



# Northcoast Notes

Cleveland Chapter SLA - Fall 1995; Vol. 3, No. 1

## President's Message

Joe Hecht  
Centerior Energy Corp

Welcome to all new members, and welcome back to current members of the Cleveland Chapter of SLA. I hope you all had a pleasant summer and are planning to participate in this year's schedule of events. The 1995-1996 year promises to be even busier than last with the Association's **Winter Meeting and Education Conference** scheduled for Stouffer Tower City Plaza Hotel from January 25 - 30th, 1996 (see details elsewhere in this issue). The chapter's **Local Arrangements Committee**, headed by **Laura Ray** is now planning for this event which will be a great opportunity to highlight Cleveland as an important library and information center, as well as an exciting meeting and tourist destination. **Sandy Cobb** and her committee are also gearing up for the annual (April) **Betty Burrows Professional Development Seminar**.

**Raghini Suresh**, our **President-Elect / Program Chair 1995-96**, has the September, October and November meetings scheduled (see list elsewhere in this issue) but there is plenty left to do. There are a few committee chairs still unfilled, namely **Professional Development, Government Relations and International Relations**. We need editors and writers for the North Coast Notes, people to arrange for sponsorship of meetings, obtain ads for the newsletter and help on various committees. Please

contact me if you have an interest in any of these areas.

To all current and past officers, committee staff, and those member who have arranged programs, hosted meetings, obtained sponsorship for Chapter activities, or other involvement, many thanks for your help serving the Chapter and Association! To those who have come to meetings and assumed that other people would take care of everything, and those who have not attended regularly, we hope you will become more involved.

Active participation can bring friendship, exchanges of ideas, techniques, and procedures that we can all use on the job. Perhaps an indication of the need for more professional networking, last year's attendance at meetings was better than in recent years. The Chapter is also growing in size from 233 members (2d Quarter 1994) to 241 (2d Quarter 1995) up 3.3%. Only 12 other chapters had a larger percentage increase over the past year, and of those, only 3 others are USA chapters with membership of over 200. We hope that this year even more Cleveland Chapter members will be involved in our activities.

If you have any questions, comments, or would like to contribute ideas, suggestions, or volunteer for a **committee, please contact me at the Centerior Energy Library at (216)447-3639 or viae-mail:**

**aa 722@cleveland.freenet.edu.**

**Have a great year! I hope to see you all at our chapter meetings!**

Joe Hecht, President

## 1996 National SLA Winter Meeting/Education Conference to be held here January 25 - 30

Our city and Chapter will be hosting the national SLA WINTER MEETING and EDUCATION CONFERENCE from Thursday, January 25th through Tuesday, January 30th, 1996. Since the rest of the country is now visiting us, why not SLA?

Seriously, this is a wonderful opportunity for our Chapter to shine, professionally and hospitably. We need Chapter members to volunteer to help make this a wonderful experience for each Meeting/Conference attendee.

There are three main areas for which we need volunteers. First, a hospitality/information booth needs to be organized prior to and staffed during the Meeting/Conference. Barbara Parkinson, David Advertising Library (687-1818) is leading this activity. Second, SLA staff need assistance with on-site registration at the Meeting. Sara Hill, VA Hospital Library (526-3030, X6248) will lead this activity. Third, a dinner buddy program needs to be organized prior to and conducted during the Conference. Martha Walunis, Gould Inc. Technical Information Center (953-5117) will lead this activity. We may also sponsor a breakfast or reception at the Conference. Laura Ray Cleveland-Marshall College of Law Library (687-6880) is coordinating

all of these activities with SLA headquarters.

If you are interested in volunteering for one or more of these activities, please contact the person(s) named above as soon as possible. Volunteering for any activity actually occurring during the Meeting/Conference will probably entail at least one two-hour time commitment.

**Laura Ray, Local Arrangements Chair**

## **A new attendee at the SLA annual conference**

**(Editors note: Sarah Bilhard was selected to receive a \$500.00 grant from the Cleveland Chapter to attend the SLA Annual Conference in Montreal this past Spring. Here is her report:)**

Hello! I'm Sarah Bilhardt, a graduate student at Kent State University, School of Library and Information Science. I'm a member of SLA's News Division and hope to work as a picture librarian for a daily newspaper. I've worked as a Library Assistant at The State Newspaper in Columbia, South Carolina and was a GRA at KSU's Library Reference Department while completing my library science course work. Currently, I'm working on my research paper: "Digital Image Archiving for Newspaper Libraries" to complete my MLS.

