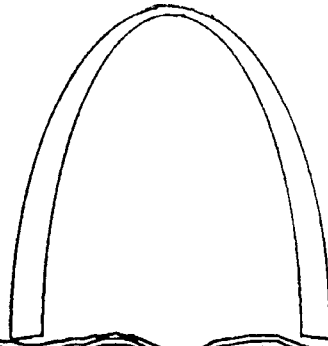

THE
SLATE



SLA

ST. LOUIS METROPOLITAN AREA CHAPTER
Special Libraries Association

Volume 61 Number 4

September 2002

PRESIDENT'S MESSAGE

Welcome Back: A Message from Your Chapter President

It is with great pleasure that I write this little “welcome back” introduction to the *SLATE*. I hope that you all were able to find a little “summer relaxation” over the past weeks, whether it was on a hiking trail in the Ozarks or in a quiet cup of coffee on a hot Saint Louis morning. In a way, I’m also “welcoming myself” back into a Chapter President’s role: years ago (too many!) I served as President for the Princeton -Trenton Chapter of SLA. Like our St. Louis Chapter, Princeton -Trenton has a small membership, but is blessed with talented and dedicated members. It’s good to be back!

I am excited about the projects our Chapter Leadership will be involved in during this new year: Erin Lanham is cooking up some really intriguing programs: the first will be on September 10th when we welcome Ian Leadley of the British Library to the historic Bevo Mill in South St. Louis. Maribeth Slebodnik is brimming with creativity as our new *SLATE* Editor and wants to hear about what you want to see in our Chapters’ newsletter. Connie Wolf, as Continuing Education Chair, will craft some enriching training experiences for your consideration and involvement. And these are just a few of the people and projects “in the works” at the time of this *SLATE*’s publication.

As your President, my intention is to continue in the two directions mapped out by our Chapter Leadership last year: (1) to increase the Chapter membership and (2) to make our electronic communication tools (the Chapter WWW site and ARCH email list) more useful tools for our Chapter members.

Our Chapter membership numbers have decreased over the past few years. According to data provided by SLA Headquarters, the St. Louis Metropolitan Area Chapter has declined from a peak of 164 (in 1994) to its current membership of 111 (reported in our May 2, 2002 Board minutes). This trend parallels a dwindling of SLA total membership numbers over the same period. One idea that has been proposed by SLA Headquarters is to extend an invitation to a broader population of knowledge workers and information professionals to join the Special Libraries Association. Clearly, the benefits of a membership in SLA are more than just the opportunity to visit an Annual Conference and a regular issue of *Information Outlook*. In St. Louis (or in Princeton - Trenton), the real benefit of being a member of SLA is (in my judgment) the opportunity to network with my peers (who, I might add, possess great reserves of humor, intelligence and wit!)

(Continued on page 3 President)

Officers 2002-2003

President	Bryan Young
President-elect	Erin Lanham
Past President	Maribeth Slebodnik
Treasurer	Ellen Eliceiri
Secretary	Marcia Stoklosa
Director-at-large	Chris Tighe
Member-at-large	Doug Holland

Committee Chairs

Archives	Maribeth Slebodnik
Awards	Open
Business Manager	Leah Holler
Discussion list	Gail Hoef
Diversity	Stephanie Tolson
Employment	Linda Recklein
Government Relations	Barbara Rehkop
Hospitality	Rosie Weiss
Information	Patrick Hendershot
Technology/Webmaster	
Membership	Margaret Ganyard
Professional	Connie Wolf
Development	
Programs	Erin Lanham
Public Relations	Katharine Hayes
SLATE Editor	Maribeth Slebodnik
Strategic Planning	Karen Chapman

Established: 1941

Web Address: <http://www.sla.org/chapter/cstl>

Subscription Address: listproc@mail.wustl.edu

**Bylaws and Brews:
Informal Chapter Meeting
at St. Louis Tap Room**

Thirsty (and hungry) St. Louis Metropolitan Chapter members met on July 8, 2002 at the fabulous Tap Room (2100 Locust) to enjoy fellowship and share experiences from the June SLA Annual Conference in Los Angeles.

About twenty-five Chapter members were present and the conversation (and the *braunschweiger*) was excellent. Hats off to Maribeth Slebodnik for initiating these informal "happy hours" during her term as Chapter President -- the last one was on March 7, 2002 at (you guessed it) the Tap Room!

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Special Libraries Association

It is always a treat to get out and network under relaxed circumstances. And big kudos to the Chapter members who showed up and engaged in the conversation.

Where would you like to have the next Chapter "happy hour" meeting? Please post your ideas to the ARCH list (for everyone to read and comment on) or forward to Bryan S. Young <bryan.s.young@monsanto.com>.

Is St. Louis a great town (and Chapter) or what?

