



**Advertising and Marketing Division  
Summer 2002  
Editor Kristine Spanier,  
Carmichael Lynch**

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## ***Message from the '02-'03 Co-Chairs: Gwen Loeffler and Stephen Fleming***

Greetings! We hope everyone is enjoying their summer.

It was great seeing so many of you at SLA 2002. Thanks again to Kristine for organizing the outstanding programs this year, not to mention the gala anniversary reception. We look forward to seeing you again soon and meeting those members who could not make it to Los Angeles.

We would also like to thank all the division members who have volunteered to serve as officers in the coming year. We appreciate all the enthusiasm they have shown. If you would like to find out more about our new officers, see the Officers section of the Ad-Marketing website: <http://www.sla.org/division/dam/members/officers.html>.

For those of you who want to be involved next year, feel free to contact us. We will be happy to tell you more about the officer positions and the exciting direction our division is taking.

We have many interesting programs planned for the 2003 conference in New York, including some new ones since our last meeting. A final listing of the programs is still in the works, but will be available soon. Keep an eye on the division website for the latest updates. We'll be in touch with those of you who offered to speak or to host a tour of your library.

And please continue to use the division discussion list. It's an excellent way to communicate with everyone. There have been some valuable comments and suggestions made lately. We hope to hear more!

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## ***Message from the '03-'04 Co-Chairs Elect: Betsy Hoza and Jennifer Hahs***

What U.S. city is nicknamed both Music City USA and Athens of the South?

Big hint - It is home to the Grand Ole Opry.

Yup, you guessed it. Nashville. Location for the 2004 SLA Annual Conference!

Keeping the momentum rolling created by past leaders, here are a few ideas we are working on for the 2004 SLA conference:

- Continue to explore the role of information in the advertising and marketing industry.
- Learn from others' successful methods or creative ways to market information services to the rest of the company.
- Offer sessions that provide specific tips and advice for serving our market.
- We would also love to be able to hold a few tours or activities related to the city
- Nashville isn't quite the advertising & marketing mecca like New York, but we will make sure everyone has some fun!

In addition, we will hold the annual roundtable and the division business luncheon (or possibly a business breakfast). As always, we invite you to contact us with any suggestions, requests, or inquiries you might have pertaining to the 2004 conference.

We hope you'll join us in Nashville in 2004 to experience the charm of the South.

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### ***Message from the Past Chair: Kristine Spanier***

It was great to see so many of you in Los Angeles. I thought we had a terrific week together. For those of you who couldn't make it, this is your chance to finally read about everything that transpired. Hopefully you've already had a chance to check out the great photos of the events on our web site.

Over the course of the last two years of planning for that week in June, I received a lot of help and support along the way. I don't know how to ever thank everyone enough, but I would like to name these folks one more time.

First and foremost, a massive thanks to our excellent speakers – Joan Leake, Interpublic's CMI's food marketing expert who put together a bibliography of sources that any info specialist would drool over; Ellen Ratchye, Fallon, who gave us such excellent insight into trend searching, as well as her counterpart from the News division, Gene Balk; Mary Ellen Bates and Grace Villamora who shared the secrets of Super Searchers on Madison Avenue; Cindy Romaine, Nike, who gave an inspirational and multi-media talk on serving creatives; and Isabel Valdes of Santiago-Valdes Solutions, who truly is a guru of Hispanic marketing.

Thanks also to the moderators of the sessions – Robin Feuerstein (doing double duty also as roundtable moderator), Interpublic's CMI; Linda Henderson, The Providence Journal; Susan Henczel, CAVAL Collaborative Solutions; Susan Scheiberg, RAND; and Mark Bazzetta, Prenax.

Thanks to Velda Ruddock and her crew at TBWA/Chiat/Day for the excellent tour and lunch.

Thanks to our vendors' massive support, Dialog and Euromonitor. We couldn't have done it all without you.

Thanks to those behind-the-scenes people who were always there when I had questions or needed help: Robin and Velda and Grace (again), Jen Hahs, Tesse Santoro, Gwen Loeffler, Stephen Fleming, Carol Doms (who did an awesome job helping to plan the anniversary reception and getting the new pins produced), Gretchen Reed, Brady Leyser and Julie Zilavy (Master of Robert's Rules among other things).

Thanks to everyone who volunteered to take on a board position this year. You can read more about them on our web site. Thanks also to the authors of the session write-ups you'll read momentarily and to all the division members who participated in our events. I hope I have remembered everyone here – if not, I am still eternally grateful.

Participating in our division, especially at board level, is one of the most rewarding experiences of being a member of SLA. I hope everyone will consider volunteering at some point during their membership. It truly is worth it.

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## ***Advertising and Marketing Librarianship After 9/11***

**By Kristine Spanier**

We've all been dealing with losses since last September. Many of us lost loved ones, friends or acquaintances in the terrorist attacks. In the aftermath, some of us lost jobs, or our sense of security, or perhaps even our faith. Our jobs make up a large part of our lifestyle and these were changed on that Tuesday – some permanently on a large level and some on a smaller level, temporarily. As the media spends the next weeks reflecting on the events and the past year, it's an appropriate time to look at how our lives changed in the one area we all have in common – advertising and marketing librarianship.

