BUSINESS & FINANCE DIVISION OF THE SPECIAL LIBRARIES ASSOCIATION

The Bulletin: The Newsletter of the Business & Finance Division

Issue 159

Fall 2017

INSIDE THIS ISSUE:

From the Chair

Mike Bernier

Thanks to all B&F members who attended the annual conference, participated in B&F events, and enjoyed networking with peers. From the Main Street Kiosks where units including B&F were able to talk to other SLA members about their units to the games in the Exhibit hall, there was a lot of new energy at the conference this year. I appreciate all the B&F members who answered the call for programs and was pleased that the four programs B&F submitted for the conference were accepted. For those of you who did not attend the conference, we also held events targeting each of our Sections – Advertising & Marketing; College and University Business Libraries; Corporate Information Centers; and Financial Services – as well as our annual awards reception and annual meeting luncheon. In our luncheon keynote, Sam Stovall, Chief Investment Strategist with CFRA, and Pavle Sabic, Head of Market Development for S&P Global Market Intelligence updated us on the state of the U.S. and global economic market.

A special shout out goes to the Section Chairs Rebecca Chadwick, Marcella Barnhart, John Aubrey, and Lois Ireland for organizing breakfasts and roundtables for members and to Kyle Naff, past chair, for good advice, great historical information on past events, and for answering lots of emails from me. S&P Global Market Intelligence, AlphaSense, Geographic Research/Simply Map, and Bloomberg BNA supported the division and we are all appreciative of their support and the products they create to make our lives and the lives of our patrons easier.

One final thanks goes to B&F's Holly Inglis for many years as editor of the Bulletin and we welcome Shannon Flaherty as our new editor.

We look forward to seeing many of you in Baltimore in June 2018. It is not too early to be thinking of program ideas as for next year. Contact Chair-Elect Angela Horne at ahorne@library.ucla.edu to propose a program and look for deadlines and announcements in SLA Connect.

Mike Bernier

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From the (New) Editor

Shannon Flaherty

Welcome to the 2017 fall issue of the Business & Finance Bulletin.

I'd like to start out by thanking Holly Inglis for her hard work on the Bulletin over the past three years. Her guidance as I step into the role of Editor has been invaluable. Hers are big shoes to fill.

Since this is my first issue as editor, allow me to introduce myself. My name is Shannon (Daily) Flaherty. I have been a member of SLA since 2013. I graduated with my MSIS from the University of Texas at Austin (Hook 'Em) and now live in Baltimore, Maryland, working as a research associate at a growth equity firm.

As I am lucky enough to live in Charm City, I am already looking forward to the 2018 SLA Conference. In the meantime, this issue includes recaps for several of this year's sessions in Phoenix for those unable to attend. Thank you, again, to everyone whose hard work and dedication made the 2017 conference a success. I can't wait to see what next year's conference brings.

On a more personal note, I am a native of Houston, Texas. I am sure you have all seen the horrific damage that Hurricane Harvey has done to the city. While I will not endorse any particular charity here, I would encourage each of you to take a moment to consider if there is a way that you (or your organization) could be helpful as the city's citizens, businesses, and libraries work to rebuild.

Best,

Shannon Flaherty

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Thank you to everyone who submitted content for this issue of the bulletin.

The deadline for the next issue is March 31, 2018.
Please contact the editor with any questions.

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Division Webmaster: *Jennifer Zimmer*

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Photos from the Business & Finance Division 2017 Conference Awards Ceremony

B&F Member, Esther Gil.

Past Chair and Awards Committee Chair, Kyle Naff, and winner of the Outstanding Achievement in Business Librarianship, Sarah Papania.

Distinguished Member Award winner, Terri Brooks, and Past Chair and Awards Committee Chair, Kyle Naff.

Distinguished Member Award winner, Terri Brooks, and Past Chair and Awards Committee Chair, Kyle Naff.

Awards Committee Member, Kathleen Berger, and Professional Grant winner, Dr. Debal C. Kar.

John Quealy from S&P Global Market Intelligence.

Photos courtesy of Stephanie Heyroth.

Corporate Information Centers Section Breakfast

By John Aubrey, Section Chair

Monday, June 19, 2017
7:30 – 9:00 AM
Sponsored by AlphaSense

Collaborating with Your Competitors: Establishing Communities of Practice Among Competing Corporate Information Centers

Panel Members:
Monica Mooney Ertel, Director of Global Information Services, Bain & Company
Barbara Hirsh, Director, Information Resources & Knowledge Management, NERA Economic Consulting
Marie Nardi, Senior Intelligence Analyst, Sanofi Genzyme

Panel Organizer and Moderator:
John Aubrey, Associate Director, Information Sciences, Vertex Pharmaceuticals, Inc.

