



Special Libraries  
Association

# WISCONSIN SLANT



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## President's Message

by Julie Stich,  
International Founda-  
tion of Employee  
Benefits

During the nine years since I've earned my MLS, I have pondered the image of librarianship: when confronted by blank looks and inane comments from strangers asking my profession ("Oh, I've always liked to read."), when confronted by the image of librarians in the media and in movies (the frump in "Ghostbusters"), when changing my job title, when attending professional conferences. Several recent events have made me reflect on this issue. My sister recently switched to the computer field. She answers her phone with "Information Services, this is Vicki." I answer my phone with "Information Services, this is Julie." *Working Woman's* February career issue included knowledge managers on its "hot list." Sounds promising, right? Not when you start reading: "Imagine the old-time corporate librarian. Now trade in her gray flannel skirt and sensible cardigan for a DKNY outfit and triple-pierced ears. That's the difference between an information specialist and its later variant, the knowledge manager." The April issue includes a letter from a frustrated librarian who protests the stereotypical depiction. A colleague once commented that stereotypes are based on a grain of truth. Why does the frumpy librarian stereotype persist? Many people don't know a special librarian, but most remember their childhood school or public librarian. These librarians were not frumps, but I'll bet they said "Sssh."

Stich Continued on page 8

## E-Interview with Lisa Guedea Carreño: Confes- sions of a "Cover Girl"

Wisconsin Chapter member Lisa Guedea Carreño started off the new year on the cover of *Inc.* magazine's January 1999 issue. The story referred to her as a "secret weapon" and called Highsmith Inc. "the smartest little company in America" for its use of corporate library services. In this issue of the SLANT, Guedea Carreño pens her own FAQ on the experience, sharing the inside story and reflecting on her brush with fame.

**Q. How did this whole thing come about? Did you approach *Inc.* with a story idea?**

A. It was a fluky thing, actually. Back in September of 1998, in one of those ruthless respond-or-delete rampages I occasionally inflict on my inbox, I responded to a posting about an *Inc.* reporter looking for corporate librarians to interview. (That message was sent to our Chapter e-mail forum by our very own Meagan Eggers.)

The reporter, Leigh Buchanan, called me the next day to set up a phone interview. I thought it would be a good opportunity to spout off some pithy remarks about the value of librarians. I had no idea it would evolve into a cover story.

**Q. What was the interview process like?**

A. Several days after the phone interview, Leigh called and asked if she could come visit Highsmith to get "some color" for the story. Three days later she was on her way from Boston to Wisconsin for a day of interviews with corporate library users and staff. By the end of that visit, she had run out of microcassette tapes – a first for her!

Over the next month, Leigh sent me a series of follow-up questions via e-mail. Here's one

Guedea Carreño Article Continued on page 6

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## Wisconsin Slant

### Special Libraries Association, Wisconsin Chapter

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## Marketing Makes the Evening: Librarianship and the Four P's

Thirty-six Wisconsin Special Librarians as well as seven library students enjoyed the February 24th, 1999, "Marketing Your Library Swap and Shop," at the Best Western Midway Hotel in Brookfield, Wisconsin. All were entertained as well as enlightened by Lisa Guedea Carreño, who came to speak about her "odyssey" onto the cover of *Inc.* and from four Wisconsin librarians who came to talk about promoting themselves and their libraries.

Ms. Guedea Carreño led off by detailing her experience that turned into a cover story by *Inc.* Lisa titled her talk, "My Brush With Li-

brary Fame: Kudos, Confessions, and Call Screening." Leigh Buchanan, the writer of the story, traveled from Boston to Fort Atkinson to interview Lisa. According to Lisa, Ms. Buchanan was interested in every aspect of the library - even scraps of paper, quotes and Post-It® notes on Lisa's bulletin board! Her new fame, according to Lisa, has positive and negative aspects. On the positive side are invitations to speak at various business and library events, such as the Inc. 500 conference and the Nebraska Library Association. Appropriately, she ended her talk with a quote by futurist John Gardner who said, "Everyone wants to be interesting. The vitalizing thing is to be interested."

Following Lisa's speech, four special librarians presented colorful and insightful talks about how they "market" their libraries. The four P's of marketing - product, price, promotion, place - were evident in their examples. Andrea Minniear, of the Energy Center of Wisconsin, explained the story of how she has worked to "get the word out" about the tiny Energy Center library. First, she improved the product the library provides by filling in the gaps of the collection. Second, she developed a fun promotional brochure that featured her and a fellow librarian in beanies - a promotion determined to create approachability. The Energy Center library was recently "placed" on a web site - increasing accessibility. Overall, Andrea recommends that librarians "go with your gut feeling" when it comes to marketing.

*Lisa Guedea Carreño addresses February 24, 1999 Dinner*

Photo by Mary Ann Barragry

Genevieve Mecherly, of Highsmith, had several ideas for library promotion. The library has a regular section in the Highsmith newsletter entitled, "Library Lore." As a way to generate respect for the cost of library services, an Information Request sheet that includes time and cost of the research, is given to patrons. In her presentation, Genevieve noted several items that librarians can use to promote the use of the library - pens, stress balls, wrapped chocolates. In 1997, Highsmith won an SLA award for the International Special Librarians Day celebration. Their award winning idea included a game that required patrons to match the quote with the patron.