Everyone has a story about the day itself – where they were and how they found out. Personally, I was on an airplane with my husband traveling back from Europe. We had already traveled about ten hours and were over Canada when the pilot came on and made an announcement along the lines of “due to terrorist activity in the United States we will need to turn the plane around and head back to Amsterdam.” Many of the passengers around us reached for the in-flight phones, but to no avail. We flew the several hours back to Europe and only when we reached Glasgow to refuel did we hear the first and incomplete reports of what happened. It took another five hours or so before we could see a TV for ourselves to learn what had really happened. One moment of that day I will never forget occurred as we found our way to a hotel room in the outskirts of Amsterdam. It was well after midnight and three Danish men were in the hallway talking. We instinctively smiled and said hello. One asked us, “Are you Americans?” We said yes. He said, “We are very sorry for what happened to your country today.”

**Mark Bazzetta**, of **Prenax**, reports: “I had only been with Prenax for about 2 1/2 months. The Country Manager had just hired our new New York City publisher relations manager and was finalizing a downtown Manhattan office address. The office was to open on Monday, Sept. 10th. The last I had spoken to our Country Manager, he was pretty sure he was going to take an office that was on the 96th floor of one of the World Trade towers.

“Riding the bus to work in downtown Chicago the morning of September 11th, I can remember seeing people crowding in front of a storefront window watching the President give a speech. He was surrounded by children and I knew he was going to be in Florida for some education program. So I didn't think too much about it. I arrived at the office only to be confronted with the horrors that had begun in New York. Like millions of us that morning, I was glued to the TV. I immediately thought about our new office that had just opened the day before, and in my mind, was in one of the twin towers currently burning.

“Our Country Manager, along with another Prenax manager from our UK office, were scheduled to be in that office that day helping get Prenax established. My thoughts turned to the man who had just hired me, and two other colleagues who were in one of those towers. I tried to call the office, but it rang and rang. Our San Francisco

headquarters wasn't even open yet, being two hours behind us, so for the next 60-90 minutes I could do nothing but think the worst.

"I finally reached someone in San Francisco. And to my astonishment, I was told that the new office in New York was NOT in the WTC. Supposedly the Country Manager had changed his mind at the "eleventh hour" and opened up shop only one block away. I was told everyone was accounted for, and that our Country Manager and our UK colleague had literally just left the WTC having had breakfast there. They were walking back to our new office when the first plane hit.

"For several days these two guys from the UK had nothing but the clothes on their back. All of their belongings including passports were stuck in their hotel, half demolished from the towers' collapse. After getting the necessary paperwork to exit the country and fly back to London, my new boss became my old boss. He had been so shaken up over the tragedy and nearness of so much destruction and suffering, he decided to resign as the US Country Manager and stayed in the UK as its Country Manager."

**John Ganly**, the Assistant Director of the Science, Industry and Business Library at the **New York Public Library** describes the aftermath like this: "September 12 was a day of wonder here at the Science, Industry and Business Library (SIBL). The full impact of 9/11 on human communications was evident in the line of more than 200 persons waiting to enter and to email loved ones--SIBL was a haven in a city at a standstill and the expressions of thanks from the grateful numbers was overwhelming. The days following were filled with users without accustomed office access to information who needed to return to business and that new user group has continued to be a part of the SIBL audience to this day."

At **IPG's Center for Marketing Intelligence**, located in midtown Manhattan, **Robin Feuerstein** says, "The biggest events that happened for CMI (after we got over the transportation/communications difficulties & determined that none of us lost any family or close friends) were an abundance of requests on the impact of 9/11 on the ad/marketing world and specific industries. And after doing this search the first 100 times we prepared a "living paper" (my term for a paper that was constantly edited, added to, by most of our subject specialists) entitled "Impact of the 9/11 Terrorist Attacks." It was on our Web Site within three weeks of the attacks, and grew to cover ad/marketing at large, travel and tourism, telecommunications, financial services, parcel delivery/post office, the home, etc. The paper was one of our most popular ever & pulled off our Site at least 100 times (we don't have nearly all the hits yet).

"Interestingly, and probably others out there would concur is that the question later turned into a question on the general tanking of the economy & its effect on our business, instead of just the impact of 9/11, as it seemed clear that 9/11 had exacerbated a general tanking of the economy which preceeded 9/11, and as we all can attest to, continues to this day.

"On a short-term basis, it was, unsurprisingly, a fairly unproductive few days. More than half the staff (not in walking distance) could not make it in (there was literally no transportation available), so the rest of us fielded their correspondence and requests, and responded to frantic inquiries from all their contacts from all over the world in our

company, who were constantly calling and emailing to see how we were (that was nice). Those of us at work had to try and accomplish what little we could in the midst of never-ending sirens, bomb threats, evacuations, etc. (Talk about stressful!) This situation did not abate for at least a month after the attacks. Surprisingly, we had a few requestors (even more surprisingly domestic, not international) who seemed to think nothing should interfere with their getting their work immediately (sorry, they learned quickly that there were emergencies larger than theirs --- it was probably the first time I ever refused a request)!

“Our company was good in understanding those who were having difficulties with the situation, and we were provided as much counseling as needed.

“All in all though, we were some of the lucky ones, and I'm sure we'd all (at CMI) agree we would've gone through far more hardship and stress if it would've meant some more lives could've been saved.”

**Jennifer Warren**, of **Target Corporation** reports, “We had a lot of interest in the consumer mentality post-9/11; i.e. will people still be spending money and on what, how will the market react. Personally I found that type of approach very crass, but that's my own opinion. People were definitely 'on edge' for about a month after the attack, we also had a leaflet handed out clarifying emergency procedures', but that wasn't very reassuring.”

