

# NorthCoast Notes

<http://www.sla.org/chapter/ccle>

## President's Message

I thought a lot about this message—about what to say and how to start. I'll admit, it's not the message I planned to write. That one would have mentioned all of the great meetings we have planned for this year and how much I truly appreciate all of the help my SLA colleagues give me. But, I'd be remiss if I wrote that message and didn't mention the attacks on our country along with the subsequent, related events and their impact on us personally and professionally. It's especially hard because I'm not sure what impact they've had on each of you. I can only guess the impact from what I've felt or heard from some of you. The loss of life is always hard, and harder when it comes through what we might view as a senseless act of violence. While I didn't personally know anyone who died in the attacks, I nevertheless grieved for them and their loved ones. Some of you may have known the three members of SLA who perished in the World Trade Center, and others may have family or friends that were, or could be, affected. The economic impact still has to play out, although I know layoffs, early retirements and cutbacks

have already affected some of us. But, through all of that please remember that your Chapter colleagues are here to help. We are all here to help each other stand back up and continue our lives.

With that said, I'll mention that we really have a great year planned. The September and October meetings are behind us. They both have received great reviews from those who attended. Our November meeting looks to be a particularly special meeting. Hope Tillman, President of the Special Libraries Association, will be the speaker at our meeting at Kent

State University. In February, Bill Barrow of Cleveland State University will be speaking about his work with the Cleveland Digital Library and other special projects. Our March

meeting will be a presentation by Cathy Schenck, Keenland Race Track Librarian.

In addition to these meetings, planning is already underway for the 2002 Betty Burrows Seminar. This year's speaker is sure to draw a crowd! We are very pleased to have Mary Ellen Bates presenting on "Reference Interviews & Super Searchers." If you are interested in assisting with the planning of this event, please contact me.

If you are interested in getting more involved with the Chapter I also need you to contact me. The Chapter needs your enthusiasm and your help.

***The Chapter needs  
your enthusiasm  
and your help.***

### Inside this issue:

October Meeting Summary: Know It Now	2
September Meeting Summary: Domain Names 101	3
Betty Burrows Update	6
November Meeting Featuring Hope Tillman President, SLA	6
SLA Awards and Honors Nominations	7
Events of Note	8

(Continued on page 2)

(Continued from page 1)

If you are looking to learn more about the Association, or if you think you've got what it takes to improve the Chapter, then you should get involved. Remember that being involved in an organization like the Special Libraries Association, particularly in a leadership role, looks great on your resume and shows proven leadership potential to your employer. It's a great way to help yourself and us at the same time. We have a nominating committee in place and they are waiting to hear from you. Please feel free to email or phone me with any questions about being more active in the Chapter.

Enjoy the newsletter and take care! ■

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## October Chapter Meeting Summary: Know it Now

by Allison Snyder

The October Cleveland Chapter meeting was held at the Cleveland Public Library (CPL) main branch on October 18, 2001. Presenters were Tracy Strobel, CPL's web site coordinator, representing the behind the scenes activities of Know it Now, and Kristen Pool of Shaker Heights Public Library's reference department, representing the front lines. The two gave us a "nuts and bolts" introduction to CPL's newly unveiled online reference service, Know It Now (<http://www.knowitnow24x7.net>).

CPL and thirty member libraries of the Clevelnet library consortium began offering the service to library cardholders this past June, after ninety days of intense planning and training. Tracy attributed leadership and vision of the project to CPL's deputy director, Sari Feldman.

The first of its kind anywhere in the United States, Know It Now offers reference service to the library public twenty four hours a day, seven days a week. It was created to address the public's de-

mand for information via the Internet, as well as growing frustration and confusion using it. CPL felt it necessary to provide service to the public where there was a need.