Lee Weinberger, as head librarian at American Family Insurance, discussed giving library tours and training new employees. Lee told the group that she spent three to five minutes per group and taylor her comments to each group of educators or business people. She explained that her most interesting challenge was giving a tour to a group of Korean businessmen. Everything she said was translated - an unusual experience for her! She also spends time teaching new employees how to use the library. Teaching new employees requires time and patience - extra time with them is a necessity.

Ruth Holst, head librarian at Columbia Hospital, focused on marketing research. She discussed how to use focus groups to learn about how the library is perceived by users and non-users. A focus group consists of 5 to 10 participants who are led in a discussion by a moderator. With the assistance of student intern Teri Arion, Ruth organized three focus group interviews in 1998. They learned that library users were not aware of the full range of library services and wanted "after hours" access to the library. She recommended the book, *Focus Groups for Libraries and Librarians* by B. Glitz for those interested. □

March 18<sup>th</sup>, 1999 GLRC Meeting

## Mary Ellen Bates Offers Insights and Criticisms On the Library Profession

by Bill Paine,

Forest Service

The March 18<sup>th</sup>, 1999 GLRC dinner meeting of the Wisconsin Chapter was held at the Milwaukee Hilton. This dinner meeting was sponsored and subsidized by the Great Lakes Regional Conference. There were approximately 50 attendees.

The business meeting was brief. Julie Stich spoke briefly about the SLA national conference preliminary program. Rebecca Schultz announced the April meeting, A Training One to One@, to be held at Imperial Garden East in Madison, April 20th. She

*Mary Ellen Bates Continued on page 5*

## Professionally Speaking: Advice about Employment, Networking and Professionalism: Electronic Resumes and Job Banks *by Susan O'Toole, Foley and Lardner*

The way we look for jobs is changing. The traditional methods of sending paper resumes by snail mail and looking in the classified ads are on the way out and electronic resumes and job banks are the wave of the future.

Although paper is still a standard and acceptable medium for resumes, job hunters should educate themselves about electronic resumes. You may find it necessary to send a resume as part of an e-mail message or as an attachment to an e-mail message, or to post it to a database, or to submit it via an e-form. You can get some very practical advice on all these methods in "eResumes 101: Choosing your best electronic format" at [www.eresumes.com/tut\\_eresume.html](http://www.eresumes.com/tut_eresume.html) and "The Online Job Application: The Riley Guide" at [www.dbm.com/jobguide/eresume.html](http://www.dbm.com/jobguide/eresume.html).

Even your paper resume may be converted to an electronic form when it is received by a potential employer. Human Resources departments frequently use scanners to search for certain key words. Unlike traditional paper resumes where visual appeal and "action words" are important,

scannable resumes have their own rules. There are plenty of articles on the Internet with advice on preparing scannable resumes, but the main advice is forget the fancy graphics and bullets, be smart about key words, and "keep it simple." See "Scannable Resumes" on JOBTRAK: Job Search Guide at [www2.jobtrak.com/help\\_manuals/jobmanual/scan.html](http://www2.jobtrak.com/help_manuals/jobmanual/scan.html), "Guide for a Scanner-Friendly Resume" on the Damn Good Resume Website at [www.damngood.com/jobseekers/ScanGuide.html](http://www.damngood.com/jobseekers/ScanGuide.html), and "Scamming the Resume Scanner" on the Career Magazine Web site at [www.careermag.com/db/cmag\\_articles\\_resume\\_scamming](http://www.careermag.com/db/cmag_articles_resume_scamming).

There is no end to the job banks on the Internet. Some of the more well-known ones are CareerMosaic at [www.careermosaic.com](http://www.careermosaic.com), the Monster Board at [monster.com](http://monster.com), and America's Job Bank at [www.ajb.dni.us/html/atb\\_home.html](http://www.ajb.dni.us/html/atb_home.html). For jobs specifically for

librarians, there are two good web sites: Employment Resources for Librarians at [pw2.netcom.com/~feridun/nlintro.htm](http://pw2.netcom.com/~feridun/nlintro.htm) and Library and Information Specialist's Jobs at [oac1.oac.tju.edu/~stec/jobs1.html](http://oac1.oac.tju.edu/~stec/jobs1.html).

For jobs specifically for special librarians from all over the county, the SLA Web site has excellent resources: the SLA Job Search Online at [www.sla.org/professional/index.html](http://www.sla.org/professional/index.html), Library Joblines at [www.sla.org/membership/irc/library.html](http://www.sla.org/membership/irc/library.html), and Internet Job Resources at [www.sla.org/membership/irc/misc.html](http://www.sla.org/membership/irc/misc.html). If you're looking for a library position closer to home, try the excellent page of State Links for Library & Information Center Jobs from UWM SLIS at [www.slis.uwm.edu/MLIS\\_Jobs/State\\_Links.htm](http://www.slis.uwm.edu/MLIS_Jobs/State_Links.htm).