For others, the changes were more short term. **Sara Stein, Bates**, says, “There was a brief interlude--maybe two weeks--in which research questions pretty much evaporated, and I and my library colleagues received sympathetic emails from people in our international offices with whom we deal with regularly.”

When I returned to Carmichael Lynch the following Monday, having spent three days trying to get home, I, too, found the situation difficult at first. Immediately I noticed that my concentration was gone and my emotions were at the surface. When the requests came in regarding the impact on the businesses of our clients, at first I also found them crass. I reluctantly called CMI at one point for help, almost embarrassed that a Midwesterner was calling New York to discuss the topic. Soon I realized that this was the small part I could play in helping the nation “return to normal” as the economy struggled to regain its footing.

The after effects of what happened will be with us most likely for the rest of our lives in one form or another. The Los Angeles conference was the first time some of my associates had traveled since the events. Some co-workers of mine still aren't enthusiastic about flying and have cut back on their quick cyberfare weekend trips. Others get nervous in crowds like at sporting events and concerts. But a year later, it seems as if our jobs, at the very least, are indeed returning to “normal.” And hopefully this is a sign of what's to come for all the other areas of our lives.

If you'd like to tell the story of what changed for you or your job after 9/11, please send comments and stories to [kspanier@clynch.com](mailto:kspanier@clynch.com). We will add an area to the web site that will include the stories.

## **Los Angeles Recap**

### **Conference Sessions**

#### **Food Marketing: From Applebee's to Zabar's**

By Sara Stein, Bates

**Speaker:** Joan Leake, Center for Marketing Intelligence, Interpublic Group of Companies, Inc.

**Moderator:** Robin Feuerstein, Center for Marketing Intelligence, IPG

Food marketing encompasses an unusually wide variety of topics—including all sorts of restaurants and stores, food processing, packaged food, nutrition, health, and more. Food marketing researchers can expect questions that range from “Tell me about the vending machine market for bottled water” to “I need numbers on soup sales in quick-service restaurants” to “Write a report on packaging trends in frozen foods.”

Interpublic's food expert Joan Leake gracefully combined an overview of this unwieldy topic with numerous savvy tips for researchers in her presentation. She also provided participants with an annotated bibliography of online resources, both free and fee-based.

Joan began by reviewing marketplace trends. Understanding consumer needs is essential, she stressed, and what consumers want in 2002 is convenience, whether it's in restaurants or in food preparation. Off-premises restaurant food sales (in other words, “takeout”) have increased, while on-premises restaurant sales are nearly flat.

Among Joan's searching tips were the following:

- For top-line findings, use “Technomic” or “NPD” or “Mintel” (major food-research outfits) in search strategies. Similarly, look for food-industry analyst Ron Paul's name in articles.
- The UK-based *New Nutrition Business* is an excellent resource for global analysis of food and health trends and marketing insights.
- Other favorite resources include: *American Demographics*, *Nation's Restaurant News*, *Mass Market Retailer*, and *Food Technology* (especially Elizabeth Sloan's column on consumer trends).
- A favorite alert comes from Morningnewsbeat.com. Their opinions are sometimes debatable, but they always have a strong point of view on issues.

Make sure to download a copy of Joan's bibliography of sources that she presented at the conference. <http://www.sla.org/division/dam/bulletin/FoodSources.doc>

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### **Trendspotting**

By Stephen Fleming

#### **Speakers:**

Gene Balk, *The Orange County Register* and Ellen Ratchye, Fallon Worldwide

**Moderator:** Linda Henderson, *The Providence Journal*

The News Division and the Ad-Marketing Division co-hosted this session on how to research “trends.”

First to speak was **Gene Balk**, Librarian at *The Orange County Register*. According to Gene, “trends are trendy,” not only because they are a popular research question, but also because they are a way in which librarians strut their stuff to the outside world.

He suggests using the following search strategy on Lexis-Nexis’s ALLNWS file for finding good articles on trends:

terms(trends) and terms(market research or demographics or fashion or luxury goods or youth culture or youth market or mature market or boomer or empty nester or retiree or (generation pre/2 (x or y or z))) and (geography(north america) or country(united states)) and date aft mm/dd/yyyy and not terms(economic or financial or profits or trade or business or employment or editorials or census or politics)

According to Gene, this will turn up about 40-60 articles per week with a 60-70% relevancy rating.

He also suggests using the Business & Industry file on Lexis-Nexis (RDSB&I) using the same search strategy but with an expanded date range. These articles will be more focused, so you can delete some of the “and not” terms.

Tablebase is another database he recommends (RDSTBL), especially if you are looking for statistics. He suggests using their product index as this file is particularly useful for searching on a specific product.

Another file for trendspotting on Lexis-Nexis is RPOLL, the Public Opinion file. Here you can search surveys from Gallup, Harris, Roper, ABC, CBS, USA Today, and other sources.

Gene did not go into details about searching for trends on Factiva, Proquest or other services, but he did refer to them as other, viable sources.

On the Internet, Gene recommended just a few sites:

MarketResearch.com (some free statistics in report abstracts)  
<http://www.marketresearch.com>

Statistics.com (with links to reliable web sources, some dead links though)  
<http://www.statistics.com>

Faith Popcorn  
<http://www.faithpopcorn.com>

TrendCentral (good for youth market, Generation X, Generation Y, and regional markets)  
<http://www.trendcentral.com>

Iconoculture (market research firm specializing in generational marketing – i.e. Gen X, Gen Y, Boomers)  
<http://www.iconoculture.com>

Bolt (portal for people ages 15-24 with numerous consumer surveys)  
<http://www.bolt.com>

Ice Lounge (Generation Y product ratings)  
<http://www.icelounge.com>

Gene also suggested joining e-newsletters.

