

North Coast Notes

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

President's Message

A Parting Shot....

Very soon, I will be a has-been. My year as President of the Cleveland Chapter of Special Libraries Association has gone so fast! I will be pleased to turn over responsibility for the Chapter to our most capable new leader, Sally Fell, but I know that I will continue to be involved in Chapter activities.

I was involved this past year in our United Way campaign. The theme, "Creating a Better Community," with the tagline "Improving, Investing, Caring, Increasing, Building, Strengthening" reflects the feelings I have had during the course of the year in my capacity in the Chapter. The programs that Sally organized for us, and the dialogs and networking that occurred, did indeed help us create a better professional community. And the professional

development opportunities are helping us build our own individual strengths and knowledge to further our careers.

Now, we will be building a new, or at least a renewed, vision and identity of our professional organization. Whatever our name may be, I trust that the reasons I value my membership in this organization will still be present - networking with a diverse community of information professionals who share ideas, encouragement, and knowledge.

To those of you who volunteered behind the scenes to make our chapter meetings a success, our chapter newsletter so informative, our incoming slate of officers so illustrious, our Betty Burrows workshop a story in itself, Thank You! YOU make our Chapter and organization stay vibrant! I challenge all of you to keep it that way.

Cathy Parker

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SLA Name Change Issue

Many of you may have received a letter via mail or discussion list posting from the International Patent Information Institute regarding our proposed name change to Information Professionals International. . We have forwarded the letter to legal counsel for review and consideration of our next steps. While we believe that there is not any conflict of interest between Information Professionals International and the International Patent Information Institute as alleged by Ms. Jones, we will await legal opinion before responding formally. I expect our response to be issued this afternoon. I will forward a copy of the response to the leadership list.

As background information: We had legal counsel perform a search earlier in the year through CCH CorSearch. The mark INFORMATION PROFESSIONALS INTERNATIONAL is considered descriptive of our services and registration only available on the Supplemental Register. The preliminary search revealed a number of marks using these same terms in which no claim was made to the wording. Thus, any resulting registration will not be very strong without a showing of at least 5 years use. The Supplemental Register is primarily designed for marks which are descriptive in nature, in that they are capable of distinguishing the applicant's goods or

services once secondary meaning is established, but at the present time they do not have secondary meaning. The benefits that apply to Supplemental Registrations are that the mark will appear in trademark searches, and that the registrant is given the right to use the ® symbol in connection with the mark. In addition, having a mark registered on the Supplemental register will assist in achieving registration of the mark in certain foreign countries.

Finally, Supplement Registrations can be used to help prove exclusive use of a mark for a five year period, which is one of the ways in which secondary meaning may be proved to the U.S.P.T.O. An application for Supplemental Registration cannot be based upon an intent to use the mark--only use based applications can be made for Supplemental Registrations. Thus, we recommend that the mark be in use before we file the application in the event that we must move to the Supplemental Register.

If you have any questions or comments, please feel free to contact me.

Lynn
Lynn K. Smith, CAE
Acting Executive Director

Voting on the Name Change at SLA's Annual Business Meeting

Not attending the annual conference but still want to participate at the annual business meeting? No problem. There will be a special "vote-only" registration available for Wednesday, June 11th. **Per the Association's bylaws you must be present at the annual business meeting to vote;** you do not have to be registered for the Annual Conference. You can sign up onsite at the voting registration desk in the New York Hilton **or** by email vote@sla.org to get your voting credentials for the meeting. If you pre-register by June 1st, your voting card will be waiting for you at the voting registration desk. If you register after June 1st, please do so onsite in New York. In addition to the annual business meeting, you can visit the INFO-EXPO exhibits at no charge.

Librarians make great fundraisers

Rebecca Bosl writes to tell us about her experience in helping to conduct a fundraising campaign for Anne Graham Lotz's (Billy Graham's daughter) *Just Give Me Jesus* revival in Cleveland, September 2002.

Being recruited for the position

I showed up in January 2002 for the "Just Give Me Jesus" (JGMJ) kickoff rally in Hudson on a snowy evening. Afterwards, I went out in the hallway to visit all of the booths where they were recruiting volunteers for different committees. No one went near the Finance table, where my friend Kim was standing all alone. I had NO intention of getting involved in finance or fundraising (What do I know about that? I'm a Business Librarian), but I went to stand by her at her booth because she was all alone and I felt sorry for her. I wasn't there more than 30 seconds when she remarked, "I wish we had someone who could do research and find out what types of companies give to causes like ours".

"Research?" I responded (quite dumbfounded), "I'm a business researcher so I could probably figure it out." I had just been recruited to serve on the VERY LAST committee with which I wanted to be involved.

