



The Queen City Gazette

Special Libraries Association - Cincinnati Chapter Vol. 41 #3 Jun/Aug 2000

<http://www.sla.org/chapter/ccin/gazette/gazette.html>



Editor's Corner

by Ted Baldwin, QCG editor

I am pleased and excited to present the first issue of the QCG under my editorship. Thank you to everyone (especially Fred Marcotte) who assisted me over the past months and made my first issue a success. For this issue, I have kept the format, design and content similar to that which Fred has established over the past two years. However, I hope to work with the chapter in developing a dynamic publication that will be able to change as the chapter changes.

I would like to welcome Heather Wright of Dinsmore & Shohl as the new co-editor of the Technology Corner. Heather (a classmate of mine from library school at IU) will be developing this column alongside Tracey Stivers. In this issue, she profiles web resources for designing or redesigning websites. With the addition of Heather, the Publications/Gazette Committee now consists of myself as Chief Editor, Anne Abate as General Editor, and Heather and Tracey as co-editors of the Technology Corner.

I would appreciate hearing any of your comments on length, content, layout, etc. of the QCG. I am looking into possible redesigns (such as including two separate electronic versions - for those who read online and those who print off and read later), and would like to incorporate suggestions from all of you, the end users. You can reach me by daytime phone at 530-4046, or by email at ted.baldwin@uc.edu.



President's Message

by Debbie Bogenschutz, Chapter President



Welcome to a new year with the Cincinnati Chapter of the Special Libraries Association!

This should be a busy year for the Special Libraries Association. President Donna Scheeder has some dynamic ideas for the future. Some of us had the opportunity to meet with Donna when she visited Ohio in March. Donna's inaugural address appears in the August issue of Information Outlook. Last winter, Dennis Hamilton reported on the Task Forces set up by the SLA Board (<http://www.sla.org/chapter/ccin/gazette/backfile/qcg02-00/qcg02-00.htm>). These Task Forces (Structure, Membership, Simplification, Partnerships, and Branding) are at work, and two of our members serve on them: Anne Abate on Partnerships and Marty McDonald on Membership.

The surprise of the Annual Conference was the announcement of David Bender's upcoming retirement. In a letter to the SLA leadership, Donna Scheeder reports "...your Board of Directors is ready to announce the process for hiring a new Executive Director for the Special Libraries Association. As part of the process we will hire an executive search firm to recruit and screen applicants and I will appoint a 5 person search committee who will work with the firm in the recruitment process and interview the best qualified candidates in order to identify the top candidates for Board consideration. We will be sending out requests for proposals, (RFPs) to potential search firms shortly." It is hoped we will meet our new Executive Director at the Annual Conference in San Antonio in June 2001.

SLA is presenting a worldwide conference on special librarianship: Global 2000 in Brighton, England, October 16-19 2000. The theme is The Information Age: Challenges and Opportunities. I am honored to be moderating a session for the Education Division: JSTOR: Access to Yesterday, Preserved for Tomorrow. I'm really looking forward to it, and I'll give a full report in an upcoming issue of the Queen City Gazette.

The Chapter Board has already met, and is hard at work planning the 2000 / 2001 year. It's not too late for you to get involved. Almost all of the committees could benefit from additional input. The Committee Chairs' contact information is available at <http://www.sla.org/chapter/ccin/chapter-info/contacts.html>.



Program Planning Committee Report

by Nonnie Klein, Program Planning Committee Chair and President-Elect

The Program Committee has met and developed some interesting programs on approaches to current and future issues in libraries. We welcome your interest in helping with any of the following meetings. Also, Nonnie Klein and Carol Furnish will be contacting possible sponsors. If you have ideas for the meetings or contacts for sponsorship, and/or want to work with us, please call Nonnie Klein at 513 558-0767, or email layne.klein@uc.edu.

We're looking forward to an invigorating year filled with ideas and collegial sharing. We hope to see you at several events.

October 18, 2000: Membership meeting - Randy Mueller, Chair of Membership Committee and Mykie Howard, Chair of Mentoring Committee are planning this event. Location will be the College of Mortuary Science in Walnut Hills and will include a tour of the college and its library. Please invite prospective SLA members and make plans to attend to both welcome new members and socialize with current members.

November Meeting: Carol Furnish will work on this as the chapter contact to co-sponsor a program with the Kentucky Chapter.

January-February Meeting: We are co-sponsoring a meeting with possibly SOASIS, GCLC, and ARMA. John Tebo and Kathleen Epperson have volunteered to work on the committee. The program topics are how to convert reports into electronic formats, digital imaging and use of DVDs in libraries. Ideas for speakers and commercial sponsors were discussed.