He also advised us not to forget the telephone and recommends getting to know your company's own market research department, which often has a wealth of untapped information from internal sources.

The Ad-Marketing speaker was **Ellen Ratchye**, who works for Fallon Worldwide as a "General Specialist." Part of her job is to observe popular culture and see approaching trends on the horizon. She explained how she does this by presenting a case study involving one of Fallon's clients, Nordstrom.

The client asked "Who is the customer of the future?" and Ellen traced back over the process of how she and others at Fallon answered this question. Her tools were the Internet, Lexis-Nexis, RoperASW, the US Census and others (Dialog, Gallup, CIA World Factbook).

While not a professional librarian, Ellen showed us how a typical advertising end-user would go about tracking trends. As an added interest, she explained that both her mother and her grandmother had worked in libraries.

*Editors note: This was only one of two "regular" sessions mentioned by name in the July/August 2002 edition of **Information Today** in a general article about the conference.*

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### ***Super Searchers on Madison Avenue***

By Kristine Spanier

**Speakers:** Grace Villamora, Euro RSCG McConaughy Tatham and Mary Ellen Bates, Bates Information Services

**Moderator:** Susan Henczel, CAVAL Collaborative Solutions

Based on Grace Villamora's book, *Super Searchers on Madison Avenue*, to be published in January, Grace and Mary Ellen Bates presented some of the findings to one of the most highly attended A & M division sessions of the week. Grace began by stating that advertising and marketing information professionals are a "different breed." We answer any question under the sun, cover multiple industries and disciplines, have a broad-based knowledge and work in a knowledge-hungry environment that is also intense and fast-paced while remaining passionate and flexible.

Some of the strategies for staying visible and in demand in the agency include walking around the office, providing orientation and training programs, participating in account status meetings, and establishing a good rapport with experts and suppliers. Further strategies for success on the job include getting a hobby and keeping a life outside of

the office, acquiring a keen awareness of mass or pop culture, and owning the agency's intranet with news briefs, resource guides and competitive reports.

Mary Ellen went on to detail various methods that she found in common among all the Super Searchers. For instance, push for live reference interviews instead of email. "Disambiguate" language that is used by the patrons. Ask for context and have the patron simply describe the situation. Always negotiate the deadlines and format that the information will be delivered in.

Make sure you know how the information will be used. Is it one bullet in a 50-slide Powerpoint presentation? Or is it the key point that will be made? Sometimes a one-sentence answer is all the client needs. Package and highlight the results "to go." For demographic information on specific market segments, browse book stores, read the group's magazines and newspapers, and even socialize with the group. Hang out with them and listen to what they talk about.

More secrets to success include maintaining an internal database of "a-ha!" sources, saturate yourself with knowledge through TV, newspapers, magazines, movies and books, learn to deal with short deadlines, multitask and feed partial answers to clients as you go.

Both Mary Ellen and Grace included favorite sites and sources in their presentations. Be sure to check out their presentation at [www.BatesInfo.com/madison.html](http://www.BatesInfo.com/madison.html).

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### ***Freaks, Geeks and Geniuses: Serving a Creative Population***

By Rebecca Rydzewski

**Speaker:** Cindy Romaine, Librarian to the Stars, Nike Design Library

**Moderator:** Susan Scheiberg, RAND

At the beginning of this session, attendees were shown two short Nike videos for a better understanding of who Nike's customers are. The first video described Nike's "unwritten maxim" and showed people playing a number of different sports (basketball, baseball, soccer, skiing, football, etc...). The second video showed two Nike advertisements. Both of these videos portrayed Nike's belief that as long as you have a body, you are an athlete. Ms. Romaine felt it was necessary for the audience to get a clear understanding of the environment and mindset of Nike employees to understand how and why the library offers what it does.

The presentation went on to discuss Nike's creative process. Ms. Romaine pointed out that designers look at problems differently than other disciplines. The creative process is made up of the following steps:

- Collect – research and gather pertinent information
- Converse – explore ideas to arrive at a concept (i.e. sketches)
- Create – apply the concept and execute the design
- Construct – produce the design and put it in place (library is not really involved at this step)
- Conserve – manage and protect the evolving brand

The next topic was inspiration. We were told that the designers at Nike find inspiration everywhere. Athletes and consumers are an enormous source of ideas for creative people. Ms. Romaine worked to create a “Design Resources” area (the library) that would help to provide this inspiration. It’s a three-dimensional sanctuary where designers can come to experience new materials. She has made sure that everything is very visual, including the catalog. The trend researcher who shares the library space “guides design and aesthetic choices.” Ms. Romaine spoke about the role of the library within the organization. She stated, “The library must be able to understand the pressures the clients are working with are fundamental” and must “customize services to the client”.