BRYAN

(Continued from page 1 President)

Our Technology Team (Patrick Hendershot, Gail Hoef, Maribeth Slebodnik, Chris Tighe, and yours truly) will work more closely during the new Chapter year to maximize the value of our WWW site and ARCH email list. The Technology Team invites your input on which features you'd like to see on our WWW site <<http://www.sla.org/chapter/cstl>>. Over the summer months, I've gleefully noted increased activity on the ARCH email list. I invite you all to use our ARCH list to network and to inspire! I hope to forward more information from SLA Headquarters to you via the ARCH list during the coming Chapter year (which may be more informative than inspirational... we'll see!)

And, I wouldn't be doing my job if I didn't alert you (again) to the recent Bylaws ballot that was mailed to you by Special Libraries Association Headquarters. Read the proposed Bylaws changes carefully (perhaps over a quiet cup of coffee) and make sure that your ballots are postmarked by October 1, 2002.

Best regards,

Bryan S. Young, President
St. Louis Metropolitan Area Chapter

UPCOMING MEETINGS!

Chapter Chair Elect and Program Chair Erin Lanham reports that several meetings are in the planning stages and details should be coming to you shortly. She is planning several networking lunches around the city in October and November. And we hope to have details about our annual and annually anticipated holiday party to you soon so you can SAVE THE DATE!

If you would like to receive the earliest possible notice of upcoming Chapter events, please subscribe to the Chapter discussion list. Information is on our website at <http://www.sla.org/chapter/cstl>. Check the website for the latest updates and information!

MAKE IT YOUR SLATE!!

It's been a long time since the last issue of the *SLATE* and there's lots of information to share. This is the first issue of the *SLATE* that I've edited, and putting it together has given me much to think about, and reminded me that I have a lot to learn! Please forgive any errors you spot but let me know what they are so I can improve with the next issue.

I certainly have a renewed appreciation of how much Joel Shedlofsky has contributed to the Chapter by his editorship of this newsletter for many years. He made many changes along the way and brought it to its present useful state. The *SLATE* is a tool that can keep us in touch with each other and with SLA, and hence with our profession. Please thank Joel for his hard work and creativity the next time you see him!

The other thought I'd like to share with you is that with a new editor for this publication, change will inevitably happen. Joel and I are two different people, so changes will occur. Let's be proactive and creative. What kind of change would you like to see? How would you like to contribute to that change?

I hope to make the *SLATE* a broader source of information about the entire St. Louis library community, one that all our information colleagues might find valuable, no matter where they work. If you don't like to write, send me the information and I'll write it up!

This is where you can toot your horn and know that your accomplishments are appreciated! I believe that our professional community has resources that none of us know the complete depth of, and we can all enrich each other. My best to all of you!

MARIBETH

St. Louis Metropolitan Chapter Special Libraries Association
 Chapter Meeting: Career Choices: Making the Transition to Competitive Intelligence
 May 9, 2002 5:30 p.m. to 8:15 p.m.
 Donald Danforth Plant Science Center

5:30 – 7:00 p.m. Networking and dinner

7:00 – 7:30 p.m. Annual Chapter Business Meeting (Election of Officers, Chapter Awards, announcements)

7:30 – 8:00 p.m. Presentation – “Career Choices: Making the Transition to Competitive Intelligence”

by Regina Klein, Pharmacia Corporation

8:15 p.m. Tours of DDPSC Library

The Annual Chapter Business Meeting was called to order by Chapter President Maribeth Slebodnik at 7:12 p.m. Maribeth acknowledged the excellent PowerPoint slide show created by Chris Tighe, Director-at-Large and Awards, for the annual St. Louis County Schools Career Fair. She thanked Bryan Young, President-elect/Programs, for planning the program. She also reminded any members planning to attend the SLA Annual Conference in Los Angeles to let her know. A meeting would be scheduled later to discuss the conference programs and meetings. There were no new announcements.

Chapter Awards – Stephanie Tolson, Diversity Chair, was introduced to present the Elizabeth Owens Award to Carol Thaxton. The award recognizes distinguished service to the Chapter and the library profession by a Chapter member. Stephanie highlighted Carol’s term as Chapter President and as Chair of the very successful reception at the 2000 SLA Winter Meeting. Carol thanked the members for the award and said that although retiring, she would continue to work within the Chapter.

Election of Officers: Maribeth presented the slate of candidates for approval:

President-Elect	Erin Lanham
Secretary	Marcia Stoklosa
Treasurer	Ellen Eliceiri
Director-at-Large	Christine Tighe
Member-at-Large	Doug Holland

The slate was approved as presented. Maribeth thanked the nominating committee, Mary Anne Walton, Doug Holland and Alison Verbeck.

Maribeth thanked everyone for the privilege of being President and turned the gavel over to Bryan Young, who spoke briefly on the plans for the upcoming year. Bryan then introduced Regina Klein, Manager of Competitive Business and Strategies, Pharmacia Corporation.

The following is an overview of Regina’s presentation Career Choices: Making the Transition to Competitive Intelligence.

1. Assumptions
2. What is CI?
3. Is CI for me?
4. Skills comparison
5. Action plan for career transition
6. Q&A

1. Assumptions: You must be able to recognize the need for a career change and when you are ready. You must realize that CI is a career worthy of consideration.

