

Tending Our Garden
Sharing for Personal and Professional Growth

The 27th Annual Betty Burrows Memorial Seminar
Sponsored by the Cleveland Chapter, Special Libraries Association

Friday, April 19, 2002
8:00 a.m. – 4:30 p.m.
Hilton Cleveland South/ Independence
6200 Quarry Road

Seminar speaker: Mary Ellen Bates

Who in the library or information content industry hasn't read a book, read a memorable column, or heard an engaging presentation by Mary Ellen Bates? She is our equivalent of the economists' Alan Greenspan or the video artists' Madonna. She is a dynamic communicator and is sharing her knowledge in two half-day presentations at our annual Betty Burrows Seminar.

In the morning, Mary Ellen Bates will discuss *The Art of the Reference Interview, or, "but, this is what you said you wanted!"* After a scrumptious lunch and a chance to visit with our supporting vendors and each other, Mary Ellen will present *The Tips of a Super Searcher: How to get the most out of the Web and online resources.*

Come share the day with colleagues and improve your professional skills! The comprehensive handouts are worth the price of the seminar alone!

This Betty Burrows Memorial Seminar is offered by the Cleveland Chapter of Special Libraries Association, in memory of Elizabeth Burrows, a Cleveland chapter member from 1947 until death in 1971. A generous gift from her husband, William, and other memorial funds from friends and colleagues, has been used to establish the Betty Burrows Memorial Fund. This fund helps to further one of Betty's long-term interests, the education of special librarians.

Betty Burrows received her M.L.S. from the University of Michigan. She began her career on the staff of the Federal Reserve Bank in Cleveland as cataloger. Subsequently, she joined the Alcan Aluminum Corporation where she organized a special library. A member of the Special Libraries Association for twenty-five years, Betty Burrows was an active member and officer of the Cleveland Chapter. She served the SLA Business and Finance Division as Secretary and Treasurer, and the Association as Chair of the Scholarship and Student Loan Committee. As an appropriate memorial to Betty, the Cleveland SLA chapter intends to continue this annual program.

Mary Ellen Bates

Mary Ellen Bates is an information broker and owner of Bates Information Services, a Washington D.C. research firm specializing in providing business research for business professionals and supplemental research support for special librarians. She provides extensive consulting services for the information industry.

She was the 1996-1997 President of the Association of Independent Information Professionals and is active in the Special Libraries Association. A well-known expert on the information industry, she has been quoted in the *New York Times*, *Wall Street Journal*, *The Australian*, *Washington Post*, *Business Week* and *Forbes*.

She has authored these books:

Super Searchers Cover the World: the online secrets of international business researchers (2001, Information Today)

Mining For Gold on the Internet: how to find investment and financial information on the Internet (2000, McGraw-Hill)

Researching Online For Online, 2nd edition (with Reva Basch, 2000, Hungry Minds)

Super Searchers Do Business: the online secrets of top business researchers (1999, Information Today)

She has written innumerable articles on the Internet and the information industry. She is a contributing editor of *Econtent*, *Online* and *The Information Advisor*.

She is a frequent international keynote speaker on the information industry, and has spoken extensively in the US as well as in Mexico, Germany, the U.K., Denmark, Sweden and South Africa.

She received her M.L.S. degree from University of California, Berkeley, and has been surfing online information sources since the 1970s.

She publishes a free email newsletter, **Tip of the month**. To subscribe, just ask, or go to <http://www.BatesInfo.com/subscribe.html>

Additional Information

For additional information about the workshop, please contact Sharon Harper, sharper@goodyear.com, (330)796-2210.

THE 27TH ANNUAL BETTY BURROWS MEMORIAL SEMINAR
Sponsored by the Cleveland Chapter, Special Libraries Association

Friday, April 19th, 2002

TIME:

8:00 a.m.– 9:00 a.m. Registration & Continental Breakfast
9:00 a.m.- 4:30 p.m. Program

LOCATION:

Hilton Cleveland South
6200 Quarry Lane, Independence, OH 44131
Phone (216)524-4066 Fax (216)524-2852
Seminar discount available for lodging.

REGISTRATION: For program, exhibits, continental breakfast, luncheon & breaks

DEADLINE: April 11th. No refunds after deadline

-----Detach & Return-----

NAME: _____

ORGANIZATION: _____

ADDRESS _____

PHONE _____

EMAIL _____

ENCLOSED

\$65 Members (CIRCLE ONE) SLA, ASIS&T, ORALL, CAMLS

\$80 Non-members

\$50 Unemployed, Retired

\$40 Students

MAKE CHECK PAYABLE TO "BETTY BURROW MEMORIAL SEMINAR" MAIL

REGISTRATIONS & PAYMENT BY APRIL 15TH 2002;

TO

Kathy Longaberger

Goodyear Tire & Rubber Co.

Research Information Center

142 Goodyear Blvd.

Akron, Ohio 44305

QUESTIONS: Sharon Harper (330)796-2210 or sharper@goodyear.com

Directions:



I-77 South

- Take I-77 South to Rockside Rd.
- Turn left(East) onto Rockside Rd., to the 2nd traffic light
- Turn right(South) onto Quarry Lane (between Bob Evans and Sunnoco Gas Station)
- Hilton South is at the top of the hill

I-77 North

- Take I-77 North to Exit 155 (Rockside Rd. – Independence)
- Turn right(East) onto Rockside Rd., to the first traffic light
- Turn right (South) onto Quarry Lane (between Bob Evans and Sunnoco)
- Hilton South is at the top of hill

I-480 East or West

- Take I-480 East or West to Exit 20 (I-77 South-Akron)
- Take I-77 South to Rockside Rd
- Turn left (East) onto Rockside Rd., to the 2nd traffic light
- Turn right (South) onto Quarry Lane (between Bob Evans and Sunnoco Gas Station)
- Hilton South is at the top of the hill

Peter J Pogacar
The Legal Aid Society of Cleveland
1223 West Sixth Street
Cleveland, OH 44113