



SLA Michigan Chapter  
75-Year Anniversary  
Multifaceted professionals  
cutting through information overload



# Michigan Bulletin

Fall 2003  
Volume 67:1



## New look for the SLA Michigan Bulletin!

Welcome to the new electronic SLA Michigan Bulletin! We hope you like the new look and format.

This is **your** bulletin too, and all members are invited to share their stories, happenings, etc., with the SLA MI Bulletin!

New categories to be featured in upcoming *Bulletins* include:

### Inside this issue:

New Look!	1
President's Letter	2
Kudos Corner	4
Conference Highlights	4
75th Anniversary News	5
Feature Article: "What the Internet"	7
MITS Advertisement	9
New Members	9
Photos and Things	11
Dialog Advertisement	13
News	15
Back page	16

- *New members corner* — Names and/or brief profile of newly joined MI SLA members;
- *Member spotlight* — Member profiles on: received awards, published article, retired, etc.;
- *Committee/meeting minutes*—Share what is going on with your committee;
- *Conference highlights*—Share your thoughts on a conference you have attended—write a brief summary and submit to the Bulletin.

And always, for up to date information between bulletins, visit our chapter website: <http://www.sla.org/chapter/cmi/>



Fall 2003

P

Resident's Letter



What does participating in the Michigan Chapter SLA mean to you? According to Webster's dictionary, participation means "to have a share" or "to take part in something." There are a wide variety of ways you can share or take part in the Special Libraries Association and the Michigan chapter! Below are just a few ways members can participate.



**Attend a Chapter meeting.** The Michigan chapter holds 6-7 meetings each chapter year. Last year we had approximately 35 members at each meeting – that represents 14% of our membership. Altogether, 80 members attended at least one meeting last year – 32% of our membership. Including guests and students, 138 people attended at least one meeting last year. These are positive numbers for our chapter! Chapter programs are an inexpensive and time effective way to achieve professional development.

Have you ever considered speaking at a chapter program? What program topics would be of interest to you? The program chair is always looking for program topics and presenters. If you have a program idea or are interested in presenting, please contact Joel Scheuher, [joel.scheuher@gm.com](mailto:joel.scheuher@gm.com).

This year is an especially exciting year as our chapter celebrates its 75<sup>th</sup> anniversary! More information will be published just as soon as the speaker and venue can be scheduled. Throughout the newsletter and on anniversary publications you will notice a logo designed in honor of our 75th anniversary. John Rivard of JCR Design and Consulting (<http://www.jcrdesign.com/>)

generously designed and donated this logo for our chapter's use.

Registration forms are mailed to all active members several weeks prior to a chapter program. For up to date information on current and future programs, please monitor the chapter website at: <http://www.sla.org/chapter/cmi/index.html>.

**Attend an Association Conference.** Most recently, over 20 members of our chapter attended the Great Lakes Regional Conference V, held in Grand Rapids, MI. Approximately 80 participants from the Great Lakes states attended the two and a half day conference. Photos of our chapter's anniversary cake appear later in this issue.

Regional conferences provide members with cheaper and geographically nearer professional development opportunities, especially when the annual conference is distant or in an expensive location. The 2004 annual SLA conference will be held in Nashville, June 5-10. Hope to see you there! And if that's too far to travel, the 2005 conference will be held in Toronto.



**Chair a Chapter committee or be a member of a Chapter committee.** Currently, 25 chapter members serve on chapter committees. Some committees work behind the scenes, while other committees help at chapter programs. There is something for everyone! Our chapter couldn't accomplish what it does without volunteers. If you're interested in helping, please contact me at [kmirwin@umd.umich.edu](mailto:kmirwin@umd.umich.edu) or 313-593-5598.



**Run for a Chapter elected office.** Are you a bean counter extraordinaire? Is shorthand your forte? Or would you like to exercise your leadership skills? Consider running for an elected office. Being a chapter officer may

(Continued on page 3)

seem like an awesome task! Never fear, our past chapter officers are very willing to help current officers understand chapter business. The rewards are well worth the effort.