March Meeting: We are hosting a co-sponsored meeting with the SLA Central Ohio Chapter. Nonnie Klein is coordinating this program, which will feature SLA's Executive Director, David Bender.

April Workshop: "To E or Not to E" - co-sponsored with GCLC, the focus will be on the impact of electronic formats on collection development, training, and budgeting. In addition, samples of readers and information on vendors and suppliers for both the information and the types of equipment needed will be discussed and demonstrated. Debra Oswald and Judy Malone are heading up the program.

May Annual Business Meeting: Committee members include Nonnie Klein and Mykie Howard for the annual end of the year dinner meeting.

Students' Meeting: Anne Abate will plan a Student's Meeting.



Chapter Thank You Note

From Debbie Bogenschutz, Chapter President

I received the following message (in a hand written thank you note):

June 5, 2000

Dear Debbie:

On behalf of the DC/SLA International Projects committee and the Special Libraries Association, I would like to thank your chapter for your donation to the Global 2000 fellowship fund. As you begin your term as president of the Cincinnati Chapter, please extend to your Board, our thanks.

Sincerely,

Daille Pettit

Chapter Cabinet Chair-Elect

MLA Midwest Chapter Conference Announcement

Midwest Chapter MLA Conference
Omni Netherland Plaza Hotel
Cincinnati, Ohio
September 22-26, 2000

ENTER THE FUTURE - PRESS ANY KEY

Web Site: <http://midwestmla.uc.edu>

The Preliminary Programs have been mailed for the Medical Library Association's Midwest Chapter Conference, to be held in Cincinnati from September 22 through 26, 2000. If you have not received yours or you would like an additional copy, please contact the GCLC office by phone (513.751.4422) or e-mail (gclc@gclc-lib.org) and we will be happy to mail one to you.

Information on the Conference may also be obtained from the Web at: <http://midwestmla.uc.edu>

SLA Executive Director Announces Retirement

For more information, contact:

John Crosby
Public Communications Director
1-202-939-3629
john-c@sla.org

Washington, D.C., June 19, 2000 - David R. Bender, Ph.D., the Executive Director of the Special Libraries Association (SLA) for twenty-one years, announced his forthcoming retirement at the close of the Association's 91st Annual Conference in Philadelphia, Pennsylvania USA. Citing his sense that "these may be the best of times" for SLA, Dr. Bender determined that "the time for significant changes in leadership...is during good times." His retirement will officially begin July 31, 2001. Association sources say that the search for Dr. Bender's successor will begin immediately.

In his remarks to SLA's Board of Directors on June 15, Dr. Bender proclaimed that "being Executive Director of the Special Libraries Association is the best job in the world! For twenty-one exciting and productive years, I have worked with members and staff to make SLA a vibrant, ever-changing and ever-growing professional association. I am sincerely thankful for the opportunity to have enjoyed this extraordinary and enriching period in my professional and personal life. It's been a thrill and a joy."

Reacting to the news, SLA President Donna Scheeder remarked that "SLA has been very fortunate to benefit from David's leadership, vision, and knowledge over such a long period of time. During a remarkable twenty-years, he achieved an enviable list of accomplishments, including the growth of SLA into a global organization, the move of its headquarters, and the development of the Virtual Association that has benefitted us all. Most associations lack the kind of quality and length of service in their chief staff officers that our profession has experienced in David. We are going to miss him terribly."

Dr. Bender established his career as a librarian from 1964 to 1971, working in public, secondary educational, and university environments. He continued that work while studying to receive a doctoral degree in curriculum and foundations at The Ohio State University. During and after his doctoral studies, Dr. Bender worked at the Maryland State Department of Education as Branch Chief of the School Library Media Services Branch. He served in that capacity until July of 1979, when he became Executive Director of SLA. While working for the State of Maryland, Dr. Bender also lectured on library and information science at Towson State University in Baltimore, Maryland; and at Rutgers University in New Brunswick, New Jersey. He has been published extensively and served as a consultant on library services and association management throughout the world.

Dr. Bender also possesses a Master's degree in Library Science from Case Western Reserve University in Cleveland, Ohio, which he earned in 1969. He received a Bachelor of Science degree in Education with a Minor in Library Science in 1964 from Kent State University in Kent, Ohio.

