



Capital and The Coins) completely separately at <http://www.sla.org/content/Events/conference/ac2007/registration/tours.cfm>. Also look at the impressive group of CE courses the Division is offering to seek out opportunities for strengthening your own skills.

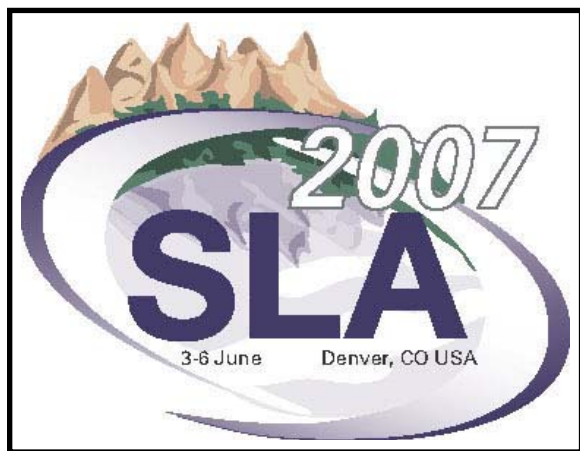
The success of the conference rests on the committed group of executive and advisory board members in planning and coordinating all of the B&F sessions. I'd like to extend my sincere thanks to everyone that has helped me over this past year in creating the programming at SLA Denver. I'd also like to send out a hearty Thank You to our vendor sponsors without whom we would not be able to offer such a diverse group of presenters or such an excellent batch of open houses. Please be sure to visit them at their booths in the exhibit hall to thank them for their generosity and to find out what's new in their products and services. Also come see our Speed Dating with the Vendors on Monday, June 4 at 4:00 PM to find out where they're heading in the future.

As I stated on the SLABF Web site, I'm open to hearing from you regarding B&F activities and future directions so don't hesitate to drop me a message to let me know how we're doing.

SLA Denver will be here before we know it so hurry and register. I look forward to seeing you all in Denver where you can take your career to new heights!

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Editor's Epitome

Victoria A. Platt

This is a very exciting time of the year. Final preparations are being made for the annual conference, improvements to the *Bulletin* are being displayed for the first time, column editors continue to provide excellent articles, and a Peer Reviewed article is included in this issue.

While collecting all of the conference related materials for this issue I became more and more excited about my upcoming journey to Denver. Hal Kirkwood did an excellent job organizing the details of our Division's conference experience along with his fellow board members. The Division activities for the conference are listed in the *Bulletin* and can be easily identified by the purple border in this issue. Don't forget to print it out and bring along to the conference.

The editorial staff hopes that you enjoy the layout changes implemented in this issue. A number of new graphics were added, headers and footers redesigned, fonts changed, and columns reconfigured. If you have any comments regarding the new design, they would be greatly appreciated.

An always consistent great feature of the *Bulletin* is the quality of writing by our column editors. Their commitment to the Division is outstanding and well represented this spring. We hope you enjoy their latest contributions.

One of the most exciting aspects of editing the *Bulletin* is to participate in a Peer Reviewed article. Once we learned that there was an article ready for Peer Review a group of Division members were assembled to review and comment on an article. Their anonymous comments were collected and consolidated before being returned to the authors for consideration and revision. After the authors had sufficient time to edit the article, it was then returned to the *Bulletin* editorial staff for publication. The result of this process is an article that we hope you all enjoy. The entire editorial staff thanks all those that volunteered during this process.

Until Denver.

Vicky Platt Willamette Management Associates
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*Peer Reviewed*

KNOWLEDGE DATABASE IN A SHARED BUSINESS LIBRARY— QUESTIONS AND RESOURCE LINKS

Tomalee Doan, Michael Halperin, and Edward J. Lusk

ABSTRACT. Several Academic Business Libraries implemented a Business focused Frequently Asked knowledge database with software created by the University of Pennsylvania. The knowledge database of FAQ's was made available to all those who implemented the Business FAQ service and they were able to copy those questions and customize the answers to their own institution resources. The knowledge database also offers searching by keywords, providing a no hits report to create questions when users fail to obtain answers to a query. Thus far statistics show significant similarities between the questions used and the resource answers from each institution.

Copy cataloging—defined as adapting a copy of the original cataloging produced by another library—is widespread, and has existed in various forms for more than a century. Library A catalogs a book (“original cataloging”). Library B owns a copy of the same book. Instead of cataloging the book “from scratch”, Library B adopts Library A’s cataloging, perhaps modifying part of the cataloging to suit local requirements. The success of copy cataloging depends, of course, on the similarity of resources between Libraries A and B, and on the perceived quality by Library B of the original cataloging.

One may ask why there does not seem to be an equivalent concept of “copy reference” (adopting a copy of an answer to a question produced by another library)? Why do librarians seem to be reluctant to share reference question answers instead of performing the equivalent of original cataloging for each new question they receive? One reason may be that a response to a question is not a stable entity like a book. In a library setting, the response to a question depends on a multitude of ever-shifting factors—the purpose of the questioner, the availability of resources to answer the question, and the subject competence of both the questioner and the librarian, to mention a few. A second reason may be that reference librarians are not in the habit of recording questions and answers in a form that can be shared. However, the nature of research in large academic business libraries tends to reduce the variability of responses. Here reference librarians often deal with the research problems of similar populations of students and faculty using similar sets of resources. Recently, there are licensed products with availability to share knowledge banks both globally and locally such as QuestionPoint. Libraries must pay to use the QuestionPoint service in order to have access to the Global knowledge database and can create a local knowledge base of previously asked questions and answers.

To exploit the similarity of resources and client bases (except staff hours devoted to the implementation), several large academic business libraries over the past year have cooperated in maintaining a shared business knowledge database called the Business Library FAQ. This database is an outgrowth of the Business Library FAQ developed by the librarians of the Wharton School’s Lippincott Library and the Information Technology Department of the University of Pennsylvania Library (Penn). This case study examines how these academic business libraries implemented the Business Library FAQ, what types of questions were posed by users, what similarities of resources were chosen among these libraries to answer users’ common questions, and what marketing strategies were used to promote the FAQ service.

