

The Bulletin

ISSUE 158

SPRING 2017

From the Chair

Mike Bernier

Spring is here and conference planning is in full swing. Before I summarize the programming and networking opportunities that await us in Phoenix, I would like to highlight one change this year to SLA's funding of unit events at the annual meeting and a decision made by the B & F Executive Board. Late last year, SLA divisions were offered a choice to be responsible for costs associated with conference events and programming costs as in prior years or to opt for SLA staff to solicit sponsors for our events. If SLA were unable to secure sponsorships, SLA agreed to pay all costs associated with the conference events and programming similar to prior years.

The B&F Board, like almost all divisions, elected to have SLA cover the costs. As past conference planners know, the need to raise funds for everything from a meal to the audio-visual needed in a conference session was no easy task. Our headquarters staff are actively soliciting sponsors and while we don't have the list by the deadline for this Bulletin, we will be sure to pass this information on through SLA Connect so we can all thank sponsors for their support at the annual conference. Thanks to the hard work of past chairs in keeping annual meeting costs in check – with a shout out to Laura Leavitt who made fiscal responsibility one of her key agenda items during her tenure – B&F is in good shape to continue to offer awards and fund events throughout the year above all the activities at conference. While the spring is heavily focused on conference planning, look for activities late summer and in the fall as we work to connect members with one another and support all your needs as B&F members.

I am excited about the annual conference in Phoenix. SLA staff is planning more opportunities for social interaction and networking as well as offering tracks to educational sessions and keeping conference sessions all close by in the convention center. I will not miss miles of walking between sessions and will enjoy the opportunity to spend more time with friends and the opportunity to meet new people.

B&F has a great slate of educational programming listed in this issue of the Bulletin. Look for programs on teaching business students information literacy skills, alternative careers for special librarians, the trials and tribulations of using a news aggregator in a corporate library, how to measure ROI for library services, the pros and cons of the "gig economy," and a session on food entrepreneurs and how librarians can help spark business development in their communities. Our annual opening reception and awards ceremony promises to be fun again this year and A & M, CIC, CUBL, and FS have great breakfasts or roundtables planned. Our Annual Business Meeting and Luncheon on Monday will feature a keynote address to be announced in SLA Connect along with reports on yearly activity, and of course good food and fellowship.

See you in Phoenix!
 Mike Bernier
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From the Editor

Holly Inglis

Welcome to the 2017 spring issue, including our preview for this year's annual SLA conference. For this year's conference attendees, you have a great list of events from the Business & Finance division to review. I hope you are enjoying planning for Phoenix. Please check out the list of events on pages 3-5.

A reminder that the B & F Poster Submission deadline is on May 5, 2017. You can learn about applying on page 8.

In this issue, we have three book reviews from Rita Ormsby. As a Canadian I was thrilled to see that she chose to review last year's Canadian National Book Award winner, *Losing the Signal: The Spectacular Rise and Fall of Blackberry*, as well as two runners up, *Our Turn* by Kirstine Stewart, and *The Inequality Trap: Fighting Capitalism Instead of Poverty* by William Watson.

If you enjoy reading about Canadian business, you can check out their website for lists of previous nominees and winners as well as this year's nominees: <http://www.nbbaward.com/>

This is my last issue of editor of the B & F Bulletin. It has been a pleasure to read your submissions over the past three years. I'm happy to be turning over the editor role to Shannon Daily, who will be taking over for the fall issue and can be reached at SDaily@abscapital.com.

Have a great time in Phoenix!

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Business & Finance Division Schedule for 2017 SLA Conference

Join your colleagues in Phoenix for the SLA Annual Conference. The conference has been redesigned this year with more opportunities to network and fun ways to unwind. Tickets for the ticketed events can be purchased on the SLA web site. Room assignments will be available in the conference program and in the conference mobile app.

Saturday, June 17

1:00 pm to 2:30 pm, **Business & Finance Division Executive Board Meeting.** The Executive Board meeting is open to all Business & Finance Division members, Phoenix Convention Center.

Sunday, June 18

9:00 am to 10:00 am, **All the News That's Fit to Curate: Evaluating Need, Content, and Tools for Internal News Sources,** Phoenix Convention Center.

