

## President's Message

### From No to Yes

*Nancy Flury Carlson, Chapter President*

No, no, no, I never thought I'd ever be president of this chapter. But yes, yes, yes, it's been a great experience and I'd like to encourage anyone out there who's thought no, no, no to realize that if I can do this and love it, so can you.

In my final column as president of the chapter, I'd like to thank all those who have actively supported the chapter, and I'd also like to encourage others to consider ways to contribute in the future. Many thanks to all of you who have attended chapter meetings, and helped in any way to contribute to committee and chapter functions. Thanks also to Pittsburgh chapter members who have been busy with division and association activities and functions. Special thanks to all of the committee chairs and their committee members, and to the board of directors without whom the chapter would not function. Linda Hartman, thanks for your industrious contributions as president-elect, and Bob Sullivan, thanks for being there as my mentor and advisor. Finally, thanks to the many people at SLA headquarters who have provided advice, information and guidance, and to Anne Abate and Peter Moon from Chapter Cabinet.

I hope you will look through the Pittsburgh Chapter Annual Report, printed in this issue, to get an idea of some of the ongoing activities and accomplishments of our chapter. As you look through it, you'll notice that there are many "Yes/No" questions. Please remember that our chapter is not one of the very large chapters of SLA. Maybe there are some chapters that can answer "Yes" to more of the questions, because they are very large chapters, they have a committee chair for every committee, and each committee has five to ten members! We are doing a great job here in the Pittsburgh Chapter, thanks to the willingness of many to volunteer to head committees and help with chapter efforts.

But as you look through the annual report, I challenge each member to find one "No" to turn into a "Yes." You might find a question about an activity or function you are interested in. You might find a question about something that fits with the kind of work you do in your job. You might find a question that you can't believe we are answering "No" to, because it would be so easy for you to accomplish what it would take for that answer to be a "Yes!" When you've identified the "No" that you want to turn into a "Yes," don't keep it a secret. Let Linda Hartman know - as incoming president, she will be staffing the committees and organizing the chapter's efforts for next year. Whether your "No" needs a two-hour effort or a whole committee to turn it into a "Yes," let's get it started in 1998-1999 so next year's annual report can have one more "Yes."

Everyone have a wonderful summer!

Thanks, Nancy

## Chapter News

Newly elected officers for the Pittsburgh Chapter's 1998-1999 year, who were voted into office at the May dinner meeting, are: David Majka, President-Elect. He works at Robert Morris

College Library as the Reference Librarian/Business Specialist. Sheila Rosenthal is Secretary and she is a Reference Librarian CMU's Software Engineering Institute. Ruth Shapiro is a Director and she is the Medical Librarian at UPMC Braddock Medical Center.

Nick Kotow, our Treasurer reminds us that checks should be made payable to "Special Libraries Association- Pittsburgh Chapter" and that invoices should be styled similarly.

Betsy Schlueter was selected as the recipient of the Pittsburgh Chapter Award for her service to the Chapter in many different capacities. An active member for many years, she has held various offices and has always been generous in giving of her time to help promote the Pittsburgh Chapter's programs and goals.

## Sight Bites

by Earl Mounts

To my thinking, a great librarian must have a clear head, a strong hand, and above all, a great heart...and I am inclined to think that most of the men who will achieve this greatness will be women.-Melville Dewey as quoted in For the Love of Libraries: a Book of Postcards by D.A. Griliches, Pomegranate, 1998.

Myth 8: Everyone says [outsourcing] is the thing to do. Fact: Most of the people quoted in the media are the ones selling the outsourced services.-"Ten myths of Outsourcing" by J. Marriotti in Industry Week, April 20, 1998, p.64.

So I entered the key word "Confucius" into Yahoo, the search engine of choice for most students around here. And, boy, did it deliver. On the screen before me appeared the addresses of no fewer than 99,400 sites that included the philosopher's name. Sure, the guy is the most important figure in East Asia's cultural, political, and intellectual traditions. But I mean, really - what do I need with 100,000 sites?--Christian Science Monitor, March 17, 1998, p.B7 (<http://plweb.csmonitor.com>) Thanks to Lynn Labun for finding this one.

Airlines in New Zealand have sound advice for passengers on domestic flights-"Passengers are asked not to call 911 for emergency services while airborne".-Feedback, New Scientist, May 2, 1998, p.100.