Training

I figured that The Foundation Center was a good place to start to learn what I was supposed to be doing. I visited their web site at <http://www.fdncenter.org> and found a great deal of information that would help me get started. I learned the first thing I needed to do was to attend the Introductory Course on Foundation Fundraising. It was held in

downtown Cleveland right at the Foundation Center.

My friend Kim and I arrived at the class with professional fundraisers. When we went around the room and described our experience in Fundraising, they talked about their multi-million campaigns that they had organized.

When they got to Kim and me, we laughingly shared our fundraising experience with them: I had sold band candy in high school as a flag girl to go to band camp; Kim had bought magazines from her son because she didn't want to have to have him sell to her neighbors.

We learned in the class that a lot of Foundation Fundraising involves searching the Foundation Directory Online to locate companies that would give to organizations similar to JGMJ. The Foundation Directory is an online database with fields for locating Foundations by city, grant recipient, and types of causes each would generally give to.

Research

After the class was over, I returned to the Foundation Center and searched the directory for foundations that would give to Protestant Evangelical causes, and causes in the Cleveland area. We also searched for Foundations that had given to similar organizations like Billy Graham crusades and Campus Crusade for Christ.

Other resources available at The Foundation Center are books and databases on subject-specific Foundations. We used books and databases about religious donors. We could

look at past gifts as a guide in knowing how much money to ask for in our proposal.

Proposal Writing

After we assembled a list of 100+ possible donors, it was time to write a proposal and cover letters. While I enjoy writing, I had never written a fundraising proposal and had no idea where to start. The helpful librarians at the Foundation Center directed me to the Center’s “Guide to Proposal Writing” book. I purchased a copy and found it easy to understand. It took roughly 40 hours to write the proposal, as there was quite a bit of information about our organization, and I had to research and include it.

We then drafted cover letters and had a big “mailing party” comprised of Kim, her sons, and me. We set a deadline for ourselves and although we finished at 3 a.m. that day, the proposals were finally on their way.

Follow-up

We then spent the next 3-6 months following up on proposals with many phone calls. Although the campaign generated some money for our fundraising purposes, it was not quite as successful as we had hoped. One very important lesson we learned is that Foundations often decide who they are giving to a year in advance, and many of them had already earmarked their funds for that year. It was also within a year of the September 11, 2001 terrorist attacks in New York and Washington, and many

organizations had given heavily to victims of those events.

We did get more use out of the proposal, and it served as an informational vehicle for anyone who wanted to contribute to JGMJ but wanted to learn more about the program first. Through a variety of fundraisers (including our letters to Foundations), we did exceed the amount we needed to raise.

You can fundraise as well

For any librarian or researcher looking for an alternative career as a fundraiser, I recommend spending time at the Foundation Center. You can take a few of their classes, check out their Foundation Directory Online, and read some of their books to see if a career as a Fundraiser might make for an interesting bend in the road career-wise. Skills needed for a successful fundraiser include researching, writing, and verbal communication skills. The ability to speak in front of a group is important. I have found that comfort in speaking in front of groups comes over time and you don’t need to be a professional from the beginning. Toastmasters is an excellent organization for practicing speaking skills. The ability to “close the sale” over the phone is important as well. A fundraiser needs to be able to ask for the grant and persuade the Foundation (or individual) to give. While you may be saying, “I’m not a salesperson and I can’t do that.” it really is not that scary and intimidating. When you are raising money for a cause you believe in, enthusiasm and confidence come naturally, even for a non-sales-type like me.

Cleveland Chapter Election Results

President-elect	Karen Oye
Recording Secretary	Steve Fitch
Corresponding Secretary	Katherine Ehrlich

Editor’s note – Each of the positions were hotly contested. The winner and runner-up for the President-Elect position, for example, were separated by only 4 votes.

Cleveland Technical Societies Council 57th Annual Scholarship and Achievement Banquet

In spite of the bleak economic picture, the Council holds its 57th annual banquet Wednesday, May 28th at Executive Caterers at Landerhaven. Member societies and others use this event to present scholarships to seniors who plan to major in science, mathematics, or engineering. Selection is made from a list of nominees who were honor juniors last year. This year 21 seniors receive scholarships. The scholarship fund started with a donation from the Lubrizol Corporation. Complete lists are published in the program and are archived with the Council's records at Cleveland Public Library.

The ceremony is preceded by a seminar for the Honor Juniors, presided by the Council president, Dr. David W. Ball, the American Chemical Society. That portion of the evening includes a college and university fair where Honor Juniors, teachers, and parents can meet representatives from the academic world in Northeastern Ohio. Winners of the Northeastern Ohio Regional Science and Engineering Fair are invited to display their projects.

