

# KENTUCKY CHAPTER BULLETIN

## CURRENT OFFICERS

**President:**

Deborah Hatfield  
(606) 232-3783  
techlib3@lexmark.com

**Past President:**

Patricia Wilson  
(606) 257-275  
klipsw@ukcc.uky.edu

**President Elect:**

Larry Besant  
(606) 783-5100  
l.besant@morehead-st.edu

**Secretary:**

Wanda Webster Fisher  
(502) 244-8807  
gibbs@iglou.com

**Treasurer:**

Alice Marksberry  
(606) 257-0308  
alice@alpha.caer.uky.edu

**At-Large:**

Sheri Lyle  
(800) 626-2823

Wanda McClure  
(606) 257-8865  
wlmcc100@ukcc.uky.edu

## President's Message

—Submitted by *Debbie Hatfield*

Information Literacy. I must admit when I first heard the term I was not sure I knew what it meant. I thought I knew, but every time I tried to define it, the right words kept slipping out of my reach. At our recent conference, the words of Dr. Jose-Marie Griffiths and Mary Tracey helped to congeal my thoughts on the subject.

In this age of information overload, the media has hyped the Internet as the information panacea for all. Surfing the 'Net has been made to sound like a new game and many adults have been disappointed to learn, as was my ten year old, that it is not.

Information Literacy means knowing when information is needed, how to go about finding the right information and how to evaluate the information once it is received.

Information Literacy means knowing the difference between what you can find on your own and when to consult a professional.

Information Literacy means knowing that the Internet is just another tool to help us slog through the maze of facts and considerable dross that bombards us on a daily basis.

These are just a few examples of what is meant by Information Literacy.

We, as information professionals, are information literate. We always have been. It is up to us to communicate the concept to others. Everyone needs to be information literate. It has become a necessity.



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## **BULLETIN EDITORS**

Gracie Hale  
 Morris Library  
 Gluck Equine Center  
 University of Kentucky  
 Lexington, KY 40546  
 (606) 257-1192  
 ghale@ukcc.uky.edu

Joseph B. Miller  
 School of Library Science  
 University of Kentucky  
 Lexington, KY 40506-0039  
 (606) 257-8854  
 jbmill00@pop.uky.edu

James Manasco  
 Chemistry Physics Library  
 150 Chem/Phys Building  
 University of Kentucky  
 Lexington, KY 40506  
 (606) 257-5954  
 jemana00@pop.uky.edu

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## **About the Bulletin**

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## **Publication Deadlines**

Deadline for submitting articles is one month prior to publication of the issue. Please submit articles for the Summer issue of the Bulletin by August 15, 1996.

Electronic format is preferred. Send e-mail to Gracie Hale:  
 ghale@ukcc.uky.edu

Newletters are mailed one month after article submission date.

## Member News

—Submitted by James Manasco

Ann Davidson Woosley (LexMark Information Center, Lexington, KY) gave birth February 7, 1996 to Anna Lorraine Woosley. Anna Lorraine weighed in at a healthy 8 pounds. She arrived with a full head of dark hair. Everyone's first comment is: "Look at all that hair!" Mary Violet enjoys having a sister. Mom is doing fine, but wonders when she will get a full night's sleep!

The LexMark Information Center participated in LexMark's 5th Anniversary Celebration on March 27, 1996. More than 3,600 employees toured the Celebration Showcase which featured booths from approximately 50 LexMark departments, including Boulder, Colorado and worldwide marketing and manufacturing. Debbie Hatfield, Head Librarian, was interviewed on the video made during the Showcase. The video will be distributed to LexMark employees worldwide.

The LexMark Information Center celebrated International Special Libraries Day with an Open House on April 18, 1996. Approximately 200 people attended the one hour event which featured several CD-ROM products that had recently become available in Windows versions, the CD-ROM network which now includes 6 products, and the Information Center's web page which is accessible internally by LexMark employees. Matt Bindbeutel from Information Handling Services was on hand to demonstrate and answer questions about the IHS products. Sherri Lyle of UMI provided bro-

chures and demo disks for ProQuest Direct.

To report Member News, please contact James Manasco at the Chemistry/Physics Library, University of Kentucky Lexington, Kentucky 40506-0055. Phone and Fax: (606) 257-5954. E-mail: jemana00@pop.uky.edu

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## Spring Conference Report

—Submitted by Gracie Hale

The Joint Spring Conference of KLA's Academic and Special Sections, the SLA Kentucky Chapter and the ACRL Kentucky Chapter was held April 3-5, 1996 at Jenny Wiley State Resort Park in Prestonsburg, Kentucky. Title of the conference was "Information Literacy: Transforming Education and the Workplace".

