

NEW JERSEY CHAPTER SPECIAL LIBRARIES ASSOCIATION



Special Libraries Association

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Bulletin Information

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Message from the President Rita Reisman

At this time of year, we tend to look back and reflect on the year that is winding down. The events of September 11th, the war on terrorism, the cut backs in industry have left us all with a feeling of uncertainty. During these times, we find comfort in our traditions. We find strength in our families, friends, and colleagues. We find hope in looking forward and making plans.

Here we are, six months into the (SLA) year, with approximately six months until elections and the beginning of another professional year with new chapter officers, new challenges and resolutions, and new programs – the cycle of our professional lives.

As I look back, I am proud of the programs Miranda Scott, President-Elect, and our Programming Team have pulled together so efficiently and creatively. This year's Programming Team consists of Ellen Callanan, Kate Creegan, Cheryl Erenberg, Sharon Komanesky, Padmini Krishna, Gregg Rempkowski, and Leslie Rodgers. So far, they have covered a wide range of topics from the services the State Library offers to every library in New Jersey, to portals, branding, and our holiday networking meeting. We have three more exciting programs coming up in the spring. Information about these programs is at the Events page <http://www.sla.org/chapter/cnj/programs.html> on our website. I hope you'll be at our meetings. After all, it's not the same without you!

Our Bulletin is online! This is something we have been thinking about and working toward for a while. It is a good feeling to see it happening. Credit goes to Liz Arnold, our Bulletin editor, Laura Antos, Director of Communications and Kate Creegan, our Webmaster, who is doing a great job! Kate has set up our events page and has posted photos from our holiday networking meeting there. If you have a chance, check out the photos at http://www.sla.org/chapter/cnj/holiday_party.htm!

I also want to recognize Jeannine Creazzo, who sends out our announcements and reminders, always on a timely basis. Thank you all for the success we have achieved so far, this year!

I hope one of your resolutions for the New Year is to attend at least one of our events, and to volunteer your talents to the chapter. One resolution - attend a meeting and volunteer! Half of that resolution isn't shabby, either! If you don't want to attend a meeting alone, invite a friend to come with you, or call me. You and I can be part of the hospitality committee!

Have a happy holiday, and I hope the New Year is filled with happiness, health, and prosperity for all of us.

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Member News

From Sheila Cassels: I've moved out of the AT&T building at 295 North Maple Avenue in Basking Ridge. My new office location is 412 Mt.Kemble Avenue, Room N510E132, Morristown, NJ 07962. My new telephone number is 973-644-7885.

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From Jaqueline Jarema: I changed positions from managing Nabisco's Information Center to Senior Analyst with Deloitte & Touche in Research & Analysis. This position is my "dream" position. I am able

to conduct heavy secondary and primary research and write briefing reports that impact the Firm's strategy. I am most happy. My contact information follows:

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From Mariann Lucas: I started at GlaxoSmithKline Consumer Healthcare as a Senior Information Scientist in July. I provide scientific, business, and patent information to support CHR&D in developing consumer products. I am responsible for development and training of end-user information systems.

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If you've recently changed positions or have news to share with the Chapter, please send an e-mail to elizabeth_arnold@merck.com

Meeting Updates

A Brand-New SLA

Cheryl Erenberg

“What's in a Name?: The Importance of Branding” was the topic of the November 13th joint meeting in the Holiday Inn Monroe in Jamesburg. Over thirty members of the Princeton-Trenton and New Jersey Chapters gathered to hear about branding and the SLA Branding Initiative.

The evening began with a presentation by David Rothman, of Toltzis Communications (www.toltzis.com), a top healthcare marketing/communications agency. Rothman clearly described the strategy of creating a brand in the mind of the consumer as a basis for advertising and marketing. He emphasized that “products aren't sold, they're bought” and in this era of information overload from radio, TV, Internet, and print media the consumer will more often turn to the product whose brand has been reinforced in their minds.

Key to Rothman's presentation were the myriad examples of good and bad branding that he drew from his many years in advertising and marketing. From New Coke to Starbucks and Rolex to Lexus, he engaged the audience in a study of which brands work, and which don't. He described a brand as a singular item that sets you apart from the rest. Successful brands have a narrow focus, successful advertising, a memorable name, and when possible “own a word”, e.g. to FedEx a package means to overnight it or to Xerox a document means to copy it.

