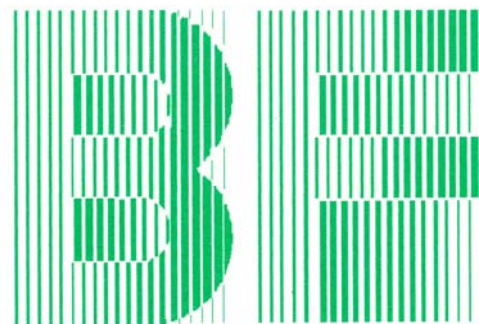
*Cris Kinghorn*

**NEW-RENEWING MEMBER WELCOME**

A warm welcome is extended to all those who recently joined or renewed their membership to the Business & Finance Division—SLA's largest!!! Please be sure to check out [www.slabf.org](http://www.slabf.org) for a full picture of our Division's activities, including: Conference plans, Awards and Stipends (including the Centers of Excellence), and details of how to join the B&F list serv (SLABF-L). The list serv is a forum for the membership's voice on a wide variety of topics and concerns.

Most of the Board will be in Baltimore for this year's Conference and new members are especially encouraged to make themselves known at our Open Houses (details in the Conference Program). We look forward to meeting you in Baltimore!!

Cris Kinghorn  
Membership Chair



**TOOT YOUR HORN!**



Finding the time and inspiration to publish a paper or article, maintain a Web site, or edit a book is a major accomplishment for busy information professionals. If you have managed to publish or present any professional works in 2005 or 2006, tell us about it.

Submit citations for articles and editorials, book reviews, interviews, books or chapters in books, Web sites, professionally-oriented blogs, and workshops for inclusion in our annual bibliography.

The Business & Finance Division Bibliography will be published in the B&F Division *Bulletin*, and will be distributed at a reception at the June 2006 conference in Baltimore.

Toot your horn! Send your citations by May 15 to:

Cynthia Lesky  
Chair, Publications Committee  
Threshold Information Inc.  
[Cynthia.Lesky@threshinfo.com](mailto:Cynthia.Lesky@threshinfo.com)

Please include SLA-B&F in the subject line of your message.

To check to see if you've already sent in your submissions for 2006, you can check the draft at [www.thresholdinformation.com/SLABF](http://www.thresholdinformation.com/SLABF).

To see if your work was already included in the 2005 bibliography, check [www.slabf.org/publications.html](http://www.slabf.org/publications.html).

Cindy Lesky  
Threshold Information Inc.



**SLA MESSAGE**



*Director, Membership Marketing*  
At SLA since June 2005  
703/647-4926  
[jcalabria@sla.org](mailto:jcalabria@sla.org)

In working with Chris Kinghorn, your membership chair, I realized that many of you may not know me or my role at SLA Headquarters. Thus, I'd like to introduce myself. As your director of membership marketing, my role is to recruit and retain members. Meeting your needs and expectations—and those of all SLA members—is my number one goal. Are we succeeding?

I encourage each of you to share your value of membership, rating SLA's benefits and services in the upcoming SLA membership study. To participate, SLA needs your e-mail address. Please take a few minutes to log in to the Update Your Information page on the SLA Web site to ensure that you will have access to the study. I look forward to hearing from each of you via the survey, scheduled in the next few weeks.

Many of you are likely planning to attend SLA's 2006 Annual Conference in June, and I look forward to meeting you in person. If you have not made plans to attend, please consider reviewing the CE courses and learning opportunities your dedicated colleagues have planned for you, highlighted in the *Bulletin*. Take advantage of the early-bird discount by registering before May 1. SLA is offering a \$250.00 registration discount for SLA prospects to join the association and attend annual conference as a member.

Regardless of your geographic location or specific interest, please know—I am only an e-mail away. Take a moment to send me a message introducing yourself, and please let me know about new products, services, and benefits you would like me to research. If any of your non-member colleagues have an interest in SLA, share their names and contact information with me. I'd be happy to contact them and share the SLA story.

I'm delighted to be on staff and looking forward to a terrific SLA experience with each of you.

Jill Calabria  
Director, Membership Marketing



	Business & Finance Division	Approved Budget	FY2006
21-Jan-06			
<b>Income</b>	<b>2006 Allotment</b>		\$23,000.00
	<b>Bulletin</b>		
	Subscriptions	\$200.00	
	Advertising	\$4,500.00	
	Total Bulletin		\$4,700.00
	<b>Conference</b>		
	Vendor Support	\$52,000.00	
	CE Courses	\$35,000.00	
	Ticketed Events	\$7,800.00	
	Co-sponsor share	\$1,000.00	
	Total Conference		\$95,800.00
	<b>Interest Income</b>		\$1,500.00
	<b>Total Income</b>		<b>\$125,000.00</b>
<b>Expenses</b>	<b>Communication</b>		
	Winter <i>Bulletin</i> 2006	\$3,000.00	
	Spring <i>Bulletin</i> 2006	\$3,000.00	
	Fall <i>Bulletin</i> 2006	\$3,000.00	
	One-time design set-up	\$3,000.00	
	Division Web Site	\$1,500.00	
	Brochures & Stationery	\$500.00	
	Total		\$14,000.00
	<b>Member Development</b>		
	New Members	\$500.00	
	Member Awards	\$1,000.00	
	Member Recognition	\$600.00	
	Mentoring Initiative	\$500.00	
	Total		\$2,600.00
	<b>Grants &amp; Student Stipends</b>		
	Grants & Stipends	\$9,200.00	
	Mailings; Miscellaneous	\$50.00	
	Total		\$9,250.00
	<b>Conference</b>		
	CE Courses	\$22,000.00	
	Speakers	\$2,000.00	
	Section Meetings	\$12,000.00	
	Networking & Recruitment	\$22,000.00	
	AV Equipment/Signs	\$9,500.00	
	Co-sponsor share	\$1,000.00	
	Catering Services	\$1,200.00	
	Travel	\$8,000.00	
	Division Suite	\$2,000.00	
	Miscellaneous	\$300.00	
	Total		\$80,000.00
	<b>Winter Meeting</b>		
	Catering Services	\$1,000.00	
	Planning Dinner	\$400.00	
	Travel	\$4,000.00	
	Total		\$5,400.00
	<b>Strategic Planning Group</b>		\$200.00
	<b>Special Research Projects</b>		\$200.00
	<b>Miscellaneous</b>		\$50.00
	<b>Total Expenses</b>		<b>\$111,700.00</b>
Total Budget Surplus or Deficit			<b>\$13,300.00</b>

