



Michigan Bulletin

Winter 2008

Vol. 71:1

President's Letter

Hope 2008 has been good for all of you so far! The first few weeks of my tenure as President MI Chapter SLA have been quite eventful, beginning with the January tour of the Reuther Library and Archives. All of you who attended know how interesting and enjoyable this event was. I know I was impressed with the facility and the hospitality of everyone there. Thanks to all who helped plan this event!

Speaking of programs, Sophia Guevara, Program Chair and President Elect, and her hard working Programming Committee have some great events coming in 2008. The first of which was a "Meet and Greets" February 7th in Ann Arbor at the Olive Garden. This event is proving to be very popular. Other Meet and Greets are planned throughout the year in various localities. These informal networking opportunities are invaluable for sharing news, getting feedback, and generally having a good time with your peers. Please attend at least one of these if you can.

The program on March 14th will be a tour of the "new" DIA and its library. Registration is now open on SurveyMonkey via our web-

site (<http://units.sla.org/chapter/cmi/>). Other upcoming events include the Alberta Brown program in May, a second program on free business websites being held at MSU, and a visit by OCLC's George Needham.

Two events are also planned in the near future for our student groups. On February 23 the WSU student chapter will be going to Eastern Michigan University for a tour and meeting. On March 29, I will be giving a talk on SLA to the students at SI. In 2008, let's all consider sponsoring a student to attend one of our chapter events.

We are continuing to move forward with our virtual programming. A special committee is working on bringing some innovative programs to our members throughout the state. Please check the website and this column for future developments. From January 23-26 I attended the Leadership Summit in Louisville, KY. It proved to be a very educational and enjoyable time for me. There were a number of interesting speakers and working sessions. One session was on the value of SLA membership and I would like to encourage you to take advantage of the myriad number of benefits of which your membership entitles you. Remember, much of the

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value in membership is visible only to those to have been authorized to enter via their membership ID.

What are some of these benefits? Here are just a few:

- Membership directory – a major networking tool;
- CLICK University that contains both free and fee courses and other resources;
- Free CLICK U course of the month;
- Free podcasts and webcasts;
- **990 FREE** ebrary e-books on management and leadership topics -- 35 more new books are being added soon!;
- Factiva newsfeeds on topics of interest to librarians;
- NewsGator feeds of over one hundred information topics.

You can find more benefits of membership by visiting this website: <http://www.sla.org/content/membership/mbrbenefits/index.cfm>

I look forward to seeing all of you at our events this year.

Paula Marguerite Storm

President 2008 MI SLA

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Feature Article

Four easy ways to impact your profession

By Sophia Guevara

You join your colleagues for lunch one day and learn that one of them has recently taken on a leadership role in the SLA. You say to yourself, “Oh I could never do that...it would be just too big of a time commitment.” Another colleague mentions her recent article in the SLA division bulletin. You think, “I’m not much of a writer and besides, publishing is for academics.” Yet another mentions a presentation he’ll be giving at an upcoming conference. You begin to think, “I wish I could do that, but I don’t even know where to start.”

Contributing to the profession takes less time than you might think. Librarians from all types of backgrounds choose to make a difference and so can you. So how can the “too busy” professional find a way to make their positive impact?

First, take stock of your strengths. Do you have exceptional presentation skills or a knack for writing? Do you tend to shine in leadership positions? Are you willing to share your professional wisdom with an early career information professional? Once you have determined where your strengths lie, start participating in activities that can make the most of them. Here are four suggestions to help you decide where to begin:

Volunteer. Contact the leadership in your SLA state chapter or national division. They would be more than happy to inform you of opportunities in which you can make a contribution. Help with program planning or take on an open board position. Not only will you work to make a difference, you’ll also develop your leadership and teamwork skills.

Write. The bulletin editors are always on the lookout for reviews and articles from today’s professionals. Do you know of great websites that should be on everybody’s radar? Create a ready reference list for fellow librarians. Have you come across a gem of a reference item? Write a book or product review. As you work to keep yourself up-to-date on the profession’s current trends, take the extra step to share the information with others.

Present. Have a background in a topic that is hot right now? Are you willing to share your knowledge with others? Volunteer for a poster session or participate on a panel discussion. Use your expertise to help keep your fellow professionals informed.

