

President's Message

Welcome to the year 2005! For the past few months, I've been reflecting on what professional organizations are all about. Why should we belong to our professional organization? Why should we support our professional organization? What is the point of maintaining a membership in our professional organization? Borrowing an idea from Dr. Mike Misko – a former AEP President – from his article, *The E's of Emergency Medicine*, I've come up with my *P's of Professional Organizations*. These are concepts and ideals that I think sum up nicely why we are members of our professional organizations and what makes these organizations strong, effective, and beneficial to us - their members. These concepts and ideals give us something to consider carefully each year when our SLA renewal time comes around.

My P's of Professional Organizations:

Power...*Ability to act and exercise authority* As members of SLA – our professional organization - we have the capacity to exert a collective influence. The larger our membership numbers, the more commanding an influence we have to decide how our professional expertise is going to be recognized, utilized and valued. Membership in SLA helps to give us the power to lobby for issues important to all librarians and information professionals and to represent these individuals. And...let's face it – it just feels good to have some control over our careers and future successes.

Promotion...*Systematic effort to increase the importance or reputation of by favorable publicity.* SLA is important! We need to do everything we can to move our professional organization forward and to promote it to those with whom we come into contact. By moving our organization forward, we move our institutions and ourselves forward. It's important to support our professional organization by recommending it to colleagues and asking them to join. We can increase our numbers through promotion, recruitment, and mentoring.

Potential...*Inherent capacity for growth or development.* Think of the possibilities when an organization like SLA meets its full potential. It has the potential of representing thousands of information professionals throughout the United States and Internationally. But...it takes the involvement and participation of each and every SLA member to begin to reach that potential; to have its vision recognized and its mission realized. Please help SLA strive for that growth and development.

Partnership...*Being united or associated in a relationship with another.* What about partnerships? They are crucial to every organization and, frankly, every individual. We need to develop professional partnerships with co-workers and colleagues in order to share ideas. We have to continue to cultivate the established relationships that SLA has with other professional organizations and to attract new vendor organizations to partner with. SLA begins the year with the SLA Leadership Summit and continues throughout the year offering CE programs that are co-sponsored and co-hosted by some of the strongest vendors in the information world. It's important to network with other groups of related



Jan Deitch
President, CPIT-SLA

professionals and as a chapter we will continue to do that.

Participation...*Involvement in an activity.* I can't say enough about participation. It's one thing to join our professional organization, but it is another thing altogether to actually participate and be actively involved in our organization. A handful of individuals cannot do everything for any one organization. We all have to do our part and share in the responsibilities. Please volunteer a small portion of your time to SLA. Everyone is needed.

Proficiency...*A High degree of knowledge or skill in a particular field.* A discussion about professional organizations would not be complete without putting some thought towards the organization's responsibility to membership in helping to develop and satisfy the standards of our profession. By establishing professional standards and criteria, our organization forces us to continue to educate ourselves in our fields and to attain and maintain the expertise necessary to be outstanding in our fields.

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Product... *Something that is the result of a creative human effort.* What is SLA's product? I think it's our mission to promote and strengthen its members through learning, advocacy, and networking. SLA continues to market its product and sharpen its mission. We are working with the partnering and collaboration aspects of our organization and other organizations to spread the good word about SLA.

Protection... *Preservation from harm.* Our professional organization directly works to protect its members' jobs and to defend its membership against those who do not value their credentials and skills. By establishing the SLA Core Values of Leadership, Service, Innovation and Continuous Learning, Results and Accountability, and Collaboration and Partnering, SLA has given us the tools and concepts to take to our employers to prove our value, worth, and importance to them.

Passion... *Powerful, intense emotion.* What can be more fulfilling than having a dedication and devotion to a cause? How truly fortunate we are to be in a field that inspires lively interest and allows us to experience great enthusiasm. Our professional organization enables us to share our passion for our area of interest with colleagues at conferences and meetings and through our listservs and discussion groups. As Janice Lachance said in her *Message From the Executive Director* last year, "SLA members are passionate about the information profession and dedicated to the advancement of the Association."

Pedagogy... *Act and process of imparting knowledge and skill.* An important component of our professional organization is education. In a sense we are all teachers when we impart our knowledge and skills. One of SLA's benefits is to provide continuing education to its members. We are working hard this year to ensure that our chapter members receive quality educational programs and beneficial professional development from the local chapter.

Perfection... *A Special feature that confers superiority and excellence.* Our professional organization helps us to attain the perfection in our profession for which we all strive. Our organization keeps us informed of changes and state-of-the-art issues vital to the accomplishment of these ideals. We need our professional organization in order to keep us apprised and enlightened.

Perseverance... *The Quality of being insistent and pursuing an uninterrupted course.* SLA continues to maintain an uninterrupted course towards its mission of promoting and strengthening its members through learning, advocacy, and networking initiatives. SLA maintains a standard for its members. That standard includes enlisting members who are very competent and excellent information professionals. SLA will continue its obstinate course for its members.

Philanthropy... *Charitable act or work.* I always hope that any professional group with which I am involved includes characteristics of good will, kindness, helpfulness, grace, and generosity. Our SLA/Pgh Chapter is all about these characteristics in contributing to the communities in which we live and in mentoring students in the information studies disciplines. This is one more reason to be proud of membership in SLA.

Possibility... *Something that may occur or be done.* Our vision is a strong vision and our mission is clear. The SLA mission of promoting and strengthening its members through learning, advocacy, and networking initiatives is being constantly realized. We've got a local chapter board right now that is dedicated to the SLA mis-

sion. The information professionals on this board encourage all of its members to continue to develop professionally and personally. I believe that through our professional organization anything is possible.

In conclusion, I return to my initial questions. Who should be a member of SLA, why should you belong to SLA, and why should you support SLA? My answer is that it is important to network with other colleagues, to participate and be involved in a professional organization that stimulates your professional interests and supports your professional concerns, and to keep developing and growing in your field of expertise. SLA is the professional organization to ensure that you do all of that and more.