2. CI is called business intelligence or technology intelligence. But it is not truly “intelligence” unless an

(Continued on page 12)

ANNUAL MEETING ROUNDUP!

Chapter members represented us at SLA's Annual Meeting in Los Angeles this June. They share their impressions, memories and useful bits of knowledge below.

Drucker and the Changing World of the Special Librarian

SLAers that attended the keynote address at the June annual conference were in for a treat with none other than the world renowned Peter Drucker. Drucker has been providing business and economics advice for some time. He approached the stage walking slowly with the assistance of a cane, took his seat in a large cushioned arm chair, and proceeded to speak to the audience as if we were in his living room.

Drucker mentioned that he had been asked to speak on "How to put knowledge to work." He said, "before you can put it to work, you must get it. That is your work, the difficult part." In many organizations there are persons known as the chief information officer. He said, "that is a misnomer." What those organizations really have is a data manager, a manufacturing manager. He acknowledged that, "the librarians are the information managers." An analysis of requests submitted to corporate libraries reveals that 80-90% of the requests are standard, but the rest can identify a "threat or opportunity". Drucker revealed that an un-named multinational corporate CEO credits this 10-20% as the route to his success.

Peter Drucker referenced that in early computer days, the thought was that computers would change decision-making. That has been proven wrong. Computers changed operations. Globalization has caused companies to be more competitive. Now many companies are globally competitive. The Internet is adding competition today because it removes geographic barriers. Distance has become immaterial and because of the Internet American business is beginning to restructure.

Information has become more valuable. Money is plentiful. Competency and strategy are scarce. Drucker said "Librarians are valuable because they are able to gather information about external activities that can impact internal operations. The job of the librarian is to find and bring in external information." This information will not exist internally. It will not be in the organization's data system until librarians put it into the system. Drucker believes that "librarians will rise in organizations, not because of the proliferation of information, but the value of finding, making it meaningful and anticipating the need for information." Drucker challenges special librarians to learn to look at the patterns of things as they happen and to note the effect of the change and communicate it. To gain more insight into Drucker's philosophy read some of his many works such as *The Age of Discontinuity: Guidelines to Our Changing Society, America's Next Twenty Years, and The Changing World of the Executive*.

STEPHANIE TOLSON

SLA Conference Site Selection Changes

Did you know that SLA generally chooses the annual conference site 9 years in advance and the winter meeting conference site 4 years in advance? SLA's Board of Directors approved a recommendation from the Finance Committee during the June 2002 annual conference:

- Winter meeting sites will be approved 2 years in advance and the annual conference site will be determined no more than 5 years in advance. The rationale for this is that selecting sites too far out hinders the association's flexibility and ability to negotiate better financial terms.
- Currently SLA holds meetings in geographic areas that are advantageous to members. This is done on a rotation basis. In review of these practices it was found that the most important factor was the program appeal to members; therefore, site selection will be based on the draw of the city, ease of access and cost-benefit. The current schedule of conferences: 2003 New York, 2004 Nashville, 2005 Toronto will not change, but there is a window of opportunity to explore changes for 2006, 2007, and 2008.

STEPHANIE TOLSON

SLA CE course “Managing Corporate Archives”

I attended SLA 2002 CE course “Managing Corporate Archives” taught by Jeanette Bergeron. It covered what archives are and how they differ from other information sources, how to set up an archives program, typical corporate archives, caring for archival information, archiving management policies, technologies used for archiving, etc. During this one-day session, I obtained lots of information:

- Archives fit well into knowledge management. Archives have always dealt with implicit knowledge in the form of oral histories and various types of corporate records.
- Space needs: a dedicated room for archives, maintained at more or less even temperature and humidity levels (60-65 degree Fahrenheit and 44-50 percent humidity); has a minimum amount of window light, etc.
- If you are actively trying to locate company archives, be sure to search the following areas: safes and walk-in vaults, corporate secretary’s office, legal dept., old-timer’s files, old file cabinets, between old wall partitions, etc.
- Have an Archives disaster plan in place.
- Storage of archives on microfilm: 63 degree Fahrenheit and 30 percent humidity (higher the temperature, lower the humidity)
- Guidelines for selection a file format for scanning: gauge the requirement for long-term access; use technology-neutral file formats that are non-proprietary; considering XML for supporting long-term access to electronic records; if PDF is used, keep an electronic copy in the native application format for future potential transfers.

PEILING XU

Searching the Web 2002

During the 2002 SLA Annual Meeting I took a course entitled “Not Just Search Engines: Searching Faster and Smarter on the Web.” This useful class taught me several new search tools and made me aware my web searching strategies were in a rut. I wanted to take a moment to share some of those search tips with you. There are basically three classes of search tools on the web: search engines, quick fact look up tools and subject starters. Understanding these three tools will help you navigate the web successfully.

