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## Bulletin Information

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## Director of Communications

Carol Feltes  
[carol\\_feltes@merck.com](mailto:carol_feltes@merck.com)

## Business Manager

Henry Gozdz  
[Henry.Gozdz@judiciary.state.nj.us](mailto:Henry.Gozdz@judiciary.state.nj.us)

## Bulletin Committee

Liz Arnold [elizabeth\\_arnold@merck.com](mailto:elizabeth_arnold@merck.com)  
Melissa L. Brown [melissa.l.brown@gsk.com](mailto:melissa.l.brown@gsk.com)  
Jeannine Creazzo [jcreazzo@saintpetersuh.com](mailto:jcreazzo@saintpetersuh.com)  
Cheryl Erenberg [erenbergs@earthlink.net](mailto:erenbergs@earthlink.net)  
Kristen Fitzpatrick [krisfitz@worldnet.att.net](mailto:krisfitz@worldnet.att.net)  
Caroline Geck [cgeck@cougar.kean.edu](mailto:cgeck@cougar.kean.edu)

## Message from the President

*Elizabeth Arnold*

### Welcome to the newly re-launched NJ SLA Bulletin.

You may be aware that we've been without an editor, and have missed several issues. Thanks to Melissa Brown, Jeannine Creazzo, Cheryl Erenberg, Kristen Fitzpatrick, and Caroline Geck for taking on the responsibility of producing the Bulletin again. Our Bulletin is a way to share best practices, find out what's going on at Headquarters, and learn about new chapter members. If you have news to share or an idea for an article the editorial staff would love to hear from you.

The New Jersey Chapter is experimenting this year – new meeting formats, times, and locations, partnerships with other library and information associations, and new ways to reach out to members. Our President-elect, Jeannine Creazzo, and her programming committee have put together an impressive list of meetings (see <http://www.sla.org/chapter/cnj/programs.html>). Our joint meeting with New Jersey ASIST and the Princeton Trenton Chapter in September featured Christine L. Borgman, who spoke on “Digital Libraries – Recent Research.” In November we sponsored the SLA Virtual Seminar, “The Visible Librarian: Asserting Your Value Through Marketing and Advocacy” given by Judith Seiss. Our December meeting combined the SLA virtual seminar, “Business Planning: Building the Plan and the Buy-In” given by Jane Dysart and Rebecca Jones, with our annual holiday party and community service project. These meetings provide wonderful professional development and networking opportunities, and I thank Jeannine and her programming committee for all of their hard work in making sure these events go smoothly. I encourage you to attend some of the activities coming up; if you would like to become more involved in the chapter just let me know. *(Continued on page 2)*

In January we launched our survey of NJ Chapter members in preparation for developing our strategic plan. We want to make sure that programs and activities meet your needs, so your input is important in planning the direction the chapter follows over the next few years. We're using the web-based survey tool, Survey Monkey, provided by Headquarters to gather the data and are looking forward to sharing the results with you soon.



I am very happy to announce that the NJ Chapter Board has voted to join the Princeton Trenton Chapter and the Health Sciences Library Association of New Jersey in co-sponsoring the New Jersey State Library's Super Librarian campaign (see Susan Kaplan's article in this issue). In recognition of our support chapter members will receive promotional materials to help market their own libraries and information centers. This will be a great way to remind your clients and your organizations of your value.

SLA has posted the new vision, mission, and core values statement of our organization at <http://www.sla.org/content/memberservice/communication/pr/pressrelease/2330.cfm>. The new mission states that "The Special Libraries Association promotes and strengthens its members through learning, advocacy, and networking initiatives." The NJ Chapter Board, the various committee members, and I hope that we are meeting your needs and fulfilling this vision with the programs and initiatives we have planned this year. Please contact me at [elizabeth\\_arnold@merck.com](mailto:elizabeth_arnold@merck.com) with any questions and comments.

A happy, healthy New Year to all!

*Liz Arnold*

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p.s. If you have any comments or suggestions, please feel free to contact me anytime at [elizabeth\\_arnold@merck.com](mailto:elizabeth_arnold@merck.com). Also, please check out the Chapter website at <http://www.sla.org/chapter/cnj/>.

### **A brief reminder from the President:**

Please check your SLA Membership Record Online and update your contact information.

Visit the SLA Web Site (<http://www.sla.org>) **Members Only** section, to check your profile that is on record and make any changes needed.

To access your record you will need the PIN number that appears on your membership card. If you do not have a membership card you can contact Lolita Smith at [lolita@sla.org](mailto:lolita@sla.org) or call her at: 202-939-3686. Be sure to provide her with your complete postal mailing address.



## Welcome New Members

*Please join us in giving a warm welcome to our new and returning New Jersey Chapter members. If you are a new member, we'd love to hear from you. Just e-mail our Membership Chair, Sheila Fitzgibbon at [sfitzgibbon@crpf.org](mailto:sfitzgibbon@crpf.org).*

### ***Anne Marie Clift***

I will be completing my MLIS degree from the Palmer School in May 2004, and I am currently looking for a part- or full-time library position in New Jersey or New York City. In my former career, I was a content manager and web designer for a major book publisher. My graduate coursework includes database training on Dialog, Factiva, Nexis, and Medline, among others, and I am also completing a certificate in Archives and Records Management in conjunction with my MLIS.

### ***Kristen Fitzpatrick***

I am a former financial public relations writer coming out of retirement with an English degree, MBA and in 2005, an MLIS. I have a penchant for reference, instruction, gov docs, and John Ganly's anecdotes. I work part-time for the School for Management and Labor Relations at Rutgers-Newark. I am torn between serving freshmen or CFOs.

### ***Jeff Grau***

I recently rejoined SLA after a ten year hiatus. I earned my MLS from Columbia University in 1982 and accepted my first job as an information specialist with the ABC News Information Center. Later I moved into the telecom field working first at AT&T and then at Bell Labs. In 1996, I left the library field to become a competitor analyst at Lucent Technologies. In July 2001, I volunteered for an early retirement package. Soon after, I enrolled in the Fordham University part-time MBA program. I am close to completion and now looking to reenter the job market. I rejoined SLA because I enjoy information research and want it to be a part of my future work. I am looking forward to meeting other information professionals to discuss ideas, compare experiences, and just make new friends.

### ***Joanna Maleski***

I have just started my first semester of MLIS studies at Rutgers University where I received my BA in English and American Studies in the Spring of 2003. Currently, I am a corporate library intern at Johnson & Johnson in New Brunswick. I am very excited to be joining the field of librarianship. Although I am currently learning the "ins and outs" of the corporate library, I have a strong interest in history and the humanities and am eager to learn more about archives and special libraries.

### **New members also include:**

- ❖ Kathy Burgess
- ❖ Joyce-Ann Davenport
- ❖ Samantha Francisco Deutch
- ❖ Kevin Glacken
- ❖ Elizabeth Marcus
- ❖ Joanne Murphy
- ❖ Rebecca Rhodes



## Member News

Share your good news with your Chapter. New job? Promotion? Relocation? We'd love to hear from you. Just e-mail our Membership Chair, Sheila Fitzgibbon at [sfitzgibbon@crpf.org](mailto:sfitzgibbon@crpf.org).