**Mentor a student.** Looking for a way to give back to the profession? Consider becoming a mentor! Over 30 students attended at least one chapter meeting last year. Some students are given assignments requiring them to speak to someone in the profession. So whether you have a few minutes or several months, your interaction with students can impact our profession for years to come.

**Read the Chapter Bulletin.** Beginning with the Fall 2003 issue, our chapter bulletin will be issued in electronic format only. We're making an effort to include more member news and photographs. This year we will also include articles that highlight our chapter's 75-year history. What would you like to read in the bulletin?

**Write an article for the Chapter Bulletin.**



We're always looking for contributions to the bulletin! Have you changed jobs or been promoted recently? Let us know so we can celebrate with you! Did you attend a conference and were inspired by a particular speaker? Write a summary for the bulletin! Have you read a scintillating work-related book recently? Write a review for the bulletin! Please contact our bulletin editor, Carla Brooks [ctbrooks@umd.umich.edu](mailto:ctbrooks@umd.umich.edu), for more information and deadlines.

**Start a discussion on the Michigan chapter listserv.** If you've already subscribed to the listserv, you can post messages to [SLA-CMI@lists.sla.org](mailto:SLA-CMI@lists.sla.org). To subscribe to the chapter listserv, follow directions at: <http://www.sla.org/chapter/cmi/Disclist.html.html>

**Use Who's Who to connect with a colleague.**

Asking another member for help and/or sharing information with another SLA member is a popular way that information professionals take advantage of their SLA membership. Networking is often listed as the number one reason why people belong to professional associations. Take advantage of the expertise that exists within our membership!

How many of these activities have you engaged in during the past year? I encourage each of you to continue participating for years to come!

**Kathy Irwin, President  
Michigan Chapter SLA**

## Kudus Corner



From **The University Record**, August 11, 2003:

University of Michigan's Kresge Business Administration Library received a *Center of Excellence Award in Service* from SLA's Business and Finance Division. The award was for Kresge's ability in leveraging technology to bring quality services to all its patrons. Recent accomplishments include faculty collaboration to determine course content for materials, online ordering system for students, and online staff tutorial modules, for staff to learn about new library resources available at their convenience.

See full press release announcement at  
<http://www.slabf.org/2003centers2.htm>

## Conference Highlights

**Great Lakes Regional Conference V**  
**Sept 17-10 2003 Grand Rapids, MI**

**"Creating Value-Added Research and Analysis"** by Patricia Currie  
 Thursday, September 18, 2003; 10:30 a.m.

Creating value-added research and analysis is defined as "the addition of opinion and recommendation based on experiential knowledge that overlays any collection, filtering or manipulation of the information being provided to its ultimate user" (Outsell, Inc.). Adding value to research means going beyond the question to infer implications for the reader and suggest a course of action. In the "new" economy, there is more demand for information and accountability, resulting in evidence-based decision-making. Technology and the Web have made more information available, but users are looking for the best information that is pre-packaged to suit immediate needs.

There are six steps of the value-added research and analysis continuum:

- 1) Identify the context of the question. Determine the where in the business process the information will be used.
- 2) Determine the questions. Break the question into discrete sub-questions and verify the interpretation with your client.

*(Continued on page 6)*

## 75th Anniversary News



### *Michigan Chapter of the Special Libraries Association Celebrates Diamond Anniversary*



The Michigan Chapter of the Special Libraries Association began informally in March of 1926 when twelve special librarians met at the Detroit Public Library as the Roundtable for Special Librarians. In March of 1929, the group signed a petition for affiliation with the Special Libraries Association. They held their first official meeting as the Special Libraries Association of Detroit in April with Margaret Mann, an Associate Professor with the University of Michigan Library School, as their speaker.

There have been many notable occurrences in the Chapter's history over the years. In May of 1932, the chapter name was changed from SLA of Detroit to Michigan Chapter of SLA. In January of 1933 a meeting was held at the Detroit Institute of Arts that included a viewing of the murals being painted by Diego Rivera. In June of 1942 the SLA annual convention was held in Detroit.

Now, the Michigan Chapter of the Special Libraries Association celebrates its Diamond Anniversary. 75 years later, it's our time to shine, our time to:

Celebrate what we have accomplished as special librarians and information professionals.