Did I mention that you should subscribe to the Wisconsin Chapter listserve? There are great listings for special librarian jobs in Wisconsin and everyone knows that schmoozing is the best way to get a job. □

## Special vs. Specialized, Library vs. Librarian: Members Speak Out About our Image and Name

Rebecca Schultz and I attended SLA's Winter Meeting and Leadership Training in San Francisco this past January. For the first time, a "town hall meeting" was part of the agenda. One item that was discussed was the idea of changing SLA's name. As many of you know, this has been a perennial topic of discussion at the chapter, division and international level. SLA has asked us to take this topic back to the "grass roots" level and gather your opinions on this topic. This issue was raised on our Chapter listserv in February. Thirteen members offered their opinions and the following is a summary of their remarks.

### Keep the SLA Name As It Is

Six of the respondents asked that SLA not change its name for many reasons. Two members felt that SLA was a good acronym representing a good name: the name is concise, slick, simple and reflects our profession; the acronym is easy to remember. Two members felt that a name change would cost a lot of money and not have much benefit. One member stated that data would be necessary before changing the name to show the costs, the negatives and the positives. She also felt that the organization's name change would effectively change the name of our profession; this would require a joint effort with all professional organizations to change the name. Several members indicated that while parts of our jobs have changed and been enhanced, our jobs will not change if the name changes. Must we switch to a trendy name to update our image? One member commented that professional names and titles typically are adjusted and fine-tuned as an attempt to move away from a stereotype.

### Keep the SLA Acronym

Two members suggested Special Librarians Association, because individuals not libraries join SLA. One member, however, reminded me that other professional organizations still use "library" not "librarian" (Medical Library Assn., American Library Assn., etc.); should they also change? Two members said that the word "librarian" garners respect, recognition, and a positive perception. One member suggested Specialized Library Association or Super Library Association - this would keep the acronym, but avoid the confusion related to the word "special."

### "IP" Pro and Con

One member felt that it was time for a change and felt the term "information professional" should be used. Much of our work is similar to that of computer information specialists, and we are not as respected as "IS" people because we use the term "librarian." Another member also wished to see the word "information" in the name.

Nine members cautioned about the use of "information specialist" or "information professional" because those terms are buzzwords and are vague, generic, meaningless, trendy and nebulous. A name change to include these terms would cause confusion and a loss of identity.

### Contact Julie Stich With Your Opinion

Now is your chance to make your feelings known. Please contact me by email ([julies@ifebp.org](mailto:julies@ifebp.org)), phone (414-786-6710 ext. 8359), fax (414-786-8780) or at the next meeting with your comments on this topic. This issue affects us all and deserves serious consideration and debate. SLA wants to know what you think.

--Contributed by Wisconsin Chapter President Julie Stich

Mary Ellen Bates *Continued from page 3*

also reminded us that Badgerlink is not funded in the governor's new budget, and that we should contact DPI and/or our legislators. Julie Stich then introduced our speaker for the evening, Mary Ellen Bates.

Mary Ellen Bates is owner of Bates Information Services, a consulting and information brokerage in Washington D.C. She introduced the focus of her speech as AThe library of the future, or the future of the library@, then informed and entertained us with her views. Some highlights of her speech include:

- With electronic formats bringing vast quantities of information directly to people's desktops, librarians must learn to provide intelligent filtering of this desktop delivery of information.
  - Technology is not the solution, only a tool. We need to offer analysis and synthesis of information.
  - Because librarians have competitors inside and outside the organization, we need to make ourselves indispensable to our clients.
  - The physical library will be less important, our unique skills will be what matters.
  - The skills that the future will require of librarians include:
    1. Thinking like an entrepreneur - marketing your services
    2. Thinking like a vendor - sell the benefits of your services as superior to others
    3. Excellent reference interview skills
    4. Team player skills
    5. Ability to reinvent yourself - to work outside of the traditional library setting
- With information overload and data smog, we can package ourselves as the real knowledge managers, promoting our skill and resources. □

## SIGN UP FOR THE WISCONSIN CHAPTER LISTSERVE!!

Do you want to stay informed of job openings here in the State of Wisconsin? Have you been asked to answer a difficult reference question and need some help? Do you need some advice about your cataloging system or serials system? There are many librarians subscribed to the Wisconsin Chapter Listserv who would enjoy sharing their advice with you. The list will be unmoderated.

To subscribe to the list, send an email to: [listserv@listserv.sla.org](mailto:listserv@listserv.sla.org) with the following in the body: **Subscribe sla-cwi Firstname Lastname.**

You should receive confirmation that you have been placed on the list. To post messages, send them to:

[sla-cwi@listserv.sla.org](mailto:sla-cwi@listserv.sla.org).

## SLA STUDENT GROUP SPRING COLLOQUIUM WITH LISA GUEDEA CARREÑO

The SLA Student Group at the University of Wisconsin-Madison is pleased to announce that Lisa Guedea Carreño will be our guest speaker at our annual Spring Colloquium scheduled for Wednesday, April 22<sup>nd</sup> in the SLIS Commons.

Pastries and coffee will be served 9:30 a.m. with Ms. Guedea Carreño speaking at 10:00 a.m.

