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INSTRUCTIONS TO AUTHORS

- Submissions via electronic mail are encouraged.
- Either MS Word or ASCII files are acceptable.
- Please submit copy after verification, bibliography checking, spell checking and proof reading.
- Use a recent Bulletin issue as your style guide.

COPY DEADLINES

- SPRING 2004 issue, Nr 126: MARCH 15, 2004
- FALL 2004 issue, Nr 127: AUGUST 15, 2004
- WINTER 2005 issue, Nr 128: DECEMBER 1, 2004

Peer-reviewed articles require additional time for the review process. Authors who wish to publish a peer-reviewed article should contact the editors for further information.
From the Chair...

Cindy LENOX
John Carroll University

New Year Events & Changes

We go forward into a New Year. 2004 is here. I send out my best wishes and hopes to all those who are working for peace and justice in our world. What will the New Year bring? We know that this year will offer its share of events and opportunities. Of some things, we can be certain. We know 2004 will contain a February 29, a U.S. presidential election, rain in London, and snow in Cleveland.

For the Business and Finance Division, the greatest events and opportunities will be at the Special Libraries Association Annual Conference in Nashville, Tennessee, June 5-10. A wide range of programs is planned. Topics include new and evolving roles for information professionals, outsourcing selected library activities, corporate virtual reference, intranet management focusing on the user, developing one’s own information research business, and Centers of Excellence Award presentations. Among the B&F members who will generously share their knowledge as speakers are Stephen Abram, Mary Ellen Bates, Tom Fearon, Cindy Hill, Sylvia James, Steven Marvin, Alexey Panchenko, Terese Terry and Jen Venable. Many others will also serve as moderators. The experience of working with speakers and moderators in developing programs is one of my favorite experiences as division program planner/chair. I thank all of the members who have offered their ideas in the program planning process.

The Division Continuing Education courses, offered on Sunday, June 6, provide skill training in greater depth. See the course descriptions in this issue. The conference will also offer rich opportunities for networking, deal making, catching up with old friends and making new ones. It offers all of this and the warm atmosphere and music of Nashville.

The B&F Division offers a special invitation to attend the Conference to student members and first-time attendees. Please see the student stipend and professional grand award application information in this issue. I hope that you will join us in Nashville.

VISIT THE BUSINESS & FINANCE DIVISION’S WEB SITE AT www.slabf.org

You’ll find:

- Articles from the Division’s Bulletin
- Information about SLABF-L, the Division’s electronic mailing list
- Information and applications for the Division’s mentoring initiative
- Links to Web resources of interest to librarians and business information searchers

The Division’s Webmaster (Kris Burk, KBurk@sdgky.com) welcomes items (either lists or individual links) to be added to the links as well as any other suggestions for improving the site.
Information Sliced Your Way

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FACTS ABOUT THE FASB

Since 1973, the Financial Accounting Standards Board (FASB or “the Board”) has been the designated organization in the private sector for establishing standards of financial accounting and reporting.

FASB standards govern the preparation of financial reports. FASB standards are officially recognized as authoritative by:

1. the Securities and Exchange Commission (Financial Reporting Release No. 1, Section 101) and

Such standards are important to the efficient functioning of the economy. This is because investors, creditors, auditors and others rely on credible, transparent, and comparable financial information.

This article provides (1) a summary of the FASB and its work product as well as (2) a brief listing of useful financial accounting reference material.

STRUCTURE OF THE FASB

The Securities and Exchange Commission (SEC) has statutory authority to establish financial accounting and reporting standards for publicly traded companies under the Securities Exchange Act of 1934. Throughout its history, however, the SEC policy has been to rely on the private sector for this function to the extent that the private sector demonstrates ability to fulfill the responsibility in the public interest. The FASB serves this purpose.

The mission of the FASB is to establish and improve standards of financial accounting and reporting for the guidance and education of the public, including issuers, auditors, and users of financial information.

The FASB is part of a structure that is independent of all other business and professional organizations. Included in the structure is the:

- Financial Accounting Standards Advisory Council (FASAC)—responsible for consulting with the FASB as to technical issues on the Board's agenda, project priorities, matters likely to require the attention of the FASB, selection and organization of task forces, and such other matters as may be requested by the FASB.
- Financial Accounting Foundation (FAF)—operates exclusively for charitable, educational, scientific, and literary purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code.
- Governmental Accounting Standards Board (GASB)—sets standards of financial accounting and reporting for state and local governmental units.
- Trustees—the Foundation of Trustees is separate from all other organizations. However, the Foundation's board is made up of members from constituent organization, having interest in financial reporting.

WORK PRODUCTS OF THE FASB

The FASB develops broad accounting concepts as well as standards for financial reporting. It also provides guidance on implementation of standards.

These broad accounting concepts are useful to guide the Board (1) in establishing standards and (2) in providing a frame of reference, or conceptual framework, for resolving accounting issues. The framework helps to establish reasonable bounds for judgment in preparing financial information and to increase understanding of, and confidence in, financial information on the part of users of financial reports. It also helps the public to understand the nature and limitations of information supplied by financial reporting.

The work of the FASB on both concepts and standards is based on research aimed at gaining new insights and ideas. The FASB staff and others, including foreign national and international accounting standard-setting bodies, conduct research.

The activities of the Board are open to public participation and observation under the “due process” mandated by formal Rules of Procedure. The FASB actively solicits the views of its various constituencies on accounting issues.

Below is a listing and description of each work product produced by the FASB.

- Exposure Drafts—When the Board has reached conclusions on the issues, the staff is directed to prepare a proposed Exposure Draft for consideration by the Board. After further discussion and revisions, Board members vote by written ballot to issue the Exposure Draft. A majority vote of the Board is required to approve a document.

  The Exposure Draft sets forth the proposed standards of financial accounting and reporting, the proposed effective date and method of transition, background information, and an explanation of the basis for the Boards’ conclusions.


  Like the Exposure Draft, the Statement sets forth the actual standards, the effective date
and method of transition, background information, a brief summary of research done on the project, and the basis for the Board's conclusions.

- **Statements of Concepts**—In addition to Statements of Financial Accounting Standards (SFAS), the FASB also issues Statements of Concepts. These do not establish new standards or require any change in the application of existing accounting principles. Instead, they are intended to provide the Board and constituents with a foundation for setting standards and concepts useful as tools for solving problems.

  Because of their long-range importance, Statements of Concepts are developed under the same extensive due process the FASB follows in developing Statements of Financial Accounting Standards on major topics.

- **Statements of Interpretations**—Interpretations clarify, explain, or elaborate FASB Statements, Accounting Research Bulletins, or APB Opinions.

- **FASB Staff Positions**—The FASB staff frequently receives questions about the appropriate application of FASB literature. When these questions are considered to have widespread relevance to constituents, the staff considers whether guidance should be disseminated more broadly.

  Beginning in February 2003, the FASB staff introduced the FASB Staff Position (FSP) to issue application guidance (like that found in Staff Implementation Guides and Staff Announcements).

  The procedures for issuing an FSP provide for ease of distribution and retrieval, as well as an exposure period. Therefore, the FASB staff believes that this new form of guidance will ensure more timely and consistent communication about the application of FASB literature.

- **Technical Bulletins**—Technical Bulletins are staff documents that provide guidance on implementation and practice problems.

- **Implementation Guidance**—Includes and updates, where necessary, all of the implementation guides issued by the FASB. Generally, FASB question and answer implementation guides have previously been available only as individual publications covering a single Statement.

- **Emerging Issues Task Force (EITF)**—The EITF was formed in 1984 in response to the recommendations of the FASB and is composed of members drawn primarily from public accounting firms. The EITF is designed to include persons in a position to be aware of emerging issues:

  1. before they become widespread and
  2. before divergent practices regarding them become entrenched.

- **Derivatives Implementation Group (DIG)**—The Derivatives Implementation Group is a task force that was created in 1998. The DIG was created to assist the FASB in answering questions that companies will face when they begin implementing Statement 133, Accounting for Derivative Instruments and Hedging Activities.

  The FASB's objective in forming the group was to establish a mechanism to identify and resolve significant implementation questions in advance of the implementation of Statement 133 by many companies.

**AVAILABILITY OF PUBLICATIONS**

The FASB is committed to following an open, orderly process for standard setting that precludes placing any particular interest above the interests of the many who rely on financial information.

Information on obtaining FASB publications is listed below.

- **FASB Web Site**—The FASB web site includes general information about the Board and its activities, information on upcoming public meetings, announcements of Board actions, summaries and status of all active technical agenda projects, summaries of previously issued FASB Statements and Interpretations, as well as information on how to order publications online, by phone or mail.

  The FASB web site can be accessed at [www.fasb.org](http://www.fasb.org).

- **The public records on all projects are available for inspection in the public reference room at FASB headquarters in Norwalk, Connecticut.**

  Copies of public records may be purchased by contacting Records Retention at (203) 877-0700, ext. 270.

