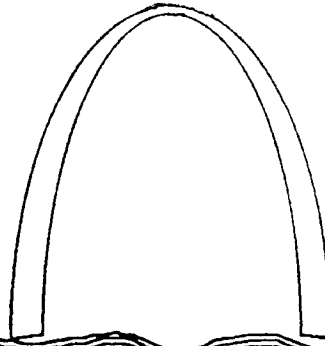


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THE  
SLATE



SLA

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ST. LOUIS METROPOLITAN AREA CHAPTER  
Special Libraries Association

Volume 62 Number 4

September 2003

**PRESIDENT'S MESSAGE**

Dear Colleagues,

I'm happy to reiterate that that I'm writing this message as the President of the St. Louis Chapter of the **Special Libraries Association**. I will share that I was leaning towards a complete name change; what better way to change our image than to change our name? Upon further reflection, though, I think that retaining our name and providing the public with a better understanding of our profession through new branding initiatives is advantageous. Many colleagues that I spoke with found it important that the Association keep some form of the word "library" in our name. The profession has grown over the years, but the basic skill sets have remained; I'm glad to say that we will take our tradition with us in that growth. SLA has hired Chris Olson and Associates to handle the new branding initiatives and I look forward to seeing what she has in store.

In addition to the vote for "Special Libraries Association," at the annual meeting in New York City, Janice R. Lachance was announced as our new executive director and she assumed her position on July 1, 2003. The June 6, 2003 SLA press release mentions that "For the past two years, she has been consulting with non-profit and membership organizations in the areas of strategic planning, organizational development/transformation, and culture change. From 1993 until January 2001, Janice held a variety of positions within the U.S. Office of Personnel Management (OPM), the federal government's human resources agency, starting as the Director of Communications and Policy and serving as the agency's Director from 1997 until 2001." You can read the entire press release at <http://www.sla.org/content/memberservice/communication/pr/pressrelease/2318.cfm>.

Also at SLA, the Chapter Cabinet meeting, held on June 10, 2003, approved amendments to the proposed Model Chapter Governing Document. This document is intended to replace our chapter Bylaws, and will be brought to Chapter Cabinet again at the 2004 Mid-Winter meeting. The proposed Model Chapter Governing Document outlines the minimum essential requirements for all SLA chapters.

Locally, we kicked off the year a bit earlier than usual with our first program on August 19, 2003. I was happy to see many of you there; we had an excellent speaker from Outsell, Inc., Mary Corcoran. Chris Tighe, our President-Elect / Program Chair, has some great programs up her sleeve for the upcoming year, including a tour of the new Emerson library at Webster University and a visit from SLA's President-Elect, Ethel Salonen.

I'm looking forward to the upcoming year and having the chance to chat with more members. Feel free to communicate any questions, concerns or kudos you have to me or other Board members.

I hope everyone had an excellent summer!

*Erin*

## Officers

President	Erin Lanham
President-elect	Chris Tighe
Past President	Bryan Young
Treasurer	Anne Lauenstein
Secretary	Katharine Hayes
Director-at-large	Karen Chapman
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Awards	Judy Harris
Business Manager	Valerie Rohrbaugh
Discussion list	Gail Hoef
Diversity	Stephanie Tolson
Employment	Linda Recklein
Government Relations	Barbara Rehkop
Hospitality	Rosie Weiss
Information	Patrick Hendershot
Technology/Webmaster	
Membership	Bryan Young
Professional Dev.	Kristin Schieffer
Programs	Chris Tighe
Public Relations	Mary Anne Walton
SLATE Editor	Maribeth Slebodnik
Strategic Planning	Open

Established: 1941

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## COMMITTEE VOLUNTEERS NEEDED!!

Why volunteer? Why not? Read the reasons:

"Every position I've held has taught me valuable skills and brought me into contact with my colleagues in fun and useful ways!" -Maribeth Slebodnik, SLATE editor.

