

KENTUCKY CHAPTER BULLETIN

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President's Message

—Submitted by Judy Wulff

Who turned on the switch for summer?! Right on schedule, the cool, wet, everlasting spring that puzzled all of us rather abruptly gave way to the seemingly perpetual summer forecast of hazy, hot and humid.

Some things are inevitable: all of a sudden I find myself writing the president's column. Time does march on, and quickly too.

Looking back over the last SLA/KY year, I'd like to call attention to how the programming came about. It's the same old story of participation by many people who took a little time to look at what they need in a program, respond to pleas for help, and carry out the tasks necessary to make the programs happen.

In August, Nancy Hanaford volunteered her space in the Plum Boyer Library of the Kentucky Opera in Louisville for an open board meeting and tour. For our fall event, Christie Robinson and Debbie Hatfield rounded up speakers on achieving effective information policy, Pat Wilson made arrangements with Spindletop, and Larry Besant and Joe Miller arranged a VIP tour for SLA President Sylvia Piggott. In March, Cathy Schenk arranged our second board meeting at the Thoroughbred Club in Lexington. The Spring Conference in April at Natural Bridge State Park, held jointly with KLA/Special Libraries Section and the Kentucky AHEC Librarians had us traveling the information highway. That was the work of many people: from SLA/KY, Ebba Jo Sexton, Sharon Bidwell, and Larry were essential to the process. Jane Bottoms (with database help from husband Thomas Bottoms) kept track of registrations for two conferences and answered lots of phone calls. Larry Besant enticed Nancy Garman to speak to us at the May meeting with C/EKOU. Alice Marksberry cheerfully made deposits and paid the bills. Sharon, Larry, Sue Burch, and Maggie Johnson helped encourage vendors to subsidize our meeting costs.

And that is just to name a few. These and many other people have helped make our programming happen, and I'm betting that I speak for many when I say that the jobs were not particularly onerous or terribly time-consuming. Still, that work made good, interesting, informative things happen.

Program work has started for the new year. To get things rolling, a few of us gathered at Ed and Fred's Desert Moon in mid-June. Debbie, Alice, Larry, and I met with our new President-Elect, Joe Miller, to talk about programming for the coming year. The focus seemed to drift towards "new technologies" (interactive web pages, smart retrieval agents, etc).

But it's not all set and we still need input from all of you.

Tired of the same old "new stuff"? Or can't get enough of it? What's exciting you? What's scaring you? Want to meet in Lexington? Want to see new places? Meet in the parks? Meet in the cities? Are you an idea person or do you prefer defined tasks? Let your officers know! There's a role here for everyone.

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Electronic format is preferred. Send e-mail to Beth Mitchell: mitchell@mis.net

Newletters are mailed one month after article submission date.

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SLA/KY is one of the ways we help each other stay smart. Do your part for smarts-making meetings. There will be lots of opportunities for input and to help with jobs that are neither terribly time-consuming nor unpleasant.

Many hands, light work, no heavy lifting, pleasant company, good times had by all. Enjoy the summer.

Stay in touch. □

LAMA Grant Awarded

—Submitted by Joe Miller

The following article was published in the May 19 "Library Hotline":

Reinette Jones, Communications Librarian at the University of Kentucky in Lexington, receives the first Library Administration and Management Association (LAMA) Cultural Diversity Grant. Jones and a team drawn from the University of Kentucky School of Library and Information Science, the Special Libraries Association Kentucky Chapter, and staff at the University of Kentucky will use the grant to support three information programs: a booth at the Kentucky State University Career Day, a program at the Kentucky Library Association Conference, and a booth at the University of Kentucky Minority Recruitment Conference. A web site will be established and a flier will be mailed to high school and academic

career counselors and librarians. (Ed. note: Please see Ms. Jones' story about the Grant, page 4.) □

Annual SLA/KY C/EKOUG Meeting

—Submitted By Gracie Hale

Nancy Garman, editor-in-chief of *Online* and *Database*, was the featured presenter at the annual joint meeting between SLA/KY Chapter and C/EKOUG. The meeting was held May 30 at the Harley Hotel in Lexington.