I'll get off my 'soapbox' for now, but I hope I've given you some things to think about when you think about the importance of belonging to SLA. One final plea, though – please participate.

—Jan Deitch



Chapter members Adele Barsh and Earl Mounts at a meet and greet with MLIS students in Clarion University, 29 October 2004.

“An important component of our professional organization is education. In a sense we are all teachers when we impart our knowledge and skills.”



SLA members Denise Callihan and Kimberly Gregory speaking about career options with MLIS students at the University of Pittsburgh, 15 November 2004



From a Special Library Log Book

“Aluminum” or “Aluminium”?

An apocryphal tale in the history of Alcoa Inc. is associated with the time when the original name of the company, Pittsburgh Reduction Company, was changed in 1907 to Aluminum Company of America. The story is told that the struggling company changed the word to aluminum because a printer had inadvertently left out the second “i” on a shipment of company stationery, and the fledgling company could not afford to have it reprinted. And the rest, as they say, is history! So what is the real story?

The origin of the variant spellings of aluminum and aluminium is obscure. All producers in countries other than the US and Canada use “aluminium”. Of the elemental metals ending in “um,” only five do not have the “ium” termination (tantalum, platinum, molybdenum, lanthanum, and aluminum). Although

not unique in having the “num” ending, “aluminum” is less conventional than “aluminium”.

Even before its discovery, confusion arose over the name of the element with Sir Humphrey Davy’s unsuccessful attempts in 1807 to prepare the pure metal from aluminum oxide. In concluding the description of his experiments, Davy wrote “Had I been fortunate enough to isolate the metal after which I sought, I would have given it the name ‘alumium’”. In making this suggestion, Davy intended the term to represent the metal from alum, simply adding the ending “ium”. Objections to the name came from French, German, and Swedish writers who maintained that the name of the new metal should be derived from the accepted name of its oxide, alumine, and that the name should be “aluminium”. Influenced by these criticisms, Davy adopted the more common “inium” ending. Davy is credited with discovering several alkaline

earth elements and he named these barium, strontium, calcium, and magnesium. He also isolated the elements beryllium and silicon, for which he proposed the names glucium and silicium.

In the United States in the 19th century, both spellings were in widespread use. In general, aluminium was more common as a scientific and legal term while the shorter spelling was popular usage. Newspaper accounts of the pyramid cap on the Washington Monument in 1884 refer to the metal as aluminium while Charles Martin Hall’s original patent issued in 1889 is titled “Process for Producing Aluminium by Electrolysis”.

The first major book on the metal by an American author, J.W. Richards, was titled “Aluminium: Its History, Occurrence, Properties, Metallurgy and Applications, including Its Alloys”. In the preface to his second edition in 1890, Rich-

ards states: “The spelling ‘aluminium’ has been retained, because no sufficient reasons have been advanced for changing it to “aluminum”; and even if each way was equally old and as well-sanctioned by usage and analogy as the other, the author’s choice would be the longer spelling, as being more euphonious and agreeable to the ear”. Despite this admonition, the shorter spelling prevailed in the US and Canada, and in 1925, the American Chemical Society specified aluminum as the official spelling.

—Earl Mounts
President Elect

(Excerpted from an article by W.B. Frank which appeared in the May-July 1986 issue of Alcoa Laboratories Lab Log.)

Student Chapter Update

The student chapter of the Special Libraries Association at the University of Pittsburgh has been involving students in the study and support of special libraries for some time, with the support of the Pittsburgh chapter. However, the student chapter was not an official organization at the University and therefore not eligible to receive the benefits that the University provides its student groups. These benefits include funding each semester, an email address, and a website.

In order to ensure that the student chapter was eligible for these benefits, the officers of the student chapter recently wrote a constitution based upon the standards of the Special Libraries Association and the University of Pittsburgh. The constitution laid out guidelines for the group, including its activities, membership requirements, and officer election policies. A meeting was then held

to ratify the constitution. As a group, the members of the student chapter of SLA discussed the standards that we wished to uphold and represent, and what we hoped to achieve as a student group.

Overall, the members wish to learn more about special libraries and the role they play in the information profession, as well as how they effect the professions they support. Along with acquiring knowledge, we hope to teach others about special libraries and encourage fellow students to explore them. Apart from the constitution, the Student Organization Resource Center required an application that includes the names and signatures of ten active student group members and the faculty advisor. We already have that and more and our faculty advisor is Dr. Sue Alman. We are still waiting to hear from the University, but we have high hopes that our chapter will soon be up and running as a recognized part

of the University’s student groups.

In the meanwhile, we are already busy planning events for the spring semester. Along with hosting the *Breakfast with a Special Librarian* series, we are hoping to schedule monthly tours at special libraries around the area so that we can experience the atmospheres of different types of libraries first-hand. Spending time with professionals in the field allows the students to discuss tangible issues and concerns about the profession and receive valuable feedback that we can take with us into our careers. I invite all SLA members interested in enriching our student chapter with their own experience and expertise to participate.

—Sarah Doughty

President, Student Chapter,
University of Pittsburgh

“I invite all SLA members interested in enriching our student chapter with their own experience and expertise to participate.”



SLA-CPIT Chapter members in conversation with Pitt Student Chapter members, 15 November 2004



An Interview with Judy Lesso, Solo Librarian at Rand Corporation

RAND Corporation, a nonprofit institution that helps improve policy and decision-making through research and analysis, opened its third major U.S. office in Pittsburgh in 2000. The office currently has over one hundred people and is expected to expand to two hundred when it moves its offices to the new RAND Building under construction at the intersection of Fifth and Craig streets.

RAND employs 30 library staff, with 6 in the reference department. Most are in the Santa Monica headquarters. The Pittsburgh office does have a librarian of its own. Judy Lesso has been the solo librarian for the Pittsburgh office of the RAND Corporation for the last two and a half years. Judy is also the Public Relations Officer for our Chapter. I interviewed the ever-gracious Judy at her office in Pittsburgh.