CEB's Information Research Center connects internal clients with external sources of insight through research, training, and daily news services. The IRC produces 10 daily newsletters on a variety of business and corporate function-related topics for more than 1,500 internal subscribers.

Behind the scenes, the IRC uses several different tools, news sources, and procedures to create these newsletters, leading to workflow inefficiencies and long production times. In 2015, by deciding to integrate all of the newsletter production under one product, the IRC went through a detailed evaluation of not only the possible tools available, but also an in-depth investigation into our requirements for content, search capabilities, and functionality. The presenters will discuss how they scoped out product requirements, the creation of a vendor evaluation process, and lessons learned from implementation.

Speakers: Margaret Metcaff, CEB; Becky Milton, CEB
Lead Division: Business & Finance Division

2:15 pm to 3:30 pm, **The Gig Economy: How a New Way of Working is Changing Our Lives,** Phoenix Convention Center.

The gig economy, aka "the sharing economy"—what is it and what does it mean for the U.S. economy, my workplace, and my career? Professor Kevin Hong from ASU will provide an overview of the gig economy: what is it, how it developed, who are the major players, how it affects the U.S. economy, and how it changes the way we will work in the future. Christopher Opfer will discuss the legal/labor aspects of the gig economy: litigation, the changing relationship between employer and employee, the effect on unions, and more. Ellen Naylor will summarize how the gig economy affects info pros and their careers today and in the future.

Moderator: Marilyn Bromley, Bloomberg BNA (retired)
Speakers, Kevin Hong, Arizona State University; Ellen Naylor; The Business Intelligence Source; Christopher Opfer, Bloomberg BNA

Lead Division: Social Sciences Division
Co-hosting Division: Business & Finance Division

Sunday, June 18

4:00 pm to 5:30 pm, **Smart Research and Tools to Transition Information Skills**, Phoenix Convention Center.

There is growing awareness that information literacy research in careers services, graduate recruitment, and workplaces enhances student experience and employability. In the classic reference interview, librarians restate, paraphrase, and clarify the information need. The process described in this session seeks to push individuals to acquire new information literacy skills and help them to use logic and business frameworks to develop research questions. The approach presented can be applied in both academic libraries and corporate information centers. Rather than starting with the sources, it all starts with the question. One part of this presentation will demonstrate an approach piloted in orientations and graduate-level classes at Tulane University's A.B. Freeman School of Business. Faculty-librarian collaboration continues to be essential to the success of this program, as is skill transfer to the professional world. Another case study that will be shared in the session describes the development and use of a tool that helps students transfer information and digital literacies, in order to enhance their employability in a highly competitive market

Speakers: John Clarke, Tulane University; Betsy Clementson, Tulane University; Sophia Donaldson, University College, London; Charles Inskip, University College, London
Lead Division: Business & Finance Division

4:00 pm to 5:30 pm **"Start Me Up!" Helping Food Entrepreneurs Succeed**, Phoenix Convention Center.

According to Forbes magazine, 90% of startups fail. What does it take to develop and launch a successful venture? Arizona State University's Office of Entrepreneurship + Innovation (E+I) has been strategically supporting and guiding entrepreneurs through their Startup Accelerator and Startup School for many years. Their newly launched Prepped program provides training and mentoring to early-stage and emerging mobile food businesses such as food trucks/carts, caterers, and farmers market product. ASU E+I's Susan Halverson will describe the Prepped coaching process and shed light on the data and resources food startup companies need. Participating food entrepreneurs will share their experiences and views of the Prepped program. What was most valuable? What do they wish they'd learned? Finally, librarians will describe how they serve the needs of entrepreneurs in their institutions and communities.

Speakers: Jessica Gonzales, Burton Barr Central Library; Joyce Fedeczko, IFDC; Susan Halverson, Arizona State University
Lead Division: Food & Agriculture Division
Co-host: Business & Finance Division; Competitive Intelligence Division

7:30 pm to 9:00 pm, **Business and Finance Division Reception and Awards Ceremony**, Sheraton Grand Hotel.

Join the open house and reception honoring award recipients. This popular event offers great networking opportunities, food, and drinks. All Business & Finance Division members encouraged to attend. No tickets needed.

