

KENTUCKY CHAPTER BULLETIN

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President's Message

—Submitted by Pat Wilson

Congratulations to Debbie Hatfield and her committee for a very successful meeting on November 18. Not only did I pick up pointers from Carol Ginsburg's presentation on "Marketing Your Library/Information Center", and Pamela Klein's "Maximum Impact Presentation: Tips and Tricks", but it was encouraging to realize that I already doing some of the things they mentioned. To find out about the program read Debbie's report on it elsewhere in the newsletter.

Debbie jumped straight from the successful fall meeting right into planning and setting up our Spring Conference which we are co-sponsoring with KLA Special Section and KLA Academic Section. There is a change in the meeting place. Plans were made by KLA Academic two years ago for the meeting to be at Rough River Dam, but there was a space problem. They just could not accomodate all of us. The planners then made a quick site visit to Breckenridge Inn in Louisville, and decided that it would suit us just fine. Debbie really likes the Breckenridge Inn. She says that it has a workout room, an indoor pool, and the cost will remain the same. I asked if they would keep the dress casual as we have done at the state parks, and she said yes. **MARK YOUR CALENDARS NOW FOR APRIL 6-7 1995.**

The Nominating Committee has been appointed by the board. Cathy Schenck, Linda Minch, and Meg Shaw make up the committee. Meg will be the chair. Hopefully they will have a report for us at the winter open board meeting. If not we will mail out the slate of candidates prior to the Spring Conference, as that is when we vote.

Just a short reminder—Please send in nominations for Chapter Awards. We have several deserving members. Information on the awards will be in this newsletter.

Open Winter Board Meeting—Thanks to Alice Marksberry, and Wenda Webster-Fischer the meeting will be on Thursday, February 9, 1995 at the Old Stone Inn in Simpsonville, KY. A flyer will go out at the first of January with the particulars and an agenda for the meeting. Again let me remind you that our Open Board Meetings are truly OPEN. Hope to see you there.

Annual SLA Winter Conference in Raleigh, NC. Debbie Hatfield, Mary Vass, Ann Woosley, and I are going. Let me know if anyone else is going.

All of you make my job easy. Thank you for saying yes. □

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Publication Deadlines

Deadline for submitting articles is one month prior to publication of the issue. Please submit articles for the Spring issue of the Bulletin by April 12, 1995.

Electronic format is preferred. Send email to Joseph Miller:
 JBMILL00@ukcc.uky.edu

Newletters are mailed one month after article submission date.

New Members

—Submitted by Meg Shaw

We'd like to welcome the following new members to the Kentucky Chapter:

Pamela P. Klein
Dialog Information Services
1078 Oysterbay Dr.
Cincinnati, OH 45255
513-474-9410

James E. Manasco
1331 Nancy Hanks Rd. #8
Lexington, KY 40504

Jan Sheppard
Ameritech Library Services
Special Libraries Division
5300 Cedarwood Dr.
Raleigh, NC 27609
919-782-9311

Lynn Lee Williams
178 Columbine Dr.
Carlisle, KY 40311

Stacy L. Johnson
702 E. Burnett Ave. #5
Louisville, KY 40217

Tonia R. Bates
Bellarmine College
Data Courier
2001 Newburg Rd.
Louisville, KY 40205
502-452-8143



Nominating Committee Formed

—Submitted by Meg Shaw

Nominating Committee

The Nominating Committee for the 1995-1996 slate of officers has been formed. Members are:

Linda Minch
Librarian
Lexington Herald Leader
100 Midland Ave.
Lexington, KY 40502
606-231-3334

Cathy Schenck
Head of Library
Keeneland Association Library
P.O. Box 1690
Lexington, KY 40592
606-254-3412

Chair: Meg Shaw
Art Librarian
4 King Library-North
University of Kentucky
Lexington, KY 40506
606-257-4908

Please do not hesitate to contact us if you have any questions, suggestions, and most importantly, **NOMINATIONS!**



New SLA Brochures

—Submitted by Meg Shaw

New SLA Brochures

Copies of the new SLA brochures which explain the benefits of membership and include an application (with the new dues rates) are hot off the press! I have plenty of copies available. If you would like any brochures, or know any potential members who might like a brochure, please let me know and I will send as many as are needed. Just call, write or send a message to:

Meg Shaw
4 King Library-North
University of Kentucky
Lexington, KY 40506-0039
606-257-4908
megshaw@ukcc.uky.edu



Annual Joint Meeting of SLA and C/EKOUG

The Annual Joint Meeting of SLA and C/EKOUG is in the planning stages. The date for the meeting is Wednesday May 3, 1995 9:00 am 4:00 p.m. at the Harley Hotel, Lexington. This years meeting will be an all day workshop and luncheon instead of an afternoon session with a banquet. This workshop is part of the DIALOG QUANTUM series of workshops.