**SLA BUSINESS AND FINANCE DIVISION  
ANNUAL FINANCIAL STATEMENT  
2005**

TOTAL FUNDS AVAILABLE - ALL ACCOUNTS (JANUARY 1, 2005)		<u><u>\$42,577.22</u></u>
CHECKING ACCOUNT, WACHOVIA		
Opening Balance (January 1, 2005)		\$12,325.90
Income	\$107,112.47	
Increase in Other Liabilities	\$1,258.76	
Transfer from Savings, Wachovia	\$2,697.20	
Transfer from SLA Pooled Account	\$0.00	
Total Income		\$111,068.43
Expenses	\$84,778.70	
Transfer to Savings, Wachovia	\$0.00	
Transfer to Pooled Fund	\$20,000.00	
Total Expenses		\$104,778.70
Balance of Annual Transactions		\$6,289.73
Closing Balance (December 31, 2005)		\$18,615.63
SAVINGS ACCOUNT, WACHOVIA		
Opening Balance (January 1, 2005)		\$2,685.69
Income	\$11.51	
Transfer from Checking, Wachovia	\$0.00	
Total Income		\$11.51
Expenses	\$0.00	
Transfer to Wachovia Operating Acct	\$2,697.20	
Total Expenses		\$2,697.20
Balance of Annual Transactions		(\$2,685.69)
Closing Balance (December 31, 2005)		\$0.00
SLA POOLED FUND		
Opening Balance (January 1, 2005)		\$27,565.63
Income	\$20,000.00	
Interest Income	\$722.02	
Total Income		\$20,722.02
Expenses		
Transfer to Operating Account	\$0.00	
Total Expenses		\$0.00
Balance of Annual Transactions		\$20,722.02
Closing Balance (December 31, 2005)		\$48,287.65
TOTAL FUNDS AVAILABLE - ALL ACCOUNTS (DECEMBER 31, 2005)		<b>\$66,903.28</b>

## Business & Finance Division 2005–2006 Executive and Advisory Board

### ***Executive Board***

#### **Chair, Toby Pearlstein**

Global Information Services  
Bain & Co  
131 Dartmouth St  
Boston, MA 02116  
617-572-2943  
Fax 617-572-2427  
[toby.pearlstein@bain.com](mailto:toby.pearlstein@bain.com)

#### **Chair Elect, Hal Kirkwood**

Associate Prof.  
Instruction Coordinator  
Mgmt & Econ Library  
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Purdue University  
West Lafayette, IN 47907-2058  
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Fax 765-494-2923  
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#### **Past Chair, Sylvia James**

Sylvia James Consultancy  
Daymer Birchen Lane  
Haywards Heath  
W Sussex, RH16 1RY  
UNITED KINGDOM  
44-1444-452871  
Fax 44-1444-452871  
[da\\_james@11daymer.freeserve.co.uk](mailto:da_james@11daymer.freeserve.co.uk)

#### **Secretary, Kevin Manion**

Information Services  
Consumer Reports  
101 Truman Ave  
Yonkers, NY 10703-1057  
914-378-2263  
Fax 914-378-2913  
[manike@consumer.org](mailto:manike@consumer.org)

#### **Treasurer, Terri Brooks**

Director, Library Services  
Investment Company Institute  
1401 H St NW  
Washington, DC 20005  
202-326-5904  
Fax 202-326-8309  
[brooks@ici.org](mailto:brooks@ici.org)

#### **Director, Christopher Hoeppe**

DePaul University  
DePaul University Libraries  
2350 N Kenmore Ave  
Chicago, IL 60614  
773-325-7852  
Fax 773-325-7869  
[choeppne@depaul.edu](mailto:choeppne@depaul.edu)

#### **Director, Miguel A. Figueroa**

Neal-Schuman Publishers  
100 William St., Ste 2004  
New York, NY 10038-4512  
212-925-8650  
Fax 212-219-8916  
[miguel@neal-schuman.com](mailto:miguel@neal-schuman.com)

#### **Membership Chair, Cris Kinghorn**

Business Info Svcs  
Deutsche Bank AG London  
Winchester House 1,  
Great Winchester Street  
London, EC2N 4DB  
UNITED KINGDOM  
44 207 547 2747  
Fax 44 207 547 3388  
[cris.kinghorn@db.com](mailto:cris.kinghorn@db.com)

### ***Advisory Board***

**Archivist, Roberta Brody**  
Assoc. Professor, Grad School  
Library Info Studies  
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