“The greatest challenge... is communicating the library resources to our employees so all these great resources that we purchase are used effectively by everyone.”

Why was Pittsburgh chosen as the city to locate such a prestigious national organization?

Pittsburgh was chosen for its proximity to the major research universities with whom RAND partners on projects of mutual interest. An additional factor was its proximity to Washington, D.C. Other factors were the favorable cost of living and the fact that an impressive number of FORTUNE 1000 companies are headquartered in the region.

What kind of research is carried out in the Pittsburgh office? Is it Pittsburgh-specific?

The research team is comprised of senior research staff as well as new hires. RAND's Pittsburgh office has attracted transfers from other RAND locations, new hires from across the country, as well as people from here in the region. Some recent local projects include a *Report on the Student Performance in the Pittsburgh Public Schools* prepared for the Mayor's Commission on Public Education. Other projects include issue papers on population demographics and municipal governance in Pittsburgh.

What is your role as a librarian within the RAND Corporation?

I provide reference, research assistance, user education, collection development, and bibliographic services for the Pittsburgh office. I also market and promote library resources and services within the organization. I act as a liaison to the Washington and Santa Monica offices. Document delivery, interlibrary loan, cataloging and acquisitions functions mostly take place in our Santa Monica office, where the majority of our staff are located. I participate in electronic resource evaluation for all the libraries, web projects and other special projects as they come along. We have a Web Team, a Reference Team, and a Collection Development Team that meet regularly. Special teams

are pulled together for special projects like weeding, inventory, or move planning.

Do you have a lot of face-to-face interaction with the other librarians in Santa Monica?

I do not often see my colleagues but we have as much interaction as needed to facilitate excellent service for our clients. The majority of our interactions are through phone conversations or audio conferences, e-mail, and instant messaging. I have visited the main library in Santa Monica twice. They recently moved to a brand new building. The library is centrally located and is just beautiful!

How did your education and previous career path prepare you for and lead you to this job?

I graduated from the University of Pittsburgh's MLIS program in 1989. I happened into medical librarianship after I had a student job at the Falk Library computing lab. After I graduated, I worked at the WVU Health Sciences library for eight years, and then moved back to Pittsburgh and worked as a solo librarian for Highmark Blue Cross Blue Shield. I was also on the reference staff in the Science and Technology Department at the Carnegie Library of Pittsburgh both while I was a student and again as a librarian after working at Highmark. I absolutely loved the Carnegie collection and also liked spending time in the museum during my lunch hour. But when the opportunity at RAND came up, my background, training, and expertise were just the right fit!

In the course of your work, have you encountered any interesting stories you'd like to share with us?

The SLA-CPIT's **Online Directory of Special Libraries in Pittsburgh and Vicinity** has recently been updated with all the changes that were received over the last three months. Please check your entry and send in any further changes as needed. The directory can be accessed online from: <http://www.sla.org/chapter/cpit/dirpages/intro.html>

Please send any changes and additions to **Adele Barsh** at: adele@andrew.cmu.edu

It's been very interesting being at RAND during the last couple of years, especially during the war in Iraq. All staff members are welcome to attend any of the unclassified briefings given here. It has been fascinating to hear first hand experiences on the situation in Iraq from our top terrorism experts and research staff who spent time working there. I know I'm getting straightforward information without the spin that may be put on by the media. Objective research is what RAND is known for.

What are the greatest challenges you face in the course of your work?

One of the challenges and also pleasures is to learn more about the fields with which I am not as familiar. RAND works in a wide range of areas from education to health care to environmental issues and national security. I enjoy the wide variety of questions that I get. The greatest challenge, though, is communication, and also marketing the library resources to our employees so all the great resources that we purchase are used effectively by everyone. I also



have to keep up with all the new resources we get and then show them to our researchers, research assistants and the administrative assistants. Sometimes it is tough for us reference librarians to juggle multiple roles. We recently rolled out both ILLiad for document delivery and interlibrary loan and we also rolled out some of OVID's online databases. As a solo librarian I do everything from learning the product to creating the flyers and the promotional e-mails. I also reserve the conference rooms for the demonstrations and plan for refreshments. Most parts of this are fun but it can be a lot of work.

How is the social life within the organization?

In 2004, RAND was named one of Pittsburgh's Best Places to Work by the Pittsburgh Business Times and I must agree. People here treat each other with respect and support each other. It is refreshing. We have very good working relationships and we have some fun social activities too. In the library we have celebrated National Library Week with several educational sessions and a pizza lunch. We have also celebrated National Poetry Week with a staff poetry reading. RAND supports recreational clubs for its employees like the Art Club, the Birding Club and the Genealogy Club. I started the Gardening Club (An aside: Judy has a green thumb and her office is home to many happy plants!), where people can ask questions of each other on an email alias and get help from local resources. In Pittsburgh we also have softball and bowling teams that meet and play outside of work. We also recently started a lunchtime Trivial Pursuit tournament.

You are an active member of the SLA. Do you have any insights for other librarians

like you?

I would encourage all members to be active within the chapter and encourage student members to do the same. The SLA chapter has definitely helped lead me to the special library jobs I've held including this one. Even when I lived in West Virginia, I traveled back to the SLA meetings in Pittsburgh, and I was Secretary for several years before I assumed my current position of PR chair. I would say that keeping in touch with SLA via chapter meetings, national conferences and colleague networks is crucial to my professional development, keeping me abreast of the changes and advancements in the special library world. Members are supportive and inspiring.

"I would encourage all members to be active within the chapter and encourage student members to do the same. The SLA chapter has definitely helped lead me to the special library jobs I've held including this one."

You have also written some reviews for the *Library Journal*. How did you come to write them?