So did I get your money's worth at SLA? I hope so! I certainly was exhausted when I returned home. Following, are just some of the events I attended and sights I took in while in Montreal.

On Sunday, June 11th, I attended the SLA Continuing Education Course "Imaging and Image Based Systems". The class covered the equipment a special library would need to invest in to implement an imaging system. It delved into some of the problems associated with imaging systems.

That evening I joined other News Division members at the News Division Suite at LeCentre Sheraton Hotel. This was my first chance to meet librarians I had heard about while working as an assistant at The State. It was a great

opportunity to talk to news librarians and question them about their archiving systems. One of the thrills of the evening was when Lany McDonald of Time sang show tunes. What a hoot!

On Monday, I attended the Picture Imaging seminar sponsored by the Advertising and Marketing Division, the Aerospace Division and the Museums, Arts & Humanities Division. Speaking were: M.J. Crowley of the Philadelphia Newspapers discussing general issues and problems of picture imaging and archiving; Beth Zarcone of Time-Warner who discussed the creation of Time-Warner's new digital picture archive; and Julie Van Haaften of the New York Public Library who spoke about NYPL's historic photographs archiving project. While this session was not specifically about newspaper image archiving, I found it to be the most important and interesting I attended.

Monday evening I munched on hor d'oeuvres at the Ohio Joint Chapters Reception and met librarians from the Cleveland, Indiana, Kentucky, Central Ohio and Cincinnati Chapters.

The Tuesday morning session on Geographic Information Systems was a fascinating discussion of the use of GIS software in investigative reporting. That afternoon, I was invited to sit in on the News Division's picture keyword indexing committee headed by John Jansson of The Chicago Tribune. This was a wonderful opportunity to participate in something that really interests me.

Tuesday evening, after a delicious dinner with other News Division members, I stood outside with many other SLA attendees watching firefighters at work on the Sheraton!

Finally, Wednesday morning I had the opportunity to explore Montreal. I walked around beautiful Old Montreal, all of the while wishing I had more time to explore. But I had to head back to the Convention Center for my last session. Late that afternoon, I headed to the airport and was very pleased to meet several Cleveland Chapter members on the same flight.

The only problem I had during the conference was having to change hotels. I ended up in a great bed and breakfast. I knew I had found the right place when the owner said I had to like cats to stay there. (I have three!)

Well that's not everything, but I hope it's enough to let you know that I had a wonderful time. It was a great experience academically, professionally and personally. I'd like to thank several special people: Cathy Tierney, from the Akron Beacon Journal; Jim Hunter from The Columbus Dispatch, Sophie Patterson, President of the Cleveland Chapter, Joe Hecht, President-Elect of the Cleveland Chapter, Sandy Cobb, SLA/KSU Liaison and especially, Dr. Marcia Zeng of Kent State University. Each of these individuals was instrumental in helping me attend this conference and/or made sure I was making the most of it. I appreciate their special attention and assistance.

I would like to thank ALL the members of the Cleveland SLA for giving me this opportunity to attend the Annual Conference. It provided me with: current image archiving information that no library science text could provide; the capability to meet with and talk to working news librarians and other special librarians from around the world and finally, a chance to see a wonderful city. Thank You!

**Sarah Bilhardt**

## **Betty Burrows Seminar Planning To Begin**

The planning for our 1996 seminar has begun. I will be meeting soon with the Betty Burrows Committee and would like your thoughts or reactions on topics, venues, and speakers. Some of the ideas gleaned from our program planning sessions this summer were:

**YOUR WEB HOMEPAGE**  
Construction, maintenance, software, resources, hands-on practice and examples.

Continued on page 4  
**OUT-SOURCING: THREAT OR OPPORTUNITY---ARE YOU READY?** Companies, services,

evaluation, integrating them into your library.

**PUTTING IT ALL TOGETHER:** Selecting, packaging, marketing, and delivering the myriad of formats and resources available.

Please respond with your ideas and opinions to Sandy Cobb at (216)266-3216, FAX (216)266-2063 or e-mail: cobb @ liso.dnet.ge.com if you're interested in participating in the planning.