Celebrate the knowledge and expertise we have brought to our employers – corporations, universities, research centers, government agencies and other organizations.

Celebrate the assistance we have given each other and the collaboration we have been a part of.

We are proud to be celebrating our 75<sup>th</sup> anniversary, recognizing the creation and importance of the Michigan Chapter of the Special Libraries Association. This is our diamond anniversary and we are showing off our facets, applauding the contributions of our Chapter officers, past and present, praising our colleagues and ourselves for our dedication and resourcefulness, and reminding our employers that the “instant” delivery of quality information requires a commitment to our professional development.

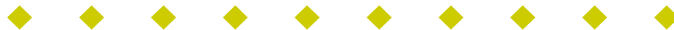
You'll hear more about our time to shine and the 75<sup>th</sup> anniversary celebration in the coming months.

**Submitted by Laura Nielson**

*(Continued from page 4)*

- 3) Create value-added content. Select a methodology and complete the research.
- 4) Analyze and answer “so what?” Place the research findings in the larger business context and make recommendations for strategic action.
- 5) Share your results. Create a branded report summarizing your findings, including your opinion. *Best practice:* Develop a template for sharing results with clients. This creates a repeatable process, improves the quality and efficiency, and brands the product.
- 6) Follow-up and get feedback. Contact the client to address any follow-up questions. Start again at step 1.

Submitted by Laura Brandau Student, Wayne State University Systems Analyst, Gale Group



**“OAster: A One-Stop-Shop Service for Digital Objects”** by Kat Hagedorn.

Thursday, September 18, 2003; 1 p.m.

OAster (<http://www.oaister.org>) was launched in June 2002 using funding from a one-year Mellon grant to “test the feasibility of making OAI[Open Archives Initiative]-enabled metadata for digital objects accessible to the public.” Most library databases are not accessible to search engines so OAster aims to be an “academic Google” with direct links to archived digital objects on any subject matter. Between four and five repositories are added each month; a library can add its content by OAI-enabling the metadata (tools are available at [www.openarchives.org](http://www.openarchives.org)) and by contacting Kat Hagedorn ([khage@umich.edu](mailto:khage@umich.edu)).

Development of the harvesting process encountered several issues, including variations in metadata, records with dead links, records with links to restricted (licensed) objects, and duplicate records. The current site has imposed standards on the format type and removed repositories without a significant amount of live links. The team suggests adding a field to the Dublin Core standard to indicate open or restricted use and looks to start addressing duplicate records if additional funding is found.

Two assessments of a beta version of the OAster site were conducted. A survey concluded that users were most interested in journals and reference materials and generally found it difficult to search for information on the Web because of differences in interfaces. The user test found that the results list should offer the long version of the metadata records, multiple sort options were preferable, and that users wanted to clearly see the Boolean search options.

Submitted by Laura Brandau. Student, Wayne State University Systems Analyst, Gale Group



**"The Nuts and Bolts of Marketing: the PRISM Toolkit"**. Susan Pritts (Library Technical Consultant for Access/AIC Services)

Ms. Pritts began with a brief background of PRISM (Promoting Reading & Library Services in Michigan) and highlighted it's primary goal of developing a marketing plan for the promotion of libraries and library services to Michigan residents.

With this goal in mind, the PRISM committee had W.J. Schroer Market Survey implement a study that included focus groups and a phone survey of over 1,000 Michigan residents. The results of the survey lead them to develop a Public Relations Toolkit. It has tips for librarians on how to promote their library