The Design Library’s collection is composed of books, magazines and databases related to Nike’s creative direction. Specifically, the collection is focused on the following subject areas:

- Art
- Architecture
- Industrial Design
- Travel & Industrial Trends
- Authentic pieces

The library also exhibits quarterly displays. The latest exhibit was entitled “Something I Saw or Thought Was Cool.” Everyone in the company was invited to include an item in the display. Ms. Romaine went on to discuss another recent time and labor-intensive exhibit. The topic was biomimicry, which is a “conscious emulation of nature’s geniuses.” The purpose of this exhibit was to draw people into the library and provide inspiration to develop stronger and innovative products. Biomimicry gave the designers a “new palette” of ideas to work with. Examples of items on display included a goat’s foot which was used as inspiration for the design of a new mountain-climbing shoe with a bottom grip that mimicked the goat’s foot and a woodpecker’s skull that was used to design a more cushioning football helmet. This exhibit also had workshops and books. One wall was painted in black chalk-board paint so that attendees could write down their thoughts and impressions of the exhibit for all to see. Ms. Romaine and her staff spent over six months planning for this three-month exhibit.

How do the librarians have time for all this? They “outsource everything but the smile.”

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## ***US Hispanic Marketing Today***

By Kristine Spanier

**Speaker:** Isabel Valdes, Santiago-Valdes Solutions

**Moderator:** Mark Bazzetta, Prenax

As a group, over 40 million Hispanic Americans live in the United States. This is approximately 12% of the population, creates over 10.5 million households and adds up to \$560 billion in purchasing power. At the US Hispanic Marketing session in LA, Isabel Valdes, a Hispanic market guru and author, shared a phenomenal amount of information on this explosive market.

Ms. Valdes said the biggest misconceptions are that Hispanic Americans (also known as American Latinos) are speak Spanish 100% of the time, they suffer from low incomes

and that simply translating ads or communications is all a marketer has to do to reach them.

Not so.

In reality, Hispanic Americans are a richly diversified segment with sub-cultures from over 30 countries. The variations drive their Spanish preference, media habits, values and consumer interests. Over a third (35%) of US Hispanics are younger than 18 years of age vs. 26% of the overall US population. In 2002, the growth of the Hispanic population translates to 2 million new consumers, over \$50 billion in additional disposable income and over half a million newly formed households.

Over 70% of Hispanics are either foreign born or first generation Americans, clearly demonstrating the impact of the Hispanic culture on these individuals. Whether they're first, second or third generation US-born Hispanics, they have marketing savvy and are brand "mature." Foreign-born Hispanics, both recent arrivals and long-term residents, lack the understanding of brands and brand heritage and are information and advertising hungry as they acculturate. Levels and rates of acculturation vary between sub-ethnic groups (Cuban, Mexican, Caribbean, etc), generations, regions and even within families.

Most Hispanic babies and children are being raised bilingual and bicultural. The population of children is 7 million in 2002 and this will grow more than 25% by 2010, faster than any other group. They live mostly in bilingual households, with fewer in English-dominant households. However, they have more in common with American youth and have experienced a society where it's "ok" to be different.

The Latino Boomer segment has over 7 million Hispanics between the ages of 40 and 59, or every 1 in 6 Hispanics. They are considered a sandwich generation between the old and new Latino cultures with 60% being foreign born. Those born elsewhere have resided in the US for about half of their adult lives and have become or are becoming US citizens. They are slowly acculturating, motivated by children and labor opportunities. Many more are fully bilingual but not necessarily bicultural. Most have credit cards, many own brand new cars and in selected markets more own their own homes than ever before. There's almost a universal ownership of durable goods like cameras, TVs, microwave ovens and DVD players.

Hispanics report 9.71 hours of daily media time, similar to African Americans, but over two hours more than Non-Hispanic whites. This is attributed to the higher TV and radio time of Hispanics. Television is an extremely strong medium for reaching Hispanic households. Hispanic television households have grown 32% while cable viewing households have grown 48%. Hispanic radio is also growing and has the potential to deliver specific and precise targets. Internet penetration has increased dramatically, now at 41% among all Hispanics.

How can marketers manage this exploding audience? First, identify the segment of Hispanic consumers you would like to target. Then, learn what is different about those consumers. Develop messages and campaigns that communicate in the proper culture and language. Think "personal contact," for example, train staff on how different the shopping experience is for foreign-born Hispanics. Add Latino and/or "Latino friendly" employees. Use models or talent who look and feel like Latinos. Talk to the "Hispanic emotional buttons." Take advantage of the emotional power of Spanish language across

acculturation segments. In your place of business, use “in-language” signage (imagine you are in a foreign country). Use the culture to design products and services such as using popular Hispanic colors. Also, appeal to families and ensure that your products are “user friendly.” Collateral materials should be available in the language of preference of your selected segment. Have complete back office support, complete with toll-free numbers that can attend in-language.

For further information, the slides from this presentation are available at [www.santiagovaldesolutions.com/sla](http://www.santiagovaldesolutions.com/sla). Isabel Valdes’ new book “Marketing to American Latinos: A Guide to the In-Culture Approach” is now available as well. It can be ordered from Paramount Market Publishing by calling 888-787-8100 or go to [www.paramountbooks.com](http://www.paramountbooks.com).

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### ***60<sup>th</sup> Anniversary Reception***

By Kristine Spanier

Bud Day, the A & M division chair in 1962, traveled over 1500 miles from Minneapolis to LA with his wife, Ruth, to help us celebrate our 60<sup>th</sup> anniversary. Not only was this a great surprise for all of us, he added the perfect historical touch to our event. His outgoing personality and his tales of the past had everyone entertained throughout the party.

Dialog graciously sponsored our reception and we were treated to an abundant and delicious buffet of hot and cold hors d’oeuvres, an open bar and a massive anniversary cake. Collectively, I’m sure we all put on a few pounds before the night was over. We also distributed new metal pins commemorating our anniversary. There are still some left so be sure to get yours next year in New York.