Garman's address was entitled "Now That Everyone's Online, Where Does That Leave You?" Garman described the current online environment as an exciting time now that "the world has come to us." She described how families now stay in touch via e-mail, and how common activities such as banking and school applications are taking place online. The Internet is becoming such an everyday tool that Garman described one response to the need for information professionals as "amazement." After all, everyone is online and can retrieve whatever they want for themselves.

Garman listed five reactions which she sees information professionals using: 1. Defensive - "circle the wagons," control the passwords, because the patron needs the professional for the best online search results. 2. Marketing/

proactive - "get the word out," let the public know what information professionals can do and provide. 3. The need for reassurance - the feeling that once people get online, they will eventually come to professionals with the hard problems. 4. Gatekeepers - librarians and other information professionals can act as guides and trainers. 5. Ostrich - keeping one's head in the sand and continuing as usual.

Garman also detailed what she saw as trends in the online world. First among those trends is the fact that the role of the information professional is changing.

Garman sees this time as an exciting time when "the world has come to us." In her view, information professionals are perfectly positioned in the new environment, with the ability to grow beyond the library walls and into the larger information world. Garman noted that this would require the acquisition of skills not presently taught in library schools. Business skills, for example, would be very important to the librarian who works directly with consultants.

Other trends which Garman sees are: intranets and the librarian's need to participate in their instigation and design; enterprise publishing in organizations using CDs and intranets in order to make information available across the organization; and knowledge management - the process of turning information retrieval into knowledge. This too,

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SLA/KY Chapter's Night on the Town

—Submitted by Alice Marksberry

As tradition dictates, SLA/KY members reserve a night during each annual conference to meet for fellowship, fun, and food—not necessarily in that order. Seattle was no exception. And with the bounty of the sea flowing in and around every nook and cranny of this urban city, seafood was not a hard choice to make.

We called on the experience of one of our co-patriots, Ebba Jo Sexton, to make a recommendation. Ebba Jo has visited family in Seattle many times, and on Tuesday night we met at *Ivar's Acres Of Clams* on Pier 54 on the waterfront. Ivar Haglund was a Seattle legend, an entrepreneurial dynamo, master of the corny pun (“keep clam”), and prolific fish fryer. “His” food was not bad either ... I can only vouch for the Copper River King Salmon, but it was certainly super.

We had gathered at eight-ish and found that we were missing one, so we took a head count. Let's see ... there's Lil, Pat, Ebba Jo, Sharon and Laura, Alice and Theresa; okay, I see James (always “true blue” Manasco); there's Debbie ... So where is Larry???? We finally located him ... in the bar ... talking to a fellow Kentuckian ... who was that guy anyway, Larry??

Conversation was lively (James and Debbie foraged for topics) and the joint was jumpin' (well, sort of ... we always create our own entertainment anyway!) After totally stuffing ourselves to the gills, we decided going to the “Taste of Seattle” dessert function was the way to finish the night in style. □

New Editors Take Over

—Submitted By Cindi Trainor

This issue of the newsletter marks the end of an era. Gracie Hale and Joe Miller have passed the newsletter reins on to Cindi Trainor, Electronic Services Support Librarian at the University of Kentucky, and Beth Mitchell, Resource Center Director at the Partnership for Kentucky Schools and the Prichard Committee for Academic Excellence. Thanks to Joe and Gracie for many excellent issues. Good luck on future endeavors!

Thanks to the recent SLA Annual Conference in Seattle, this issue has been easy! I hope each of you has as much fun reading is as I did ... □

Conference Break

—Submitted by Alice Marksberry

The “Seattle by Twilight” tour was a wonderful foray into the sights and rhythms of a great city. Founded more than 100 years ago, the original city burned approximately 105 years ago. Originally, the city was built on the western shore of Puget Sound, but the beach and water depths were found unfit for the sea transport of the soon-to-be-booming timber industry.

Downtown was relocated to a more suitable site for a harbor. Seattle was built among seven major hills. One was razed to become the landfill of what is now a major part of downtown.

The city's waterfront is bordered

by Puget Bay which eventually leads to the Pacific Ocean, so ocean freight is big business. Seattle is also surrounded, on the east and west, by two different mountains—Mt. Olympus and Mt. Rainier. So the city basically grows north and south.