- **Publications (Statements, Interpretations, Exposure Drafts, and other documents published by the FASB) may be obtained (1) by placing an order on the FASB web site or (2) by contacting the FASB Order Department at 1-800-748-0659.**

The Financial Accounting Standards Board:
1. improves the usefulness of financial reporting by focusing on the primary characteristics of relevance and reliability and on the qualities of comparability and consistency; 
2. keeps standards current to reflect changes in methods of doing business and changes in the economic environment; 
3. considers promptly any significant areas of deficiency in financial reporting that might be improved through the standard-setting process; 
4. promotes the international convergence of accounting standards concurrent with improving the quality of financial reporting; and 
5. improves the common understanding of the nature and purposes of information contained in financial reports.

OTHER RESOURCES

As discussed above, with such a rigorous mission, the volume of work product is impressive. While the FASB contributes a great deal to accounting literature, there are additional sources available to aid research efforts.

Below is a listing of relevant accounting literature.

Accounting Acronyms

AAA American Accounting Association
http://www.AAA-edu.org/

AICPA American Institute of Certified Public Accountants
http://www.AICPA.org

APB Accounting Principles Board
(1959–1973)

CIMA Chartered Institute of Management Accountants (UK)
http://www.cima.org.uk

EITF Emerging Issues Task Force (1984–) see
http://www.rutgers.edu/Accounting/

FASB Financial Accounting Standards Board
(1973–) (see above)

GASB Government Accounting Standards Board (see above)

IASC International Accounting Standards Committee

ICAEW Institute of Chartered Accountants of England & Wales
http://www.icaeew.co.uk

IFAC International Federation of Accountants

IMA Institute of Management Accountants
http://www.imao.org

NAA National Association of Accountants

NSPA National Society of Public Accountants

SEC Securities & Exchange Commission (1934–)
http://www.sec.gov

Accounting Resources

Periodicals

• Practitioner

Accountancy International, monthly (British)
CA Magazine, monthly (Canadian)

CPA Journal, monthly
(NY State Society of CPAs)

Government Accountant’s Journal, quarterly
(Association of Government Accountants)

Internal Auditor, bimonthly (IIA)

International Journal of Government Auditing, quarterly

Journal of Accountancy, monthly (AICPA)

Management Accounting, monthly (IMA)

Management Accounting, 11/year (CIMA, British)

New Accountant, monthly

• Academic

These are “scholarly quarterlies” unless otherwise noted.

Abacus: A Journal of Accounting, Finance & Business Studies (semiannual) (Australian)

Accounting and Business Research (British)

Accounting, Auditing & Accountability (5/year)

Accounting Educator’s Journal (semiannual) (AAA)

Accounting Historian’s Journal (semiannual)

Accounting Historian’s Notebook (semiannual)

Accounting Horizons (AAA)

Accounting Review (AAA)

Auditing (semiannual) (AAA)

Contemporary Accounting Research (Canadian)

International Journal of Accounting

International Tax Journal

Issues in Accounting Education

Journal of Accounting Research (semiannual)

Journal of Cost Management

Journal of Information Systems (AAA)

Journal of International Financial Management and Accounting (3/year)

Journal of the American Taxation Association (semiannual) (from ATA & AAA)
Management Accounting Research (British)
National Tax Journal, quarterly (National Tax Association)

- Standards

These come out at regular or irregular intervals depending on the particular series.

Index to Accounting and Auditing Technical Pronouncements (covers AICPA, FASB, GASB, SEC and other bodies)
AICPA’s Journal of Accountancy has an Official Literature section with accounting organizations, current Exposure Drafts, and Official Releases
AICPA APB Accounting Principles: Current Text/Original Pronouncements
Statement of Position (irregular)
Also printed in AICPA Technical Practice Aids
Statement of Tax Policy
Statements on Auditing Standards (irregular)
Statements on Responsibilities in Tax Practices
FASB. Accounting Standards:
Current Text, 2 vols. (annual)
Discussion Memorandum (cataloged separately)
EITF Abstracts (annual)
Compilation of active issues

Financial Accounting Series:
Exposure Draft (irregular)
FASB Interpretation (irregular)
FASB Invitation to Comment (irregular)
FASB Technical Bulletin (irregular)
Statement of Financial Accountancy Concepts (irregular)
Statement of Financial Accounting Standards (irregular) (Codified in the Current Text and compiled in the Original Pronouncements)
GASB Governmental Accounting Standard (series)
Original Pronouncements: Governmental Accounting and Financial Reporting Standards
IASC. International Accounting Standard (irregular)
Miller GAAP Guide (annual) Restatement and analysis of current FASB standards arranged by subject
Miller GAAP from the Emerging Issues Task Force
Miller GAAS Guide (annual) Interpretation of auditing standards; ethics code
Miller Governmental GAAP Guide Interpretation
NAA Statements on Management Accounting
SEC Financial Reporting (looseleaf)
U.S. SEC Accounting Series Releases & Staff Accounting Bulletins Compilation of Accounting Series Releases, Nos.1–291 (1937–1982) and codification of Staff Accounting Bulletins, Nos. 1–41
SEC Docket (weekly) compilation of releases rules and opinions

- Annuals and Monographic Series

Accounting Trends & Techniques (annual) AICPA Advances in Accounting Advances in Management Accounting Advances in Public Interest Accounting Advances in Taxation Behavioral Research in Accounting (annual) Journal of Accounting Literature Research in Accounting Regulation Research in Governmental and Non-profit Accounting Studies in Accounting Research (irregular) AAA U.S. SEC Annual Report (yearly)

- Research Guides and Bibliographies

Research Guides

Accounting: Information Sources Dated —for historical research
Business Information Sources Cabell’s Directory of Publishing Opportunities in Accounting, Economics, and Finance Handbook of Business Information International Guide to Accounting Journals —for potential authors

Bibliographies

Accounting Research Directory Directory of Dissertations in Accounting Historical Accounting Literature

VICTORIA PLATT

Victoria Platt can be reached at 773-399-4314 or vaplatt@willamette.com
The Special Libraries Association Business & Finance Division is offering professional grant awards in the amount of $1,200 each to help cover expenses at the 2004 SLA Annual Conference in Nashville, TN, June 5–10.

The conference theme will be “Putting Knowledge to Work.”

**ELIGIBILITY**

- Applicants must have an MLS degree from an accredited library or information science program to be eligible.
- Applicants must be members of the SLA Business & Finance Division since March 1, 2002.
- Applicants must demonstrate interest in business librarianship.
- First priority will be given to those wishing to attend the SLA Annual Conference. Recipients of past B&F student stipends are ineligible unless they received their awards before 2000.
- Unemployed or underfunded applicants will get preference (pending review of a quality essay).
- Depending on the number of applicants, funding might be considered to those who would use the grant for a developmental initiative in the field of business librarianship. This could include a research project or travel to develop a library in a foreign country.

**APPLICATION PROCEDURES**

- Fill out the application. A copy is included in this issue.
- Prepare an essay, in English, of approximately 700 words, detailing the significance of the grant to your professional growth in business librarianship.
- Include a current résumé.

**POST-AWARD REQUIREMENTS**

- Recipients receiving the award for conference attendance will write a brief article (approximately 1,000 words) on their conference experience for the Fall 2004 Bulletin.
- Other recipients will write a longer article (approximately 1,500 to 2,000) to be published in the Bulletin describing their professional development project. The article should be submitted upon completion of the project or within one year of the project’s commencement, as applicable.
- Recipients will be asked to consider serving on the Grants and Student Stipends Committee in the future in order to ensure continuity of and enthusiasm for this award.

**NOTIFICATION**

- All applicants will receive notification of award status by early April 2004.
- Winners of the award for Conference attendance MUST attend the B&F Division’s Annual Business Meeting on June 9, 2004, in Nashville to receive their checks. If an award is given for some sort of development initiative in the field of business librarianship, other arrangements will be made.

Submit the above documents, postmarked no later than March 1, 2004, to:

Awilda Reyes
Colorado State University
149 Morgan Library
Fort Collins, CO 80521
970-491-3651 • fax: 970-491-5871
areyes@manta.library.colostate.edu
SPECIAL LIBRARIES ASSOCIATION
Business & Finance Division
Application for 2004 Professional Grant Award

The Special Libraries Association Business & Finance Division is offering professional grant awards to help cover expenses at the 2004 SLA Annual Conference in Nashville, TN June 5–10. The Division will award professional grants and student stipends for a total of up to six $1,200 awards. The conference theme is “Putting Knowledge to Work.”

For details on eligibility and procedures, see Award Announcement in this issue of the Bulletin.

name


title

institution/company

address1

address2

city

state/province • mailcode

phone [a/c:] fax [a/c:]

e-mail

MLS received from
• institution • date

NOTE: Depending on the number of applicants, funding might be considered for those who would use the grant for a developmental initiative in the field of business librarianship. This could include a research project or travel to develop a library in a foreign country.

Funding will only be granted for Conference attendance OR the development project.

Please check below the purpose of your application:
☐ I am applying to attend the 2004 SLA Annual Conference
☐ I am applying for the developmental initiative
   (If you are applying for this, include a proposed budget and a timeline for completion.)

Answer the following two questions if you are applying to attend the 2004 SLA Annual Conference.