"My involvement ... has provided me with a greater awareness of how many of my professional/company-specific challenges are not unique to me or my company...others in the Chapter have gifted me with solutions or new perspectives that make my work go more smoothly." -Bryan Young, Past-President

"Volunteering has prompted me to get to more meetings and get more acquainted with the local chapter. We are a diverse group, very interesting and fun!" -Rosie Weiss, Hospitality Chair

As you see in the Committee Chairs section of this SLATE, we have an open committee chair, not to

mention the opportunity to volunteer as a committee member. Please contact me if you're willing to give it a try!

Thank you!

Erin

President, St. Louis Metropolitan Area Chapter  
Special Libraries Association

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FAX: 314-674-4455

E-MAIL: [emlanh@solutia.com](mailto:emlanh@solutia.com)

New Chapter member Kimberley Parks obtained her MLS from the University of Missouri Columbia in May and is now librarian in the Humanities & Social Sciences department at St. Louis Public Library. She is also supervisor of SLPL's Grants and Foundation Center Cooperating Collection which celebrated its first anniversary at the Central library in July. Congratulations, Kimberley!!

# RECRUITING LEADERS

The following tips were left with those who attended the roundtable discussion for chapter president-elects. I gleaned this information from several sources and let it be the start of our 1-hour long talk. Leaders are not found they are developed. I hope that you will find these tips of benefit to you in your career and that one day in the future you will decide that you are ready to volunteer your services to your professional association. When it's all over you will find it will be one of the most rewarding experiences of your life.

Get high potential members to work in a variety of volunteer situations before nomination to chapter/division positions. This will help your unit with succession planning by allowing members to take on incremental responsibilities.

Implement a job rotation program in your chapter/division. There are some serious cost issues involved. Every time a person is moved it cost to train that person to do the new job and training another staff member to do that person's old job.

Volunteers have to keep changing and adapting and have the ability to work with different kinds of people.

Attracting future leaders is as much about knowing what you want as it is about knowing what members are hoping to gain.

People who want to become leaders are looking for--either a chance to have new experiences, or growth, or skill development--in something beyond their day-to-day jobs.

The needs of today's time-crunched members (such as shorter-term commitments) may require chapter executive boards to examine the traditional notion of volunteer service and how to attract those members

to leadership positions. Identifying and developing future chapter/division leaders requires a commitment from the highest levels of the unit.

Generating an atmosphere where members feel heard and supported goes a long way in building confidence for future leaders.

Cultivating leadership skills and passing on knowledge to the next generation is "a major responsibility of the current leader".

Match talents to needs.

Working committees are a breeding ground for future leaders.

Chapters/divisions must understand that leadership training is necessary and it's essential to their unit's success.

A little praise goes a long way.

Prepared by Stephanie D. Tolson, Chapter Cabinet Chair, June 2003

## WHAT I HEARD AT SLA

The programs I attended and the conversations I had with vendors had a consistent theme: The information business is being driven by the user who wants to search all available resources simultaneously, rather than one at a time, and the user who demands the ability to search for information wherever he or she happens to be, rather than going to the home computer or the office. A great deal of work is under way to enable a user to search local library databases and all other desired resources simultaneously, and to enable the user to conduct these searches via any electronic device (Blackberry, Wi-Fi enabled cell phone, public

*(Continued on page 6)*

## CONFERENCE IMPRESSIONS

SLA - New York City (Manhattan, really) - I flew into LaGuardia on Friday night, June 6, and used a shuttle van to get to the hotel. The van provided me with my first tour of the city. Per usual, the van went around the airport to various airlines and picked up passengers until it was reasonably full. Of the 8 people on the van, 4 were residents of NYC, and 4 of us were visitors. One gentleman was a former resident who now lives in southern California and is a political writer. Another woman passenger is now a resident of NYC and formerly lived in southern California. She and the political writer talked quite a bit, and it was interesting to hear her express how expensive NYC is compared to S. California (which in my mind is not exactly cheap itself!). Well, to get all of us to our destinations, the van driver drove first to the east side, then to mid-town (my destination) and then to the west side. All in all, the van trip took about an hour, but I was able to see a lot of the east side neighborhoods, and all for only about \$15.00!!