### Cheryl Erenberg

Cheryl Erenberg has recently joined the staff of Morristown Memorial Hospital's Shinn-Lathrope Health Science Library as a reference librarian reporting to Mary K. Joyce (NJSLA Director of Administration, 2003-2004). Cheryl is new to medical libraries having worked at corporate libraries at PSE&G and the American Institute of CPA's (AICPA). She is a graduate of Rutgers SCILS and has served NJSLA as Business Manager. She has recently joined the Bulletin Committee. Contact Cheryl at 973-971-5657 or [erenbergs@earthlink.net](mailto:erenbergs@earthlink.net).

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## Tips & Techniques: Web Spotlight

*Kristen Fitzpatrick*

How can you keep up with all of the new websites and information services constantly cropping up? These useful web sites are librarian-friendly ways to stay up to date.

### The Informed Librarian Online

edited by Arlene L. Eis, InfoSources Publishing

<http://www.informedlibrarian.com/index.cfm>

January was "Refer a Colleague" month at *The Informed Librarian Online*, and I'm happy to take up their cause. This free monthly e-newsletter covers more than 200 journals relevant to the information professional, and provides access to journal table of contents, and article abstracts, and often, full text. Each month includes a guest article, a featured article and a featured book (they kicked off the new year with *The Skeptical Business Searcher: The Information Advisor's Guide to the Evaluating Web Data, Sites, and Sources*, by Robert Berkman. (Discounts are available through the site). Unfortunately, some of the resources listed as available (Business Alert, Business Review) aren't currently accessible.

### The Scout Report

University of Wisconsin-Madison

<http://scout.wisc.edu/Reports/ScoutReport>

The Scout Report, published since 1994, might be considered the "grande dame" of Web-based information services, growing more sophisticated and dignified as the years go by. The professionals powering The Scout Report research new or newly discovered Internet sites, and deliver annotated links to those they deem most valuable to educators, librarians and other researchers. It is worth noting that The Scout Report is part of the National Science Foundation's National Science Digital Library (NSDL) Project.

The Scout Report for Business and Economics ceased publication in May 2001, but can be searched, along with the other Scout weekly and bi-weekly newsletters, by keyword in the Scout Archives. Of course, business topics continue to be profiled, just not in a dedicated publication. Included in the January 23rd issue was an article on Nanodot: Nanotechnology News and Discussion of Emerging Technologies (<http://nanodot.org/>).

(continued on page 5)

## Midnight at the Internet Café

Central California Library System

<http://www.cclsweb.org/PublicationsFiles/MidnightTOC.htm>

In addition to a catchy title, *Midnight at the Internet Cafe* has some decent depth to its resources. While few entries target the professional concerns of special librarians, a fairly recent revision, Business Ethics, covers a lot of ground underneath issues of corporate accountability, social responsibility and stakeholder rights and interests. *Midnight* is published quarterly and updated on a regular basis.



## SCILS Placement Website

Rutgers University SCILS has an active Placement website that can help you find a new job or fill an opening in your library or information center. Visit:

<http://scils.rutgers.edu/placement/>

The site allows employers to post their openings. It offers job seekers:

- ❖ the ability to search the hundreds of postings by geography and type of job
- ❖ links to dozens of other sites with library and information science job postings
- ❖ links to many sites with career development and job-hunting advice.

For more information, contact Karen Novick, Director of Professional Development Studies at SCILS, at (732) 932-7169 or e-mail [knovick@scils.rutgers.edu](mailto:knovick@scils.rutgers.edu).

## Free SLA Consultation Service

### Janet Weiss

One of the lesser-known services provided by Special Libraries Association (SLA) is its consultation service. SLA members who are special librarians and/or library consultants provide this service. Upon receiving a request for advice from an institution, the chapter's Consultation Chair identifies an appropriate chapter member who agrees to meet with a representative of the institution for a maximum of one half-day at no charge to the institution. The SLA member assigned to the case also provides a brief needs assessment to the inquiring institution as a follow-up to the meeting.

In 1956 when the Special Libraries Association began its free consultation service, there were few full-time professional library consultants. In the beginning, most consulted with large academic or public libraries.

Today the field has changed. Special libraries/ information centers have become very sophisticated operations. They use expensive computers, buy costly software, use automated catalogs and circulation systems, run expensive databases, and maintain automated files and more.

As a result, library planning is no longer a simple task. It takes many hours. In many cases a high degree of

specialization is required. Planning libraries is a full-time occupation. It is the job of a professional library consultant.

The focus of SLA's free consultation service has changed. Although we no longer plan full-scale libraries free of charge, we have an excellent opportunity to help the profession grow and help create new opportunities for employment.

Today the purpose of SLA consultations is to provide management with strategic guidance on whether to establish a special library/information center, whether to abandon an existing one or whether to change an existing one. The consultation focuses on the strategic issues necessary for operating a library. We hear and discuss both problems and solutions. In most cases, we set the stage for step two--hiring the information professional.

Consultation service is available for one half-day free of charge anywhere in New Jersey. This can be arranged by contacting Janet Weiss, Consultation Chair for both the NJ and Princeton-Trenton Chapters of SLA at 732-274-4268 or [weissj2@wyeth.com](mailto:weissj2@wyeth.com)

## Chapter Calendar: Local & National Events

For more information about chapter programs or to get involved with event programming contact Programming Chair Jeannine Creazzo at [jcreazzo@saintpetersuh.com](mailto:jcreazzo@saintpetersuh.com).

### NJSLA Chapter Dinner Meetings

Visit our schedule online at:

<http://www.sla.org/chapter/cnj/programs.html>

for full program information and registration forms.

#### March 11, 2004

“State of the Profession and Future Trends”

IEEE

Piscataway, NJ

5:30 - 6:00 – Networking Open House

6:00 - 7:00 – Dinner

7:00 - 9:00 – Presentation

Featuring: Melissa Young, Lucent; Joanne P. Roukens, HRLC; Anne Caputo, Factiva; Diane Goldstein, InfoCurrent  
([see page 7-8 for more info](#))

#### April 20, 2004

2004 Alice Rankin Dinner Meeting:

"What a Tangled Web We Weave"

Guest Speaker: Anne P. Mintz

Director of Knowledge Management at Forbes Inc

Woodbridge Hilton

Woodbridge, NJ

#### May 17, 2004

Annual Business Meeting

Rutgers Club

New Brunswick, NJ

### Other Events

#### March 10-12

Computers in Libraries

Washington, DC

<http://www.infotoday.com/cil2004/default.shtml>

#### April 22, 2004

International Special Librarians Day

<http://www.sla.org/content/Events/isld/>

#### April 25 - 27

Pharmaceutical & Health Technology Division (DPHT)

Spring Meeting 2004

Philadelphia, PA

#### June 5-10, 2004

2004 SLA National Conference

Nashville, TN

<http://www.sla.org/nashville2004/>



### Local "Dine Arounds"

We're hosting several regional informal get-togethers. Network with your colleagues, share your thoughts about programming, ask questions about the Chapter or just come to socialize!