Contributing to the profession takes less time than you might think. Librarians from all types of backgrounds choose to make a difference and so can you.

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Press Release

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Special Libraries Association Announces Green Initiative

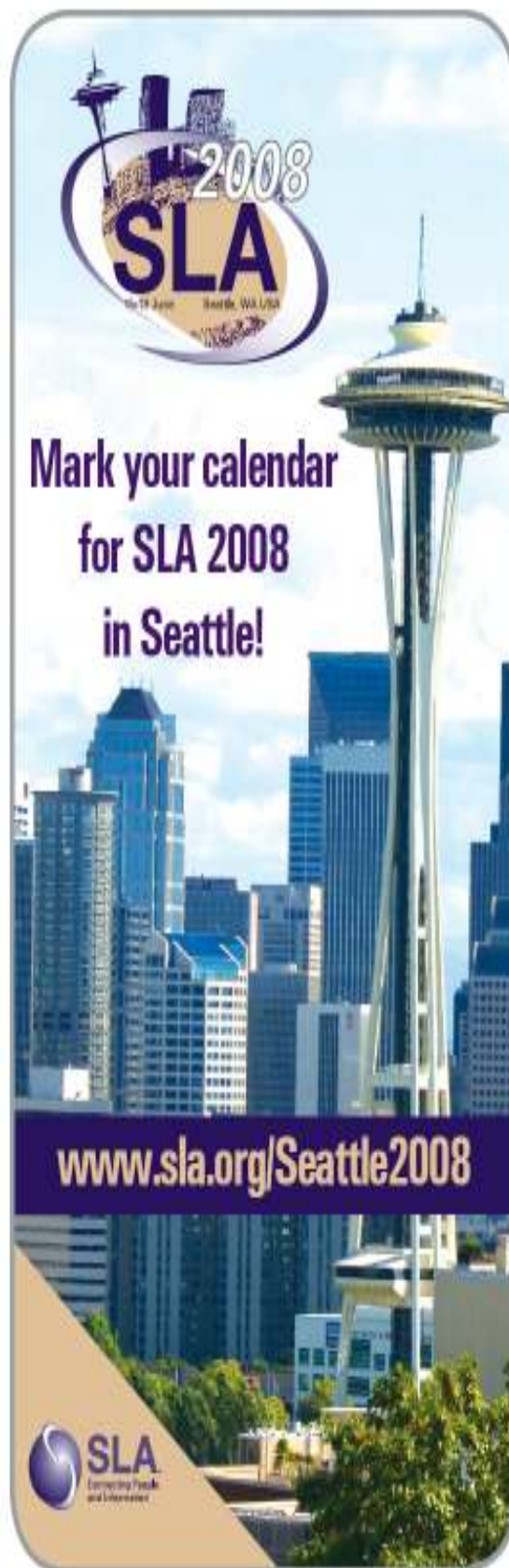
International Organization for Information Professionals Seeks to Provide Members with "Knowledge to Go Green"

Alexandria, Virginia, 11 January 2008 - The Special Libraries Association (SLA), a nonprofit global organization for innovative information professionals and their strategic partners, today announced it will take the first steps and begin efforts to become an environmentally sensitive organization at the membership, board, volunteer leadership, and staff level.

"The time has come for every organization to think this way, and with global climate change and other environmental issues becoming an increasing concern for our members, SLA is ready to do what WE can to make a difference," said SLA CEO Janice R. Lachance. "As an international organization with more than 11,000 members, working together, we hope to have a positive impact on the future of the environment."

Lachance continued, "Making this commitment is an important step for the association, however we also hope our members will capitalize on this effort to create a 'ripple effect' inside their homes and the organizations they work for. There are countless ways for info pros to do their jobs in a manner that would demonstrate this commitment. The theme for this initiative is 'SLA: Knowledge to Go Green,' and our members, knowledge workers across the globe, are just the right people to take this theme to heart and use their collective power and knowledge to make a real difference."

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2008 IT Innovation Challenge

Do you have an innovative solution that could be used in the special information environment?

The SLA IT Division is announcing the Innovation Challenge for 2008. We are looking for entries that make use of technology to create an innovative solution for use within the special information environment. Have you created a mashup? Written a computer program? Let us know about it!