Opening Remarks by:
AlphaSense VP of Business Development, Nouri Chibane

This year's panel discussion focused on the significant benefits that can result from collegial cooperation among Corporate Information Centers from competing organizations. The ethical and judicial sharing of experience and information can afford numerous efficiencies and foster mutual strength and success.

A note about the topic. This is the fourth program I have organized for the CIC and I have stuck with the same programming philosophy for each: I choose a topic I am interested in, but know little about, and then invite a panel of smart, experienced people to share their knowledge and get the conversation started with attendees. Seeing that the annual convention for a cross-industry professional organization is the ultimate Community of Practice, I thought this would be the ideal venue for examining the topic further. It has been my impression that people are often fearful of this concept, worrying that bounds will be crossed and that vital, competitive information may inadvertently be shared. My hope was that an open discussion of the topic would help form the basis of understanding and encourage more people to join forces with their (competing) colleagues.

37 attendees joined us for breakfast at this inhospitable hour and joined us in a lively and informative discussion. Participants came from a variety of industries, ranging from professional services companies, manufacturing, and retail products, to independent information professionals, universities, and technology. This diversity lent an interesting twist to the conversation, as it quickly became clear that the tolerance for cooperation among competitors is not shared across industries.

Some of the main points covered in the discussion included:

- Various forms these community can take
- How they can be organized
- Best practices and recipes for success
- How to avoid conflicts and potential pitfalls
- What Communities of Practice can achieve and what they cannot
- Strategies for getting management on board

Monica Mooney Ertel and Barbara Hirsh were the two panelists with the most experience with these Communities, while Marie and I are in the midst of setting up one of these communities among Pharma Information Professionals in the Boston area.

Corporate Information Centers Section Breakfast continued on next page...

Corporate Information Centers Section Breakfast (continued)

Monica spoke of her early days at Apple, where Steve Jobs asked her to set up the corporate library, and how she quickly found and became involved with the Industrial Technical Information Managers Group (ITIMG) as a way of getting to know more about her new industry. Barbara echoed the positive experience with the cross-industry version of these Communities, citing her long experience with The Conference Board. Both have gone on to work with other, similar Communities, and have consistently experienced supportive groups whose primary mission is to share information and solve common problems. Barbara pointed out that these Communities can also exist within a single company or under the same umbrella organization. A conglomerate might have numerous corporate information centers among their holdings, while a large corporation might have information specialists embedded throughout. These Communities are excellent vehicles for sharing resources, experiences, and encouraging efficiencies.

Marie shared her experience in starting her own Community among Pharma Information Professionals in Boston: reaching out to colleagues, gauging interest, and finding like-minded individuals who would help organize the group and recruit new members. She shared how the group's first meeting happened to be at the SLA Pharma Division's Annual Meeting and that the small group soon attracted a good number of newcomers, out of sheer interest.

It was during this part of the discussion that the topic of seeking Management approval came up. Some in attendance shared an "act first and ask forgiveness later" philosophy, while others felt strongly that direct approval was of paramount importance. One attendee shared that their employment contract stipulated that they couldn't even be in the same room with an information professional from a competing company. This underscored the need for a strong understanding of your company culture and their tolerance for cooperation before moving forward with a group like this.

An understanding of the value proposition of a Community of Practice is another useful tool in making the case to Management. What can you learn by attending, and what kind of problems can you hope to solve? What can be shared, and what avoided? Clearly, many things are off the table: trade secrets, strategic plans, and insider information would have no place in these meetings. Same, too, with discussing details of vendor pricing (most vendor contracts forbid customers from comparing notes on price). But that doesn't mean that customers can't compare notes on other aspects of common information products. These Communities are helpful places to discuss service levels, content, development, and even tips on how best to leverage a resource's capabilities. One of the first examples I ever witnessed of a Community of Practice was a user group made up of highly competitive companies who came together to figure out how to improve a shared, but seriously flawed, resource.

Best practices were at the core of most of the discussions. The conversation touched on how to set ground rules and parameters; Barbara recommended the Chatham House Rule, which is a simple framework for keeping any sensitive content within the confines of the Community. Ultimately, it was stressed, a group like this must be founded on a basis of trust. If members don't believe they can openly discuss issues related to their shared profession, then it is highly unlikely that anything constructive can come from meeting. The issue of trust may influence some aspects of a Community, such as size or focus. Is it easier to establish trust with smaller or greater numbers? A consensus was arrived at that identifying a common goal was a good option to keep members focused on the helpful and establish a feeling of community within the Community.

