

**President's Message – by Denise Callihan**

***Discussion List Launched***

Much has been going on since the last issue of the Pointer was published. I am happy to report that our first-ever discussion list has been launched. Fellow members have already taken advantage of posting and responding to messages. Hopefully, you will all consider joining--it will significantly encourage nurturing effective communication among our community.

***Pittsburgh Professional Development Series Started***

Through the diligent efforts of our Professional Development Chair, John DiGilio, we had an awesome turnout for the inaugural of the Pittsburgh Professional Development Series in October. Competitive Intelligence was the theme of this first event, and our speakers, Jan Bamford, Society of Competitive Intelligence Professionals, Pittsburgh Chapter, and Amy Maxin, Bayer Corporation, provided a wonderful, informative presentation. This new series arose from a need in our library community for learning opportunities. Working with industry sponsors, we hope to continue to offer these types of sessions to develop our own professional advantage.

***Community Awareness Campaign Underway***

Our Public Relations Chair, Karola Yourison, has successfully submitted our event notices to the newspapers, but we need to promote our Chapter and ourselves a bit more aggressively. I hope to propose some new volunteer efforts based on Bob Sullivan's great input for International Special Librarian's Day 2001. We had proposed a huge celebration, trying to contact all in Western PA and nearby areas to come together and party! But, since this initiative requires much planning and effort, our original idea has to be modified. Instead, I propose that we come together to offer something to the community--possibly a donation from our Chapter to a reputable and much-needed non-profit organization, or a volunteer campaign at the local Small Business Administration. Once planned, this should be the highlight of the new year, so keep those ideas coming!

***Building Partnerships Continues***

We continue to build our partnerships with the Pittsburgh chapters of WPLLA, ARMA, SCIP and MLA. If there is an organization that you are involved with, or you would like to find out more about, please submit any and all possibilities to me. Even if these are not information-related organizations, we may be able to partner with them to present at one of their functions or allow us to improve their understanding of Special Libraries. Besides benefiting from diverse member participation at our events, other groups can also benefit by including us in their programs.

### ***Pointer Campaign Completed***

Dave Majka, Past President, has completed his membership poll regarding distribution preferences of the Pointer. These results and recommendations will be considered and voted on at the January Board Meeting. Please continue sending us your suggestions.

### ***Volunteer Appeal***

So all of these exciting events take people power! Why not consider volunteering your time to many of the established committees or participating in the development of one of the new initiatives? Kim Gregory, President Elect, is doing a wonderful job planning programs for our monthly meetings. Please call on a fellow librarian you haven't seen at these events, and invite them to come along at the next meeting. It might be the most fun you've had in a long time, and you might learn a new thing or two--I promise! Hope to see you soon!

<b>From the Editor - By Earl Mounts</b>
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First, I have to apologize for not getting this issue into your hands sooner. Since it is the Fall issue, I hope that you will have it before December 21, the first day of Winter. That date is my favorite of the year because it is the shortest day of the year and each day after sees increasing minutes of daylight.

The Spotlight in this issue is on Paula Reed. All of us should read this article carefully because Paula provides excellent guidance on how to use our knowledge and adaptability to remain successful contributors to the goals of our respective organizations.

Thanks to Denise Callihan and Matt Marsteller, the issue maintains its objective of providing useful information that is practical and applicable to our daily efforts. Taking her cues from Ulysses, Denise tames the Protean monster of e-books and Matt filters Byzantine pronouncements on copyright and access to information that are being circulated by the government. And, embarking on an initiative that is new to our Chapter, Clarion students provide us with a model for using our expertise to enrich our communities.

Also in the issue are the Minutes from the August 14 Board Meeting. Remember that the Minutes have not been approved by the Board, so there may be changes.

## Members in the News

Nancy Flury Carlson and Diane D. Eldridge have moved to the Strategic Management Department in the Nuclear Services business of Westinghouse Electric Company, where their roles are focused on several knowledge management and competitive intelligence initiatives. Headquartered in Monroeville, Westinghouse offers a wide range of nuclear plant products and services to utilities around the world.

## Spotlight on . . . Paula Reed - By Marge Sroka

### ***Describe your education***

B.S. Education and Library Science - Slippery Rock University  
M.L.S. - University of Pittsburgh

### ***Where are you in your career beginning, mid-career or close to retirement?***

Mid-Career - 20 years in!