To further celebrate our long and colorful history, we added some nostalgic touches to the party. Prior to the conference, Stephen Fleming had organized and put together an entertaining historical tape of various agency ads that we played throughout the event. I had spent Memorial Day weekend pouring over our archives in order to make display boards from each of our past six decades. I think at least a few members found the relics as interesting as I did.

Halfway through the reception, I had the honor of presenting a mystery winner with the Award of Merit. Reading through all of the winner’s accomplishments nearly had me tongue-tied but by the time I was done some attendees were shouting “I know who it is!” This added to the excitement of revealing that the well-deserved recipient of the Award was Ellen Kuner.

All in all, it was a nice evening and some of us stayed until we got thrown out. That was for the best, because then it was time to move on to other fun events in LA, including the massive Dialog party. (This year’s band was the crowd-pleasing Paul Revere and the Raiders.)

Thanks to all who were able to attend the party. And for those of you who had to miss it, check out the photos on the web site!

## ***Field Trip to TBWA/Chiat/Day and Roundtable***

By Robin Feuerstein

On Wednesday, June 12, 2002 we visited TBWA/Chiat/Day for a tour of the agency, the library, lunch, and our annual Round Table. Velda Ruddock, the manager of the Intelligence Center, and her able staff, were our gracious hosts and tour guides.

We noticed we were in for a tour of an unusual architectural space upon disembarking the bus in Playa del Rey. The low-rise building (which was formerly a warehouse) is bright yellow and shaped like a surfboard! Indeed, the surfboard motif is woven throughout the space, including a meeting space with a table/bar composed of several surfboards. Not surprisingly, surfing is a passion of long-time Creative Director, Lee Clow. The space is light, airy, colorful, and conveys a sense of fun.

Some of the more visibly interesting and/or unique architectural details include "cliff dwellings" - a multi-level arrangement of cubicles, a basketball court, and a "park" which feels as if it is outdoors. Main Street, is, of course, the main transverse of the space. (There have been several articles, complete with pictures, detailing this office space. I trust you Librarians should have no trouble finding them. Hint: one is "It Takes a Village," Interior Design, March 1999.)

The library is a generous space, housing many of the "usual suspects" and the staff has offices located not too far away. We had ample time to browse the collection and take a look at some of the products and services the Intelligence Center provides to the agency.

Our generous sponsor, Euromonitor, treated us to a delicious luncheon. After a brief presentation of Euromonitor's excellent products and services, we held our very popular annual Roundtable, hosted by yours truly. To those of you who are unfamiliar with this session, it is one in which Ad/Marketing Librarians come together and discuss issues of concern to us. There is really no agenda (though when I do it I usually solicit topics beforehand), and we can get a spirited 10 to 15 minute discussion going on a particular topic. This year we discussed serials management (still do?) and vendors (pros and cons of each), vertical files (still have?), corporate intranets (do we contribute? how?), pushing search to desktops, serving creatives (resources? picture files?), virtualness, how to say no graciously, et. al. As always, it went too fast!

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## ***Business Meeting Minutes Annual Business Meeting***

June 11, 2002

Los Angeles, CA

- I. Call to Order. Kristine Spanier called the meeting to order at 11:38 am.
- II. Introductions.
- III. Treasurer's Report. Reported by Kristine on behalf of Tesse Santoro. Income from January 2002 to May 31, 2002 were \$3,917.52. Expenses (not including LA Conference) were \$3,365.95. Total liabilities & equity as of May 31, 2002 for A&M Division was \$25,695.34.
- IV. Report of Actions at the Board Meeting. Kristine reported on the board meeting on June 9<sup>th</sup>, which consisted of review of L.A. Conference programming.

- V. Committee Reports  
Internet – Jennifer Hahs reported the posting of two newsletters on the internet, conference notice of programming.  
International Relations – Grace Villamora reported a joint venture with the D.C. chapter to support bringing a special librarian from Kashmir.  
Awards – Kristine reported giving the 2002 Award of Merit to Ellen Kuner, which was presented last night at A&M Division’s Anniversary reception.  
Bulletin – Kristine reported that the bulletin has published and posted on the web.  
Membership – Carol Doms reported membership was at 326 at the end of April 2002. That is down from 358 at the end of 2001.  
Publications – Kristine reported for Gretchen Reed. SLA was weeding out older publications. Gretchen managed to obtain copies of the A&M division publication “International Advertising & Marketing Information Sources.” Copies can be obtained directly from A&M division for \$25.
- VI. New York Conference. Stephen Fleming reported on programming in works for the New York conference next year. Stephen indicated that SLA is looking to divide each day with a theme (State of the Art, Future Directions or Globalization) and have a key note speaker each day of the conference. Included are programs on: Conducting market research online, virtual libraries in advertising agencies, importance of information gathering and sharing across a global agency network, librarians in advertisements, along with A&M open house, annual business lunch, division roundtable and tours to 3 or 4 agencies near the conference.
- VII. New Business.  
Slate of officers. The A&M division officers for 2002-2003 are as follows: Co-chairs: Gwen Loeffler and Stephen Flemming, Co-chairs elect: Elizabeth Hoza and Jennifer Hahs, Secretary: Carol Doms, Treasurer: Tesse Santoro, Directors: Maureen Pine and Julie-Ann Zilavy. Motion to accept slate of officers was seconded and passed by members present.
- VIII. Adjournment. Meeting was adjourned at 12.15 pm
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### ***Executive Board Meeting***