Monday, June 19

7:30 am to 9:00 am, **Financial Services Section Breakfast**, Phoenix Convention Center, Ticketed event.

7:30 am to 9:00 am, **College and Universities Business Libraries (CUBL) Breakfast**, Phoenix Convention Center, Ticketed event. The CUBL breakfast is sponsored by Geographic Research.

2017 Conference (continued)

Monday, June 19

7:30 am to 9:00 am, **Corporate Information Centers (CIC) Section Breakfast**, Phoenix Convention Center, Ticketed event. The CIC breakfast is sponsored by AlphaSense. **See page 6 for additional details*

11:30 am to 12:30 pm, **Business & Finance Division Annual Business Meeting & Luncheon**, Phoenix Convention Center, Ticketed event.

3:30 pm to 5:00 pm **Switching it Up: Alternative Careers for Librarians**, Phoenix Convention Center.

This panel discussion will illustrate how research professionals can use their information skills to expand their opportunities beyond the traditional library setting. Molly Lee, executive search professional, will lead an interactive discussion between Mary Ellen Bates, infopreneuer; Deb Hunt, past SLA President and author of *The Librarian's Skillbook*; Scott Brown, cybrarian and social content developer; and Laura Odom, librarian-turned talent recruiter. Our panelists will share their perspectives and generate ideas on making a switch to a new career. You'll leave the session not only with the knowledge that your information skills are desirable, but marketable across a broad spectrum you may never been aware of or considered.

Moderator: Molly Lee, James Drury Partners

Speakers: Mary Ellen Bates, Bates Information Services; Scott Brown, Oracle; Deb Hunt, Mechanics' Institute; Lauren Odom, GE Digital

Lead Division: Business & Finance Division

3:30 pm to 5:00 pm, **Librarians Using Big Data in the Advertising/Marketing World**, Advertising & Marketing Section Roundtable, Phoenix Convention Center.

Librarians Using Big Data in the Ad/Marketing World will address the amorphous nature of big data within the industry and the clarity and tools librarians can bring to the subject. The panel will address the many aspects of the ad/marketing industry that involve big data and ways in which librarians can implement their skills.

Lead Division: Business & Finance Division, Advertising & Marketing Section

Tuesday, June 20

10:15 am to 11:30 am, **Putting a Price on Insight: Best Practices for Finding, Measuring, and Communicating the Value of Information Services** Educational Session

While info pros recognize the value we bring to our organizations, it can be challenging to articulate that value in ways that are understood by management. Mary Ellen Bates provides techniques and tools for identifying and communicating the key metrics for calculating the true ROI of information services.

Speaker: Mary Ellen Bates, Bates Information Services

Lead Division: Business & Finance Division

12:00 pm to 2:00 pm, **Business & Finance Division Poster Session**, Phoenix Convention Center.

At the Ninth Annual B&F Poster Session, business librarians and information specialists will present case studies and practical applications related to revolutionizing knowledge management and sharing, the profession, work environment, practices, and many more areas.

Corporate Information Centers Section Breakfast

John Aubrey

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

This year's panel discussion focuses on the significant benefits that can result from collegial cooperation among Corporate Information Centers from competing organizations. The ethical and judicious sharing of experience and information can afford numerous efficiencies and foster mutual strength and success. Our panel will facilitate an interactive discussion with attendees, examining best practices in organizing a Community of Practice and examining how to overcome potential obstacles and avoid conflict. Relevant to Corporate Information Professionals from all industries, we expect the shared interest and experience of participants to result in a program of wide appeal.

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

Moderator/Organizer

John Aubrey

Associate Director, Information Sciences, Vertex Pharmaceuticals, Inc.

As with previous Corporate Information Center meetings, this will be an interactive program that will be driven by attendee contribution and experience.

There will be a limited number of breakfast tickets available, but we encourage you to attend, even if the program is listed as Sold Out.

2017 Conference Links

2017 Conference: <https://www.sla.org/attend/sla-2017-annual-conference/information/>

Conference Schedule: <https://event.crowdcompass.com/sla-17>

The Business & Finance Division gratefully thanks the following companies for partnering with us to support our programming at the 2017 Phoenix conference.