At the bedrock of the service is eGain software produced by LSSI (Library Systems & Services, Inc.). Originally created for the retail industry, LSSI then customized their software for libraries. CPL uses top of the line computers and scanners for Know it Now. A large amount of RAM is essential to enable reference librarians to have many sites open at the same time, Kristin said. It costs \$6,000, per year, per seat to use the LSSI software. At this time, the library maintains five seats.

Some of the features of Know it Now:

- Chat-based service offering "real time" interaction between librarian and patron.
- Documentation of the reference transaction through electronic transcript sent to both patron and librarian at the end of the interaction.

(Continued on page 3)

(Continued from page 2)

- An ability to point the patron's browser to specific URLs as well as to send scanned documents through to the user.
- An opportunity to teach patrons about the Web by walking them through searches.
- Access to users' previous sessions.

The service is staffed by four CPL subject matter experts from four different departments between the hours of 9 a.m. and 5:30 p.m.: General Reference, Science & Technology, Business & Finance and Social Sciences. At 5:30 p.m., the queue moves to one General Reference librarian who provides service until 8:30 p.m. This shift is staffed by alternating Clevelenet reference librarians. Between 8:30 p.m. and 9 a.m., calls are actually outsourced to LSSI librarians, who act as CPL librarians. Tracy says about twenty percent of their business occurs between these hours. Two days per week reference service is also available by referral only to the Cleveland Law Library, between 9 a.m. and 5 p.m. Beginning this month, CPL is also trial testing a partnership with Cleveland Metro-Health's Nurse On Call service.

The biggest challenge to providing online reference service is that online patrons often have very high expectations. They believe the reference interaction should be fast and solutions should be found immediately. Know it Now librarians have also discovered the quality of the reference interaction is dependant upon how well patrons can articulate their thoughts in writing, how well patrons can type and the quality of the technology patrons have on their end. If a patron is using a 56K modem, it can take their computer an inordinate

amount of time to load a web site sent to them by a Know it Now librarian.

Tracy and Kristen each did a live demonstration at the end of their presentation and addressed a variety of questions from the audience before bringing the meeting to a close. ■

Allison Snyder  
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## September Chapter Meeting Summary: Domain Names 101

by Linda Hashlamoun

How many URLs does one organization need to be found on the internet today? How do you choose between .com, .biz, or .inc? The following is a review of the Domain Name 101 seminar presented by Andrew Holland of IMG at the Sept. 20 meeting of the Cleveland SLA and ASIS NEO chapters.

### A Little History to Level the Playing Field

The URL or mnemonic web address (e.g., whitehouse.gov) that maps to a numeric IP address (198.137.241.43) was created in 1971 by Peggy Karp to meet the growing demands of the ARPA net, (the Dept. of Defense's wide area network).

(Continued on page 4)

*(Continued from page 3)*

By 1985, there were 1,809 registered domain names (only 5 were .com's), supported by 13 root servers around the world. Today, *those same 13 root servers* support the explosion of domain names, making for a very delicate and somewhat inefficient Internet system. Any given Internet page request can bounce up to all 13 servers to find the correct route.

Up until now, the United States has consistently followed the same URL structure: ServerName.DomainName.TopLevelDomain (e.g., server1.company.com), with six (6) generic top level domains: .com, .org, .net, .edu, .gov, and .mil. International domain names use 341 country code top level domains, which are monitored by individual governments

And up until 1999, InterNIC was the registrar of these domain names. But in 1999, the government decentralized the registration process, assigning 75 agencies with the task. Network Solutions (now part of VeriSign) is the original agency, with registration fees of \$35/year/name. Several organizations are offering lower fees, but as Andrew Holland of IMG warns, you have to read the fine print. The lower fees typically mean you *don't own* the name; rather, you have permission to *use* the name.

### Domain Names vs. Trade Names

The fun really started when companies began registering trade names as domain names. Trade names were designed to protect consumers against fraud, but also build equity for companies

through branding. The trade name laws are flexible, allowing for concurrent use of the same name under different conditions. However, domain name service cannot provide the same flexibility; thus, a collision between trade names and domain names has occurred. The Anti-Cybersquatting Protection Act of 1999 helped companies to protect their trade names from being used by squatters, who rushed to register trade names under their



ownership with the intent of selling them at huge profits.