*(Continued on page 12)*

## Feature Article

### ***What the Internet Is and How to Stop Mistaking It for Something Else (excerpt)***

By Doc Searls and David Weinberger

#### **The Nutshell**

1. The Internet isn't complicated
  2. The Internet isn't a thing. It's an agreement.
  3. The Internet is stupid.
  4. Adding value to the Internet lowers its value.
  5. All the Internet's value grows on its edges.
  6. Money moves to the suburbs.
  7. The end of the world? Nah, the world of ends.
  8. The Internet's three virtues: **a. No one owns it b. Everyone can use it c. Anyone can improve it**
  9. If the Internet is so simple, why have so many been so boneheaded about it?
  10. Some mistakes we can stop making already
1. **The Internet isn't complicated.**
    - The Internet was designed to be the simplest conceivable way to get bits from any A to any B.
  2. **The Internet isn't a thing. It's an agreement.**
    - The Internet is a way for all the things that call themselves networks to coexist and work together.
    - What makes the Net "inter" is the Internet Protocol. A protocol is an agreement about how things work together. The protocol simply says: If you want to swap bits with others, here's how.
  3. **The Internet is stupid.**
    - The Internet doesn't know lots of things a smart network like the phone system knows: Identities, permissions, priorities, etc. The Internet only knows one thing: this bunch of bits needs to move from one end of the Net to another.
    - There are technical reasons why stupidity is a good design. Stupid is sturdy. If a router fails, packets route around it, meaning that the Net stays up. Thanks to its stupidity, the Net welcomes new devices and people, so it grows quickly and in all directions.
  4. **Adding value to the Internet lowers its value.**
    - If you optimize a network for one type of application, you de-optimize it for others. Example: let the network give priority to voice or video data on the grounds that they need to arrive faster, and other applications will have to wait. This does turn the Net from something simple for everybody into something complicated for just one purpose. It isn't the Internet anymore.
  5. **All the Internet's value grows on its edges.**
    - If the Internet were a smart network, its designers would have anticipated the importance of a good search engine and would have built searching into the network itself. Searching is a service that can be built at one of the million ends of the Internet. Search engines have competed, which means choice for users and astounding innovation.
    - Innovators can build whatever they can imagine, counting on the Internet to move data for them. You have an idea? Do it. And every time you do, the value of the Internet goes up.

*(Continued on page 8)*

## Feature article cont.

### 6. Money moves to the suburbs.

- If all of the Internet's value is at its edges, Internet connectivity itself wants to become a commodity. It should be allowed to do so.
- There's good business in providing commodities, but every attempt to add value to the Internet itself must be resisted. To be specific:

Those who provide Internet connectivity inevitably will want to provide content and services also because the connectivity itself will be too low-priced. By keeping the two functions separate, we will enable the market to set prices that will maximize access and to maximize content/service innovation.

### 7. The end of the world? Nah, the world of ends.

- Because the Internet is an agreement, it doesn't belong to any one person or group. Not the incumbent companies that provide the backbone, the ISPs that provide our connections, the hosting companies that rent us servers, the industry associations that believe their existence is threatened by what the rest of us do on the Net, any government, no matter how sincerely it believes that it's just trying to keep its people secure and complacent.

The Internet gives us the means to become a world of ends for the first time.

### 8. The Internet's three virtues:

**No one owns it. Everyone can use it. Anyone can improve it.**

#### a. Nobody owns it

Even the companies whose "pipes" it passes through, because it is an agreement, can't own it. The Internet not only is in the public domain, it **is** a public domain.

- The Internet is a reliable resource. We can build businesses without having to worry that Internet, Inc. is going to force us to upgrade, double its price once we have bought in, or get taken over by one of our competitors.
- We don't have to worry that some parts of it are going to work with one provider and others will work with some other provider.
- We don't have to worry that its basic functions are only going to work with Microsoft's, Apple's or AOL's "platform" because it sits beneath all of them, outside their proprietary control.
- Maintaining the Internet is distributed among all users, not concentrated in the hands of a provider that might go out of business, and all of us are a more resilient resource than any centralized group of us could be.

#### b. Everyone can use it

The Internet was built to include everyone on the planet.

- True, only a tenth of the world— a mere 600,000,000+ people currently connect to the Internet. But, if you're lucky enough to possess sufficient material wealth for a connection and a connective device, the network itself imposes no obstacles to participation. The Internet purposefully leaves permissions out of the system.