2/11/04 – Molly McGuire's Irish Pub & Restaurant, Central Avenue, Clark. 6:00-7:00 Networking Social; 7:00-? Dinner (optional)

Molly McGuire's is off Exit 135 on the Parkway, and Wednesday night is karaoke night. Please contact Liz Arnold, [elizabeth\\_arnold@merck.com](mailto:elizabeth_arnold@merck.com) or Claudia Cuca, [c.cuca@organonusa.com](mailto:c.cuca@organonusa.com) if you plan to join us.

2/26/04 – El Meson Mexican Restaurant, West Main Street, Freehold 6:00 pm – Dinner.

Please contact Miranda Scott at [Miranda\\_Scott@colpal.com](mailto:Miranda_Scott@colpal.com) for directions.

If you would like to help coordinate an event in your area please contact Liz Arnold at 908-423-5805 or [elizabeth\\_arnold@merck.com](mailto:elizabeth_arnold@merck.com) Members have expressed interest in more informal Dine-Arounds, especially in the Morris, Essex, Bergen and Hudson County areas.



Special Libraries Association  
New Jersey Chapter

**State of Libraries and Librarians and Future Trends**

Thursday, March 11, 2004

IEEE  
445 Hoes Lane  
Piscataway, NJ  
(732) 981 0060

5:30 - 6:00 Networking Open House  
6:00 - 6:45 Dinner  
7:00 - 9:00 Presentation on State of Libraries and Future Trends

**The Chapter thanks its sponsor for its generous support of this meeting: IEEE**

A panel of speakers from various types of Library institutions discussing the current profession/Libraries and what trends they see for the future. What should we be doing to continue to be employed now and in the future?

Our panel of speakers:

- ❖ **Melissa Young**, Lucent Technologies, Manager of Electronic Information
- ❖ **Joanne P. Roukens**, Highlands Regional Library Cooperative, Executive Director
- ❖ **Anne Caputo**, Factiva, Director, Knowledge and Learning Programs
- ❖ **Diane Goldstein**, Manager of NYC office, InfoCurrent (library placement firm)

\* all attendees must show drivers license for ID

Dinner will be a traditional Turkey dinner with all the trimmings, or a vegetarian option

Please let us know if you are vegetarian or have any other special dietary requirements

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Please return this form with your check (made payable to NJ SLA) as payment must accompany reservations. **Paid reservations must be sent no later than March 5, 2004 (due to security) to:**

**Attn: Arda Agulian**  
Information Specialist  
Engelhard Corp.  
101 Wood Ave.  
Iselin, NJ 08830-0770  
Phone: 732-205-5271  
e-mail: Arda\_Agulian@engelhard.com

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

- NJSLA Member \$15       Student/Retiree \$12       Non-Member \$17

Please check the following, if appropriate:

- I am an NJSLA student member and will make this my free dinner meeting for '03 - '04.
- I am currently between jobs and will make this my free dinner meeting for '03 - '04.

**Directions to IEEE - 445 Hoes Lane, Piscataway NJ - (732) 981 0060**

[http://www.ieee.org/portal/index.jsp?pageID=corp\\_level1&path=about/location&file=directions.xml&xsl=generic.xsl](http://www.ieee.org/portal/index.jsp?pageID=corp_level1&path=about/location&file=directions.xml&xsl=generic.xsl)

## March 11<sup>th</sup> Dinner Meeting Guest Speaker Panel

### **Anne S. Caputo** **Director, Knowledge & Learning Programs** **Factiva**

Anne Caputo is Director of Factiva's Knowledge & Learning Programs where she is responsible for the planning and development of learning initiatives for Factiva product training and for marketing and strategic alliances to information professionals. Her role includes management of the eLearning and classroom initiatives for internal and external users of Factiva, and for the InfoPro Alliance Program, which provides outreach and professional services to assist knowledge workers increase their effectiveness in the workplace. Additionally, she acts as liaison with key information professional associations such as the Special Libraries Association and serves as an advisor for the development of new information professional tools and products within Factiva.

Between 1976 and 1998, she served in various positions with The Dialog Corporation, most recently as Director of Dialog's Quantum information professional program and the Classroom Instruction Program, where she was responsible for strategic planning and marketing to information professionals and academic and public libraries. During her time with Dialog she served in customer services, training and as the Senior Business Information Specialist.

Ms. Caputo is a member of the Special Libraries Association where she serves as the immediate past President of the Washington, DC Chapter, the American Library Association and the American Society for Information Science and Technology. She is listed in Who's Who in Library and Information Services, and Who's Who in American Women. Contact Anne directly at Tel.(202) 289-2103 or [anne.caputo@factiva.com](mailto:anne.caputo@factiva.com).

### **Joanne P. Roukens** **Executive Director** **Highlands Regional Library Cooperative (HRLC)**

Joanne P. Roukens is the current Executive Director and former Program Coordinator for the Highlands Regional Library Cooperative (HRLC) in Denville, NJ. Highlands provides resources, services, expertise and continuing education programs to nearly 1,000 member libraries in a seven-county region in northern New Jersey. Before coming to the Region, she was with the Morris County Library (Whippany, NJ) for 14 years and served as their Coordinator of Public Education.

Joanne conducts workshops on presentation skills and customer service, and with her colleague Robert Lackie of Rider University, how to power up your library instruction, teaching methods and facilitation skills. She has earned a *Certificate in Training* from the New Jersey Department of Personnel. Joanne is the Co-coordinator of the New Jersey Train-the-Trainers Group and is an active member of the New Jersey Library Association's Professional Development Committee. She is also a member of the ALA Continuing Library Education Network & Exchange Round Table. Contact Joanne directly at Tel. (973) 664-1776 or [jroukens@hrlc.org](mailto:jroukens@hrlc.org).

### **Diane Goldstein** **Manager, NYC office** **InfoCurrent**

Diane Goldstein developed the New York City InfoCurrent office in January 2000. Since then, she has established InfoCurrent has one of the top library placement firms, handling corporate, academic and special library assignments in NY, NJ and Connecticut. The Washington DC InfoCurrent office has been handling library staffing needs for over 35 years. Under Ms. Goldstein's management, the New York office of InfoCurrent has grown from a staff of one to four full-time employees. It includes an active temporary staffing service that provided librarians and related personnel to many of the top organizations and schools in the area for short-term and long-term projects. The two InfoCurrent offices manage permanent placements throughout the United States.

Ms. Goldstein has a BA in Biology, an MLS and 29 years of library experience. She has worked in academic, public and special libraries. Her last position prior to joining InfoCurrent was as a Project Coordinator/Grants Administrator for a New York State Library cooperative agency. In this position, she had the opportunity to work with area hospital and medical school librarians, as well as many academic librarians and government officials. During her career, Ms. Goldstein has been Head of Circulation Services at the Morris County Library in Whippany, NJ.; developed and managed a small solo special library; and was a medical librarian in NYC and Philadelphia. She is an active participant in both the Medical Libraries Association and the Special Libraries Association.