Another birthday? Don't think of yourself as older...just upgraded.-Hallmark, 1998.

## Long Range Financial Plan

*Below are excerpts from a presentation made at the 1998 SLA Winter Meeting to the SLA Board of Directors by the Finance Committee which the Committee has asked local chapter Bulletin Editors to include in an issue of their newsletters. The complete text of the plan is available in electronic format from Lynn K. Woodbury (email her at [lynn@sla.org](mailto:lynn@sla.org)).*

Over the past three years, the Finance Committee has worked on a long-range financial plan to ensure the long-term financial stability of the Association which is fully supported by a myriad of facts and figures. The long-range financial plan is the Association's five-year plan to fulfill its strategic objectives and to provide cutting-edge programs and services to its members at affordable rates, while maintaining a sound fiscal position.

...As shown in the Association's five-year financial forecasts: Without an influx of additional net income, the Association would run in a deficit position by as early as 1998, with an estimated deficit of more than one-quarter million dollars by the year 2001.

In the past few years, the Association has made significant gains in the following areas without any new revenue sources, other than fund development: promoting the value of the profession; providing significant distance learning opportunities; providing access to many leading speakers, authors, and instructors; developing the virtual association and electronic commerce; and position the Association as the leader in global information policy. These activities have primarily been funded through cost reductions at headquarters (otherwise know as doing more with less) and corporate sponsorships. We cannot operate in this fashion indefinitely.

Furthermore, SLA's financial base is jeopardized by the ever-increasing scrutiny within the not-for-profit regulatory environment. The IRS audit took 3+ years to complete and has some serious implications on our operations and tax-exempt status.

All of the facts and figures and statistics make it more and more critical that SLA maintain a strong membership dues base--the most stable form of income an association can develop and maintain. The Association's current dues incomes as a percentage of total income is 25%--much less than the 40% industry standard (as reported by the American Society of Association Executives 1997 Operating Ratios Report).

...At its June 1997 meeting, the Board of Directors approved the following recommendation of the Finance Committee: That the Board of Directors approve the options to fulfill the Finance Committee's long-range financial plan... The increased income will be derived from nine functional activities which are both dues and non-dues related:

(1) An increase in shipping and handling costs for non-serial publications to cover the actual costs to process and deliver orders (this is already in place), (2) An increase in the membership dues and fees for the first times since 1995. The allotments paid to the unites will also increase, so the full income potential is decreased by such (this is slated for 1999 and requires a membership vote), (3) An increase in the Information Outlook non-member subscription (slated for 1999), (4) An increase in vendor advertising rates (in place for 1998), (5) An increase in the registration fees for the Annual Conference (slated for the 2000 Annual Conference), (6) An increase in the conference exhibit fees (in place for 1998), (7) An increase in the Professional Development fees for selected events and for the self-study courses, especially for the non-member price differential (in place for 1998), (8) An increase in the fees charged to human resources departments for listing jobs by 10%, and an increase in the non-member price differential for participating in the Employment Clearinghouse (in place for 1998), and (9) The generation of income in the Research program (slated for 1999).

...Committed to a stronger, more visionary association, the Board of Directors at its June 1997 meeting unanimously approved the following recommendation of the Finance Committee:

A dues increase, effective January 1, 1999, be submitted to the membership as follows:

Members and Associate Members\$125.00Retired and Student Members\$ 35.00Sustaining Members\$500.00Extra Chapter/Division Fees\$ 15.00Caucus Fees\$ 12.00The dues increase amounts were calculated at a very modes rate, utilizing the CPI over a seven year period.

A dues increase will:

- Give the Association a stronger financial base with which to continue providing quality products and services
- Provide adequate resources to further develop and implement the goals and objectives of the Strategic Plan
- Support Association unites through greater funding and services to carry out their own visions for the future (The unit allotments will increase in direct proportion to the dues and fees increase. The long-range financial plan stipulates that the unit allotments will increase 20%.)
- Allow for membership growth while incurring a proportionately smaller cost per member, or deficit, to recoup
- Insure a consistent level of quality service to the membership

...The [financial] plan will afford the Association the opportunity to continue offering its many cutting-edge products and services and to advance the Association's leadership role in our global, information and knowledge-based society. Your support of the plan is sincerely appreciated.

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The Pointer is edited by Mary Grace Desiderio

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