

FCC/SLA Bulletin

Spring 2003

An update from the Fairfield County Chapter of the Special Libraries Association

In This Issue

▶ President's Message

▶ Editor's Corner

Features

▶ Library Celebrations Here and There!

▶ Elsevier Announces New Procedures for Retracting Online Articles

▶ Finding Health & Travel Information on SARS

▶ And the Survey Said...

Meeting Reports

▶ Anne Caputo: *Perception is Reality*

▶ Eric Lesser: *Communities of Practice*

▶ Did You Know?

▶ Congratulations!

▶ Welcome New Members!

▶ Events in Our Region

A Message from the President

Dear Members:

Have you been working on your elevator speeches? Our April meeting with Anne Caputo (see page 3) sent many of us back to our desks, inspired to write crisp, succinct messages to deliver to our stakeholders. The point of these key messages? To make sure that decision makers know the value we contribute to our organizations. If you aren't prepared to meet your CEO in an elevator, it's time to sit down and craft that speech!

As Anne reminded us, it is essential to prepare relevant messages for different groups and occasions. While you're thinking about it, prepare an elevator speech to deliver to yourself. Remind yourself of your professionalism, expertise, and value. But don't just write the words – listen to the message, internalize it, and act on it. We have to do more than “talk the talk.” It's absolutely critical to “walk the walk” as the saying goes.

We often tell ourselves and others that we are experts in areas such as information management or literature searching. Deep down have we developed the confidence to convey that expertise in our interactions?

We are at our best when we offer guidance in information management areas, when we ask the right questions, and when we challenge assumptions. Here are some of the lessons we've learned in our degree programs or during the course of our careers:

- Look beneath the surface of a request to find the real question.
- Find and select the best sources.
- Advise the client on the best strategy; don't just execute instructions.
- Add value to the search.

We know and follow these principles, but do we always apply them in difficult situations? It can be a lot easier to show deference to top management than to conduct a probing reference interview. Let's remind ourselves that we have the professional skills and expertise to do the best job and then have confidence in ourselves to follow through with authority.

Best regards,

Kathryn Walsh
President, FCC/SLA

Library Celebrations Here and There!

Compiled by Josephine Ndinyah, Sr. Library Information Searcher, Purdue Pharma LP & FCC Editor/Content Manager



April was filled with library activities and celebrations, including National Library Week and International Special Librarians Day (ISLD).

National Library Week was organized by the American Library Association (ALA), and has been celebrated since 1958, to provide an opportunity for information professionals to promote their libraries' services and accomplishments within their organizations. International Special Librarians Day was established in 1991 by the SLA Board of Directors to recognize and honor information professionals for their unique contributions and critical roles in the global information community. Both celebrations occur in April. ISLD is traditionally celebrated on the Thursday of National Library Week, which is generally the second week in April.

How did you celebrate National Library Week and/or International Special Librarians Day at your organization? Two libraries, The Financial Accounting Foundation (FASB & GASB) in Norwalk and the Discovery Library of Purdue Pharma have these stories to share.

Financial Accounting Foundation's (FASB & GASB) National Library Week Celebration

By Miriam Solomon, Assistant Librarian, FASB & FCC Director-at-Large

This year our Library Week celebration theme was CANDYLAND. We have a candy canister in the Library that helps to draw in people. We greatly expanded the candy concept into a large, life-size game board of the well-known game of Candyland. The day's extravaganza began with blowing up of helium balloons, and the placement of large candy canes, hard candies and lollipop decorations. We had the blue, green, yellow, orange and red squares from the game board laid down as if you were walking on the game board. Staff members who are "Friends of the Library" were brought in on the planning to help make our candy land a reality!

The staff was served an assortment of snacks, baked goods and of course their beloved CANDY. There is lots and lots of candy left over, so we will be drawing people in for information for a long time!

International Special Librarians Day Celebration at Purdue Pharma's Discovery Library

By Jenny Xanthos, Senior Manager, Purdue Pharma Science Libraries

On April 10, the Purdue Discovery Library celebrated International Special Librarians Day, drawing many employees to participate in a series of educational and fun-filled activities throughout the day.

The goal was to familiarize employees with the tremendous variety of print and electronic resources available to them. It also served as a reminder to users that the Library is there to serve both short-term and long-term information needs, in a wide variety of subject areas, including biology, chemistry, medicine, and business information.

The activities of the day included two well-attended classes: "Web Searching Techniques" and "Integrity, an International Drug Development Portal". Also part of the day's festivities was a popular book exchange, with a number of employees donating children's and adult books for the cause.

