

# Legal Division Docket

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## **Editor's Notes**

by Jessica King, *Legal Division Docket* Editor, Softlink America

This issue of the *Legal Division Docket* features conference session reviews and experiences from the 2012 SLA Annual Conference & INFO-EXPO in Chicago in July. I hope that this issue serves as a helpful recap for those of you who could not make it this year and as a reminder of an amazing conference if you did get to attend.

I was impressed while reading through the articles for this issue that the authors were easily able to identify what ideas, lessons, etc. they were going to take back with them. For me, this was a very interesting conference since I attended while in the middle of a cross-country move and therefore wasn't taking anything "back" with me but "forward" to my new city and career. However, the phrasing doesn't really matter as much as the ideas do. If you need more takeaways, don't worry, this issue is full of them!

Another impression this issue made on me is the importance of networking and contributing to the Division. I'm truly grateful for the opportunity to be the *Legal Division Docket* Editor because I get to meet and hear from so many Division members. Meeting many of you face to face in Chicago for the first time was a great experience for me and I'm happy to have made so many new friendships. I'm also glad I get to contribute to the Division as another one of the vendor members of the Division; a topic Division Chair, Tracy Z. Maleeff, goes into more detail in her "From the Board Room" article. I hope that the significant impact networking in and contributing to SLA can make on your career (no matter what side of the vendor line you are on) is noticed throughout the issue.

This issue features conference impressions and experiences from our three Legal Division grant winners, Amanda Adams, Joseph Keslar and Liz Scheibel, and our joint Legal Division/ECCA winner, Marie Cannon. This issue's Canadian Corner/Coin Canadien article is a summary of Canadian member, Christine DeLuca's experience. One of our UK members, Sjoukje Schots, sends us an update on EU privacy laws. In our, "Letter from Australia" article Josephine Murfey relates her experience getting her firm on board with Yammer. Also included in this issue is a profile of John DiGilio, Past Chair and candidate for SLA Treasurer, as well as reviews of most of the Legal Division sponsored sessions in Chicago! Thank you to the members who volunteered to write these reviews: Susan Mecklem, Grace Rosales, Jamie Marie Keller, Amy Noll, Matthew Gran, and Amanda Tillander. Thank you to the members who contributed pictures to this issue. Some of these pictures can be seen in the "Chicago Memories" article while others are embedded in other articles.

Thank you for reading *The Docket*. As always, please send submissions to me any time at [jlking40356@gmail.com](mailto:jlking40356@gmail.com). See you next year in San Diego!



## **From the Board Room: Thank You for Being a Vendor Friend**

by Tracy Z. Maleeff, Legal Division Chair, Duane Morris LLP

This post-conference issue of the *Legal Division Docket* is chock-full of recaps of sessions and the impressions of first-timers and veterans alike. Much of what I wanted to say regarding this year's conference was done via the Division's listserv. So, I won't re-hash that again here. (Don't know what I'm talking about? Maybe you are not on the Legal Division's listserv! If you are a Legal Division member and are not receiving these e-mails, please contact Director and Public Relations Chair Liz Polly, [librarianliz@gmail.com](mailto:librarianliz@gmail.com))

If you were not able to attend the SLA Annual Conference & INFO-EXPO in Chicago in July, you did not hear the speech I gave at the Vendor Appreciation Reception that was held on Sunday, July 15<sup>th</sup>. I explained that the Legal Division created a mandate or edict, if you will, that vendors shall be referred to as either Vendor Partners or Vendor Friends. They are our partners because they assist us with professional development programming and keeping us abreast of products or advances in our marketplace. But, they are also our friends because some of them we've known for years. We know them as people with families and pets that we ask them about, who just happen to work for Company XYZ.

We have Legal Division members who have the vendor classification put upon them. I don't regard them any differently than someone who works as a non-vendor in the legal community, do you? I have been perplexed by some of the recent discussion in our profession that vendors who get involved with professional organizations are viewed suspiciously and assumed to have questionable scruples when it comes to representing the organization. An example of how this is the furthest from the truth is our Executive Board member Beth Maser. She is coming to the end of her two-year term as a professional, upstanding and devoted Secretary to the Legal Division. In my mental list of priorities - she's my buddy first, the Secretary second and works for a vendor third. We all wear many hats in our lives. I assume that every member, regardless of employer, takes their Legal Division responsibility seriously and professionally when they have their SLA hat on.

As our Chair-Elect Tricia Thomas so eloquently wrote, "We trust that our vendor members will use discretion when representing the Division and that they will not use their position within the Division to promote the sales of their product or service. We trust that, as members, these vendors belong to the Division because they care about the profession. They are not there just to make a sale. Furthermore, many of these vendors were once librarians at law firms, corporations, and other organizations so they bring a unique perspective to our association."

In conclusion, I just wanted to take this opportunity I have in the *Legal Division Docket*, as Chair, to make it clear how we as an organization feel about this issue. Or, quite frankly, a non-issue from my perspective. Now, to show my age, I couldn't help but have the theme song to the American TV show, "The Golden Girls" (1985-1992) in my head as I was writing this article. Sing with me now. We're making a long-distance dedication to all the Legal Division Vendor Friends/Vendor Partners and members who help make us great!

Thank you for being a friend  
Traveled down the road and back again  
Your heart is true you're a pal and a confidant.  
And if you through [*sic*] a party

Invited everyone you ever knew  
You would see the biggest gift would be from me  
And the card attached would say thank you for being a friend.  
[ Lyrics from: [http://www.lyricsmode.com/lyrics/g/golden\\_girls\\_theme/thank\\_you\\_for\\_being\\_a\\_friend.html](http://www.lyricsmode.com/lyrics/g/golden_girls_theme/thank_you_for_being_a_friend.html) ]

We ♥ our Vendor Friends!  
Give some love to our SLA 2012 Annual Conference & INFO-EXPO Vendor Partners!

Bernan

Bloomberg Law / Bloomberg BNA

Fastcase

Jones McClure

LAC Group

Leadership Directories

LexisNexis

Morningstar

Pro Quest and Dialog

Springer

Thomson Reuters Westlaw

Wolters Kluwer Law & Business

*Tracy Z. Maleeff*  
*SLA Legal Division, Chair*

Canadian Corner  Coin Canadien

*Standing on guard in law libraries since 1867.*

*Protégeant nos foyers et nos droits dans les bibliothèques de droit depuis 1867.*

## **Canadian Corner/Coin Canadien: There Ain't No Conference Like a SLA Conference... Especially For Canadians!**

by Christine DeLuca, Bennett Jones SLP

As the excitement and flurry of emails wind down regarding the Special Libraries Association Annual Conference & INFO-EXPO, I cannot help but feel confident in my decision to attend this year (thank you generous employer, for helping me get there!). I had the opportunity to take in many interesting sessions, meet lots of people, and discover many services/service providers. At the Canadian Reception I realized I was not alone. I was surprised and delighted to see just how many Canadians from all over the country actually attend the conference.

For those of you who did not attend, here are a few of the reasons why Canadian law librarians should consider attending next year:

- There is more to life than just legal research – Many of us wear more than one hat day to day, be it Knowledge Manager, Information Literacy Instructor, Trainer, Business Researcher, Competitive Intelligence Analyst, and the list continues. SLA is a great way to get the creative juices flowing in all areas of your job or career.
- International exposure – In this global economy, every business is forced to look outside of its local market for work if it hopes to keep ahead of the curve. It is important to remember that the business of information is no different. Expanding your network, scope of services and research capabilities beyond local borders can only help to increase your value as an information professional.
- Network outside your normal crowd – You will meet people other than those from your local chapter. While it is important to know your colleagues in your area, there are a lot of advantages to meeting people from the other side of the continent.
- Learn about new products, even if they are not available in your market yet. If they are not available, you have a few days to strongly “suggest” to the product reps that they should consider making their product available to the ever expanding and exciting Canadian market.
- Personally touch base with representatives from service providers of which you already subscribe. Are you tired of writing emails to a feedback email address? The conference is the perfect opportunity to have a discussion with a **live** person about your concerns/comments/suggestions regarding their products or services. Just do not forget to give them kudos for the things they are doing right and pick up some great SWAG at the same time!

So, should the opportunity present itself for you to attend SLA 2013 in San Diego, do not think twice, and if you cannot, there is always Vancouver 2014!

## Changes to EU privacy law and cookie rules

by Sjoukje Schots, Senior Library and Information Manager, Herbert Smith LLP

One can argue whether privacy is something that can be sufficiently protected in this modern age. However, it remains a hot topic and non-compliance can result in heavy fines. A recent example in August is Google's fine of US\$22.5 million for violating one of the orders of the U.S. Federal Trade Commission when it used cookies to track users of Apple's Safari browser.

Privacy is similarly an area that is of great interest to the European Union (EU). You may not know that 28 January is European Data Protection Day. A day to raise awareness and give people the chance to understand what personal data is collected and processed about them, why this is and what their rights are with respect to this processing.

In the last couple of years the EU has been concerned about the online tracking of individuals and the use of spyware. In May 2012 some changes came into force to protect the privacy of internet users more. The updated E-Privacy Directive<sup>1</sup> states the requirement to obtain consent for storage or access to information stored on a subscriber or users' computer or any other web connected devices (use of cookies and similar technologies).

