



The e-Oregonized Librarian

Vol. 5 No. 2 : Fall 2003

Bulletin of the Oregon Chapter
Special Libraries Association

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The [redesigned] e-Oregonized Librarian

During the past year or so, the Web Redesign Committee's objectives were to a) clarify the purpose/function of the website and newsletter, b) eliminate the redundancies between the two and c) simplify the creation and maintenance of both website and newsletter. The result is a more news-oriented, self-contained bulletin, with a new look to match the website.

Do you have something for the ORSLA bulletin? Send news items to **Mary Zinn** at maryzinn@hotmail.com.

President's Letter by Linda Absher

The 2003-2004 year for the chapter started on September 24th with a two-fer, the annual kick-off breakfast and a videoconference on branding held at the same time at David Evans and Associates. Rachel Berrington did the hosting honors due to the fact that I was unable to attend because of an automobile accident two weeks before. I was very sorry to miss the event, but heard it was a success.

We have some other exciting events coming up. On December 3rd we're hosting another SLA videoconference entitled **Business Planning: Building the Plan and the Buy-in** featuring Jane Dysart and Rebecca Jones at Portland State University Library. On December 11th, the professional development team is sponsoring the virtual seminar **Intro to XML**. Both events are open to members and non-members alike.

The board has been busy the past few months as well. We've recently passed a proposal: For every Emporia student who joins ORSLA between September and December, ORSLA will donate \$15 per new student member towards a graduation sponsorship for the Emporia State University Oregon 4 cohort.

Want to join in? You can! We invite members to become involved in chapter activities in some capacity, from joining a team to submitting new items for the chapter newsletter, *The e-Oregonized Librarian*. If you're interested, contact me at absheri@pdx.edu and I'll put you in touch with the appropriate member or team leader.

We're a great team with great members—come join the fun!

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Member Notes

The 2nd edition of Jan Davis Tudor's book, [Best Websites for Financial Professionals, Business Appraisers, and Accountants, Second Edition](#) is now out! For more information contact: <http://www.jtresearch.com/whatsnew.html>.

After working several years as an academic librarian (Willamette University) and a corporate librarian (Willamette Management), Jan started JT Research in 1997. She considers herself a "freelance research librarian" and specializes in business research.

SLA Virtual Seminar: Dec. 3rd

ORSLA and PORTALS are co-sponsoring the next SLA Virtual Seminar, "Business Planning: Building the Plan and the Buy-In," Wednesday, December 3rd, 11 AM-12:30 PM at Portland State University's Millar Library, Room 170. Bring a brown bag lunch and join us; drinks and dessert will be provided. Please RSVP to Pam Osborne at posborne@mercycorps.org so we can have enough dessert on hand!

The course is meant to challenge and inspire all professionals at all levels to consider building and implementing a business plan and is designed to help participants begin to answer these questions: 1) What's the relationship between strategic and business planning, and are both needed? 2) What are the critical success factors for business planning? 3) What tools and processes are used in business planning, and why? 4) How do you gain buy-in and support for a business plan? For further information on the course content, go to

<http://www.sla.org/content/Events/distance/virtsem2003/dec3virtsem.cfm>.

The PSU Millar Library is located at the southwest end of the campus, on the Park Blocks, at the corner of SW Park and Harrison (Park is one block east of 10th). Driving directions to PSU:

<http://www.pdx.edu/campus/directions/>

ORSLA Team Updates: Communications Team by Mary Zinn

The Communications Team is composed of the following members: Bette Stewart, Julie Nakao, and Ann Poteet. We are in charge of maintaining the chapter website, announcing chapter events and publishing the Chapter Bulletin.

The team met on November 11 to discuss our goals for the season, which included prioritizing our responsibilities. We brainstormed on what type of

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event we want to sponsor and produced quite a few story ideas for the newsletter.

We would like to have our Communications Team event in February or March (depending on other chapter events). While we are still working on details, we would like to have a potluck and panel of speakers on a topic to be determined.

We plan to publish three newsletters this year: December, February and May. We have coordinated with Membership Team leader Todd Hannon to push the newsletter out to library school student listservs. We are always looking for other ways to expand our audience and increase awareness of chapter events, so if anyone has other ideas, please let me know. Also, Ann will be leaving her post as editor, so if someone is interested in producing our bulletins, please contact me.

Lastly, we are interested in keeping our website current. If anyone has announcements, chapter information or a heads-up of outdated information on the site, please contact me at **maryzinn@hotmail.com**.