Sponsored by



Meeting Report – April 23, 2003

Perception is Reality: Creating and Executing A Good Elevator Speech & Other Successful Marketing Techniques

by Cynthia Geremia, Manager, Library Technology Services, Purdue Pharma LP & FCC President-Elect

One day, it will happen. You'll be stuck in the elevator, in the line at the cafeteria, or on the way in from the parking lot, and you'll be side-by-side with a senior executive. You'll think "I wish I could tell her how our Library saved the company over \$100,000 with that contract we put in place", but you fumble for the words. You trip over your tongue, become red-faced with embarrassment, and sulk for the rest of the day.

Sound familiar? It's happened to me more often than I care to remember. But I'm happy to report that I'll never be in this situation again, thanks to Anne Caputo, Director of Factiva's Information Professional and Academic Programs.

Following a wonderful reception and dinner, both hosted by Purdue Pharma LP and sponsored by Wiley and InfoCurrent, Anne led a lively, interactive session to help us prepare for opportunity's knock., "It's all about communication", said Caputo. The goal is simple: Create a 30 second impression by delivering a brief, sincere and concise message, also known as an Elevator Talk.

Use an elevator talk to request approval to move forward on a project, obtain an appointment, even establish a relationship with an executive you've never met before. But don't expect to do it on short notice. As Anne said, it's a "seize the moment" opportunity, therefore preparation is crucial. Know what you want to say; even have a few speeches ready for different situations. This is your chance to promote your library, to make it known that your department is a valuable component of the organization.

An effective elevator talk has three simple elements: The Introduction, the Body, and the Close. The key is to convey what you do, whom you serve, and what resulting impact your actions have on the company in about 30 seconds.



Speaker Anne Caputo led a lively and interactive discussion.



Wiley Publishers generously donated several books for our raffles.

For example, you find yourself waiting for the elevator with the Vice President of Medical Research, whose signature is the only one holding up a vital contract. Your Introduction, or attention getter, might be "The Library helps scientists discover viable drug candidates in non-traditional ways". Follow this with the Body, the clear and concise message you want to communicate – "right now, we're looking at a database that runs 80% faster and contains information that is 95% more accurate than any resources we currently have. It means our searchers will have more time for more research support." Finish with the Close, which is your suggestion for action – "The contract has been signed by everyone except you - can I bring it down this afternoon?" It took you less than a minute to get the person's attention, convey your message, and close the deal.

Remember, be prepared. Plan your speech and practice it on your friends and coworkers, so you'll be ready when opportunity knocks.

Anne was kind enough to allow us to post her slides on our website. If you missed this meeting, you can [view her slides here](#).

Meeting Report – March 5, 2003

Overcoming Knowledge Barriers with Communities of Practice

by Cynthia Geremia, Manager, Library Technology Services, Purdue Pharma LP & FCC
President-Elect



The Fairfield headquarters of GE provided a lovely setting for our March meeting. Following a wonderful cocktail hour and dinner, both hosted by GE, and sponsored by Research Books and Standard & Poor's Credit Market Services, we were delighted to have Eric Lesser, Executive Consultant with the IBM Institute for Knowledge Management speak to us about Communities of Practice (CoP). Mr. Lesser has presented this timely and informative topic to many organizations and associations worldwide.



Following his presentation, speaker Eric Lesser answered questions from attendees.

There is nothing new about communities of practice; they've been around for years, and many may exist within your company right now. They're used to share a common purpose, interest, or issue, and they exist to exchange knowledge. Simply put, CoPs match knowledge seekers to knowledge sources and provide an environment for people to experiment with new ideas without the fear of rejection. Additionally, research has shown a strong correlation between the implementation of communities of practice and organizational performance.

Although this is not a new tool, companies are using this type of collaboration in new ways and new formats. In one of Eric's examples, the retailer Best Buy used CoP to overcome the obstacle of high turnover rates commonly experienced in the retail industry. With the goal of retaining and sharing product and sales knowledge among associates, they established three pilot CoPs to help new sales associates effectively sell and install products such as MSN contracts, car audio equipment, and PCs. With simple rules in place, including community "leaders" and the requirement that these leaders act on submissions within 48 hours, the pilot was an overwhelming success, with over 700 sales ideas posted on the MSN CoP alone. Based on this success, Best Buy expanded its CoP program to include other business areas such as appliances, home theater products, and inventory management.