A cookie is a small file, typically of letters and numbers, downloaded on to a device when the user accesses certain websites. There are three main types of cookies:

Name	Description
Session cookies (Also known as multimedia player session cookies and user interface customisation cookies.)	Allow websites to link the actions of a user during a browser session (for example - keep track of language preference, user's input when filling in online forms or a shopping basket as they browse around a site). They could also be used for security when a user is accessing internet banking or to facilitate use of webmail.  Session cookies may be considered to be less privacy intrusive, as they expire after a browser session, so information is not stored long term.
Persistent cookies	These are stored on a users' device in between browser sessions, which allows the preferences or actions of the user across a site (or in some cases across different websites) to be remembered.
First and third party cookies	Whether a cookie is 'first' or 'third' party refers to the website or domain placing the cookie.  First party cookies are cookies set by a website visited by the user - the website displayed in the URL window. They are not likely to create a privacy risk if websites provide clear information about the cookies to users and privacy safeguards (by opting out from any data collection and where they ensure that identifiable information is anonymised).  Third party cookies are cookies that are set by a domain other than the one being visited by the user. If a user visits a website and a separate company sets a cookie through that website this would be a third party cookie.

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<sup>1</sup> Directive on privacy and electronic communications - <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0058:EN:NOT>  
Amendment directive - <http://eur-lex.europa.eu/Notice.do?val=505868:cs&lang=en&list=505868:cs,518926:cs.&pos=1&page=1&nbl=2&pgs=10&hwords=2009/136/EC~&checktexte=checkbox&visu=-&texte>

This law states that a cookie must not be set unless the following prerequisites have been met:

- The user or subscriber is provided with clear and comprehensive information about the purposes of the storage and access to the data stored in the cookie
- The user or subscriber has given his or her consent

There is an exception to this requirement where the use of the cookie is:

- for the sole purpose of carrying out the transmission of a communication over an electronic communications network; or
- where such storage or access is strictly necessary for the provision of an information society service requested by the subscriber or user.

Each EU member has its own approach to the law; however the basic requirements of the directive remain the same. An overview of all national provisions can be found [here](#).

### **What's happening next**

The European Commission is currently in the process of reviewing the general EU legal framework on the protection of personal data. On 25 January 2012, it adopted major proposals for a comprehensive reform of the EU data protection rules. The aim is to strengthen online privacy rights and boost Europe's digital economy *by replacing* the fragmented implementation of the current regulations into one single law. This proposed review is likely to take about one year to allow discussions, modification etc. by the EU's Council of Ministers and the European Parliament. Once a final draft is adopted by the European Parliament, it is likely to come into effect within two years.

Data controllers outside of the EU should keep any eye out on the developments, as a number of new obligations will be put upon them and sanctions for non-compliance are also likely to increase. Here is a recommended [website](#) if you wish to follow more closely.



## **International Corner: Letter from Australia**

by Josephine Murfey, Knowledge Manager, Hall & Wilcox

It's nothing new. Librarians have always worn a multitude of hats. From subject specialists to trainers to intranet managers and knowledge managers... and now my new hat says, "Community Manager".

To be honest, I didn't even realise I was wearing a new hat. Our firm launched Yammer as an enterprise collaboration tool in December 2011. You can read more about our Yammer roll out [here](#) on the Yammer Blog. Rolling out a social collaboration tool in a law firm... how hard could that be?!

After the technical rollout was under control, the next step was to explain it. While many of our staff were comfortable with the *concept* of a social collaboration tool, we needed to help them understand how and why this would work in an office environment. Reducing "Dear All" emails was a starting point - many of the people who sent emails to all staff were encouraged to post those on Yammer. We challenged people to set up groups for Practice Areas and Industry Areas and post news items and articles, as well as what was happening in their work area.

As Community Managers, Chris Warburton (Senior Business Analyst and technical expert) and I have taken on the role of [spruiking](#) Yammer and trying to guide staff towards Groups and to explore different ways it can be used around the office. With support from the COO and the Partners, it is exciting to see people getting involved and collaborating and communicating on this platform. While the openness creates a situation of self regulation, we do keep an eye on the general conversation and are yet to have any issues.

Getting involved in the roll out and the continuing management has been a learning journey and I can now reflect on how my skills as a librarian have helped. Being involved with assisting to move users from paper to CDs and to online platforms provided me with a background of understanding that this wasn't going to be a comfortable fit for everyone. I had to get involved, and yes, wear Yammer t-shirts on every casual day and be positive about this change, much like I'm sure many of us have done for Library Week or similar events. Some things are universal; cupcakes will still encourage people to turn up. Librarians tend to leave their Change Management hats on in perpetuity.

Training has long been a hat that librarians wear, and this was no different. While we were content to let joining Yammer 'go viral', there were some training sessions, and our Yammer Day helped to bridge the gap for others. Just-In-Time training is often more beneficial, as I'm sure many of us have learnt with legal research training. Yammer training is also now embedded into our New Starter Induction program, and all staff joining the firm are given a general tour of the application and instruction on setting up their profile and adding their photo.

We hope that Yammer will gradually become an informal KM tool as people ask questions and share answers and the information and knowledge captured starts to grow. This is particularly useful as the information is available on an open platform, rather than being hidden in inboxes that are difficult to deal with when people leave an organisation.

Being open to learning at the same time as rolling out a project was – and remains – a must.

Yammer has a Customer Network called the YCN, an external network of Community Managers that clearly illustrates the collaborative approach and encourages sharing of ideas and resources and helpful advice. Other users are just as likely to answer your question as a Yammer staff member is. Yammer has a learning network called YammerU where learning materials are made available and "Yaminars" are uploaded to assist in showing as well as telling. It is a very open environment and I have learnt a great deal about collaborating with like minded people... sort of like law librarian email lists.

One of the things that first attracted me to the career of law librarianship was the variety involved in the job. Certainly over my career the projects I have been involved in have included everything from legal research to training to websites and intranets to database design and implementation. It certainly has continued to provide the variety, learning opportunities – and even the various hats –that I had hoped for.

What hats do you wear?

## **Full Disclosure: Get to Know a Legal Division Member!**

by **Tracy Z. Maleeff**, Legal Division Chair, Duane Morris LLP



**Name:** John J. DiGilio, MLIS, JD

**Title:** National Manager of Research Services

**Firm:** Reed Smith LLP

**Location:** Chicago, IL

On the eve of the SLA Board of Directors election, the Legal Division is proud to recognize one of our own who is a candidate. Past Chair John DiGilio is running for Treasurer and will hopefully join another Legal Division member on the SLA Board of Directors, [Marilyn Bromley](#).

John is celebrating his 25<sup>th</sup> year of working in libraries. A member of SLA since the mid-1990s, he has been an active and contributing member to a wide variety of groups within our organization. In addition to his service to the Legal Division on the Executive Board, he is currently a member of the [Business & Finance Division](#), [Leadership and Management Division](#), Webmaster of the [Baseball Caucus](#), [GLBTIC](#), and the [Illinois Chapter](#). This doesn't even include his leadership for units with whom he is no longer a member, including his work on the Professional Development Advisory Council.

Let's return to the Windy City, location of the SLA 2012 Annual Conference & INFO-EXPO, to learn more about Legal Division Past Chair and SLA Treasurer nominee, John DiGilio.

### **Q: In one sentence, what does your job entail?**

I rally the troops (read: my librarians) to support our attorneys and themselves to the very best of their abilities.

### **Q: What's your biggest work or career-related challenge?**

Saying "No". It's such a small word, but one with such power. Sadly, it is under-utilized in my lexicon... especially when it comes to work-life balance.

### **Q: What is your educational background?**

I have a Bachelor of Arts in Political Science from Lebanon Valley College in Annville, PA. My Master of Library and Information Science comes from the University of Pittsburgh in Pittsburgh, PA. I have a law degree (Juris Doctor) from Pepperdine University in Malibu, CA.

### **Q: What was your first job or your first library-related job?**

My first job was as a butcher's apprentice. I was 14. It is interesting, considering I am now vegetarian. My first foray into the stacks was at the age of 16, when the local school librarian decided to recruit boys to join her cadre of library assistants. I figured, "Why not". I loved the library and the library assistants got to spend their free time in it. Little did I know I would still be spending my time in libraries almost three decades later!

**Q: How has SLA and/or the Legal Division helped you professionally?**

SLA has been with me every step of the way, from my start in the industry through the present. It keeps me connected to my profession and my peers. It constantly reinvigorates my sense of wonder and curiosity in what we do. It provides me with an outlet through which I can give back to the industry that has supported me and brought me so much satisfaction.

**Q: Do you belong to any other professional organizations?**

I am a member of the [AALL](#), which provides me with a nice grounding in the legal industry. [SLA](#) is my association of choice when it comes to expanding my horizons to the other areas of the greater information profession. I also belong to [Librarians Without Borders](#) and the [Chicago Association of Law Libraries](#).