### ***What is your work history? How long have you been a librarian? What were your responsibilities as a special librarian?***

Prior to working at Mine Safety Appliances, I taught seventh and eighth grade English at Quaker Valley Junior High in Sewickley, PA. Simultaneously, I was working on my MLS at Pitt. I finished my degree in August 1983 and began my fourth school term at Quaker Valley that fall. In September, while attending a function held at the LIS Building, just for a lark, I perused the job postings bulletin board, and there it was, my dream job, one-person librarian at the chemical/research division of Mine Safety Appliances in Evans City, PA -- applicant must be able to conduct online database searching -- DIALOG, Orbit, SDC, NLM (remember them?). I'm from the Moraine State Park area, Butler County, PA, so I knew just where Evans City was. I was so excited. I knew I was the person for this position. And on November 1, 1983, I began my career as a Special Librarian!

As a Special Librarian, I always worked in a one-person librarian setting. Being an OPL suited me fine because I really liked being everything to everyone. Back in 1983, MSA had two librarians and three libraries. I handled all aspects of the technical library for Callery Chemical and MSAR (MSA Research). The other librarian handled all aspects of the business library at MSA Corporate Headquarters. Back then, online database searching was very new and very exciting. You really had to know what you were doing because searching was based on knowing the various command languages and Boolean logic. I used a very noisy teletype machine with a telephone modem connection to conduct searches; my colleague at HQ used a TI Silent 700! The library patrons were

thrilled with the speed and thoroughness of the online searching--especially for searching Chemical Abstracts or the National Library of Medicine database.

Of course, as the years went by, technological advances in online searching made it easier for the end-user to conduct his or her own searching. Many of the new chemists at Callery learned how to use Chemical Abstracts online at their grad schools. So, when the Corporate Librarian left the company in 1990, I was promoted to her position and the library I managed became a library with no staff. Actually, I enjoyed serving anyone from any of our company facilities in their information needs. In addition to doing everything you imagine a librarian would do, I also had the duties of managing records retention for the company. In the late 1990's I added supervision of the Document Imaging department. And you never know how your skills at organizing information may come in handy--I even put together the company telephone directory, just the database, not the desktop publishing part!

***Describe your responsibilities in competitive intelligence at Mine Safety Appliances.*** It seems to me that competitive intelligence is a natural fit for a librarian. How, when, and why did you make the transition from special librarian? Did you build alliances with people in your organization that enabled the transition? What is the status of the library now?

Late in 1998, I took a serious look at myself and my job functions at MSA. I thought about what I enjoyed doing most and which departments I provided the most service to. I thought about how my research and organizational skills and my experiences with various people and departments at MSA might enable me to be an asset to other groups at MSA. The timing was right, and in 1999, I joined the Market Research/Business Development Department. So again, another physical library exists, but has no staff. I left behind services I provided that did not fit with Business Development and brought with me services that were a perfect match.

Now my chief responsibilities include conducting on-going competitor and market research which I disseminate to those who need to know, creating and maintaining a database of this research, supporting various new product development and new market development teams as a team member and provider of information, and, yes, I still provide "ready reference"--I love a good mystery and I love pulling that elusive answer out of thin air!

I develop and conduct market research based on projects. I really enjoy gathering information right from the customers, at their place of work or at trade shows. I've learned many new skills, such as "building a House of Quality" and the steps to developing a new product or entering a new market from the kernel of the idea to the final result.

Although I am not in a library setting (I'm a cube dweller now) I brought with me my favorite reference materials, so I have all my secret source supplies at arms length--and the non-print resources at my fingertips!

***Can you recommend any Websites that you think are particularly helpful in your position?***

I may not have a card catalog, but I have an incredible collection of bookmarks filed in folders! I have too many favorites to name just one, but I will say my favorite web crawler is Web Ferret. (<http://www.ferretsoft.com>)

***How long have you been a member of SLA? Earl mentioned that you are actively involved. Describe some of your contributions/activities.***

I joined SLA in 1983, I think. I know I joined right away after I became a Special Librarian because I think professional contacts are very important. The very first meeting I attended was the tour at the Alcoa Technical Center in October 1984. I knew right away that I had joined a great organization. The members of the Pittsburgh Chapter welcomed all newcomers and old-timers equally. There were no cliques. We were all Special Librarians. The meetings were all very interesting and related to what I was doing in my library. I served as Chapter President in the mid-1980's. Now I am also a member of SCIP (Society of Competitive Intelligence Professionals). I strongly encourage membership in professional societies to keep your skills sharp and to meet and network with other people in your profession.