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Guedea Carreño Article *Continued from cover*

of them in condensed form:

*You talked about people to whom you must deliver information verbally because they want to “talk it out” . . . I wonder if this is one of the areas where an informed librarian can most distinctively rise above support staff. One of the problems with information glut is that the more people read, especially if it’s all in just one or two formats (on screen, on paper) the less they absorb. It strikes me that by delivering information orally you help them absorb and contextualize the information, as well as being able to be more persuasive about the points and angles you feel are most important. And in the latter way you are acting as not just an objective third-party disseminator of information (the bridge between the data and the data requester) but more as a consultant, or as a peer advisor. Maybe one reason librarians are assuming more power and influence . . . is that information glut is making it harder for their customers to simply read stuff on their own . . . whereas if you become their advisor, sounding board, devil’s advocate, and or intellectual sounding board you can help them come to the best decision. Any thoughts on this? Does this apply to you and if so, how?*

Obviously, Leigh was not looking for sound bytes or simple yes/no answers. My Assistant Librarian, Genevieve Mecherly, helped answer some of the questions, and Leigh directed a few to our CEO Duncan Highsmith as well. Even so, by Thanksgiving I had writer’s cramp.

**Q. In your cover photo you look like a giant. What’s that about?**

A. First *Inc.* sent a photo crew to Highsmith to take pictures of us in our natural habitat. After a half-day of bright lights, stiff smiles and blown fuses, we thought we were done. Then a week later *Inc.* asked me to go to Chicago for an in-studio cover photo shoot; they said I had “the look” they wanted. I got the real star treatment then – wardrobe person, hair and makeup stylist, tailor, assistants hovering around, straightening and poofing and fussing over every little detail between shots. By this time I was feeling pretty cheesy about the whole thing, but I have to admit it was a lot of fun. (No, I didn’t

get to keep the clothes, though I did leave on my makeup for the rest of the day.)

**Q. What has the reaction been from the library and business communities?**

A. I’ve been inundated with e-mails and calls from librarians, business people, consultants, students, and even long lost friends. I wasn’t prepared for so much attention! But I’m not complaining (and neither is my company). I’ve sent personalized responses to all messages or calls from librarians. However, some of the other people who have contacted me have wanted more of a consulting type interchange, which I don’t have the time to take on right now. I’ve been referring them to SLA chapters and library schools in their areas, independent information professionals, and other organizations or individuals who might be able to help. It’s daunting to be thought of as the person with “the secret” to information management.

Ironically, since the article was published I’ve had less time to do the job that was profiled, due mainly to all of the hoopla about the article. I’m adjusting to this new spokesperson role, and I’ve even accepted several speaking invitations. (Look for Duncan and me at SLA’s annual conference in Minneapolis; we’re doing a session called “From the CEO’s Perspective.”)

**Q. Do you think this article really makes a difference in terms debunking information myths and stereotypes about librarianship?**

A. I think any portrayal of a librarian who has both substance and influence in her work is good for the profession. Moreover, I know I’m not the only one out there who could be the “poster child” for modern librarianship. I’ve had many mentors, colleagues and role models who are equally (or more) deserving of the positive press. I don’t see myself as some paragon of corporate power, but I do feel valued and challenged in my position. I think that’s one of the things Leigh Buchanan wanted to capture in the article.

On the image thing, I waffle between thinking we should root out and obliterate all negative professional stereotypes and believing that the quality of our work is the most effective answer to those silly images. All stereotypes come from *somewhere*, no matter how unfair or unrepresentative they are in the aggregate. As long as there are a few live models for such stereotypes still working in the profession, no amount of letter-writing out-

rage will wipe out the stereotypes completely. In fact, too much nit-picking and scolding may reinforce some of the images we dislike so much. On the other hand, I’ve written a few letters myself over the years.

**Q. What has been the most unusual or surprising thing about this whole experience?**

A. There have been several. First, I’ve been overwhelmed by the amount of feedback and excitement the article has generated both within the library profession and outside it. Second, the experience has rejuvenated me in ways I didn’t expect. Now I’m even more excited and confident about what librarians can do in this world of information chaos. And third, there’s the sheer exhilaration and flattery of it all. It comes with a price, of course, like those few oddball admirers who now think we have some cosmic connection just because they read about me in a magazine. But I’m sure this pales in comparison to big-time celebrity – which, by the way, I don’t see in my future. At least, not unless Spielberg calls with some good ideas and a wad of cash . . . □

**Mentor a Student and Enhance Your Career!**

Beta Rho and UW-Milwaukee SLIS have teamed up to create a new mentorship program. This program will connect interested SLIS students or new graduates with a librarian or information professional who is currently working in an area of interest to the student. As a volunteer mentor, you can participate in the development of a new professional in your field. For example, you could: share your knowledge and experience, answer questions the student may have about a type of library or position, or allow a student to shadow you at work for a day. The commitment is minimal—only 3 hours per month for 3 months. These contact hours can occur in-person, by telephone, or e-mail, depending upon the schedules and needs of individual participants.