**Q: What's one law library/librarian-related blog, website, or Twitter account that you just can't go one day without checking?**

On Firmer Ground [www.firmerground.com](http://www.firmerground.com) - I love the collaboration and international perspective that it brings. (Author's Note: Also, John can be seen in the Twitterverse [@iBraryGuy](#))

**Q: What hobbies or interests do you have?**

I am a voracious reader, who also likes to write. Fantasy, horror, biography, humanities . . . I love it all. I also love to travel and immerse myself in new places and cultures. Some of my greatest learning moments have happened on the road. I write restaurant reviews in my spare time and love to work with my hands. I am a HUGE animal advocate.

My domestic partner, Mitch Marr, is a constant source of inspiration and support to me. Nothing is better than an evening at home with him, my dog Peanut, a home-cooked meal and a good movie.

**Q: Who is your favorite librarian – living or dead, real or fictional?**

This is a tough one. There are so many fascinating librarians in both real life and fiction. I can't choose just one. Modern greats like Nancy Pearl inspire us with their love of books and librarianship. Historical figures, both famous and infamous, stoke our fascination with the heights we can achieve. Take, for instance, people like Mao Zedong, Ben Franklin, Golda Meir and even Casanova. These are librarians who changed history. Finally, we have fictional favorites like Batgirl (AKA Barbara Gordon) who keep us entertained and remind us that a hero lurks inside every one of us.

*"Full Disclosure" and the Legal Division Docket thank John DiGilio for his participation and wishes him luck in the SLA Board of Directors election!*

*Would you like to be featured in the next installment of "Full Disclosure"? Or, would you like to nominate someone? Please contact [Tracy Z. Maleeff](#).*

## **ECCA Winner SLA Conference Report**

by Marie Cannon, Trowers & Hamlins LLP, 2012 ECCA Winner



**Taken during Mary Ellen Bates session,  
"From Info Pro to Info Hero:  
5 Easy Ways to Turn Info Into Insight"**



**Marie Cannon enjoying the IT Dance Party  
with her mentor, Liz Polly**

I was given the wonderful opportunity to attend SLA Chicago 2012 due to winning the SLA Europe's Early Career Conference Award (ECCA) co-sponsored by the Legal Division. As a very, very new professional (I had begun my first professional post only 2 weeks before I flew to Chicago) this was my first trip to America, my first conference and my first experience of the SLA Legal Division – and what an experience it was!

### **My conference experience**

The theme of the conference was 'agility in an open world economy', and closely related topics such as the promotion and visibility of libraries and the profession, as well as various ways of using technology to improve our services were very prominent in the sessions offered. I have a particular interest in how Web 2.0 and social media is transforming the information environment and the expectations of users, and believe that the visibility of libraries and the information profession are irrevocably linked to these technologies. Library services are becoming increasingly invisible due to the development of desktop services that provide instant (and to the user seemingly free) information. The user can easily forget the library's role in procuring and delivering information, particularly in the legal sector, and it is important that the library use Web 2.0 technologies and social media to provide additional avenues to information and to promote the value of the library service to users. Consequently many of the sessions I attended were focused on how social media can be used to both effectively communicate information and engage with users, and promote the library service itself. Already having a grasp of social media, what I particularly valued from the sessions were the experiences of others and their varying degrees of success in introducing social media at their organisations, often shared in the Q and A at the end of sessions. There was also excellent practical advice offered by speakers such as Cheryl Yanek on how to develop a social media strategy and what aspects should be considered; such as what is a successful tweet for *your* information service? What level of engagement are you aiming to commit to? The importance of maintaining a clear, consistent voice and tone in communicating your message to your target audience was also reiterated on several occasions.

In addition to the evolution of new information communication channels, the role of the information professional is evolving. Mary Ellen Bates in her session, "[From Info Pro to Info](#)

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[Hero](#)” provided techniques to present information in ways to add value for the client; such as by providing data visualisation, including word clouds to visually show trends, patterns and important terms in textual data. The value of social media for law firms was demonstrated by the example of Roberts & Durkee; a law firm that has successfully used Twitter, Facebook and blogging to attract new clients. In another session, “The Evolving Role of Competitive Intelligence in the Legal Marketplace” it was observed that marketing departments are retaining their size and budgets in law firms at a time when library budgets are being cut. Instead of primarily conducting legal research, legal librarians are now called upon to focus on the business of law, rather than the practice of law, and conduct business development research. By contextualising industries and providing analysis on competitors, librarians can add value to information by delivering competitive intelligence, and demonstrate how they can provide a return on investment by directly aiding in selecting and obtaining appropriate clients. The conference has certainly given me many ideas and some much needed practical advice by those who are already using these technologies in their information services, and I am sure will become very useful in my new role.

### **My experience of the SLA Legal Division**

In addition to the very valuable sessions, attending the conference also provided me with a chance to be very warmly welcomed into the SLA family and to meet in person Legal Division members who I had already virtually met online. I certainly found it ironic that the first time I met the US members of the Legal Division in person was at a traditionally British afternoon tea, which provided a relaxed setting for us to get to know each other better, and for all manner of things to be compared between the US and the UK, not least the regional differences in job titles (in the UK, law firm librarians are often called 'Information Officers').

However, it was at the Legal Division’s Bloomberg BNA Breakfast, I was struck by how much the SLA as an association, and the Legal Division in particular, appreciates its members through the number and variety of awards available for professionals at different stages of their careers. Watching my own mentor Liz Polly receive an award and being recognised for her exceptional commitment to the Division was inspiring to me, and I am sure to all of those who attended. The rewards of an association that values and inspires its members are numerous; its members gain new skills and confidence in their SLA positions of responsibility, and in return the Division receives committed and enthusiastic individuals to contribute to its success. My personal enthusiasm and inspiration that has been stimulated by SLA Chicago to develop myself further as a professional and to get involved with SLA would have been very difficult to attain without being present in person at the conference through the ECCA.

### **Closing panel – Future Now**

I would like to develop a point Sara Batts made in the closing session of the conference regarding the future of SLA and librarianship as a whole. The future of libraries and of the profession of course depends on us 'keeping up with advancements in technology', including using Web 2.0 and social media, and 'advocating the value of libraries and librarians as professionals' as the other panellists validly observed. However, more importantly our future depends on *us*; and particularly on the new generation of library professionals and future members of SLA. New professionals such as myself need to be guided by those more experienced to ensure the future success of libraries, and consequently SLA. This is exactly what the ECCA has enabled me to do, as not only have I been given the opportunity to attend the conference, which in itself is hugely beneficial, but I have been able to meet and learn from experienced and successful

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information professionals, and my award also entailed that I was guided through the enormity of the conference allowing me to get the best possible experience from it. I have also been very warmly welcomed into the Legal Division, which has inspired me to become more actively involved with SLA and to volunteer in order to gain new skills, meet new people and ultimately become more confident as a new professional.

I cannot thank SLA Europe and the Legal Division enough for enabling me to attend the conference, learn so much, meet such a warm and diverse variety of information professionals and very much feel part of the international library community. In particular I would like to thank my UK mentor Sam Wiggins, my Europe Board mentor Liz Blankson-Heman, my US mentor Liz Polly and Division Chair Tracy Z. Maleeff for always being so generous with their time and for making me feel so welcome in the Legal Division.

## **A Canadian Law Librarian's SLA Adventure: Chicago Style!**

by Amanda Adams, Nipissing Law Library, 2012 Non-US Member Grant Recipient

Due to the Special Libraries Association Legal Division Travel Grant Award sponsored by Wolters Kluwer Law & Business, I was able to travel to Chicago, Illinois to attend my first SLA Conference this past July! In April of this year I received word that I had been awarded the Non-U.S. Law Librarian Travel Grant Award. As soon as I had been informed about being the chosen recipient I thought, “let the planning begin!” And so it did. To say that I was excited and grateful for this opportunity would be an understatement!

In this article I will begin by outlining the sessions that I attended, and highlight the outcomes that I feel were gained as a result of the sessions. I will present how my attendance at the SLA 2012 INFO-EXPO and Conference will impact and hopefully improve library services for my patrons based on what I have learned. I will also present how it may come to benefit me in a professional context as well. I will also discuss the similarities and differences that I found to exist among law librarians from Canada and those from the United States.

The first session that I went to was intended to be the final “60 Sites in 60 Minutes”, but as it turned out, the session will make another appearance at the conference in San Diego in 2013! I enjoyed this session as the presenters made each site that they briefly spoke about seem like they would almost all be usable in most if not all libraries, but would be able to cross-over for use in other industries too! Site examples ranged from anywhere to health care, to travel, jobs as well as sites that were just about cheering us on to play (as we all sometimes need encouragement to do!). Overall, I think I will find the sites presented during this session to be useful for a number of different reasons; not just for professional purposes!

The next session that I attended was called, “Librarian as Entrepreneur.” I found this particular session to be useful as the presenter went through various marketing strategies that would enable librarians with next to no knowledge or experience (like me!) with marketing to develop and implement marketing strategies that would enable our patrons to perceive their libraries and the librarians that work there in new ways. Being a solo-librarian in a non-profit organization, I also appreciated this session because there were suggestions pertaining to the use of social media resources such as LinkedIn and Twitter as cost-effective means of reaching out and advertising library services and resources.