As I was going to the registration area on Saturday morning, the first person I recognized was Stephanie Tolson! Actually, I "heard" Stephanie before I saw her. She was descending on the "Down" escalator as I was going on the "Up" escalator in the Hilton, so I did not get a chance to speak to her. Still, I was glad to recognize someone in the huge group of attendees.

The conference itself was great! Lots of sessions I wanted to attend, but often scheduled at the same times, so I had to choose carefully. Also the usual "standing room only" in some sessions, a chronic (but I find it appealing) feature of SLA Conferences since my first one in Chicago in 1975. Never enough time to see all the vendor exhibits, attend all the open houses and receptions, and mingle.

Outstanding impressions were many:

- 1) Meeting several librarians from the U.S. embassies' information centers worldwide, including Bombay, Bangkok, Argentina, & Madagascar. Most were natives of the countries, and were able to attend because of the NYC location.
- 2) Military librarians - this division was celebrating its 50<sup>th</sup> anniversary and I was walking by the room where they were

holding their reception and was invited in. This provided a big memory trip for me as I was first introduced to SLA through military librarians I worked with in Alabama in the early '70s. They are a fun group and very diverse in their backgrounds. The reception included a cake cutting ceremony using a ceremonial military sword!

- 3) Keynote speakers David McCullough ("never try to hide what you don't know from a librarian") and Madeleine Albright (WOW!)
- 4) Classes with Rita Vine and key messages - for searching, search engines are not your friends (Google delivers the best-known results, not the most relevant results), use more search tools, supplement keyword searching with Browsing tools, use keywords that you think will appear on the page, not ones that represent the subject.
- 5) Session with Roy Tennant - librarians like to search, users like to find; a cite in the hand is worth ten in the database; users aren't lazy, just human; "good enough" is sum of gain vs. pain; and pain avoidance is a powerful motivator. To users, Catalog = Sears and Directory = Phone Book, so we need to learn to speak in the language of the user and we need to put the intelligence of librarians into our systems, including advice and evaluation of resources.
- 6) General session and name change vote - a packed auditorium following Madeleine Albright's speech. I was sitting next to a young man with a laptop on which he was taking notes, and he stated he was very much in favor of the name change to "information professional." Heard other pieces of conversations around me favoring the "information professional" name change (we aren't "Libraries" we are "Librarians"), but also concerns that neither choice was a good one, and that a name that included both "information professional" and "librarian" would have been much more acceptable. Voting steps took a long time and many found they had to leave before the vote was concluded. Discussions afterwards faulted the handling of the procedures (not enough time given) and voiced opinions that the IP name would have won if enough time had been allocated to the process. The laptop guy next to me did leave before the final vote.

*Leah Holler*

## MEETING MINUTES

St. Louis Metropolitan Chapter  
Special Libraries Association  
Annual Business Meeting  
May 13, 2003  
5:30 p.m. to 8:00 p.m.  
Growlers Pub

### Agenda

**Presentation of the 2002-2003 Elizabeth Owens Award**  
**Election of 2003-2004 Officers**  
**Other Business**  
**Change Discussion**

After a networking social hour and dinner, Chapter President Bryan Young called the Annual Business Meeting to order at 6:45 p.m. Bryan welcomed everyone and reviewed the evening's agenda. He emphasized the discussion of proposed changes to the Association scheduled for the Annual Conference in June. He felt it was important that his vote at the Annual Conference represent the Chapter.

### Presentation of the

### 2002-2003 Elizabeth Owens Award

Before presenting the award, Bryan thanked the Awards Committee of Carol Thaxton (Chairperson), Kay Sheehan and Katrina Stierholz. The recipient of the 2002-2003 Elizabeth Owens Award was Mary Anne Walton. Bryan read the Committee's description of Mary Anne's contributions to the Chapter:

This award honors a chapter member for distinguished service to the St. Louis Chapter and library profession in general.

