



VASLA Bulletin

The Newsletter of the Virginia Chapter of the Special Libraries Association

VASLA Bulletin – Winter 2003, Volume 35, Number 3

Announcements:

~VASLA March Meeting & Program ~
 “Knowledge Services: The New Information Professional in the New Information Profession”
 March 7, 2003
 Virginia Historical Society
 Summary to follow in the Spring Issue of the VASLA Bulletin

~VASLA May Meeting & Program ~
 “Risk Management in Libraries and Information Centers”
 May 16, 2003
 Colonial Williamsburg Foundation Libraries

~SLA Annual Meeting~
 “Putting Knowledge to Work”
 June 7-12, 2003
 New York City
<http://www.sla.org/content/Events/conference/2003annual/2003reg.cfm>

A Recap of the 2003 SLA Winter Meeting

By Beth Blanton-Kent,
 University of Virginia, Science & Engineering Library

New Orleans and a bevy of information professionals – who could ask for a better couple of days in January? Well, the weather was cold but the issues were hot at the 2003 SLA Winter Meeting.

SLA chapter and division representatives convened January 22-25 in New Orleans to participate in leadership summit meetings and to become informed about vital issues facing the association at large. In preparation for the VASLA and SLA annual meetings, I want to share with you some of the hot topics discussed in the Big Easy.

The Branding Task Force (no, this didn't involve cowboys and “little doggies”!) offered an informative presentation on the issues surrounding a potential name change for the organization. Next month (March, 2003), you can expect to receive notification of a proposed motion to be presented at the Annual Business Meeting in June. The proposed motion is as follows, to “change the name of the organization from Special Libraries Association to the one obtaining a majority vote between ‘SLA’ and ‘Information Professionals International.’” Here is the process for an association name change: first, a vote will be taken to choose between the two names; this will be determined by simple majority. Second, will be the vote to actually change the name to the one chosen in the first vote. The approval of a name change will require a 2/3 vote of those present and voting at the meeting.

Obviously, the decision to change the name of the association will have long-lasting ramifications and impact on the organization. But, the members of the Task Force argued convincingly that a name change is necessary to the continued health of the association, to attract new members, and to accurately reflect the professional work of the association's members. Fundamental changes have oc

(Continued on page 2)

In this issue...

Recap of the 2003 SLA Winter Meeting	1-2
Cool Reading for Librarians about Brands	3
Government Information Highlights	4
Susan Adkins Travel Award Announcement and Application	5-6
Futurists Nab NARA for SLA Annual Meeting in NYC	7
An Invitation to Get Involved with the Chapter	8

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(Continued from page 1)

curred in the profession since the name was originally selected; the Task Force indicates that a name change provides the association with the opportunity to re-align itself with corporations, employers, vendors, academia, and others while reflecting the skills of the information professional in the 21st century.

The idea of a name change inspires passionate conversation and personal reflection – how do we visualize our profession now and in the future? Does the name of our association indicate the role that information professionals play in the arenas where they work? The questions are many but the members of the Task Force offered the following salient points.

1. The current association name is not flexible as we look at the future of the information profession and limits our identity and ability to attract new members.
2. Furthermore, the word **special** has been co-opted by the disabilities community and as a descriptive term may not indicate the role of the information center in the current and future information age.

Those of us attending the Winter Meeting indicated our concerns to the leadership about accurately communicating the issues surrounding a name change to our local chapters. I believe that these concerns were heard and expect that SLA members will begin to receive more information from the Task Force over the next couple of months.

By the way, the name option **SLA** is strictly an initialism; it may have meaning for current members but as the new organization name would no longer be an acronym for Special Libraries Association. Please visit the SLA Web site for more information from the Branding Task Force at <http://www.sla.org/content/leadership/resource/ldi/LeadershipSummit2003.cfm>. If you are not planning to attend the business meeting in New York, please let the VASLA Board know your comments and thoughts so that they can be conveyed to the leadership.