For more information, please contact Gayle Falk at: [gafalk@burlington.lib.wi.us](mailto:gafalk@burlington.lib.wi.us)

*A Slant Profile***Linda Nordstrom: A Special Librarian On the Move** *by Bill Bergeron, Bradley Foundation*

Linda Nordstrom is a librarian on the move. Since graduating with an MLIS from UW-Milwaukee in 1986, she has excelled, been promoted and moved on to three different professional library positions in Milwaukee. During the 1989-1990 year she was the president of the Wisconsin Chapter of the SLA. In the mid-1990's she was instrumental in building a database of published sources for the Milwaukee company, ASQ – the American Society for Quality. After thirteen years of library experience and being active in the Wisconsin Chapter – she has acquired wisdom about serving upper management and being successful as a special librarian – accomplishments from which we can all learn.

*Linda Nordstrom*

Motivated by the “enthusiasm for the search and the satisfaction from the service” of the library profession, Ms. Nordstrom has been a library supervisor at the Wisconsin Gas Company, a manager at the American Society for Quality and is currently a manager specialist at Northwestern Mutual Life in Milwaukee, Wisconsin. She has learned from each of these positions. In 1986, Ms. Nordstrom started at the Wisconsin Gas Company where she had the good fortune of working under Carolyn Simpson. Ms. Simpson set the standards for library service very high and taught by example. She was often the first person to offer service to whomever entered the information center – service was expected to be performed by the professional librarian, not the para-professional. It was at Wisconsin Gas that Linda learned about the importance of attention to details – ethics and confidentiality, customer service, networking, presentation and communication skills. By 1995, due to deregulation and pending changes at Wisconsin Gas, Linda was ready

to start-up and manage her own information center.

After having had a positive experience at Wisconsin Gas, Linda proved that she could learn on her own at the American Society for Quality. Not only did Linda start the Quality Information Center at ASQ, but she was responsible for developing a database, called Quality InfoSearch. It holds abstracts of the journals, training resources, standards and conference proceedings published by ASQ. It can be accessed at <http://www.asq.org/infosearch>. While developing this database, Linda learned about the importance of developing contacts with librarians and “people outside of the librarian community.” She contacted Dee Birschel at IFEBP to learn about databases, read the magazines *Online* and *Information Today* and attended numerous conferences. Since ASQ does not have copyright to all of its published works, Ms. Nordstrom had to adapt to the challenge of creating a database of materials as she learned about copyright licensing. She also continually worked

**Nordstrom** *Continued on page 8*

**Nordstrom** *Continued from page 7*

to create “win-win scenarios” to get authors and co-workers to contribute to the database. Her work paid off. A committee was formed at ASQ that “initiated discussions regarding intellectual capital with the intent of developing recommendations to secure the Society’s interest in the intellectual capital it funded” – an important contribution to ASQ.

ASQ was an important learning experience for Ms. Nordstrom. She learned to develop good working relationships with upper management and peer managers. These relationships keep you in “the loop of what’s going on,” help with being promoted, and provide job satisfaction. The more you learn about your management, the easier it becomes to explain the service you can provide – in terms that they can understand. To best serve management, Linda advises that it is best to identify the key players in the management and “tell them what you can do for them instead of asking .” It is important to be specific when doing this. Above all, do not try to do everything for everybody – set your limits.

Since February 1998, Linda has worked at Northwestern Mutual Life (NML) in Milwaukee. She is an administrator in the NML Corporate Information Center. Her duties include budgeting, development, staffing and promotion. She has the good fortune of working with librarians Joyce Madsen and Rick Henning. Together, they are developing the Corporate Information Center’s Intranet site to offer access to their online catalog as well as Internet access to “UMI’s Proquest Direct, IAC Insite business and newsletter databases, Computer Select Web and Reference USA...” This will require the staff to create new skills as web developers and trainers. Overall, Linda is enjoying the new challenges at NML.

Linda Nordstrom’s career has shined and will continue to shine as a special librarian for years to come. ○

**Stich** *Continued from cover*

The rise of the Internet and the end-user has made us nervous about the security of our profession and our jobs. In turn, this has led us to question our role, our future, our name. Are we respected? Are we essential? It seems to me, that no matter what we call ourselves, we still do what we have always done. Perhaps we have enhanced what we do by using new technologies and new words have evolved to describe what we do. Have not we always been knowledge managers concerned with intellectual capital? New technologies and the Internet have removed “information” from our exclusive domain, but we are still the best at gathering, organizing, accessing and disseminating it. This is the time for us to prove how essential we are and to change and our management’s and the public’s perception of us. It is up to us, no matter what we call ourselves. Think of the people you know - coworkers, friends, family members - these people understand what librarians and information professionals do, and can dismiss the old stereotype because they know you. We as individuals and as a professional organization, must educate the rest of the pub-

**Stich** *Continued at Top of Page 9*

Stich Continued from Page 8

lic. A cover story in a mainstream business magazine like *Inc.* is a great way to start.

Three members, in response to the name change discussion on our Chapter's listserve, offered the following insightful comments:

"Maybe instead of working to change our name, we should work to market a more real image of who and what a librarian is....Maybe we need a marketing program aimed not at the public, but to librarians and library schools to build pride in being librarians." Marie Janz.