It rains (or rather mists) approximately 150 days per year, but strangely enough Seattle receives four inches LESS in total annual rainfall than does New York City. Go figure!

We had a great tour guide. He was, shall we say, an enlightening and entertaining type of fellow who told us about many of Seattle's past cultural and city design mistakes. James remarked that we had a David Letterman-type wit! He even offered to stop by a friend's house and invite us all to have Starbucks's coffee ... but then thought better!!

We toured most of the city. The area around Puget Sound was quite lovely and beautifully landscaped—tons of shrubs and hedges and even some PALM TREES were sighted. However, even this side of town—the million-plus dollar homes—had a significant problem ... some of the houses are sliding into the sound! Needless to say, I don't think these folks are very happy about that!

We rounded out our evening by touring the city's locks and driving around Discovery Park, a former army training base which is now a residential park. Finally, we ended the tour with a fantastic night-time view of downtown from the western side of the Sound and then drove along the waterfront on the way back to the Convention Center. □

ALA/LAMA Cultural Diversity Grant

--Submitted by Reinette Jones

LAMA, in my opinion, was one of those different looking creatures you sometimes see when exiting the local airport. But last November I learned a new definition when the Equilibrn's listserv distributed e-mail titled "LAMA Cultural Diversity Grant." I learned that LAMA also stands for Library Administration and Management Association.

I considered submitting a proposal for the grant, but I didn't think I had enough umph to put together a grant proposal by the last day of the year. Besides, grant writing was the stuff other librarians did; therefore, I let it rest for a week, then I forwarded the message to the entire University of Kentucky Library System. I just knew someone would apply, and then I could offer my assistance.

No one took the bait. So, I figured since I was the one interested, why not give it a try. I knew that the SLA Kentucky Chapter Affirmative Action Committee had a library diversity project in place, so I contacted Sandy Challman to discuss a possible partnership. Sandy and I bounced around ideas for a while, then our ideas bounced us around for a while.

Sandy was very helpful in giving pointers on grant writing. Three days before Christmas, the proposal was mailed to LAMA. Three months later I received notice that I was the recipient of the first LAMA Cultural Diversity Grant. A \$1000.00 check was presented at the 1997 ALA Conference, LAMA President's

Program.

The grant proposal outlines the co-joined efforts of University of Kentucky librarians, the Special Library Association Kentucky Chapter, and the University of Kentucky School of Library & Information Science. Information will be distributed at the Kentucky State University Career Day, the Kentucky Library Association Conference, and the University of Kentucky Minority Recruitment Conference.

Thanks to the help of Susan Byars, an article appeared in the Lexington Herald-Leader about me and about the grant. Additional articles about the grant have appeared in several publications. The publicity has generated requests for additional presentations. On June 16, 1997, Gracie Hale, Shawn Livingston, and I spoke to the University of Kentucky High School Minority Journalism Workshop students. Most of the students did not know about library professions.

Carmen Samuels and I will give a presentation on African American Librarians in Kentucky during the Black Caucus of the American Library Association Conference (July 30 - August 3). Carmen is manager of the Louisville Free Public Library Western Branch Library. The Western Branch Library was the first African American public library in the United States.

For me, receiving the LAMA

Cultural Diversity Grant was a warm hand of encouragement and support. A diverse profession is a wealthy profession; the library profession in Kentucky has some outstanding bills. I would encourage all Kentucky librarians, regardless of race, culture, sex, etc., to consider submitting a proposal for the 1998 LAMA Cultural Diversity Grant. □

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would involve skills that go beyond the technical skills learned in library school.

Garman concluded her address by reiterating that indeed "everyone" is online, but primary use in the online world is concentrated on email or casual searching. She stated that though many major search services such as Dialog and STN are now creating web interfaces in an effort to market to the end user, there is still a need for the information professional to act as mediator in the search process. The information professional offers judgment and precision while the casual user may search for hours without retrieving the relevant information that an information professional could extract in a much shorter time. Garman expressed concern that the information professional may get left behind in the industry's push to reach the end user. □

Growing Special Librarians for Fun and Profit

—Submitted by Lillian Mesner

“Growing Special Librarians for Fun and Profit” was the title of a panel discussion held at the Spring SLA/KLA (Special Section) and AHEC Conference at Natural Bridge State Park on April 25, 1997.