I contacted them and offered to review some books in the fields that interested me, mainly health, gardening and art. It just turned out that one of the books I ended up reviewing was the catalog for an exhibit at the Hunt Institute for Botanical Documentation located inside Carnegie Mellon's Hunt Library and managed by fellow special librarian Charlotte Tancin.

Since RAND is moving to a new office in a year, how are you preparing for the move?

The physical library space and collections here are currently fairly small. This collection is growing as the needs of the office grow. We are trying to put as many resources online as possible so that our customers can reach them no matter where they are located. I am working with the library director and others on our move project. Trying to project what we will need for the future when we eventually have 200 employees will be a challenge. We need to look at what research emphasis is projected for the future and what and resources may be needed. We also must think about additional staffing for an office this size and how technology might change the way we work. We also need to look at additional furniture and equipment and storage needs. For instance I do not yet have a book truck but I need to buy one and make sure that I will have enough room to park it!

What advice would you give student SLA members like me who want to follow in the footsteps of successful special librarians like you?

I would urge students to attend the SLA chapter events and to participate in all its activities. Volunteering for committee work at the local or national level is also another great way to get involved and make connections. We learn much from each other.

—*Bhuva Narayan*

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The Ethics of Information?

Our special guest and invited speaker at the SLA Chapter's dinner meeting on January 20th 2005 was **Dr. Toni Carbo**, of the School of Information Sciences and Graduate School of Public and International Affairs at the University of Pittsburgh. Dr. Carbo was recently named a **Distinguished Daughter of Pennsylvania** and honored by Governor Ed Rendell at a ceremony in the Governor's residence last October. Below is a brief overview of her talk:

Dr. Carbo began her talk with the question: "Why do we care about Information Ethics?" and went on to explain that "in an increasingly complex, multicultural and information-intensive society, many issues regarding access to information and use are misunderstood, inadequately considered, or often ignored. In our busy lives, we rarely take time to reflect and really think about issues and decisions related to information. Knowing how to create, find, manage, access, evaluate, preserve and use information effectively provides a form of power. With power comes responsibility."

Dr. Carbo gave us some background on the Information Ethics course she teaches at the School of Information Sciences, and stressed that the ethics course was not a philosophy or religion course, but a course that applied ethical reasoning to information professions. It is a course about learning how to combine the "know how," and the "know why" rather than the "know what." Above all, she said, it was about how to "know thyself."

Dr. Carbo pointed out the distinction between morals (usually not a simple "right or wrong"), with corresponding moral actions (what I do or don't do), and ethics. Since ethics involves a good deal of thinking about our actions, one cannot "do" ethics

"from the gut" without reflecting carefully. According to Stephen Almagno, Professor Emeritus at SIS, she said, "Ethics is the art and science that seeks to bring sensitivity and method to the discernment of moral values." Dr. Carbo pointed out that we need to use logic and reason to determine the ethics of a situation, for something can be legal at certain times and yet immoral and unethical, as in the case of slavery and segregation. This is something we should always keep in mind: the symbol of law has a blindfold, whereas it is the opposite in ethics where we should keep our eyes wide open.

Most of us have our own *la petite histoire*, our little prejudices and preferences that when examined through the light of ethical reasoning will inform us and guide us in our day-to-day behaviors. Therefore, she said, ethics begins with examining ourselves first through self-reflection, and through understanding that "you and I are both humans worthy of respect, that we are fundamentally the same."

As information professionals, Dr. Carbo said, we are faced with many ethical dilemmas in our day-to-day lives and in our larger profession as a whole. We work with many different kinds of people from across the world who have different cultural norms, manners, and mores, and it is important for us to go beyond the apparent differences to the heart of the person or situation. As information professionals, we face issues of access, privacy, security, ownership, quality, credibility, and integ-



Dr. Toni Carbo with SLA-CPIT member Mary Arnold

ity of the content we manage. Many organizations adopt an official code of ethics, but Dr. Carbo pointed out that SLA does not have one because it encompasses so many different types of libraries and private corporations that it is difficult to set a single code for all of them. All the more reason for us all to have a personal code of ethics based on self-reflection, logic, reasoning, and above all, compassion.

We all must constantly be aware of our own prejudices and preconceptions, and act with reason and an open mind, whether it be in simple decisions such as who to sit next to when you get on the bus, or bigger ones such as how to stand up for somebody who has every right to information, but may be denied access to the library for various prejudices inherent in us. Ethics is not instinctual—in fact, it's quite the opposite—but it **MUST** come from the heart. Dr. Carbo spoke of several such examples which elicited a lively discussion of real life situations that SLA members had faced in their own workplace.

Finally, Dr. Carbo closed by suggesting *The Miniature Guide to Understanding the Foundations of Ethical Reasoning* by Richard Paul and Linda Elder, from the Foundation for Critical Thinking, Dillon Beach, CA, ©2003, available from www.criticalthinking.org for anyone who is curious to learn more about ethical reasoning.

—*Bhuvu Narayan*
Student Chapter,
University of Pittsburgh

Six on Six A Library Mastermind Quiz

1. Who wrote the following?

That road is paved with librarians, bushwhackers, scouts with string through the labyrinths of information, helpers who disappear the moment you reach your destination.

- a. Jorge Luis Borges
- b. Julia Alvarez
- c. Isabel Allende
- d. Enrique Laguerre

2. Who sang *At the Library*?

- a. Talking Heads
- b. Jimmy Buffet
- c. Green Day
- d. Paul Anka

3. Who worked as librarian for Count Von Waldstein at Dux, in what is now the Czech Republic?

- a. Sigmund Freud
- b. Gregor Johann Mandel
- c. Giacomo Girolamo Casanova
- d. Stefan Banic

4. What is the most requested photo from the National Archives?

- a. Riveter at Lockheed Aircraft Co.
- b. Elvis offering his services as a drug enforcement agent to Nixon
- c. The attack on Pearl Harbor
- d. Neil Armstrong landing on the Moon

5. Which country has the highest total number of libraries?

- a. China
- b. USA
- c. Russia
- d. Germany

6. Which is the highest selling book in US publishing history?

- a. Goodnight Moon
- b. The Bible
- d. Dr. Spock's Baby and Child Care
- e. The God of Small Things

Send your answers to:

Bhuvu_Narayan@yahoo.com
All correct entries will be acknowledged by E-mail on the SLA-ListServ and a prize will be drawn at the February 2005 dinner meeting from all the correct responses received. The winner's name and the answers will be published in the next issue.