The first full day of the conference (April 4) included two general sessions. Speaker for the first general session was Dr. Jose-Marie Griffiths, director of the School of Information Sciences, and Acting Vice Chancellor for Information Infrastructure at the University of Tennessee. Dr. Griffiths' presentation was entitled "Perspectives on Information Literacy". Mary Tracey, director of Metronet of Minneapolis-St. Paul, Minnesota, was presenter in the second general session of the day. Both speakers emphasized the explosion of information presently available and the need to education users in not only how to access

information, but also in education them as to how to determine their information needs and to assess the responses they receive. Ms. Tracey's presentation was followed by a Reactor's Panel of information professionals from various types of institutions commenting on Ms. Tracey's remarks and on their individual experiences with information literacy. Members of the panel were: Larry Besant (Morehead State University), Deborah Hatfield (Lexmark International, Inc.), Glenda Neely (University of Louisville), and Helen Williams (Morehead State University).

Third and final of the general sessions was held on Friday (April 5). Terrence F. Mech, director of the Library, and Vice-President for Information and Instructional Technologies at King's College, Wilkes-Barre, Pennsylvania, gave an animated presentation entitled "Information Literacy: an End and a Means". Mr. Mech related how through means of surveys conducted with students as they moved from one class to another (i.e. from freshman to sophomore) he was involved in a project to determine how educating students on information reduced or affected their stress and comfort levels.

The conference also included mini-sessions on making presentations, conducting Internet training sessions, multimedia literacy, in addition to others.

Social activities included a reception on the opening evening (April 3) of the conference, a banquet on Thursday and entertainment by the Kentucky Opry's Junior Pros.

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### SLA/KY, C/EKOUG Spring Meeting

—Submitted by Gracie Hale

The annual joint meeting of the Kentucky chapter of SLA and C/EKOUG (Central/Eastern Kentucky On-line Users Group) was held on May 31, 1996 at the Harley Hotel in Lexington.

As has been the case in past years, the program consisted of a Dialog Quantum Workshop. This year’s workshop was titled “Partnering with MIS). The presenter was Jane Kelly.

The workshop presented an overview of the relationship between libraries/librarians and MIS (Management Information Systems). Preconceived ideas about each participant in the relationship often influence joint projects that libraries and MIS might embark upon. Workshop participants were provided with some examples of these preconceptions and suggestions on how such problems might be overcome.

A detailed 15 step process for implementing a partnership project with MIS was also provided. This process included the creation of a plan, the need to assess the plan/project at more than one stage of its development and suggestions for monitoring and supporting the project one it reaches implementation. Ms. Kelly continually stressed the need for communication between all parties involved in the project, and that communication needed to be a constant throughout the entire project.

The meeting concluded with a lunch for workshop participants. Responsibility for program planning for the Spring 1997 joint meeting now returns to the Kentucky SLA chapter.



### Thank You!

—Submitted By Sharon Bidwell

Editor’s note: following is a transcription of a thank you note to the chapter from Sharon Bidwell, who was presented with the chapter’s Outstanding Member Award during the KLA/SLA Spring meeting at Jenny Wiley State Park. Sharon expressed a desire for her thanks to the chapter to be distributed to the membership and so, with her permission, her message is being reproduced here.

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Thank you one and all for the Special Libraries Association Outstanding Member Award. It is displayed in my office.

Over the years, I have enjoyed working and socializing with members in this versatile group. I have learned so much and grown professionally through discussions and workshops provided at an affordable rate.

Please pass this around and make sure everyone knows how much I appreciate it (the award).

Sharon Bidwell



### Schenck Receives KTM Ambassador Award

—Submitted by Gracie Hale

Cathy Cooper Schenck was recently named as an Ambassador of Thoroughbred racing by the Kentucky Thoroughbred Media.

Kentucky Thoroughbred Media is an organization whose members write

about the sport of Thoroughbred racing. The organization presents its Ambassador’s award each spring to a person whom its membership feels has “gone above and beyond the call of duty in spreading the word about Thoroughbred racing and breeding”. This year, for the first time, two honorees were named. In addition to Schenck, Dr. George Mundy, chief veterinarian of the Kentucky Racing Commission was also honored.