**Sandy Cobb, Betty Burrows Chair**

## Entering Its Third Year:

### CATIP grows

(Cleveland Area Technical Information Professionals)

Today's technical information professional must be able to track the competition's new developments, set up and administer a local area network, and know the applications of raw materials or the processes involved in design scaleup, as well as be an expert in information resources and services. Nowhere is this more evident than in the science and technology information arena. Helping to meet this mixed bag of responsibilities in the Cleveland area is the local, action-oriented group, CATIP.

Comprising the membership of CATIP is a diversity of professionals with backgrounds in library science, information systems, the sciences, and business. Their common mission is to support the information needs of the research and development industries in northeastern Ohio.

Formed in 1993 under the umbrella organization of CARD (Cleveland Association of Research Directors), CATIP provides an environment for professional networking, educational services, and technical information growth through its quarterly meetings.

Presentations and forums focus on practical issues, such as the new patent law changes, "best practices" benchmarking, establishing an effective corporate information center, and connecting to the Internet. Upcoming topics include measuring the value of

information services, optical and imaging technology, remote access and file transfer, document management, and copyright issues.

If you are an information professional in a research and development industry, you are welcome to participate at the next CATIP meeting, tentatively scheduled for October 26 at the BFGoodrich Company Information Center in Brecksville. The discussion will center on:

**"Favorite Web Sites."** For meeting confirmation or for more information, contact Linda Hashlamoun at 447-5314.

## LIFE'S LITTLE LESSONS FOR SPECIAL LIBRARIANS (especially SOLOS):

### SO YOU WANT TO BE A SPECIAL LIBRARIAN.

What do you know about: interlibrary loan, networking, library consortia, time management, customer service, computers, OCLC?

Library school may or may not teach you what you need to know about these areas -- but they are critical to your success. So make sure you learn about them BEFORE you go out to your first job.

What have I learned as a solo librarian?

Remember, first of all you will probably work under the direction of non-librarians. There's an educational process here: you learn what your users (engineers, scientists, business people, lawyers, medical staff, etc.) need to do their jobs. You must keep them aware of what you can do for them as well. I may not be an expert in their field, but I've got to be an expert in my own.

To keep up to speed professionally, attend local and national meetings of your fellow professionals.

Develop a close working relationship with at least a couple of your I.S. people, or anyone else in your organization who's a computer whiz.

Maintain as much visibility for your information center as you can.

You'll need to get good at:

Deciding what to get, where to get it, where to look for it.

Getting articles, patents, books, etc. very quickly.

Lots of buying for departmental copies  
What to buy on a limited budget; taking suggestions from your users, foreseeing needs.

ILL -- use it a lot.

Other tips, facts, and information:

Book jobbers save time & money

Subscription services save time, not money (directly)

Get the material on the shelves as soon as possible.

Do quick & dirty cataloging -- you don't need all that detail in an on-line catalog

Circulation -- keeping it on the shelf and accessible to all can be a problem. Your materials often wind up in peoples' offices - inadvertently or otherwise.

Devise a user-friendly plan to get your valuable materials back.

A high priority -- answering questions, all kinds: where is...? do we have...? can you get...? how do you spell...? What's the correct grammar?

Watch the jargon! Avoid using yours. Learn theirs.

It's essential to have an "open door" policy.

Bottom line: the patron is the most important thing in your day!!

Patrons ask for physical items, but want information.

No question is too small or dumb. Yes, I often do the looking for them. My users' time is better spent doing other things.

**Judy Siess**

### A Unique Opportunity . . .

## GET INTO PRINT

The Cleveland SLA Chapter needs you! Your wealth of experience and varied fields of expertise could provide just the right type of material to fill in the spaces between the ads and regular features for the North Coast Notes, the Cleveland Chapter newsletter. Will you make a commitment to submit an article on one

of the following topics in the coming year? Share your experience with others -- don't keep it to yourself! For example, choose from:

A TYPICAL DAY IN MY LIBRARY - who are your users, what amusing/amazing things have happened, what technology do you use?

TECHNOLOGY UPDATES -- what new systems, services, software, telecommunications devices, databases have you reviewed/used; interesting, useful or fun internet sites visited?