1995 Spring Meeting Moved!

-Submitted By Debbie Hatfield

Instead of Rough River State Park we will now be meeting at Breckinridge Inn in Louisville. The location for the SLA KY Chapter, KLA Academic and Special Sections Spring Meeting has been changed. The meeting which had been previously planned for Rough River State Park, was moved to a larger location to accommodate all three organizations. The meeting will now be held at the Breckinridge Inn in Louisville. A call for mini-sessions will be mailed in December Program. Announcements are scheduled for mailing in February.

New Directions for Document Delivery

SLA/Cincinnati Chapter Education Workshop, February 15, 1994. 9:00-3:00, University of Cincinnati Faculty Club.

Mary Jackson, Visiting Program Officer, Association of Research Libraries, will be the guest speaker for a workshop which will provide an overview of the types of services and technologies available from document delivery providers and an examination of the strengths and weakness of competing services. The afternoon portion will feature a panel of librarians who will discuss their personal experiences with providers and systems such as CARL Uncover,

UMI Proquest, OCLC FirstSearch and other document delivery services.

Chapter Award Nominations Sought

-Submitted By Judy Wulf

SLA/KY presents two awards each year that acknowledge members' contributions to the profession and to the chapter. The Awards Committee needs your input to recognize the efforts of two of our own for the 1994/95 awards.

The Professional Award is presented to an individual or group in recognition of a specific achievement in the field of librarianship, a specific contribution to the subject field in which they serve or for continuing professional excellence.

The Outstanding Chapter Member Award is given to a member for a notable contribution to the Kentucky Chapter, consistent service to the Chapter or actions that have particularly enhanced the Chapter's goals and objectives. (Nomination Form attached to this newsletter).

Nominees for either award have been should be fully paid members for at least a year.

This years' awards committee consists of Sharon Bidwell, Leonard Tharp and Judy Wulff. Nominations for either award should be made in

writing (see the form in this issue) and sent to the Awards Committee in care of Judy Wulff, 4807 Clipping Court, Louisville, KY 40241 by March 15, 1995.

Awards will be presented at the April meeting.

Student Chapter Report

-Submitted By Toni Powell

The Kentucky SLA Student Chapter has had a busy semester. Amy Roberts, President of the group reports that the students had a brown bag lunch which was an informal gathering for students and practitioners, they toured BWI Book Wholesalers, and co sponsored an interviewing/job hunting workshop with LISSO and ALA. Amy Roberts and I met with Dr. Donald Case, the new Director of the School of Library and Information Science to discuss continuing support for the Student Chapter. Dr. Case plans to continue supporting the Student Chapter at the same level as has been done in the past. Both officers, Amy Roberts and Stephanie Midkiff are graduating this December so new officers will have to be installed.

Mentoring needs some rejuvenation. Those people who have volunteered will be contacted to see if they are still willing to participate. Any of you who would like to

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participate or find out more about it, please let me know. Once new student officers are installed we will begin pairing up mentees with mentors. I plan to simply contact the mentor with the students name, address, phone number and e-mail address and then leave it up to the mentor to make contact and begin the process.

I want to thank all of you for your support of the student group and I hope we can continue to build in 1995.



Fall Meeting Report: Marketing Your Library

—Submitted By Debbie Hatfield

"Marketing Your Library/Information Center" was presented by Carol Ginsburg.

With practical tips and anecdotes from her own personal experience, Carol Ginsburg's lively presentation, Marketing Your Library/Information Center, kicked off the Fall 94 Conference, Hawking Your Information Wares : Effective Marketing of Information Services. Ginsburg's presentation format — who, what, when, where, and how — guided listeners through the basics of marketing. A brief overview follows:

WHO Your public. Know them well. Remember good junior staff become senior staff one day.