The winner will be announced at the 2009 SLA Annual Conference. A \$1,200 prize will be awarded to assist the winner with the costs of conference attendance.

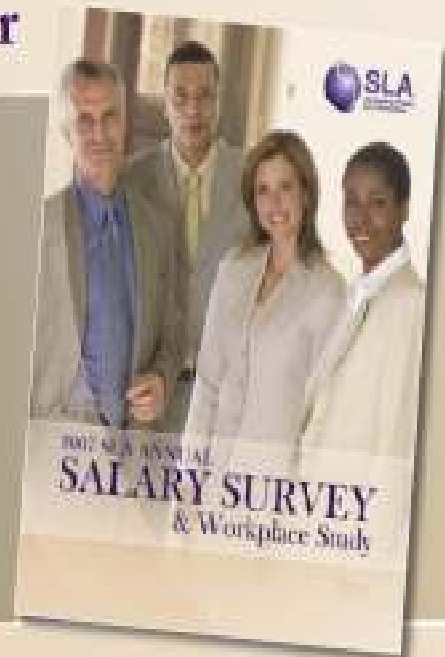
Visit the SLA IT [site](#) for more information.

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New Members

Welcome our new members!

Karen McKeown

Jonathan Richards

Xiomeng Zhang

Robin James

Matthew Church

Dr. John Heinrichs

Leann Kudla

Annette Healy

Jennifer Doty

Gladys Santiago

Kallene Rutherford

Matthew Albee

Richard Dupuis

Kimberly Huston

Rhonda Warner

Patrick Dermidoff

Susan Cain

Cheryl Pfeifer

Megan Esseltine

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Feature Article

Understanding Vertical Search

By Senovia Guevara

When my father was recently diagnosed with diabetes, he asked me to assist him in finding more information aside from what his doctor had provided. In our discussion, I included suggestions of several health focused search engines, knowing that if I directed him to Google, he would find himself completely overwhelmed. As an example, performing a Google keyword search on “diabetes” provides over 99 million results! In contrast, the same search performed on a vertical search engine like Healthline provides 234.

As you can see, the value of vertical search lies in its ability to focus a search and provide results that are more relevant to the original query's intent. But what exactly is a vertical search engine and how does it compare to the more popular horizontal or broad-based search engines like Google?

Comparison between vertical and broad-based search

A vertical search engine allows users to conduct a search that provides results more relevant to the original query. The mechanics are similar to that of broad-based search, with the primary difference being that the tool focuses the search through a more specialized set of resources.

The onset of vertical search is not new nor are examples hard to find with their growing numbers. With a rise in popularity, it's evident that users understand its value in dealing with the barrage of information that can occur with the use of a broad-based search tool. In contrast, a broad-based search engine provides the user with an overview of a topic with many results from a variety of resources. An overload of results is often a problem, especially if the user doesn't understand how to establish a proper query.

Now that the difference between these two types of searches has been explained, I've included a few examples to help you better understand how vertical search is currently being used.

Examples of Vertical Search Engines

Healthline.com: This search engine provides users with an excellent tool to enter their health-related queries. The site's “health channels” provide the user with a one-stop resource for current news and articles about some of the more popular health topics. In addition, searches can be conducted by symptom or drug.

<http://www.healthline.com/>

Medstory.com: This vertical search engine allows users to obtain results via a keyword search, but also allows refinement of results by suggested focus areas. Users also have options to refine by selecting results from the web, news media, audio/video, clinical trials and research articles.

Feature Article “Understanding Vertical...”

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<http://www.medstory.com/>

Farecast.com: For those interested in travel-related information, this tool is ideal. Users can conduct searches for airline fares with major carriers and get hotel pricing and property information. In addition, a very useful feature that forecasts trends in pricing allows users to make an informed decision on reservations. Price changes can be tracked by e-mail or RSS feed as well. In addition, users can complete a simultaneous search with other well-known travel sites that include Expedia, Orbitz and Hotwire.com

<http://www.farecast.com/>

If you're interested in building your own vertical search engine, I've included information below on which tools are available to assist you.