During Dr. Bender's stewardship, SLA has grown substantially, from a largely North American organization with an operating budget of less than US\$1 million to a global and virtual association with a US\$9 million operating budget. In 1979, he began his service as Executive Director of an association of approximately 11,000 information professionals in 49 chapters and 29 subject-specific divisions, most of whom worked in the United States. He oversaw the relocation of the Association's headquarters from New York City to Washington, D.C. in 1985. Through his leadership, SLA took bold steps to lead the profession through many changes that resulted in a membership prepared to meet challenges and adapt to change quickly in the workplace. He leaves SLA with nearly 14,000 members in 60 countries around the world, working together

in 57 chapters, 25 divisions, and 12 interest-related caucuses. Through Dr. Bender's vision, SLA evolved into a globally oriented professional association, expanding its services and providing access to its worldwide membership through a variety of methods, regardless of time or location.



Highlights from the Annual Conference

By Ted Baldwin, QCG editor; Debbie Bogenschutz, Chapter President; and Tammy Bottomley, Dinsmore & Shohl LLP

Following is a compilation of some highlights of the SLA Annual Conference - Editor

Keynote Speaker: David Talbot, editor of Salon Magazine (Ted)

This year's keynote speech featured an entertaining and insightful interview of David Talbot, editor of the online magazine Salon, by Terry Gross, host of National Public Radio's show Fresh Air. Talbot brought up many issues related to the business of online publishing, including designing (and redesigning) websites, tracking online readership's usage and behavior, establishing a standard for electronic journalism, and creating a product suitable for multiple formats (Talbot stated 30% of the readership read Salon through PDAs, and he himself admitted that he prints out the articles and reads them in bed!). He also spoke on the recent news announcements regarding layoffs and financial troubles at major online publications, including Salon, and how he must shift content to attract and retain readers. A transcript of the interview is available at <http://metalab.unc.edu/slanews/conferences/sla2000/fresh.htm>.

Defending the Unpopular Defendant (Tammy)

Jeralyn Merritt gave an extraordinary talk about the time she spent working on Timothy McVeigh's defense team and her contact with other death row prisoners. When she was asked to be a member of the Timothy McVeigh defense team, she knew she would be working 16-20 hour days so she had to give up her private practice during that time. Although she endured many personal and social obstacles during the trial, she said it was one of the most valuable experiences of her life. She is a staunch supporter of constitutional rights and due diligence. She shared her web site <http://www.crimelynx.com> and research strategies.

Kathleen Hall Jamieson (Debbie)

One fascinating presentation for this presidential election year was the Social Sciences Division's luncheon with Kathleen Hall Jamieson, Dean of the University of Pennsylvania's Annenberg School for Communication. Jamieson talked about how easy it is for the media to change the public's perception of candidates and events, not by misinforming, but rather by emphasizing some things and not others. This age of multiple news services is not giving us additional information, but is actually giving us less new information, and more similar coverage. She cited an example from the Iowa debates, where a misleading statement about support for farmers was not challenged even in Iowa papers, because the front-page coverage of the debates wasn't written by the reporters who usually cover farm policy, but by reporters with little knowledge of the topic. Jamieson also reported her concern that survey after survey shows that women

are less politically informed than men. She accounts for this by the way the genders process information: men retain more of the details, while women process the details into a big picture. A man would more typically know a candidate's views on many issues, whereas a woman will learn of a view on a particular issue, modify her general assessment of the candidate, and let the details slip away.

Library Education in 2000 (Debbie)

Dean David Fenske of Drexel University presented his ideas of the challenges facing library education, due to the changing role of the library in the information society. Technological change has become a constant in our lives, and the growing information gap between the digital "haves" and "have-nots" is presenting a challenge to the nature of our democracy. The College of Information Science and Technology has partnered with Drexel's College of Medicine to create the Institute for Healthcare Informatics, which will focus on bringing information technology to the healthcare industry. Library schools must think outside their traditional bounds. Distance education, which increases access to library education, does put additional strains on the colleges and faculty.

How to Make Your Training Sessions Come Alive (Tammy)

Joanne Feirerman presented this valuable CE course about becoming a better trainer/teacher. She talked about the importance of knowing your audience and assessing their goals. This was an interactive class where we learned about the difference between conceptual and behavioral objectives and how important it is for the objectives to be stated clearly. She presented many different options for engaging the audience and techniques to enliven the session.

Innovative Teaching by Librarians and the Internet (Debbie)

No matter what type of library we are in, our challenges include teaching the Internet and using the Internet to teach library research skills. It's always helpful to see how other people are doing it. The College and University Business Libraries Roundtable presented a panel doing just that. Panelists included Elizabeth Bibby, Harvard Business School; Eileen Abels, University of Maryland; Laura Gordon Murnane, Bureau of National Affairs; and Hope Tillman, Babson College.