Part 1: Search Engines:

There are three basic characteristics that must be met in order for a site to be considered a true search engine: it must use a web “spider” to automatically collect information, it must place that content in a database and it must have a web template from which the database is searchable. There are only 10 true search engines left ... can you name them?

Thankfully our good old friend Greg Notess continues to produce his search engine review and comparisons on the www.searchengineshowdown.com web page. This is the first place to go for information on web searching. Many tools really aren’t search engines even if they claim to be. Yahoo! is not a search engine because it is a list of web sites put together by humans, not machines.

Three recommended search engines are Google (www.google.com), WiseNut (www.WiseNut.com) and FAST Search (www.alltheweb.com). All search engines now rank the result set in the order of how many times the page is linked to. This was originally started by Google and quickly replaced the method of showing the page with the most “hits” on it.

Search engines are great for finding quick information such as names, companies or associations. They are also good for finding very specific topics. A lot of the internet is now commercial in nature so you are forced to wade through a great deal of marketing ploys to find the information you need. A large portion of content on the internet still remains in the “invisible web.” This is the part that is contained in databases and search tools that are able to be collected by search engine software. Subject Starters are a great way to tap into that resource and in the next issue of the SLATE I will continue this series with that topic.

Here are a few quick tips for using searching search engines:

- 1: If the answer isn't in the first 10 search results, move on to another tool.
- 2: Use lower case when typing in search terms.
- 3: Putting text inside of quotation marks normally works in all search engines to retrieve exact phrases.
- 4: Try several search engines. Overlap is limited and different ordering of search results may be useful.
- 5: Don't spend more than 20 minutes on search engines, go on to another tool.

Please feel free to contact me if you have any questions or want more detailed information.

Editor's note: Patrick will continue his report on this valuable class in the next issue of the SLATE.

PATRICK HENDERSHOT

First-timer at SLA

Even though I have attended 18 annual meetings for AALL, and about the same number of AALL chapter meetings, I was excited to attend my first SLA meeting this year. I had heard positive things about the annual SLA meeting from AALL colleagues over the last few years and more recently had been encouraged to attend SLA by my St. Louis SLA colleagues.

I am a member of the Legal Division, the Business and Finance Section, and, no surprise to anyone who knows me, the Baseball Caucus. I was impressed by the many hours of gathering in the division hospitality rooms. There was ample opportunity to meet members with similar interests in an informal setting. And of course there was encouragement to visit the hospitality rooms of other divisions to meet members. I always find networking one of the most valuable aspects of attending conferences. I now have colleagues to contact in the news world, in some new corporate settings, and in law firms where I didn't know anyone before.

The key note speakers were very different, but I enjoyed them both. I thought the programs were outstanding, especially on the "hard-to-find" web sites. I especially enjoyed and was energized by the ½ hour and ½ day tech zone classes that I attended. Perhaps I lucked out, but the speakers were excellent and worth the registration fees. The Exhibit Hall was much larger than I am used to and there were a large number of vendors that were new to me. I was able to do some comparative shopping for some library equipment as well. The week flew by. I am planning to attend the meeting in New York if the funding holds up.

TRISH CERVENKA

Interactive Communication: A Trust Builder

Mary Boone spoke to SLA's leadership during the Leadership Development Day Luncheon in June. She reported that management practices have undergone major changes and invited leaders to find new ways to connect, inform and engage people. Mary spoke on *interactive communication*. *Interactive communication* allows one to build trust, and trust leads to speed and effectiveness.

To be interactive, communication must be fast, multi-directional, clear, candid, and inclusive. Mary Boone asked the audience to write down their biggest communication challenges. She invited attendees to share their thoughts out loud. Mary mentioned that often one of the following communication approaches is used.

- Direct – telling "up/down", strict reporting structure, silos
- Connect – lateral communication
- Reveal-Inform – tailored, accessible
- Tell & sell -Engage – ask and engage

She presented several "interactive" technologies that can be used to broaden the affect of communications.

- Group decision support – such as on-line voting
- Web-enhanced calls – telephone conference calls that direct participants to interact with a website during the conversation

Mary advises us to write down tips about how we communicate with others so that we can personalize communication. Take some time out to read one of Mary Boone's books. You'll find her enlightening. Mary is the author of *The Information Edge: How to Find and Measure the Strategic Benefits of Information Systems, Leadership and the Computer*, and *Managing Interactively: Executing Business Strategy, Improving Communication, and Creating a Knowledge-sharing Culture*.

STEPHANIE TOLSON

SEND YOUR BYLAWS VOTE TO SLA HQ!!

Working in the City of Angels: Licensing Electronic Content

My experiences during the 2002 SLA Annual Conference in Los Angeles in June fell into three categories: Chapter business (both Maribeth Slebodnik and I jumped from meeting to meeting representing you good folks of Saint Louis), talking/negotiating with vendors (to prove to my employer that my trip was "business related") and doing some "deep investigation" into the multisite licensing of electronic content (especially e-journals) for redistribution via my department's Digital Library intranet site to Monsanto's global employees.