• When was the last time you attended an SLA Conference? ________________
• Will you be able to attend this conference if you do not receive this award?
   (Please answer yes or no.)
   ☐ YES ☐ NO

Return this application, along with your essay and résumé, postmarked no later than March 1, 2004, to:

AWILDA REYES  Colorado State University  970–491–3651
149 Morgan Library  fax: 970–491–5871
Fort Collins, CO  80521
areyes@manta.library.colostate.edu
Your resource for the Business and Finance Division of the Special Libraries Association is...

For more information or a free product demonstration, please call 1.800.3DIALOG or visit www.dialog.com
Following my suggestion in the second article of this series that the perfect, permanent job in business and finance information is unlikely to be advertised, this article will look at ideas in making a “cold” approach to a potential employer of your choice, who might be interested in hiring a business information professional. I have often used these ideas in information consultancy to get new short-term projects, but they can also be adapted for the search of a new permanent position and possible long-term career opportunity.

GETTING STARTED

In my second article, I discussed compiling a list of possible companies. So, having been through the selection process of companies that you would really like to work for, using all your business research skills, you
will now have a short list of companies to approach with all the relevant and up to date contact information. From experience, it is best to have a maximum of 10 companies for each session of activity. If you have never done this before, I suggest a smaller number of 2–5 companies for the first few attempts. In the search for work, I have always chosen 10 contacts per month as the most I could reasonably cope with and devote the optimum amount of time. One other criterion is to establish that the company already has no formal business information unit.

First put yourself in the position of your potential employer. What would you need to see and hear to be convinced that a new position in business information should be created? These are the days where new jobs are not easily justified, so there has to be some really compelling reason for considering this idea. This train of thought leads to the idea of looking for companies that are really active in their field or under threat in some way. They are going to be the companies that are very much in the news and would be on top of any list.

If you happen to have selected companies that are much less active, then try to ascertain how their “headquarters” is set up. This idea came from reading a business valuation textbook, *Valuation: Measuring and Managing the Value of Companies* by Tom Copeland, Tim Koller and Jack Murrin published by John Wiley in 2000. I was trying to find how business valuation specialists treated the valuation of overhead departments. When looking at whole company valuations, I found a really interesting, but all too brief, section in this book on the importance of getting the “headquarters”, or overhead costs, right or “balanced” in the organisation. The general consensus is that most companies seem to have cut back so much on the old model of top heavy, over-managed headquarters, that they now run the risk of not being able to see any risks or threats to their strategic position. This is considered to be just as problematic to the overall future development of the company and should be fairly easy to establish for your selected companies. It can be the key point in putting your case for a new business information service.

**WHAT TO PREPARE**

You will also need to think about and prepare a basic set of written documents that will be sent if a call on the company results in some interest. The important thing to remember in getting this “portfolio” together is that it is not like applying for an advertised job, where there is a recognised format of CV, an application form or a cover letter. There is no definite way to approach this search. Every approach will be different and will depend on the reasons you selected the company. To help in doing this, keep a list of key points why you want to work for this particular company and let these facts govern what you send and how you prepare. So, have an outline CV ready that can be adapted and expanded to show your particular relevant experience. Much more important will be a proposal, or plan, that expresses your idea of what you can do in bringing a business information expertise to the company. This has to be tailored for every approach and should cover the following:

- A clear short description of the service you could provide: information service, knowledge management, programming, catalogue/taxonomy, etc. Make sure the concept is described in straightforward terms that can be understood by a busy senior manager.
- An idea of the timeframe that might be needed to get the service implemented and operational.
- The estimated cost of such a service including personnel costs, space required, services and systems needed. These need only be rough estimates and based on very general assumptions of the numbers of service users.
- An idea of where you and the service might report in the company.

This certainly doesn’t need to be very complex and is not meant to be a business plan. It is designed to express succinctly what could be brought to the organisation by your appointment as their business information professional. Your outline CV would then be written to complement this idea, highlighting the relevant experience, interests and reasons why you want to do this for the company.
MAKING THE CONTACT

Perhaps the hardest part of all is when the time comes to make the first approach. Relax! If you decide to call the company, then be very clear about whom you want to talk to and, if necessary, book a time to talk to the person you have identified. If you have done your research well, the confidence of your knowledge will show clearly in your conversation and you will be successful in getting to put your case to the right person. If you decide to make a more indirect approach by sending your ideas by mail, follow up with a telephone call a few days later.

If you succeed in getting an interview to discuss the idea, prepare well and be professional and consistent in presenting your concept in more detail. Follow up any meeting with a call to ensure that you are still being considered or to learn why it might not be taken any further.

NEXT STEPS

Don’t be disappointed if this approach takes a long time to get going and you get no interest at all from potential employers. It is important to keep trying and if you really are getting nowhere, there may be other approaches you can take. In my next article I will look at the possibilities of offering and working on short term consultancy projects in your chosen companies as an alternative to permanent employment.

SYLVIA JAMES

telephone/fax 01444 452871
e-mail: da-james@11daymer.freeserve.co.uk
“DAYMER”, Birchen Lane, Haywards Heath, West Sussex RH16 1RY

The Special Libraries Association Business & Finance Division is offering student stipend awards to help cover expenses at the 2004 SLA Annual Conference in Nashville, TN, June 5–10, 2004. The Division will award student stipends and professional grants for a total of up to six $1,200 awards. The conference theme is “Putting Knowledge to Work.”

ELIGIBILITY

• Applicants must be currently enrolled in an accredited graduate level library or information science program during the 2003/04 academic year and be interested in a career in business librarianship.
• The 2004 Nashville conference must be the first SLA conference attended.
• Applicants should be members of the SLA Business & Finance Division by March 1, 2004 to be eligible. Membership in other divisions will not replace membership in the B&F Division. Be sure to provide enough time for SLA to process your membership and inform them that you need to be member of B&F by March 1. Students can access an SLA application form at: http://www.sla.org/PDFs/formmember.pdf and mail it to the address indicated on that form.
• The recipient may not accept a travel award for the 2004 conference from any other SLA Division or Chapter.

APPLICATION PROCEDURES

• Prepare a written statement*, in English, of approximately 500 words on any one of the following three essay topics:
  1. What is the biggest challenge facing the profession?
  2. What skills must the new information professional possess?
  3. What do you hope to gain from the conference?

Note: All essays must incorporate the conference theme. Essays on topic #3 must demonstrate the anticipated benefits of conference attendance to you and should not list what you will do at the conference.

• Include a letter of recommendation from either a faculty advisor from your institution or an SLA Student Group Faculty Advisor.
• Include a résumé.
• Submit the above documents, along with your address, telephone number and e-mail address (if applicable), postmarked no later than March 1, 2004, to:
   AWILDA REYES
   Colorado State University
   149 Morgan Library
   Fort Collins, CO 80521
   970-491-3651 fax • 970–491–5817
   areyes@manta.library.colostate.edu

POST–AWARD REQUIREMENTS

• Recipients will write a brief article describing their conference experience (approximately 500 words) for the Fall 2004 issue of the Bulletin.
• Recipients will agree to serve on one of the B&F Committees or Roundtables, such as the B&F Mentoring Committee or the College & University Business Libraries Roundtable during 2003/2004.

NOTIFICATION

• All applicants will receive notification of award status by early April 2004.
• Winners MUST attend the B&F Division’s Annual Business meeting on June 9, 2004, in Nashville, to receive their checks.

* If your essay is available on a public Web server, you may submit a URL in lieu of a paper document.
Where to find the complete Internet—from ActiveX to XBRL.

“The breadth of the coverage is such that both novices and professionals, academics and managers, students and professors, will discover useful information that can benefit their knowledge of how to think about the Internet. A great reference to have!”
—DR. ROBERT HANDFIELD, Bank of America University, Distinguished Professor of Supply Chain Management, Director, Supply Chain Resource Consortium, Editor-in-Chief, Journal of Operations Management, North Carolina State University

“The Internet Encyclopedia is exciting and long overdue... an interesting mix of technical and non-technical articles which should broaden the appeal.”
—ABBIE LANDRY, Head of Reference, Watson Library, Northwestern State University of Louisiana

“Anyone who is serious about understanding the Internet will simply have to have this reference.”
—DR. PETER SEALEY, Adjunct Professor of Marketing, Haas School of Business, The University of California at Berkeley, Former Chief Marketing Officer, The Coca-Cola Company

Special pre-publication price of $600 US through January 31, 2004; $750 thereafter

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A CONVERSATION WITH MARYDEE OJALA

Hal continues his time honored column with an interesting conversation between Marydee Ojala and himself. Opinions about our industry and division are shared with great insight and a bit of humor.

TBI interviews a very interesting member of the Business and Finance Division and one, I suspect, many of us know in some way. At times she seems to be everywhere; I'm talking about Marydee Ojala. Marydee Ojala edits ONLINE: The Leading Magazine for Information Professionals and writes its business research column (“The Dollar Sign”). Since 1987, Marydee has owned and operated her own research and writing company with offices in the U.S. and Denmark, specializing in international business, industry analysis, management processes, and competitive intelligence projects. She contributes feature articles and news stories to EContent, MLS: Marketing Library Services, Information Today, Searcher, and Information Today’s NewsBreaks. A long-time observer of the information industry, she speaks frequently at conferences such as the SLA Annual Conference, InfoToday 2002 and InfoToday 2003 (which incorporated National Online for which
she was program chair), Web Search University, Buying & Selling eContent, Online Information (London, UK), Internet Librarian International, and national library meetings outside the U.S., including South Africa and Australia. Her professional career began at BankAmerica Corporation, San Francisco, directing a worldwide program of research and information services. She has also worked in the academic libraries of West Virginia University and Stanford University. She is an active member of the Association of Independent Information Professionals and Special Libraries Association. She also belongs to the Indiana Library Federation, the Society for Competitive Intelligence Professionals, and the American Library Association. Her undergraduate degree is from Brown University and her MLS was earned at the University of Pittsburgh.