The third session attended was the “Success Stories of Solo-Librarians.” This was what I would call an informal session because each presenter got up and told the audience the story of their library in regards to how and in what ways they overcame challenges. One of the presenters was from New Zealand and he discussed how his library had to be relocated as a result of the earthquakes and how materials were being held in different locations around the region which made it very challenging to streamline everything so that his patrons could get the information and resources that they required. As a result of attending this session, I think I will join the Solo Division at some point so that I can gain



more insight into what other solo-librarians have done, what they are doing to overcome challenges that they have encountered and how they have persevered. This session really enabled me to place my role and responsibilities within my law library and being a solo-librarian into context.

The final session I attended was called, "Marketing for the Rest of Us: A Guide for Introverts." I enjoyed this session quite a bit as I think the pointers given will help me to present my library in a new way. The presenter also encouraged us to ensure that our profiles on social media tools such as LinkedIn and Twitter were up to date and included a photo of us so that we are able to be found easily; transparency is a key element in the world of marketing and those who practice within special libraries are probably more likely to put into practice social networking approaches because they are generally smaller and are obviously more geared towards specialized groups and professions. The presenter also suggested that when we post updates or are tweeting about library related topics that we should keep it to about one or two per day. I work with a variety of different personalities; each lawyer, articling student and out of town counsel is unique. I also know that I am unique in my personality, strengths and weaknesses too, so the ideas in this session will enable me to use all of these variables to the advantage of my library by positioning its services and resources in a positive light when creating marketing initiatives that will hopefully engage my patrons.

This final section will present some of the key similarities and differences that I found to be apparent among law librarians from Canada and the United States. I can honestly say from my experiences at the SLA Conference that there are not that many glaring differences between law librarians from Canada and those from the U.S. Again, we are all unique individuals, with varying experiences and backgrounds but obviously there is the one aspect that links us all: the fact that we are passionate about, and are having to become more and more creative in, engineering appropriate means to enable access in a timely manner to information and resources for our clientele. Due to the nature of their work, we all have to be cognizant of our patrons' time constraints. What I can say regarding what struck me as being unique between American and Canadian law librarians is that American law librarians seemed more willing to invest the time in demonstrating to non-U.S. law librarians their optimism, enthusiasm and panache not only for their own careers and roles within the legal information world, but they are able to do so without seeming as being know-it-alls or discourteous at any point in time. On the contrary, they were more than eager and willing to listen to me, my experiences and how what I do may or may not differ to what they do within their positions. As a result of being able to observe and experience this approach first hand, I have been able to integrate this into how I approach both lawyers and non-lawyers (whether they be other librarians or not!) in my daily interactions.

## **Conference Review: Bloomberg Law/Bloomberg BNA Breakfast and Legal Division Business Meeting**

By Susan Mecklem, Librarian, Davis Wright Tremaine

BNA has graciously sponsored the Legal Division's breakfast and business meeting for eighteen years; it has been an important annual tradition. With the acquisition of BNA by Bloomberg, we were curious what would happen to this esteemed tradition; we are very pleased to report that their generous sponsorship of the breakfast and business meeting will continue on as the Bloomberg Law/Bloomberg BNA Breakfast and Legal Division Business Meeting.

This nineteenth year of the breakfast was as fabulous as ever, with seemingly endless amounts of coffee, hearty breakfast food, great company, and lots of information sharing. President and Chief Executive Officer of Bloomberg BNA, Greg McCaffery, proclaimed that there will be, "Hot breakfast forever more," to resounding applause. We truly appreciate Bloomberg Law/Bloomberg BNA's continuing sponsorship of our annual breakfast and meeting. Director of Library Relations at Bloomberg BNA, Mike Bernier, updated the Legal Division on happenings within Bloomberg Law/Bloomberg BNA including the new Health Practice Center. Legal Division Chair Tracy Maleeff thanked Greg and Mike for their continued support of SLA and the Legal Division.



**Members of 2012 Legal Division Executive Board (from left to right):**  
**Tricia Thomas, Chair Elect, Alston & Bird, LLP; Geri Heberlie, Treasurer, Greensfelder, Hemker & Gale, PC; John J. DiGilio, Past Chair, Reed Smith LLP; Liz Polly, Director, Stites & Harbison PLLC; Tracy Z. Maleeff, Chair, Duane Morris LLP; Dagfinn Senturia, Director-at-Large, Holland & Hart LLP; and Caroline Frances Jones, Chair Elect Elect, Crowell & Moring**

After a bit of socializing and enjoying our breakfast, Tracy called the business meeting to order. Her first order of business was to recognize John DiGilio's many contributions as Past-Chair of the Division. She presented him with gifts of appreciation for his hard work: a baseball signed by members of the Legal Division Board, (which read, "SLA All-Star, John DiGilio"), a donation to PAWS Chicago acknowledging his love of animals, and a Visa gift card that she admonished him to use to buy something for himself; he's the type of guy who would spend it all on others. She thanked him for his work and led a round of applause. She also informed us that John is running for SLA Treasurer.



**Tracy Maleeff presents Past Chair, John DiGilio, with tokens of appreciation on behalf of the Division.**

Tracy announced who the travel grants were awarded to, and we congratulated them all!

- LexisNexis U.S. Law Librarian Veteran Member Travel Grant Award (\$1,500); Elizabeth Scheibel from Lindquist & Vennum in Minneapolis
- Thomson Reuters Westlaw U.S. Law Librarian New Member Travel Grant Award (\$1,500); Joseph Keslar from Blank Rome in Philadelphia
- Wolters Kluwer Law & Business Non-U.S. Law Librarian Travel Grant Award (\$3,000); Amanda Adams from the Nipissing Law Library in North Bay, Ontario, Canada
- Joint SLA Europe & Legal Division Early Career Conference Award, supported by Jones McClure (\$3,000); Marie Cannon at Trowers & Hamblins LLP in London, UK



The next order of business was to recognize the many VIPs in attendance. She acknowledged Kate Arnold, and Juanita Richardson (not in attendance), both of whom are running for SLA president; AALL president Jean Wenger; AALL delegate Denise Pagh; BIALL delegate Therese Broy; and CALL/ACBD delegate Connie Crosby. Tracy asked the delegates to come to the front of the room to be recognized. She also thanked Geri Heberlie for taking on the Herculean task of Treasurer and Virginia Mattingly for her hard work as the Division's social media guru.

The next order of business was to present the 2012 Legal Division Awards. Tracy announced the following awards to big rounds of applause:

- Bloomberg Law/Bloomberg BNA Outstanding New Member Contribution Award – Liz Polly from Stites & Harbison PLLC in Lexington, Kentucky
- Wolters Kluwer Law & Business Innovations in Law Librarianship Award – Rosalie Piscitelli from Weil Gotshal and Manges in New York, New York
- Thomson Reuters Westlaw Award for Career Achievement – Martha Foote from LibraryCo, Inc. in Toronto, Ontario, Canada



**Bloomberg Law/Bloomberg BNA Outstanding New Member Contribution Award**



**Rosalie Piscitelli, left, receives the 2012 Wolters Kluwer Law & Business Innovations in Law Librarianship Award**



**Thomson Reuters Westlaw Award for Career Achievement**

Tracy announced that the Legal Division has more than 1000 members in 12 countries. She briefly discussed the diversity initiative, led by Jennifer Dismukes Vail. Jennifer has been creating [pathfinders](#) each month that focus on different groups. She has posted legal resource

documents for and about Senior Citizens, LGBT, and Islamic law and plans to continue creating new pathfinders to share with the Division.

Tricia Thomas, Chair-Elect, talked briefly about the San Diego conference that will be held from June 9-11, 2013. She explained that the schedule for the 2013 conference will be slightly truncated to allow people to stay in a hotel one less day. SLA 2013 will be held in San Diego, under the theme, "Connect, Collaborate and Strategize." The conference will feature focused continuing education courses, 4 lengthened session slots (2 hours rather than 90 minutes) to allow for the most in-depth discussion possible, and a cutting edge exhibit hall. The keynote speaker is Mike Walsh, author of *The CEO of Tomorrow* and leading authority on the digital revolution and emerging markets.

Tricia also discussed a session that will be co-sponsored by the Food, Agriculture, & Nutrition (FAN) Division and the Legal Division. Plans are in the works for a session tentatively titled "Life Cycle of a Food Recall." Another bit of news is that after much discussion, the Division has allowed its LinkedIn account to be open to everyone; the Division's listserv is for members only because it's a valuable membership benefit.

Tracy finished the meeting by acknowledging how important the conferences are for networking. She told the group about her own experience as a Legal Division member and how she landed her current position because of her networking at her very first SLA conference in 2007. She reminded us of the value of SLA, the Legal Division, and attending the annual conference not just for educational opportunities but also for the networking.

Tracy closed the meeting and on we went to experience the wonders of SLA Chicago.