WHAT Your services. Try to put yourself in your patrons' shoes. Go for value-added services.

WHEN You are marketing all the time. Take advantage of every opportunity to put your best foot

forward. From the casual meeting across campus or in the hallway to telephone manners, make sure every impression is a good one. **WHERE** In the library, posters, inexpensive giveaways, and hard candies get attention.

Within your organization, attend as many meetings as possible outside of your area.

HOW Brochures — Keep them simple and have them look as professional as your budget allows.

Logo — Your company or university logo. Use it consistently on library handouts to project a professional image.

Handouts — Make them meaningful. Avoid library jargon. **Orientations** — A great way to spread the word to potential users. **Welcome Letters** — Send to all new employees. Include a brochure and invitation to an orientation.

Newsletters — Choose some timely topics and write about them for your company or university newsletter. Publish your own library newsletter.

And finally, use your technological expertise as a marketing tool. When you are seen as a driving force for new information technology, you and your library are viewed as dynamic and innovative.



Fall Meeting Report: Maximum Impact Presentations

—Submitted By Debbie Hatfield

"Maximum Impact Presentations : Tips and Techniques" was presented by Pam Klein.

Pam Klein packed the afternoon program of Fall Conference 94 with sound advice and design tips to help anyone give more effective presenta-

tions. After introducing the group to presentation key points and the different types of business presentations, Klein devoted the majority of the program to the characteristics of presentation visuals and explained the positives and negatives of each.

For example, transparencies are a common presentation visual. They are visible to larger audiences and require low technology but they may not work in very large rooms and the presenter must either stand beside the projector or use an assistant to change transparencies. Computer based media is very professional looking but equipment needs are harder to meet. Klein also stressed coordinating the overall look of visuals by using borders, logos, and a color theme. Some design characteristics to keep in mind are using 50% blank space on handouts, 60-70% blank space on transparencies, and using no more than 2 or 3 type fonts.

Not to omit an obvious point, Klein emphasized that the appearance of ourselves is as important as the appearance of our visuals. Good grooming, enthusiasm and a smile are all invaluable components to good presentations. Combine both aspects with planning and practice and you are on your way to captivating an audience. Her handout included a helpful checklist to help give our next presentation 'maximum impact'.



DIALOG Releases Video on the Internet

–Submitted By Debbie Hatfield

Dialog Information Services has produced a 4 minute video entitled "Paving the Way : A Digital Drive on the Information Superhighway". The video employs old black and white footage in a driving theme and can be used as a comic introduction to a discussion or class on the Internet. If you would like to borrow the video, contact Debbie Hatfield at (606)232-3783, techlib3@lexmark.com. □

DIALOG Home Page on the World Wide Web

–Submitted By Joseph Miller

DIALOG has announced it's new home page on the World Wide Web. Those of you with Internet access and a web browser you can now get a wealth of help and information about DIALOG services. The home page has sections on Frequently Asked Questions (FAQS), Database Descriptions, Publications, Commands, Features, and Services. There is also a Database Selector that lets you enter your search terms in natural language and then get a ranked output of the best databases to search. All the publications and other documents

are also searchable. If you have a DIALOG password, you can telnet to DIALOG from the home page to begin a search.

To connect to DIALOG's page, point your browser to <http://www.dialog.com>. If you have Mosaic or Netscape, you can view the nice graphics they have added. If you only have UKCC Internet access, you can connect using the following steps: 1) activate the CMS Web browser by entering WWW at the Ready prompt, 2) use the F2 key to display "other keys", 3) now F11 will be the "Go to URL" option; select it and then enter the address for DIALOG. You will not be able to see graphics but the text and links are available. □

Treasurer's Report 12/1/94 - *Submitted by Julie Parsons*

Savings Account Balance		1323.93
Checking Account balance 8/18/94		797.20
deposits		
transfer from savings	1000.00	
fall conference registrations	1365.00	
fall conference contributions	520.00	
expenses		
meeting expenses	1741.28	
newsletter expenses	62.36	
gift certificate	25.00	
stationary	19.87	
software	202.51	
student/librarian get-together	59.78	
post office box	49.00	
SLA joint reception in Atlanta	180.35	
balance		1342.05
Student Chapter subaccount		115.00
Grand Total		2780.98