Gumshoe Librarians and the Grey Matter of the Internet (Ted)

Gary Price of George Washington University and Connie Kaplan of Kroll-O'Gara Company presented two enlightening and valuable discussions on how to become "gumshoes" on the Internet and locate information resources inaccessible through general search engines. Gary presented a compilation of resources and hints for research, available at <http://gwis2.circ.gwu.edu/~gprice/sla2000.htm>, which included his now-famous "Direct Search" page of invisible web databases. Connie began her presentation with an undercover entrance, à la Inspector Clouseau from the Pink Panther, shining her flashlight through the darkness in search of the "Grey Pink Matter of the Internet". Her presentation continued with a discussion of print and Internet resources useful for both obtaining and evaluating information, most related to finding people and public information. She emphasized the importance of always being skeptical and knowing your trusted sources.

The Cincinnati Chapter was pleased to fund a scholarship this spring to send a library school student to the SLA Annual Conference in Philadelphia. The recipient of this award was Mykie Howard, a student in the library program at the University of Kentucky. Mykie is a member of both the Cincinnati and Kentucky Chapters and shows great promise to contribute to SLA throughout her career. Mykie provided the Chapter with the following account of her experience. [Note by Anne Abate, who originally proposed the student scholarship in April 2000 - Editor]

Frightening, Fantastic, and Frightening: A Student's Perspective of Annual Conference 2000

By Mykie Howard

It is almost hard to believe that it has been nearly two months since my great adventure in Philadelphia! While I can remember many specific incidents vividly, it seems like they happened a lifetime ago. The conference was a huge learning experience for me. As you can tell from the title of my article, not every experience during my seven-day tenure to, in, and from Philly stirred up pleasant emotions.

Besides making a schedule before the conference, my whole experience of attending a national conference began quite lackadaisically. I did not quite know what to expect, so I did not expect anything at all. Even though a lot of people tried to prepare me with little bits and pieces of advice, the truth is that there is really no way to truly prepare for such an adventure as a conference of such a grand scale. Therefore, I decided I was not going to worry or think about anything until it came upon me.

The learning quickly began in the Detroit airport and did not stop until I was safely back in Lexington. Besides obviously learning things from all of the sessions and workshops that I attended, I learned things that I never thought I would. I learned how to cope with plane delays. I learned how not to panic in a cab alone with a cab driver who did not speak English and who had a penchant for driving 90 m.p.h. I learned how fun it could be staying in a hotel room with two people I had not met before the conference. I learned how to find my way back to my hotel after being "lost." I learned to wear comfortable shoes at a conference as big as this. I learned that wherever librarians are, it is always cold; therefore, it is always a good idea to carry a sweater around. I learned that a Philly steak sandwich eaten in Philadelphia really does not taste all that different from the ones made in Lexington or Cincinnati. I learned the excitement of meeting and connecting with many new people, especially the leadership of the association at the national level. I learned how to cope with being sick when I was hours away from home and loved ones. I learned what to do when every airline in the Philly airport cancels every flight. I learned that not all cab drivers are as bad as the one who drove me into Philly at the beginning of my conference experience.

On a more professional note, I was able to learn and witness SLA beyond the scope of my membership in the Cincinnati and Kentucky Chapters, which was one of the main reasons behind my attending this year's annual conference. I also accomplished a goal set forth in the scholarship letter/essay that I submitted to the executive board of the Cincinnati Chapter explaining why I wanted to attend the conference. In this letter/essay I said, "I would like to go to this year's SLA conference because I am fired up about SLA and I want to meet others in the field who are equally, if not more, enthusiastic about SLA." Indeed, I did meet and learn

from people who shared the same feelings about SLA as myself! It is great to know that such a network exists!

As the numerous skyscrapers of Philadelphia faded in the distance, I knew I was leaving with much more than I had come with. I was excited about becoming more involved with the Cincinnati and Kentucky Chapters. I was also excited about my work as the Secretary/Treasurer for the UK SLIS SLA Student Group in the upcoming school year. I believe I now have the necessary tools to reach out to others, as SLA has reached out to me. Attending the conference has given me fresh and exciting ideas to carry back and relate to my colleagues in order to get them more excited about and aware of SLA. Flying back into Lexington, I had to laugh when two or three "skyscrapers" entered my view. If I could survive SLA in Philadelphia, I knew I could surely survive SLA in the "small town" of Lexington.

Although my conference experience was frightening in the beginning (because of the cab ride) and ending (because of airport trouble), most of my experience was utterly fantastic! I would like to sincerely thank the Cincinnati Chapter of SLA for extending a generous hand in helping to fund my attendance. The scholarship you provided served as the catalyst to an experience that would not have been possible otherwise. Although I work full-time as a technician in the Serials Department of William T. Young Library at the University of Kentucky, as a student I would not have been able to cover all of the costs of such a major trip on my own. I would like to thank the University of Kentucky SLIS for providing some additional funds. I would also like to thank those of the Kentucky Chapter who looked out for me and invited me to spend time with them during the conference. In addition, I would like to thank my supervisor, Mary McLaren, for allowing me to attend this conference on company time and for being so supportive of my library school education. Finally, I would like to thank Anne Abate for taking me "under her wing" during the conference and for introducing me to so many great people. Helping me to achieve my goal of attending this conference, all of the previously mentioned parties have taken part in my library school education and will always remain dear to my heart.