Weblog Watch

Staying In the Know: Blogs of Science Librarians

Richard Feynman, a Nobel Prize winning physicist, once said - "I was born not knowing and have only had a little time to change that here and there." As a science librarian, one of my goals is to help my scientist patrons flip their mental switch from 'not knowing' to 'knowing' - whether it be by doing a literature search on a new idea, by helping them stay aware of current discoveries in their field, or by investigating intellectual property rights so that they can file for a patent.

However, as a science librarian, it's also crucial for me to stay abreast of current issues in my own field. Of the many ways that I try to 'stay in the know', I find reading blogs of fellow science librarians to be incredibly helpful - as practicing subject specialist librarians, these bloggers are aware of new developments in the worlds of science, research and technology, and are taking the time to share their knowledge with the rest of us. I hope to highlight several of the science librarian blogs that I check out on a regular basis here.

John Dupuis, a Science and Electronic Resources Librarian at Steacie Science Library (York University, Toronto), has been blogging at **Confessions of a Science Librarian** since October of 2002. According to his introduction, the goal of his blog is to "feature links and pointers to information of interest to academic science librarians." **Confessions** is updated on a regular basis, often with more than one entry a day, and topics have recently included reviews of technical (physics, chemistry) non-library blogs, book reviews, many links of interest to science librarians, and a critique of Google-Scholar.

The **Scitech Library Question** contains "Occasional Postings

of Interest to Engineering and SciTech Librarians" and has been online since March 2003. It is a joint blog, maintained and authored by Randy Reichardt, an Information Services Librarian (engineering), and Geoff Harder, a Public Services Librarian (biological sciences & computing science). Both bloggers are located at the University of Alberta's Science & Technology Library. Topics on this blog have recently encompassed subject specific e-journal search engines, indexing of SAE publications, the publicizing of several web conferences, and several resource reviews.

Catherine Lavalley-Welch is an Electronic Resources Librarian at an Engineering and Physical Sciences Library, and has been blogging at **EngLib** since February 2002. EngLib is aimed specifically at the SciTech librarian, and includes news about "conferences, databases, vendors, professional associations, job openings" and other items of interest. It is updated almost every week with useful new information.

Christina Pikas maintains two blogs, one specific to library science (**Christina's LIS Rant**) and one specific to science and technology (**On Christina's Radar**). Ms Pikas is a librarian at an unnamed physics, astronomy, math, computer science and engineering library, and has been blogging her science blog since October 2003. **On Christina's Radar** has recently covered such issues as searching for math equations and symbols on the web, online open access to science journals, and search engines specific to software coding.

The **Science Library Pad** is a blog maintained by Richard Akerman, a technology architect and information security officer at NRC CISTI in Canada. This blog is relatively new online, with archives available from November 2004 forward. Recent topics have included the new web browser

Firefox, free resources on technology topics, and using blogs in education. It is updated daily, sometimes with multiple entries per day.

Dr. Feynman has also been quoted as saying - "There is a computer disease that anybody who works with computers knows about. It's a very serious disease and it interferes completely with the work. The trouble with computers is that you 'play' with them!" With the recommendations above, I suggest that you take his words to heart, and take a break once in awhile to 'play' online and check out the wisdom and words of our colleagues. You never know what you might learn!

—Amy Watson
Chapter Secretary

"I find reading blogs of fellow science librarians to be incredibly helpful - as practicing subject specialist librarians, these bloggers are aware of new developments in the worlds of science, research and technology, and are taking the time to share their knowledge with the rest of us."

Call for articles

The Confluence invites all SLA-CPIT members to contribute articles and content to the next issue:

☺ Send in something for our section **From a Special Library Log Book**

☺ Offer to be interviewed for our **Interview** section

☺ Offer to write about your area of specialty for our section **What can Special Librarians offer...**

☺ Send in a question to include for our **Quiz**

☺ Send in an interesting fact for our **Did You Know?** Section

Please send to:

Bhuva_Narayan@yahoo.com

Links mentioned in this column:

<http://jdupuis.blogspot.com/>

<http://stlq.info/>

<http://www.englib.info/>

<http://christinaslibraryrant.blogspot.com/>

<http://cpikas.blogspot.com/>

<http://scilib.typepad.com>



What Do Special Librarians Offer? Help With Public Relations and Marketing!

While it's hard to generalize about the role of special librarians in various organizations, there are a few roles that seem to fall within the scope of our profession; identifying resources, evaluating them against user needs, coordinating trials, negotiating contracts, implementing and marketing the resource, and training users to use the new resource.

In addition to these processes, there are a few services that special librarians in the marketing communications field (public relations, advertising and marketing) offer to their clients. In this article, I'll briefly outline three of these jobs and some of the resources that special librarians use to accomplish these tasks.

The first is **media monitoring**. This involves tracking press releases, news articles, news-group posts and blog entries. Results are then collected into a single, streamlined report, usually distributed daily or weekly. Analysis of the results can then be studied to spot trends and emerging key issues. They can also be used to track the effectiveness of an advertising or public relations campaign.

The second task, **competitive intelligence**, picks up where media monitoring stops. Media monitoring can track your own products and campaigns or those of your competitors or potential clients, but it can miss larger issues that may not be covered adequately by daily or monthly media. Competitive intelligence can be gleaned from documents like annual corporate reports, Freedom of Information requests, sales or contract agreements, biographies and campaign contributions. These data are used to support longer-term decision-making processes within your organization.