Vertical Search Engine Builders

Swicki: Eureka, Inc., a social search technology company, came out with the swicki widget to provide users with an ability to improve the search experience. Making your own swicki is easy. After identifying a name and topic for your swicki and choosing its content (video or text) and keywords, you can customize and define the resources that your swicki will use.

<http://www.eureka.com/>

Searchroll: Rollyo allows you to create a “searchroll” using your own personal picks from sites that you trust. If you don't want to start your vertical search engine from scratch, Rollyo provides ready-made searchrolls that you can tweak towards your interests.

Rollyo: <http://www.rollyo.com/>

Google's Custom Search Engine: This option allows users to create a vertical search engine with a look and feel that can be customized. Users can also include it in their personal site or blog.

<http://www.google.com/coop/cse/>

In conclusion, vertical search is an excellent option for those looking to focus their search. Take a look at the examples provided in order to gain better insight - chances are you'll make this option an indispensable part of your toolbox.

Feature Article “Four Easy Ways...”

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Mentor. Impact the future of the profession. Ask your state chapter leadership about mentoring programs that are looking for volunteers. Mentor a library science student or an early career professional to provide them with the essential tips that can help make their career a success.

Now that you know how to make a difference, why should you do it? If you still aren't swayed by the fact that you'll positively influence the profession, consider the benefit these activities will have on your career. Never discount the networking power of an article. Employers appreciate job candidates that can show an ability to contribute both in the work environment and within the profession. A strong record of professional accomplishments will make your resume that much more competitive. For those worried about the time commitment, think about this: you commit 30 minutes several days every week for your physical health – why not do the same for your professional health?

In conclusion, every librarian has an influence on the profession. Only you can choose to make it a positive one.

Editor's note: See the Michigan Chapter's Mentoring Initiative for mentoring opportunities <http://units.sla.org/chapter/cmi/mentor.html>

The image is a promotional flyer for Click University. It features a green and white color scheme. On the left, the text reads "Click University Certificate Programs 2008". In the center, it says "Three Great Certificate Programs for SLA Members!" followed by a bulleted list: "Knowledge Management and Knowledge Services", "Copyright Management", and "Competitive Intelligence". At the bottom left is the SLA logo with the tagline "Connecting People and Information". At the bottom right, it says "Visit www.ClickUniversity.com for complete details on all programs." There is also a small owl logo in the top right corner.

Press Release cont.

(Continued from page 4)

SLA Headquarters has already begun implementing green practices in its day-to-day operations, such as eliminating unnecessary printing of documents and replacing disposable cups and utensils with flatware and ceramic coffee mugs and dinnerware. Many of the paper products such as paper towels and napkins used at the Alexandria HQ building are now ordered from environmentally friendly companies that use recycled materials. Staff members, on their own, have begun an aggressive recycling program, and the association's management is now encouraging the use of public transportation with various incentives and rewards. Additionally SLA has committed to purchasing carbon credits to offset all staff travel for events throughout the year.

Former Vice President Al Gore spoke in Denver at the SLA Annual Conference & INFO-EXPO in June 2007 and strongly encouraged members and staff to take a more serious look at our actions and operations and to take action to help the global environment. Following the Annual Conference, SLA Staff and the SLA Board of Directors were approached in 2007 by the members of the SLA Environment & Resource Management Division who asked that the association investigate strategic ways SLA could "go green" in 2008 and beyond.

The first place SLA expects to see a significant chance to make an environmental impact is the SLA Annual Conference & INFO-EXPO in Seattle in June 2008. Seattle is well-known as a pioneer in green initiatives and has been recognized for its citywide environmental efforts. In addition to what the city offers, such as public transport and green hotels, there are a number of ways for attendees to make their own

conference experience a greener one.

SLA will be working with INFO-EXPO exhibitors and conference sponsors as well as attendees on how they can participate in this initiative by offering options such as providing the opportunity for them to purchase their own carbon offsets, and supplying free wireless Internet access throughout the conference center, allowing attendees to access hand-outs electronically and eliminating the need to print thousands of paper copies.

About SLA

The Special Libraries Association (SLA) is a nonprofit global organization for innovative information professionals and their strategic partners. SLA serves more than 11,000 members in 75 countries in the information profession, including corporate, academic, and government information specialists. SLA promotes and strengthens its members through learning, advocacy, and networking initiatives. For more information, visit us on the Web at www.sla.org.