Another helpful observation was that these Communities are not a new phenomenon and that a great deal of work and research has already gone into them. One resource mentioned was the important work Robin Neidorf is doing at Jinfo, establishing virtual Communities across many areas involved in information and allowing for unprecedented benchmarking capabilities.

Corporate Information Centers Section Breakfast continued on next page...

Corporate Information Centers Section Breakfast (continued)

As with any conversation, this panel was a starting point, but the variety of attendees lent it a broad application. If you are interested in learning more about the topic, or perhaps weighing in with your own questions and experiences, the B&F Division will be sponsoring a webinar based on this panel on Wednesday, October 4, from 1:00 – 2:00PM EDT. The webinar will feature the same panel, but due to a conflict, I will be replaced by the very talented Cynthia Cheng Correia. Please visit the B&F website for details or contact Betsy Clementson, Director of Professional Development.

The Corporate Information Center Section would like to thank AlphaSense for their generous sponsorship and the Business & Finance Division for their support for this programming. We would also like to thank everyone who attended and contributed to such an interesting conversation. We did not have an official note-taker at this year's session, so apologies if this summary is a little broad.

Upcoming B&F CIC Section Webinar:

Collaborating with Your Competitors: Establishing Communities of Practice Among Competing Corporate Information Centers

When: October 4, 2017 from 1:00—2:00 p.m. EDT

For additional information, please visit http://bf.sla.org/ or contact Betsy Clementson, B&F Director of Professional Development, at betsy@tulane.edu

Financial Services Section Breakfast

By Lois Ireland, Section Chair

Speakers:
Elena Zee, CEO, Arizona Council on Economic Education
Lois Ireland, Chair of the B&F Financial Services Section

The Financial Service Section breakfast attendees enjoyed a continental spread and a discussion on the importance of financial literacy. According to an international study done by Standard & Poor's in partnership with McGraw-Hill, Gallup, the World Bank and the Global Financial Literacy Excellence Center at George Washington University, only 33% of adults over the age of 15 are considered financially literate.

Elena Zee, CEO of the Arizona Council on Economic Education, was our guest speaker. The council's focus is on K-12 educators, providing, materials for them to use in the classroom. She led our group through several hands-on exercises, part of the middle school curriculum, that tested our awareness and understanding of financial topics. Are you smarter than a 6th grader?

Lois Ireland provided an overview of MyHome, an online resource created by Freddie Mac focused on homeownership. Individuals can work through online modules on all aspects of owning a home, and community groups can be trained to conduct programs in their local area.

Other sources of financial literacy materials were identified, and attendees were encouraged to begin a financial literacy program in their home communities.

Advertising & Marketing Section Panel

By Rebecca Chadwick, Section Chair

Panel Members:
Rosanna Lindquist, Information Research Scientist, The Hershey Company
Kyle Naff, Senior Customer Success Manager, Vision Critical
Lisa Nazzaro, Marketing & Sales Professional, recent graduate of the Masters of Information (MI) program at Rutgers University

Database Discussion Moderator:
Julie-Ann Zilavy, the 4A's

At the SLA 2017 Conference, the Advertising & Marketing Section hosted our annual speaker panel and popular database discussion. The speaker panel was titled, "Librarians Using Big Data in the Advertising and Marketing World" and the panelists included Rosanna Lindquist, Information Research Scientist at The Hershey Company, Kyle Naff, Senior Customer Success Manager at Vision Critical and Lisa Nazzaro, a marketing and sales professional who recently gained a Masters of Information (MI) from Rutgers University. The database discussion was led by Julie-Ann Zilavy of the 4A's.

Professional Travel Award Winner Submission

Dr. Debal C Kar, PhD, University Librarian for Ambedkar University Delhi

I am extremely grateful for the support from the Business & Finance Division for giving me the opportunity to attend the SLA 2017 Phoenix Conference.

The sessions, workshops, lectures, networking opportunities and INFO-Expo are always engaging, entertaining and educational. The conference is a highlight of my learning year after year and is hands down the best opportunity for information professionals like me to pursue maximum growth in a compressed time and it was fabulous. I was overwhelmed with everything that was going on, with so many workshop and lecture options, and with limited time to fit everything in. It was an eventful first day with the opening keynote from Lulu Miller of NPR, then the opening of the INFO-Expo.