The overwhelming majority of domain disputes were due to a small group of cybersquatters. To create uniformity and low cost in resolving the disputes, the Uniform Domain Name Dispute Resolution Policy (UDRP) was adopted from a WIPO (World Intellectual Property Organization) proposal. Complainants have won 98 percent of the cases, with contested cases resulting in complainant victory in 80% of the cases.

### ICANN or ICANNT?

Realizing the limits in using just 6 top level domain names, ICANN (Internet Corporation for Assigned Names and Numbers) conducted

an open submission process for new top level domain names. Proposals had to be submitted with a check for \$50,000 to be considered. After 6 days reviewing 44 proposals, seven (7) new top level domains were selected: .aero, .biz, .coop, .info., .name, .pro, and .museum.

Definitions:

**.aero** - for the airline and aerospace industry  
*(Does this industry really contribute to our GNP more than any other industry?)*

**.biz** - an alternative to .com  
*(Another guessing game for customers to play)*

**.info** - for individuals and companies to post information  
*(Isn't everything on the Internet 'info'?)*

**.pro** - for professionals ( MD, JD, CPA, etc.)  
*(What about degreed professions, or even knighted individuals?)*

**.coop** - for cooperatives  
*(Why not also .retail, .wholesale, and .groceries?)*

**.museum** - for museums  
*(Shouldn't we also have .zoo, .aquarium, and .library?)*

**.name** - for personal names, on a first come, first serve basis  
*(You only get to own your first name; the last name is owned by the registrar!)*

Many have questioned the results. Since ICANN is directed by the Internet Society (ISOC) which has heavy corporate investment, formal complaints have been filed with Congress,

*(Continued on page 5)*

(Continued from page 4)

and users are urged to keep an eye on [www.icannwatch.com](http://www.icannwatch.com).

The fees to be incurred for the proposed .biz domain have also raised eyebrows. The .biz domain is expected to cost \$2,000/year. In addition, a pay per view service for owners to monitor the names has been suggested.

### New Ideas from IdeaLab

It doesn't take a librarian to figure out that this system of categorization is fraught with problems. Fortunately, New.net, an IdeaLab start-up which partnered with Earthlink and Excite@Home, has come up with their own system of top level domains, including these well-understood domains:

.kids	.law
.game	.inc
.love	
.shop	.med
.xxx	.gmbh
.school	
.sport	.free
.mp3	.club
.golf	
.family	.travel
.video	.soc
.auction	
.hola	.tech
.chat	.ltd
.arts	

They already have a following of 16 million users. And New.net is awarding registrars on its own. To include these domain names in your internet searches, change the configuration on your domain name server per the instructions found at New.net. A whole new internet world awaits you.

An alternative to traditional URLs is offered by RealNames, which registers *unique* keywords, such as company names and brand names (e.g., Barbie or Red Roof Inn or Coke). *(They don't accept generic words, such as cars or banks.)* Keywords (*similar to AOL Keywords*) replace long, complicated URLs and work in any language or character set. RealNames Keyword Technology is integrated into the leading browsers, Internet search engines, and directory service environments. Cost is \$49/year/country. *(Try it out by typing in Barbie or Red Roof Inn or Coke in your browser location text box. It works!)*

Whose naming system will prevail only time will tell. If New.net gets critical mass, ICANN may disappear. Or more fragmentation could occur....

### Words of Caution

The Federal Trade Commission has issued a Consumer Alert on the selling or pre-registering the ICANN domains, such as .biz, calling it a scam.