HK: What are you doing currently?

MO: You mean aside from unpacking boxes? We moved to Indianapolis in May and the unpacking process has gone a lot slower than I anticipated. Professionally I spend my time scouting out good writers and important article topics for ONLINE magazine, editing manuscripts, and writing for publication. On the conference side of things, I’m involved in program planning for several conferences and in preparing presentations. I also do business research for clients and will be teaching a course in business information resources for the School of Library and Information Science at Indiana University Purdue University Indianapolis (IUPUI) during the Spring 2004 semester. Hmm, all this professional activity may go a long ways towards explaining those unpacked boxes in the house.

HK: You’re an instructor in WebSearch University. How did you get involved with WebSearch University?

MO: WebSearch University evolved from a more general conference, called Online World, originally just Online. Produced by Online, Inc., the original publisher of ONLINE magazine, it was the first online show in the United States (the London one preceded it). Online World was a trade show, with a conference program and an exhibition hall. As time went on, this model just didn’t seem to work all that well. People were really interested in the conference program part of Online World—they wanted to come to a conference to learn things, but weren’t all that interested in visiting vendor booths. So we thought putting together a focused educational event would be the way to go. This year, 2004, marks its 4th year. We’ve got two WebSearch University programs planned; one in May in New York City and one in September in Washington DC. The curriculum combines advanced searching using the free Web search engines, such as Google, AltaVista, Teoma, and so on, with tips on when to use traditional online, such as Dialog, Factiva, and LexisNexis. This year we’ll be adding some information on blogs, news, decision points, and metasearch. The exciting thing about WebSearch University is how a session titled, say, “Advanced Web Searching,” is so different from one month to the next. The rate of change, in terms of techniques as well as content, among search engines is phenomenal. It’s a very different pace from traditional online.

HK: What drew you to become an information broker?

MO: First of all, I never call myself an “information broker,” I vastly prefer the term “information consultant.” I think that’s really what independents do—they consult with clients to help them with their information needs. How did I set up the business? That may be more in line with what you’re asking. In 1986, when I was still at BankAmerica Corporation, I looked into setting up part of our library services as fee-based for non bank employees. I did a business plan, drew up a pro-forma P&L statement, and sold my boss on the idea. I had a few test cases to see if the idea would fly. My timing wasn’t terrific, however, because the bank suffered a major fraud loss and went into budget cutting mode—not a good time to be starting new programs. Early the next year, my husband accepted a job offer that moved us to Kansas. It seemed to me that this was the perfect time to extend the entrepreneurial ideas I’d had as a corporate librarian and start my own business. So that’s what I did, in mid-1987. That was the same year that AIIP (the Association of Independent Information Professionals) started, although when that organization had its first meeting, I was still employed at the Bank. I didn’t become active in AIIP until late 1987.

HK: The realm of business information continues to grow and expand. How do you keep up with it all?

MO: I’m extremely lucky to be in a position where part of my daily routine is devoted to keeping up. If I don’t keep up, I can’t be effective as an editor, a researcher, a consultant, or a teacher. Having said
that, I don’t really think I do keep up with it all; I don’t think anybody can keep up with it all. Every single time you research a question, there’s a different answer, or at least a different way to find the answer. There are new products, new search techniques, new resources to explore.

If you can show me anybody who actually keeps up with everything, I’ll be very happy to meet him or her. Oh wait, perhaps that’s Gary Price with his Resource Shelf. And he’s one way I keep up, reading his stuff. Then there are press releases, newsletters, blogs, librarian discussion lists, and just plain testing things out. As I once said to a database producer, whom I’d challenged on something he said worked that didn’t, I don’t go looking for errors, they find me. In fact, they probably find many B&F division folks as well—the difference is that I write about it; I get upset about it; I challenge producers about it. Here’s a plea to the readers of this interview: When an error finds you, please tell me and I’ll go investigate it and, hopefully, get it fixed. What we still don’t have in our business information realm, or any other online information realm for that matter, is what Anne Mintz proposed years ago, The Fixit Button.

HK: Do you feel that there is adequate communication and knowledge sharing among members of B&F (and other business information professionals)? Can more be done? Is more needed?

MO: It’s always hard to define “adequate” when it comes to sharing. What may be adequate to one professional won’t be to another. I think the Division’s discussion list is underutilized, but that’s probably because BUSLIB, a non-SLA-sponsored list, is so popular. It pre-dates the B&F list, which gives it more traction. What’s more important, and invisible, is the personal interactions that occur among members of B&F—things like e-mails, phone calls, and lunch dates. If an individual member thinks there should be more communication and knowledge sharing, I think it’s up to them to initiate it. Send that e-mail, pick up the telephone, invite someone to lunch.

HK: The B&F Division is instituting a mentoring program (now in its 4th year). Have you ever been mentored or mentored anyone through B&F, at least not formally. Certainly I’ve had wonderful bosses over the years that’ve given me splendid advice. AIIP has a mentoring program that I participate in as a mentor. I think mentoring is valuable because it allows us to share knowledge and expertise while learning what’s on the mind of newer members.

HK: What would you say to a new member of the Business & Finance Division who is interested in information consulting?

MO: I think it’s quite hard to get started as an independent information professional unless you have some experience doing something else. You have to be able to say to potential clients, “You should hire me for your project because I have the expertise you need.” Maybe you’ve worked on oilrigs and want to set up as an information expert for the energy industry. You’ve written marketing copy and designed ads, so you pitch your business towards advertising and marketing firms. You’ve been a librarian for a pharmaceutical company; your obvious target market is smaller companies that lack an internal information department. Being a new member of B&F division doesn’t mean, necessarily, that you’re new to research. It may simply mean you’re switching fields. But, I do think that a graduate school student who thinks it is possible to go immediately from an MLS to an independent business is asking for trouble.

HK: Besides developing their research skills, what advice would you give to new members of the B&F Division? What would you like to see from these new members to further the profession along? And as a secondary question—are the library science schools providing the necessary instruction for this development to happen?

MO: Management skills are also important, even if you think you’re going to spend your life as researcher. You never know when you might end up in a management position. One thing you will always have to manage is yourself. Time management is important for all of us. Another important thing is to read outside the business literature. Follow the technical literature so that you’ll know what’s coming down the pike that might affect the profession. Finally, become active in SLA. It’s probably easier for new members to become active at the chapter level, but not all parts of the world (or the U.S.) have chapter activities readily available: The chapters are just too geographically remote.
As for library schools, I don’t think I can speak to that question, at least not yet. Ask me in the spring after I’ve finished teaching my class!

**HK:** What benefits have you received as a member of the Business & Finance Division of SLA?

**MO:** The division was a lifesaver when I started at the bank. My first SLA annual conference as a bank librarian was 1979 in Hawaii. That was when the Bank Librarians Circle was small enough that we gathered for our meeting in the division suite. You couldn’t fit today’s Financial Institutions Roundtable into any division’s suite— it’s just too many people. I knew I could call any of the librarians in B&F division and get help. It was, and is, a terrific network. Such knowledgeable and helpful people belong to the division!

Not to slight the division, but I’ve also gained enormous insights about special librarianship from serving on association-wide committees. My stint as Chair of the International Relations Committee re-affirmed my commitment to the international nature of SLA. Having lived and worked outside the U.S., the differences and similarities of business libraries and information departments continually fascinate me. At the moment I’m on the Public Policy Committee. One fascinating issue we’re following is intellectual property law and how developments affect information professionals.

**HK:** You’ve been in the information field for quite some time. The Internet has significantly impacted how we all do what we do. What do you see on the horizon that will impact the field?

**MO:** On the horizon? Wait, my crystal ball is in the shop. I think it clouded up knowing you were going to ask that question. When I started—what was your phrase, “quite some time ago,” makes me feel like an old geezer, well, maybe I am—business librarians lived in a textual world. The pioneering online services, particularly Dialog, opened up huge amounts of information for business librarians. At the time, it seemed revolutionary. It had its drawbacks, of course. It automated a textual search process, presenting us with ASCII text that was almost entirely in English. But text is not the story today. We can now access amazing sources of information. We can find audio versions of corporate conference calls, images of products and manufacturing processes, graphs, pictures, and charts from newspapers and journals, and video clips from major management thinkers. Not only that, search result delivery mechanisms have expanded from simply lists to relevance rankings and visual depictions. The other advantage of the Internet is its compression of time and space. It’s so simple today to find Web sites with quality information in languages other than English. Since business is global, our perspective as information professionals needs to be international as well.

**HK:** Do you have any concerns about the field of library and information science? Is it heading in the right direction?