For example, a mobile phone manufacturer may be dismayed to hear that a competitor's new mobile phone is getting rave reviews on the gadget blogs and in the industry press. However, digging deeper to find that the competitor's manufacturing plant in Taiwan was damaged by a typhoon and that they are unlikely to meet consumer demand during the holiday shopping season may spur an advertising or marketing campaign to take advantage of the delay.

A third service is purchasing **market research**. After monitoring trade publications, newspaper articles and blogs, then digging deeper into corporate financial records and manufacturing deals, you'd think your organization has a good grasp of what's going on in a particular market. And you probably do. But market research is generally more forward looking than the previous forms of research, and includes analyst reports, trends, emerging markets and fundamental changes that may be occurring in your area of study. An example might be trends in consumer preferences for furniture design, or cost projections for pollution control devices for coal-fired electrical generation.

While purchasing market research can be expensive, it can give your organization insights into what messages will resonate with your clients or customers. Moreover, in some organizations, special librarians are publishing their own market research and are selling it as a profit center for their organization.

Obviously, there is much overlap in these tasks, and it's difficult to generalize about what kind of research is needed for any particular organization. But special librarians using their skills to conduct these kinds of research can greatly enhance the work of marketing communications.

—Steve Posti
Membership Chair
SLA-CPIT

Media Monitoring Resources

LexisNexis: <http://www.lexisnexis.com/> "LexisNexis offers 30,000 news, business, and legal information sources including: newspapers, news transcripts, wire services, trade journals, and newsletters."

Bacon's: <http://www.bacons.com/> "Bacon's Information helps corporate communications and public relations professionals improve their ability to access, understand, and use information and knowledge as key components for communicating more effectively and making informed business decisions."

Rocketinfo: <http://www.rocketnews.com/web/index.jsp> "RocketInfo is designed to track current, relevant, accurate news and information from over 6,000 high quality web sites."

PR Newswire: <http://www.prnewswire.com/> "Here you can access breaking news from tens of thousands of organizations around the globe, add your news to the world's most comprehensive news and information distribution network, and interact with experts about our services."

Factiva: <http://www.factiva.com/> "Factiva offers the only single content solution with multiple language interfaces and multilingual content covering nearly 9,000 sources."

Competitive Intelligence Resources:

Dialog: <http://www.dialog.com/> "Dialog is the worldwide leader in providing online-based information services to organizations seeking competitive advantages in such fields as business, science, engineering, finance and law."

Hoover's: <http://www.hoovers.com/> "Hoover's, Inc., delivers comprehensive company, industry, and market intelligence that drives business growth. Our database of 12 million companies, with in-depth coverage of 40,000 of the world's top business enterprises, is at the core of our business tools and services that customers find vital to their business operations."

Novintel: <http://www.novintel.com/> "Novintel is a leading international provider of Competitive Intelligence services and products. We help our clients build and run effective CI operations that serve the needs of both strategic planners and tactical decision-makers such as salespeople, R&D specialists, or the marketing function."

Moreover Technologies: <http://www.moreover.com/> "Unlike traditional news services that resell archived information, Moreover's sophisticated technology continually scours the Internet to capture breaking news and business information from thousands of qualified, handpicked sources."

Market Research Resources:

MarketResearch.com <http://www.marketresearch.com/> "MarketResearch.com is an aggregator of global business intelligence representing the most comprehensive collection of published market research available on-demand."

ECNext: <http://www.ecnext.com/> "ECNext builds and manages online channels for marketing, selling and delivering commercial business information via the Web."

MindBranch: <http://www.mindbranch.com/> "MindBranch is a one-stop-shop for syndicated and custom industry research from 350 independent research firms."

(The resources listed here are suggestions by the author and are not meant as endorsements from SLA-CPIT)



Did you know?

☺ In the tenth century, the Grand Vizier of Persia took his entire library with him wherever he went. The 117,000-volume library was carried by camels trained to walk in alphabetical order.

☺ Oxford University requires all members upon admission to the Bodleian Library to read aloud a pledge that includes an agreement to not "kindle therein any fire or flame." Regulations also prohibit readers bringing sheep into the library.

☺ In 1871, Queen Victoria and the people of Britain shipped cartons of books to the city of Chicago. English novelist Thomas Hughes helped organize the books, which were the basis of the city's first library.

☺ John "Pop" Reed, a stagehand at Philadelphia's Walnut Street Theater, left instructions that his skull was to be used as Yorick's skull in productions of Hamlet. His desire was carried out, and he posthumously played Yorick for years. Today his skull resides at the Van Pelt Library of the University of Pennsylvania.

—Bhuva Narayan

Member News

Congratulations to Dr. Harhai!

Marilyn Harhai, Associate Professor of Library Science at Clarion University of Pennsylvania, successfully defended the dissertation for her Ph.D. in education at Barry University on October 28. She was hooded at commencement ceremonies at the Barry campus in Miami on December 19.

In addition to her Ph.D., Dr. Harhai holds a Juris Doctorate from the University of Colorado and a Master of Library Science from the University of Pittsburgh.

Dr. Harhai's dissertation, "An Investigation of Learning Type in Relation to Performance on a Technology-Mediated Learning Module: Pedagogical Concomitance of Design and Content," was a report of her research into the learning styles of students enrolled in distance education programs.

The Department of Library Science has long been a leader in distance learning programs at Clarion and within the Pennsylvania State System of Higher Education; consequently, Dr. Harhai's research is an excellent fit with both the department and university and positions us to build on our existing strengths in this area.

—Bill Buchanan



In Memoriam: Ruth Shapiro

Ruth Thomson Shapiro, age 79, died on Thursday, July 22, 2004 in her home after a brief illness.

Ruth was a highly energetic member of the SLA Chapter since 1973 and President 1980-81.