*(Continued on page 10)*

## Use MITS for Your Document Delivery Needs

**Customized Invoices!**

**20+ Years of Experience!**

**Turnaround time  
as fast as one hour!**

Phone: 734-763-5060

Toll-Free Fax: 877-329-6487

Local/International Fax: 734-763-6803

E-Mail: [MIT.S.Mail@umich.edu](mailto:MIT.S.Mail@umich.edu)

URL: <http://www.lib.umich.edu/mits>



**Michigan Information Transfer Source (MITS)**

## New Members—Welcome!

We would like to welcome our newest SLA-MI Chapter members! (June-August 2003)

**Lori Guidry**

Threshold Info Inc

**Amy Brennan**

Tranzo Research Institute

**Laura Mancini**

Oakland County Library

## Feature article cont.

- *c. Anybody can improve it*
- Two ways: Build a service on the edge of the Net that's available to anyone—Make it free, make people pay for it, put out a tin cup, whatever.
- Second, enable a whole new set of end-of-Net services by coming up with a new agreement. That's how mail, newsgroups and even the Web were created. The creators came up with new protocols that use the Internet as it exists
- A new agreement, to generate value as quickly as the Internet itself did, needs to be open and for everyone. That's exactly why Instant Messaging has failed to achieve its potential: The leading IM systems of today, AOL's AIM, ICQ and Microsoft's MSN Messenger are private territories that may run on the Net, but they are not part of the Net. When AOL and Microsoft decide to run their IM systems using a stupid protocol that nobody owns and everybody can use, they will have improved the Net enormously.

### 9. If the Internet is so simple, why have so many been so boneheaded about it?

Could it be because the three Internet virtues are the antithesis of how governments and businesses view the world?

- Nobody owns it: Businesses are defined by what they own, governments are defined by what they control.
- Everybody can use it: In business, selling goods means transferring exclusive rights of use from the vendor to the buyer; in government, making laws means imposing restrictions on people.
- Anybody can improve it: Business and government cherish authorized roles. It's the job of only certain people to do certain things, to make the right changes.

### 10. Some mistakes we can stop making already.

- The Recording Industry, for example can stop thinking that bits are like really lightweight atoms. You are never going to prevent us from copying the bits we want. Instead, why not give us some reasons to prefer buying music from you?
- The government types who have confused the value of the Internet with the value of its contents could realize that in tinkering with the Internet's core, they're actually driving down its value. In fact, they maybe could see that having a system that transports all bits equally, without government or industry censorship, is the single most powerful force for democracy and open markets in history.
- Those who would censor ideas might realize that the Internet couldn't tell a good bit from a bad bit if it bit it on its naughty bits. Whatever censorship is going to occur will have to occur on the Net's ends and it's not going to work very well.

Let's stop banging our heads against the facts of the Internet life. We have nothing to lose but our stupidity. **(full article: <http://www.worldofends.com/>)**

# Photos and Things



The Michigan Chapter kicks off its 75th anniversary year with cake at the Great Lakes Regional Conference V afternoon break.



Barry Puckett and Linda Strand, Omnigraphics representatives and Michigan chapter members.

Omnigraphics Inc. generously sponsored the afternoon break.

Barry Puckett and Linda Strand



Linda Skolarus, Chapter President 2002-03, presents the Distinguished Member Award to Jack Wiegel. Jack was Michigan Chapter President 1975-76 and founder of the Physics, Astronomy, and Mathematics Division of SLA. He served as the University of Michigan Physics/Astronomy/Mathematics Librarian from 1964-97.



## Conference Highlights (cont.)

and it's services and has templates for bookmarks, fliers, brochures, press releases and newsletters. Interview tips are also included as is a web bibliography. The toolkit was available for free (on CD) at the end of the workshop.

One of the most beneficial aspects of attending this workshop was listening to the real-life experiences of the special librarians that attended the workshop. Discussion was encouraged and many people offered advice and strategies they used to successfully promote their library. I walked away with a better understanding of how to promote special libraries (or any library for that matter!) and an appreciation for the creativity and perseverance of special librarians.

**Submitted by Karen Bitterle** Graduate Student - MLIS Program Wayne State University  
email al8911@wayne.edu or bitterle5@aol.com



### “**Blogging: Your New Best Friend**” Jenny Levine

Jenny Levine from the Suburban Library System gave an excellent presentation entitled *Blogging: Your New Best Friend*. After hearing Mary Ellen Bates talk about blogging earlier that same day, I was anxious to hear how this time-consuming menace was going to become my new best friend.