Student Chapter News

DIA Research Library Visit—WSU Student Chapter

The SLA@WSU chapter organized a tour of the Detroit Institute of Arts (DIA) Research Library and Archives on February 1, 2008. According to Head Librarian, Maria Ketcham, the library houses over 185,000 volumes, many in a foreign language. Founded in 1905, the DIA Research Library and Archives is the largest art museum library in Michigan and is one of the top ten largest art museum libraries in the nation.



Although the library, along with the DIA, has been closed for the past four years for renovations, Ms. Ketcham is hopeful it will re-open by the end of 2008. For the renovation, all volumes were removed from the library and are currently being re-shelved by staff, interns, and volunteers.



Maria Ketcham shows the group the new renovated space



Nicolet Elert, student intern, and staff member Beata Owezarski show off the rare oversize bound prints Rome Prints by Piranesi to student, Joe Anteau.

For more information on about the DIA, visit: www.dia.org.

To search the Detroit Institute of Arts Research Library & Archives visit:
<http://catalog.dalnet.lib.mi.us/ipac20/ipac.jsp?profile=dia#focus>

If you missed the tour you can join the professional SLA chapter on March 14 for a tour of the library and museum. Cost is \$12 for students and space is limited, so register now. For more information visit: <http://units.sla.org/CHAPTER/CMI/index.html>

Stacey Reynolds, Co-secretary

SLA@WSU

UM Student Chapter

The student chapter of SLA at the University of Michigan has had a highly productive and fast-paced year. Armed with a strong team of leaders functioning as officers and a clear vision to facilitate meaningful experiences for students and opportunities for collaboration with other SLA student chapters, this year's SLA chapter has been going strong since May 2007.

Each officer has taken up special projects relevant to their talents and interests, setting the high achieving and community-service oriented tone for not only the SLA chapter, but also for other student groups at the University of Michigan's School of Information. Their efforts have added concretely to the feeling of community at SI, and the awareness the general student has of special librarianship.

Vice President **Julie Piacentine** has taken her interests in digital librarianship and applied it to the SLA chapter by digitizing the communications and public relations for the chapter in a Web 2.0 manner; we found using Facebook for communication is more effective - and fun! Piacentine has also designed and is implementing our chapter's first authenticated online automated voting system, which we are using this month as we elect new officers.

Treasurer **Courtney Egan** has used her skillful money management and planning skills to streamline our financial operations and has aligned them fully with University policy. She also led a highly successful fundraiser for the group, selling an entire stock of thermoses to chilly SLA supporters.

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Student Chapter News cont.

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Social Chairs **Anne Bast** and **Lisa Wheeler** used their networking and organization talents to bring together not only SLA students, but also organized social collaborations with other SI student groups, fostering a sense of community and belonging through all of SI. Additionally, Associate Officer **Nathan Tomlanovich** joined the team in early 2008 and is learning about established procedures and organizing events to smooth the transition for next year's officers.

Secretary **Ray Walling** has been a highly active member of SLA, not only revising and updating our constitution for the first time in over 10 years, but chairing a national student-centered conference entitled "*Questioning Authority*" through which the SI chapter of SLA is seeking to unite other SLA student chapters via the conversation of the authority of information in the digital era. The conference will be held March 28-30th, and is looking for financial sponsorship and speakers. More information on the conference can be found at www.questioningauthority.org

In addition to these activities, SLA at SI has hosted a welcome week picnic for all students, a dessert meeting explaining SLA and special librarianship to new students featuring advisor **Professor Maurita Holland**, has hosted over 6 tours of local and regional special libraries – often in conjunction with fellow Wayne State SLA students.

The University of Michigan chapter of SLA has been working hard all year to provide interesting opportunities and events for the students at the School of Information who are interested in pursuing a career in special libraries. As a team we have accomplished an astounding amount, and I am proud of all of the officers and student members of our chapter. While we have enjoyed our work, we look forward to passing on this legacy to the new group of SLA officers in March, who we hope will invigorate it with new ideas and possibly even surpass our energy for the upcoming 2008-2009 school year.

Jessica DuVerneay, President

Special Libraries Association

University of Michigan Student Chapter