## **Conference Review: 60 Sites in 60 Minutes – Not the Last Hurrah**

by Grace Rosales, DLA Piper



**Presenters John DiGilio of Reed Smith and Gayle Lynn- Nelson of LexisNexis**

This year I had the honor of reporting on the immensely popular Legal Division session, “60 Sites in 60 Minutes: The Last Dash.” Presented by John DiGilio of Reed Smith and Gayle Lynn-Nelson of LexisNexis, this dynamic duo has been collaborating for several years on this session which features 60 of the hottest and hippest sites for the librarian in the know.

The session was originally advertised as their farewell performance or “the last dash” as the duo wanted to open their slot up for other members’ presentations. However, to the surprise of many, DiGilio and Lynn-Nelson announced at the beginning of the session that due to the outpouring of emails, Legal Division has decided to continue their labor of love session back for next year’s conference in San Diego. This brought large applause and whistles from the over-crowded room of excited attendees including yours truly.

This year’s version of 60 sites also included apps to accommodate the popularity of mobile devices such as the iPhone and Android. The presentation was categorized into several groups such as apps, blogging, resource, technology, productivity, education, news, social, travel and fun. DiGilio and Lynn-Nelson reminded the audience to hold on to their lanyards at the start of this fun and fast paced presentation whereby they hurriedly toggled back and forth to cover 60 sites/apps in their allotted time frame. As usual, the pair did not disappoint. Here are 10 interesting sites that I had a chance to review that can be used for work and/or just for fun:

1. [Join.me](#): A productivity site which is also available as a mobile app. It allows free screen sharing and online meeting.

2. [Skillshare](#): An education website which is a community marketplace for classes. It allows you to learn anything from anyone from any location by offering local and hybrid classes divided into categories like Creative Arts, Culinary Arts, Entrepreneurship, Lifestyle and Technology. When I checked in my local area one of the local classes offered was for Italian Food Passion. Yumm!
3. [Klout](#): A resource that looks at social network scores where you sign in with your Twitter or Facebook account. It analyzes your social media influence. By adding all your online networks such as Twitter, Facebook, Google+, etc. you can improve your Klout!
4. [Pinterest](#): A social site which works as an online pin board that allows you to share and organize things of interest. DiGilio called it, “the media darling right now with no timelines.” I finally joined to see what the buzz was all about. I chose the pictures that interested me (chocolate labs, twins, chocolate smores, glossy colored lips and a woman doing situps). My page got instantly loaded with other pin boards in the same category. The “Pin It” button lets you grab an image from any website and add it to one of your pin boards and then automatically grabs the source link which gives credit to the original creator. I think I’m going to be hooked.
5. [Lawtoolbox](#): A resource for those dreaded deadlines. Originally started in the 1990’s it boasts itself as, “the first online rule-based court deadline calculator in the country.” No more needing to wait for a software update since the LawToolBox deadlines are automatically updated in real-time and online.
6. [Twisted Sifter](#): A news aggregator site with many creative graphics. Its categories range from Art & Design, Travel to Comic Strips and Science and Technology all with big pictures. I clicked on the picture of the day which was the most brilliant picture of a frog photographed by National Geographic. It also publishes the Shirk Report every Friday which is a weekly collection of the 20 funniest images, 10 most interesting articles and 5 most viral videos.
7. [Knoema](#): A productivity site containing charts, maps and tables for different types of statistical data i.e., GDP, population, for many countries. It also contains interactive data which can be exported and imbedded in your own website. It also allows for sharing via Twitter and Facebook. Its newest feature is the World Data Atlas which features key world statistics including links to government agencies. It is great for statistics and presentations. I checked out the site and was able to get key information on Afghanistan including a ready-to-use GDP chart in a matter of seconds.
8. [Dear Blank Please Blank](#): This is a fun website with a “may not be safe for use at work” warning. The submissions are rated based on the following categories: How Dare They; You’re a Douche; Hilarious; I Like This; and Umm, WWTF?! There is also a Random category and Moderate where you can actually vote on whether the submission will appear (or not) on their site. Here’s a sample on from the Hilarious category:



Dear J.K. Rowling,

Your books are entirely unrealistic. I mean, a ginger kid with two friends?

Sincerely, anonymous.

9. **Mind Bloom**: This is an educational work life balance site to improve the quality of your life. Using the life game the goal is to grow a tree to represent the life you want. The sun represents the inspiration and the rain is action taken to improve your life. The healthier the tree the more seeds it will generate.
10. **Task Rabbit**: A productivity site for locating people to do things for you when you are too busy. Some of the featured tasks include delivery, house chores and event help. Simply post your task and name the price you're willing to pay. You don't pay until the task is completed. You can also sign up to become a Task Rabbit if you're in need of extra funds.

These 10 sites are only a small representation of this great compilation by DiGilio and Lynn-Nelson. The complete list is available via PowerPoint [here](#).

## **Conference Review: The Evolving Role of CI in the Legal Marketplace**

by Jamie Marie Keller, JD, MLIS, Reference Librarian, Florida Coastal School of Law



**Panel from the Evolving Role of CI in the Legal Marketplace at the  
Special Libraries Association Conference.**

**Program co-sponsored by the Legal and Competitive Intelligence Divisions.**

**(from left to right): Emily C. Rushing, CI Manager, HHaynes & Boone LLP; Zena Applebaum, Manager Intelligence & Intranet, Bennett Jones LLP; Toni Wilson, Principal Consultant & Educator, MarketSmart Research Services; and Nathan Rosen, Library Research Manager, Dechert LLP**

Toni Wilson was the moderator for this conference session. She is the principal consultant and educator at MarketSmart Research Services and was formerly the CI manager at LexisNexis. Craig Johnson from Bloomberg Law, the sponsor of the session, was introduced and said they are putting together a CI component for the Bloomberg Law website as part of their commitment to business development. The speakers were Zena Applebaum, the Manager of Intelligence and Intranet at Bennett Jones LLP; Nathan Rosen the Library Research Manager at Dechert LLP; and Emily G. Rushing the CI Manager at Haynes and Boone, LLP.

CI started with military and government operations and was quickly adopted by business. Recently, law firms have begun to see the value of making their firm and attorneys more competitive and have adopted some CI practices. The analysis of the information is what is important; it is not merely a data dump. CI is both a sword and a shield, and quite useful for law firms. Remind your clients that information is quick, and intelligence takes time.

Zena stated that up to eighty percent of the information needed to conduct CI research is already in the firm. CI in the legal setting is looking at the business of law rather than the practice of law. Most of the information comes from human intelligence. It includes who is speaking where and who is publishing what. Nathan offered one way to harness this human capital is to create a tip line where attorneys at the firm can call or email information. Zena added that any information from such a tip line needs to be cross-referenced for accuracy. This is another way librarians can add value. At Emily's firm, attorneys must record details about business development meetings, including who attended and a summary of the discussion, in order to be reimbursed. This can then be harvested for CI information.

CI departments can be seated in the library, business development department, marketing, administration, or management. Wherever CI will add the most value is where it should be placed. The firm should have a strategy for using CI that is supported by the attorneys and the executives.

Some of the tools for CI are docket monitoring, litigation analytics, league tables, and directories. Docket monitoring tools include Bloomberg Law, Courtlink, Courtwire, Docket Navigator, and AmLaw. This allows you to see clients' actions. Litigation analytics tools include CANLII, Lexis atVantage, and Thomson Monitor Suite. League tables tools include Bloomberg terminal, MergerMarket, and Thomson. Directory tools include Martindale, SuperLawyers, Best Lawyers, Chambers, Legal 500, and Fee Fi Fo Firm (which aggregates law firm websites). Other CI tools include Accritas, ALM, government websites (USPTO, SEC, SEDAR), Vault, and business profiling services such as Hoovers.

Open web searches are also helpful. Searching for an email address in Lexis, reports, trade show announcements, and association announcements can provide a multitude of information.

A Mercyhurst University survey showed CI employers preferred knowledge and ability to use analytic methodologies and strong written communication over the ability to use databases. Just recognizing data by using appropriate sources is analysis. Nathan discussed the tasks of CI which include targeting information, client analysis, briefing and profiling the client and industry teams, laterals and mergers, resource acquisitions, and training.

Law firms are seeing an increased value to CI. In the past four years, there has been increased spending on marketing and CI in the legal field. According to the Mercyhurst University survey, entry-level CI analyst hiring will increase over the next year.

Zena recommended the [3 Geeks and a Law Blog](#) as a great resource for CI practitioners. In addition, SCIP and Ark Group conference and publications are great sources of information. CI organizations include:

- [SLA Competitive Intelligence Division](#) (SLA-CID)
- [SLA Legal Division \(SLA-Legal\)](#)
- [American Association of Law Libraries Private Law Libraries Special Interest Section CI Group](#) (AALL PLL-SIS CI Group)
- [Strategic and Competitive Intelligence Professionals](#) (SCIP)
- [Legal Marketing Association](#) (LMA)

Fuld and Company currently offers a [CI certificate](#), and Mercyhurst University offers a [Master of Science in Applied Intelligence](#).