The panel was an informal discussion between four people. Participants were: David Holt, Hardin Memorial Hospital; Linda Minch, Lexington Herald-Leader; Ling Jeng, University of Kentucky School of Library and Information Science; Larry Besant, Morehead State University Libraries.

The theme of the discussion was the need for certification for librarians. Two documents were distributed to attendees: the Medical Library Association’s *Platform for Change* and the Special Libraries Association’s *Competencies for Special Librarians of the 21st Century*.

The panel proceedings were as follows:

David Holt went into great detail about the very rapid changes in the health care field. Holt cited changes in ownership, changes in Medicaid and other insurance, and the rise of HMOs as evidence of rapid change in the medical arena. Many accreditation teams visit Holt’s site. Holt said that his environment is one constant change and that there is much ambiguity in his situation. New relations have to be forged all the time.

Holt said that the joint commission emphasized functions and not departments. He stated that there must be competencies for all

employees. The job requires educational needs, certification, essential functions, CQI requirements, competency assessments, and the provision of evidence of activities. Holt’s point was that library school students should be told about these requirements before accepting employment.

In regard to the statements in the two documents (MLA’s and SLA’s publications), Holt stated that he thought the SLA document gave good examples of functions, was more succinct, and made individuals responsible for their own continuing education.

Linda Minch was the second presenter on the panel. Minch explained her situation, noting that her employer, the Herald-Leader, is owned by the Knight-Ridder corporation. Knight-Ridder directives originate from corporate headquarters in Miami, Florida. This year Knight-Ridder required that the library change to a new system during the span of time that the University of Kentucky was involved in the NCAA basketball tournament. This was, needless to say, a busy time at the newspaper. Regardless, the change had to be made and the news archives kept current. Minch stressed that, in her experience, librarians must be flexible and work well with people.

Minch feels that competencies cannot be taught, because many of the things required are personality characteristics. She stressed that continuing education is critical to librarians’ work. She agreed that the *Competencies* document keeps

information professionals ahead of the game, for now. Minch emphasized how in her situation reporters do a good deal of the research, but still usually only scratch the surface of the information available. The Internet also presents a problem because users tend to search the net without regard to the reliability, currency or completeness of the data found.

Minch questioned the need for certification. She is not sure herself that the need exists. Minch stated that if certification is necessary, then the costs involved might be a prohibitive factor for some people.

An attendee at the session asked how it came about that librarians at the Herald-Leader are being credited in print articles. Minch replied that the librarians struggle to receive such acknowledgments, citing the fact that newspaper editors don’t want readers to know that the work is not done entirely by reporters. She added the caveat that the work cited for librarians in the paper should be for extensive and not casual work.

Dr. Ling Jeng was the third panelist. Jeng mentioned that she was chairing the Committee on Education at ALA this year and that the committee had received a proposal from LAMA and PLA to formally certify Public Library Administrators. Such a certification program would require extra course work and continuing education. Jeng noted that the committee was in great debate about this topic

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—Submitted by Alice Marksberry

and that there was much controversy. Jeng stated that, for now, ALA will go with continuing education rather than certification.

Jeng posed the following questions regarding competencies and certification:

Will it be at the individual's initiative to do the activities listed in the documents? What will be the responsibilities of the professional associations for helping people with the certification process? To whom is the person accountable on the job? Can the person know what the things are which they have done to make them deserving of rewards beyond what they are presently receiving? Under what circumstances can a librarian not "keeping up" be fairly dismissed? What do users expect from librarians? Jeng emphasized that the documents raise many questions and that the answers to those questions are not readily apparent.

Larry Besant was the final panelist. Besant made the point that the MLA document is an agenda for action, while the SLA document is not. He considered the MLA document to be a good start toward certification.

Besant read a letter written by SLA President Sylvia Piggot in which Piggot stated that there is no way to enforce the competencies listed. Besant stated that competencies can be enforced in two ways: professional studies and practical experience. His point was that some enforcement is necessary. Besant mentioned that Piggot stated

Given at the joint meeting of the SLA/KY Chapter and C/CKEUG groups.