**MO:** Do I have concerns? Sure. I’m worried that companies will fall victim to the Google phenomenon and decide that business and finance libraries aren’t worth keeping. I’m worried that SLA members won’t be able to combat this misperception about information. I’ve always been an advocate of marketing library services. If we don’t extol what we do, no one will do it for us. If we don’t differentiate between an employee’s Google search and our research on many different systems drawing on our extensive training and expertise, then we’re toast. If we can’t say, succinctly and forcefully, why we’re necessary to our employer, we should learn to do so—now not later. If we can’t phrase our value proposition in the words of our companies and our management, we have failed. I don’t like failure.

As for traditional library and information science, I’m always surprised, when I talk with people at search engine companies, how little they know about the research done decades ago by academicians within library schools on information retrieval. They re-invent the information wheel and lack insights into information seeking behavior that most of us know implicitly. Our ability to provide targeted, useful, relevant, timely information is what search engines want to be able to do. We need to be part of their world, not just bring them into ours.
Each year the Business & Finance Division turns its spotlight on a couple of our outstanding colleagues during the annual conference. This is our opportunity to celebrate our progress as a group by recognizing the achievements of our individual members.

Overachieving information professionals are classically modest individuals who do not want to call attention to all their hard work, so it is up to you, their colleagues, to point them out during this nomination process.

DISTINGUISHED MEMBER AWARD

The Division presents this award to Division members approaching retirement. Essentially, this is the Division’s Career Achievement award, intended to honor individuals who have made exemplary contributions to the field of business librarianship throughout the course of their career. Nominees for the award should have distinguished themselves in one or more of the following ways:

- Publishing articles, books, manuals, or bibliographies that have furthered the dissemination and understanding of business information
- Teaching or professional speaking in the area of business
- Participating in the Division in a leadership capacity or through noteworthy committee work
- Contributing to business librarianship through innovative and nationally recognized achievements in one’s own professional position.

The Division relies on the membership to spotlight the achievements going on throughout the profession. Please help the Awards Committee value the work of our members by nominating your local great professional for recognition.

Deadline
APRIL 15
2004

Nominations for either award should include the name, address and telephone number of the nominee, and a letter or other documentation describing the achievement and supporting the reasons for nomination.

Please send your nominations to:
Martin Cullen
Awards Committee Chair,
Lehman Brothers, Inc.
745 7th Avenue
Floor 21
New York City, NY
10019
phone: 212–526–3667
email: mcullen1@lehman.com

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Please help the Awards Committee value the work of our members by nominating your local great professional for recognition.
Swets Information Services is your source of service for all your subscription management needs.

With electronic information crucial to your organization, our range of e-resource services provides optimum access to your content—how and when you want it. SwetsWise Online Content offers you a premier gateway to more than 8,000 titles from leading publishers. Electronic Subscription Management puts you in charge of your entire electronic collection and eases the transition from print to e-resources. Consortia and Multi-site Management guides you through planning and brokering deals to handling the access, administration and training of your people. For full control and convenience, visit your source of service at www.swets.com.
Business isn’t exactly comparable to the Grand Canyon, but it does take up a lot of space. Bookstores, libraries, Web sites, the Internet, they are all expanding to fill the need for information regarding business. Many facets of business require knowledge based on experience. However, the literature of today is a deep well that can be dipped into. For example, *The Core Business Web: A Guide to Key Information Resources* edited by Gary W. White tries to provide the reader with the information they need to find accurate and reliable information about business topics. It’s rare for an editor to try to cover all the bases of a topic like business—there are just too many. However, to prove a point (whether it turns out to be overwhelming, awe-inspiring, or a complete turn off) I think it would be beneficial here to list the topics that are covered in this book. They are: accounting, banking, business ethics on the world wide web, law for business, business research platforms
As a meta-site, Mr. Kirkwood recommends with mountain ranges and vast open plains. The landscape will have valleys and forests, along with mountain ranges and vast open plains. With such a large country to travel, the reader will be led to the most relevant resources, thus eliminating much frustration and saving time. Topics run the gamut across all the major business disciplines and reveal hidden gems in areas such as labor, taxation, business ethics, hospitality and tourism, and consumer information.

As a meta-site, Mr. Kirkwood recommends www.investorlinks.com, which has over 12,000 links. If you're looking for something a little less like Siberia, try BigCharts, at www.bigcharts.com. It offers an interactive charting feature that gives a dozen or more options, including averages, indicators, and comparisons. There are several different chart formats and options to produce a customized presentation.

The Core Business Web is not limited to professionals. Both Stacey Marien and Matthew J. Wayman have given students a helping hand. Stacey Marien recommended three Web sites for students who may not know where to begin to reach a company. For professionals, Marien also recommends Stock Naked: Uncovering a Company History and Stock Answers: Finding Historical Stock Prices by Nell Ingalls. These are sites that describe how to find historical stock prices, how to research old stock certificates, and information on print, fee-based, and commercial paper sources. Matthew Wayman points out that the placement centers at universities such as Texas A&M and MIT are just as helpful as current Web sites when researching careers and salaries.

According to Bobray Bordelon, MLIS, Economics/Finance Librarian, Princeton University Library, The Core Business Web is “A guide to the best business Websites, plus quick surveys of each major discipline of business. Expanding on the work of BRASS, this book draws upon expert business librarians to find stable authoritative Web sites in major areas of business and explain their relevance to each field. The reader will be led to the most relevant resources, thus eliminating much frustration and saving time. Topics run the gamut across all the major business disciplines and reveal hidden gems in areas such as labor, taxation, business ethics, hospitality and tourism, and consumer information.” As a resource guide, this book would be a good starting point with plenty of possibilities for links and historical data.

Each contributing editor gives a brief introduction to their topic that contains a summary of their criteria for their favorite sites. An index concludes the book. If you don’t want to check out the book, it has also been co-published simultaneously as The Core Business Web: A Guide to Key Information Resources Journal of Business & Finance Librarianship, Volume 8, Number 2 2002 and Volume 8, Numbers 3/4 2003.

As a resource, this book tries to give a broad and a narrow perspective to each topic so that a researcher can find the information they are looking for without the hassle of unproductive searches and futile meta-sites. The sites listed here will definitely give the professional and student alike a good start through the rough terrain of research.
CHANGING ROLES IN AN ACADEMIC BUSINESS LIBRARY: DELIVERING GOODS VIA THE WEB

As the Assistant Business Librarian at the Winspear Business Reference Library at the University of Alberta, Edmonton, Janet Williamson eloquently documents her experience providing an electronic current awareness service to the Business School faculty.

INTRODUCTION

As professionals within an academic business library there are opportunities to provide research in the form of business and IT databases to faculty and student desktops. Like the corporate librarian, we have an opportunity to manage our service role, to respond to environmental needs, and to “differentiate[ourselves] from the Internet and the ‘one-size-fits-all’ Web-based search services.” This article explores the response of a specialized academic library, using an electronic current awareness service as an example of a service to address the information needs of Business faculty.

At the Winspear Business Reference Library, University of Alberta, (a large publicly funded university in western Canada), we have an array of business databases including, ABI Inform, Business Source Premier,
Datastream, Factiva, Standard & Poor’s NetAdvantage, Forrester, Faulkner, Global Market Information Database and PCensus among others. Our emphasis is to provide more and more desktop access to faculty and students. There are approximately 73 fulltime faculty members. As subject specialist librarians, we are aware of the faculty research needs and routinely forward references or the full text of articles that pertain to their areas of interest. We conduct bibliographic instruction for their classes in marketing, advertising, management information systems, strategic and organizational management, accounting and finance. In other words, we do what librarians do—we stay connected with our user population (faculty or students) and stay up-to-date with our areas of subject expertise.

This connection is more difficult to maintain given the changes in information access and the oversupply of information on the Web. As we look for opportunities to preserve and enrich our relations with faculty, it is apparent that the proliferation of information on electronic commerce on the Internet is an opportunity for us to foster an increased liaison with the faculty of the School of Business. In fact, the sheer volume of information is beyond our ability to provide on an informal basis to the faculty. It became clear that it would benefit both the library and the Business School to develop a more systematic delivery method. Born out of this need came an electronic commerce current awareness service.

While current awareness services are nothing new to special librarianship, the reality is that in academic libraries they are not the norm. There are a variety of reasons for this distinction. First, there is the growth of E-Commerce courses at the University of Alberta; the Business school developed a program to meet the growing demands of training in managing Internet commerce. Second, many of the faculty we spoke to had difficulty keeping abreast of the volume of e-commerce information available to them. While they are able to maintain their “academic” connections, they identified a need for readily available quality information on “hot topics” or current trends. The proliferation of electronic newsletters is overwhelming and even the most stouthearted of faculty members blanched at the prospect of wading through dozens of e-zines on electronic commerce topics.

Knowing the course structure, and the teaching and research needs of the individuals’ involved
means that we could develop a specific alerting service that removed irrelevancies, repetition and provided representative articles in a timely, but not repetitive manner. We cover a full range of topics from a broad spectrum of Web providers, ascertain that the full text of each article is easily available, made the attributions obvious and produced it monthly. “Enough, but not too much” was and continues to be our motto.