*The PowerPoint from this session is available [here](#).*

## **New Member Travel Grant Winner SLA Conference Report**

by Joseph Keslar, Blank Rome LLP, 2012 New Member Grant Recipient

My life before library school included a career in marketing then one in finance. While I was in marketing, I had the good fortune to work for BNA. Traveling for work included attending several conferences a year, including SLA. Last year, I attended the SLA annual meeting as a library student—it's a much pleasanter experience as an attendee than as a vendor. The sessions were intriguing and my fellow librarians were so friendly and collegial. Personally and professionally, I grew through the people I met and the seminars I attended. Determined to return, I applied for the Legal Division's new member grant. One day, I got an email I had won the Thomson Reuters Westlaw U.S. Law Librarian New Member Award! I immediately booked a flight to Chicago, reserved a hotel room, and registered for the conference. I was in my last term of library school, and so eager to visit Chicago after I graduated.

I traveled on Friday because I was attending a continuing education seminar at 8:00 am on Saturday. I was happily surprised at the airport to discover that my fellow SLA Philadelphia board member, Karen Krasznayvolgyi, was on my flight. We had enough time to grab a quick bite before the flight. The flight was uneventful—the best you can hope for when in transit. I arrived at my hotel, the Essex Inn, which was just across the street from the conference hotel. Also across the street from the hotel was the lovely Grant Park, where I would take my morning walks. I didn't have anything to do that night, so I decided to treat myself to dinner at Mercat a la Planxa—the food was amazing and I got great service.

I was up early on Saturday to attend the continuing education course, Creative Collection to Support the Seven Essential Competitive Intelligence (CI) Tasks. CI is where a lot of private law libraries are showing how they can contribute not only to the practice of law, but also to the business of law. As evidence of this trend, over half of the participants at this seminar were from law firms. The seven essential tasks are:

1. Analyzing industries and markets
2. Profiling competitors
3. Understanding competitors' strategies
4. Benchmarking competitive products and services
5. Identifying and understanding relationships between competitors and their partners, suppliers, and customers
6. Identifying industry and subject matter experts
7. Monitoring competitors and their activities.

The presenter was very knowledgeable and a good deal of knowledge came from the participants as well. We traded tips, tricks, and tools for more effective CI programs. If you're not doing CI at your firm, I recommend learning more about it and trying to find another department to collaborate with you—our marketing department was eager to work with us to develop this function.

I was at leisure for the rest of the day, and I was fortunate enough to have a friend in Chicago who was willing to show me around the city. I'm glad we were able to do it Saturday afternoon, because the rest of my time in Chicago would be SLA all day. We visited quirky and eclectic shops, cafes, and restaurants in various neighborhoods including Boystown, Andersonville, and Bucktown.

I started Sunday, the first official day of the conference, with the Legal Division Board Meeting. One thing that surprised me was how many different roles there are to fill on the board—its thoughtful organization was a revelation about how much work the SLA Legal Division does and how well the labor is divided. Next up was the SLA Leadership Tea, held at the beautiful Palmer House Hilton. I was pleased to meet Jean Wenger, the incoming president of AALL, who was seated at my table. I was seated next to Mike Bernier of Bloomberg BNA. As a former BNA employee, I was especially interested to hear about the recent marriage of Bloomberg and BNA. The General Session and Awards Presentation was a great kickoff to the conference. My sole disappointment was that Kee Malesky, NPR's librarian, didn't give an acceptance speech. I love when I hear her on the radio! I rounded out the day with the Legal Division Sponsor Appreciation Reception. I liked the distinction Tracy Maleeff made about our vendor partners and vendor friends. In a short time, I've come to relate to my vendor representatives on both professional and personal levels, so I appreciated that the Legal Division is taking that approach in defining our relationships.

Monday kicked off with the Bloomberg BNA breakfast. It was so nice to have a hot meal instead of appetizers. One of the most useful sessions I attended was the excellent 60 Sites in 60 Minutes with Gayle Lynn-Nelson and our very own John DiGilio. I sent the information from that presentation to all of the librarians in my office. In the late afternoon, I attended a mixer for Drexel University alumni. That evening, I attended the SLA International Reception and visited the Newberry Library for the Museums Arts & Humanities Division's Chocolate Reception.

On Tuesday, I decided to check out something a little different from the Taxonomy division, so I went to "Adding Value to Content through Linked Data." Linked data uses computer programs to connect related data. It can be a messy process, and while computer programs can do the heavily lifting, it still needs to be cleaned up by a human. The Pharma-Legal Networking Mixer was a great opportunity to meet librarians from another field that had many similar concerns. I particularly enjoyed speaking to a Pharma librarian who was considering a switch to law librarianship.

The trip back to Philadelphia was fraught with logistical difficulties—a stolen phone, delayed flights, and lost luggage. Trekking home at nearly midnight in the streets of Philly's University City neighborhood, I ran into Tim Siftar, who was also returning from the conference. He also had tales of woe concerning his tough ride back home. Despite the minor frustrations, we were both clearly relishing the afterglow of our grand SLA adventure and spoke eagerly about the new ideas we'd gotten there. I remember it fondly and I'm deeply grateful that I was able to attend through the largesse of the Legal Division.



## **Veteran Member Travel Grant Winner SLA Conference Report**

by Elizabeth M.C. Scheibel, Lindquist & Vennum, 2012  
Veteran Member Grant Recipient

**Liz Scheibel enjoying the IT Dance Party!**

This year I was fortunate to be the winner of the LexisNexis U.S. Law Librarian Veteran Member Travel Grant Award, but I must confess that carrying this title made me feel like a bit of an imposter. While I have been a member of SLA since 2007, I was just shy of two years into my first professional position when I received the grant, and this was my first SLA Annual Conference. Therefore, I felt closer to my naïve grad student identity of the past than I did to my all-powerful veteran identity of the future.

However, one can quickly become an all-powerful veteran information professional and conference attendee, with a little bit of planning before and after. You'll read that P-word a few more times here, as I outline three general tips for conference success.

### **Nurture Connections**

The Annual Conference is a unique opportunity to put faces to the names you see on emails within your Divisions, Caucuses, and other SLA groups. You should take advantage and yes, you should network. My conference experience started with what ended up being one of my favorite gatherings, the Legal Division Tea, which I was invited to as a grant winner. The tea took place at the lovely Palmer House Hilton and debating the merits of assorted tea sandwiches made conversation easy. If "networking" isn't your favorite activity, I recommend things like the tea and the Division's Business Meeting and Breakfast. It's not networking, it's just having a meal with people. The Division's Unconference session was another easy way to make introductions – since it is a conversation anyway, you naturally fall into chatting with the person next to you, or, in my case, stealthily (or maybe I wasn't that subtle) chasing down someone in the hall afterwards with a follow up question.

I'm so glad I had these, and other, opportunities to meet Legal Division members. However, I also spent a lot of time with friends from my local Chapter (Minnesota). I'd emailed around to see who else was going months before the conference, so I had a steady stream of forwarded vendor invites (especially non-legal vendors) and outing ideas to fill my dance card. These true veterans said, "Come with us, we'll show you where the free drinks are." Discussing sessions attended, having a laugh at Tuesday's Dance Party, or taking in the view from a reception in the John Hancock Observatory added depth to relationships I already had with local SLA members, and reminded me how much I esteem those in my Chapter and appreciate the variety of industries, Divisions, and interests they represent. That variety is, of course, a microcosm of the variety of the SLA membership, one of the most valuable aspects of our association.

### **Develop Professionally, Broadly**

SLA is, obviously, professional development experience. But I didn't realize how broad the concept of "professional development" would be. Between the legal and non-legal content, and the thoughts I had about both my law firm and myself, I benefitted in ways that will help me today, in my current position, and in any position of the future.

If you attend SLA and you are in the Legal Division, you should go to several Division sessions. The Unconference gave me an expanded perspective on several issues (we may all be in the same industry, but we don't always think, need, or want the same things). The session on contract negotiation was another highlight, because it made me see how much room there is for compromise and creativity.

But, again, you shouldn't just stick to your division. The diversity of SLA creates opportunities for things that seem irrelevant to generate innovation. I went to a session on linked data from the Taxonomy and Government Information Divisions, and it served as reminder (to this cataloger who is lazy with authority files) about how important it is to treat our data well. One of the best sessions I attended was called [Transitioning into Management and Leadership](#). Ninety percent of what Rebecca Jones spoke about is applicable to anyone beginning a new role (she reassured us that even if we began a while ago, it's okay, we can start fresh). Jones emphasized planning, and while I'm a regular (too regular) To Do list maker, I see that planning must be a bigger priority in my career and my Library's workflow. Too often, we just focus on now, and while I share the universal "not enough hours in the day" complaint, I'm understanding more every day how a lack of planning can bring an individual, department, or institution to disaster. Conversely, good planning can produce amazing results.

### **Put Ideas into Practice, Now**

Simply showing up to the SLA Conference is beneficial – seeing your colleagues dancing to Justin Timberlake makes you a better librarian, I promise. However, you must take action to keep benefitting. First, it helps to think about what you want before you even arrive at SLA. Remember planning? Knowing what you're trying to do helps you figure out what you actually did once the vendor snacks are gone and you've got a mess of handouts, business cards, and pictures of Lake Michigan.