B & F Division Poster Session Deadline EXTENDED – May 5th

Jean Clenney

The Business & Finance Division of SLA is providing an opportunity for business librarians to share ideas and develop research collaborations with our Poster Session in Phoenix this summer. This is great opportunity to share your ideas with your colleagues.

We are looking for case studies or practical applications on how business librarians and information professionals are reinventing, revolutionizing, expanding, and creating new practices in business information, research and librarianship. We are also interested in practical studies or examples of business libraries or research functions or practices that have been remodeled or refashioned in order to better create, share, or transform business information or research. Examples include but are not limited to:

- Innovative methods in sharing business information with relevant patrons
- Inventing or promoting development of business intelligence in a profound and unique way
- Transforming the mission of your institution and the functional results of the transformation, such as social engagement, asset management, marketing and more
- Innovations of advancing the non-traditional role of librarianship or stepping out of the traditional librarianship position
- Initiatives in promoting a paperless library, electronic resources and embedding in an innovative environment
- Radical approaches to solving typical information needs or obstacles
- Reforming fiscal management in unexpected ways to deal with new budgetary objectives

Inspirational, theoretical posters are considered this year if the proposal includes enough detail to justify a poster presentation. For instance, if you have an idea that fits the innovative theme that you have not been able to implement yet.

Guidelines for materials and layout of poster presentations are available on the SLA Business & Finance Division website; <http://bf.sla.org/conferences/poster-guidelines/>

SUBMIT:

Please submit your name, institution, email address, poster title, and description (250 words or less) by email to Jean Clenney at clenneyj@mailbox.sc.edu

If you have questions, contact:

Jean Clenney

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clenneyj@mailbox.sc.edu

Cell: 205.936.1700

WK: 803-777-6032

The deadline has been extended to May 5th. Submit your ideas today!

Book Reviews

Rita Ormsby

Jacque McNish and Sean Silcoff. *Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry*. Harper Collins, Canada and Flatiron Books, New York, 2015, 279 pages. ISBN 978-1-250-06017-4 (hardcover); 978-1-250-09606-7 (paperback); 978-1-250-06019-1 (e-book).

Kirstine Stewart. *Our Turn: Time for a New Kind of Leader*. Random House, Toronto, Canada, 2015, 215 pages. ISBN 978-0-345-1463-0 (hardcover).

William Watson. *The Inequality Trap: Fighting Capitalism Instead of Poverty*. University of Toronto Press, Toronto, Canada, 2015, 218 pages. ISBN 978-1-4426-3724-5 (hardcover).

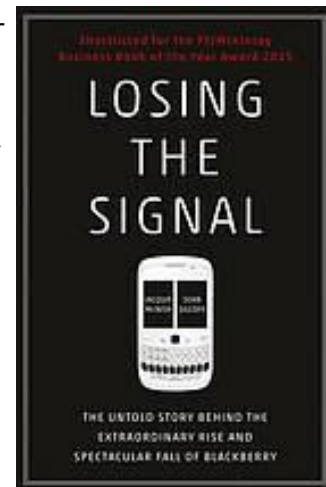
I thought the winner of the most outstanding 2015 Canadian business-related book, *Losing the Signal: The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry*, should have a Bulletin review. I also read two other books on the 2015 short list. Although the three books were very different in subject matter, all were excellent and recommended without hesitation for library collections in the United States and in Canada.

For 30 years, the annual National Business Book award has been one of Canada's most prestigious literary awards, with a \$30,000 prize to the winner.

Honored for 2015, prize winners Globe & Mail reporters Jacque McNish and Sean Silcoff tell the story of the rise and fall BlackBerry primarily through the actions of Research in Motion Ltd. (RIM) co-executives, Jim Balsillie, in charge of sales and marketing, and Mike Lazaridis, in charge of engineering.