As originally conceived, the Penn Library FAQ was designed to provide reference help for a wide range of questions relating to business research. Using software developed by the Penn Library IT Department, the FAQ is a knowledge database consisting of 15 broad question categories (e.g., “Finance”) and about 500 specific questions

(e.g., “How do I find information on venture capital and venture capital firms?”) There are several thousand keywords that one can use to link a question to a source for its answer. The system allows searching for keywords, phrases, and words in combination. The specific questions and sources in the database reflect librarians’ experience in responding to the questions of Wharton students and faculty, as well as feedback from the database administrative user results. The acronym “FAQ” is something of a misnomer applied to the business database that was created. The usual library FAQ is concerned with the details of library process such as hours, location or policy. Although the Business FAQ contains some Question & Answers of this type, most of the queries deal with specific business subject issues, and are often quite specific. Many of the libraries who implemented the FAQ service renamed the application to suit their own library themes. MIT calls their service The Dewey Research Advisor and the University of Michigan calls their FAQ service FinditFast!

In 2004, Lippincott Library began offering the use of the FAQ service¹ and its content to other large academic business libraries with the goal of sharing contributions to the database of questions and answers. The database is being hosted on the University of Pennsylvania’s servers, but individual libraries extensively customize the appearance and contents of the database.²

Columbia University’s Watson Library of Business & Economics was the first to adopt the shared database. A total of 20 academic business and economics libraries are now part of the cooperative. As of July 2006, ten of the libraries shared the knowledge database and had made their database public on their library Web site.

Table 1: Date Business FAQ Went Live on Library Web Site

<u>School</u>	<u>Date Public</u>
Columbia	December 2004
NYU	August 2005
Michigan	September 2005
Purdue	September 2005
Stanford	January 2006
MIT	March 2006
Yale	March 2006
Princeton	April 2006
Dartmouth	July 2006

The combined FAQ database is a unique data source for examining the range and type of questions and resources used by some of the largest academic business libraries. In the following study, we examine two aspects of the database: the number and diversity of the questions used by the FAQ partner libraries, and the specific resources used to answer questions.

Expansion of the Collective Database

When each of the participating FAQ partners began to develop their own database, they are given access to the complete set of questions and responses from the Penn Library knowledge bank FAQ database. The database partners then modify this set to reflect their own resources and the questions of their users. Once they make their FAQ public, the partner libraries can examine user logs to see what questions are being asked for which they can provide no answer. They can then modify their FAQ to supply sources and indexing for the unanswered questions.

Figure 1 shows the first few entries of a monthly log listing words and phrases for which there was no corresponding entry in the database. The log entries provide useful feedback on the ability of the FAQ to respond to user needs.

¹ <http://datafarm.library.upenn.edu/pennlibraryfaq/faqmain.htm> for links to the individual library FAQs.

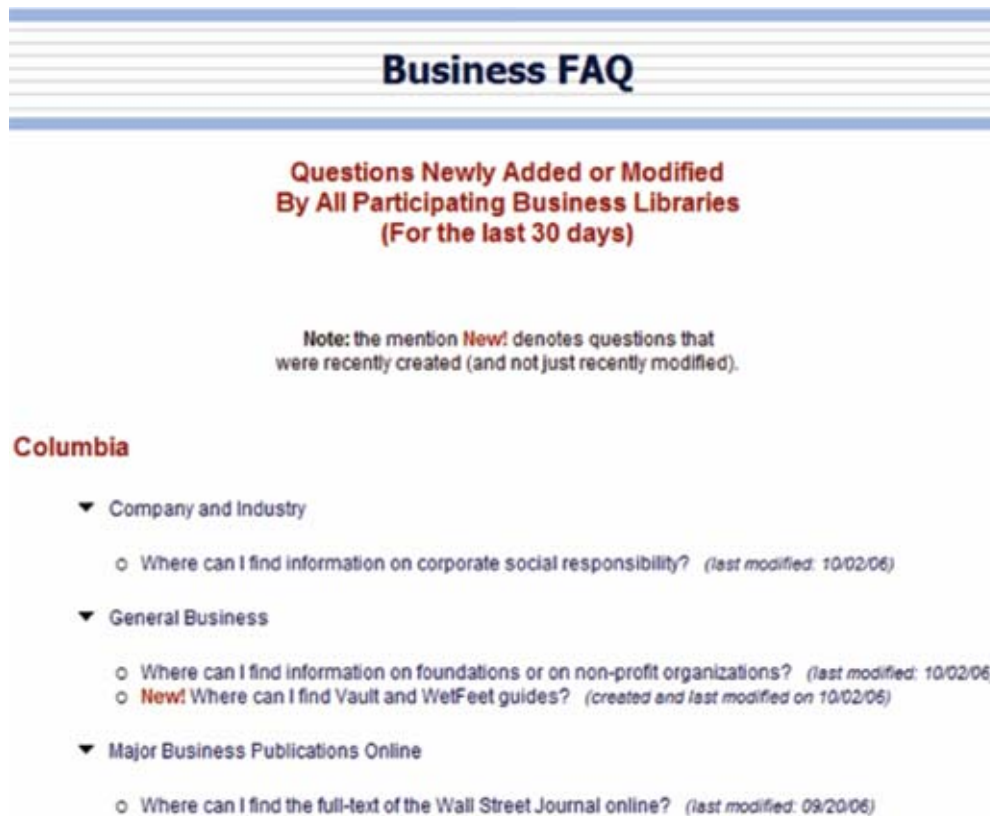
² Halperin, Michael, Linda Eichler, Delphine Khanna, and Kathleen Dreyer (2006). “Just the FAQs, Ma’am.” *Journal of Business and Economics Librarianship*. 12(1), 33–40.

Figure 1: Log of Questions with No Corresponding FAQ Entry

Entry	Hits	Entry	Hits
20 year us bond (and)	0	court case (and)	0
CIPS study materials (and)	0	credit default swap (and)	0
Conservative Stocks (and)	0	factset (and)	0
Global Industry Analysts (and)	0	foreign firms (and)	0
Miller GAAP guide (and)	0	Harvard case (and)	0
Bloomberg certification (and)	0	hedge fund of funds (phrase)	0
bond spread (and)	0	lawsuit (and)	0
business model (and)	0	market research (phrase)	0
carrying a loss (and)	0	monthly loss (and)	0
cartoon (and)	0	Naotech (and)	0
cds spread (and)	0		

The individual FAQ libraries also receive notification when new questions are added by any of the partners, or modifications to existing questions are made. Figure 2 shows the first page of this alert.