SAVINGS ACCOUNT (4/30/97)	\$426.72
BALANCE OF CHECKING	\$2213.10
Student Subaccount balance	\$132.00
GRAND TOTAL (checking and savings accounts)	\$2771.82

Library Laws Project

\$1436.60 Balance of sales (1996 sales total as of 4-24-97...used for 12/96 payment)

(\$3000.00—Loan Amount)
 (\$1500.00—Paid 12/96)
 (\$1500.00—Payment due 12/97)



that ALA and SLA should work together on certification because employers need some guarantee of what librarians have learned and what they can be expected to do.

Besant stated that while he supports certification, he does not think that it will happen. He cited the example of SLA still not requiring an M.L.S. degree for membership.

David Holt stated that he thought that certification might become a reality.

An audience member made the point that certification does give recognition to the librarian's work.

Jeng stated that, in her opinion, three things would have to happen

for certification to be implemented:

1. There would have to be consensus in the profession that certification is desirable;
2. Professional associations would have to take a strong leadership role; and
3. Professional associations must set the standards for certification.

It was noted that, as a legal matter, ALA is a 501 C-3 organization and it is against the federal tax code to evaluate membership. ALA could not, therefore, test and measure its membership.

Minch mentioned that it would be helpful to educate people in the profession to the importance of certification to themselves and the profession.



Seattle, Land of Coffee and Beer

—Submitted by Debbie Hatfield

Some random observations about Seattle.

What do you get when you put a bunch of Kentuckians together at a librarians' conference? A spontaneous party, usually.

Seattle is hilly. Your legs will get a workout while walking from 6th Street to 1st Street.

It's probably not a good idea to walk from 1st and Pine to 6th and Madison at midnight, but we did it anyway.

Seattle is not a rainy, gloomy city.

Mt. Rainier looks like a big pile of dirty snow.

Oysters taste better in Seattle.

Salmon tastes better in Seattle.

Microbrews taste better in Seattle.

Starbucks coffee isn't all that great.

You have to look even harder to find a bad restaurant in Seattle than you have to find a good restaurant in Lexington. If you're ever in Seattle, go to Leo Mellina's. Mention my name, and you'll get a good table.

Culture is important to Seattleites. Across the street from the Seattle Art Museum, the Lusty Lady was having its Shakespeare festival showing *Julius Sees Her* and *King Lear*.

The Alibi Room is a grungy little bar downstairs at the Pike Place Market where you can look out on the bay and trade quips with Greg, the Irish anarchist bartender.

The Art Bar is exactly what its name implies. It's a long narrow space adorned with original paintings and sculptures and peopled with the black-attired, purple-haired, nose-ring set.

Speaking of nose rings, the report that grunge is dead was a bit prema-

ture. It's still alive and well in Seattle.

Pioneer Square is in the most historic area of Seattle, where you can spend an evening going around to all seven bars in the square. (Greg said it was touristy, but that's just what an anarchist would say.) Four hardy Kentucky Chapter members started and ended at a blues bar appropriately named Larry's.

The festive atmosphere of Seattle is probably what prompted James Manasco to propose a Kentucky party at next year's conference. I believe the word toga was used.

Student Group Schedules the Annual Pizza Party

—Submitted by Joe Miller

As we approach another academic year, I am once again looking forward to the opportunity to continue advising the SLA student group. I'd like to congratulate Micaela Ayers on her election to the office of president. She has been active in the student group for several years and I know that she brings much experience and enthusiasm to this new role. The School of Library and Information Science is expecting almost 100 new students this fall and it is my hope that many of them will consider joining SLA. I'd like to encourage chapter members to mark their calendars and plan on attending the annual pizza party co-sponsored by KY-SLA and the SLIS on Tuesday, September 9, from 11:30 a.m. to 1:30 p.m.; RSVP to me at jbmill00@pop.uky.edu no later

than noon on Monday, September 8.

When we get closer to the date, I'll put out a reminder on our listserv. This is a great opportunity for new students to meet practicing professionals and learn what SLA has to offer. So help us in this recruiting effort by joining us for good company and free pizza!