From the professional commitment perspective, it is admittedly a labor-intensive service. Scanning hundreds of articles and reviewing numerous sites took a disproportionate amount of time. However, once the initial focus was refined the amount of time involved was reduced. What the professional librarian brings to the discernment process is both an understanding of the Business School curriculum, faculty research interests, and the skills to evaluate the credibility of the Internet resources reviewed and included. There is a rigorous filtering process the faculty typically does not have time for, and that the student does not always have the sophistication to duplicate.

During 2002 we decided that we would enhance and refine the service by making it more widely available and by changing it to a Web-based current awareness service. The format and the process of article selection are essentially the same, but the vehicle for delivery is better and the recipients are part of a listserv; the listserv management format eliminates unwanted spam from the member’s inboxes. Immediacy, relevance, and the maintenance of a manageable volume remain the focus. The results: the number of subscribers increased phenomenally (including international and non university) as the service was made more publicly available; our educative focus was enhanced not diminished; and, our value as information professionals appreciated. Additionally, there is the opportunity to include a rolling archive.

CONCLUSION

The above discussion demonstrates that a corporate library service model has application in an academic setting. In an environment where we are competing with the all-pervasive Internet and other influences we can produce and

STAND UP AND TAKE A BOW!

All B&F Division members are urged to submit citations for works that have appeared after May 2003. Submit citations for anything you’ve had published, whether in the literature of information science, business or any other area.

Our bibliography recognizes Division members who contribute to literature by authoring articles, books, blogs with a professional interest or other substantive publications. The bibliography will be published in the B&F Division Bulletin and will be distributed at the June 2004 conference in Nashville.

An authors’ reception, with awards, is planned for the conference. Please come to be honored and share your expertise with members who are just beginning to publish.

Stand up and be counted. Send your citations, or those of your colleagues, to:

Cynthia Lesky
Chair, Publications Committee • Threshold Information Inc.

clesky@threshinfo.com
Please include SLA-B&F in the subject line.

847-433-8306 • fax: 847-433-8932
enhance our competitive advantage by creating a value-added service. As a consequence of initiating the E-Commerce Alert the Winspear Library profile increased in the School of Business across departments. Faculty members involved in finance, accounting, marketing, business economics and media are subscribers. The cross-department paybacks have been well worth the effort. In 2003, additional exposure to alumni, both business and non-business, further increased the number of subscribers.

Where will we go from here? For the moment we will proceed with the Web-based service and then assess it in a more concrete manner. Perhaps refine it, repackage and promote it differently. Or, if the need diminishes, discontinue it. Our emphasis is to determine the institutional need, and use that need as an outreach tool to enhance or develop partnerships that benefit the library and the academic and business communities. The continuation of the E-Commerce Alert, using the corporate library service model as the impetus, demonstrates our commitment to the provision of excellent service to our users.

JANET WILLIAMSON

Assistant Business Librarian, Winspear Business Reference Library, University of Alberta, Edmonton, Alberta, Canada.

ENDNOTES


4 Competencies for Special Librarians of the 21st Century. Prepared for the SLA Board by the Special Committee on Competencies for Special Librarians, October 1996.

5 Initially, it started in 2001-02 as a monthly e-mail service using an attached Word document for ten faculty members. This preliminary solution allowed us to determine the feasibility of the service both in terms of usage and professional time commitment. Throughout the year, regular contact was made with individuals to gain insights as to how to improve content, layout, and coverage. The feedback was universally positive. Comments like “there is no way to improve on perfection” were regularly reported. Several professors link to the document from their course home pages.

6 Obviously, we considered copyright implications and where possible contacted the web providers, ensured we provided proper attribution for the content, and consulted with the copyright experts at the University of Alberta Libraries. The url for the E-Commerce Alert is http://www.library.ualberta.ca/alerts/ecommerce/
BIBLIOGRAPHY OF BUSINESS AND FINANCE DIVISION AUTHORS 2002–2003

To be included in the 2003–2004 bibliography, and to be honored at the Division Authors’ Open House at Conference, please send citations to clesky@threshinfo.com, with SLA–B&F in the subject line.

BATES, Mary Ellen. “A day in the life of an information broker; or, ‘So you’re tired of a steady paycheck?’” Searcher 10 (7) (July/August 2002), 24–31.

BATES, Mary Ellen. “Can small businesses go online? The professional online services flirt with mom and pop,” Searcher, 11(1) (January 2003), 16–25.


DOBSON, Christine. “From bright idea to beta test: The story of LOCKSS,” Searcher, 11(2) (February 2003), 49–53.


HELFER, Doris Small, “Why we love Los Angeles and why you will too!” Information Outlook, 6 (3) (March 2002), 42–43.


KASSEL, Amelia and Angela Kangiser. “Client Management and Telephone Research” by AIIP Connections, Volume 16, Number 3, Fall 2002. (Contact amelia@marketingbase.com for a copy.)

KASSEL, Amelia. “Market Share and Value Add,” AIIP Connections, 16 (1) (Spring 2002), 16–18. (Contact me for a copy.)


KEISER, Barbie E. “Vendor best efforts and shared responsibilities: What your vendors know and don’t share can be hazardous to their business.” Online, 29:3 (May-June 2002), 43-49.


MOSENKIS, Sharon L. “Coping with change in the workplace,” Information Outlook, October 2002.


PRICE, Gary “Price’s Posts.” Business Information Alert article five times a year.


SHAMEL, Cynthia L. “Building a brand: Got a librarian?” Searcher, 10 (7), (July/August 2002), 60-71.

SHARP, Crystal “Information Highways 2002 Conference and Showcase,” Business Information Alert, 14 (7) (July/August 2002).

SMITH, Rebecca A. “Communicating Our Value to Our Clients,” Information Outlook, 7 (3) (March 2003) p. 33.


TUDOR, Jan Davis. “Alacra: Cheerful willingness, readiness, or promptness?” Searcher 11(1) (January 2003), 73-75

BOOK REVIEWS


“Whitney Biennial 2002 Exhibition” Library Journal, 06/01/2002, 37 words. [Whitney] biennial exhibitions are often boisterous, unruly arrangements of sound, color, and light. The 2002 biennial is no exception, encompassing over 100 artists working in film, video, ...

“Janet Cardiff: A Survey of Works Including Collaborations with George…” Library Journal, 06/01/2002, 66 words. The catalog for an exhibition last winter organized by P.S. 1 Contemporary Art Center in New York City and the first major study of contemporary Canadian–born artist [Janet Cardiff], this multilayered ...

“Photography Transformed: The Metropolitan Bank & Trust Collection” Library Journal, 04/01/2002, 62 words. Adding to an expanding bibliography on “photo–based” artwork, this volume showcases a corporate art collection assembled with a keen eye and thoughtful intelligence. However, those seeking a better ...

“Into the Light: The Projected Image in American Art 1964–1977” Library Journal, 03/01/2002, 51 words. This valuable contribution toward understanding American art of the Sixties and Seventies focuses on a less well–examined subject: artists’ use of projected film and video to produce dense, ...


KASSEL, Amelia review of “Value–Based Fees: How to Charge–and Get–What You’re Worth.” Business Information Alert vol.15 no.2 February 2003


BUSINESS & FINANCE
DIVISION BOARD MEETING
DRAFT MINUTES

For approval on January 24, 2004

Presiding: Cindy Lenox (Chair)

Attending: Terri Brooks (Treasurer); Kristiana Burk (Webmaster); Rita Costello (Bylaws); Marty Cullen (Past-Chair & Awards); Allison Evatt (Membership); Sylvia James (Chair-Elect & Continuing Education); Steve Kochoff (Past Past-Chair & Nominating); Christine Mills (Bulletin Advertising); Karin Rausert (2nd year Director); Jen Venable (Public Relations).

1. Call to Order

The meeting was called to order at 2:20 p.m. (Agenda is attached)

2. Approval of the Agenda

There was a motion to accept the agenda by Rita. The motion was seconded by Marty. Motion passed.

3. Introductions

Board members introduced themselves including office held.

4. Extend Voting Privileges

Cindy made the motion to extend voting privileges to both Executive and Advisory Board members. Marty seconded the motion. Motion passed.

5. Approval of the Minutes of
Saturday June 7, 2003 Meeting

Draft minutes from the June 7, 2003 meeting were previously distributed. Minutes were not discussed at this meeting. Instead forward revisions to Secretary Brian McGreevy who will incorporate and revise the draft minutes for acceptance.

6. Chair Report: Cindy Lenox

Cindy continues to fill vacant Board positions, including Roundtable Chairs, and develop specific charges. Cindy is working towards completing assignments by July 11.

A goal for Cindy this year is to complete the change of our Division’s roundtable structure to Sections. Work on this goal is in progress. With the Sections structure the Association will then be able to track membership by Sections. Section (Roundtable) Chairs will then have useful data to use in program planning.

Cindy also plans to focus on Membership this year. To this end she will work cooperatively with Sylvia, Karin and Allison.

Cindy has already begun attending Nashville Conference Planning Meetings and attended more sessions in New York. Cindy will be communicating deadlines and responsibilities to those who help plan B&F programs such as Roundtable Chairs.