Network Solutions reports that they return an average of 10,000 domain names to the open pool daily. Knowing first-hand that Network Solutions does not always reconcile their billing records with the technical records, I would suspect that many of these domain names get lost in their system. In light of this, the following recommendations should be followed in managing domain names:

1. Create role-based, generic email addresses for billing, admin, and technical roles (e.g., [webmaster@company.com](mailto:webmaster@company.com)) to ensure that someone will check the email if the responsible individual leaves the

organization. Usually one gets 10 days to reconcile a deactivation notice or else your website will disappear off the face of the Internet.

2. If you order or renew online, check your credit card statement in a few days to make sure that each and every domain name was charged. If it wasn't, your name was not registered or renewed.

3. Don't believe the records posted publicly in Network Solutions website. Just because the technical process updated the record does not mean that their billing process updated their system.

4. Try to establish a single account for all of your domain names, rather than allow individuals to order them ad hoc. They will be much easier to manage.

5. Always indicate the registrant (i.e., the owner) to be your organization, not the consultant who registered the name for you. And use the identical organization name (no variations in spelling) for each record.

6. When using registrars with lower cost fees, read the fine print on ownership. And remember that the ICANN proposed domain names have not become standard yet so be aware of pre-registration scams. ■

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# Betty Burrows Update

By Sharon Harper

Mary Ellen Bates will be presenting a full day workshop for our April 19, 2002, Betty Burrows seminar. In the morning session Mary Ellen will cover the



reference interview and in the afternoon the secrets of super searchers. The location will be announced at a later date. We are looking forward to an exciting day and the opportunity to network with other information professionals. Information professionals from other organizations, such as the Society

of Competitive Intelligence professionals (SCIP), Northeastern Ohio ASIS&T (NOASIS), and ALA will be invited. Please pass along an invite to anyone you believe might be interested and mark your calendar today!

Mary Ellen Bates is an engaging and dynamic presenter. Her national SLA presentations overflow rooms holding many hundreds of people. Mary Ellen is the principal of Bates Information Services, a research and consulting business based in Washington, D.C. Her areas of expertise include using online and Internet information resources to meet the research needs of her business clients. She is the author of several books, including *Mining for Gold on the Internet: How to Find Investment and Financial Information on the Internet* (2000) and *Super Search-*

*ers Do Business: the Online Secrets of Top Business Researchers* (1999). *Researching Online for Dummies*, 2nd ed. (2000) was co-authored with Reva Basch. She has also been a contributing editor to *ONLINE, Information Advisor*, and *EContent*. For more information and a free subscription to her "Search Tip of the Month" eNewsletter go to <http://www.batesinfo.com>.

Registration information will be posted on our Chapter website at <http://www.sla.org/chapter/ccle/>. See you in April! ■

Sharon Harper  
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# November Meeting Featuring Hope Tillman, President, SLA

Tuesday, November 13, 2001, Kent State University, Student Center Room 313  
Networking: 5:30–6 p.m.; Dinner: 6–7 p.m.; Program: 7–8 p.m.

## “Your Association and You”

SLA is acting to ensure its future. Reflecting on what members have been asking, we are focusing on a rebranding initiative this year to make our image more in line with what we think it should be. We are seeking to make changes not for their own sake but to streamline and improve the services we provide so they will be ever more relevant and in order to enable members to focus on the content they are interested in rather than on bureaucracy. Hope will share what SLA is doing and why and encourage members to share their insights.

Hope is an enthusiastic and entertaining speaker. Don't miss this opportunity to learn about your organization!

Learn more about Hope at President's Corner on the SLA web site <http://www.sla.org/content/SLA/slapres/index.cfm> or at her personal web site at <http://www.hopetillman.com>.