### **Melissa Young** **Manager of Electronic Information** **Lucent Technologies**

Melissa Young has been with one employer for the past 23 years, but with four companies. Starting in 1980 with AT&T (and Bell Labs), she then moved through subsidiaries (ATT-Information Systems), divestiture (stayed with AT&T, Bell Labs), trivestiture (moved to Lucent Technologies), and is currently a manager with the Integrated Information Solutions (IIS) group, the "library" network for Bell Labs and Lucent Technologies.

Ms. Young began as a reference librarian, and has managed libraries, cataloging, intellectual property, research, publications and electronic content groups at various times over the last 20 years. She has worked in the United Kingdom and in New Jersey in South Plainfield, Holmdel, Lincroft, Middletown, Whippany, and Short Hills. For the past 10 years, she has been the manager of the Electronic Information Services (EIS) group based at Lucent's Murray Hill, NJ office. The EIS group develops and maintains intranet-based electronic content services. InfoView, the main IIS web site, contains over 30,000 web pages and has an average of over 3,000,000 accesses monthly.

## In Memoriam

The Chapter would like to remember a few of our friends and members who passed away last year:

### Monica McKenzie

Monica McKenzie, librarian at Schering-Plough Corporation, died suddenly on Wednesday, May 28, 2003. Monica was born in Kingston, Jamaica, and migrated to the United States in 1980. She worked at Schering-Plough 15 years and had previously been employed at the New York Public Library. Surviving are her husband, Delroy; her mother, Zena Pringle; her mother-in-law, Alice McKenzie; devoted sons Kurt, Marc and Troy; step-children Suzette, Simone, Dane and Neil; and sisters Daphne Nelson and Myrel Moss of Jamaica. (from the Courier News, 6/2/2003)

The Chapter made a donation to Missionaries of the Poor (Delray Beach, FL) in memory of the deceased.

### Normand Varieur

Normand L. Varieur, age 76, a longtime Denville resident, died on Tuesday, July 1, 2003. Born in Pawtucket, R.I., on March 15, 1927, son of the late Wilfred E. and Rosalda Varieur, he is survived by his companion of 26 years, Albert P. Lahndt Jr. of Denville; as well as his brother, Wilfred S. Varieur of Navarre, Fla.; his sister, Constance F. Pugliese of Westerly, R.I., and numerous nieces and nephews. Normand donated his body for medical research to the University of Medicine and Dentistry of New Jersey. (from the Star-Ledger, 7/20/2003)

The Chapter made a donation to the Haiti Fund of St. Catherine of Siena Church (Mountain Lakes, NJ) in memory of the deceased.

### Peter Ocker

Peter W. Ocker, 37, of Warwick, N.Y. died Saturday, July 5, 2003. Peter had been president of Ocker & Trapp, Emerson. He was president and a member of the American Library Association, and a member of the Library Binding Institute and the Association of Graphic Communications. (from The Record 7/7/2003)



## From the Editors' Desk...

This year, the NJSLA Bulletin is being run by the Bulletin Committee rather than a single editor. We hope that this will add variety and new ideas to the publication of the bulletin. We welcome your submissions and feedback.

Please e-mail us your:

- ❖ Announcements - job changes, promotions, relocations
- ❖ Interesting events or happenings in library science
- ❖ Summaries of recent meetings and conferences that you've attended
- ❖ Tips or technique that make your job easier
- ❖ Original articles on any topic that you think is relevant for the Bulletin

Thanks,

### *The Bulletin Committee*

Elizabeth Arnold  
[elizabeth\\_arnold@merck.com](mailto:elizabeth_arnold@merck.com)

Melissa L. Brown  
[melissa.l.brown@gsk.com](mailto:melissa.l.brown@gsk.com)

Jeannine Creazzo  
[jcreazzo@saintpetersuh.com](mailto:jcreazzo@saintpetersuh.com)

Cheryl Erenberg  
[erenbergs@earthlink.net](mailto:erenbergs@earthlink.net)

Kristen Fitzpatrick  
[krisfitz@worldnet.att.net](mailto:krisfitz@worldnet.att.net)

Caroline Geck  
[cgeck@cougar.kean.edu](mailto:cgeck@cougar.kean.edu)

# No Boundaries. No Limits. Know Your Library

## Susan Kaplan

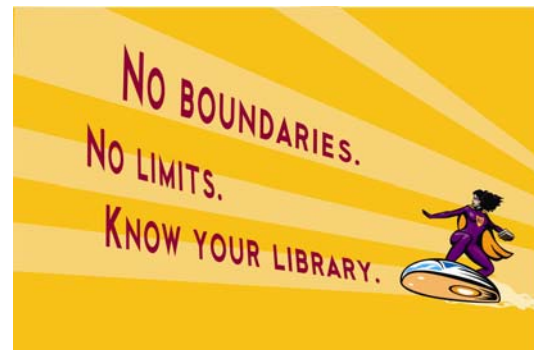
### “No Boundaries. No Limits. Know Your Library”

That’s the rallying call to all who live or work in New Jersey. The concept of the first ever statewide marketing campaign for New Jersey’s libraries was developed by marketing consultant Parker & Partners of Absecon, NJ, and began its rollout in late September. At its center is Super Librarian: “With help from your librarian, you can do just about anything. The library is your local knowledge resource and your librarian is your expert tour guide.” Norma Blake, State Librarian, described the surprisingly easy choice from three creative concepts developed by Parker & Partners. “Super Librarian was selected for its eye-catching graphic novel look and its unexpected character for a library image, which we hope will cause the public to look at libraries and librarians in a new way.” It is a powerful, fun brand icon for a TV spot, companion posters, in-house handout materials, an optional library card design, and other forms of communication. You can see the TV spot, which began airing last fall on cable stations, at the campaign website [www.njlibraries.org](http://www.njlibraries.org). The website features a library finder to easily connect state residents to their local library’s website, as well as campaign Resources for Librarians.

### SLA joins this exciting program

A priority of the first stage of the campaign is to reach out to New Jersey’s specialized library communities so that the campaign reaches even more of the state’s residents. The New Jersey and Princeton-Trenton chapters of SLA are our newest sponsors. Benefits of this joint sponsorship include widespread publicity about SLA’s generous support of this initiative, ongoing promotion to public and academic librarians about special librarianship in New Jersey via the Super Librarian and SLA websites, and customized print promotional materials to enable SLA members to bring the Super Librarian campaign to their employer organizations. Liz Arnold, President of the New Jersey Chapter, noted, “This collaboration with other New Jersey library associations will benefit our members by supporting the Special Libraries Association’s mission to promote its members through learning, advocacy and networking initiatives. The Chapter’s board

unanimously agreed to endorse the Super Librarian campaign.” Other library association sponsors include the New Jersey Library Association, the Health Sciences Library Association of New Jersey, and the Virtual Academic Library Environment consortium.



### What’s next?

In addition to the initial branding initiative, a three-year marketing plan was adopted by the Statewide Marketing Committee, whose members represent all types and sizes of libraries and library groups. The plan encompasses a variety of campaigns and tactics to highlight various library services, and target diverse groups of potential library users. These marketing activities will be implemented as funding from sponsors becomes available. To that end, an ongoing sponsorship program has been developed to gather leads from the library community to businesses and individuals whom they believe would support the effort to spread the word about libraries. Many SLA members have submitted sponsor leads, which we are pursuing, and we welcome your help to identify still more leads.