ORSLA Team Updates: Membership Team by Todd Hannon

There has been quite a bit happening within the realm of membership so I'd like to take an opportunity to share some information with the chapter.

National SLA Keyword Recruit Campaign

SLA is engaged in a national effort to recruit new members with its SLA Keyword Recruit Campaign. This "membership drive" began in September and will run through the end of this year. Prizes will be awarded to the chapters and divisions who recruit the most new members or increase their membership by the highest percentage. An iPAQ Pocket PC (retail \$400) will be the grand prize awarded to the individual who recruits the most new members. If you have a colleague that has been considering joining ORSLA or know of someone who would benefit from SLA membership, now would

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be the time to offer a little extra encouragement. Make sure that new members include your name in the "referred by" portion of the application.

For more information regarding the SLA Keyword Recruit Campaign go to:

<http://www.sla.org/content/memberservice/recruit.cfm>

Why one should get involved with SLA:

<http://www.sla.org/content/involved/why/index.cfm>

Membership applications are available at:

<http://www.sla.org/PDFs/SLAMembershipApplication.pdf>

Recruiting tips can be found at:

<http://www.sla.org/content/memberservice/recruit.cfm#tips>

ORSLA Membership Rising

Our outreach efforts are working! There are currently 135 members of ORSLA and thirty-three of our newest members have joined us within the last year. More than half of this year's new members have come on board within the last three months. I'd like to extend a warm welcome to all of our new members and invite you to attend chapter functions and become an active member of ORSLA.

Welcome Students

In September, the fourth Oregon Cohort of Emporia State University's School of Library and Information Management (SLIM) approached ORSLA to request a graduation sponsorship. The ORSLA Board approved plans to make a contribution that reflected the level of SLIM student participation in SLA. For every Emporia student that joins ORSLA between September and December, the chapter will contribute \$15 toward a graduation sponsorship. As of now, 15 Emporia students have joined our ranks since September, putting ORSLA's current graduation sponsorship at \$225. ORSLA is also interested in connecting with students in the region who may be attending other

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library schools. I'd be very interested in speaking with you if you are or know such a student. I can be reached at [**hant@critfc.org**](mailto:hant@critfc.org).

Membership Team Update

Denise Sharp and Debra Royer joined the Membership Team earlier this year and have hit the ground running. We have been working on planning the Student Reception tentatively scheduled for April 3, 2004. The Membership Team hopes to build on the success of last year's reception that was held at Nike.

We are also developing plans for a mentoring project and hope to establish a program/resource that will help facilitate connections between new information professionals and seasoned veterans. Several new student members have expressed an interest working with a mentor and/or landing an internship. If you are interested in mentoring, being mentored, finding an internship or have a potential internship opportunity available, please contact me at [**hant@critfc.org**](mailto:hant@critfc.org).

Member Profile by Matthew McBride

The Communications Team asked me to introduce myself to the ORSLA chapter, since I am both a new member, recently relocated, and now Operations Team Leader.

I relocated to the Pacific Northwest in the fall of 2002 from Philadelphia for an employment opportunity for my wife, also an information professional. We were very active in our local SLA chapter for several years, and it was difficult to move away from so many personal and professional colleagues. Therefore I decided to become active in ORSLA as soon as possible, which Linda Absher saw as an opportunity to fill a vacant team seat. The experience has been very enjoyable. The first chapter event I proposed, the ORSLA Professional Development Virtual Seminar Series: Intro to XML, will be held on Thursday, December 11, 9:30-11:30 AM (PST).

I am presently employed as Principal Information Consultant of CInC, Inc. (Creative Information

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Consultants, Inc. - <http://www.cincinc.com>), providing information retrieval and analysis to businesses in need of scientific, technical or intellectual property data. In addition to consulting in 2003, I taught microbiology as a part-time faculty member at a local college, and I have written for several publications on the topics of scientific and technical information, including a regular column for Searcher: The Magazine for Database Professionals. I even had the opportunity in 2003 to write an article with my wife on the topic of chemical information software ("Chemical Information Software for Searchers" Searcher 11(9), 52-59).

I hold a BSc. in Molecular Biology from Purdue University and a MSc. in Plant Pathology from the University of Minnesota, and I am in the process of completing a Masters of Library Science degree from Drexel University. In a past life, I have been employed as a biological research scientist for Rohm and Haas, a major chemical company, and as an information consultant for The Dialog Corporation. I have been searching commercial systems and databases for scientific, technical and IP information for several years, and Dialog is my preferred command language over STN (not entirely due to prior employment).