Figure 2: Questions Added and Modified



Business FAQ

**Questions Newly Added or Modified
By All Participating Business Libraries
(For the last 30 days)**

Note: the mention **New!** denotes questions that were recently created (and not just recently modified).

Columbia

- ▼ Company and Industry
 - Where can I find information on corporate social responsibility? *(last modified: 10/02/06)*
- ▼ General Business
 - Where can I find information on foundations or on non-profit organizations? *(last modified: 10/02/06)*
 - **New!** Where can I find Vault and WetFeet guides? *(created and last modified on 10/02/06)*
- ▼ Major Business Publications Online
 - Where can I find the full-text of the Wall Street Journal online? *(last modified: 09/20/06)*

We examined the individual questions listed by the ten public sites, and eliminated questions that were of local interest only. These largely included questions about process e.g. “How do I get access to the databases from off-campus”. We then standardized the questions to eliminate minor variations. The result was a list of 819 questions.

A list of the questions is given in Appendix I. Although each of the FAQ partners initially had a set of the database created by the Lippincott Library, the databases that evolve have become distinct. One indication of the extensive modification made by the individual libraries is the proliferation of general subject headings used to group the FAQs. Although some of Penn's original 15 subject divisions, such as Economics, Finance, Marketing and Management continue to be used by the Partners, there have been many new subjects introduced as well as finer subdivisions of the standard subjects. Some examples include the subjects "Career," "Energy," "Health," "Real Estate," and "Law."

As Table 2 shows, more than 40% of the questions were unique to a particular library. Only 23% of the questions were used in common by six or more of the libraries. Question overlap ranged from a low of 11% (between Stanford and Princeton) to a high of 35% (between Penn and Purdue).

Table 2: Question Frequency among Libraries

Questions	Frequency	Percent	Valid Percent	Cumulative Percent
1	354	43.3	43.3	43.4
2	108	13.2	13.2	56.5
3	60	7.3	7.3	63.8
4	56	6.8	6.8	70.6
5	66	8.0	8.0	78.5
6	73	8.8	8.8	87.3
7	43	5.3	5.3	92.6
8	38	4.6	4.6	97.2
9	21	2.6	2.6	100.0
				100.0
Total	819	100.0	100.0	

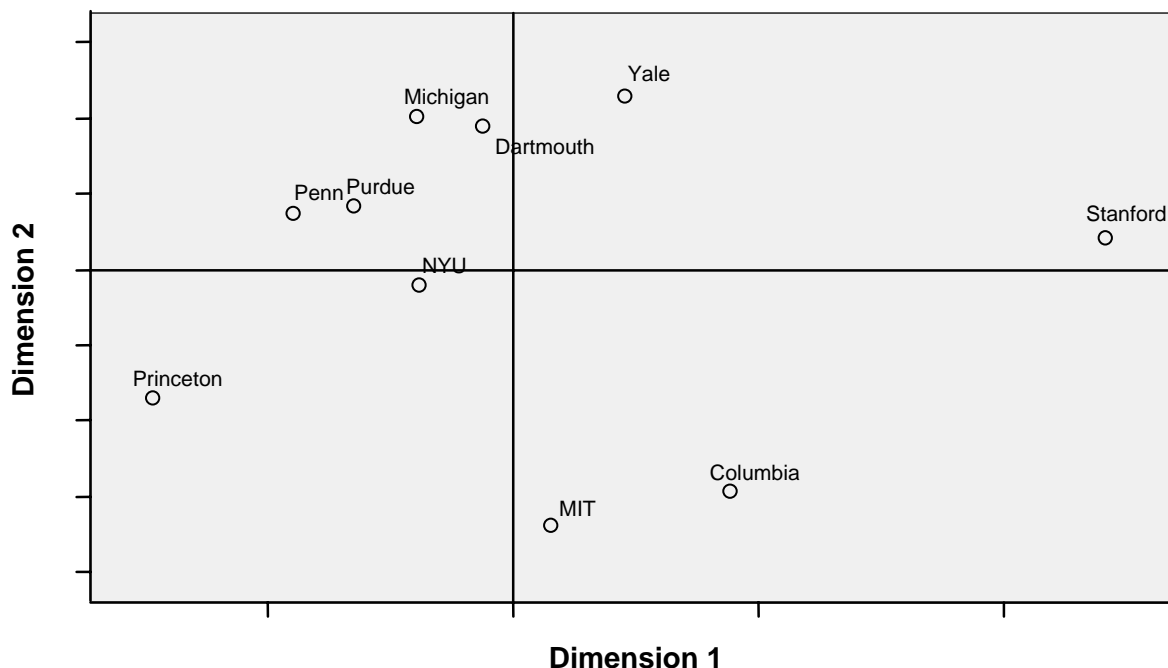
Table 3 presents this information in the form of a correlation matrix showing that the correlation coefficients (Pearson Rs) range from a low of -0.015 to a high of +0.506.

Table 3: Correlation of Question Frequency among Libraries

	Columbia	Dartmouth	Michigan	MIT	NYU	Penn	Princeton	Purdue	Stanford	Yale
Columbia	1									
Dartmouth	0.189	1								
Michigan	0.159	0.332	1							
MIT	0.179	0.170	0.170	1						
NYU	0.206	0.195	0.293	0.211	1					
Penn	0.225	0.317	0.306	0.176	0.318	1				
Princeton	0.171	0.228	0.191	0.182	0.202	0.385	1			
Purdue	0.187	0.252	0.321	0.242	0.385	0.506	0.242	1		
Stanford	0.117	0.148	0.116	0.067	0.160	0.169	-0.015	0.184	1	
Yale	0.154	0.277	0.300	0.141	0.230	0.294	0.113	0.280	0.135	1

Figure 3 below presents the correlation data of Table 3 as a multi-dimensional scale [MDS] map which organizes the variable sets into cluster groups so that they may be characterized more easily. In the following MDS graphic the horizontal or East-West axis has as its metric the association shared among the partner libraries for the with the “West” orientation indicating *more* questions in common.