The Marketing Steering Committee includes Susan Kaplan (Chair), Cheryl O’Connor (INFOLINK Regional Library Cooperative) representing the New Jersey Library Network, and Arlene Sahraie (Bergen County Cooperative Library System), representing the New Jersey Library Association. For more information or to tell us about potential sponsors, contact Susan Kaplan at [skaplan@njstatelib.org](mailto:skaplan@njstatelib.org).

# Leadership Development Institute 2004

## *Jeannine Creazzo, NJSLA President-Elect*

On Wednesday, January 21<sup>st</sup>, Liz Arnold, President, Miranda Scott, Past-President, and I boarded a plane to take us to the Leadership Development Institute in Albuquerque New Mexico. Previously known at the Mid-Winter Meeting, these two days promised to be filled with networking, sharpening our leadership skills, and taking care of SLA business.

We stayed at the Hyatt Regency Albuquerque, which is where the institute was held. After checking in to our rooms, the three of us went to the registration table. Here we signed up for the "Dine Around". Arranged by the Rio Grande Chapter, we were able to sign up to eat at a local restaurant with a member of the Rio Grande Chapter of SLA as our guide. Since we were in Albuquerque, we decided to eat at Garduno's, an authentic New Mexican restaurant with Donna Cromer. Donna informed us as well as members of the Boston, Louisiana, and Princeton-Trenton chapters, that there is a difference between green chilies (which are hot) and red chilies (which are very hot). Take my word for it, there is!

Thursday January 22<sup>nd</sup> was the first day of the institute. Starting at 8am, the day was filled with introductions, speeches, and presentations. First, the attendees were introduced to the SLA staff, board members, and candidates. It was nice to put faces to the names I have read or have spoken to on the telephone. Then was the presentation by the keynote speaker, Ann Rhoades, Former Executive Vice President for JetBlue Airways and President of PeopleInk, a human resources consulting firm. Ann's presentation was entitled, "People-Centric Cultures Pay Big Dividends: Lessons from Great Companies". Ann captivated the audience with her funny anecdotes and great examples as she spoke of selecting and retaining "A" players, treating employees "fairly", not equally and steering customer service from "good" to "great".

Following Ann's presentation was "Leadership Development". Barbara Spiegelman, a Director of SLA, led a fun, yet informative session that explained the types of communication methods. Attendees asked themselves, "Am I a intuitor, a thinker, a feeler or a sensor?"

The "Meet the Candidates Luncheon" gave the three of us the opportunity to dine with members from different chapters. During the luncheon, the 2004/2005 Board Candidates gave their speeches. The speeches can be found at

[www.sla.org/content/SLA/governance/bodsection/04bodcand.cfm](http://www.sla.org/content/SLA/governance/bodsection/04bodcand.cfm). I encourage you to visit this web site and vote by March 8<sup>th</sup>.

After lunch, we attended the "Program Development for Chapters" session. The moderators were Chapter Cabinet Chair-Elect Patricia Cia, Director, Lynn McKay, Chapter Cabinet Chair, Dav Robertson, and Treasurer Gloria Zamora. We were arranged to sit with members of the Illinois, Michigan and Southern California. I thought this was a great idea since their chapters have about the same amount of members as the New Jersey Chapter and we related to certain issues. This session was very informative and provided us with ideas, resources and potential speakers for chapter events.

New Jersey Chapter member and SLA Director Renee Massoud and Brian Weisman, SLA Employee in charge of Web System Administration presented the last session, "Launching a Community of Practice for Your Unit".

This new online resource will provide members with links to helpful resources, sources, and up-to-date industry news. This looks to be a great advantage to being a member of SLA. Take a look for yourself at <http://cop.sla.org>.

On Thursday evening, the Rio Grande Chapter invited institute attendees to a "Fiesta on the Rio Grande" The evening consisted of a Pueblo feast buffet, a hosted bar and unique Southwestern entertainment at the Indian Pueblo Cultural Center. After dinner, the three of us went to the pueblo museum that was on the premises and, of course, the gift shop! It was a great night, exposing us to the culture of Albuquerque.

On Friday morning, we attended the "Building for Tomorrow's Leaders" session. Christine DeBow Kline, SLA Director, Doris Helfer, 2003-2004 President-Elect Candidate, Dee Magnoni, Director Candidate and Susan Klopfer, Director Candidate each spoke at the session. This session was informative, as it provided how each speaker's personal experiences contributed to their leadership skills.

The next session, "How Not to Run a Meeting" was presented by SLA Director and Rio Grande chapter member Marjorie M.K. Hlava. There were procedures of a meeting that should be included that I was not aware of. *(continued on page 12)*

Marjorie's handout is a great source to use as a reference.

After having lunch with other institute attendees, we attended "Successful Fundraising". Carol Hoover and Heather Kotula, members of the Rio Grande Chapter, presented this session. The Rio Grande Chapter had a year and a half to plan this two day institute. Carol and Heather spoke of the tasks performed by chapter members and about the steps that should be taken in order to secure sponsors for an event. I agree with other attendees that the chapter did a terrific job in planning the institute.

The Chapter Cabinet meeting was the last session of the day. Attendees learned of activities of different chapters, including the New Jersey Chapter's involvement with the New Jersey State Library's "Super Librarian" campaign.

A member of the Toronto chapter reminded attendees of the annual conference in June of 2005. There was a lot of discussion instituted by the Kentucky chapter's memo to the chapter cabinet regarding the membership dues. I am curious to see what the Board will do as a result of hearing the comments and opinions from the meeting's attendees.

On Friday evening, the three of us dined with other institute attendees, who included members of the Princeton-Trenton chapter, at Tucano's Brazilian Grill ([www.tucanos.com](http://www.tucanos.com)) The delicious cuisine was a great way to end a meeting filled day!

By Saturday, the majority of the institute's attendees had either headed home. On Saturday morning, we chose to attend the "Board of Directors Meeting" I had never attended such an important meeting. Here, I was able to see the rules and procedures in action that Marjorie M.K. Hlava had discussed the previous day. I am glad that we attended since it gave me a better understanding on how association decisions are made, and more importantly the people behind them.

At the end of the meeting, the three of us, fellow New Jersey Chapter member Janet Weiss, and Marcia Rodney of the Rocky Mountain Colorado chapter ventured to the "Old Town" section of Albuquerque (<http://www.oldtownalbuquerque.com/>). Just a one dollar bus ride from the hotel, this area is an historic village within Albuquerque filled with shops and restaurants. We dined at the Church Street Café, the oldest residence in Albuquerque, and had authentic New Mexican cuisine. Shops offered art, sterling silver and turquoise jewelry, and specialty shops. We even ate ice cream outside-try doing that in New Jersey in January! For dinner, we had a delicious meal at The Artichoke Café (<http://www.artichokecafe.com>) in Albuquerque.