Another area of intense discussion at the Winter Meeting, were proposals to streamline the chapter and division governing documents and recommended practices and association policies. The idea is that the model documents discussed would provide a flexible starting point for individual chapters and divisions to customize their individual governing documents. Expect to see and hear more about this in the upcoming months.

You've probably already received your ballots for the 2003 Spring Election. I had the privilege of hearing the candidates speak while in New Orleans. If you haven't had the opportunity to do so, please visit the SLA Web site for more information about the candidates and to read their campaign speeches.

2003 is shaping up to be an exciting year in the life of SLA!



Cool Reading for Librarians About Brands

Want to Learn More About Brands?
Here are Some Suggestions from SLA...

"Nine Ways to Fix a Broken Brand"

by Scott Bedbury, photographs by Fredrik Broden

Fast Company (from FC issue 55, page 72 © February 2002)

<http://www.fastcompany.com/online/55/brokenbrand.html>

The marketing excesses of the past few years left broken pieces scattered across the branding landscape. As a result, many companies are left with bogged-down, boring -- even dying and dead -- brands. Now take a look at your brand: Do you know what's broken? Do you know how to fix it?

1. I know that my brand is broken -- I just don't know why.
2. My brand changes direction with each new product and marketing campaign. Everything is disconnected and off on different tangents. How do I keep it cohesive?
3. My brand is boring. It doesn't create excitement in my customers or in my employees. (And it's been a long time since it excited anyone on Wall Street.)
4. My brand is dead.
5. My brand is stuck in the past.
6. My brand is too narrow.
7. My brand is immature.
8. My brand has been reduced to a commodity.
9. My brand isn't cool.

A New Brand World

Scott Bedbury (scott@brandstream.com) helped build both Nike and Starbucks into brand leaders before launching Brandstream, his own branding consultancy. His book, *A New Brand World: 8 Principles for Achieving Brand Leadership in the 21st Century* (Viking, March 2002), written with Stephen Fenichell.

Here are Bedbury's 8 principles:

1. relying on brand awareness has become marketing fool's gold
2. you have to know your brand before you can grow it
3. the spandex rule of branding--just because you can doesn't mean you should
4. transcend a product-only relationship with your customer
5. everything matters
6. brand leadership: all brands need good parents
7. big doesn't have to be bad
8. relevance, simplicity, and humanity - not technology - will distinguish brands in the future

The Brand Mindset

Duane E. Knapp, *The Brand Mindset: Five Essential Strategies for Building Brand Advantage Throughout Your Company*. McGraw Hill Professional Publishing (Oct. 1999)

Government Information Highlights

A Selection of Recent Government Activities and their Effect on the Information Community

By Toni Carter, Virginia Historical Society

Mickey Mouse Wins Again

Most of you are familiar with CTEA, the Copyright Term Extension Act, also known as the Sonny Bono Copyright Term Extension Act. Great debate erupted after the passage of this new law in 1998, many claiming that Disney lobbied for extension in order to continue copyright protection for several of their Disney characters. The issue made it to the Supreme Court, and on January 15th, the court upheld the law.

What does this mean for librarians? Patrons and librarians will see stricter regulations on the copying and dissemination of requested material. Read more about this law at the following websites:

Background:

"A Mickey Mouse Copyright Law?"

<http://www.law.asu.edu/HomePages/Karjala/OpposingCopyrightExtension/constitutionality/slaton1-13-99.htm>

"Mickey Mouse vs. the People"

http://www.salon.com/tech/feature/2002/02/21/web_copyright/

"Copyright Extension Law Issue in Suit"

<http://news.com.com/2100-1023-220049.html?tag=bplst>

"Sonny Bono Copyright Term Extension Act"

http://www.wikipedia.org/wiki/Sonny_Bono_Copyright_Term_Extension_Act

Current:

"SLA's Public Policy Update for January 2003"

<http://www.sla.org/content/memberservice/communication/infobank/ppolicjan2003.cfm#one>