Figure 3: Map of Questions by Schools



Examination of Individual Resources

To determine the range and concentration of resources used by the FAQ partners, we coded the type of resource used in each of the questions (in total 5,013 questions). We described the resource as:

1. Print
2. Commercial Database (subscription databases)
3. Free Public Database (Internet)
4. OPAC (links to the Library’s own catalog)
5. Library Guides (Links to the Library’s own guides)

In addition, we recorded the individual name for each of the commercial databases (a total of 207 sources).

The use of source by general type is shown below:

Commercial databases	57%
Public databases	26%
Print	10%
Library Guides	6%
OPAC	1%

There was little variation among libraries in the general pattern of *use by type* of material. Correlations between individual libraries ranged from 0.85 to 0.99 (Pearson R). These percentages are not surprising results. More

business information is coming from commercial data including the vast amount of government information readily available online for the public.

Individual Commercial Database Links

The most heavily used commercial databases are given in Table 4. The percentages are calculated using the total of commercial database links (2,874).

Table 4: Commercial Databases Ranked by Number of Links

Database	Links	Percent	Database	Links	Percent
Bloomberg	432	15.03%	CCH Internet Research	56	1.95%
BSP	191	6.65%	Thomson Research	54	1.88%
ABI	161	5.60%	D&B Directory	49	1.70%
Factiva	141	4.91%	OSIRIS	44	1.53%
Lexis Academic	97	3.38%	S&P Net Advantage	42	1.46%
Thomson Analytics	83	2.89%	World Dev Indicators	38	1.32%
DataStream	80	2.78%	Business and Co resource	37	1.29%
S&P Market Insight	67	2.33%	WRDS CRSP	28	0.97%
Hoovers	64	2.23%	Business Monitor Online	27	0.94%
WRDS Compustat	59	2.05%	Econlit	26	0.90%
GMID	59	2.05%	Global Insight	26	0.90%
SDC	56	1.95%			

A complete list of commercial sources by library is given in Appendix 2. The results follow the Pareto Principle³ that about 80% of the links were to 20% of the sources. Keep in mind that the absence of a resource does not necessarily indicate that the library does not have the resource available, but only that at the time of this study they did not use it an answer source in their FAQ.

An important purpose of the FAQs is to provide direct links to sources when reference help is not available because the reference librarian is not available or the physical library is closed. For these reasons, the types of material represented in the FAQs are skewed toward sources that are available remotely. Columbia's name for its FAQ ("Business & Economics 24/7 Help") exemplifies this aspect of the operation. In this context, Bloomberg's rank as the most heavily cited source is surprising. Bloomberg will not allow academic libraries to use its system remotely—i.e., users must search Bloomberg on dedicated computers often located in the library. Bloomberg restrictions prevent remote access by academic users and limit the ability for continuous downloading capability of data. In spite of these limitations, Bloomberg's high rank is easily explained. Bloomberg is the premier financial database and is often the exclusive source of information for a variety of esoteric financial variables. It is also a quirky and difficult system for the novice to use.

The Wharton Research Data Service (WRDS) set of databases were a heavily used resource. Subscribed to by some 150 research institutions and business schools world wide, WRDS is a WEB based interface to more than 50 numeric databases, mostly in the area of finance. 35 individual WRDS databases were linked by the FAQ libraries a total of 257 times. (<http://wrds1.wharton.upenn.edu/home/about.shtml>)

Unlike the use of questions among the FAQ partners, their use of commercial databases was highly correlated. As Table 5 indicates, correlation coefficients between schools ranged from a low of 0.693 to a high of 0.948 suggesting that all of the partners have a similar mix of resources.

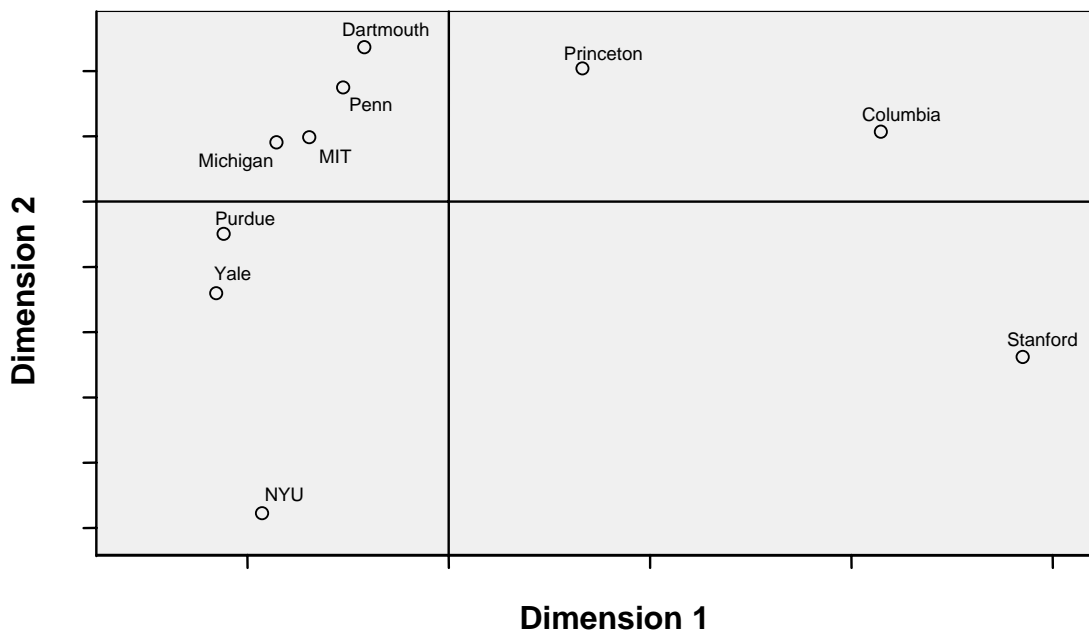
³ Wikipedia. Pareto Principle. March 23, 2007. <http://en.wikipedia.org>