"If image and respect are the core issues, I contend that a more viable alternative to name change is to facilitate a better understanding between the public and the library profession perhaps through the efforts of a stronger lobby and community service programs." Tony Chan.

"We infuse the name with meaning, not the other way around." Sandy Plisch. □

**The Wisconsin Chapter thanks Ellen Pedraza for her service and dedication as our Fund Raising Chair. Thank You Ellen.**

the lighter side

Rejected SLA Names

- Smarter Librarians Association
- Silver-tongued Librarians Association
- Superior Librarians Association
- Savvy Librarians Association
- Superb Librarians Association
- Supernatural Librarians Association
- Sweet Librarians Association
- Scintillating Librarians Association
- Snowed-under Librarians Association
- Sane Librarians Association
- Swanky Librarians Association
- Splendorous Librarians Association

**Thanks to Highsmith, Inc.**

**Thanks are extended to the Highsmith Company for partially sponsoring the February 24, 1999 Special Libraries Association-Wisconsin Chapter Dinner Meeting**



**The Minnesota Chapter  
of the  
Special Libraries Association**

**Invites the Wisconsin Chapter  
to a Reception**

June 7, 1999  
4:30 P.M.-6:30 P.M.

Windows on Minnesota  
IDS Tower  
80 South Eighth Street  
Between Marquette Ave. and Nicollet Mall  
Downtown Minneapolis

Past Presidents  
of the Minnesota Chapter  
will be honored

Sponsored by the West Group

## Board Meeting Minutes / Online: News and Notes

**Special Libraries Association  
Wisconsin Chapter  
Board Meeting  
International Foundation of Employee Benefit Plans  
November 10, 1998**

**Call to order**

President Julie Stich called the meeting to order at 4:50 PM. Officers present: Julie Stich, Susan O'Toole, Rebecca Schultz, Liz Caldwell, Julie Baldwin. Committee Chairs present: Barbara Arnold, Bill Bergeron, Meagan Eggers, Shelly Maiman, Lee Weinberger, Lynn Whittenberger.

**Quorum**

Stich announced there was a quorum.

**Agenda**

Baldwin moved approval of the agenda. Motion seconded and passed.

**Minutes**

Schultz moved approval of the September 15, 1998 board meeting minutes.

Motion seconded and passed.

**President's Announcements****A. Great Lakes Regional Conference**

Stich announced the Indiana Chapter will be co-hosting this event with two Michigan Chapters in 2000. Stich will contact the Indiana Chapter to discuss transferring the seed money.

**B. 1999 Annual Conference Reception**

Stich announced the Minnesota Chapter is planning a reception for SLA International Board of Directors at the 1999 Annual Conference. All Wisconsin, Illinois, and Minnesota Chapter members will be invited to the reception. West will sponsor this reception.

**C. 1999 Annual Conference Preliminary Program**

Headquarters has announced they are revising the preliminary program. It will be a clean, concise document, which highlights pertinent information. Full program information will be available on the SLA web site.

**D. Dues Increase**

Stich announced the dues increase was approved by a 72% margin.

**E. COWL Focus Group**

Stich attended this focus group which discussed library resource sharing and the future of COWL which was formed 30 years ago to facilitate resource sharing. Stich distributed information about Badgerlink (Exhibit A). Badgerlink is available to any Wisconsin library by contacting the Wisconsin Department of Public Instruction. Stich will inform the membership about this service via the SLANT.

**F. Thank You Note – Amazon.com Gift Certificate**

Caldwell received a thank you note from Mary Koshollek (Exhibit B). She was the winner of the Amazon.com gift certificate.

**Treasurer's Report**

Caldwell distributed the Year to Date Account Ledgers (Exhibit C), a 1998/1999 Proposed Budget (Exhibit D), and Budget Histories from 1994/1995 to date (Exhibit E). Several topics were discussed relative to the 1998/1999 Proposed Budget:

**A. 1998/1999 Proposed Budget Deficit**

Caldwell announced we have a deficit of \$2730 in the proposed budget. Discussion ensued regarding ways to reduce expenses. It was agreed the budgets of the following committees/accounts would be decreased: Contributions/Sponsorships, Professional Development, Public Relations, Travel Expenses – President, SLANT, and Consultation.

**B. Membership Directory**

Maiman discussed the membership directory and the costs associated with printing and mailing the directory. Discussion ensued. The membership directory will be published annually and the membership will be informed of the availability of the directory in various ways (flyer at meetings, notice in SLANT, notice on listserv).

Caldwell moved approval of a policy on membership directories: Membership directories will be available to members at a cost of \$5 to recoup printing and postage costs. Motion seconded and passed.

**C. Travel Expenses – Winter Meeting**

Schultz's expenses will be covered in full by the Chapter. Stich's hotel expenses will be covered by the Chapter.

**D. Approval of Proposed 1998/1999 Budget**

Baldwin moved approval of the amended, balanced budget. Motion seconded and passed.

**Committee Reports**

**A. Archives (Stich):** Susan Peschel needs meeting announcements and SLANTS for the archive files. Stich asked Schultz and Bergeron to provide these items. Bergeron announced he would like to visit the archives for a possible SLANT column on what types of items appeared in the SLANT ten years ago.