Score One for the Teachers

Despite losing the battle against the Copyright Law Extension Act, teachers recently won a victory with President Bush's signing of the Technology, Education, and Copyright Harmonization Act (TEACH). According to the December 2002 edition of *American Libraries* magazine, "...the TEACH expands existing 'face-to-face' teaching exemptions in the copyright law to allow teachers at accredited, nonprofit educational institutions throughout the U.S. to use copyright-protected materials in distance education – including on Web sites and by digital means – without prior permission from the copyright owner and without payment of royalties." With so many library and information schools offering distance education programs, this will also benefit the information profession. For more on this topic, check out the following websites:

"New Copyright Law for Distance Education: The Meaning and Importance of the TEACH Act"

<http://www.ala.org/washoff/teach.html>

"The TEACH Act Finally Becomes Law"

<http://www.utsystem.edu/ogc/intellectualproperty/teachact.htm>

"Senate Passes TEACH Act Defining New Copyright Laws for Distance Education"

<http://www.acenet.edu/hena/issues/2002/10-21-02/TEACHAct.cfm>

"SLA's Public Policy Update for January 2003"

<http://www.sla.org/content/memberservice/communication/infobank/ppolicjan2003.cfm#six>



Attending the SLA 2002 Annual Conference in New York City?

VASLA would like to help you on your way:

Apply for the SUSAN ADKINS TRAVEL AWARD!

What is it?

We are looking for information professionals and students eager for a \$500.00 travel stipend to attend the 94th SLA Annual Conference in New York City, June 7-12, 2003! If you could use some financial help getting there, keep reading.

Who can apply?

To be considered you must:

- ◆ be a current member of SLA and VASLA
- ◆ student member must be currently enrolled in coursework at a college or university
- ◆ submit an application form, a copy of your curriculum vita and essay justifying your need for this award. You may write in terms of professional development, commitment to the profession or financial need.

How to apply?

Complete and submit the application on the next page.

- ◆ Applications are due March 31, 2003.
- ◆ Winners will be notified by April 30, 2003, and awards will be issued at the VASLA Annual Business Meeting in May.
- ◆ Winners are expected to submit a written conference participation report to be published in the *VASLA Bulletin*.

Send applications to:

Bruce Obenhaus
University Libraries
Virginia Tech
PO Box 90001
Blacksburg, VA 24062-9001

Or by e-mail at:

obenhaus@vt.edu (please follow up all emailed copies with mailed copies)

Susan Adkins Travel Award Application Form

Applying as:

- Professional Librarian/Information Specialist
 Student Member

Name _____ Date _____

Address _____

City _____ State _____ Zip code _____

Place of Employment _____

Position _____

College or University (Student) _____

Expected Degree Completion: Year _____ Degree _____

Telephone (Work) _____ (Home) _____ Email _____

Are you a current member of SLA and VASLA? Yes _____ No _____

Attachments:

- Curriculum Vitae
 One-page Essay

Submit by March 31, 2003 to:

Bruce Obenhaus, Chair
VASLA Travel Awards Committee
Virginia Tech University Libraries
PO Box 90001
Blacksburg, Va. 24062-9001

Futurists Nab NARA for NYC

Katherine Bertolucci
SLA Information Futurists Caucus Convener

Dr. Kenneth Thibodeau, one of the major players in electronic records preservation, will speak at SLA's 2003 Conference in New York City, co-sponsored by the Information Futurists Caucus (KINF) and the Library Management Division. Dr. Thibodeau directs the Electronic Records Archives (ERA) of the National Archives and Records Administration (NARA). He will address SLA during the Future Directions track on Tuesday, June 10 at 3:30 pm.

An internationally recognized expert in electronic records, Ken Thibodeau taught at the University of Notre Dame and led records management programs for both the National Institutes of Health and the Department of Defense. At NARA since 1988, he now heads NARA's effort to build "the archives of the future," preserving our nation's electronic records, from NASA photographs to White House email. Ken Thibodeau is a key player in the development of effective new methods for preserving electronic records through generations of information technology.