Schenck came to work in the Keeneland Association Library shortly after obtaining her library science degree from the University of Kentucky. She has been there since 1978 and was named head librarian in the Fall of 1994. Schenck says she came to the library with little background in the equine industry but has over the course of the years developed both a depth of knowledge and a general interest in the industry. According to Schenck, one of the most interesting aspects of working in the library is the variety of questions she has received over the years. “Every question is different”, she says “there are always different horses.” Schenck also enjoys the fact that she gets to do everything in the library “from administration to reference”.

In talking about her relationship with media groups such as the Kentucky Thoroughbred Media, Schenck reports that she has, over the years, worked with all types of media. She states that the networks such as ABC and NBC who carry premiers racing events such as the Triple Crown and the Breeders’ Cup respectively, often call looking for information around the times that those events are to be held. She also

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works with individual writers on their projects.

Although Schenck's work is currently limited to the library, she has in the past worked in other areas at the Keeneland Association Race-track. At various times she has helped in producing the catalogs for Keeneland's famous bloodstock sales and is proud of her involvement in implementing Keeneland's Horsemen's Hospitality program. Schenck anticipates staying at the Keeneland Library for the remainder of her career.

A member of the Kentucky chapter of SLA since 1978, Schenck was named as Director-at-Large for a two year term at the recent Spring conference at Jenny Wiley State Resort Park.



### STN Regional Update Workshop

—Submitted by Joe Miller

The Chemical Abstracts Service will present a workshop on using STN Express, CD-ROM, and other CAS products on Tuesday, July 16 in Columbus, Ohio. For details and registration information, call 800-848-6538 ext. 3549 or fax 614-447-3694.



### Treasurer's Report: 4/1/96

—Submitted by Alice Marksberry

**SAVINGS ACCOUNT BALANCE (03/31/96) \$1389.82**

**CHECKING ACCOUNT BALANCE (03/31/96) \$2282.02**

**deposits**

**Registrations for 2/19/96 Board Meeting \$ 357.00**

**Allotment for membership from National SLA \$ 945.00**

**Total for deposits \$1302.00**

**expenses**

**Postal Mail Box Rental—1 year \$ 58.00**

**Postage for 2/19/96 Board Meeting \$ 22.72**

**Headley-Whitley Museum Lunch/Tour \$342.00**

**Kinko's (2/19/96 meeting flyers) \$ 10.20**

**Kinko's (Newsletter expenses) \$150.46**

**Univ of KY (reimburse student dinner) \$100.00**

**Award plaques for Chapter Awards \$ 63.50**

**Total for expenses \$ 746.88**

**Balance for Checking Account (04/16/96) \$2837.14**

**Student Chapter subaccount \$ 132.00**

**GRAND TOTAL (checking & savings accounts) \$4358.96**

**SLA LOAN FOR DIRECTORIES \$3000.00**

**Payment to Banks Baldwin \$2925.00 (\$75.00 balance)**

**Deposit of Ky Laws sales \$ 939.10 (62 sales total as of 4-**

**16-96)**

**Balance (repaid) for SLA Loan \$1014.10**

**GRAND TOTAL IN ALL SLA BANK ACCOUNTS \$5373.06**

## Student Chapter Elections

—Submitted by Joe Miller

I am pleased to announce the election of Mr David Birkhead as the new president of the student chapter, taking over from Deidra Payne, who will graduate from the program this summer. Deidra will be taking a position with a law firm in Atlanta. I would like to wish her great success and thank her for all her contributions to the student chapter. Under her watch, the student chapter membership more than doubled and there were many outings for the students to participate in.

David Birkhead is taking over this summer and will be meeting with the students to plan activities, beginning with our annual pizza lunch held in the SLIS Information Center in the fall.



## Spring Student Chapter Report

—Submitted by Deidra Payne

The University of Kentucky SLA Student Group has been very active this past year. The chapter had several goals and objectives for the 1995-96. We actively increased our membership enrollment, made a strong initiative to visit unique specialized libraries, and effectively promoted chapter-wide activities. In the Fall of 1995, past-president Pam Cobbs sponsored a Pizza enrollment party. Approximately 20 students and 15 SLA Kentucky Chapter members

attended. Through this activity our chapter grew by eight new members.

Several activities were planned and well attended during the Winter and Spring of 1996. In January, several members visited the Keeneland Equine Library, and the Lexmark Corporate Library. In February the members visited the University of Kentucky library storage facility. In March, the SLA student group organized a dinner for the Kentucky SLA Chapter as well as SLA students to introduce the Kentucky chapter to the new Director of the University of Kentucky School of Library and Information Science. The event was sponsored jointly by the SLIS and the Kentucky Chapter. As an incentive for student attendance, all SLA members or Newly joined SLA members would have their dinner provided for them. It was a successful enrollment activity. Our student chapter grew again by eight new members. In April, several SLA students attended the Chapter's Spring Conference. A future activity is a planned trip to the Lexington Herald-Leader Newspaper.