I am so glad that I had the opportunity to attend this Leadership Development Institute. It was informative, enjoyable, and beneficial to me both professionally and personally. I look forward to bringing what I have learned to the next chapter board meeting.

## Navigating to our NJ/SLA Website

The most up-to-date information about our New Jersey Chapter may be obtained by going to the main SLA web page at [www.sla.org](http://www.sla.org). Go directly to our NJ/SLA web page at <http://www.sla.org/chapter/cnj/>. Or, from <http://www.sla.org>:

- ❖ Click SLA Community
- ❖ Click Chapters/Divisions/Caucuses
- ❖ Click Chapters
- ❖ Select New Jersey from the drop-down menu and click View Chapter.

At the NJSLA homepage, you can access Chapter resources, such as: current news, Board info and contacts, current meetings and events, Board Minutes, the NJSLA Bulletin, and area job listings. Information about the NJSLA Listserv, our online discussion group, is provided below.

## NJ/SLA Listserv – Our Online Discussion Group

NJSLA's discussion group is SLA-NJ. It provides a forum for announcements of Chapter programs, events and news, as well as for other information of interest to members.

To subscribe, send the message "subscribe SLA-NJ yourfirstname yourlastname" to [LISTSERV@SHRSYS.HSLC.ORG](mailto:LISTSERV@SHRSYS.HSLC.ORG). *Keep the subject line blank.* Nonmembers are welcome to subscribe and contribute to the discussion group as long as the postings are germane to the purposes of the list.

Questions or comments on the web page may be addressed to Kathleen M. Creegan: [kate.creegan@exxonmobil.com](mailto:kate.creegan@exxonmobil.com).

# NJSLA Board Minutes

## *Minutes from the October 15, 2003 Board Meeting*

**Attendees:** Liz Arnold; Miranda Scott; Jeannine Creazzo; Ruth Wolfish; Cheryl Erenberg; Mary K. Joyce; Rita Reisman; Henry Gozdz; Sherry Markowitz; Sharon Komanesky; Diana Komanesky; Janet Weiss; Gregg Rempkowski; Kate Creegan; Marilyn Burk; Judy Krieg

**Location:** Willie's Tavern, Bedminster

### **President's Report: Liz Arnold**

- Liz announced that Doug Doremus is our new Affirmative Action Chair. Since he wasn't present, Liz gave us his list of ideas to consider:
  - Analysis of current membership - race, gender etc.
  - Target "under-represented" segments
  - Offer Award/Scholarship to Student, CE - sponsored by Vendor
  - Recruit membership at Library Schools - i.e. - Rutgers
  - Create Mentorship Program
- All positions are filled except bulletin editor. Liz asked if we need a bulletin since we have the web site. Question will be referred to the Communications Chair, Robert Dinerman.
- November 19<sup>th</sup> seminar will be at Merck. Box lunch. Chapter has to pay for the seminar but Liz says it should be free to members. Holiday meeting December 3.
- Liz has a box of Chapter stationery.
- We made donations of \$50 each in memory of Monica MacKenzie and Normand Varieur.
- One of Liz's goals is to conduct a member survey, using SLA's subscription to Survey Monkey. Jeannine and Miranda will assist. Other goals include collaboration with other library groups and the filling of Board/committee positions.
- Next Board meeting will be a teleconference. Details to follow.

### **Archives Report: Elizabeth Eliason**

- All of the materials that were forwarded to me have been sent to the Newark Public Library and I'm going to try to get down there one of these days to see what is already in storage.

### **Public Relations Report: Carol Feltes**

- NJ State Library Super Librarian campaign: Carol interacted with Susan Kaplan via email several times on the development of the campaign. Met with her briefly at the State Library on October 8, and again with Liz at Merck on October 10. I would enthusiastically advise that we participate, and have some lively discussion around the ways in which we should participate.
- Carol called the Star Ledger, and then emailed information to them, suggesting a story on the consulting services available to businesses; gave them Janet Weiss' contact information. Apparently they did not follow up with her for a story.
- Carol is working to update the brochure with new officer names. She also suggested that we might host Rutgers students at our companies.

### **Secretary Report: Sherry Markowitz**

- Sherry presented the minutes from the April 2003 meeting. Miranda made a motion to accept. Diane, Second. Approved.
- Sherry presented the July minutes Miranda moved to accept the minutes. Cheryl second. Approved.
- Sherry will mail a copy of the May meeting minutes to Liz.

### **Treasurer Report: Gregg Rempkowski**

- Congratulations to Gregg on his marriage
- Gregg is going to email his report to Sherry (he didn't so it's not included).
- Sherry made a motion for Gregg to buy a new version of Quicken. Mary K. second. Approved.

# NJSLA Board Minutes

## **President Elect's Report: Jeannine Creazzo**

- Jeannine is trying to find a speaker for the Alice Rankin meeting in April. Sharon suggested that Mary Ellen Bates would be available the week of April 19. Jeannine will follow up.
- Liz and Jeannine are looking for a location for our business meeting in May. We have the Rutgers Club booked for that date if we can't find anything else.
- The program committee put together a check list for organizing meetings.

## **Director of Administration Report: Mary K. Joyce**

- We need to update the manual but have to wait for the new governing documents from Headquarters.

## **Career Guidance Report: Ruth Wolfish**

- The March meeting will be at IEEE in Piscataway again. This time the IEEE talk will be about why people join professional associations. Suzanne is going to organize transport.

## **Business Manager Report: Cheryl Erenberg**

- Cheryl is training Henry Gozdz to take over the Business Manager position.

## **Consultation Report: Janet Weiss**

- Contact Janet if any company is interested in starting a library. Consultation will give a half day's help – will prepare a needs assessment or help in hiring. This is sponsored by Headquarters.

## **Employment Report: Diana Komanesky**

- There are 0-3 postings per week.
- Questions about what to post: should we cover paraprofessional positions; national or local; how often to mail?

## **Finance Report: Judy Krieg**

- Judy needs to get together with Gregg and Mary K.

## **Government Relations Report: Marilyn Burk**

- Government related information will be posted on the web site.

## **Nominating/Awards Report: Miranda Scott**

- Miranda called for volunteers for her committee. Cheryl and Sherry volunteered.

## **Webmaster Report: Kate Creegan**

- Kate will talk to Robert (Communications Chair). Cheryl will work with Kate - maybe put up links for students e.g. what it means to be a special librarian.

## **Professional Development Report: Sharon Komanesky**

- Sharon is looking for free vendor teleconferences to post on the web site.

## **Strategic Planning Report: Miranda Scott**

- Rita admires the Minnesota Chapter strategic plan. After the survey results, a team will start to develop the plan.

## **New Business: Rita Reisman**

- Widharto's membership is up in January. Rita asked if we are willing to pay his membership again and also his airfare to Nashville for the Annual Conference.
- Rita made a motion to fund Widharto's membership again. Sherry second. Approved.
- Rita will ask him for a budget for the conference. We can vote at the next Board meeting.