Division Cabinet Meeting was held on Tuesday June 10 and attended by Sylvia, Marty and Cindy. The Division is asked to submit 300–500 word summaries of NYC programs by June 25 for inclusion into Information Outlook. Marty will be working with NYC program moderators for coverage in both the Division’s Bulletin as well as for SLA needs.

The Twinning Project continued to be discussed. The Twinning Project was set up so that chapters or divisions could provide ongoing assistance to developing country information professionals by sponsoring their membership in SLA. Terri Brooks added that Chapters and Divisions are being encouraged to sponsor individual special librarians. Sponsorship is about $250. Only Library Management Division and Physics Astronomy and Mathematics Divisions and about 20 Chapters are currently sponsoring individuals.

Division Treasury reports are due to the Association by July 1, 2003. Past Treasurer Elissa Cochran has already handled this requirement.

Operating Units are encouraged to conduct a bylaws review and at some point convert bylaws to governing documents. Briefly the plan for Universal Unit Governing Documents was previously outlined by Bylaws Committee Chair Marilyn Bromley. When the Cabinets approve the Unit Governing Documents in June, and the SLA Board approves them as well, then this document will automatically replace all unit existing chapter and division bylaws. There will be no need for a vote of the memberships. The proposed document is basic and contains minimum requirements for units. Units are...
encouraged to put more definition in their policies and procedures rather than in the governing document, which would require a vote of the membership and a review by the Bylaws Committee. This process is proposed for not only simplification but also for expediency.

The SLA has decided to sell the SLA headquarters building and purchase a newer, more functional property. Proceeds from the sale will be invested.

The Annual Meeting in 2007 is changed from Miami to Denver and 2008 is changed to Seattle from San Diego. The Association is reviewing conference contracts five years out with an eye towards negotiating improved terms given the current climate of economic and travel uncertainty.

7. Unfinished Business

Cindy will organize a small group to review the Division's unfinished business and whether that work should go forward. The group is to be decided but is planned to be small, effective and representative.

Division Website

Kris distributed her written report which included 3 sections: current state; new proposed format and maintenance. The Mentoring Committee has recently reviewed its website and made recommendations for improvement and maintenance which Kris is now working towards.

Kris' biggest challenges are a home page that is difficult to keep fresh and give members a reason to keep visiting; content that needs to be reviewed for retention and updating; better navigational aids; converting each page into Dreamweaver templates for a consistent and definable style; master calendar of when fixed items are scheduled to be published on the website. Given Kris' work schedule she ask Board members for 1 months lead time when requesting changes to the Division website.

**ACTION ITEMS:**

Christine will pursue a piece of unfinished business regarding the current Bulletin issues on the Division website. The last issue now on the web is 2002 Winter Nr 119 whereas the most recent issue printed is 2003 Spring Nr 123.

Karin Rausert will work with Kris to create a schedule of when known items are due on the website with an eye towards helping Kris better predict the workload involved.

Marty will take responsibility to collect speaker presentations to be linked from the Division's website.

Cindy will work with Kris to communicate current news that is important to emphasize on our homepage.

The Board is asked to advise on Kris' layout proposals as attached to her written report (attached). Karin will work with Kris on the layout redesign. Board comments should be directed to both Kris and Karin. Each page will be assigned responsibility such as “this page maintained by __________ Committee.”

**RE: Professional Development/ Continuing Education**

Mary Fraser is no longer able to continue in this position. Mary’s good work is recognized and the Board thanks her for her invaluable expertise. Sylvia James, Chair-Elect, will assume this position. CE course proposals are due to the Association from the Division by August 1. The Division is taking CE too casually. CE is a revenue source for the Division.

**ACTION ITEM:**

The Board is asked to recommend topic and speaker ideas to Sylvia for further exploration as soon as possible to allow time for development.
Grants & Stipends:

A Chair needs to be appointed. Esther Gil, who held this position for the past 4 years, worked with a Committee and has this position well documented for the incoming Chair to follow. Among issues to be considered are changing the level of funding and revisiting the language of the application. Some G&S Committee members have volunteered to continue and Cindy would also like to include some corporate members to this Committee.

Awards:

Awards were well-discussed at the Saturday Board meeting. Marty is now the Chair for 2004 Awards. However, Steve Kochoff will continue to oversee the Centers of Excellence Awards. Steve is looking for a co-Chair whom he can mentor with the goal that the co-Chair would take over the Centers of Excellence Awards as early as June 2004.

New Business:

Marty collected attendance data for each of the Division’s NYC programs. Attendance data are important in program planning in selecting rooms according to how many attendees you anticipate for a program or event.

Jen offered to help other Board members with any work related to Division public relations.

Cindy will find a host for the Board discussion list by July 11; SLA is being considered as a possible host.

Steve is chairing Nominations. This year’s offices to be filled are Chair-Elect; Secretary and Director. Traditionally the Nominations Chair is speaking to potential candidates by December. ACTION ITEM: The Board is asked to inform Steve of possible candidates.

Christine reviewed unfortunate issues related to Bulletin subscriptions. Records have been lost. The Bulletin typically has less than a dozen paid non-member subscribers per year. Christine is not able to also deal with Bulletin subscriptions in addition to her responsibilities of managing advertising. The uncertain future of the Bulletin as a print publication contributes to how this issue will be resolved.

WINTER MEETING:
JANUARY 22–24, 2004
ALBUQUERQUE, NM, USA

Our Division’s Executive Board and Bulletin Editor typically meet Saturday of the Winter Meeting; Next year we will meet January 24.

1. New Business
No new business was raised.

1. Adjournment
Marty moved to adjourn. The motion was seconded by Steve and passed unanimously. The meeting was adjourned at 4:17pm.

Addendum 1 of 2: B&F Board Agenda

SLA, BUSINESS AND FINANCE DIVISION EXECUTIVE AND ADVISORY
BOARDS MEETING
WEDNESDAY, JUNE 11, 2003
SHERATON HOTEL, NEW YORK CITY
2pm–5pm

Agenda

1. Call to Order (Cindy Lenox)
2. Approval of the Agenda (Cindy Lenox)
3. Introductions (Cindy Lenox)
4. Approval to Extend Voting Privileges (Cindy Lenox)
5. Approval of the Minutes of the June 7, 2003 Meeting (Brian McGreevy)
6. Chair Report (Cindy Lenox)
6.1 Advisory Board
6.2 Conference Planning
6.3 Division Cabinet
7. Unfinished Business (Cindy Lenox)
7.1 Bulletin – electronic-only distribution
7.2 Mentoring Initiative (Terri Brooks)
7.3 Twinning Project
7.4 Division Website (Cindy Lenox)

Addendum 2 of 2:

“SLA-BF Website Report”.pdf to accompany this document.

www.sla.org
FORTHCOMING COMMEMORATIVE PUBLICATION HONORING SLA’S CENTENNIAL ANNIVERSARY


Authored by SLA Past President (1991/92) Guy St. Clair, the publication will contain twelve chapters in chronological order by decade, describing the Association and the early development of special librarianship, from its original manifestations to its present day incarnation of specialized information/knowledge professionals. Tentative chapter listings include:

Chapter One — Librarianship and The Development of Specialized Libraries
Chapter Two — 1876-1909: The Establishment of Modern Librarianship in America
Chapter Three — 1910-1919: Early Achievements
Chapter Four — 1920-1929: An Era of Prosperity, and The “Adolescence” of the Association
Chapter Five — 1930-1939: New Challenges for Specialist Librarians
Chapter Seven — 1950-1959: Quiet Growth
Chapter Nine — 1970-1979: Change on the Horizon—The Challenges of Technology
Chapter Ten — 1980-1989: Introducing the Information Age
Chapter Eleven — 1990-1999: Moving to the Virtual Association
Chapter Twelve — 2000-2009: Into the Future: The New Information Age
Epilogue — SLA: The Society of Information Professionals—The Promise of the Future

SLA ADOPTS NEW VISION, MISSION AND CORE VALUES

Washington, D.C., November 20, 2003 — The Special Libraries Association (SLA) Board of Directors recently, and unanimously, adopted new Vision, Mission, and Values statements for the Association during its fall board meeting. The new vision, mission and core values were created by the Strategic Planning Committee with input from thousands of leaders and members and are at the hub of the Association’s strategic branding initiatives. The statements are based on the values that shape and inspire SLA’s operations and clearly articulate its purpose and desired state of the organization.

Our Vision: The Special Libraries Association is the global organization for innovative information professionals and their strategic partners.

Our Mission: The Special Libraries Association promotes and strengthens its members through learning, advocacy, and networking initiatives.

Our Core Values:

Leadership: Strengthening our roles as information leaders in our organizations and in our communities, including shaping information policy.

Service: Responding to our clients’ needs, adding qualitative and quantitative value to information services and products.

Innovation and Continuous Learning: Embracing innovative solutions for the enhancement of services and intellectual advancement within the profession.

Results and Accountability: Delivering measurable results in the information economy and our organizations. The Association and its members are expected to operate with the highest level of ethics and honesty.

Collaboration and Partnering: Providing opportunities to meet, communicate, collaborate, and partner within the information industry and the business community.