JOB HUNTING TIPS & STRATEGIES--how did you land that job? Any networking advice?

STAFF PROFILES / NEWS - recent training, weddings, births, moves, promotions . . .

LESS IS MORE - how I'm doing more with less ( staff, money, time).

Or any other topic you think other members would be interested in reading about. If there are enough submissions, each issued could be devoted to one topic. Or a regular column (Staff News, Internet Sites We've Visited, Database Reviews, etc.) could be initiated.

Late NEWS FLASH! Diane Oberbeck, Newsletter Editor has had to give up her activities for the SLA newsletter for the rest of the year due to other commitments. We appreciate Diane's contributions to the Chapter (THANKS DIANE!)

We need contributors and guest editors or contributing editors now more than ever! Otherwise, there just might not be a newsletter. Please note that the Bulletin Editor's duties can easily be shared by 2 or 3 people.

If you have any interest in writing or editing--a desire to get into print, call Joe Hecht at 447-3639 and or send a draft to Joe to the following addresses:

FAX: 447-2613; e-mail: aa722@cleveland.freenet.edu; mail: Joe Hecht Centerior Energy Corp., Library, IND-149, P.O. Box 6776, Cleveland, OH 44101.

As always, thanks for your support!

**Eileen Coan & Joe Hecht**

## **Chapter Directory is Readied**

The Long awaited Cleveland Chapter Directory is being compiled by Sue Branchik, Sophie Patterson and Paula Cohen. If you have any last minute changes or additions to your information for the directory, you may fax them to Sophie Patterson at (216)481-5480 or call Sue Branchik at (216)357-3462.

## **1994-1995**

### **A Successful Year**

by Joe Hecht

### **From a talk given at the May 9, 1995 Annual Meeting and Program at Master Builders, Beachwood,OH:**

We had by all accounts, a very successful year and it's all due to the activities of many dedicated individuals. Programs don't just happen, and no one knows this better than the program chair. None of this could have been possible without the help and hard work of these people.

The **September 1994** meeting was hosted by **B.F. Goodrich** in Brecksville, OH and sponsored by **Derwent**. BFG Information Specialist, **Sharon Butcher** who made all the arrangements and spoke about her recent trip to Great Britain where she visited Derwent HQ and the **British Library Document Supply Centre**. A scientist from BFG also addressed the group about the role of the **Information Center** in R&D. The evening was capped off with a tour of the Information Center and an exhibit of BFG technology in commonplace as well as some not so ordinary applications.

The **Plain Dealer** was the site of the October 18 meeting. The PD hosted and sponsored the meeting at the world's most modern newspaper production facility on Tiedemann Road in Brooklyn Hts. **Patty Graziano, PD Librarian** coordinated this meeting with the assistance of **Peter Pogacar** of **Calfee, Halter**. A tour of the facility was followed by a brief presentation by PD investigative reporter, **Dave Davis** who spoke on how information technology and specialized sources helped him write a

series exposing radiation-caused deaths in hospitals.

Our joint meeting with **NORASIS** was held November 17 at **Kent State University**. **Sandy Cobb** of **GE Lighting/CSU** and **Dr. Marcia Zeng** of **KSU** coordinated the program which was entitled: "Alternative Careers for Librarians". A panel of librarians now working in non-traditional roles: **Eve Davis** of **EBSCO**, **Leonard Carle** of **AT&T**, **Dr. Alice Chamis** of **Information Management Consultants, Inc.**, **Pat Currie** of **Knight Ridder Dialog** and **Ellen Mimnaugh** of **Chemical Abstracts Service** discussed the ups and downs of their jobs and how they got into their particular fields. They traded good natured barbs and recounted amusing anecdotes to the delight of the audience. But mostly they provided some down to earth advice on how to prepare for and find alternative careers.

At this meeting, Chapter members also voted to make a contribution (\$100.00) to the **Rose Vormelker Scholarship Fund** at **KSU**.

The February 9th meeting was hosted by **BP America**, downtown Cleveland and coordinated by **Karen Jones (BP)** and **Jackie Facinelli (NASA)**. "Outsourcing Options for Libraries: Area Reps of Library/Info Services and Local Contractors Tell How their Services Assist Libraries." **Theresa Buiel** of **ThinkLINK Inc.**, **Annette Miller** of **Contractor Services at NASA Lewis Research Center**, **Pat Currie** of **Knight Ridder Dialog** and **Eve Davis** of **EBSCO** presented a panel discussion.