(Note: for a good summary of the SLA Conference in Los Angeles, see "A Tumultuous Year Reaches Some Resolution" by Susan DiMattia and John Berry in August's *Library Journal*).

I was delighted to find some excellent presentations at this year's conference on the topic of digital licensing. The best included "Content, Collaboration and Cost: Negotiating License Agreements for Intranets and Extranets" (Jennifer Rish [Sullivan & Cromwell], Barbara Hirsh [PriceWaterhouseCoopers] and Steven Goldstein [Alacra, Inc.]) and the creation of a "Global Content Buyers' Roundtable" (moderated by Janice Keeler [Accenture]).

I'm hoping that the Rish/Hirsh/Goldstein panel slides and notes will be posted on the SLA Legal Division's WWW site soon. Until then, see below my summary of some "tips" and "watch outs" that were offered by Ms. Rish:

- Don't be intimidated by vendors. When you require clarity, ask questions.
- Make sure you have the needs of your organization clearly identified prior to providing the vendor with your requirements. Put the needs of your organization first.
- Ask for the type of contract you want. Don't hesitate to make corrections to the standard contract provided by the vendor.
- Send the contract to Legal for review. Also, make sure that your Purchasing and IT groups are involved in negotiating/reviewing the contract.
- Beware of hidden costs (taxes, renewal costs, technology fees, etc.)
- Ask for everything you want up front, including customization. You will have no negotiation powers after the contract is signed.
- In instances where customization is required, look for ways that your requested modifications would benefit the vendor.
- Know when to walk away and concede that an agreement cannot be completed.

The "Global Content Buyers' Roundtable" turned out to be a room full of vendor representatives and information professionals engaged in a free wheeling discussion of the issues with Ms. Keeler acting as referee. The conversation will be taken online soon: there was an indication that an email discussion list for those who attended the Roundtable session would be created in the near future.

If you would like to discuss my experiences in Los Angeles, please call me at my office (314) 694-4767 or contact me via email at: bryan.s.young@monsanto.com.

BRYAN YOUNG

Seeing the Annual Conference from a Different Vantage Point

For a number of years, I've attended the SLA Annual Conference. This year, I participated in the conference in a new way. Lois Weinstein and I were co-planners for the Library Management Division (LMD). We planned and monitored all of the LMD events, including the social events for the division. If you want to know more about any association to which you belong, I'd recommend that you volunteer to plan some of their meetings.

The Library Management Division is a very active division with members who are leaders in their organizations. As a result, these members often meet spontaneously – in restaurants, in hallways, or anywhere – to discuss new projects, challenges they're facing, new ideas or anything they want to discuss. It's fun to participate in this division. At the last LMD session – a wrap-up of the conference, we received feedback about what conference goers liked about the conference. The most interesting comment we received is that more of our conference sessions were interactive, and the conference participants really liked that format. One LMD session was entitled "Winning in the Boardroom." After hearing short introductions by seasoned speakers, we discussed our experiences in the boardroom at roundtables. One experience that I shared is that sometimes what you think is happening is not what is happening. It's important to hold your judgment or your story about the event until you confirm what has really occurred.

A second interactive session that I attended was the storytelling session with Richard Stone. In this session, our speaker asked us to close our eyes and make up a story. Then, we were asked to share the story with the person next to us. My story was very similar to the person next to me. That might be because the person next to me was Carolyn Weber, and we both grew up in the same geographical area! Richard's session was fun, and I'd recommend attending a storytelling session anytime you have the opportunity.

On a personal note, this summer I've begun a new career. I'm writing for Searcher, writing a book for an association, and have just begun to write and edit a volume of a reference series. So, when changes happen for you, accept the changes. The result might provide new and exciting opportunities! Best wishes to all of you.

MARSHA FULTON

Meeting Outside the Box

This year I attended the Annual Conference in Los Angeles as my last responsibility as your Chapter president. It was a memorable Conference in many respects. Attendance was down from previous years, as might be expected, but enthusiasm and energy were high. On our last evening there, the Los Angeles Lakers won the ABA championships, so we were wrapping up our meeting in a state of full police presence in case of riots!

Attendees heard much discussion, public and private, about the potential changes in our Association bylaws. In the end, we voted to send the bylaws to the membership for their vote. I will add my plug to Bryan's – read this document, which you should have received in the mail in the last several weeks, and express your opinion by October 1. The changes are less dramatic than were first put forth, but their adoption or rejection will significantly impact the look and feel of our SLA for years to come.

Part of my personal challenge to myself at each Annual Conference is to do something that's a bit outside of my normal sphere of interest. As a result, one of the most valuable sessions I attended was the Trisociety Symposium on the Saturday before the Annual Conference officially began. This all-day Conference brings together members of ASIST, ACS, and SLA. Its aim is to advance co-operation among the chemical information professionals of the three participating societies.