Mary Anne has been a member of SLA and our chapter since 1985. From 1990 onward, she has served continuously in one capacity or another, either on the local or national level. Over and above her chapter and division work, Mary Anne has always been an enthusiastic supporter of SLA by attending local meetings and annual conferences. In short, Mary Anne is a committed SLAer. Always willing to do whatever is needed whenever it is needed.

Chapter offices and committees:

*(Continued on page 8)*



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(Continued from page 3 Katrosh article)

Internet terminal, etc.).

***Inmagic:*** Jeff Grossman (Marketing Communications Manager) explained that Inmagic is moving in the direction of using XML. Inmagic's use of XML will permit users to seamlessly integrate user searching of its database software (both Windows and web-based), with searches of the Internet, OCLC, and any other database or online services. The search results could then be sorted with the local library catalog hits first, then the OCLC hits, and then hits from Google. This way we can put the library catalog first, but we don't take Google, Amazon, etc. away from the user. Most of the new development at Inmagic relates to their Web-based products. New developments will enable users to attach reviews to library catalog records, to attach cover art to the records, and to link one catalog record to other records for similar material. The user will also be able to instantly send a catalog record to his or her practice group with a recommendation to use the title described in it. In other words, Inmagic is attempting to give its users the tools they need to compete with Amazon.com, Google, etc.

**Digital from Birth: Information Architecture for Building a Digital Library.**

The presenters described the process they went through in creating a completely digital library from scratch. This is a library that contains no physical objects, but incorporates libraries of digitized objects, links to similar collections at other institutions, links to popular search engines, etc., all of which are searchable through a single mediated user interface. The user in this case does not see the individual resources or their search engines. The mediated user interface searches all of these resources from a single user search, mediates the results and returns a unified list of results to the user. The presenters emphasized the crucial need for establishing a controlled vocabulary.

**Metadata Standards: What's New and How They Will Impact Your Work.**

Three presenters explained what metadata are and how they are being used.

"Metadata" was broadly defined as data used to describe the library's primary data (namely, its holdings). A staggering variety of metadata types were listed, many of which are currently competing to become the accepted system. Essentially, different types of metadata describe different aspects of a library's holdings. The five major types discussed were *Administrative* (acquisition details, reproduction rights, details of user agreements), *Descriptive* (catalog records, finding aids), *Preservation* (physical conditions of item, preservation measures taken), *Technical* (hardware/software requirements, digitization details, system response times), and *Use* (tracking use of item, tracking users).

It was noted that libraries often have several independent systems of metadata going at once in order to cover all these types, that records from one system of metadata are often not readable from or exportable to any of the other systems, and that different staff members are often entering the same information in different records.

One speaker described the ideal as a process by which a record would be created in one area, then exported to another area where a second user would add a different type of metadata, after which it would be exported to another area and another type is added, etc.

Presenters also discussed the fact that many libraries are now doing in-house cataloging of items that were never deemed worthy of the time and expense required to add them to OCLC (or its equivalents). These libraries are cataloging these items because they can use newer metadata systems that allow for quick and inexpensive methods of cataloging, and the ability to translate one metadata system into another via XML means that these newly-cataloged collections can be searched by other institutions. We may find that more and more collections of unique materials that are not findable on OCLC are findable in the in-house catalogs of various public institutions, if we have the means and understanding to search them. This option may be particularly useful when users want individual issues from a pamphlet series, or some similar series of small, ephemeral publications.

(Continued on page 7)

