

NEW JERSEY CHAPTER SPECIAL LIBRARIES ASSOCIATION



Special Libraries Association

AUGUST 2002

VOLUME 67, NUMBER 4

<i>Table of Contents</i>	<i>Page</i>
Message from the President	1
Special Event	1
Member News	2
New Bulletin Editor	2
Career Options...	3
Advice from...	5

Bulletin Information

The New Jersey Chapter bulletin is published four times a year. Deadline for copy is the 15th of April, July, October, and January. Members receive the Bulletin for free.

Advertising rates are available from the Business Manager upon request. Items from the publication may be reproduced, provided the New Jersey Chapter Bulletin is cited.

Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributor to this publication. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement of the product by the Special Libraries Association.

Director of Communications:
Jeannine Creazzo
jcreazzo@saintpetersuh.com

Business Manager
Cheryl Erenberg
erenbergs@earthlink.net

Bulletin Editor
Bonnie J. Mekles
rmekles@yahoo.com

Message from the President

Miranda D. Scott

I'd like to make my first note as President both short and sweet. First of all, I'd like to thank those Board Members that are rotating from the Board after years of superb service: Fay Austin, Laura Antos, and Susan Kantor. I would also like to recognize those Board members that are continuing on: Elizabeth Arnold, President Elect; Kathleen Creegan, Webmaster; Lauren DeVos, Employment Chair, Cheryl Erenberg, Business Manager; Mary K. Joyce, Treasurer; and Sherry Markowitz, Secretary. Finally, I'd like to welcome the new Board members: Jeannine Creazzo, Director of Communications; Sheila Fitzgibbon, Membership Chair; Bonnie Mekles, Bulletin Editor and Suzanne Szerlip, Career Guidance Chair.

I'd also like to give a special thanks to Rita Reisman our Past President, who has done a great job helping me transition to the presidency. I know that we can count on Rita to continue making major contributions to NJSLA.

We still have several openings on the Board so if anyone is interested in working with a dynamic chapter please contact me or Liz Arnold.

With the support of the new Board and all of our chapter members, I'm looking forward to an exciting year filled with many accomplishments!

Best regards,

Miranda

Special Event Classical Music Series

Did you know that our chapter president sings classical music with the Arcadian Chorale? Do you like "classical" music from the Baroque period? If so, then you are in for a treat this fall.

The Arcadian Chorale, a 55-voice choral ensemble, is entering its 10th season! Their program for the Fall 2002 Season will be called "Power Baroque!!! Music of Vivaldi, Pachelbel, & Telemann." It will feature the Vivaldi Gloria, Telemann Laudate Jehovum (Psalm 116), and Pachelbel Canon in G.

The Arcadian Chorale will be performing for the third time at Carnegie Hall on Sunday, November 10th. This would be a wonderful social opportunity for NJ chapter members to do something fun together.

Cont. on page 2

Classical Music Series

The Arcadian Chorale performance at Carnegie Hall on Sunday, November 10th will be a matinee performance.

Other performance dates are:

SATURDAY, NOV. 23, at 8 PM, in Matawan, NJ at the First Presbyterian Church, Route 34 and

SUNDAY, DEC. 8, at 4 PM, in Red Bank, NJ at the United Methodist Church on Broad Street. Tickets are \$10.00 per person. Group rates are available.

If you are interested in obtaining tickets or additional information, please contact Miranda Scott: miranda_scott@colpal.com

Member News

Anitha Steventon is now with Wyeth.

Contact information:

Anitha Steventon
Information Scientist
Information Center and Library
Wyeth Consumer Healthcare
Phone: (973) 660-5507
Fax: (973) 660-5731
E-mail: stevena3@wyeth.com

Sharon L. Mosenkis has been appointed Group Leader, Healthcare and Pharmaceuticals Practice Group, at FIND/SVP, Inc., the global business advisory service, headquartered in New York City. Sharon was most recently Director of Research at Efinanceworks Management Corp. Prior to that she was Manager of Information Services at Financial Guaranty Insurance Company, a unit of GE Capital Corp.

Contact information:

Sharon L. Mosenkis
Phone: 212-645-4545
E-mail: smosenkis@findsvp.com

New Bulletin Editor:

I'm looking forward to getting involved with the NJ/SLA division. I'm currently a MLIS student at Rutgers University. I work as a library technician in a small corporate library in Manhattan; LS. Inc. I live with my husband in Fort Lee, NJ. He's an accountant (i.e. CPA) with a Masters in Tax. If anyone has any tax related issues, he may be able to help.

Cont. on page 3.

I wanted to get involved with this organization because I am interested in contributing to the field of library science and research.

I need everyone's help in contributing to the bulletin. Please e-mail me at rmekles@yahoo.com announcements (job changes, new contact information, etc.), anything interesting in your job or at school, and anything new or interesting in the field of library science. If anyone has anything that they would like to share such as a story or an interesting article, I would appreciate the contribution.

Meeting Updates

Members who would like to share their notes from meetings and conferences that they've attended are encouraged to e-mail the Bulletin editor.

Letters to the Editor:

I would like to create a new Letters to the Editor section. After reading the current bulletin or after attending any of the events or meetings; any thoughts or comments, ideas or opinions would be greatly appreciated. This is another way of becoming involved.

Contact information:

Bonnie J. Mekles

Bulletin editor: NJ/SLA

E-mail: rmekles@yahoo.com

Career options beyond the library

Two former corporate Librarians are doing something different with their degrees. Ruth Wolfish and Rachel Berrington are now Customer Relations Managers for IEEE, applying their experience and love of the profession at the not-for-profit publisher.