Digital preservation is becoming an important topic for SLA. First introduced to us by Stewart Brand in Minneapolis/1999, the Information Futurists and LMD followed up at San Antonio/2001 with Jeff Rothenberg of the Rand Corporation and his highly entertaining talk on preservation basics, "Digital Information Lasts Forever - Or Five Years, Whichever Comes First." The September 2002 Information Outlook featured an article on the digital preservation efforts at the Library of Congress, "Digital Preservation Looks Forward," by Amy Friedlander of the Council on Library and Information Resources.

The momentum continues for New York City. Stewart Brand will again address SLA, this time as keynote for Tuesday's Future Directions track at 9:30 am. In an interview for the February 2003 Information Outlook, Brand stated that one of his themes will be digital preservation. Dr. Kenneth Thibodeau follows in the afternoon with a program about the very exciting preservation projects at NARA/ERA. Be sure to attend both these important programs for the latest in digital preservation. You just might find the solution for your own preservation efforts.

Plan to join the Information Futurists for two more great conference events. Get an early start on the Future Directions track by attending the always lively KINF business and networking meeting on Monday at 5:30 pm. You'll also enjoy a program on wearable and mobile technology with members of the MIT Media Laboratory. KINF is co-sponsoring this program with the Information Technology Division at 1:30 during Tuesday's Future Directions track. Be sure to attend all the Information Futurists' events for an exciting look at the emerging technological world.

New features coming soon on the VASLA Website!

<http://www.sla.org/chapter/cva/index.htm>

~History of VASLA:

First President of VASLA; Minutes and speeches of the VASLA Installation Meeting, April 23, 1966; First VASLA Annual Report of the President, 1966-67; First VASLA Bulletin, v.1, no.1, Sept. 1966; List of VASLA Presidents 1966-date; List of VASLA "Firsts" 1966-date).

~VASLA Trivia Questions:

Who was the first VASLA president?
Where did he/she work?
When and Where was the VASLA installation ceremony held? Who represented SLA as installing officer?

~Newly revised 2002 version of the
VASLA Chapter Manual (pdf).

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An Invitation to Get Involved with the Chapter

Charles Lyons

University of Virginia, Science & Engineering Library

Our members are the lifeblood of our organization. The quality of the VASLA membership experience is largely dependent on input and active participation from you, our membership.

An excellent way to keep informed on the activities of VASLA is to check the website often (<http://www.sla.org/chapter/cva/index.htm>). Another critical tool for communication among VASLA members is the VASLA Listserv. For details on how to join, check the VASLA Listserv & Chat Room web page (<http://www.sla.org/chapter/cva/lists.htm>). Here are some other suggestions:

Run for a Board or Chair position

One great way to get involved with the organization is to volunteer to fill one of our open Board or Chair positions for 2003. Open positions include: President-Elect, Treasurer, Nominations Chair, Director. If you are interested, or know of any members who may have an interest in serving our fine organization, please contact our President, Beth Blanton-Kent at the contact information to the left.

Attend a meeting/program

Your VASLA Board Members and Chairs work hard to schedule relevant and lively programs that reflect the interests of our membership. So take advantage of them! For a schedule of upcoming see Page 1 or check VASLA's Meetings and Events page (<http://www.sla.org/chapter/cva/events.htm>).

Got an idea for a program topic? Know of an intriguing speaker or even an interesting location to hold the next meeting (past meetings have been held at the Monticello library, the Virginia Historical Society, and the Phillip Morris library)? We value your input, so just let a Chair or Board Member know of your ideas.

Write an article

Have you attended any meetings recently? Know of any interesting information professionals? Any information industry topics catch your attention? Write an article about it! The next issue (Spring) of the VASLA Bulletin is scheduled for May 15. Please submit articles, profiles, announcements to the Bulletin Editor, Charles Lyons at the contact information to the left.