## **New Business: Liz Arnold**

- Liz talked about dine around meetings – local meetings, virtual seminars. Marilyn said AIIP used to do this.
- Liz mentioned SLA's membership recruitment drive.
- New Jersey Super Librarian campaign is a three year campaign to reintroduce the concept of what libraries can do for their communities. Susan Kaplan asked us to sponsor. There are two levels - \$5,000 and \$7,500 per year. The difference is a sponsor page on their web site.

# NJSLA Board Minutes

- Sherry made a motion to participate in the campaign at the \$5,000 level. Rita second. Liz will ask Susan if we can do this with Princeton-Trenton chapter who could boost us to the \$7,500 level.

## Adjournment

- Janet moved to adjourn; Jeannine seconded.

## *Minutes from the December 15, 2003 Virtual Board Meeting*

**Attendees:** Liz Arnold; Miranda Scott; Jeannine Creazzo; Cheryl Erenberg; Mary K. Joyce; Rita Reisman; Sherry Markowitz; Marilyn Burk; Henry Gozdz; Doug Doremus; Gregg Rempkowski; Janet Weiss; Diana Komanesky; Kate Creegan

**Location:** Conference Call hosted by Merck

### President's Report: Liz

- Rutgers RUSLA: Jeannine attended the October 21 meeting; Liz and Diana the November 4 meeting and Janet the November 18 meeting.
  - Liz found the meeting to be a good opportunity to interact with the students.
  - As a result of the October 21 meeting, 8-12 students visited Jeannine's work location.
  - Janet got asked a lot of questions such as how to find jobs, what she looks for when interviewing, etc.
- Liz is collecting surveys from other chapters. People should send any questions they would like to have asked by next week or the week after.
- Liz, Jeannine and Miranda will be attending the SLA 2004 Leadership Summit on January 22-24. Janet will be attending as a representative of the Biomedical Life Sciences Division.
- The March meeting will be at IEEE in Piscataway.

### Secretary Report: Sherry Markowitz

- Sherry presented the minutes from the October 2003 meeting. Miranda made a motion to accept. Mary K., Second. Approved.
- Sherry mailed a copy of the May meeting minutes to Liz.

### Treasurer Report: Gregg Rempkowski

- Gregg reported that the pooled fund balance is \$23,121.48; checking account balance is \$14,946.34
- Gregg said he is having trouble saving the reports he creates in Quicken. Mary K. offered to walk him through it.

### President Elect's Report: Jeannine Creazzo

- Jeannine is trying to find a speaker for the Alice Rankin meeting in April. Sharon suggested that the November 19 virtual seminar had 15 people attend. 3 of the 15 people were not SLA members. The December seminar had about 16 people. 12 attendees responded to the SLA survey about the seminar. All said the web presentation was good and that they would attend another one.
- Mary Ellen Bates is available the week of April 19 for the Alice Rankin meeting but this is a possible conflict with the Princeton-Trenton chapter meeting already arranged for the same week.
- The business meeting will be at the Rutgers Club.
- Jeannine has mailed an updated programming chart. Attached.

### Director of Administration Report: Mary K. Joyce

- Revision of bylaws still on hold until SLA releases the new governing documents.

### Past President: Miranda Scott

- No report

# NJSLA Board Minutes

## **Affirmative Action: Doug Doremus**

- No report

## **Assistant Treasurer: Rita Reisman**

- No report

## **Bulletin Co-Editors: Cheryl Erenberg, Suzanee Szerlip, Melissa Brown**

- Liz offered to help Cheryl get a January issue out.
- Liz will send contact information for Melissa Brown.

## **Business Manager: Henry Gozdz**

- Henry worked on the list of sponsors. About 10-12 are interested. Liz and Jeannine will talk about how many program there will be and let Henry know.

## **Consultation: Janet Weiss**

- Janet will write a piece on consultation for the Bulletin.

## **Employment: Diana Komanesky**

- We are holding at 3-4 postings a week.
- Diana asked if she should post academic positions. Answer: Yes

## **Government Relations: Marilyn Burke**

- Marilyn is collecting web sites that will be helpful.
- She volunteered to do an article for the Bulletin with the results.

## **Nominating: Miranda Scott**

- President Elect and the Secretary position is open.
- Miranda printed off the list of members from the SLA web site and is calling people.
- Miranda will post an ad for the positions to the list.

## **Strategic Plan: Rita Reisman**

- On hold until governing documents settled.

## **Old Business**

- Rita will try to find out how much the airfare might be for Widharto to attend the SLA conference.
- Liz reported that the Princeton Trenton chapter is excited about co-sponsoring the NJ Super Librarian campaign. They offered to split the sponsorship but we will propose to divide it based on the number of members in our chapters.
  - Miranda moved to co-sponsor at the Option 2 level. Rita seconded the motion. Approved.
  - Next we need to develop a joint web page with Princeton Trenton for the NJ State Library page to point to.
  - Liz will talk to Carol Feltes about how to distribute the promotional items.
- Dine Around
  - Jeannine will be the point person for anyone who wants to sponsor one.
  - Liz is planning one in Clark in February.
  - Kate and Cheryl are planning a cocktail reception at the North Maple Inn in Basking Ridge in January/February.
  - Miranda will organize one for Monmouth County.

## **New Business**

- No report

## **Adjournment**

- Miranda moved to adjourn; Janet second.

# Our Chapter's Officers

## Executive Board

<p><b>Chapter President</b> Elizabeth Arnold Director, Law Library &amp; Legal Info. Merck &amp; Co., Inc One Merck Drive - WS 3B-37 Whitehouse Station, NJ 08889 Tel: 908-423-5805 Fax: 908-735-1147 <a href="mailto:elizabeth_arnold@merck.com">elizabeth_arnold@merck.com</a></p>	<p><b>President Elect</b> Jeannine Creazzo Manager, Library Services Saint Peter's University Hospital 254 Easton Avenue New Brunswick, NJ 08901-1766 Tel: 732-745-6647 Fax: 732-937-6091 <a href="mailto:jcreazzo@saintpetersuh.com">jcreazzo@saintpetersuh.com</a></p>	<p><b>Director of Administration</b> Mary K. Joyce Library Manager Morristown Memorial Hospital 100 Madison Avenue Morristown, NJ 07960 Tel: 973-971-5780 Fax: 973-290-7045 <a href="mailto:Maryk.joyce@ahsys.org">Maryk.joyce@ahsys.org</a></p>
<p><b>Director of Communications</b> Carole Feltes Merck &amp; Co. Inc. PO Box 2000 RY86-230 Rahway, NJ 07065 Tel: 732-594-5773 Fax: 732-594-4172 <a href="mailto:carol_feltes@merck.com">carol_feltes@merck.com</a></p>	<p><b>Secretary</b> Sherry Markowitz 20 Vom Eigen Drive Convent Station, NJ 07960 Tel: 973-644-7833 Fax: 973-644-7869 <a href="mailto:smarkowitz@att.com">smarkowitz@att.com</a></p>	<p><b>Treasurer</b> Gregg Rempkowski Factiva, Sales PO Box 300 Princeton, NJ 08543-0300 Tel: 609-627-2217 Fax: 609-627-2290 <a href="mailto:gregg.rempkowski@factiva.com">gregg.rempkowski@factiva.com</a></p>
<p><b>Past President</b> Miranda Scott Colgate-Palmolive 909 River Road Piscataway, NJ 08854-5503 Tel: 732-878-6379 Fax: 732-878-7128 <a href="mailto:miranda_scott@colpal.com">miranda_scott@colpal.com</a></p>		