"Does BlackBerry still exist?" asked the bookstore clerk when I paid for the book. Yes, it does, as a mobile-native security software and services company, now trading as BlackBerry, Ltd., in both Canadian and U.S. exchanges and still headquartered in Waterloo, Ontario. But perhaps a better reply might have been the book's concluding lines, "If the rise and fall of BlackBerry teaches us anything it is that the race for innovation has no finish line, and that winners and losers can change places in an instant." (250). The two journalists, who investigated the failure in 2013 for the Globe & Mail, tell the engrossing story of the rise of the 1984 founding of RIM above a bagel story in Waterloo, to controlling half the smartphone market in 2009, to falling to less than one percent now. Reading the account reminds one of rapid technology progress made in the same time period, of once-revolutionary products and global companies that have also faded as consumers sought the next improved smartphone, often from a rival, while their current provider struggled under near impossible deadlines to stay ahead by developing improved or better products, while being subject to consumer reviews and financial analysts' reports. Perhaps Apple's iPhone growth in 2006 especially stung as Steve Jobs used a quote of Canadian hockey legend Wayne Gretzky, "I skate to where the puck is going to be, not where it has been." (131).

The writers also tell the story of major missteps, some due to the rapid growth of the company in a short time. Having read my share of articles on good corporate governance practices, one realizes that it's complicated to run a dual-listed publicly traded company with great growth and profits. Someone at RIM should have been paying more attention. The two leaders made too many decisions on their own for too long, and according to the writers, the board of directors didn't ask many questions, or perhaps the right questions and paid "limited attention" to strategic planning. (162) RIM was among the companies fined for backdating of stock options; more than \$90 million Canadian was paid in fines, and additional fines were paid to the U.S. Securities and Exchange Commission.



Book Reviews (continued)

As important U.S. sales of BlackBerries dropped, as consumers bought iPhones and Android phones, in early 2011, another crisis occurred. During the Arab Spring, Telecom Egypt pulled the plug on BlackBerry service in the country, and the ban would remain so until RIM handed over encryption keys for coded e-mails and messages traveling through Egypt over RIM's secure network. What to do? Balsillie is quoted as saying, "I didn't take this course in business school." (211) the solution came the next day, as the government ordered all Egyptian carriers to shut down, blocking Internet access to all except the country's stock market. A few weeks later, the Mubarak government fell.

Although it was profitable, and had no debt, by 2011 RIM was floundering, the stock price had dropped, and after the unsuccessful PlayBook launch, a three-day server failure in October 2011, crashed many customers' confidence. The two CEOs had different versions of the company's future: Lazaridis's focus was on a new BlackBerry 10 smartphones, and making RIM's operating system more competitive with Apple and Android smartphones. Balsillie thought the future was in software.

Tensions between the two were creating a "toxic environment, even at board meetings." (234) Board members discussed with the two leaders the pressures from shareholders to appoint an independent board chair, and improve the company's leadership, and asked them to consider successors. The board members didn't know that feuding Balsillie and Lazaridis had been privately discussed exiting from the company, which they did in early 2012 and 2013. A new phone, the Passport, was introduced in 2014. While the BlackBerry story as told by McNish and Silcoff focuses on the two CEOs, including their post-RIM, this reader wanted to know more how the RIM downfall impacted the 14,000 employees who apparently lost their positions.

Current BlackBerry CEO John Chen is trying to reinvent the firm by having BlackBerry's QNX operating systems be able to manage applications in medicine, entertainment, automotive, home and other fields (249). If successful, BlackBerry may make a comeback.

Our Turn—Kirstine Stewart

The more personal book of those read from the short list, is Kirstine Stewart's *Our Turn: Time for a New Kind of Leader*. The daughter of British immigrants to Canada, and currently the chief strategist at Dply, Stewart details her start, with a degree in English literature, as a self-starting "girl Friday" at a television company, which led her into selling and distribution, and programing positions at Paragon, Hallmark Entertainment in the United States; Alliance Atlantis; and in 2006 joining CBC-TV as executive director of network programming, and becoming in 2010 the executive vice-president of CBC's English-language services, followed by several years of vice president of media at Twitter.

Although she's a risk taker, Stewart thinks that too often women "don't put up their hands" for assignments, positions and promotions unless they are "positively sure" that they can handle them (162). She believes this holds women back. The book's main theme is that technology and smart phones mean that businesses must be run differently than in the past, and Stewart thinks that the traits, soft skills often viewed as more common among women- being flexible, collaborative, empathetic, and pros at multitasking- are increasingly valuable, and will give women an edge in future leadership opportunities.