Table 5: Correlation of Use of Commercial Database

	Columbia	Dartmouth	Michigan	MIT	NYU	Penn	Princeton	Purdue	Stanford	Yale
Columbia	1									
Dartmouth	0.860	1								
Michigan	0.807	0.928	1							
MIT	0.822	0.922	0.948	1						
NYU	0.728	0.866	0.898	0.930	1					
Penn	0.822	0.935	0.922	0.900	0.861	1				
Princeton	0.892	0.885	0.879	0.903	0.808	0.868	1			
Purdue	0.739	0.913	0.923	0.911	0.875	0.935	0.851	1		
Stanford	0.913	0.770	0.759	0.791	0.693	0.769	0.857	0.708	1	
Yale	0.744	0.894	0.928	0.922	0.900	0.899	0.861	0.927	0.699	1

Figure 4 presents the correlation data of Table 5 as a multi-dimensional scale [MDS] map which organizes the variable sets into cluster groups so that they may more easily be characterized. In the following MDS graphic the horizontal or East-West axis has as its metric the association shared among the partner libraries for the *Commercial Data Bases* with the “West” orientation indicating *more* databases in common.

Figure 4: Map of Sources by School



Comparing the two MD scale maps (Figures 3 and 4) we see that the grouping of Penn, Purdue, Michigan and Dartmouth have essentially the same utilization profile an indication that this group of libraries have many commercial data bases as well as questions in common. The one “outlier” in both the commercial database and question association space is Stanford which is separated from the various groups because of the number of its unique questions and sources. As reported earlier, Stanford includes uncommon but useful questions within their Business FAQ.

Beyond determining what questions and resource answers to include in the Business FAQ, the libraries needed to strike a balance of using too many staff resources to maintain the knowledge database including marketing efforts, adding new questions, viewing the no hits file, creating new categories and librarians time already devoted to ongoing daily work. A survey was conducted among the 10 implemented FAQ business libraries to get a better understanding of how these things were incorporated within their library workflow. Overall, the reason for implementation most generally expressed, was a place for researchers to go for routine questions, and the ability to benefit from an expanding shared knowledge databank.

Survey of FAQ Partner Libraries

In the fall of 2006, we surveyed each of the participating FAQ business libraries to find out (1) why the library chose to implement the business FAQ, (2) how they were maintaining the knowledge database, and (3) what marketing strategies were used to promote the FAQ service. The survey consisted of several open-ended questions and librarians directly involved in the implementation and maintenance of the Business FAQ responded by a telephone interview or by email. Several of the institutions reported the Business FAQ knowledge database was a way to assist with the issue of limited reference staffing resulting from the decline of in-person reference statistics. It was also a way to reach users when the library was closed or no reference help was available. The FAQ tool was also seen as an opportunity for training new reference staff and students workers at public service or circulation desks, particularly on evenings and weekends when no reference personnel were available. Stanford reported not only entering FAQ's for common questions but for rarely asked questions topics infrequently used but important, in order to save staff time. Dartmouth reported that their MBA students made an explicit request for a Business FAQ service that would allow users to access knowledge directly. In addition, many of the academic libraries participating expressed the idea that they liked participating in a collaborative project with other like institutions with a result of providing a service users can take advantage of 24/7 via the Web. They also expressed positive comments about building a knowledge databank of shared business information that allows them to see what subject specific topics institutions are focusing on by what they add as new resources, questions, and categories. The Business FAQ is an efficient way to expand the learning opportunities for business librarianship.

Marketing Efforts

Many of the libraries are marketing the Business FAQ service through instructional sessions, library newsletters, library blogs, and search boxes on the library Web page. MIT has "branded" the Business FAQ by calling it the Dewey Research Advisor. MIT promotes the service to its Web users as a new online database developed by Dewey Library that provides starting points for specific research questions in the fields of business management and economics. According to MIT's help section of their business Web site you can find the following information:

What can I do with the Dewey Research Advisor?

- You can use it to help with research projects in business or economics.
- The DRA points you to sources which provide answers or data for specific questions--many of which have been asked before by students at MIT and other schools.
- You are mining the collective efforts of many business librarians who have found good sources for commonly asked questions.

Another important question included in the survey to business librarians was how their institutions were maintaining the FAQ "no- hits" logs. When did they enter new questions or categories into the knowledge bank, and how were they updating Web site urls that had changed particularly the resource answers using public Web sites? University of Michigan business librarians wanted to link directly to the databases within the answers of the FAQ but were concerned about the ongoing maintenance with url changes. The Business FAQ does not have a link checker so the Library worked with the business school IT department to create permanent urls to the library databases. By assigning a generic url to each database that redirected to the current url on file they were able to insert links into the FAQ that would always be updated without having to manually edit each occurrence. This was especially helpful since we have shown that 80% of the links were from 20% of the library resources.

According to the survey, most of the participating institutions think it's too early to determine the impact of the business knowledge database on reference services. They readily admit that the service has helped librarians and paraprofessional reference staff to answer business reference questions with greater confidence. Columbia specifically mentioned their 24/7 FAQ was "*a very big hit with non-business librarians.*" Some institutions are still adding content and just began to use the service in the fall 2006 semester. Once the FAQ service is in place for another year or so in all of these adopting libraries, a follow up study will be useful to determine the impact this virtual service has on overall business reference services, library training and instructional efforts.

Conclusion

Wharton Lippincott has included several other business libraries to the Business FAQ database. More time is needed to get enough data from user statistics over the next couple of years to examine the effectiveness of this new service and its correlation to all aspects of reference activity. It is clear from our first examination of the initial libraries set of questions and answers, these libraries do use a core set of resources, and indeed the 80/20 rule applies here, whether they are subscription databases, free public Web site, handouts or guides to answer common business questions. Could this FAQ service be a model that can transfer to other disciplines as well? Is it feasible for other subject specific fields (medicine or law) to create a knowledge database FAQ to share their common questions and core resources among peer libraries? Perhaps the idea of "copy reference" isn't really so far fetched after all.

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Appendices Available Upon Request

Conference Connections

BUSINESS & FINANCE DIVISION SLA ANNUAL CONFERENCE CONTINUING EDUCATION PROGRAMS

The Business and Finance Division is pleased to offer eight continuing education courses this year at the annual conference. Whether you are interested in search strategies, management skills, or information, you will find something to help you make the most of your learning experience in Denver.