*(Continued from page 6 Katrosh article)*

### **Where is the Catalog Going?**

This program had two presenters: Gary Houk, Director of Cataloging for OCLC, and Shelley Hostetler, Product Manager for Endeavor Information Systems. Mr. Houk discussed the fact that libraries are losing searchers to Google, Amazon, etc., and outlined what OCLC is doing to try to reverse that trend. OCLC is migrating its database from its own proprietary software to Oracle database software so that it can be part of the move towards XML. XML is widely seen as the means by which different systems will finally succeed in being able to talk to each other. Once this move is accomplished, OCLC will be able to make its WorldCat database a part of what gets searched every time a user enters a search on, e.g., Google. Along with hits that say something like "Smith on Evidence is available at Amazon.Com," there will be a hit that says "Smith on Evidence is available at WorldCat." When the user clicks on the latter, the screen will show a bib record for Smith on Evidence, including (just like Amazon) the cover art, reviews, a synopsis, etc. The user will be prompted for a zip code, after which the screen will display a list of libraries within a given range of miles that hold that title. The screen will also tell the user which of these libraries is open to the public, which ones have lending agreements with the user's home library or institution, whether the book is currently available at any one of these libraries, etc.

In this way, OCLC will enable the user to reach the library's catalog via Google. [Inmagic (see above) is promising to make Google (and similar resources) available via the library's catalog. Either way, the library catalog would be returned to the forefront of the user's searching.] Under this OCLC proposal, the user would, in essence, be able to do the grunt work of ILL for us, at which point he or she would be able at one touch to email us with the particular title that is desired and a list of local institutions that have it. This approach by OCLC also addresses the fact that Google users like the simple interface that Google offers, and don't want to bother with complex or even "hostile" user interfaces that appear on many library catalog search screens.

OCLC also plans to incorporate FRBR (Functional Requirements for Bibliographic Records) into its new model. FRBR will enable OCLC to deal with another persistent user complaint, namely, that a search for a popular title on OCLC or the library's catalog inevitably turns up multiple hits for the same title (different editions, versions, translations, media, supplements, etc.) and it's too much work to find the record for the exact item desired. Using FRBR and additional algorithms developed by OCLC, a search for a popular title would return only one hit initially, and that hit would be a composite of the record elements most likely to be useful to the general user. Users wanting a particular version, translation, medium, etc., could then link to a more specific record. The point is that the user would see useful information right away, rather than a bewildering display of records, all of which appear to be of equal value.

Ms. Hostetler also made a number of interesting points, and covered much of the same territory. The most interesting points she covered were: (a) find a way to avoid having a user's search return zero hits (adaptive spell checkers, the capacity to browse for results, etc.), (b) the user interface should have simple, friendly language, (c) don't force the user to begin with a search; offer directories, headings, etc., by which the user can narrow the focus before beginning to search.

### **New Technologies: What's Sizzle and What's Fizzle. What Information Professionals Need to Know About New Technologies.**

This program emphasized the idea that the information business is being driven by user desires, which were summarized as the desire to access all available information through one portal, the desire to access this information no matter where one is, the desire for information that is in visual or aural format rather than text, and the desire to have peer-to-peer connectivity rather than each isolated user connected to the whole. Hardware development is moving toward devices that do everything (phone, internet, record-and-play, television, radio, email, etc.), are smaller, cheaper (even disposable), and less tied to a given geographical area. The lesson to librarians was to figure out how to be part of these trends, and figure it out quickly, or risk being left behind.

*Joe Katrosh*

*(Continued from page 5 May meeting )*

Bulletin Editor	1990-1991
President-Elect	1991-1992
President	1992-1993
Consultation Officer	1994-1995
Business Manager	1997-1998
Networking member	1998-2001
Membership Chair	1999-2001

Division achievements:

Public Relations Chair (Food, Agriculture & Nutrition Division)	1996-1997
Division Archivist (Food, Agriculture & Nutrition Division)	1997-1999

Bryan presented Mary Anne with a framed certificate and wooden photo box with a commemorative plaque. Mary Anne thanked the members for the award. Her membership in the St. Louis Chapter and the relationships she has made has always been very rewarding, both personally and professionally.

Bryan then took a few minutes to thank the Leadership Team for their efforts during the last year. Each member received a certificate and personal note of appreciation from Bryan.

### **Election of 2003-2004 Officers**

Bryan reviewed the nominations for Executive Board Officers that had been published in the SLATE newsletter. The nominees were:

President-Elect	Chris Tighe
Treasurer	Ann Lauenstein
Secretary	Kathy Hayes
Director-at-Large	Karen Chapman
Member-at-Large	Jean Coffman

Bryan asked for any nominations from the floor. There were no nominations. A motion was passed to accept the proposed slate of candidates. A second motion was passed to vote on the proposed slate. The candidates were elected unanimously.