Library Technology Program at UC Raymond Walters College Entering Second Year

By Stephena Harmony, Library Director
Raymond Walters College

The Library Technology program offered by the University of Cincinnati Raymond Walters College is entering its second year. This program prepares students to work as library technical assistants in a variety of library and information center settings. Students may earn either an Associate of Applied Science degree or a Professional Certificate. For a complete description of the program requirements and courses, please visit the program's web site at: <http://www.rwc.uc.edu/academic/libmedia/lt/index.html>

To prepare students for the work world, students must complete two internships, spending 65 hours at a host library. During these internships (called Library Practice) students may participate in a number of activities and projects ranging from routine tasks (e.g. circulation, copy cataloging) to special projects (e.g. basic Web site maintenance or creation, preparing basic instructional materials). The purpose of these internships is to provide opportunities to practice and apply the skills and knowledge learned in the

classroom in a real work place. In addition to these internships, the program also offers service learning opportunities which allows students to spend time on community related projects such as helping with an adult literacy program or setting up a small library for a nonprofit organization.

If anyone would like further information about the RWC Library Technology program or would be interested in serving as a host for these library internships or service learning opportunities, please contact Stephena Harmony at 745-5710 or stephena.harmony@uc.edu.

Meet the Executive Board

Nonnie Klein, Program Planning Committee Chair and President-Elect



OCCUPATION: Medical Librarian

BIRTHDAY: December 2

BIRTHPLACE: Cincinnati, OH

PETS: Chance, a Welsh Corgi (5 months old) and the Abbess Mathilde, a tabby cat

MOST RELAXING ACTIVITY: watching birds and butterflies in my backyard

LAST GOOD MOVIE / CONCERT / EVENT I SAW: OpSail 2000 in Norfolk, VA

FAVORITE FOOD / FOOD GROUP: Chocolate

WHAT I CONSIDER MY GREATEST ACCOMPLISHMENT: raising three independent and interesting children (a fourth is still a Work in Progress and almost there)

IF I WON \$295 MILLION PLAYING POWERBALL I WOULD: After deducting taxes, I would use one-third of it to create a charitable foundation, another third to set up trust funds for my kids, then pay off all my bills and mortgages and play with the rest (this includes investing and traveling).

MY FAVORITE WEBSITE: <http://www.barnesandnoble.com>

BEST VACATION I'VE EVER TAKEN: 2 weeks in Ireland with my husband and oldest daughter in Ireland where for one week I met them at inns at night after riding horseback around the Ring of Kerry in the day.

LAST GOOD BOOK I READ: Blind Man's Bluff

IF I WEREN'T A LIBRARIAN I'D BE: an investment analyst

MOST UNUSUAL INCIDENT THAT HAPPENED IN A LIBRARY I'VE WORKED IN: Having the branch librarian give me \$1.24 from the cash register (the total fines for that day) as my budget for a summer of weekly Story Hours.

I DECIDED TO GO TO LIBRARY SCHOOL BECAUSE: Indiana University brought SLIS to me with its extension classes in the Cincinnati Public Library when I needed to return to work in 1988. I'd worked in a library before and wanted to get my MLS but the distant travel prevented me.

THE ONE THING I REALLY HATE TO DO IN THE LIBRARY IS: clear paper jams in the photocopiers.



Library Profile: Lloyd Library

by David Ball

Mr. Ball has been employed in the University Libraries at the University of Cincinnati for the past six years. Since June 1999, he has been the supervisor of the Math Library, and the only fulltime staff member at that library, and also in charge of circulation at the Classics Library. Joining the Classics Library staff was a homecoming for him, since before going to work for the University Libraries he was a student in the Classics Department, earning a doctorate in Roman History with a dissertation on the famous emperor Nero. [Note by Anne Abate, instructor in the UK course this profile was written for - Editor]

Tucked away in an attractive but modest building on the edge of Cincinnati's downtown, the Lloyd Library houses a little-known but important collection of botanical and pharmaceutical literature. From its beginning a century and a half ago, the Lloyd has grown into an important research library attracting visitors from across the country and across the ocean.