To better promote our student chapter to the entire University of Kentucky SLIS student population, we are currently developing a Web Page. We hope to further facilitate communication by keeping the members who are based on the main campus as well as those who are commuters, abreast of current events, activities, and meetings.



## Disclosure Inc, is First Sponsor of SLA's WWW Site

— From the Washington Office

Disclosure Incorporated, of Bethesda, Md., is the first exclusive sponsor of the Special Libraries Association's brand-new World Wide We site, scheduled to launch in May.

During the next four years, SLA and Disclosure will provide SLA members with the latest and most up-to-date information impacting special librarians and information professionals, including, but not limited to, the SIA publications catalog, government relations updates, membership information, professional development news, and information on annual meetings and conferences.

site marks one of the first private sponsorships of a World Wide Web site in the association community.

"Disclosure's long-standing commitment to SLA and our emphasis on the Internet as the information delivery platform of the future makes this sponsorship a natural fit," says Disclosure's President and CEO, Steven L. Schneider.

Disclosure Incorporated, the leading provider of financial and business information on public companies worldwide, has been a long time supporter of SI-A programs.

"Disclosure's commitment to the association and to the future of the profession merits recognition," added Bender.

The Special Libraries Association is an international professional association with nearly 15,000 members in more than 60 countries. Special librarians are information resource experts who collect, analyze,

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evaluate, package and disseminate information to facilitate accurate decision-making. They are most frequently employed at corporations, private companies, government agencies, academic institutions, museums, medical facilities, and information management consulting firms. □

## SLA Dues and Renewal Cycles

— *From the Washington Office*

The membership department would like to encourage you to help us improve member retention. You can do this by placing an announcement in your bulletin which alerts members to look for their renewal notice in the mail and encourage them to renew on time.

Your announcements in previous is on one of two renewal cycles— January through December or July through June. When you joined, you select a cycle. This cycle cannot change unless your membership has lapsed for more than a year.

SLA headquarters sends up to five notices for each cycle. The first renewal invoices for those on the July-June cycle will be sent in April, the second at the end of May, the third at the end of June, the fourth at the end of July, and the last notice on August 15.

In accordance with the SLA bylaws, on August 15, we will deactivate members on the July through June cycle who have not paid their dues. This means that membership will cease when dues are 45 days

in arrears of payment!

How can you assist in the renewal process? You can place an announcement alerting members to look for their renewal notice in the mail and encouraging them to renew on time. Your unit will benefit from your retention efforts. Unit allotments are based on the number of members affiliated with your unit at the end of the year.

Thank- you for your help in spreading the word about SLA's membership renewal process. □

## SLA Videotape Teaches How to Develop a Marketing Strategy

— *From the Washington Office*

Washington, D.C., May 16, 1996  
— The Special Libraries Association has recently released, *Getting What You Want: Developing a Marketing Strateg.*, a two-hour videotape of the distance learning program recently sponsored by SLA and LEXIS-NEXIS.

The program, paneled by leading industry experts, examines and discusses tools to market libraries and information centers within organizations, and explores how to use different technologies to advance resource centers.

Getting "at You Want covers strategies to enhance library services, cost-justify technology investments, find partnering opportunities with information services, and position libraries as the leading players in new

technologies.

The expert panel includes Howard McQueen, president of McQueen & Associates; Jill Maserian, of Arthur D. Little Inc.; Lisa Lo Vullo, The Baltimore Sun, and Robert Gamer, U.S. Postal Service.

Getting "at You Want.- Developing a Marketing Strategy costs \$39. Shipping and handling is -additional. For ordering information, contact SIA's book order department at 1/202/234-4700, ext. 643., or by e-mail at susan@sla.org.

The Special Libraries Association is an international professional association with nearly 15,000 members in more than 60 countries. Special librarians are information resource experts who collect, analyze, evaluate, package and disseminate information to facilitate accurate decision-making. They are most frequently employed at corporations, private companies, government agencies, academic institutions, museums, medical facilities and information management consulting firms. □





Special Library Association/Kentucky Chapter

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Gluck Equine Research Center  
University of Kentucky  
Lexington, KY 40546