As information centers, libraries have opportunities to support and serve as focal points for Communities of Practice. They provide one more way that we, as information professionals, can facilitate the exchange of knowledge and ideas and help to increase overall company performance.

Did You Know...

. . . That you will be able to attend the annual SLA business meeting without charge in order to cast your vote for our proposed name change? Check [this link](#) for more information. Voting will take place at the business meeting on Wednesday, June 11th at 10:00 A.M.



. . . That you will be able to get a free pass to the exhibits? Free passes will be available at the registration area on-site, or you can pre-register by email at vote@sla.org . If you pre-register, your voting card will be waiting for you at the voting registration desk.



. . . That our very own chapter member, **Charry Boris**, will be serving on a panel on Wednesday, June 11th at the SLA conference? You may not have known about this because the information was inadvertently omitted from the preliminary program. Nevertheless, here's the information about the session.

The topic "**Enron's Impact on Librarians**" will be held on **Wednesday, June 11th, from 2 p.m. to 3:30 p.m.** Members of the panel are:

- ▶ **Charry Boris**, head librarian, Financial Accounting Foundation (FASB & GASB), Norwalk, Connecticut
- ▶ Meredith Futral, accounting bibliographer and librarian, AICPA collection, University of Mississippi, Oxford, Mississippi
- ▶ Susan Klopper, former librarian, Arthur Andersen, Atlanta, Georgia
- ▶ Susan Wyderko, attorney, Office of Investor Education, Securities and Exchange Commission, Washington, D.C.
- ▶ Rita Ormsby, instructor and reference librarian, William and Anita Library, Baruch College, New York, New York (moderator)

Please mark your calendar to attend this informative session if you are registered for the conference.

Congratulations!!

Duracell appointed **Craig Buckland** as Technical Information Center Supervisor at their Technology Center in Bethel, Connecticut. An Analytical Chemist by training, Craig is new to library sciences but has over 15 years of experience in corporate technical services and technical management. Craig's main short-term responsibility is realigning the Technical Information Center to meet the needs of technical customers and coordinating services with other libraries within the Company.



Christine De Bow Klein leaves Fairfield for Thousand Oaks, California in May 2003 for a new job. She is filled with a great deal of cheer and excitement about the move. As she puts it, "I never had a road trip when I was in college." Christine will be joining Amgen, a leading bio-tech company, as their Associate Director of Libraries, managing the information services as well as designing the information center for the future. Prior to taking on these new responsibilities, Christine filled her unemployed time getting her Competitive Intelligence Certificate from Drexel University, sitting in for absent staff at the META Group (and loving it!) and continuing her volunteer work with SLA.



Arras Associates has moved its office. The company is now located at:

59 Grove Street - Suite 1D
New Canaan, CT 06840
The phone number, (203) 972-2772, remains unchanged

Arras Associates provides research, integrity-focused due diligence, and information consulting services to the business and financial community.

Our congratulations and best wishes to Craig, Christine and Arras Associates!

Elsevier Announces New Procedures for Retracting Online Articles

by David Veinot, Information Searcher, Purdue Pharma LP



Preserving the historical record is a fundamental part of the service that librarianship performs for society. As the medium of information becomes more elusive in our online age, librarians remain as vigilant as ever in preserving scholarly communication, particularly peer-reviewed literature.

Recently, when it became known that Elsevier Science had been quietly purging dozens of research papers from its Science Direct database since January 2000, librarians and scholars quickly accused it of jeopardizing the integrity of scholarship.

An example of Elsevier's purging practice: in April 2000, Nikitas Assimakopoulos published an engineering article in *ISA Transactions*, an Elsevier Science quarterly journal. Elsevier later concluded that the paper, on workflow management, was lifted nearly verbatim from a book chapter published in 1998 by two German professors.

If one had searched for the Assimakopoulos article in Science Direct database, a message reading "For legal reasons this article has been removed by the publisher" appeared – with no article.

In response to the strong opposition to their purging procedure, Elsevier announced a **new retraction policy** for handling journal articles in Science Direct that are the result of plagiarism or other research misconduct.

Under the new policy:

An article may be marked for "retraction" if it has been submitted to multiple journals, if it was plagiarized, if it was based on fraudulent data, or if a scholar's claim to authorship was false. In such cases, a retraction notice, linked to the original article, will explain why it has been retracted. The digital version of the article will continue to appear but will have a watermark indicating it has been retracted.