June 12, 2002  
Los Angeles, CA

- I. Call to Order. The meeting was called to order by Stephen Fleming at 4:08 pm
- II. Introductions. The Board meeting was attended by: Carol Doms, Robin Feuerstein, Stephan Fleming, Jennifer Hahs, Betsy Hoza, Maureen Pine, Kristine Spanier, Grace A. Villamora, Julie-Ann Zilavy.
- III. Committee Reports.  
New York Programming. Stephan summarized New York program, some discussion followed on number of agencies tours feasible, round table at AAAA, etc.  
Internet – Stephen reported on some upcoming plans for our web site and what we could do to make it more useful to our members.
- IV. New Business.  
Unfilled Committee Positions. The following positions were filled at the board meeting. PR chair – Kristine Spanier, Division Archivist – Robin Feuerstein, Publications chair – Gretchen Reed, Vendor and International Relations chair – Grace Villamora, and Awards chair – Maureen Pine
- V. Adjournment. Meeting was adjourned at 4:58 pm.

*Note: Since this meeting, Rebecca Rydzewski took over the PR Chair position.*

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### **Ellen Kuner Receives Award of Merit from the Advertising & Marketing Division**

On June 10, 2002, at the 60th Anniversary Reception of the Advertising & Marketing Division of SLA, Ellen Kuner of Burson-Marsteller was awarded the prestigious Award of Merit. She received the Award for her remarkable contributions throughout her career to both the Division and the Association. Ms. Kuner was Chair of the Advertising & Marketing Division in 1975, President of SLA Illinois Chapter in 1981, was elected an SLA Fellow in 1994, was chair of the 1996 Boston Conference and served on the SLA Board of Directors. She frequently addresses professional groups.

In addition, Ms. Kuner has made substantial contributions to the field of special librarianship. With more than 30 years of experience in PR and advertising research, she has developed her Knowledge Center from a small, no-technology operation into a sophisticated operation using state-of-the-art technology. While no longer managing the Chicago Knowledge Center, she works closely with the global knowledge center network. She is chair of the New Tools and Resources Task Force. This group identifies and evaluates new products and recommends purchase of those that will benefit the organization.

During the summer of 2000 she coordinated the roll-out of Factiva's Dow Jones Interactive and Reuters Business Briefings in all Burson American and Latin American locations and assisted in European and Asian Burson facilities. Currently she manages Factiva.com, Burson's worldwide desktop news retrieval product. Take another look inside Ellen's work and life:

[http://www.sla.org/division/dam/bulletin/spring2002\\_bulletin.html](http://www.sla.org/division/dam/bulletin/spring2002_bulletin.html)

Each year the Advertising & Marketing Division awards a division member the Award of Merit. Nominees must demonstrate achievements in one or more of the following areas:

- Participation in programs, seminars or similar activities which benefit the Division.
- Special and notable service to the Division, such as continued participation in special projects, committee work or leadership roles.
- Notable innovations in the workplace.
- Mentoring activities which encourage others in the profession.
- Activities which bring recognition and acclaim to the Division.

### **A Note of Thanks from Ellen Kuner**

I was honored to receive this year's Award of Merit at the Division's sixtieth anniversary celebration. The plaque hangs in my office.

It was great to see Bud and Ruth Day again as well as the rest of the Advertising & Marketing folks. All the historical boards were fascinating to review.

I've had a lot of fun thinking about how to spend the generous check I received -- saving unexpected awards seems not appropriate! Our garden now boasts a very small fountain. This one has no maidens pouring water, no frogs spewing forth, but just a

granite rock with water bubbling over the top set amid small tropical plants. Today I ordered a gorgeous pair of earrings from the Ronald Hayes Pearson Gallery. I will wear them for all to see in New York next year.

Thank you very much -- how lovely!

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## ***Award of Merit Nominations***

The purpose of this award is to recognize a member for his or her contribution to the Division. If you'd like to nominate a member – or yourself – please note the requirements above.

Past winners include:

- 1992 (first award) - Holly Rutkowski
- 1993 - Bert Schacter
- 1994 - Roberta Piccoli
- 1995 - Marie Connelly
- 1996 - Helen Fledderus
- 1997 - Brady Leyser
- 1998 - Julie Zilavy
- 1999 - Gretchen Reed
- 2000 - Holly Bussey
- 2001 – Not Awarded
- 2002 – Ellen Kuner

Please send your nomination with a brief description of relevant information including biographical information to Gwen Loeffler or Stephen Fleming. The nominations will be reviewed by the selection committee (composed of the Chair, Chairs-Elect and Awards Chair). The winner of the Award of Merit will be presented with a certificate and a check for \$500 at the New York conference.

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## ***Obey the Webmaster...***

By Steven Knittweis

...and check out the latest changes to the A&M Division's website. As part of SLA's Virtual Association plan we are implementing several new features to the Division website. The watch words for 2002-2003 are Content and Workflow. We want to add interesting content to the site as well as aid in the administrative functions of the Division.

Some of the changes you will notice immediately are on the Home Page. Current advertising and marketing news is updated continuously from Moreover™. The "About" section provides Division history and the new "History of Advertising Libraries," taken from the archives and edited by Kristine Spanier. Learn more about our members on the "Member Bio" and "Officer Bio" pages. See a timeline of our past chairs all the way back to the start of our Division in 1942. We've also added a page of links to several internet advertising and marketing resources.

Catch up on what's happening. See pictures from the recent Los Angeles Conference. To stay on top of website changes click on "What's New" to see recent additions.