So what the heck is a blog? A blog, short for weblog, combines certain elements of a chat room, a listserv and an html page in a structured, manageable format. All blogs are organized chronologically, self-archived by date, updated semi-regularly with short entries, include many links, and use unique URLs (called permalinks) for each individual post. Blogs are often subject-specific and the topics vary wildly.

After explaining the general concepts of a blog and blogging, Jenny showed us examples of various blogs for librarians, for libraries and some just for fun. She also gave us a rundown on the various blogging software packages that are available. Some are even free for nonprofits!

So, blogging **can** take up a lot of your time, if you let it. Just the number of blogs related to our profession is staggering! Luckily, there is cheap aggregator software that will send you a message if any of the blogging sites you visit regularly has new information so that you don't need to constantly troll all your blogging interests.

But, how can blogging be your best friend? Blogging is a way for librarians to provide updates to their patrons with news about the library, the databases, or just about anything. And the beauty (or the curse) of it is that the information is presenting in a nice html format, linked to your internet or intranet site, yet no html experience is required.

---

*“I walked away with a better understanding of how to promote special libraries (or any library for that matter!) and an appreciation for the creativity and perseverance of special librarians.”*

---

Dialog supports the  
Michigan Chapter of the  
Special Libraries Association



For more information  
or a free product demonstration,  
please call 1.800.3DIALOG or  
visit [www.dialog.com](http://www.dialog.com)

## Conference Highlights (cont.)

Because the software takes the text input and does all the formatting, administrative staff that may not know html coding will be able to make regular updates. This can free the professional staff to do other chores. When the blogging software is installed the software administrator sets up the system, determining who has write privileges.

Perhaps you are flying solo and pressed for time. Maybe you are lucky enough to have an administrative staff and need to present new information frequently. Either way and everywhere in between, blogging can indeed be a librarian's best friend. Jenny, thanks for setting us straight.

Submitted by Jan Utz



### “Information Overload: Taming the Digital Tiger” Mary Ellen Bates

Mary Ellen Bates entertained and inspired conference attendees with her presentation on Information Overload. She began by illustrating "consumer over choice" by noting that grocery stores offer an overwhelming variety of products. At one store she counted 15 varieties of cottage cheese! The same problem exists with information. Information consumers are not able to process huge amounts of complex and contradictory information. Information professionals excel at helping others distinguish good information from "data smog." But even information professionals feel overwhelmed and often contribute to the problem.

Bates demonstrated several search interfaces that group search results by clustering or showing the relationships between topics. Examples of such navigation tools include TheBrain.com, Antarcti.ca, and Inxight.com. According to Bates, these interfaces are "cool but not ready for primetime."

Bates concluded her presentation by encouraging information professionals to collect good finding tools rather than particular resources. She also suggests going on an email list diet, collecting information just in time rather than just in case, and practicing what we preach when evaluating and distilling information.

Submitted by Kathy Irwin

## News

### **FOR IMMEDIATE RELEASE**

October 2003

#### **Library Associates acquires library staffing and support services business from Sanad Support Technologies, Inc.**

**Rockville, MD, October 1<sup>st</sup>, 2003** – Library Associates has acquired the assets, including contracts and staff, of Sanad Support Technologies. Deborah Schwarz, the president and CEO of Library Associates, with headquarters in Los Angeles California, is president of the new entity, Library Associates of Maryland, doing-business-as Library Associates.

“With this acquisition, Library Associates has reached another milestone in our strategic vision for growing into a viable national firm, providing staffing and outsourcing of information professionals to both the commercial sector and government agencies. Having an office in the greater Baltimore/Washington metropolitan area, located in Rockville MD, will be extremely beneficial to providing enhanced project management and support services to our clients,” says Deborah Schwarz.

Sanad Support Technologies was formed in 1989 and was managed by Jodi Suleiman, with her husband Fuad Suleiman in the role of CEO. The couple has decided to retire from the library services business and pursue other opportunities.

Sanad’s largest client base has been federal government agencies with primary business lines in library management and operations, automation, internet, and document/data conversion services. Library Associates, a woman-owned business formed in 1986, provides temporary and contract staffing, outsourcing and executive recruiting services, and will continue to service all existing contracts, and actively pursue other opportunities in the federal government sector.