**B. Bulletin (Bergeron):** Bergeron investigated 3<sup>rd</sup> class mailing. Currently, the cost to mail the SLANT is \$320 per year for stamps. 3<sup>rd</sup> class mailing would cost a total of \$215 (\$130 for stamps and \$85 annual fee). There is a certain amount of red tape and extra tasks associated with 3<sup>rd</sup> class mailing. It was agreed the annual savings of \$105 was not worth the extra effort.

**C. Consultation (Weinberger):** Several information packets have been mailed. The Wisconsin Department of Revenue is opening a library. She is currently working with Schwarz Pharma.

**D. Employment (Stich for Kastelic):** Kastelic inquired as to whether she should post opportunities on the Wisconsin/Illinois border or opportunities in non-special libraries. It was agreed she should post both of these types of positions.

**E. Fund Raising (Stich for Pedraza):** Pedraza is still seeking committee members. Stich provided her with a list of possible members.

**F. Membership (Maiman):** As of October the chapter has 200 members. There were 30 non-renewals. Maiman contacted these people. Several people renewed late and others have changed positions. She still needs to contact two people. Eggers gave her leads on finding them. Maiman indicated she needs to reconcile her roster with the official roster.

**G. Nominating (Stich for LeAnne Drives):** The board is responsible for assigning committee members. Stich indicated we need to start thinking about possible people for this committee.

**H. Program (Schultz):** LLAW (Law Librarians Association of Wisconsin) contacted Schultz regarding co-hosting an event with them. We have a sponsor for all our meetings this program year and LLAW won't accept vendor sponsorships. Schultz will let them know what we already have planned.

**I. Public Relations (Eggers):** An announcement regarding the October videoconference was published in the Madison newspapers and the Milwaukee Business Journal. Eggers will continue to send program information to business calendars of newspapers.

**J. Networking (Eggers):** Eggers will create brief biographies of new members for SLANT publication.

**K. Student Liaison (Arnold):** Arnold and several students from UW-Madison participated in the SLA Illinois Chapter "Annual Student Outreach Night – Networking and Mentoring Program" on October 22, 1998. The pilot mentoring project currently has formed 5 mentor pairs. The program will ultimately have about 8 mentor pairs. Arnold announced a forum titled "Data Protection in the Global Economy" will be held Saturday, November 14<sup>th</sup> at the Madison Civic Center. It is sponsored by the ACLU of Wisconsin Data Privacy Project, European Union Center of UW-Madison, and the School of Library and Information Studies at UW-Madison.

**L. Web Site Design (Whittenberger):** The committee will not pursue professional graphic design. Design rules have been set. Whittenberger has received most of the information she requested from the board and committee chairs. The web site will be ready in May. Pedraza inquired about advertising on the web site. Caldwell noted that we can mention sponsorships but we can not advertise.

**New Business****A. Great Lakes Regional Conference Money – Spending Proposal**

Caldwell distributed a Spending Proposal (Exhibit F) created by the Long Term Financial Planning Committee and based on membership survey results regarding how this money should be spent (Exhibit G). Discussion ensued regarding the wording of the Student Liaison section and whether this section should be more specific about how the money will be spent. Stich noted the board will approve the proposed expenditures each year. It was decided to eliminate the phrase "the profession" from this section so the money will be used for SLA programs and events. Discussion ensued regarding the cost of the speaker for the March meeting. O'Toole moved approval of the spending proposal. The motion seconded and passed.

**B. Budget Policies**

Caldwell distributed a draft document. (Exhibit H). Stich and Caldwell are composing this document. Please forward any comments to either of them.

**C. Listserv Participation**

O'Toole indicated the listserv is not moderated. People who subscribe are not approved. Discussion ensued regarding limiting the listserv to SLA members only. Non-SLA members will be provided an opportunity to join SLA.

O'Toole moved approval of a policy on listserv participation: The listserv will be reserved for SLA members only. The motion seconded and passed.

**D. Global 2000 Sponsorship**

Stich announced SLA Headquarters is requesting all chapters money to sponsor a librarian from a developing country. Chapters can join together to sponsor one librarian's attendance (\$1500). It was decided money would not be donated for this purpose.

**Old Business****A. Archival Policy**

Mary Jo Hansen is seeking donations from all Great Lakes Regional Conference chairs. Stich and Hansen will cull through the donated items and forward appropriate items to the archives.

**Adjournment**

Stich moved to adjourn. Motion seconded and passed. Meeting adjourned at 7:30 PM.

Julie Baldwin, Secretary

11/25/98

(Magnifying Glasses Not Included to Read Board Minutes)

## Online: News and Notes For and About the Wisconsin Chapter

A recent SLA press release has announced that **Lisa Guedea Carreño** has been awarded the 1999 Member Achievement Award for "raising visibility and public awareness of...the profession and/or the Association." As made known in these pages, she was featured in the January 1999 *Inc.* The writer of the article, **Leigh Buchanan**, won SLA's 1999 Public Relations Media Award. Congratulations to **Lisa** and **Leigh!**... Shelly Maiman has reported that twenty-five *1998-1999 Member Directories* have been sold...After several years of service to the chapter, **Ellen Pedraza** has stepped down as Fund Raising Chair. **Geeth Rao**, of Promega in Madison, has volunteered and been accepted to fill the Chair. A deep thanks is extended to **Ellen** for her excellent years of service to the Chapter and we warmly welcome Geeth as Chair...Also, **Annette Griswold** has volunteered to be the Advertising Coordinator for the Slant -- she is taking Lynn Whittenberger's place.