This year the theme was "Electronic Chemistry Collections: Dealing with Chemistry Resources in Electronic Formats". Even knowing that many of the presenters would post their information on the Web, I took pages and pages of notes! Many of the presentations had valuable information about non-chemistry electronic resources. For instance, "Intranets in the Corporate Search Environment" was presented by Randy Nielsen, CAS Product Marketing Manager. It included substantive statistics and other information about corporate intranet use. For program abstracts and links to the Symposium presentations, see <http://www.sla.org/division/dche/trisocrev.html>.

MARIBETH SLEBODNIK

DEALING WITH TOO MUCH INFORMATION!

I went to a session entitled, "Information Literacy: Helping Clients Deal with the Information Glut". The first speaker, Patricia Maughan from UC Berkley, gave a brief history of information literacy efforts over the last 29 years or so. She mentioned the Information Literacy Standards for Higher Education which can be found at the ACRL website, and discussed her own efforts and research with Berkley students. Basically students think they are a lot more successful than they can demonstrate. She mentioned a Nature magazine article (December 2001) that says 70% of people only use one search term in an Internet search engine. This meshes well with the results that have been mentioned coming out of a research project at SLPL with middle-schoolers about the actual competencies of students.

The other speaker, Val Skelton, Head of Training for TFPL in the UK, told stories about her experiences in teaching literacy skills in corporate environments. For those "busy" people, she emphasized the importance of a teaching formula Theory-Demonstration-Practice so that people would have immediate and hands-on reasons to remember the instruction.

BARBARA REHKOP

NEWS FROM LOCAL LIBRARIES

MELLON FOUNDATION AWARD TO FUND ONLINE RESEARCH LIBRARY

The Andrew W. Mellon Foundation has awarded \$279,000 to the Missouri Botanical Garden to support the purchase and implementation of an online library system to be shared with the Missouri Historical Society and the Saint Louis Art Museum.

The libraries of the Missouri Botanical Garden, the Missouri Historical Society, and the Saint Louis Art Museum make up the St. Louis Research Libraries Consortium, a cooperative arrangement to collaborate on projects that provide enhanced access, control and preservation for library and archival collections at all three institutions.

The initial Consortium project is to purchase and implement the shared Innovative Interfaces, Inc. library system (<http://www.iii.com>). This system, scheduled to be available to the public by May 2003, will allow users to search for materials at one or more of the three institutions.

Each of the libraries has nationally important collections with a distinct subject emphasis. Sharing the Innovative system will create a significant Web-based arts and sciences database. The ability to search all three institutions' databases simultaneously will allow users to find materials that would not have been found in a search of a single institution.

The system's powerful text and image capabilities will

NEW DIRECTOR AT SLAM

Marianne Cavanaugh, after 2 years of acting status, has accepted the position of Head Librarian for the Richardson Memorial Library at the St. Louis Art Museum. Marianne received her MA in Library Science from Northern Illinois University and has been a member of the Library staff since 1989, having worked prior at the Kalamazoo Institute of Arts, Logan College, the Mercantile Library, and the Air Weather Service Technical Library at Scott Air Force Base. She is active in many national library associations and was recently co-chair of the first joint conference of the Art Libraries Society and the Visual Resources Association when they met in St. Louis.

encourage collaboration on special projects such as educational and recreational programming and digitization projects that will make materials available through the Internet. To see an example of the kinds of materials that will be available, log on to <http://ridgwaydb.mobot.org/mobot/rarebooks> and the Virtually Missouri database at <http://www.virtuallymissouri.org>.

St. Louis Public Library News

The library will present a program entitled “Demographics for Grant Writing and Business” on September 26 OR October 1 from 9:30 a.m. to 12:30 p.m. at the Central –West/Gates Lab, 1415 Olive. Attendees must be 18 or older, and registration is required. For more information or to register, call 314-539-0357. The program is for those who need demographic information from the Internet.

Mystery author Sara Paretsky will appear on October 20 at 2 p.m. at the Mildred Bastian Theater at St. Louis Community College Forest Park. Paretsky is the author of the Chicago land mystery series featuring female PI, V.I. Warshawski. The performance is part of the *Signature Series 2002*, sponsored by Friends of the SLPL and SLCC Forest Park. The series will conclude with actor Hal Holbrook appearing as author Mark Twain on November 24 at 2 p.m., also at the Mildred Bastian Theater, 5600 Oakland Avenue. All performances are free and open to the public.

The Julia Davis Branch of SLPL will reopen to the public on September 9 after extensive renovation. The library is located at 4415 Natural Bridge Avenue.

America’s Walk for Literacy will take place on September 28 at Tower Grove Park. For more information, see americaswalkforliteracy.com or call 1-800-750-9799.

The St. Louis Public Library offers free computer training class and English practice lessons at various locations. For more information, see www.slpl.lib.mo.us or call 539-0370.

MISSOURI BOTANICAL GARDEN LIBRARY FALL DISPLAY AND LECTURE SERIES

Thursday, September 12

Kim Kleinman: “Plants, Edgar Anderson, and Life.”

Wednesday, October 9

Kent Bunting will discuss his research on the Japanese Garden.