March 14th the Chapter met at Portraits Restaurant downtown, followed by a tour of Penton Research Services, part of **Penton Publications**. Coordinated by **Michael Keating**, Senior Research Analyst at **Penton Research Services**, the meeting featured a video describing Penton Research Services and talks by Michael Keating, Ken Long (Director of PRS) and Chuck Day, Editor of Industry Week magazine.

**The Betty Burrows Seminar** was held April 28th at the Clarion Hotel and Conference Center in Eastlake. Entitled

“Searching Smarter with **Barbara Quint**” it featured the renown author, editor, and online industry expert/consultant at her best. The tireless Chair of the Betty Burrows committee, **Judy Siess**, worked with: **Laura Ray, Sophie Patterson, Peter Pogacar and Joe Hecht** to plan the program. Fellow Chapter members presented break-out sessions throughout the day: **Jean Piety, Cleveland Public Library Science and Technology Department; Naomi Clifford, Ernst & Young; Dr. Alice Chamis, Information Management Consultants; Gretchen Hallerberg and Marion Dorner, Cleveland Clinic; Lynda Green, Jones Day and Susan Hersch, Hahn, Loesher & Parks.**

**Laura Holland of Master Builders, Inc.** of Beachwood, hosted the May 9th meeting. **The Annual Business Meeting and Election of the Cleveland Chapter** was held before Laura presented a program on how the Information Center has been growing to meet the needs of Master Builders, a world-wide company. A tour of the information center followed the program.

**Raghini Suresh of Kent State University** Chemistry and Physics Library was elected **President-Elect; Joan Long, Recording Secretary and Laura Holland, Corresponding Secretary.** The membership also voted to amend Chapter By-Laws requiring Chapter meeting announcements to be mailed no later than three weeks prior to the event.

A BIG THANK YOU goes to **Lydia Ross** and **Kathy Fabianich**, the **1994-95 Hospitality Committee** for a great job making arrangements with hosts, caterers and tending to the myriad of details that are involved in presenting meetings. Now we’re looking forward to working with our **new Hospitality Chairs, (1995-96) Trish Kelly and Colleen Meeker.**

Thanks also to outgoing **Chapter President, Sophie Patterson** for her assistance and guidance in the initial

transition period as well as her pitching in to help with meeting announcements.

In addition, I would also like to thank **Centerior Energy Corp.** and **Librarian, Jean Ocampo** for her understanding and support of my work with the Chapter this year.

When I’m asked how all the pieces fell into place to make this such a good year of programming, I always reply :”First, I had a lot of great help. Second, I started early and asked for more than ideas. Program Planning Committee members were asked to come to the planning meeting not only armed with ideas, but to also be prepared to help put together one meeting.

Please don’t think that just because there are names next to each position, that next year’s work is already taken care of. I have told the new committee chairs that as I become aware of interested people who want to become more involved, I will be making the appropriate referrals. **Please don’t wait to be asked!!**

If you like to talk to people and solicit support for a good cause (our Chapter!) we need people to help solicit advertising to support our newsletter and directory. Talk to **Judy Siess, Advertising Chair 1995-96.** If you find job descriptions, organizational procedures or strategic planning to be an interesting challenge, see or call **Laura Ray, By-Laws/Procedures Manual Chair.** Together we can make 1995-96 another (or even better) year of educational, entertaining and stimulating programs.

## **DON’T MISS THESE UPCOMING MEETINGS OF THE CLEVELAND CHAPTER OF SLA:**

### OCTOBER

#### **LIBRARIANS IN COMPETITIVE INTELLIGENCE**

Learn about skills and competencies required in this growing field and about SCIP, The Society of Competitive Intelligence Professionals.

**WEDNESDAY, OCTOBER 18, 1995**

6:00 P.M. - 8:00 P.M.

ROADWAY EXPRESS AKRON, OH

CALL: Colleen Meeker (216)737-1906 for more information.

### NOVEMBER

**A SITE TO REMEMBER** A Virtual Blueprint for Building Your Dream Home Page including hands on instructions and demo on using HTML to create a Web Page.