She was the Medical Librarian for Allegheny County and University of Pittsburgh Medical Center from 1971 until her retirement in 2000.

During her long association with Pitt, Ruth became known as a gracious hostess, a delightful raconteur, and a mentor and confidante to many. She and her husband Dr. Shapiro enjoyed a wide circle of friends, colleagues, and students with whom they shared mutual interests in art, classical music, the medical profession, libraries, and the Pittsburgh Steelers.

After her husband's death in 1998, Ruth moved to Madison, Wisconsin and quickly formed many new personal and professional friendships. She volunteered at Meriter Hospital Library and the UW-Madison Libraries while continuing to pursue her lifelong interest in and patronage of the arts.

A memorial is scheduled for Ruth on Saturday, February 19th at the Pittsburgh Athletic Association, 4215 Fifth Ave., Pgh. 15213, from 1:00 to 4:00 p.m.

I invite Ruth's SLA friends to join us and share your favorite stories and recollections about Ruth. We will keep things informal — my brother and I will give a few remarks, and then anyone who wishes to speak can stand up. There will also be some time for food and drink and talking in small groups, for those who do not want to address the whole crowd.

—Debra Shapiro

Mark your calendar! Upcoming Chapter Events

- February 16:** "Meet and Greet" MLIS students at Pitt over some breakfast, 8: 30 AM, 5th Floor Commons at SIS
- February 22:** "Thriving Skills for Leaders" with Emily Schultheiss, Chadwick in Wexford
- March 23:** "Managing Through Adversity" with Christine M. Hennrich, Chelsea Grill in Oakmont
- April:** Chapter Members' Achievement Celebration, Jimmy G's in Sharpsburg
- May:** Annual Business Meeting



A Review of New Journals

Ad Hoc Networks. ISSN 1570-8705. Elsevier. v.1, 2003. 4/year. \$339.00.

Ad Hoc Networks is an international and archival journal providing complete coverage of all topics of interest to those involved in ad hoc and sensor networking areas. Specific areas of interest include mobile and wireless ad hoc networks, sensor networks, wireless local and personal area networks, home networks, ad hoc networks of autonomous intelligent systems, novel architectures for ad hoc and sensor networks, self-organizing network architectures and protocols, transport layer protocols, routing protocols (unicast, multicast, geocast, etc.), media access control techniques, error control schemes, synchronization and scheduling issues, mobility management, mobility-tolerant communication protocols, location tracking and location-based services, resource and information management, security and fault-tolerance issues, experimental and prototype results, quality-of-service issues, cross-layer interactions, scalability issues, and performance analysis and simulation of protocols.

Applied Herpetology. ISSN 1570-7539. Editor-in-Chief: M.R.K. Lambert. VSP. v.1, 2003. 4/year. \$230.00.

Applied Herpetology is an international journal addressing research on amphibians and reptiles in relation to humans and therefore focusing on natural products development, farming, ethnobiology, biodiversity and environmental monitoring, conservation and wildlife management. A main objective of the journal is to enhance communication between academic scientists and researchers in industry, governmental bodies, international agencies and others involved in applied research on herpetofauna.

Applied Numerical Analysis and Computational Mathemat-

ics (ANACM). ISSN 1611-8170. Editor-in-Chief: T.E. Simos. Wiley. v.1, 2004. 2/year. \$598

ANACM is the official publication of the European Society of Computational Methods in Science and Engineering. It is a multidisciplinary journal devoted to all fields of numerical analysis and computational mathematics with a special focus on applications in science and engineering. The journal publishes peer-reviewed papers just six months after submission. In its first year, ANACM will mainly publish conference proceedings supplemented by invited papers. In a second step, the journal will support research by providing review articles, original contributions, letters, description of numerical software, and book reviews.

Body Image. ISSN 1740-1445. Editor-in-Chief: T.F. Cash. Elsevier. v.1, 2004. 4/year. \$300.00.

Body Image is an international peer-reviewed journal that publishes articles on body image and human physical appearance. Body image is a multi-faceted concept that refers to persons' perceptions and attitudes about their own body, particularly but not exclusively its appearance. Topics covered include the effects of body image and physical characteristics (e.g., body size, attractiveness, physical disfigurements or disorders) on psychological functioning, interpersonal processes, and quality of life; body image and physical appearance in diverse cultural contexts; factors that influence positive and negative body image development; and scientific evaluation of interventions to promote positive body image or to prevent or treat body image disorders.

Chemistry and Biodiversity. ISSN 1612-1872. Editors: M.V. Kisakürek and B. Testa. Wiley. v.1, 2004. 12/year. \$498.00

Biodiversity has become a blockbuster paradigm of modern civilization, and very rightly so. How can chemistry possibly contribute

to the understanding of biodiversity? The raison d'être of this journal is to reveal what links chemistry and biodiversity and to demonstrate how chemistry can contribute to our understanding of biodiversity with the ultimate goal to benefit from nature and to preserve it. *Chemistry and Biodiversity* is intended to publish work on all aspects of biodiversity studied at the molecular and macromolecular levels.

Digital Investigation. ISSN 1742-2876. Editor-in-Chief: E. Casey. Elsevier. v.1, 2004. 4/year. \$650.00.

As cyber-criminals become more sophisticated at covering their tracks, developments in digital forensics are critical. At an international level, researchers, investigators, and lawyers are meeting these challenges by developing innovative new tools and techniques for collecting elusive evidence and handling increasingly complex cases. Accurate and repeatable results in digital investigations in corporate, criminal, and military settings need improved methods and tools to process evidence from a wide range of technologies including open, embedded, and telecommunications systems. Topics include tailoring of "agreed upon" principles into procedures that can be easily implemented for conducting network, computer and software forensics, to build a corroborated chain of evidence; methods and tools for conducting effective digital investigations; and legislative developments and limitations, new defenses, and privacy.