UK Student Group Connections

—Submitted by Micaela Ayers

When the President of SLA, Sylvia Piggott, visited the UK campus last spring, one of her teaching moments came to us when she told those of us crowding around her that the proper term is "Student Group," rather than "Student Chapter." I appreciated her correction; it made me aware of the connection to the whole organization and to the standards involved in being a part of something larger.

I've now inherited the position of president of the student group at UK, and I'd like to introduce myself. My name is Micaela Ayers, and I have been the student group secretary-treasurer since 1994, providing a little bit of continuity for the group. I work as an intern for the KY Dept. for Environmental Protection, running the EPIC Library in Frankfort. I've met many of you at the functions of the chapter and at our student group pizza parties over the years, and imagine more fun and involvement with you all coming up this year.

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CALL FOR PAPERS — INDIANAPOLIS 1998
CONTRIBUTED PAPERS SESSION
BIOLOGICAL SCIENCES DIVISION
SPECIAL LIBRARIES ASSOCIATION

To All Biological, Medical and Life Sciences Librarians and Information Specialists

The SLA Biological Sciences Division is planning its annual Contributed Papers Session for the Indianapolis Conference in June 1998.

Session Theme:

Cooperation is the Key: How Biological, Medical and Life Sciences Librarians and Information Specialists Have Shared Electronic or Print Resources to Meet Users' Needs

Here is an opportunity to share with your colleagues recent research or works in progress that address shared information resources. What critical electronic or print resources are you sharing among libraries or institutions? Are you using existing consortial arrangements or implementing new cooperatives? How satisfied are your users with the arrangements? What impacts do these arrangements have on the effectiveness or efficiency of your library's or institution's services? What positive or negative impacts has the use of shared resources had on your relationships with collaborating libraries or institutions?

ABSTRACT: A 200-500 word abstract should accurately convey the subject of the paper, its scope, conclusions and relevance to the program theme. Priority will be given to papers that demonstrate analysis of the program over those that merely describe it.

DEADLINE FOR SUBMISSION OF ABSTRACTS: September 15, 1997.

PAPERS: If chosen, acceptance of your paper reflects a commitment on your part to 1) submit the complete text of your paper to the program convener by March 31, 1998; 2) give a presentation of your paper for no longer than 20 minutes at the Indianapolis SLA conference; 3) where appropriate and feasible, offer a brief demonstration or representation of your project during your presentation; 4) consent to "publication" of your work on the Biological Sciences Division's Web site.

SUBMIT ABSTRACT (preferably by email) TO:

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I've had a couple of discussions with Joe Miller, our student group advisor. We really appreciate his efforts for the group over the past two years. And we've had some great ideas together about future activities and opportunities for group members. One of our best events has always been our pizza party in the fall with new students and chapter members. So please mark your calendars for Tuesday, Sept. 9. We'll have food from 11:30 a.m. to 1:30 p.m., and have a chance to introduce everyone at about noon. Please come!

Also, I'd like to ask your help. Do you have suggestions of libraries and information centers that the student group could visit? Could we visit you, or would you be willing to address a group meeting about your specialty for 10 minutes? Please take a moment and e-mail me at MCAyer00@ukcc.uky.edu. Thanks! With your involvement in a connection with the student group, we're going to have a great year. □



SLA Student Group Pizza Party

When: Tuesday, September 9
Time: 11:30 am – 1:30 pm
Where: 504 King Library South
 University of Kentucky
 Lexington, KY

RSVP to jbmill00@pop.uky.edu
 By Noon, Monday September 8.

Food for the Web

–Submitted by Alice Marksberry

Session Summary:

Monday, June 9th, 1997
 10:30 a.m. to 11:45 a.m.
 Food, Agriculture, & Nutrition
 Division

What if you had been given the responsibility of developing your organization's website? Where do you begin? What questions should you ask? How do you make it a success? This session, moderated by Pat Wilson and sponsored by International Thomson Publishing and Leatherhead Food RA, attempted to shed some light onto this complex topic. Susan Wilkinson of the Food Marketing Institute (FMI) and Laurence Himelfarb of the National Restaurant Association (NRA) shared some of their experiences, trials, and tribulations of putting together and utilizing websites for their organizations.