**WEDNESDAY, NOVEMBER 15, 1995**

5:30 - 8:00 p.m.

KENT STATE UNIVERSITY

CALL : Trish Kelly (216)734-7550 for more information. Joint SLA/NORASIS Meeting.

**NORTHCOAST NOTES** is published four times per year and has a circulation of 275. For information on advertising rates and publication schedule, please contact: **JUDY SIESS, ADVERTISING MANAGER (216) 585-6643**

Articles and all other editorial content may be sent to: **SOPHIE PATTERSON**  
c/o Brush Wellman Inc.  
17876 St. Clair Avenue,  
Cleveland, Ohio 44110

**SLA Cleveland Chapter  
1995-1996 Executive Board and Advisory Council Members  
9/27/95**

**Executive Board**

| <u>Officers:</u>        | <u>Name</u>      | <u>Phone</u>      | <u>FAX</u> | <u>E-Mail</u>        |
|-------------------------|------------------|-------------------|------------|----------------------|
| President:              | Joe Hecht        | 447-3639 447-2613 |            |                      |
| President-Elect:        | Raghini Suresh   | 672-2532          | 672-4702   | rsuresh@lms.kent.edu |
| Past-President:         | Sophie Patterson | 383-4004          | 481-5480   | spatters@ohionet.org |
| Recording Secretary     | Joan C. Long     | 972-7197          | 972-5574   | jclong@uakron.edu    |
| Corresponding Secretary | Laura Holland    | 831-5500          | 831-6053   | holland@ohionet.org  |
| Treasurer:              | Peter Pogacar    | 622-8208          | 241-0816   |                      |

**Advisory Council/Committee Chairs:**

|                                  |                        |          |          |                             |
|----------------------------------|------------------------|----------|----------|-----------------------------|
| Advertising:                     | Judy Siess             | 585-6643 | 585-7878 | siess@bailey.com            |
| Affirmative Action:              | Sandy Cobb             | 226-3216 | 266-2063 |                             |
| Archivist:                       | Kathie Cseplo          | 623-2932 | 623-7029 | bc747@cleveland.freenet.edu |
| Auditor:                         | Pamela Kuzma           | 566-2993 | 566-2174 |                             |
| Betty Burrows Seminar:           | Sandy Cobb             | 266-3216 | 266-2063 | cobb@liso.dnet.ge.com       |
| Bulletin:                        | TBA                    |          |          |                             |
| Business Mgr, Publications       | Judy Siess             | 585-6643 | 585-7878 | siess@bailey.com            |
| By-Laws/<br>Procedures Manual    | Laura Ray              | 687-6880 | 687-6881 | laurar@jaslan.csuohio.edu   |
| Career Guidance &<br>KSU Liaison | TBA                    |          |          |                             |
| Consultation:                    | Theresa Buiel          | 831-9371 | 591-9221 |                             |
| Directory:                       | Susan Branchick        | 375-3462 | 357-3484 |                             |
| Employment:                      | John Piety             | 397-1706 | 397-4256 |                             |
| Freenet Operators:               | aa722 Joe Hecht        | 447-3639 | 447-2613 | aa722@cleveland.freenet.edu |
| (for xx131)                      | aa934 Linda Hashlamoun | 447-5314 | 447-5249 |                             |
|                                  | aa417 John Piety       | 397-1706 | 397-4256 |                             |
| Hospitality:                     | Trish Kelly            | 734-7550 | 734-0686 |                             |
|                                  | Colleen Meeker         | 737-1906 | 622-0199 |                             |
| Government Relations:            | TBA                    |          |          |                             |
| International Relations:         | TBA                    |          |          |                             |
| Membership:                      | Anna Bolek             | 972-6264 | 972-7033 | annbolek@uakron.edu         |
| Networking, OCLIS/CTSC:          | Jean Piety             | 623-2932 | 623-7029 |                             |
| CTSC Alternate:                  | John Piety             | 397-1706 | 397-4256 |                             |
| Professional Development:        | TBA                    |          |          |                             |
| Public Relations:                | Karen Oye              | 433-5774 | 433-8139 |                             |
| Strategic Planning:              | Laura Ray              | 687-6880 | 687-6881 | laura@jaslan.csuohio.edu    |

**Please send corrections and e-mail addresses to Joe Hecht - thank you!**