IEE Proceedings Nanobiotechnology. ISSN 1478-1581. Editors-in-Chief: J. Cooper and J. Ryan. IEE. v.150, 2003. 6/year. \$1045.00

Nanobiotechnology involves the processing, fabrication and packaging of organic or biomaterial devices or assemblies in which the dimension of at least one functional component lies between atomic lengths and the wavelength of visible light. *IEE*

Proceedings Nanobiotechnology covers all aspects of this emerging science especially relating to the interactions between biomolecules and biomolecular assemblies with electronic structures or materials. Specific topics covered include bottom up and top down fabrication of nanoscale structures and devices (including biological sensors, actuators and machines) using such techniques as hard and soft lithography, directed or self assembled systems and biomimetics; the study of fluids at the nanoscale, including the interaction and behavior of gases and liquids at or within biological nanostructures, particularly in the context of the structure of water at biological interfaces; nanoparticles and quantum dots for biotagging or barcoding within biological systems; and novel nanostructured biomaterials including new biopolymers, biomolecular wires, Langmuir-Blodgett constructs and nanotubes.

International Journal of Applied Ceramic Technology. ISSN 1546-542X. Editor-in-Chief: H.T. Lin. American Ceramic Society. v.1, 2004. 4/year. \$190.00.

This new quarterly periodical provides the most recent information on ceramic product development and commercialization for engineers, manufacturers, and research and development scientists. Each issue focuses on a high-interest, high-impact topic plus a range of papers detailing applications of ceramics. Featured topics for upcoming issues include fuel cells, nanotechnology, ceramic armor, ceramic matrix composites, and green technology.

International Journal of Green Energy. ISSN 1543-5075. Editor: X. Li. Dekker. v.1, 2004. 4/year. \$595.00.

The *International Journal of Green Energy*, official journal of the Association of Energy Engineers, is devoted to the advancement of the science



and technology of energy, energy technology, energy utilization, the growing impact of energy use on the environment, and related subjects. The Journal publishes a wide range of original, peer-reviewed research papers and critical reviews of recent research that deal with the analytical, numerical, and experimental investigations of all aspects of energy and energy technologies, ranging from fundamentals to practical applications, from energy resources to energy consumption and the consequence of energy use. Topics include environmentally friendly energy technologies, such as fuel cells, batteries, solar energy, wind power, hydropower, geothermal energy, and tidal wave power; advanced technologies for energy conversion and power generation including low and ultra low emission combustion technology, hybrid engines such as gasoline-electric, diesel-electric, as well as emission control and cleanup technologies; natural and alternative sources of energy such as petroleum, biofuels, waste disposal and management; and green power production.

Journal of Aerospace Computing, Information, and Communication. 1542-9423. Editor-in-Chief: L.N. Long. American Institute of Aeronautics and Astronautics. v.1, 2004. Published continuously. \$380.00.

This journal is devoted to the applied science and engineering of aerospace computing, information, and communication. Original archival research papers are sought which include significant scientific and technical knowledge and concepts. The Journal publishes qualified papers in areas such as real-time systems, computational techniques, embedded systems, communication systems, networking, software engineering, software reliability, systems engineering, signal processing, data fusion, computer architecture, high-performance computing systems and software, expert systems, sensor systems, intelligent systems, and human-computer interfaces. Articles demonstrate the application of recent research in computing, information, and communications technology to a wide range of practical aerospace engineering problems. The Journal includes letters, papers, and invited surveys. All articles will be peer reviewed by the Editorial Board to allow rapid dissemination. The Journal will be electronic only (published continuously) and will include multimedia content such as videos, audio, and Web links.

Journal of Natural Fibers. 1544-0478. Editor-in-Chief: R. Kozlowski. Haworth Press. v.1, 2004. 4/year. \$160.00.

The *Journal of Natural Fibers* presents new achievements in basic research and the development of multi-purpose applications that further the economic and ecologic production of hard fibers, protein fibers, seed, bast, leaf, and cellulosic fibers. The journal examines new processing methods and techniques, new trends and economic aspects of processing natural raw materials, sustainable agriculture and eco-friendly techniques that address environmental concerns, the efficient assessment of the life cycle of natural fiber-based products, and the natural reclamation of polluted land.

The Journal is a resource for scientists, researchers, consultants, and academics working

with research and development institutes, and agriculture and textile universities as well as producers and processors of lignocellulosic fibers, natural silk, and wool, and anyone working in the textile, geotextile, automotive, pharmaceutical, cosmetic, building, and food industries.

TMS Letters. Editor: D. Thoma. TMS. v.1, 2004. Free to TMS members.

<http://www.tms.org/>

TMS Letters is a unique technical journal that presents cutting-edge research in succinct, informative technical updates. The peer-reviewed journal will be available exclusively online through the TMS Document Center and will be accessible free of charge to all TMS members as a benefit of membership (nonmembers may subscribe for a fee). *TMS Letters* will be composed entirely of two-page technical updates including text and graphics, of research presented at TMS meetings that are not published in any other book or journal. The first issue of *TMS Letters* consists exclusively of technical updates presented at the 2004 TMS Annual Meeting held March 14–18, 2004. —Earl Mounts President Elect, SLA-CPIT [Previously published in *Sci-Tech News*, reproduced with permission of the author]

Treasurer's Report

from 01/01/04 to 02/07/05

For the calendar year of 2004, the Pittsburgh Chapter of SLA had the following Inflows and Outflows:

Inflows	
Dues Allotment	1608.00
Interest Inc.	126.91
Meeting Income 4983.00	
Sponsorship	1500.00
TOTAL INFLOW	8217.91
Outflows	
Meeting Expenses	6934.56
Misc. Expenses	2961.13
Postage & Supplies	259.34
TOTAL OUTFLOW	10155.03
OVERALL TOTAL	(1937.12)

Respectfully submitted,

Mandy Mitchell



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Edited by Bhuva Narayan

We're on the Web@
<http://www.sla.org/chapter/cpit/>

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