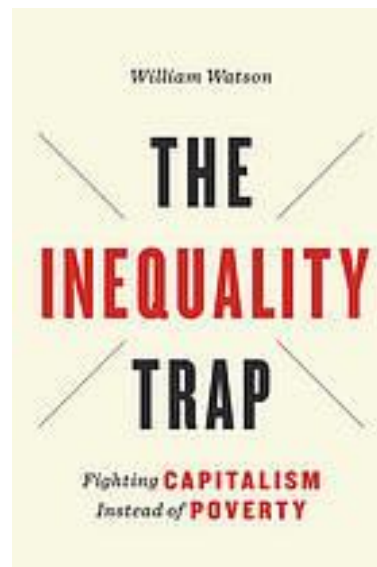
She doesn't expect women to be "superwomen," and provides several examples of women judging women to their detriment. She considers the "work-life balance juggle" not to a woman's issue, but a family issue, no matter the makeup of a family. Stewart acknowledges her executive positions has provided status, advantages and flexibility not available to all office workers. Her success story as a self-made media executive may not be available to everyone, but among her advice tips, I most liked, "I'm the boss of me" (150), reminding us that we are in charge of our lives, and to take advantages of opportunities, small and large, that present themselves. In a nod to hockey, she also tells readers, "No player scores a hat trick alone—it has to be a team effort." (117)



Book Reviews (continued)

So how much income should professional hockey players make? Do they deserve to make more than doctors and teachers? Is it a question of inequality? Of fairness? Self-described as a conservative, William Watson, professor of economics at McGill University and senior fellow with the Fraser Institute, has Canadian professional hockey player Sidney Crosby, captain of the Pittsburgh Penguins, as one of five case studies in defending capitalism in *The Inequality Trap: Fighting Capitalism Instead of Poverty*. Watson argues that the current preoccupation with inequality is “an error and a trap” (xi). Throughout the eight-chapter work, Watson details his thoughts that “Inequality can be good, it can be bad, and it can be neither good nor bad but benign.” (xi). He argues against a single overarching inequality policy.

Watson believes that poverty and economic immobility are greater problems facing rich societies than inequality. Rather than focus on those at the top of the income distribution, more attention should be focused at the bottom, where there is more human misery. Watson states “a policy blind to wealth’s origin is also blind to justice, including social justice.” (xv) Policies should focus on helping people escape poverty.



Other case studies in chapter two include: entrepreneur and executive Steve Jobs; financier and felon Bernard Madoff; JPMorgan Chase CEO Jamie Dimon; and Vietnamese immigrant Quang Dao, one of eight meat processing plant employees who won the \$365 million (US) Powerball lottery in 2006, to examine how people’s incomes usually result from market interactions with people who want to buy their goods or services. (Madoff pleaded guilty to fraud for his large Ponzi scheme and is serving a 150-year sentence. Watson writes that much bad inequality is the result of illegal behavior. (144))

In the “Opportunity” chapter, I learned that the American belief that those of modest backgrounds can rise to fame and wealth actually occurs less in the United States than in other countries (136). I’ll admit to being an economics novice and found the chapter explaining the Gini coefficient, the most common index of inequality, easy to understand thanks to Watson’s clear explanation and writing style for a general audience.

Watson means the book to be a meditation and monologue on fairness and inequality, and that we should be careful in thinking about the two, since the current social system has “produced historically extraordinary material results.” (184). Readers of Watson’s work may want to first read Thomas Piketty’s *Capital in the Twenty-First Century* as Watson frequently makes refers it and takes issue with some recommendations. But, on its own, *The Inequality Trap* provides much to consider on poverty and privilege, which Watson believes should our true targets.

In the months since I first read these books, I have referred to them and thought about the challenges of the modern business world, both known, and unforeseeable events, and workers’ roles in it and the issue of income inequality.

Like many, I need to read more internationally, and Canada is a place to start as Americans can learn much from Canadians. The 2016 winner will be announced on April 24, 2017, and will receive \$30,000, sponsored by PWC Canada and BMO Financial Group. To get a head start and start reading, one can view this year’s nominees at <http://www.nbbaward.com/>.

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