He ended his presentation with case studies of successful branding by Toys R Us, Starbucks, AstraZeneca, and, on a lighter note, the 2000 U.S. presidential election.

After Mr. Rothman's presentation, the audience understood the significance of branding. We were then joined by Holly Bussey of the SLA Strategic Task Force on Branding to hear how this concept was being applied to the Special Libraries Association on a national scale.

Holly Bussey of EBSCO Information Services is one of nine SLA members on the Strategic Task Force on Branding. The aim of this multi-year effort, begun in early 2000, is to consider the adoption of a new name for the organization to strategically place SLA as the foremost professional association of the information age.

Bussey began by describing the need for a branding effort at SLA. At a time when information is currency and quality information is key, it is important to concretize the identity of our organization and to increase our profile both in and out of the libraries and information sciences field. In order for SLA to remain a viable and vital organization, it must have a long-term vision of its role and value to the information professions.

To begin this branding initiative, the Task Force identified SLA's key focus: to stay relevant to current and potential members; to offer dynamic programs and services; to offer value for its membership dollars. The objective of the team then became how to articulate their values to others. The best example of this was when Bussey asked the audience how they responded when people asked them what they do for a living. Everyone present acknowledged the challenge of getting non-librarians to understand the role of the special librarian in an organization.

After the Task Force identified their objectives, they began searching for an advertising and marketing firm who would study the association and recommend whether a new name, logo, or tagline should be adopted. Source/Inc (www.sourcebrands.com) of Chicago, IL, was selected as the branding firm best able to actualize the needs of SLA.

This multi-phase project is still in progress. In the initial stages, Source became familiar with the organization, its constituents, and members and began exploring various identity options. They are now

working on honing down the brand and its design. The goal is to have the brand finalization and logo ready for demonstration at SLA's 93rd Annual Conference in Los Angeles in June.

Padmini Krishna from the New Jersey Chapter and Rich Bernaudo and Ruth Weitzenfeld from the Princeton-Trenton Chapter coordinated the November meeting. Dialog, ProLibra, Library Co-Op, and Book Clearing House generously sponsored the program.

Library Portals: Creation and ROI

Barbara Burton's slides from the 10/29 meeting are available at <http://www.factiva.com/infopro/whatsnew/story2nov101.asp?node=whatsnew2>

Announcements

MAKE AN IMPACT ON THE PROFESSION: CONDUCT RESEARCH FOR INFORMATION PROFESSIONALS VIA THE SLA GOLDSPIEL RESEARCH GRANT

Washington, D.C., November 26, 2001 - The Special Libraries Association (SLA) is seeking innovative research proposals in the field of library and information science for the 2002 Steven I. Goldspiel Memorial Research Grant. Established in 1991 by Primark (formerly Disclosure), the research fund is an endowment designed to support projects which promote research on and advancement of library sciences, in particular focusing on projects which address the goals identified in the SLA Research Statement.

The Steven I. Goldspiel Memorial Research Grant is available internationally to both practitioners and academics; doctoral students are also encouraged to apply. Membership in SLA is not a prerequisite for submitting a proposal. Recent awards have been close to \$20,000, though projects with smaller budgets are also encouraged. Grant applications are reviewed by the SLA Research Committee based on the purpose and objectives of the proposed project, the significance of the topic to the profession, the project's methodology, the qualifications of the researcher, and the appropriateness of the project's budget and timetable.

The Goldspiel Grant application materials are available via Virtual SLA at www.sla.org. The deadline for proposals and applications is February 15, 2002. The deadline for resubmission of applications (if requested by the Research Committee) with additional explanations or formatting corrections is February 28, 2002. Grant winners will be determined at SLA's Board of Directors Meeting during the 93rd Annual Conference in Los Angeles, California, June 8-13, 2002. The winner will be notified in July of 2002.

For more information on the Steven I. Goldspiel Memorial Research Grant, application guidelines, grant contracts, or a listing of past Goldspiel projects and recipients, visit Virtual SLA or contact the Director of Information Resources, John Latham, by email at john@sla.org or by phone at 202-939-3639.