Two new courses deserve special attention—Amelia Kassel’s “Elusive U.S. Private Company Information: Sources and Search Secrets Revealed” and Peggy Garvin and Rita Vine’s “Under-the-Hood Evaluation of Electronic Information Products.”

The Division consistently produces some of the association’s most popular courses, thanks in large part to excellent instructors including Jennifer Boettcher, Roberta Brody, Sylvia James, Cliff Perry, Lesley Robinson, and Kathleen Nichols and Judy Silverman. All of this year’s instructors have planned excellent sessions that help put topics in context and provide practical, proven advice for navigating the most challenging topics in the profession.

Whether you are a new or experienced professional, we hope you will find a course to enhance your experience at this year’s annual conference.

SATURDAY, JUNE 2, 2007

8:00 AM–12:00 PM

Under-the-Hood Evaluation of Electronic Information Products

The rising cost, in-your-face marketing, and ever-changing functionality of electronic resources have forced professionals to develop critical evaluation skills for these unique and essential information products. This timely course teaches professionals to put the latest products through their paces and gain confidence in selecting and recommending electronic information products that are truly worth their cost and hype.

Peggy Garvin, Garvin Information Consulting
Rita Vine, Search Portfolio Inc.

11:00 AM–3:00 PM

Business & Finance Division Board Meeting

Annual meeting of the Division’s Executive and Advisory Board. B&F members are welcome to attend to see the inner workings of the division

Moderator: Hal Kirkwood, Purdue University

1:00 PM–5:00 PM

Researching Listed and Private Companies Globally

This course will address the latest challenges and issues in global listed and private company research. Coverage includes the introduction of IFRS (International Financial Reporting Standards), the EU Transparency and Prospectus Directives, the European Statute and the setting up of the CESR (Committee of European Securities Regulators) in Europe. The availability of private company information in the US from State sources and source routes for researching companies in Asia, Latin America and Central America will also be covered.

Sylvia James, Sylvia James Consultancy

9:00 PM–11:00 PM

Business & Finance 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 2007 Conference!

Sponsor: [Datamonitor](#)

CONTINUING EDUCATION PROGRAMS

SUNDAY, JUNE 3, 2007

8:00 AM–12:00 PM

Back-to-Basics Business Research: Strategies, Tactics, and Sources

Business information seems to be everywhere, but is it the information we really need and does it answer our clients' 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.

Roberta Brody, Queens College

8:00 AM–12:00 PM

Making a Business Case for the Information Center

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

Lesley Robinson, Lesley Robinson Consultancy Svc.

1:00 PM–5:00 PM

Elusive U.S. Private Company Information: Sources and Search Secrets Revealed

Researching company information is vitally important to business information professionals. Unlike public companies that are highly regulated, U.S. private companies are not required to file financial or other information and are not regulated, leaving fewer sources for uncovering information about them. This course is unique in that it identifies an extensive collection of sources and provides search techniques critical for piecing together information about private U.S. companies.

Amelia Kassel, Marketing Base

1:00 PM–5:00 PM

Industry Research Using U.S. Government Sources

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.

Jennifer Boettcher, Georgetown University

1:00 PM–5:00 PM

Mergers & Acquisitions Research: Behind the Scenes

Mergers and Acquisitions (M&A) are on the rise. 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.

Kathleen Nichols and Judy Silverman, KPMG, LLP

1:00 PM–5:00 PM

Private Equity Research: Tools of the Trade

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.

Cliff Perry, Warburg Pincus

CONTINUING EDUCATION PROGRAMS

SUNDAY, JUNE 3, 2007 (con't)

8:00 PM–11:00 PM

Business & Finance Division Open House

Reconnect with colleagues and spend an evening with Sam Stovall, Chief Investment Strategist for Standard & Poor's Equity Research Services. Mr. Stovall will give his annual investment presentation and then stay to chat with B&F members. An opportunity not to be missed!

Moderator: Hal Kirkwood, Purdue University

(Invitation Only—All Division members will receive an e-mail invitation)

Sponsor: Standard & Poor's

MONDAY, JUNE 4, 2007

7:00 AM–8:30 AM

Business & Finance Division Breakfast and Business Meeting

Participate in the governance of the B&F Division! Come meet the Executive and Advisory Boards. Participate in the governance of the Division. Network with colleagues after the Business Meeting activities.

Ticketed Event: #535 (\$20.00)

Sponsor: Alacra

11:30 AM–1:00 PM

The Mobility of Business Information

The development of a growing array of technological applications is changing the face of business. E-business is becoming M-business as information now becomes as mobile as the people who use it. The panel represents power users of mobile business applications.

Roger Strouse, Outsell

Stephen Hayes, University of Notre Dame

Chris Poehlmann, University of Notre Dame

Sponsor: LexisNexis

1:30 PM–3:00 PM

Emerging Markets Intelligence Resources

This session will provide attendees with an overview of useful information resources covering emerging markets, the industries that are present, and companies participating in them. These resources may be academics, journalists, governments, international and regional NGOs, and commercial entities. This statistical data, news, and commentary contribute to a portrait of these promising markets, allowing you to perform analyses and draw your own conclusions as to their prospects for the future.

Moderator: Dr. Irene Wormell, Informatiker Konsult AB

Speakers: Gloria Reyes, Reyes Consulting

Dr. Adeline du Toit, University of Johannesburg

Sponsor: IEEE and ISI Emerging Markets

1:30 PM–3:00 PM

Vendor Licensing: Tackling the Contract and Budgeting Monster

Feeling daunted? Don't be—specialists in buying and in tracking licensing data offer insights and tips for anyone responsible for buying/administering/paying for content licenses to help you simplify management of the content license, ensure compliance, and deal with inevitable price increases to your own advantage. Spend 90 minutes with the experts and save agony and midnight oil!

Moderator: Shelly Edwards, Donohue Group, Inc.

Speakers: Armand Brevig, AstraZeneca, UK

Joanie Olivier, Iconitel, Inc.