For registration information, maps, and directions please visit the Chapter website at <http://www.sla.org/chapter/ccle>. Registration deadline is November 8, 2001. ■



## Honoring Those Who Have Distinguished Themselves: SLA Calls for Awards and Honors Nominations

Washington, D.C., September 17, 2001 — The Special Libraries Association is now accepting nominations for its 2001-2002 Awards and Honors Program. All nominations must be post-marked or received by December 7, 2001, with the exception of International Special Librarians Day Award (May 18, 2002). Since 1948, SLA has recognized those who have distinguished themselves in the information profession through its Awards and Honors Program. Award winners will be determined by select committees and approved by SLA's Board of Directors at the SLA Winter Meeting in Chicago, Illinois, January 24-26, 2002. The winners will be announced after the Winter Meeting and officially recognized at SLA's 93rd Annual Conference in Los Angeles, California, June 8-13, 2002.

SLA chapters, divisions, caucuses and individual members are encouraged to submit nominations. Only SLA members in good standing may be nominated for an award (exceptions:

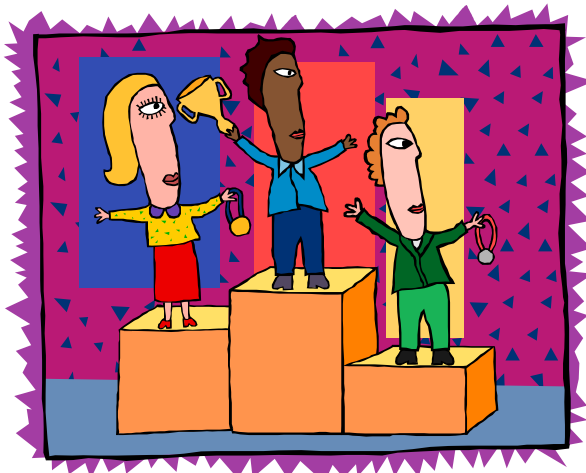
Professional Award, Honorary Member and Media Awards). Prospective individuals may be nominated by any member(s) of the Association (including self-nominations) or by an employer or colleague. For complete listings and descriptions of all SLA Awards and Honors, committee information, or a PDF version of the SLA Awards and Honors Brochure, visit Virtual SLA at [www.sla.org](http://www.sla.org).

Nominations for the H.W. Wilson Company Award are selected by the H.W. Wilson Committee and are based on articles published in Information Outlook® during the 2001 publication year. The Factiva 21st Century Competencies in Action Award requires a separate application which can be acquired by contacting Barbara Burton at 1.609.627.2341 or via email at [barbara.burton@factiva.com](mailto:barbara.burton@factiva.com).

SLA Awards and Honors nominations should be sent directly to the Public Communications Department at SLA's Global Headquarters. To request an

award nomination form or a brochure, contact Anthony Blue at 1.202.939.3633 or email: [anthony@sla.org](mailto:anthony@sla.org).

Headquartered in Washington, D.C., the Special Libraries Association (SLA) is the international association representing the interests of thousands of information professionals in sixty countries. Special librarians are information resource experts who collect, analyze, evaluate, package, and disseminate information to facilitate accurate decision-making in corporate, academic, and government settings. The Association offers a variety of programs and services designed to help its members serve their customers more effectively and succeed in an increasingly challenging environment of information management and technology. SLA is committed to the professional growth and success of its membership. ■



SLA CLEVELAND CHAPTER

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## Events of Note

### Chapter Events

**November 13, 2001, 5:30 p.m.** Networking; **6 p.m.** Dinner; **7–8:30 p.m.** Program  
Kent State University, Student Center Room 313  
Hope Tillman—2001-2002 President, Special Libraries Association  
"Your Association and You" (refocusing SLA's activities and services)

**February 2002, evening**  
Location To Be Announced  
Bill Barrow—Cleveland State University  
Discussion of the Cleveland Digital Library and other projects

**March 21, 2002, evening**  
Fieldstone Farm  
Cathy Schenck—Keenland Race Track Librarian

**April 19, 2002, all day workshop, Betty Burrows Seminar**  
Location To Be Announced  
Mary Ellen Bates  
"Reference Interviews & Super Searchers!"

**May 2002, evening**  
To Be Announced  
Cleveland SLA Chapter Annual Business Meeting