## UW SLIS Students Enjoy the February Meeting

(Photo by Mary Ann Barragry)

Students On Hand to Listen to Lisa Guedea Carreño and the "Marketing Your Library" panel were: ..Top Row (left to right): Deb Dossinger (UW-Milw.), Chloe Keefer (UW-Madison), Charlie Fiss (UW-Madison), Lisa Viezbicke (UW-Madison), Susan Pauley (UW-Madison); Bottom Row (left to right) Monica Kirby (UW-Madison), Amy Anderson (UW-Madison)

### A Traveling Swap & Shop

Did you miss the Swap & Shop on February 24? No problem, the Swap & Shop materials are available for you to view in the comfort of your own cubicle/office/home, or wherever! If you're interested in receiving a binder of the materials by mail, send your name and address to Meagan Eggers, [meggers@amfam.com](mailto:meggers@amfam.com), and she will add you to the mailing list. Once the mailing list is compiled, the materials will be sent to the first person on the list. When that person is finished they will be responsible for sending it to the next person on the list and so on. After the binder is returned to Meagan it will be placed in Archives.

Please send your name and address to Meagan Eggers, [meggers@amfam.com](mailto:meggers@amfam.com), by April 23. The binder will be sent out shortly after this date. Thank you.

### JOBS ONLINE

#### JOB GUIDE/CAREER ADVICE

<http://www.dbm.com/jobguide> (the Riley Guide)  
<http://www.joanlloyd.com/index.html>

#### LIBRARIAN

<http://www.ala.org/education>  
<http://www.carousel.lis.uiuc.edu/~jobs>  
 (Univ. of IL database)  
<http://www.cberger.com/jobs/index.htm>  
<http://www.ila.org/jobs.html> (Illinois Lib. Assoc.)  
<http://librarians.miningco.com>

(follow employment link)  
<http://www.sla.org/professional/job.html> (password is jobline)

#### LISTSERVE

[listserv@listserv.boisestate.edu](mailto:listserv@listserv.boisestate.edu) (subscribe BUSLIB-L)

#### NATIONAL

<http://www.careerpath.com> (Career Path)  
<http://www.careers.wsj.com> (Wall Street Journal)  
<http://www.monster.com> (Monster Board)  
<http://www.nbew.com> (Nat. Bus. Employ. Weekly)

#### OTHER

<http://www.scip.org/jobmrkt.html> (Soc. of Comp. Intel. Prof.)

#### WISCONSIN

<http://www.ifls.lib.wi.us> (Indianhead Fed. Lib. System)  
<http://www.mpl.org/files/jobs/jobseek.htm>  
 (Milw. Pub. Lib.)  
<http://www.medsch.wisc.edu/chslib/jobs> (Univ. of Wis.-Madison HSL)

prepared by MaryLee Kastelic, SLA Wis. Employment Chair  
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## Editor's Note

Creating the Spring 1999 issue of the *Slant* was a wonderful challenge. As we gain experience, we like to think that this newsletter is being picked up and read by all Wisconsin Chapter members of SLA. Hopefully, it is serving the membership well.

This Spring issue has articles by Lisa Guedea Carreño; about Linda Nordstrom, of Northwestern Mutual Life; about the image of our profession, by Julie Stich; about electronic resumes and job banks, by Susan O'Toole; the SLA name issue; the February "Marketing" Panel discussion; Mary Ellen Bates; as well as the November 10th, 1998 Board Minutes and several useful notices. It could easily be considered a theme issue - the theme being our image and how we project ourselves to one another and the general public.

The Summer 1999 issue of the *Slant* is due out in early to mid July. We are hoping that it contains articles about the SLA Conference in Minneapolis and a pro/con article about whether the name of the SLA should be changed. We think that the name change is an interesting, complex and controversial issue. It entails so much thought and debate about who we are and what we do.

As always, if you have any ideas you would like to share or contribute to the *Slant*, please contact us at our email addresses. We are very interested in what is on your mind. Thank you for your interest in the *Slant*.

Bill Bergeron  
wbergeron@bradleyfdn.org  
Lynn Whittenberger  
whittenl@wls.wels.net

## April 20th, 1999 Madison Program Training the Trainer

**Join your colleagues at the April 20<sup>th</sup> meeting to learn more about conducting effective one to one training. "How to Give It So They Get It - Training One to One" is the topic and Tim Sprecher, a training specialist at American Family Insurance will be the speaker. The meeting will be in Madison at Imperial Garden East, 4214 E. Washington Ave., Madison, Wisconsin.**

**Contact:**  
**Lee Weinberger**  
**American Family Insurance**  
**Phone: (608) 242-4100 x30457**  
**Email: [lweinber@amfam.com](mailto:lweinber@amfam.com)**



## WISCONSIN SLANT

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