## Chapter Committee Chairs

<p><b>Affirmative Action</b> Doug Doremus Elsevier 360 Park Ave South, 8th Floor New York, NY 10010 Tel: 212-462-1906 <a href="mailto:d.doremus@elsevier.com">d.doremus@elsevier.com</a></p>	<p><b>Archivist</b> Elisabeth Eliason McKinsey &amp; Co., Inc. 600 Campus Drive Florham Park, NJ 07932-1046 Tel: 973-549-6338 Fax: 973-549-1338 <a href="mailto:Elisabeth_Eliason@mcckinsey.com">Elisabeth_Eliason@mcckinsey.com</a></p>	<p><b>Assistant Treasurer</b> Rita Reisman ITT/Aerospace Communications 100 Kingsland Road - 8545 Clifton, NJ 07014-1915 Tel: 973-284-3810 Fax: 973-284-4141 <a href="mailto:rita.reisman@itt.com">rita.reisman@itt.com</a></p>
<p><b>Bulletin Committee</b> Melissa L. Brown Information Scientist Glaxosmithkline Consumer Healthcare 1500 Littleton Road Parsippany, NJ 07051 Tel: 973-889-2234 Fax: 973-889-2397 <a href="mailto:melissa.l.brown@gsk.com">melissa.l.brown@gsk.com</a></p>	<p><b>Bulletin Committee</b> Cheryl Erenberg Librarian Morristown Memorial Hospital 100 Madison Ave. Morristown, NJ 07962-1956 Tel: 973-971-5657 Fax: 973-290-7045 <a href="mailto:erenbergs@earthlink.net">erenbergs@earthlink.net</a></p>	<p><b>Bulletin Committee</b> Kristen Fitzpatrick <a href="mailto:krisfitz@worldnet.att.net">krisfitz@worldnet.att.net</a></p>
<p><b>Bulletin Committee</b> Caroline Geck Kean University Tel: 908-737-4637 <a href="mailto:cgeck@cougar.kean.edu">cgeck@cougar.kean.edu</a></p>	<p><b>Business Manager</b> Henry Gozdz Law Librarian Superior Court of NJ, Bergen Vicinage 10 Main Street, Room 107 Hackensack, NJ 07601 Tel: 201-527 2274 Fax: 201-752 4321 <a href="mailto:Henry.Gozdz@judiciary.state.nj.us">Henry.Gozdz@judiciary.state.nj.us</a></p>	<p><b>Bylaws</b> Mary K. Joyce Library Manager Morristown Memorial Hospital 100 Madison Avenue Morristown, NJ 07960 Tel: 973-971-5780 Fax: 973-290-7045 <a href="mailto:Maryk.joyce@ahsys.org">Maryk.joyce@ahsys.org</a></p>

## Our Chapter's Officers

<p><b>Career Guidance</b> Ruth Wolfish IEEE Customer Relations Manager 445 Hoes Lane Piscataway, NJ 08854 Tel: 908-781-7725 Fax: 908-781-7769 <a href="mailto:r.wolfish@ieee.org">r.wolfish@ieee.org</a></p>	<p><b>Consultant</b> Janet Cooper Weiss Manager Library Services Wyeth Research CN 8000 Princeton, NJ 08852-8000 Tel: 732-274-4268 Fax: 732-274-4733 <a href="mailto:weissj2@wyeth.com">weissj2@wyeth.com</a></p>	<p><b>Employment</b> Diana M. Komanesky Literature Resources Network Coord. Merck &amp; Co., Inc. 126 E. Lincoln Ave., RY86-230 Rahway, NJ 07076 Tel: 732-594-2144 Fax: 732-594-2876 <a href="mailto:diana_komanesky@merck.com">diana_komanesky@merck.com</a></p>
<p><b>Finance</b> Judy Krieg <a href="mailto:rhkrieg@worldnet.att.net">rhkrieg@worldnet.att.net</a></p>	<p><b>Government Relations</b> Marilyn Burk 7 Morey Lane Randolph , NJ 07869-4628 Tel: 973-895-5657 <a href="mailto:mlburk@att.net">mlburk@att.net</a></p>	<p><b>Membership</b> Sheila Fitzgibbon Christ.&amp; Dana Reeve Paralysis Res. Ctr. 636 Morris turnpike, suite 3A Short Hills, NJ 07078 Tel: 973-467-8270 Fax: 973-467-9845 <a href="mailto:sfitzgibbon@crpf.org">sfitzgibbon@crpf.org</a></p>
<p><b>Nominating/Awards</b> Miranda Scott Colgate-Palmolive Company 909 River Road Piscataway, NJ 08854-5503 Tel: 732-878-6379 Fax: 732-878-7128 <a href="mailto:miranda_scott@colpal.com">miranda_scott@colpal.com</a></p>	<p><b>Professional Development</b> Sharon Komanesky Merck &amp; Co. Inc. One Merck Dr. WS3B-37 Whitehouse Station, NJ 08889-0100 Tel: 908-423-2737 Fax: 908-735-1147 <a href="mailto:sharon_komanesky@merck.com">sharon_komanesky@merck.com</a></p>	<p><b>Public Relations</b> <i>Available</i></p>
<p><b>Strategic Planning</b> Miranda Scott Colgate-Palmolive Company 909 River Road Piscataway, NJ 08854-5503 Tel: 732-878-6379 Fax: 732-878-7128 <a href="mailto:miranda_scott@colpal.com">miranda_scott@colpal.com</a></p>		<p><b>Webmaster</b> Kate Creegan ExxonMobil Research &amp; Engineering 1545 Rt 22 East – Room CC159 Annandale, NJ 08801 Tel: 908-730-1144 Fax: 262-313-9320 <a href="mailto:kate.creegan@exxonmobil.com">kate.creegan@exxonmobil.com</a></p>

***Calling all New and Current Members!!!  
Please contact Liz Arnold if you want to get involved.***

### Your Vote Counts! National Election Ballots Due March 8<sup>th</sup>

Every member should have received a ballot for SLA's 2004 Spring Election in the mail. This year, the candidates biographies have not been included in the ballot mailing. For more details on the Candidates for SLA Office and to review their speeches presented during SLA's 2004 Leadership Summit, visit: <http://www.sla.org/springelection/>

All ballots must be returned by mail to Langan Associates for tabulation by Monday, March 8. The election results will be announced in BOARD.COMMuniqué the afternoon of Wednesday, March 10.

Things to remember when voting: \* Vote Early \* Remember to include your name and address on the official return envelope \* Return the ballot in the official return envelope \* Do not enclose other items with ballot

If you did not receive your ballot or have any questions contact Stephanie A. Russell, Director, Executive Office Relations – SLA at (202) 939-3632 or [stephanie@sla.org](mailto:stephanie@sla.org).

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