Sponsor: Elsevier

CONTINUING EDUCATION PROGRAMS

MONDAY, JUNE 4, 2007 (con't)

4:00 PM–5:30 PM

Content Buyers Roundtable

Your chance to speak up and hear what colleagues—and vendors—have to say. The session is yours to take where you want it. Raise questions, learn what others have learned, come away with contacts who have solved (or face) the same challenges you do. A past-conference favorite—come prepared to contribute and discuss! At member request, we will label tables for content areas such as financial, scientific, etc so as to enable attendees with similar concerns to sit together. Three “moderators” are available for tables desiring their facilitation/participation.

Moderators: Shelly Edwards, Consultant, Donohue Group, Inc.
Amy Crawford, Electronic Resources Manager, OCLC Western Service Center
Armand Brevig, Global Buyer, AstraZeneca, UK

4:00 PM–5:30 PM

Speed Dating with B&F Division Sponsors

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 University

Vendors:	Standard & Poor’s	OneSource
	Datamonitor	LexisNexis
	Dow Jones & Company	Copyright Clearance Center
	Alacra	10K Wizard

5:30 PM–8:00 PM

Business & Finance Division Awards Reception

Come enjoy food and drink at the B&F Awards Reception where we recognize the best the division has to offer. Awards include the Outstanding Achievement Award, Distinguished Member Award, International Travel Award, International Student Award, and the Centers of Excellence Awards.

Moderator: Toby Pearlstein, Bain and Company

Speakers: Sylvia James, Sylvia James Consultancy
Leslie Reynolds, Texas A & M University
Awilda Reyes, West Chester University
Robert Clarke, Trent University

Sponsor: OneSource Information Services, Inc

TUESDAY, JUNE 5, 2007

7:00 AM–8:30 AM

B&F Corporate Information Centers Section Breakfast Managing a Complex, Virtual Research Organization

Breakfast meeting for the Corporate Information Centers Section. What are the advantages and challenges of operating virtually? What works and doesn’t work when your team is in different cities and countries, in home offices and company offices, working specific time zone hours and working schedules of their own choosing? Whether you are a manager in a similar situation or an information specialist seeking to understand the everyday reality of one workstyle option, you’ll walk out of this presentation and the following discussion with some idea of the practicality of it all.

Moderator: Cynthia Lesky, Threshold Information, Inc

Speaker: Sue Cronizer, Computer Sciences Corp.

Ticketed Event: #660 (\$15.00)

Sponsor: Global Insights

CONTINUING EDUCATION PROGRAMS

TUESDAY, JUNE 5, 2007 (con't)

7:00 AM–8:30 AM

B&F Financial Services Section Breakfast Financial Education Resources

Breakfast meeting for the Financial Services Section. Enjoy breakfast with colleagues and hear a presentation on financial education from an economist from the Denver office of the Federal Reserve Board.

Moderator: Adrienne Ballew, Mortgage Guaranty Insurance Corporation

Speaker: Rachel Saucier, Research Economist, Federal Reserve Board

Ticketed Event: #630 (\$15.00)

Sponsors: Prenax, Inc and Standard & Poor's

7:00 AM–8:30 AM

B&F Private Equity Section Breakfast Venture Capital & Private Equity Fundraising

Breakfast meeting for the Private Equity Section. Hear about notable deals and trends in Europe, China and the United States. Discuss Private Equity compensation trends.

Moderator: Cliff Perry, Warburg Pincus

Speaker: Vince Meza, Dow Jones VentureOne

Ticketed Event: #665 (\$15.00)

Sponsors: Dow Jones & Company

7:00 AM–8:30 AM

B&F College & University Business Librarians Section Breakfast Trends in Community Outreach

Breakfast meeting for the College & University Business Librarians Section. Speakers will discuss trends in community outreach. Specific topics include supporting a fee-based information service; the creation of a FAQ database for collaborative reference service among academic business libraries; and the developing need to support technology commercialization initiatives.

Moderator: Carissa Holler, Business & Finance Information Librarian,
University of Illinois at Urbana-Champaign

Speakers: Rahn Huber, Business Information Services Manager, Vanderbilt University

Karen MacDonald, Business Reference Librarian, Texas A&M University

Therese Terry, Reference Librarian, University of Pennsylvania

Ticketed Event: #625 (\$15.00)

Sponsors: ProQuest

9:00 AM–10:30 AM

Dream Jobs of the Future

This session continues the B&F Division's recurring series on career development. Nontraditional information professional jobs are sprouting up all over. This group will discuss new and upcoming information professional jobs and the skills to remain relevant in the twenty-first century.

Moderator: Stephen Kochoff, Basch Subscriptions Inc.

Speakers: Diane Goldstein, Diane M. Goldstein & Associates

Dr. Hazel Hall, Napier University Edinburgh

Margaret Bennett, Pro-Libra

Jack Plunkett, CEO & Publisher, Plunkett Research, Ltd

Sponsors: Dow Jones & Company

CONTINUING EDUCATION PROGRAMS

TUESDAY, JUNE 5, 2007 (con't)

11:00 AM–12:30 PM

XBRL: Extensible Business Reporting Language

XBRL is a language for e-communication of business & financial data. Find out what it is, who's using it, and how it will impact your future as a business information professional.

Moderator: Rita Ormsby, Baruch College

Speakers: Louise Klusek, Baruch College

Courtney Cowgill, Oceanic Exploration Co.

Rita Ormsby, Baruch College

Sponsor: InfoCurrent

2:30 PM–4:00 PM

Mining Your Own Information Backyard for Economic Growth and Development

A panel of economic research experts will present case studies on specific problems and solutions for finding information for local economic development.

Moderator: Kara Masciangelo, Federal Reserve Bank of New York

Speakers: Anne Northcott, Export Development Canada

Jenny Shangraw, The Right Place, Inc

Christine Hamilton-Pennell, City of Littleton, CO

Sponsors: 10-K Wizard and Thomson Dialog

5:30 PM–8:00 PM

Business & Finance Division Open House

Celebrate the accomplishments of your B&F colleagues at the Authors & Instructors Open House Reception. The B&F Bibliography will be distributed.

Moderator(s): Monica Kirkwood, Purdue University

Sponsor: 10-K Wizard Technology

WEDNESDAY, JUNE 6, 2007

7:00 AM–8:30 AM

Value-added Industry Research

An understanding of an industry's past and present value is fundamental to developing reasonable expectations about the industry's future. Key variables to determining the value of an industry come from business valuation methodologies by the Internal Revenue Service and the US legal system. Learn how to use these highly regarded methodologies to determine an industry's value. 4-5 copies of Valuing a Business: the Appraisal of Closely Held Businesses will be given away to selected attendees.