At this point, Bryan ceremoniously passed the gavel, the Chapter's symbol of leadership, to Erin Lanham, the new Chapter President. Erin thanked Bryan for his leadership of the Chapter over the last year, as well as his guidance to her as Program Chair. While she does not have a specific platform for the coming year, the new President assured members she would do her best to communicate the changes being made in the Association. Erin also invited anyone with an interest in any Committee positions to contact her.

### **Committee Reports**

#### **Treasurer's Report**

Ellen Eliceiri, Treasurer, reported that the Chapter finances were in the black. Printed reports were handed out. Ellen noted that the Chapter income remained at about the same amount. Currently, there was a balance of \$2242.30 in the Chapter checking account. A minimal amount is kept in the savings account to avoid any charges for the checking account. Ellen thanked everyone for sending reservations and payments early.

#### **Other Reports or Announcements**

Maribeth Slebodnik, SLATE editor, announced there would be a happy hour at the Tap Room to say farewell to Trish Cervenka on Thursday, May 22. Trish, who is moving to Milwaukee and a position

*(Continued from page 8 May Meeting)*

at Marquette University School of Law, thanked everyone, saying how much she enjoyed being a member and how much she would miss them.

Sally Beck reported on an idea she had seen used by the Association of Legal Secretaries. Each chapter created and submitted a notebook detailing the year's events and publicity. The notebooks were presented to each chapter president as an archive. Sally thought this might be something that could be done by the Chapter's archivist. Bryan thought that having everything consolidated into a notebook was a good idea. Currently, this information is collected by the President and submitted as the Chapter's Annual Report.

Margaret Ganyard then thanked Bryan for his leadership and presented him with a perpetual calendar.

### **Change Discussion**

Bryan and Erin began the discussion of the upcoming Association proposed changes with an ice breaking activity. Based on the Mad Libs (not short for Mad Librarians, as Erin noted) word game, each table was asked for a series of words. These words were inserted into a story explaining the proposed name change. Each table read their stories, with humorous and, sometimes oddly appropriate, results.

Bryan began the discussion in earnest by noting that both our profession and association are going through some big changes. He recently sent information on the bylaws and name changes to the Chapter discussion list. With the Association bylaw changes, Chapters and Divisions will use guidelines in place of separate bylaws. A template will be used to write governing guidelines to meet the Association requirements and bylaws. These changes will allow the Association, Divisions and Chapters to remain flexible in providing services to the members.

The most discussed change proposed for the Association Annual Business Meeting is the name change. Bryan was very interested in what the members thought. He planned to vote as the Chapter directed. Connie Wolf agreed the Association needed a new name, but did not like any of the proposed names. Many members agreed with her. Carol Thaxton asked how the names were chosen. Maribeth explained that a consultant was used to provide suggestions and poll the membership. These names were the result. Because the words "library" and "librarian" can evoke emotional responses both inside and outside of the profession, the goal was describe our profession without using either word.

There was further discussion on the use of "international" and its implications. Bryan then asked for a vote to choose between the current association name and SLA. The vote was in favor of the current name.

The discussion continued with the advantages and disadvantages of a name change. Larry Walton noted that libraries have been around through the ages and have always stood as a place of information. He believes it is our job to show that a library is more than just books. He suggested using a different tag line with the current name as a possibility. Ann Lauenstein pointed out that no matter what our association name uses; there will always be a Library of Congress.

Bryan thanked everyone for their input and comments. He noted that using "library" is important to St. Louis Chapter members. At the Annual Business Meeting, Bryan will vote to keep the current name.

The meeting was adjourned at 8:01 p.m.

Respectfully submitted,  
Marcia L. Stoklosa  
Chapter Secretary

From: ST. LOUIS  
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**In This Issue...**

Conference reports, new officers and more!!