Since this was my first conference, I'm trying to cultivate good habits right away. I tried to make notes each night on collected business cards about where I met the person and what we talked about. I didn't do it every night in the end, but I did finish up when I was back in the office and looking up profiles on LinkedIn. Doing this right away helps you keep track of why you enjoyed meeting that person.

I had a few vendors I wanted to follow up with, so I also did that right away. For me, the first step of a project is the hardest – even if the step itself is not hard, it is difficult to prioritize starting something new when other projects are unfinished. Sending that first email makes it more likely that projects will go forward and get done. Also, being able to show progress on vendor-related projects is a great way to demonstrate to your institution why the SLA Conference is valuable. Implementing systems upgrades or streamlined contracts that result in better services or dollars saved shows that you really were working, and not just hanging out with Sue the T. Rex at the Field Museum.

I also started making lists of things I wanted to tell my colleagues about – recommended sessions available via recording, new project ideas, answers to problems we've been examining, or big thoughts about strategy and where our profession is going. We won't do every project or reach all the goals that would allow our law firm to rule the world, with the librarians sitting on the thrones. But putting ideas and goals in writing helps to prioritize them and allows for planning next steps. I learned about the importance of planning, remember?

While I can't quite distill these three guiding conference principles into a nice Michael Pollan-esque statement (perhaps, "Go to tea. Find wine. Not too much. Plan."), I know I've been changed by SLA. Thank you to LexisNexis and the Legal Division for the opportunity to attend. I'll be back in future years, plans in hand, ready to show the veterans-to-be where the free drinks are.



## Chicago Memories

The following are member submitted pictures from the 2012 SLA Annual Conference & INFO-EXPO:



*Members enjoy breakfast at the Bloomberg Law/Bloomberg BNA Breakfast and Legal Division Business Meeting. Submitted by: Tricia Thomas*



*Members at the Joint DPHT and Legal Division Networking Mixer. From left to right: Katrina Perez, Eugene Giudice, and Amanda Adams. Submitted by: Karen Krupka.*



*Members, Karen Krupka and Tom Rink at the Joint DPHT and Legal Division Networking Mixer.  
Submitted by: Karen Krupka.*



*Members (from left to right) Cynthia Berglez and Jaye Lapachet with LegoMan,  
a famous minifig in the SLA-SF chapter. Submitted by: Jaye Lapachet.*

Thank you for your photo submissions. I am looking forward to seeing your pictures from San Diego next year!

Jessica King  
*Legal Division Docket Editor*

## **Conference Review: Librarian as Entrepreneur: Contributing to your Organization's Bottom Line through Marketing Initiatives**

Amy Noll, Assistant Librarian, McNees Wallace & Nurick, LLC

Seinfeld, Pee Wee Herman, and Law & Order jokes abounded as Louis Abramovitz of Wilkinson Barker Knauer, LLP shared his experiences as a solo librarian taking a proactive role in the development and implementation of a marketing program for his firm.

### **Give them an offer they can't refuse: redefine yourself**

Abramovitz began by stressing the point that we as information professionals must redefine ourselves by deemphasizing the perception of librarians as the licensing enforcement squad or a cost-center, and in turn, stressing that we are information providers and can support the strategic goals of the organization. Once we do this, we can demonstrate how librarians have the research, time and project management skills to become marketing specialists despite meager financial resources and little support from other areas of the organization. In addition to building our skill sets, this redefinition has the added benefit of solidifying our position within our organization, keeping us relevant in the ever changing economic climate.

As we redefine ourselves, we need to leave our comfort zone of the reference desk and attend meetings with upper level management to discover the unmet information and marketing needs of our organization, and then do our best to provide the information and services to meet those needs. Those of us new to the marketing ballgame also need to understand what marketing is, and what it isn't.

Abramovitz defined marketing as, "a tool to help your firm and its lawyers deliver legal services in the future" including publications, advertising, speaking engagements, websites, and other low cost, non-time consuming public relations tools, in order to create an awareness of your organization to the outside world. Handing out business cards, schmoozing strangers, and the ever-so popular, "personal injury ambulance chaser" commercials are not the best marketing tools, yet many attorneys believe that is all there is. They see marketing as unseemly and think just doing a great job is sufficient to attract more business. As information professionals and newly minted marketing specialists we need to demonstrate to them the ways we can market the organization without stepping on our colleagues toes or wasting the organization's time and resources. There are many "bite sized" options to explore that achieve this.

**"In the war on attorney anonymity, marketing is considered especially heinous. The dedicated men and women who pursue these activities are known as legal marketers, these are their stories."**

To demonstrate some of the small, yet big, things we can contribute, Abramovitz concluded his presentation with case studies regarding his own marketing experiences. The first case study addressed how Abramovitz used JD/MBA graduate students to assist in creating a marketing plan for his firm as there was no marketing department or money to hire an outside consultant. In creating the marketing plan Abramovitz and the students summed up its intention by stating,

"Thinking of the firm's marketing strategy in terms of an integrated communication plan is a helpful way to efficiently analyze and organize information. This framework makes possible not only an analysis of the marketing/business development tactics that the firm currently employs, but it also serves as a useful tool to retain consistency and credibility of the message in future marketing efforts."

Abramovitz noted, however, that for such a plan to work, there must be buy-in from management and that goals resulting from plan implementation must be set and periodically assessed.

During the development process, it was decided that the firm webpage would be the center piece of the marketing plan as a majority of legal services were purchased by reviewing not only the firm's webpage, but also the attorney's profile pages listing their qualifications. Over half of law firm website traffic is to individual attorney biography pages, but only 45% of in-house counsel actually periodically review those pages. This demonstrates that the firm website is no longer a supplement to marketing initiatives, but often the first and central point of contact with clients. The graduate students conducted a survey of the firm's website which brought to light that we must also keep in mind what our website says about our organization. It can convey concepts like expertise and authority, or as Abramovitz discovered about his firm's website, it could convey the image of "Satan's Law Firm." As a result of the survey, Wilkinson Barker Knauer's website underwent a two-year redesign with great success.

Abramovitz's second case study regarded the firm's lack of rankings in Chambers USA and Legal 500. This was mostly due to the firm not wanting to "sell" the firm and the reluctance of attorneys to share their client lists. Abramovitz convinced the attorneys in his firm to campaign for their rankings, including disclosing portions of their client lists as a way to compete and get noticed. These actions resulted in a rise in the rankings. A stumbling block was the time commitment. Abramovitz spent 2-3 hours per quarter sending updates about firm developments to ranking publications. He also had trouble persuading attorneys to take the time to campaign for rankings, as the time spent doing so was not billable.

Extending the firm's public relations activities beyond speaking engagements and seminars was the challenge tackled in Abramovitz's third case study. To extend his firm's influence, he built a loyal following on the firm's Twitter feed, which also fed into the firm's LinkedIn profile and proved to be an effective means of reaching clients. He also suggested other "bite sized" marketing practices, such as issuing periodic online client newsletters, integrating QR codes into promotional materials, helping attorney's get published in trade journals, and promoting the interests of clients by pitching their services as subject matter experts to journalists via [Help a Reporter Out](#).

Abramovitz emphasized how we as information professionals should get out of our comfort zone and use our skills to assist our firm in its marketing initiatives and even take the lead when appropriate. Through his case studies he demonstrated that there must be a cohesive plan that dictates the marketing program and that no effort is too small to be effective. This session was intended to help the solo librarian and librarians at small organizations to expand their horizons into the marketing realm in order to secure their futures and build their transferable skill sets.

The information was valuable, though may have been redundant for those who have more experience in the marketing arena. If presented in the future, the session may benefit from a panel format in order to incorporate the experiences of other marketing neophytes as the information services profession continues to embed itself within marketing and business development.

*Slides from this session available [here](#).*



## **Conference Review: Insurance Research**

by Matthew Gran, Evening Reference Services Librarian, St. Thomas University School of Law Library

As promised, the insurance research session was a “roller coaster overview” of insurance industry research. Teresa Wilkins moderated and the speakers presented on the insurance industry, insurance financial considerations, and insurance legal research.

### **Insurance Industry**

Karen Ward used various auto insurance facts and examples to provide an overview of the insurance industry. Ward stressed the importance of brand recognition, with anecdotes like All State’s Mayhem commercials were designed to “kick Progressive’s Flo’s a\*\*.” Even today’s toddlers are more likely to recognize Geico’s Gecko than Ronald McDonald.

Ward used these examples to demonstrate the changes within the industry, which now has to fight for a consumer’s business. Historically, insurance companies provided indemnity, placing an injured party in the same place as he or she was in prior to the accident. Today, companies provide incentives like replacing a totaled vehicle with a year newer vehicle.

Overall, Ward was well spoken, entertaining, and provided a backdrop for the other speaker’s presentations.