Speaker: Vicky Platt, Willamette Management Associates

Ticketed Event: #800 (\$10.00)

Sponsor: Thomson Financial

11:00 AM–12:30 PM

The Facets of Digital Rights Management

In what is sure to be an interesting dialog on digital rights management; a panel of experts will discuss the different facets of digital rights management, where it is now, and where it's going.

Moderator: M. Rita Costello, UCLA-Rosenfeld Management Library

Speakers: Karen Coyle

Bill Burger, Copyright Clearance Center

Ed Keating, Software & Information Industry Association

Sponsors: Copyright Clearance Center

CONTINUING EDUCATION PROGRAMS

WEDNESDAY, JUNE 6, 2007 (con't)

11:00 AM–12:30 PM

Visualizing Statistics: Making Use and Sense of Graphs, Charts, and Diagrams

An introduction to the benefits of using graphs, charts and diagrams as a method to visually convey statistical data. Learn techniques that help convey ideas and build common understanding of complex data.

Speaker: Elana Broch, Princeton University

1:00 PM–2:30 PM

Centers of Excellence Winners Revisited

A panel of past Centers of Excellence Award winners are brought together to discuss how they leveraged the award for additional benefits & marketing internally and externally.

Moderator: Leslie Reynolds, Texas A & M University

Speakers: Susan Fifer Canby, National Geographic Society

Marcia Schemper-Carlock, Verizon

Cindy Romaine, Nike

Timothy Green, Ernst & Young

Sponsor: Plunkett Research Ltd

3:00 PM–4:30 PM

How Tomorrow's Technologies Can Help Us Today

CI professionals use intelligent bots for information discovery and harvesting from the web, intelligent navigation of the web, text extraction and analytics, and content mining. This session will highlight new tools that assist in data transformation, automated summarization, decision support, predictive modeling/scoring, delivery of business intelligence to handheld devices, and tools that respect privacy and ownership issues while allowing for shared search.

Moderator: Barbie E. Keiser, Barbie E. Keiser, Inc.

Speakers: J. P. Sherman, Wazap

Randy Marcinko, Marcinko Enterprises

Sponsor: Ipreo

THURSDAY, JUNE 7, 2007

7:30 AM–11:30 AM

Tour: The Capitol and the Coins

Located in the heart of Denver's Civic Center, the Denver Mint is an integral part of our nation's operations, as well as a very interesting place to visit! Touring the United States Mint is a fascinating experience for those of all ages and one that will be remembered for a lifetime. The walk tours cover both the present state of coin manufacturing as well as the history of the Mint. Learn about the craftsmanship required at all stages of the minting process, from the original designs and sculptures, to the actual striking of the coins. Your adventure will include a visit to Colorado's spectacular capitol building in the heart of the city. Modeled after our nation's capitol, the dome is leafed with gold and the steps at the front of the building feature an official altitude marker where you can stand and be exactly one "Mile" High! Tour Registration <http://www.sla.org/content/Events/conference/ac2007/registration/tours.cfm>

Ticketed Event

Hal Kirkwood
Chair

Miguel Figueroa
Director/Professional Development Chair

BUSINESS & FINANCE DIVISION AWARDS RECEPTION

Monday, June 4, 2007 5:30 PM–8:00 PM

Join Division members and colleagues as we present this year's award winners:

- B&F Division Award for Outstanding Achievement in Business Librarianship sponsored by BNA, Inc. (announced by Toby Pearlstein)
- B&F Division Distinguished Member Award sponsored by SkyMinder (announced by Toby Pearlstein)
- Centers of Excellence (announced by Leslie Reynolds)
- International Travel Award sponsored by ISI Emerging Markets (announced by Robert Clarke)
- B&F Division/European Chapter Student Award sponsored by Books 24x7 (announced by Rachel Kolsky and Sylvia James)
- Student Stipends (announced by Awilda Reyes)

Enjoy the presentations and hear from our winners then celebrate with us at a reception in their honor.

Audiences: All attendees

Moderator(s): Hal Kirkwood, Associate Professor, Purdue University

Sponsored by [OneSource Information Services Inc. an InfoUSA Company](#)

Toby Pearlstein

Toby.pearlstein@bain.com

BUSINESS & FINANCE DIVISION CENTERS OF EXCELLENCE AWARDS

Want to see what some of the best Business & Finance special libraries are doing? Come to the B&F Division Awards reception and learn about quality, innovation and excellence.

The Business & Finance Division of the Special Libraries Association (SLA) encourages you to attend the sixth annual "Centers of Excellence" Awards at the SLA Annual Conference in June 2007. The awards recognize quality as a priority for successful management, service and delivery of information. The presentation of these awards will be at the Business and Finance Division Awards Reception 5:30–8:00 Monday evening, June 4, 2007.

The awards take their inspiration from the Malcolm Baldrige National Quality Awards, which are given annually to U.S. organizations to recognize and promote quality as a critical part of innovation and competitiveness. The "Centers of Excellence" Awards, like the Baldrige Award, recognize customer driven quality and leadership within the framework of an organization dedicated to gathering, analysis and dissemination of information within the business community. The awards serve to recognize the best of "best practices" in three categories: Service, Management, and Technology. Any Member of the Business & Finance Division can apply for their organization for consideration in any of the three categories.

A distinguished panel of judges evaluates all entries. There may be as many as three winners who represent excellence and quality at its highest level. Judges names will remain confidential until after the review of each entry is completed. Leslie Reynolds does not serve as a judge.

To apply for the 2008 Business & Finance Centers of Excellence Awards, please see the application guidelines on the Business & Finance Division Web site (<http://www.slaf.org>). If your organization is a Center of Excellence, please consider applying to:

Leslie Reynolds, Associate Professor

5001 TAMU

West Campus Business Library

College Station, TX 77843-5001

Attn: COEA

Or by e-mail (preferred): leslie.reynolds@tamu.edu

Leslie Reynolds

Chair, Centers of Excellence Awards Committee