IEEE produces 30 percent of the world's published literature in electrical engineering, computers and control technology, holds annually more than 300 major conferences and has more than 860 active standards with 700 under development.

As Customer Relations Managers, or CRMs, Wolfish and Berrington provide training for IEEE online products - including IEL, the IEEE/IEE Electronic Library – in person or by Internet conference. Strong in-office support and Internet conferencing allows this lean team to provide extended personal support, while reducing travel time. That's important, as they support such vast territories.

Berrington works with all of IEEE's academic, government and corporate accounts located in North America, West of the Mississippi River; while Wolfish supports the same relationships in the East.

Cont. on page 4.

“Users love the convenience and flexibility of the internet conferencing,” said Wolfish, whose virtual sessions have included group and individual training, including a bilingual event for a customer in Puerto Rico. “We also spend time at customer locations, and at industry events,” adds Berrington, “to aid IEEE in understanding librarian’s needs, and to assist customers in the use of the online products and supporting tools, some developed exclusively for them.”

Their professional experience is in play every day with IEEE. They have developed programs and distribute materials to drive usage, answer usage questions and contribute their expertise and their customers’ input to product development for IEEE.

Ruth will implement the first IEEE User Group meeting this August at NEC Research in Princeton.

With a BA in History and Business from the University of Cincinnati, and an MLIS from the University of Texas at Austin, Ruth Wolfish brings classic credentials to this non-traditional role.

Ruth worked at Lucent and its AT&T predecessor for 18 years, at facilities from Columbus, Ohio, to Holmdel, NJ and a few stops in between. Her job titles have included Reference Librarian, Management Trainer and Administrator of Education, Information Specialist for Business Systems, Ejournals Coordinator and Electronic Content Coordinator for Lucent's Digital Library. She also had some sales experience, which has served her well in the transition to the sales and marketing team at IEEE.

Asked why she joined IEEE, she said, “I felt that this position was a perfect culmination of my background as a technical librarian and my work as an e-content coordinator. Plus, I was very familiar with the IEL as it was the number one used product at Lucent.”

“At IEEE my role is to facilitate communication between IEEE and their online clients,” she continued. “My teammates and I have use Internet based training for small groups or dispersed locations (anybody, anywhere, anytime). Through my day-to-day communication with clients I have created and maintain an ongoing log of future feature requests made by our customers.”

Wolfish believes that online publishers need to listen to the voice of the customer for priorities and feature development. “IEEE has proven, through the creation of my position and that of my colleague in the West, that they are committed to doing so.”

CRM/West Rachel Berrington was the Corporate Librarian for Mentor Graphics before joining IEEE. She received her BA from Colorado College and an MLS degree from the University of Arizona. She is 2002-2003 President of the Oregon Chapter of the SLA, and a member of the Society for Competitive Intelligence Professionals.

“After training end users at Mentor on the IEEE/IEE Electronic Library (IEL), I had no idea that soon I would be working for the publisher, training library staff, end users, and helping develop internal awareness about the online subscriptions. It was an interesting switch, but I still use the same skills I always did. In fact, I feel even more immersed in the library world now that I visit so many libraries and see all the amazing things that people are doing! I've learned some new skills too, such as conducting training via Internet conferencing.

“As a corporate librarian, I didn't keep up with issues academic librarians were dealing with,” Rachel continued. “So now I'm asking lots of questions and becoming more familiar with things like Cross Ref, SFX, Open URLs, etc.”

“This is the first time I've ever worked from home, and I love it. There are downsides, though. It's always right there and I've been known to wander into my office at ungodly hours just to do ‘a little bit more...’

Cont. on p. 5

“IEEE has been very supportive of the volunteer work I'm doing for my local chapter. It's wonderful to work for an organization that understands and respects libraries,” said Berrington. “I was president of the student chapter of the SLA in Tucson. My goals as president of the Oregon chapter SLA are to get more students and new professionals involved, and to include more members who live and work outside of the Portland area. Our chapter is celebrating its 30th year, so we plan to have a fun and memorable year.”

Affectionately known as “R&R,” IEEE professional staff and management are strong in their praise for these two library professionals who are making a real difference at IEEE.

IEEE is the world's largest technical professional society with more than 377,000 members in approximately 150 countries. Through its members, the IEEE is a leading authority on areas ranging from aerospace, computers and telecommunications to biomedicine, electric power and consumer electronics.
<http://www.ieee.org>

Ruth Wolfish, Customer Relations Manager - East
IEEE Sales and Marketing
Email: r.wolfish@ieee.org
Web: <http://www.ieee.org>

Rachel Berrington, Customer Relations Manager - West
IEEE Sales and Marketing
Email: r.berrinton@ieee.org
Web: <http://www.ieee.org>

For more details, check out <http://www.ieee.org/products/onlinepubs/training.htm>

Advice from Ruth Wolfish:

And then to end the article with what I've learned, or how I got the opportunities that I did, or what they don't teach you in school, such as:

Networking is critical. SLA and beyond. It's a lot of whom you know.

Market yourself.

If someone offers you a job or a task that you've never done before, And you feel that you don't have the skill set to do..... try it and ask for assistance. You'll learn a new skill which may bring a new job opportunity.

We are in a Service field, don't get mad/angry. If you lose control, everyone loses. AND you don't take patrons and such home with you, so why get angry?

Vendors aren't the enemy, Libraries need them and they need Libraries. Ask for what you want and negotiate.

Cont. on p.6

LISTEN to what's not said.

Humor makes many situations much easier to resolve.

Be nice and make friends with building services, as they can get things done for you.

Ask someone outside the Library world to critique your marketing ads or signage. We use our lingo and our patrons don't understand it so we turn them off.