Over the next few months expect even more. Enter the "Archives" to find important articles and member biographies from our past bulletins. Read about "Product and Resources Evaluations" with an added feature to include your own comments and experiences. Check "Events" for upcoming A&M Division and SLA events, meetings, and announcements. Use "Job Search" for contact information of Library recruiters. To make the Division Officers' lives easier we will post many of the administrative documents, procedures manual, and operating guidelines (by-laws) with password security for easy access to all officers. Of course we will take advantage of the site for everything related to the 2003 New York conference. And to tie it all up there will be a search facility to scan the contents of the entire site.

No website is ever useful without frequent updates. If you have any comments, announcements or ideas for the website contact the webmaster, Steven Knittweis, at [sknittweis@hotmail.com](mailto:sknittweis@hotmail.com).

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## ***SLA's Revised Bylaws***

SLA mailed out a bylaws revision ballot to all members on August 15, 2002. Included with the ballot is a copy of the Bylaws revision that was approved by a majority vote at the annual business meeting in Los Angeles on June 12, 2002. In addition, SLA has created a Bylaws Comparison Chart on their web site at <http://www.sla.org/Documents/BylawsCompChart.html>. The chart compares the current version of the Bylaws to the version being proposed, and includes the rationale for each change. If you have not received your ballot by August 31, please contact Stephanie Russell at [stephanie@sla.org](mailto:stephanie@sla.org), and she will mail you one. All ballots must be sent to Langan Associates by October 1, 2002.

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## ***Order Your Copy of "International Advertising & Marketing Information Sources"***

We are now selling copies of International Advertising and Marketing Information Sources, 2nd edition, edited by Gretchen Reed, SLA Advertising and Marketing Division. This unique guide provides advertising and marketing information sources for over 50 countries in one easy-to-use book. Where available, listings include associations, publications, media expenditures, and ad tracking services. It's \$25 for SLA members of our division and \$36.25 for non members. Proceeds go to our division. Send your checks made payable to SLA Advertising & Marketing Division to:

Gretchen Reed  
EURO RSCG MVBMS Partners  
350 Hudson Street  
New York, NY 10014

Books will be sent out via first class mail. Order yours today.

## ***Our Favorite Resources***

Since I'm a multicultural librarian, my pick would have to be the new, 4th edition of the *Racial and Ethnic Diversity* reference book. Published by New Strategist, this book contains statistics and tables on Asians, African Americans, Hispanics, Native Americans and Whites and includes 2000 Census data. Some of the subjects covered include income, population, housing and health.

*Jordie Garvin Thomson*  
*NSightsWorldwide*

*Encyclopedia of Consumer Brands* has turned what use to take hours & hours - researching a brand's history, into a joy. Bless the editors (and hurry up out with a new edition)!

*Robin Feuerstein*  
*CMI/Center for Marketing Intelligence*

One of my favorite resources is Stuart Elliott's weekly, electronic newsletter, *In Advertising*. This free newsletter arrives in your mailbox every Tuesday. In addition to a weekly recap of his advertising column which appears in *The New York Times*, Monday through Friday, Elliott includes a *Webadenda*, a listing of people and account moves.

But the best part of the newsletter is the *Campaign Spotlight*, Elliott's analysis of a breaking advertising campaign. Each week, the case study includes background on the brand and the product category in which it competes. He typically includes information on spending for the campaign and sales for the brand, when they're available. But best of all, he provides insight into the campaign from representatives at the marketer, as well as from staff at the agency or agencies that produced the campaign. Case studies like these are difficult to come by, so we at Y&R keep these newsletters on file.

The newsletter is available free from *The New York Times*. One does need to be a registered member of the web site – <http://www.nytimes.com/mem/email.html> – but registration is free as well. Once you are registered, go to the Member Center, and select *In Advertising* from your e-mail preferences.

*Gwen Loeffler*  
*Young & Rubicam Advertising*

[www.zapdata.com](http://www.zapdata.com) (Specifically the industry report section.) Great source for "size of industry" data. Respected source - D&B and easy to use. Geographic breakdown very useful and SIC breakdown into 8 digits great for niche industry data. Best of all it's free!

*Ann Spoth*  
*Electronic Data Systems/A.T. Kearney*

### ***Discussion List***

Every now and then a glitch happens with our electronic discussion list and members are mysteriously booted off of it. If you haven't received any notices lately, make sure you're still subscribed. While some projects will always have to remain confidential there are other topics that are perfect for discussion on this list. If you have a success story, an impossible reference question, a great new source or web site, please contribute. To subscribe to the list send an email to: [listserv@listserv.sla.org](mailto:listserv@listserv.sla.org). In the body of your message write "Subscribe SLA-DAM Your Name." To post a message to the list, send an email to [SLA-DAM@listserv.sla.org](mailto:SLA-DAM@listserv.sla.org). Contact Tesse Santoro at [tesse.santoro@dialog.com](mailto:tesse.santoro@dialog.com) with any challenges in subscribing.

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### ***Bulletin Submissions***

We are always looking for submissions from our division. We publish the bulletin four times a year, so send in your articles and ideas and anything else you'd like to see in print, and it will be published in our next bulletin. I'm particularly looking for someone to interview for our next "A Look Inside" – if you'd like to have your library and your job profiled, please contact me. And please keep sending me your favorite resources. We'd like to grow this into a usable database for us all to benefit from. Questions? Call or write, 612.334.6031 or [kspanier@clynch.com](mailto:kspanier@clynch.com).