An article may be purged from Science Direct if it is defamatory, infringes on others' legal rights, is likely to be the subject of a court order, or might pose serious health risks. In such a situation, only the title and author's name will remain in the database, and readers will be told that the article has been removed for legal reasons.

It is heartening to see that Elsevier is both responsive to the voice of librarians and has now offered a clearer explanation of its procedures.

Finding Health & Travel Information on SARS

by David Veinot, Information Searcher, Purdue Pharma LP

On March 15, the World Health Organization (WHO) issued a rare **health alert** concerning a fast moving, newly diagnosed respiratory infection called Severe Acute Respiratory Syndrome (SARS), labeling it a "worldwide health threat". The WHO alert urged all countries to help in seeking its cause and control.

The news is worrisome because so little is known about SARS. Public health experts cannot say for sure whether it is the opening stage of a lethal epidemic, or the emergence of a less worrisome disease that will disappear before it can become a major killer.

Confirmed or suspected cases of SARS have been reported in China, Hong Kong, Vietnam, Canada, Germany, Great Britain, Romania, Australia, Brunei, Spain, and the United States. To date, SARS has killed close to 200 and sickened over 3,000 worldwide, mostly in Asia.

How does this news affect Americans who need to travel? As of March 29, the CDC issued an interim travel advisory recommending that all persons planning "elective or non-essential travel to mainland China and Hong Kong; Singapore; and Hanoi, Vietnam may wish to postpone their trips until further notice."

Where can one find reliable health and travel information on SARS?

For the latest developments on SARS, [Reuter's Health](#) is an excellent resource. As well, the following web sites are also useful sources for health and travel advisory information.

- [Severe Acute Respiratory Syndrome \(SARS\)](#) - updates and advisories on the outbreak. From the Centers for Disease Control.
- [WHO Severe Acute Respiratory Syndrome \(SARS\)](#) Information page
- [Health Canada SARS site](#) - Canada's public health department SARS information page
- [Prevention of Respiratory Tract Infections](#) - information on SARS, including a travel advisory. From the Hong Kong Department of Health.
- [Severe Acute Respiratory Syndrome](#) – comprehensive collection of links from The National Library of Medicine's MEDLINEPlus



Editor's Corner

I can't believe how quickly our chapter year is coming to a close. Well, as the saying goes "time flies when having fun" Indeed, I have had fun!

I have had the honor of serving as FCC/SLA Bulletin Content Manager/Editor over the past year, and I must say that the experience has been rewarding.

I recall being a bit apprehensive about assuming the responsibility of reinstating the bulletin when our President, **Kathy Walsh**, asked me to do so. Initially I panicked because I was not sure how to handle it. However, with guidance and support from Kathy, **Cindy Geremia** (our President-elect) and all of you, we have been successful in publishing one each quarter.

I am very grateful to those of you who have enthusiastically submitted articles for publication. I am deeply impressed by your loyalty and commitment.

I ask for your continued support in keeping the vision and mission of the bulletin alive.

Please keep on sharing your news, your ideas and comments.

Enjoy this last bulletin issue of the chapter year.

Thank you, and have a great summer!

Josephine Ndinyah
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And the Survey Said...

In our last issue, we asked you to participate in a brief survey about the proposed SLA name change. We had an impressive response rate of 54%!

Here are the results:

- The level of awareness of the name change was quite high, with 84% of the respondents saying they knew about the upcoming vote.
- Fifty-three percent are in favor of changing the Association's name, while 36% prefer it not to change; 11% were still undecided at the time of the survey.
- "Information Professionals International" was the top choice of the two possibilities, with 59% of the vote, while "SLA" was preferred by 25%.
- Fifty-one percent of the respondents are planning to attend the business meeting to cast their vote, while only 13% are not going to attend. At the time of the survey, 36% of respondents were undecided.

For more information from the Branding Task Force, [visit their page](#) on the SLA website.

Welcome New Members!

We're Delighted to Have You in Our Chapter!

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Events in Our Region



SLA's 94th Annual
Conference: *Putting
Knowledge to Work*

New York, NY
June 7-12, 2003

Learn new skills and sharpen old ones at this year's annual conference. Network, communicate, learn, and grow at the **94th Annual Conference!**



GSI's First Annual
LIVEDGAR User
Conference

Friday, June 6, 2003
Marriott Marquis
1535 Broadway
New York, NY
9:30 a.m. – 4:00 p.m.

This **free conference** will feature **industry experts** from leading law firms.

FCC/SLA Bulletin

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