Library Associates has offices in Los Angeles (headquarters), Denver, Columbia, PA, and with this acquisition, Rockville MD. Library Associates employs approximately 160 librarians, archivists, indexers and other information professionals who work primarily at client sites in corporations, law firms, public and academic libraries and government agencies throughout the United States.

A large majority of Sanad’s former staff have joined the new company and will continue in their various roles, which includes the administrative team, comprised of Kristen Kneussl as the Vice President of Finance and Administration and Harry Needleman, Vice President of Government Service. In addition to Deborah Schwarz, senior management includes Quinn Koller, Vice President of Business Operations, who will split his time between Library Associates’ office in Columbia PA and the new Rockville MD office, and Earl T. Williams, who has joined the company as the Chief Financial Officer.

FOR MORE INFORMATION CONTACT: Ms. Elise Spears, Director of Administration, [espears@libraryassociates.com](mailto:espears@libraryassociates.com). 800.987.6794



<http://www.sla.org/content/memberservice/recruit.cfm>

Carla Brooks  
 Mardigian Library  
 University of Michigan-Dearborn  
 Dearborn, MI 48128-1491

Phone: 313-593-5616  
 Fax: 313-593-5561  
 Email: ctbrooks@umd.umich.edu

SLA-Michigan Web site:  
<http://www.sla.org/chapter/cmi/>



**SLA Michigan Chapter  
 75-Year Anniversary**  
 Multifaceted professionals  
 cutting through information overload

**S**ubmit Ideas to the Michigan Bulletin! Are you a new member? Win an award? New innovations/approaches to your work? The profession? Write a book review? Share with the members!

Send to the editor, ctbrooks@umd.umich.edu via electronic format (MS Word, ASCII)

No limit on article length; however, editor reserves the right to edit lengthy submissions.

Photo submission: Please include description, caption of photo(s)  
 Format: .gif, .tif or .jpeg

Submission Deadlines:

Issue	Deadline	Publication Month
Winter 2004	January 29	February 2004
Spring 2004	March 26	April 2004
Summer 2004	June 24	July 2004

Thank you to this issue's contributors:

**Karen Bitterle   Laura Brandeau   Kathy Irwin  
 James Hanks   Laura Neilson   Jan Utz**

**2003-2004 MI-SLA Board Members**

*President*  
 Kathy M. Irwin  
 kmirwin@umd.umich.edu

*President-Elect*  
 Joel M. Scheuher  
 joel.scheuher@gm.com

*Secretary*  
 Sara Koch  
 sararowe@email.com

*Treasurer*  
 Heidi Mercado  
 lib\_mercado@online.emich.edu

*Past President*  
 Linda Skolarus  
 LindaS@thehenryford.org

*Director*  
 Susan A. Pritts  
 spritts@pritts.com

*Affirmative Action Chair*  
 Christopher Bloodworth  
 ab2998@wayne.edu

*Bulletin Editor*  
 Carla Brooks  
 ctbrooks@umd.umich.edu

*Career Guidance - U. of Michigan*  
 Susan A. Pritts  
 spritts@pritts.com

*Government Relations*  
 Paula Kaczmarek  
 pkaczma@detroit.lib.mi.us

*Membership*  
 Caroline L. Richardson  
 cricha20@ford.com

*Program*  
 Joel M. Scheuher  
 joel.scheuher@gm.com

*Strategic Planning Chair*  
 Kathy M. Irwin  
 kmirwin@umd.umich.edu

*Webmaster*  
 Joel M. Scheuher  
 joel.scheuher@gm.com

*Archivist*  
 James Hanks  
 james.hanks@gm.com

*Career Guidance - Wayne State*  
 Karen Bacsanyi  
 kbacsanyi@wayne.edu

*Employment*  
 Jennifer A. Vasquez  
 jenniferavasquez@yahoo.com

*Hospitality*  
 Candace Goss  
 goss@butzel.com

*Professional Development*  
 Laura Nielsen  
 laura.m.nielsen@gm.com

*Public Relations 75th Anniversary  
 Sub Committee*

*Vendor Relations*  
 Carol Tower  
 CTower@sme.org