“The vision and mission statements bring a new perspective and focus to the way the Association will be operated in the future,” remarked SLA Executive Director Janice R. Lachance. “Having these securely in place, we have taken a bold step forward, positioning ourselves as a leading organization of global information professionals who are interested in advancing their careers.”
The Business & Finance Division has successfully been arranging and presenting Continuing Education (CE) courses for many years and in 2004 will be offering 3 brand new courses. Each course fully echoes all the aspects of the Business and Finance Division’s scope and have all been specially developed by the three presenters to cover current business information issues.

The courses arranged are

1. A basic business information course that is to be given by Bobby Brody of the Graduate School of Library and Information Studies, Queens College, City University of New York. Bobby is a very experienced presenter of CE courses at SLA and wanted to get back to the fundamentals of doing really effective business information with this new course.

2. A course covering private equity to be given by Ann Cullen, Business Information Librarian, Business Information Services Center, Baker Library, Harvard Business School, which as those of you that have read my column in BF Bulletin last summer will know, is one of the areas in business and finance information that I feel really needs more special librarians. Ann used to work at Warburg Pincus and Crédit Suisse First Boston in New York and has extensive experience in private equity information.

3. A course on international private company research methods that I am preparing, especially for Nashville, that every business and finance professional, wherever they are located, needs to understand and be able to use. This area of business information has been my speciality for over 30 years and I work on international company research projects every week.

Why should you attend any of these courses and how can you justify attending one? There are many good reasons covered in the descriptions of the individual courses, but here are the main ones:

- Learn from fellow professionals, who are experienced and can give timely, practical views of their topic.
- Develop additional expertise in a business and finance information area that will definitely enhance your present job and possibly your overall career plan.

Here are some detailed descriptions of the courses

- **BACK TO BASICS BUSINESS RESEARCH**
  
  *presented by Roberta Brody*

  when...................... full-day Sunday, **June 6th**
  cost.............. member **$325** • non-member **$425**
  course number .................................................. **122**

Bobby describes her course as

“Business information seems to be everywhere, but is it the information we really need and does it answer our client’s questions? It takes more than just finding information to perform business research! This course is designed to help special librarians find, evaluate, and structure the business information that is needed in their work. In addition to discussing the basic business sources and practical research tactics and strategies, it offers a framework of decisions, processes and methods for developing answers without being overwhelmed by the sources.”

Major areas the course will cover:

1. What are the basic strategies and tactics for performing business research?
2. What are reasonable expectations for addressing business research needs?
3. What business knowledge is needed to conduct good business research?
4. What are the best types of sources and services for providing basic business information?
5. Which methods are best for locating additional sources?
6. What are the considerations for evaluating the information found?
PRIVATE EQUITY RESEARCH

presented by Ann Cullen

This course is a very timely offering, especially for those of you who might be considering working in private equity in the future. Information about private equity is also an important area of business and financial research.

when ................................................................. 1/2 day on the afternoon of Saturday, June 5th
cost ................................ member $225 • non-member $275
course number .......................................................... 120

Ann describes her new course

“Private Equity funding plays an important role in the cycle of business development. It provides the money to launch companies as well as funding for their future growth. There are different types of private equity investments and given the lack of public disclosure requirements (thus the “private” designation), it can at times be more difficult to find the information you need. This course will review and provide guidance in researching private equity from not just a US but also a global perspective. It will provide a general survey of how private equity came into being, where it is today as well as details on the organizations publishing information on this sector. Given the lack of public disclosure requirements, understanding how various groups gather and publish their data and the inherent discrepancies that result is crucial for responsibly conducting this type of research.”

Major areas the course will cover:

1. What is private equity and what role does it play in the capital raising process? Does the sector operate differently in the US versus the rest of the world?
2. Who are the various players in the private equity sector?
3. How is information distributed on private equity deals and who was involved in those deals?
4. How can I assess who the best data providers are in this sector?
5. Which methodologies are best for conducting this sort of research?

RESEARCHING PRIVATE COMPANIES GLOBALLY

presented by Sylvia James

when ................................. 1/2 day Sunday, June 6th
cost ................................ member $225 • non-member $275
course number .......................................................... 1201

Researching private company activity globally is one key area of business information. Much of this information is in the public domain, but sourcing the information can be complex and demands a systematic approach from the special librarian. The course gives an overview of the successful research strategy that can be used in information projects to provide excellent company reports.

Major areas the course will cover:

1. How should special librarians research international private companies effectively?
2. What business knowledge of company structures and legal filings are required to conduct good research into private companies in any area of the world?
3. Which analytical skills add value to the compilation of reports on international private companies?
4. Which methodologies are best for locating the sources of information used for global private companies?
5. What are the best types of global sources and services to use in researching global private companies?

SYLVIA JAMES

telephone/fax 01444 452871
e-mail: da-james@1ldaymer.freeserve.co.uk
“DAYMER”, Birchen Lane, Haywards Heath, West Sussex RH16 1RY
SLA BUSINESS & FINANCE DIVISION
BOARD ROSTER 2003/2004

• Executive Board

CHAIR 2002–2003
Martin J. Cullen
Lehman Brothers Inc.
212–526–3667
fax: 212–526–4613
mcullen1@lehman.com

CHAIR-ELECT 2002–2003
Cindy Lenox
John Carroll University
216–397–3056
fax: 216–397–4256
clenox@jcu.edu

PAST-CHAIR 2002–2003
Stephen Kochoff
Basch Subscriptions
212–678–2614
stkochoff@hotmail.com

SECRETARY 2000–2002
Brian McGreevy
Spencer Stuart/Atlanta
bmcgreevy@spencerstuart.com

TREASURER 2001–2003
Elissa Cochran
1515 Casselbury Lane
Champaign, IL 61822
217–359–4098
cochran–e@prodigy.net

DIRECTOR 2002–2004
Karen Rausert
Citicusel Investments Group
Chicago, IL 60606
312–338–5285
fax: 312–384–5706
Karen.Rausert@citicuselgroup.com

DIRECTOR 2001–2003
Sylvia James
Sylvia James
Consultancy, UK
011–44–144–445–2871
da–james@1daymer.freeserve.co.uk

• Advisory Board

ARCHIVIST 2001–2002
Susan M. Gormley
McGraw Hill
212–512–4133
fax: 212–512–4646
susan_gormley@mcgraw–hill.com

AWARDS 2001–2002
Stephen Kochoff
See PAST-CHAIR

BULLETIN
ADVERTISING &
SUBSCRIPTIONS
2001–2003
Christine Mills
Lehman Brothers
212–526–3665
fax: 212–526–5971
eemills@lehman.com

BULLETIN EDITOR
2002–2003
Vicky Platt
Williamette Management
Associates
8600 W Bryn Mawr AVE
Suites 400-410
Chicago, IL 60631
773–399–4314
fax: 312–632–6186
vaplatt@willamette.com

BYLAWS
2001–2003
Connie Rosenberger
Witter Investment Management • Investment Management Library
610–940–5950
fax: 610–260–7185
connie.rosenberger@msdw.com

COLLEGE &
UNIVERSITY
Jim Galbraith
Columbia University
212–854–5467
jg2140@columbia.edu

GRANTS & STIPENDS
2001–2003
Awilda Reyes
970–491–3561
fax: 970–491–5817
areyes@mantalibrary.colostate.edu

INTERNATIONAL
RELATIONS 2002–2003
Sylvia James
Sylvia James
Consultancy, UK
011–44–144–445–2871
da–james@1daymer.freeserve.co.uk

MEMBERSHIP
2002–2003
Allison Evatt
Dialog Corp.
770–560–1990
Allison.evatt@dialog.com

MENTORING
Stephen Marvin
West Chester University
610–436–1068
smarvinwcupa.edu

PROFESSIONAL
DEVELOPMENT
2002–2003
Mary Fraser
Rutgers, School of Labor Relations
732–932–9608
mgfraser@rcl.rutgers.edu

PUBLICATIONS
2002–2003
Shannon Jager
Consultant
888–454–2401 ext. 118
home: 714–960–0076
sjager@socal.rr.com

SLABF–L MANAGER
2002–2003
Alexey Panchenko
Gartner Group
503–241–8036, x118
fax: 503–241–8716
panchenko@hotmail.com

STRATEGIC PLANNING
2002–2003
Sylvia James
Sylvia James
Consultancy
44–144–445–2871

VENDOR RELATIONS
2002–2003
John Ganly
New York Public Library
212–592–7261
fax: 212–592–7258
jganly@nypl.org

WEBMASTER
2002–2003
Kristiana Burk
Systems Design Group, Inc.
859–263–7344 x170
kburk@sdgky.us

• Roundtable

CORPORATE
BUSINESS
LIBRARIES
Cynthia Lesky
Threshold Information
847–433–8306
clesky@threshinfo.com

COLLEGE &
UNIVERSITY
Jeanette Moss
Northwestern University Library
847–491–2169
fax: 847–491–5678
jmoss@northwestern.edu

PUBLIC &
GOVERNMENT
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INVESTMENT
SERVICES
Rita Ormsby
Baruch College,
The City University of New York
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fax: 212–802–2401
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Special Libraries Association
Business & Finance Division
c/o Victoria Platt
Willamette Management Associates
8600 Bryn Mawr Avenue
Suite 950N
Chicago, IL  60631