The Lloyd has its roots in the medical world of the nineteenth century, when physicians were divided among a number of broad schools of thought, or sects. In opposition to the allopaths, ancestors of today's medical establishment, the eclectic sect were sparing of strong chemicals, preferring instead the use of botanical herbs. The Lloyd Brothers' successful pharmaceutical company developed in close association with the eclectics, and as the firm grew, so did the firm's library. A cabinet in the Lloyd reading room today contains medical artifacts from the nineteenth century, but in the early days it held the entire collection, which was then a working library for the firm, put together by John Uri Lloyd.

The oldest of the three Lloyd brothers, John Uri was one of the most prominent pharmacists of his day. He published four thousand professional papers and books, and as a sideline was a successful popular novelist. Income from his writing combined with the firm's business profits to finance an aggressive acquisitions campaign for the library beginning around 1890. In those days when American heiresses attracted English nobles and American millionaires were snapping up Old World art treasures, Curtis Lloyd, the youngest brother, was especially active in buying books in Europe.

By 1906, a former surgeon general of the British Army with connections to the eclectic sect willed a manuscript collection to the library. This Walker collection, still an important special collection at the library today, testifies to the international importance the Lloyd had already attained in pharmaceutical and eclectic medical circles a century ago.

In 1919 a trust was established which continues to support the Lloyd and guarantee its independence today. Its collections policy continues to reflect the eclectic sects' interests in natural botanical products as medicine. Dennis Worthen, the executive director, defines the current focus of collection development as natural products and medical botany, a formulation that he says is broad enough to provide flexibility yet specific enough to serve as a guideline.

The collection currently includes about 200,000 volumes. The Lloyd carries a little over 300 active journals and long runs of others that have been discontinued. Much of this is unique locally, and there has been some concentration on such material; the Lloyd does not carry a subscription to the very important Journal of the American Medical Association, for example, because that can easily be found in other collections in the Tristate area. Of course, inflation in the price of journals has been a problem for the Lloyd as it is for other research libraries, but Worthen feels his library is better able to adjust to this than university libraries, since it is easier for the Lloyd to cut back on journals on the periphery of its collection interests.

The Lloyd acquired about six hundred monographs in 1998 and 750 in 1999, rather modest totals for a collection of its size, but many of these were rare and expensive out of print titles intended to address what Worthen sees as holes in the collection. At the end of last year, he acquired a large group of nineteenth century monographs on midwifery. The Lloyd staff of one monograph cataloger and a part-time serials cataloger is well able to keep up with the new acquisitions, and much of their time goes into conversion of many of the Lloyd's older holdings from an old home-grown system to Library of Congress classifications.

Worthen, a former librarian turned Procter and Gamble executive, is himself relatively new to the position of executive director, having succeeded Michael Flannery last August. However, he is by no means new to the Lloyd, which he knew from conducting his own research in medical and pharmaceutical history. In his own words, he was sitting in the reading room concentrating on his work last year after his retirement from Procter and Gamble when he was recruited to replace Flannery. He says his new job has not derailed his research interests but has diverted them into other areas.

If the Lloyd is unusual among libraries in having generally adequate staffing, it is still more so in enjoying all the space it could need, occupying five floors, with a very ample 7,000 square feet of floor space for the stacks. There is a very pleasant reading room with a small general reference collection. Services are in some respect limited, naturally so in a library of this type. The stacks are closed and items do not circulate. Hours of operation are 8:30 to 4:00 on weekdays and selected Saturdays. The library does have its own free parking lot, a significant asset to offer visitors to downtown Cincinnati.

While on-site visitors number only about one thousand a year, or three a day, the staff is kept busy answering reference questions from people who cannot visit Cincinnati and filling interlibrary loan requests for photocopies and faxes. The collection is used by historical researchers, medical practitioners and scholars in various other fields to which botany may be relevant. The recent upsurge of interest in alternative medicine has made the eclectic's interest in botanical herbs seem more relevant and attracted many visitors to the Lloyd as well.

In recent years, the Lloyd has attempted to reach out more vigorously to the public. Worthen credits his predecessor Flannery with these efforts. Rather than put its own catalog online, the library has integrated its holdings into the University of Cincinnati's UCLID catalog. The University also maintains the Lloyd web page, and Worthen is pleased that a recent redesign of the page has attracted a number of inquiries from people who might not otherwise have been aware of the library at all.

Of course, for a library of national and international importance, an electronic presence is particularly important. And the value of a collection such as this must be judged not only by how many people walk through the doors, but also by how far they come. A look through the Lloyd's visitor book shows that while a majority of its on-site patrons are from the Cincinnati area, many come from farther afield: from Ohio State University and the University of Kentucky; from St. Louis, Wisconsin and Baltimore; from Seattle and San Francisco; and even from Israel and France. All these visitors have been attracted to Cincinnati by the little-known library founded by the Lloyd brothers.