Thursday, November 7

Michael Long will discuss his research into the life of George Engelmann

**All at 4:00 p.m.
THE MONSANTO CENTER
4500 Shaw Blvd.
First Floor Conference Room**

(Continued from page 4)

informed by insight, and always includes the analyst's recommendation for action. CI is not news delivery, company profiles, links to Web sites or an IT function.

Competitive intelligence is a cyclical process. Information services are the foundation of the Intelligence cycle. No one begins without knowing what information is publicly available. Primary human source intelligence must be collected. The collected intelligence must be analyzed. In many organizations, one person performs these different functions.

3. CI is for you: if you are compelled to be involved in decision making; if you are comfortable with confronting management with ideas that challenge their view of the world. CI is not for you: if you prefer providing information for the decision instead of making it; if you feel challenging management is best left to others; if you prefer not to make decisions until you have a complete set of facts.

4. Information Services skills: understanding of theory and practices; subject expertise; project/time management skills; excellent communication skills. CI skills: deep understanding of industry; experience in strategic planning with complete analytical skills; experience in briefing top management.

5. Create a realistic action plan to change your career. Seek out professional coaching if you don't have the planning skills. Increase your functional skills in key disciplines and business/analytical skills. Increase your CI skills and experience by making connections with others doing CI work, getting on different business teams or volunteering to work on projects. Build a CI network external to your parent organization. Find and utilize a mentor. Set aside time each week to work on your career goals.

6. How do you get interviews and make contacts in organizations that may be competitors? First, the Society of Competitive Intelligence Professionals (SCIP) code of ethics states you never misrepresent yourself. You need to develop contacts in the industry that are able and willing to talk to you. Stock analysts are a good example. You can make contacts and get a lot of information by attending scientific and technical meetings. People are always willing to talk about what they do. Sometimes it is necessary to hire an outside firm to do the collecting.

How large is SCIP? Seven to eight thousand members. It can be useful as a transition tool. How do you protect yourself when talking to management? Use fact-based analyses, not opinions. Most of the time management has asked for opinions, so you must present unbiased opinions. You need to have credibility and respect in the industry.

What is the turnover in CI? Do people move up? Does top management come from CI? Regina didn't know of any CI person who became a CEO. There is turnover in large organizations because CI is seen as the place to learn about the industry and then move into management.

Give an example of what you're working on. Working on merger and acquisition information, who would be a likely business partner. Looking at the overall research portfolio, 10-15 years out, what new products and when.

What's after CI? Retirement. Actually depends on interest. Could go to strategy, product management. Know a lot about a lot of things, but the master of none. What skill sets are most common for a CI person? Communication skills are key. You must write well, be able to put everything on one page. Having an analytical tool set is important, financial analysis, computer modeling, scenario planning, war gaming, or role-playing for executives.

What other degrees are useful? If not a doctorate in science, an MBA or doctorate in finance. If you have an MBA, an additional advanced subject degree is helpful. Some universities offer a degree in CI, check the SCIP Web site for more information.

The meeting was adjourned at 8:15 p.m.
Marcia Stoklosa, Secretary

St. Louis Metropolitan Chapter
 Special Libraries Association Chapter Board Meeting
 May 2, 2002 3:30 p.m. – 5 p.m.
 Solutia

Present

Karen Chapman	Maribeth Slebodnik
Ellen Eliceiri	Marcia Stoklosa
Patrick Hendershot	Chris Tighe
Leah Holler	Stephanie Tolson
Erin Lanham	Bryan Young
Ann Lauenstein	

Agenda

1. Approve minutes of last Board meeting, January 19, 2002.
2. Committee reports: treasurer's report, membership report, copies of chapter annual report sent to the Association
3. Slate of candidates for officers – 2002-2003 program year
4. Networking with other organizations – report on progress (Maribeth)
Materials from MO Supreme Court Library, banner
5. Ongoing Chapter efforts, including virtualization of Chapter (Bryan)
6. Annual meeting – attendees
7. Chapter awards, annual business meeting
8. Next SLATE deadline
9. Summer meetings? Happy hour post annual meeting
10. New/continuing business

The meeting was called to order at 3:40 p.m. by Maribeth Slebodnik (Chapter President).

The minutes of the Board meeting on January 19, 2002 at the Danforth Center were approved as corrected. Bryan Young, President-Elect/Programs, noted that four Board members are required for a quorum.

Membership report

Ann Lauenstein reported there were 111 current Chapter members. We had gained 9 new members, but 9 members did not renew their SLA membership. Bryan provided the name of Katherine Tierney, Director of News Research at the Post-Dispatch as a contact for new membership.

Treasurer's Report

Ellen Eliceiri presented the Treasurer's Report. The Chapter's total income was \$2550.60 and total expenses were \$ 1677.76 so far. She had received the Chapter's allotment from SLA headquarters, based on 115 members. She reminded everyone to send her any receipts or invoices. There were no other committee reports.