### **Insurance Financial Aspects**

Jennifer Evert stressed how important it was to understand the financial aspects of the insurance industry, in order to provide effective research services. She went over several key financial aspects of the industry and described how insurance companies make their income through a combination of premiums and investment income. Next, she provided the following tips on understanding and researching insurance financial information:

1. Identify whether the insurance company is public or private. Public companies are subject to both federal reporting (e.g., 10k filings with the SEC) and state statutory reporting requirements. Private companies must comply with statutory reporting and typically file statutory accounting procedures quarterly.
2. Learn the financial filings (e.g., general accepted accounting procedure (GAAP), SEC 10K, statements of income).
3. Know where to find insurance company financials (e.g., Edgar has 10K filings, the NAIC’s website or AM Best have public and private financial filings).
4. Learn some basic ratio terminology (e.g., loss ratio, combined ratio).
5. Research industry reports on the company (e.g., Ratings).
6. Compare the company’s performance to the industry.
7. Provide analysis that is useful to the end user.

Evert finished her presentation by stressing how important it is to know the terminology, concepts, and providing products tailored to users’ needs.

## **Legal Insurance Research**

Rebecca Roth presented on insurance legal research. She provided a short caveat that many areas of the law affect insurance companies (e.g., employment law, securities, intellectual property, etc.). Most of her presentation focused on the insurance law research process and sources.

Roth highlighted the complexity of insurance law, a field governed by federal and state statutes, regulations, and cases. Furthermore, insurance legal researchers analyze quasi-government policies established by the NAIC, attorney general opinions, and other regulatory advisory opinions to determine how the insurance laws are being interpreted.

Next, she briefly went over cases when legal research was needed. The company might be developing a new product requiring a contract that must comply with regulatory readability standards. Or, the company might launch a new marketing campaign, subject to FCC regulations.

So where should one start researching insurance law? Roth stressed the importance of finding and using state surveys. Sources include the three volume NAIC compendium, identifying states that adopted part of the NAIC model law or regulations. Westlaw provides surveys as well as some trade associations. Roth mentioned she would perform her due diligence and check if the laws and statutes in the surveys are current through a citator (e.g., West's Keycite or Lexis' Shepards).

If she cannot find a survey, Roth will create one. She likes using proprietary programs because the federal and state codes, rules, and cases are in one place. There are also insurance specific databases like Wolter Kluwer's NILS INsource, which is useful for concept searching. This database provides a thesaurus for insurance terms used in statutes and regulations, has line or business codes, subject searching and an index.

She concluded her presentation by suggesting that new insurance law researchers should consult legal treatises (e.g., Couch on Insurance, Appleman's Insurance Law and Practice), and to consult thesauri to find terms. Overall, the presentation was fast paced and provided a structured approach to insurance law research.

## **Conclusion**

This session demonstrated how insurance research is complex, challenging, and can expose information professionals to very foreign terms. If you are new to this subject like me or need a refresher, I would highly recommend attending a similar session given by any of these speakers. The presenters were all well spoken, professional, and the session provided a roadmap for researching insurance related information.

**Conference Review: The Legal Division Unconference Featuring the Corporate Café**  
by Andrea Tillander, Research Manager, Clausen Miller P.C.

Often the best way to approach a new experience is with a completely open mind. An unconference is no different. Whether you are seasoned in the art of participating in moderated open discussions with other professionals or new to the concept, going in with no expectations can be beneficial.

The Legal Division Unconference Featuring the Corporate Café attracted a group of diverse law and corporate librarians this year at SLA Chicago. Problem-solving was the focus of the morning with emphasis on reminding professionals we are all in it together. The topics, moderated by Tracy Maleeff (Duane Morris LLP) and Tricia Thomas (Alston & Bird LLP), started strong with an inquiry about e-books. Is your organization embracing them? Why or why not? What issues are being encountered? A key point brought up repeatedly was the limitations of the current vendor models to address the multifarious needs of our organizations. Likewise, information professionals must work harder to determine what our users (really) need with regards to digital book collections.

Next, the moderators shifted the conversation to a more controversial issue. Alignment of titles in the profession (or lack of alignment) was addressed with a great deal of passion from all sides. Two distinct responses from the group captured the quandary this topic brings to our field: “Our titles have the opportunity to create warm fuzzies in our patrons” but “The wrong rebranding can be a death sentence to a library”. Ultimately whatever we call ourselves (librarian, researcher, analyst, information professional, et al) we have to own it and make sure that it corresponds to how our users view us.

Last (but certainly not least) was a highly informative discussion on proving value to decision-makers. Savings spreadsheets, embedding professionals in practice groups or in a committee, and expanding department offerings were all recommended. Regardless of the path taken to prove value to upper management, communication about what is being done is vital to ensure long-term success.

Besides being one of the most memorable parts of my SLA Conference experience, this session gave me a much needed reminder of the power of connection. We must remember to harness our collective knowledge to bring about real change in our organizations and our profession.



## **Conference Review: Competitive Intelligence: Identifying, Managing, Disseminating and Leveraging Reliable, Current, Actionable Knowledge**

by Sue Mecklem, Davis Wright Tremain

**Presenter:** Sabrina Pacifici

**Sponsor:** SLA's Education Division

This session was in the difficult Wednesday after lunch time slot, when conference attendees are starting to fly home, and those who are still attending are becoming tired. I've been a fan of Sabrina Pacifici for some time so I was excited to attend this session though I was feeling a bit worn out. I was impressed when I walked into the room well before the session started – it was standing room only.

Sabrina Pacifici is the author of [LLRX](#), an online journal about “law and technology resources for the legal professional” and [beSpacific](#), a blog on law and technology. She has also published *Competitive Intelligence: a Selective Resource Guide*. For years I've used LLRX to find information about docket sheets and competitive intelligence; to say it's a reliable, comprehensive resource would be an understatement.

The basis of Ms. Pacifici's presentation was her [LLRX Guide to Competitive Intelligence](#); she brought up the page on the projection screen and clicked on the various links as she showed the audience the myriad of competitive intelligence websites she has annotated over the years. I'm very familiar with her guide and was pleased to see she'd updated it just before SLA. The guide is divided into sixteen sections with hyperlinks and annotations for each resource. This is truly a labor of love; she does not get paid for this project but has put lots of care and energy into creating a useful, authoritative CI guide.

The first part of the session delved into using search engines to find competitive intelligence. She admonished us to always use more than one search engine when gathering competitive intelligence to verify our research. She showed us a number of search engines to use in addition to Google and Bing. Her suggestions included [Blekko](#) (spam-free and human curated), [DuckDuckGo](#) (does not track one's searches), [Exalead](#), (proximity searching and phonetic searching is available) and the search aggregator [Dogpile](#), which is much smoother and easier to use today than I remember from a few years ago.

Ms. Pacifici informed us that YouTube is now one of the largest search engines and that we should make a point of running our searches through it to find potential presentations, commercials, quarterly report updates and executive information. It's interesting that it's now one of the largest search engines – as a visual and text based learner, I hadn't considered using YouTube as a search engine but it makes sense.

The last bit of advice about search engines she shared was to always start with the advanced search function. Depending on the search engine, you can tailor your information and execute a much more focused search by narrowing by date, domain, hash tags, and document type.

The next competitive intelligence resource she discussed were open source resource archives such as the [Internet Archive/Wayback Machine](#) and [Hathi Trust](#). Federated searches were her next topic. She describes them as “mining the deep web” for those materials not necessarily findable using a search engine. She had many examples but one that stood out for me was the [Econpapers](#) site; as a law librarian, I can envision using this federated search often to find economic information. I’m also intrigued by [WorldWideScience](#) which searches globally for science information.

Ms. Pacifici then focused on gathering competitive intelligence within the social media realm. She had suggestions for searching Facebook, Linked In, and Twitter, all of which may be found in her guide. She suggests [Icerocket](#) to search general blog posts. Particularly relevant to law librarians is [Justia’s blog search](#), which searches more than 6000 legal blogs and has a directory of them by topic.

News information and alerts are an important part of CI and Ms. Pacifici showed us a number of tools, some free and some fee-based. Bloomberg News and Google are good basic sources of news as is [NewsNow](#), a U.K. site that aggregates world news. She mentioned the *Wall Street Journal’s* Market Watch alerts; this is one of my favorite new tools.

Ms. Pacifici then turned her focus from news to business information resources. She discussed the usual fee-based resources (DIALOG, Dun & Bradstreet) but also spent time telling us about free resources. One source I was intrigued with was the [CORI Contracts Library](#) which contains contracts pulled from SEC filings and other places. She discussed places to find SEC filings, company financial information, and patent and trademark information.

People tracking is a large part of my research duties, and Ms. Pacifici’s guide provides many resources, including lawyer directories, phone number searches, and [SearchSystems](#), an excellent directory of where to find more people search resources. She next tackled where to find television and radio transcripts. I get requests for transcripts or videos regularly, so I appreciated her extensive list.

At this point I had to leave the presentation – there were about 20 minutes left. I was pleased to have learned about new search tools and places to find more information. I highly recommend Ms. Pacifici’s [LLRX Guide to Competitive Intelligence](#). Bookmark it if you haven’t already.

I enjoyed learning more about CI resources but I am not sure the title of the session was a good fit with the content. In my mind, the title, *Review of Competitive Intelligence: Identifying, Managing, Disseminating and Leveraging Reliable, Current, Actionable Knowledge* implied

how to analyze and present materials to my patrons but the content was more an extensive list of resources.