***Describe some hobbies and/or interests.***

I am an outdoorsy girl! My husband and I love to be outdoors any time of year--hiking, biking, or hunting. I also love to read and I devour just about any genre except science fiction, fantasy, or romance. I am interested and curious about almost everything--I am a true librarian at heart!

<b>Electronic Books: To E or Not To E? That is the Question – By Denise Callihan</b>
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When I saw that title on the April 2000 issue of Searcher and read the article, I truly felt the struggle of this overused soliloquy. Should we or shouldn't we? To many librarians, e-books represent many unknowns. Thankfully, librarians and information professionals have written on the subject for a number of years and have offered guidance. You can't pick up an information-related journal without reading about e-books and other e-resources (See July/August 2000 Online, p.15-28 for a review by D. T. Hawkins).

E-resources have gained momentum with the popularity of the Web. Do you remember when gopher sites and search engines like Archie and Veronica were used to uncover information on the Internet? I remember way back in Library School (circa 1992) reading the public domain classics online in good ol' ASCII

text. Reading text on screen is still a major disadvantage of e-books, but readability has surely improved since then. More recently, we're seeing many changes which put us librarians at the fork in the road. At PPG, we've decided to forge ahead into uncharted territory and see where e-books and other e-materials lead us.

At the PPG Research Centers Libraries, we've had a couple of year's experience using e-journals, and have had sporadic support that finally strengthened this year. The PPG Librarians and Information Professionals felt it was beneficial to stay ahead of the curve and offer a service to our users without having them come to us to request it. We completed our due diligence reading a number of articles, debating over "what ifs?" and evaluating our needs, and decided to see how the e-book service providers matched our requirements. The following were issues we considered: How will we select the books we want as e-books? Who do we want to make these available to and how will they access them? What are the licensing issues? How about copyright infringement possibilities? What IT or technology issues are there? How do we track acceptance? How do we promote? Besides these questions, a myriad of other considerations were involved in the decision-making process.

From the first friendly phone call and to the stretch of patience shown to me, netLibrary won out over all other approaches. Our conclusion may be totally different for your library, but it emphasizes how important it is to know your customer base, and examine what you want to accomplish with the choice.

### ***Business Champion***

Once we determined the benefits and decided to lead this cause, how did we justify the costs? Borrowing from business models, it is more profound to offer a new service not for the sake of offering it, but in support of something important to someone. We found our business reason in PPG's newly created e-commerce strategy. We believe it is politically important to show the PPG community how much we value this critical endeavor, and that library resources can help! Our underlying motivations were to promote the use of our research libraries holdings via our Web-enabled card catalogs AND the use of library services which encourage breakthrough thinking. We argue that access to good information from their desktops would be more effective than their random searching of the Web. After much collaboration and discussion, PPG Research Libraries chose the following two collections from netLibrary-- the Internet & E-Commerce Collection and the Harvard Business School Press Collection. These two small collections represent the proverbial giant leap for our company. Since this is a new service, we are only starting out with books that apply across all of R&D and Corporate Associates, mainly focusing on business issues. We intend to add to this collection as we monitor access, use, and feedback from our customers.

### ***Some Other Key Issues***

From our previous experience with e-journals and surveys on e-materials, we know that our patrons do not want to read an e-book cover to cover, but actually use an e-resource as a ready-reference collection--search it, find some key information, jump to another area, and so on. NetLibrary supported this because of the ability to search a collection of books using keywords or phrases. As librarians, we also had to consider cataloging and check-in schedules. Since netLibrary supported cataloging of these e-books through the use of MARC records, we are able to take the collections we purchased, and automatically insert a cataloging record for each e-book into our catalogs. So, besides using the netLibrary PPG-customized page available on our intranet OR hotlinked from their Internet browser, our customers can also access e-books directly from our library catalogs. This accessibility choice was wonderful, but even better was the fact that our customers did not have to search in two places (netLibrary and our catalogs) to find a book we held. In fact, a patron can search our catalog, find an e-book reference, and launch to that e-book reference directly from the catalog! Also, default check-out periods can be assigned as little as one hour or a couple of weeks, and these schedules can vary for each book. Once a book is checked out, the customer does not have to worry about checking a book back in to the library if they forget--it is automatically returned and made available to other customers!