Slate of candidates

Maribeth thanked the nominating committee of Alison Verbeck, Doug Holland and Mary Anne Walton for the slate of candidates:

President-Elect	Erin Lanham
Secretary	Marcia Stoklosa
Treasurer	Ellen Eliceiri
Director-at-Large	Christine Tighe
Member-at-Large	Doug Holland

The motion to accept the slate was made, seconded and approved.

Networking

Maribeth reported on the progress made in networking with other organizations in the St. Louis area. Be-

cause of overlapping membership, most networking has been done with ARLIS and AALL. We continue to invite members of the Greater St. Louis Library Club and St. Louis Medical Librarians to Chapter events. Little contact has been made with non-library organizations. It is an area for future improvement. There was discussion on what could be done, including building on contacts and liaisons with other groups. It was suggested that a list of library-related organizations be added to the Chapter Web site with links.

Maribeth had received some informational/promotional material from the Missouri Supreme Court Library. She would bring it to the Annual Business Meeting. It was available electronically if the Chapter wanted to use some of the ideas.

Ongoing Chapter efforts

Bryan updated the Board on the progress of the Visualization meeting suggestions. He had not yet been able to organize a meeting of the Chapter Technology Team to discuss the Visualization suggestions. He hoped to have this done by the end of the year. Chris Tighe, Director-at-Large, Awards Chair, looked at the other Chapter Web sites and noted anything that might be of value to the St. Louis site. The SLATE is now posted on the Chapter site. Patrick Hendershot, Chapter Webmaster, has been very proactive on adding materials. So far there have been no technical problems with the site being hosted by SLA headquarters.

Bryan told the Board that SLA is no longer using video conferencing for long-distance learning. The sessions are conducted using Web-based Power Point presentations with speakerphones. There hadn't been any interest shown in any of the programs so far, but Bryan would continue to look at them for future meetings.

In other ongoing efforts, the Chapter membership had stabilized and increased. Networking with other organizations was continuing. Patrick agreed to continue as Chapter Webmaster. Karen Chapman, Strategic Planning Chair, said the team would continue their efforts on the Strategic Plan.

Annual Meeting

Maribeth asked for names of members who would be attending the SLA Annual Conference in Los Angeles. In addition to Maribeth, Bryan, Linda Recklein, Stephanie Tolson, Larry Walton, Mary Anne Walton and Ron Allen would be attending.

Chapter Awards, Annual Business Meeting

Maribeth relayed to the Board Stephanie's proposal to honor Carol Thaxton, who would be retiring from the St. Louis Federal Reserve Bank Library. Although Carol's SLA membership had lapsed, she could be honored as a retiree. There was a discussion of the two Chapter awards, the Elizabeth Owens Award and the Leadership Award. The motion was passed to present Carol with the Elizabeth Owens Award at the Annual Business Meeting, as long as she had not already received it. In that case, she would be presented with the Leadership Award.

Bryan reported that he had received Regina Klein's slides of her presentation, which would be given in the auditorium at the Danforth Center. Maribeth noted that we would be eating in one room and moving to the auditorium for the business meeting and presentation. She asked that the Board members help with directing people after dinner. She also said that it was her intention to thank the members of the Board and present gifts after the Business meeting.

Maribeth thanked Bryan for the programs presented this year and all of his hard work.

SLATE deadline

At this time, the next SLATE deadline was undecided. Maribeth would send an announcement with the information.

Summer meetings

Although no formal Chapter or Board meetings were scheduled for the summer months, Maribeth proposed having informal "get-togethers" to facilitate networking among the members. Everyone agreed with this idea. Stephanie thought such meetings would provide a good forum for discussion of the upcoming by-law changes.

New Business

Stephanie thanked everyone who participated in the St. Louis County Schools' Career Fair. She has received requests for information from other SLA chapters' participating in similar events. She has shared Chris' excellent presentation with other chapters. It was noted that Connie Wolf would be using it in her Special Libraries class. Patrick suggested putting it on the Chapter Web site with photographs from the Career Fair. Bryan proposed running the presentation at the Annual Business meeting. Everyone agreed with these suggestions.

Ellen noted that she still had not received the most current version of Quicken from SLA headquarters.

Since many organizations were reducing headcount, Bryan suggested a future program on how to deal with these changes and the transitions involved.

The Board approved the motion to release monies needed for the presentation of an award to Carol Thaxton.

The meeting was adjourned at 5:10 p.m.

Respectfully submitted,
Marcia L. Stoklosa
Chapter Secretary

A subliminal message from your Chapter leadership:

**MAIL YOUR BYLAWS VOTE
TO SLA HEADQUARTERS
BY OCTOBER 1!!**

**THIS SPACE
IS BEING HELD
FOR YOUR SUBMISSION!
(Hint, hint....)**

FIRST CLASS

From: ST. LOUIS
METROPOLITAN
AREA CHAPTER OF
THE SPECIAL
LIBRARIES
ASSOCIATION
975 North Warson Rd.
St. Louis, MO 63132

In This Issue...

Annual Meeting reports, New officers, Upcoming programs!