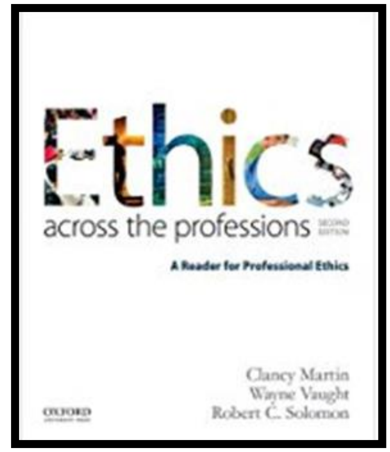
My favorite aspect of the annual conference is the non-stop opportunity for networking. From the division events, such as the Business & Finance Open House or Poster Session, to the IT Dance Party, there is always a new connection to be made or an old connection to catch up with. The INFO-Expo is an incredible opportunity to spend time with existing vendor partners or learn about cutting-edge sources or functionality and technology improvements. And of course, the conference is the best place to learn about volunteer prospects at the chapter, division, or association level.

The best chance I had to network was at the B&F Reception and Awards Reception. This reception was generously sponsored by S&P Global Market Intelligence. This was a very elegant reception where I got to meet a wonderful group of professionals who work in the Business and Finance world. I left the conference feeling invigorated, inspired, and with a network of new information professionals to keep in touch with. The conference has helped me move my career forward. I felt that my newly gained knowledge would have an immediate positive impact on my job and role in my organization. I look forward to future conferences for more learning opportunities, keeping in touch with like-minded professionals, and chances to continue to grow my network.

The conference organizers did an incredible job having diverse and engaging sessions and speakers that continued to reinforce this theme. As in previous years, the conference was well planned with a wide range of sessions: quick learning sessions, traditional lectures, group discussions, and diverse panels.

Book Review: *Ethics Across the Professions*

By Rita Ormsby



I saw this title advertised during the summer and thought it would serve as a good refresher for me, an academic librarian, about ethical issues faced by those in the profession. I wasn't aware of the first edition. The book is intended for undergraduate, graduate and executive courses. For those wishing to use it as a textbook, the publisher offers ancillary resources. For academic librarians and business information professions, the topical arrangement of concerns shows that many moral dilemmas are shared by the various professions and we can learn from them.

The first chapter discusses what it is to be a professional. (Sorry, librarians and information professionals aren't included.) For anyone needing a review of the major theories and principles of moral philosophy, read Chapter 2, How to Be Ethical, which has excerpts from the works of Aristotle, Plato, Thomas Hobbes, Immanuel Kant, John Stuart Mill, John Dewey, and Virginia Held, a contemporary social/political feminist philosopher. Each of the eight chapters has brief cases and questions. In reading the next four chapters, dealing with professional duties and clients' rights (Chapter 3); Truth, Lies and Deception (Chapter 4); Privacy and Confidentiality (Chapter 5) and Integrity, Secrecy and Trust (Chapter 7); I considered how often and how important information is to being a professional and to the complicated success of professional-client relationships; reporting the facts is part of truthfulness, "but one must also do a diligent job of investigating the facts." (170). Professional and social responsibility and conflicts of interest and government regulations are discussed in chapters seven and eight. While the content of the book is centered on the United States, chapter 7 discusses social responsibility dilemmas faced by Chiquita in Columbia.

Although the academic authors indicate that they tried in this edition to add timely new cases and articles to some classics, I wondered how some current students might relate to some of the cases, such as Ten Whistleblowers and How They Fared, (Case 6.3) which dates from 1983, well before current undergraduates were born, and several references to the failure of Enron without explanatory information. Since I've been helping accounting undergraduate and graduate students locate ethical codes and standards, I thought there would be references to the Public Companies Accounting Oversight Board (PCAOB) in discussions of the accounting profession and accounting rules. I found Karen Sanders's piece on Ethics and Journalism (Chapter 8), to be of particular interest, offering several comparisons of conflicts of interest between the United States and the United Kingdom, and discussing financial reporting, between the United States and the United Kingdom. While it is a small matter, when I checked to see if the U.K. Press Complaints Commission's code on financial journalism was still current, (Box 8.1, p.467), I learned the text is the same, but it is now clause 13, and clause 14 covers confidential sources. As a librarian, I would have found an index helpful. These concerns may be easily revised in another printing.

The book offers a wide variety of selections that could be assigned as readings for a variety of business and finance and health care disciplines. The length of the classic and contemporary readings and case studies are such that students shouldn't complain. As the start of the new school term approaches, this book may find its way into many courses and library collections. It is also a valuable read for those in non-academic professions.

Clancy Martin, Wayne Vaught and Robert C. Solomon. ***Ethics Across the Professions: A Reader for Professional Ethics, 2nd ed.*** **New York: Oxford University Press, 2017, 505 pages; ISBN 9780190298708 (pbk). $79.95.**

The Business & Finance Division would like to thank the following companies again for partnering with us to support our programming at the 2017 Phoenix conference.

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