Flexibility was also a key consideration in selecting our service provider. NetLibrary allows the customer to choose a preferred method of reading e-books. Customers can preview the book online from the desktop, download a book to a laptop, or even download it to a Rocket Reader or other e-book reader. In order to reduce confusion, we chose not to restrict preferences or change comfortable routines.

Copyright issues will always be a major focus for corporate libraries. At PPG, we have a strong relationship with our Intellectual Property Copyright Counsel. After much discussion and review of netLibrary's terms and stance on copyright, we believe that netLibrary's RoboCop eases many of our concerns. For copyright protection, the RoboCop limits copying and printing of e-books. This system gives our customers a copyright conscience. Our customers will still be able to print single pages, but the RoboCop may pop up a message if it suspects multiple page printing. As librarians, we also have to continue to reiterate our corporate copyright policy to our customers so that they are constantly aware of permissions and restrictions.

Whether a PPG associate is in the office or on the road, they can view e-books online or download them to the desktop or laptop. Our customers will check out books, just as they would printed books from our libraries. This ready access to information should assist our associates in leveraging ideas into innovative, breakthrough products. We hope to receive great feedback in order for us to

make better decisions about e-access down the road. I'll keep you updated on our progress!

### **One Hairy Eyeball on Our Friends in the Government - By Matt Marsteller**

Keeping tabs on the government can be a tiring activity, but try we must. We simply cannot assume that their activities will never affect our lives, or make our jobs more difficult. There is a fair amount of current governmental activity that is quite troubling. I'll try to summarize this activity below.

The push in Congress for all government publications to be produced in digital format only has begun to create what has been labeled the "digital divide." The driving force behind the problem is the lowering of funding for the Government Printing Office, the Superintendent of Documents, and the Library of Congress. While our friends in Washington have found a way to cut what they spend on the production of government publications, they have done so with a lack of concern for the true ability of dissemination of the information to the people of our country. The poor and those that have chosen not to obtain a home personal computer must rely on the provisions of their local library. Many of these libraries have restrictions on the amount of time available per person per day (a common limit is 30 minutes). Many charge per page for printing.

I think we need to have our elected representatives utilize only their local public library for information for a day. We could even let each of their staff have 30 minutes of Internet access. Perhaps then they might be more willing to hear our concerns.

Another hot topic of the day is mandatory Internet filtering for public schools and public libraries. Both the Pennsylvania and federal governments are trying to push through legislation of this type. The federal legislation is tied to the Labor, Health, Human Services and Education Appropriations Bill (H.R. 4577 -- <http://thomas.loc.gov/> and search by "H.R.4577"). It calls for withholding federal funds to public and school libraries that do not enforce Internet use policies AND do not utilize Internet filtering software. Our own Senator Rick Santorum deserves some credit for fighting for having either an Internet use policy OR using filtering software, but the conference committee chose to make both mandatory. The intent was to reach a compromise with the filtering supporters and it backfired horribly. The state legislation (House Bill 2324 -- <http://www.legis.state.pa.us/WU01/LI/BI/ALL/1999/0/HB2324.HTM>) is not tied to an appropriations bill. However, it reads similar to the federal legislation in all other respects.

The filtering software is notorious for not allowing access to many legitimate Web sites. An interesting contest sponsored by Digital Freedom Network collects



some true to life experiences that people have come across in their use of filtering software (<http://dfn.org/Alerts/contest.htm>).

Finally, there is UCITA (Uniform Computer Information Transactions Act), a proposed state contract law developed to regulate transactions in intangible goods such as computer software, online databases and other information products in digital form. The big problem for libraries centers around UCITA's allowing shrink-wrap and clickable license agreements to be far more stringent than current software and database licenses. This could impact greatly the ability of libraries to circulate software or CD-ROMs, for example. It could further prevent a company from using the software of another company that it has formally acquired. Right now, UCITA is being considered on a state-by-state basis. Some states, such as Maryland, have passed legislation, but cannot decide how to implement it. Currently, Pennsylvania's legislators are quoted as saying that they "will not introduce" UCITA legislation and West Virginia "will not have an introduction." We will continue to monitor the situation. Library organizations such as SLA and ALA have been working together to lobby against UCITA. Some excellent background reading can be found at <http://www.ala.org/washoff/ucita.html>.

If any of you are willing to join the Government Relations Committee to help with the monitoring of government activity, I would be grateful for the help.

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