Other awards are also presented. The Technical Achievement Award goes to Deborah A. Langer, SAE, Global Technology Manager at The Lubrizol Corporation. The Technical Education Award goes to Franklyn W. Kirk, ISA, Technical Teacher & Publisher, Instrumentation, Franklyn W. Kirk Company. The Distinguished Leadership Award goes to Alan T. Riga, North Coast Thermal Analysis Society, retired Senior Research Chemist, The Lubrizol Corporation.

The event offers member societies a chance to present their awards in an elegant setting and for members and guests to mingle with creative young scholars.

Jean Z. Piety, CTSC Historian 5/2003

Kent State Student Chapter President-Elect receives National SLA Scholarship!

Brian Gray, who began his studies at Kent State School of Library and Information Science last fall, will be awarded one of the national SLA scholarships at the National Conference in June in New York.



Brian, who has an undergraduate degree in Chemical Engineering from The University of Akron, is pursuing two degrees - an MBA and MLIS under a relatively new dual degree program at Kent

State. Brian is employed by The University of Akron Science and Technology Library, and works under contract as a Sr. Library Associate for Advanced Elastomer Systems.

Brian says: "In addition to the application, I had to submit an essay describing my experiences with special libraries and what I hope to contribute to special librarianship. (Chapter President-Elect) Sally Fell interviewed me as a representative of the local chapter. It was a chance for someone else to put in writing my accomplishments and thoughts, and submit additional comments and recommendations.

"I will be receiving a \$6000 scholarship at the annual meeting. I will be attending a breakfast with the scholarship committee, having a photo opportunity with Bill Fisher, and an award presentation at the Student & Academic Relations Committee Meeting on Monday, June 9th. I also received next year's membership for free."

It Takes a Village to Teach a Class

I would like to take this opportunity to thank the many local special librarians who helped students in my spring special libraries class in a variety of ways. The following librarians were selected by a student for a site visit: Ellen Quinn, Cynthia Glunt Bailie, Carl Engels, Chris Laursen, Susanne Oberc, Keith Stincic, Gretchen Hallerberg (2 students), Christine Liebson, Nadia Aufderheide, Maureen Myers (2 students), Linda Kay Boldyreff, Holly Gamble, Robert Murnan, Louis Adrean, and Kathy Susala. The site visits are particularly useful for students who have never worked in a library and for those who have never visited a special library before. The students really get a lot out of them and I would like to thank these many individuals who gave of their time so generously this year. I also would like to thank others who have expressed a willingness to help, both this year and in past years. Whether you get a visitor depends primarily on the interests of the students from year to year.

Some of you also served as members of this year's panel of special librarians, designed to give them a sense of how the practice of special librarianship is different depending on the particular type of organization in which the library is placed. This year's panelists were Jean Piety from Cleveland Public Library, Lisa O'Connor from Kent State, Cathy Parker from Advanced Elastomers, Maureen Myers from the Cleveland Museum of Natural History, and Rebecca Luken from Ernst & Young. A special thank you to Jean who conducted the class in my absence on the day of the panel. Earlier in the semester Joe Hecht gave a talk on communicating your value to management and Gretchen Hallerberg talked about benchmarking. I know all of you did a good job, because your words were quoted on their final exam!

I often say it takes a village to teach this class, and I am sure you can agree that all of you are indeed part of the village.

Ruth Fenske
John Carroll University and adjunct instructor for
the Kent State University School of Library and
Information Science

Russian Librarians visit NE Ohio

The Ohio Employee Ownership Center (OEOC) of Kent State University hosted five participants in the Open World Program sponsored by the The Library of Congress in March, 2003 to pursue their knowledge of Library Management. They had opportunities to visit libraries and information facilities of many types, including Kent State University Libraries, OCLC, the State Library of Ohio, OhioLink, Cleveland Heights-University Heights Public Library, and the Cleveland Public Library. But what visit to various libraries and consideration of library management would be complete without a stop at several specialized libraries as well?

Olga Klepikova, the Russian Program Coordinator for OEOC, contacted me for ideas on where she might take this study group to learn more about the challenges of special libraries. Of course, you know how accommodating we information professionals can be, so several visits were arranged in the area. First stop - Alumni Library of Cleveland Clinic, hosted by Gretchen Hallerberg. Achala Wali welcomed our Russian colleagues to The Foundation Center Library. Then on to Akron, where I provided an all-American bagel brunch along with an opportunity to learn about how The University of Akron is partnering with several companies (along with Advanced Elastomer Systems) to provide library services. Last stop, but not least, was a visit to Roetzel & Andress Law Firm in the former O'Neil's department store. Lani Mikalas provided a tour and the challenges of "going digital" in a legal environment.

All of those who hosted the group had wonderful experiences. If you ever have an opportunity to host such a group, take advantage of it! How refreshing to see our wonderful operations with fresh eyes! Sharing the challenges and successes provided me with an opportunity to learn and appreciate our profession once again.

- Cathy Parker