Tips for Designing/Redesigning a Successful Website

by Melissa Bell

Internet Project Manager

Strata-G Communications

For two years I've been an Internet Project Manager for Strata-G Communications. I've worked on sites ranging from the Cincinnati Symphony Orchestra to Senco to my latest project for the Washington-Centerville Public Library in Ohio. From my experience redesigning and designing web sites, I've come up with a few basic rules that people should follow when considering how to arrange the information on their web site.

1. Limit the amount of navigation - 5 or 6 left-hand navigation buttons should be your goal. You don't want people to be overwhelmed with choices and not be able to easily navigate through your site.

2. Limit the amount of content on each page - Your viewers don't like to scroll through large amounts of text. Plus, people's attention spans on the Internet are far less than their attention spans for reading books. A good rule of thumb is to only put 50% of any printed piece you want to use on your web page.
3. Don't strive for perfection, strive for success - all web pages look different on Mac and PCs, different monitors, different browsers, and different versions of browsers. Don't get into the trap of trying to make your web page look perfect on every platform - you'll drive yourself crazy. If it looks good in the latest versions of Netscape and Microsoft Internet Explorer, then that's good enough.
4. Always include ALT tags (specifies text that should be displayed if the picture is not displayed) on all of your images - keep in mind that blind people may also access your site through their readers. If your images don't have ALT tags, the web site won't be understandable to the blind readers. Also try to make your main navigation headings a slightly larger font, so that the elderly can navigate more easily. This is especially important for public institutions.
5. Always create an outline or flowchart of your web site and keep that on file - it will be easier to design the web site if you map out everything clearly before you begin. If you choose to have someone redesign your site in the future, a flowchart will help this person understand how your information is organized.
6. Don't underline words that aren't links - on the Internet, an underlined word is generally a hyperlink. If you underline words that aren't hyperlinks, you will only confuse people. If you want words to stand out - make them bold instead.
7. Try to avoid the use of frames. If your web site is in frames, viewers won't be able to bookmark your web site. Plus, there are much better, more aesthetically pleasing ways to organize your information.
8. Always review other web sites before embarking on your own design or redesign. Check out what institutions similar to yours have on their web sites. Write down specifically what you like about those web sites. It may be that you'll find something that you like that is way out of your price range to do. But, you may also find that there are certain types of navigation you like or certain color schemes. The clearer your understanding is of what you want, the more likely it will be that you will get it. It's like when you go to the hairstylist - always bring a picture.

The full development of a good web site takes time. However, I hope that these guidelines will be helpful to you in the building of your web site.

Recommended Sites for Designing (or Redesigning) an Intranet/Internet Site

by Heather Wright
Research Librarian
Dinsmore & Shohl, LLP

Below are some websites that may be helpful in the planning and implementation of intranet or Internet sites.

eBoz! : Your Guide to Creating Successful Websites

<http://www.eboz.com>

This site presents articles and tools for creating websites. Also available is a Webmaster's forum, which provides discussion on a wide variety of topics. Anyone can browse the forum, but registration (which is free) may be required to post new topics or reply to existing topics (depending on the particular forum that is accessed).

Intranet Design Magazine

<http://idm.internet.com>

This biweekly magazine includes articles and tools geared toward a successful intranet site.

Intranet Road Map

<http://www.intranetroadmap.com>

The Intranet Road Map, a web tutorial, is devoted to helping plan, design, and launch an intranet site.

Online Magazine

<http://www.onlineinc.com/onlinemag/OL1999/varnum1.html>

"Lessons Learned: Designing a Second Generation Intranet" by Kenneth J. Varnum. This paper is written by the Information Specialist at the Research Library & Information Services department of Ford Motor Company. It discusses the necessity of redesign as the use and scope of an intranet site changes, as evidenced with Ford's RLIS intranet site.

The Rockley Group

<http://www.rockley.com>

An article in the Knowledge Bin section of this site includes detailed bulleted lists describing components of designing an intranet site. Developed by the Rockley Group, it makes a good checklist to run through before and after planning a site.

Web Developer's Virtual Library

<http://www.stars.com>

Web Developer's Virtual Library includes tutorials for many programming languages. This can be a big help when either brushing up or learning about how to add some snazzy features to your site!

Webmonkey

<http://www.webmonkey.com>

This site contains easy-to-read information on many topics dealing with web site development. While the design and authoring sections are great, be sure to also check out the backend section, which discusses networks, protocols, databases, servers, and security.

WebReference.com

<http://www.webreference.com>

This site contains articles, tutorials, and web bibliographies on several topics including programming, authoring, and promotion. The expert articles on web design contain useful tips to keep in mind when designing/redesigning your site.