FMI began development in June 1995 and went "live" in April 1996 (<http://www.fmi.org>). FMI developed an action plan to "take advantage of new technologies and implement online communication capabilities for its members." A project mission statement and objectives were constructed and defined, while the project fell into four distinct phases:

I. Info Gathering

FMI first explored the World Wide Web and then talked to other organizations that had begun development of their own websites. Susan stated that this sharing of experiences was one of the most beneficial aspects of planning a

site. FMI also needed to determine what materials and services were appropriate for electronic distribution.

II. Request for Proposal

This phase consisted of a proposal construction and review and selection of a website vendor to create the physical portion (HTML language) of the site. FMI's first choice for a vendor did not work out, and they had to regroup and totally redesign the site using another vendor. Happily, this relationship worked and is still going strong.

III. Staff Involvement

Let people see it! Educate users to be sure they can and will use web access. Position the site as the first place to publish, not the last. Determine which formats are best for publishing in this forum.

IV. Marketing the Site

Be sure the address is included in normal business correspondence: business cards, news releases, research reports, mailings, and voice mail. FMI developed a "rolodex" type of card which included the URL. Site demonstrations in the office and at trade shows are very effective. Word of mouth is often the best advertisement. Site hit reports are very valuable as well for marketing and targeting areas which receive the most use.

Summary: Susan emphasized that the team approach worked best with development of the website. Setting goals and objectives plus talking with others who have developed their own sites offer

invaluable insights. Look at other sites for ideas, and spend sufficient time designing the look and access. Know the vendors' strengths, and watch the site hit reports for feedback. Finally, be sure the support of your staff is secured, and get plenty of user feedback. HTML experience is helpful, but most important is the inclusion of an information specialist, particularly a techie.

Although it is unusual for a trade group to develop a website, the NRA has accomplished that very thing according to the second speaker of the day, Larry Himelfarb. NRA Online (<http://www.restaurant.org>) was launched

in February 1996 and is considered a central access point for online products and services of the NRA. The entire site is searchable with forecasts, research, and hot topics/articles available as well. An idea under development is a "virtual convention" area which would be a revenue source for the association from vendors advertising on the site.

Travel Industry Association research shows that travelers frequently use the web to plan their travel activities, and the NRA wants to use their members' restaurant information for a particular area. The Internet is the only medium which encapsulates the

entire relationship between the consumer and the business. The Dining Guide (<http://www.dinefind.com>) provides a comprehensive, easy access directory to consumers probing for information about association members.

Positioning of the website is important to the NRA which sees it as a marketing tool of the 21st century. The database could be made more comprehensive as entertainment and food sites team up. Other marketing partners might be found in the travel and tourism industries which could also include the convention centers of the future. □

August Board Meeting

—Submitted by Ann Woosley

Thursday, August 28, 1997
11:30 a.m. - 1:30 p.m.
Amelia's Field
617 Cynthia Road
Paris, KY

Amelia's Field is an historic country inn located in Bourbon County. Amelia's Field is part of the Clay family farm named after Joe Clay's Aunt Amelia. Lunch will be served on the patio. The menu changes daily but will consist of salad or soup, an entree and dessert.

Directions: From I-75 take Paris Pike exit 113. From Lexington, North Broadway turns into Paris Pike. Drive approximately 13 miles from the Interstate/Harley Hotel to the intersection of North 27/East 68

(Paris by-pass) and turn left. There will be a Dairy Queen on your right. Drive approximately two miles to North 27, and turn left. There will be a small sign pointing to Cynthia. Approximately four miles later Amelia's Field will be on your left. You can see the sign from the road but not the house. The drive curves to the right.

Mail check to:

Alice Marksberry
CAER Library
University of Kentucky
3572 Iron Works Pike
Lexington, KY 40511-8433
Phone: 606-257-0308

Additional Information:

Ann Woosley
Lexmark Information Center
Dept. 990L/Bldg.032-2
740 New Circle Road N.W.
Lexington, KY 40550
606-232-3294
techlib1@lexmark.com

**Deadline for Reservations:
August 20, 1997**

Make check for \$18.00 payable to "SLA/KY" Please include your name and phone number.

***If you have special dietary needs,
please call or e-mail Ann before
August 20.***