Kudos: Member Accomplishments

Jack O'Gorman edited the recently released **Recommended Reference Books in Paperback, 3rd Ed.** Several chapter members were involved. Following is a listing of these members and the chapters they authored or co-authored:

Jack O'Gorman: "Area Studies", "Engineering", "Ethnic Studies and Anthropology", "Science", "Statistics, Demography and Urban Studies", "Transportation" **Debbie Bogenschutz:** "Education" **Carol Furnish:** "Resource Sciences" **Tracey Stivers:** "Sociology", "Women's Studies"

At the SLA Annual Conference in Philadelphia, **Edith Starbuck** and Jane Thompson presented "Practical Approaches to Ongoing Changes in Scientific Journal Publishing," at the Biomedical and Life Sciences Division Contributed Papers Session. This paper has been published to the web as part of the proceedings and can be viewed at <http://www.sla.org/division/dbio/Philadelphia/CP2000.htm>.

Also at SLA Annual Conference, **Marilynn Dunker** presented the Chemistry section of the popular program "Winner's Circle of Science Websites". The handout from her presentation is available at <http://www.sla.org/division/dche/marilynnweb.html>. Also at the conference, Marilynn began serving as the new chair-elect for the Chemistry Division. Congratulations!

Barbara Silbersack served on a panel at both the SLA and AALL conferences on the working relations between the Legal Division of SLA and the Private Law Librarians SIS of AALL.

Anne Abate is serving on the SLA Task Force for Partnerships, which is outlining a rationale and suggested action items for creating strategic partnerships.

Marty McDonald is serving on the SLA Task Force on Membership, which is drafting revisions to the SLA membership categories and defining the benefits for each category.

 **Treasurer's Report (Summary)**

Below is the Chapter Treasurer's summary report. If any chapter member desires more detailed information or explanation, please contact Treasurer Charles Kishman at charles.kishman@uc.edu or 558-3849 (UC Health Sciences Library)

Treasurer's summary report as of 7/31/2000:	
Operating (Checking)	\$1528.56
Savings	\$1304.01
SLA Pooled Funds	\$2764.92
CDs	\$1549.59
TOTAL	\$7147.08



Chapter Officers & Committee Chairs (link)

The current list of chapter officers and committee chairs with contact information can be found at the following link. Those receiving the printed version of this issue have the list attached as a separate document.

<http://www.sla.org/chapter/ccin/chapter-info/contacts.html>



Board and Executive Board Minutes (link)

The minutes of the Executive Board and Board can be found at the following link. Those receiving the printed version of this issue have the minutes attached as a separate document.

<http://www.sla.org/chapter/ccin/chapter-info/minutes/minutes.html>



Job Notices (link)

The Cincinnati Chapter uses the GCLC job postings list on their Web site

<http://www.gclc-lib.org/announcements/jobs.html>

If you have any questions, problems, or need help in obtaining job information, please contact the GCLC office at (513) 751-4422 or email them at gclc@gclc-lib.org. Marty McDonald, GCLC Executive Director, is Chair of the chapter's Employment Committee.



QCG Bulletin Information

The Queen City Gazette is published four times per year by the Cincinnati Chapter of the Special Libraries Association, with issues for Sep/Nov, Dec/Feb, Mar/May, and Jun/Aug published at the end of the last month listed.

The deadline for contributions is the middle of the last month listed for each issue.

Submission Guidelines: We reserve the right to edit for space and clarity. Submissions may be sent in either hard copy or electronic format, although electronic format is preferred. Electronic submissions should be sent via email as ASCII text messages or attachments, although Word and WordPerfect documents can be supported, if necessary. Include your name as you wish it to appear in publication. If the submission deadline has passed, contact the editor by email (ted.baldwin@uc.edu) or phone and we will see what can be done.

Subscriptions: \$10 for the paper version, free to members.

Advertising: No advertising is accepted because of Web publishing restrictions on the Chapter's Web host. Chapter volunteers to copy and mail the issue to members without Web / E-mail access are encouraged. Contact the editor.

The Special Libraries Association assumes no responsibility for the statements and opinions of the contributors to this publication. Editorial views do not necessarily represent the official position of SLA. Acceptance of advertising does not imply endorsement of the product by the Association.

Editor: Ted Baldwin
Asst. Editor (General): Anne Abate
Asst. Editors (Tech. Corner): Tracey Stivers, Heather Wright

Article Contributors:
Debbie Bogenschutz
Nonnie Klein
Tammy Bottomley
Ted Baldwin
David Ball
Melissa Bell
Heather Wright
Mykie Howard
Stephena Harmony