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**SUNCOAST INFORMATION SPECIALISTS  
INFO NEWSLETTER  
VOL 12, NO. 1  
JANUARY 1998**

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**WEB SITE ADDRESS:** <http://snoopy.tbtc.lib.fl.us/sis/>

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**EDITOR'S CORNER**

by Jackie Jackson

Happy New Year to all members of SIS (I write this in the first week of January although it will not be read until later in the month - by which time everyone will be well embroiled in their normal activities and the holidays will be a memory!) For those of us who are counting down to the turn of the century - we have less than two years to go! Here is a website with the appropriate clock:

<http://www.stud.ntnu.no/USERBIN/steffent/aar2000.pl?e>

For those SIS members who are not FLA members and did not receive the latest issue of Florida Libraries, FLA now has a website (we beat them to it!). It is:

<http://www.fau.edu/library/fla/flahome.htm>

The Annual Conference and Exhibition will again be held in Tampa, April 27-30, 1998. FLA is celebrating its 75th anniversary.

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**FEBRUARY MEETING**

by Trudie Root

The SIS meeting for February will be held in the evening on Monday, February 2, 1998 at Reflectone, Inc. The meeting will start at 6:00 p.m. with a cold supper (approximate cost of \$10 per person). After eating we will have a roundtable discussion on a topic relevant to our profession, followed by a tour of the Reflectone facility and Betsy's NEW library.

Please RSVP to Betsy King, ([kingb@cftnet.com](mailto:kingb@cftnet.com) or 887-1658 by end-of-day on Thursday, January 28th.

Reflectone is in Tampa, about 2 miles north of Tampa International Airport, near the southeast corner of Anderson Road and Waters Avenue, in Tampa West Industrial Park. The Park is accessible from either Waters Avenue or Anderson Boulevard. For a map, see:

<http://www.reflectone.com/Main/directio.htm>

### Suggested directions:

From Pinellas County take I-275 to Tampa to the Dale Mabry exit. Go north on Dale Mabry for 5 miles to the corner of Dale Mabry and Waters Avenue. From USF and east Tampa, take Busch Blvd. west across town. Exit Busch at Dale Mabry and go south 1 mile to Waters Ave.

At the Dale Mabry/Waters intersection (Burger King on NW corner), go west on Waters about 1.3 miles (past the railroad tracks) and turn left onto Saverese Circle (United Technologies and Federal Express at the intersection). At the stop sign, turn right and follow the road around until you get to Reflectone. Park in the front parking lot and go to the main lobby.

If you would like to attend February's meeting, but find the cost prohibitive, please contact Joyce Burkhart (burkhartj@mail.spjc.cc.fl.us or 341-4732). SIS has set aside funds to subsidize members who might otherwise be unable to attend some of our special events.

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## MINUTES FROM DECEMBER MEETING

by Debbie Factor

The December 8 meeting of the Suncoast Information Specialists was held in the *St. Petersburg Times* Tramore Cafeteria. There were 19 in attendance with three first time visitors. Thanks to Cary Kenney for providing the space, a very interesting program and an excellent lunch. Also many thanks for the wonderful support of the *St. Petersburg Times* through the years.

The next meeting will be in the evening at Reflectone in Tampa. There will be an announcement in the next letter about the dinner meeting. Students or other interested people can contact Joyce Burkhart for a subsidy, if needed.

Bahaa el Hadidy, Dean Emeritus of the USF library science school, approached SIS about co-sponsoring a meeting with the American Society for Information Science (ASIS). He met with the officers before the general meeting and it was agreed there would be a joint meeting or workshop in the Spring. Joyce Burkhart will meet with Bahaa el Hadidy to discuss the program or speaker. ASIS will provide the speakers, location and money. SIS will handle the publicity and organizing. It was moved and seconded that SIS enter into a one time joint meeting with ASIS. ASIS will have a May meeting on telecommunications cooperation in Orlando.

Treasurer Betsy King reported we have \$672.28 in the treasury. Fifty four members are paid through 1998. We seem to be holding steady with about 100 members.

Diane Solomon was contacted about getting a Listserv which could provide a way for open unmoderated area wide communication. Diane has to contact the TBLC Board for the software, and Betsy King agreed to be the List owner.

Jackie Jackson said she would be glad to hear from members who attend conferences, etc. or have any information/news they would like to share with the membership through the newsletter.

Betsy King reported that she has two drawers full of SIS archives-- mostly old directories, newsletters and financial materials. She would like to find a place to house this information. Trudy Root, Jordana Bernstein and Debbie Factor will work on this.

Joyce Burkhart announced she will be conducting two workshops on the Internet for TBLC. On February 26 the subject will be the Internet and on March 26 the class will be on advanced research using Search engines and new trends. Both classes will be held from 9:00 to noon. Joyce is also teaching two weekend courses on the Internet. These are one credit courses held at SPJC. The first, from February 6 to February 8, concerns electronic access to information, and the second from February 27 - March 1 will be Introduction to the Internet as a Research Tool. Congratulations to Joyce for the acceptance by the Popular Culture Association of her proposal to make a presentation on the image of a librarian as a romantic heroine at their national conference in April. Her paper is entitled "Of Love, Libraries and Librarians".

It was suggested that SIS collect photographs of librarians and their libraries for our Archives. Jackie Jackson recommended that the librarians be responsible for taking the photographs and submitting them. Another idea was to have past presidents write annual reports to be kept in the SIS Archives.

After the luncheon meeting we were divided into two groups for our tour of the St. Petersburg Times Newslibrary and Graphics Section.

The librarians at the Newslibrary are John Martin and Barbara Oliver. John Martin conducted the tour. The Newslibrary contains approximately 2,000 reference books, some journals and microfilm of the St. Petersburg Times and Tampa Tribune, and 50 years of the New York Times. Research is done mostly online using Lexus Nexus, Dow Jones and Dialog.

Reporters do their own searches of the clips in the archives. By the end of January everyone will be on Pentium 2's. There is an Intranet site which links to particular Web sites and is for access solely in the newsroom. It's set up in basic categories such as Computer Assisted Reporting, Virtual News Researcher, Newsroom Technology and Training, and grouped according to areas such as Nation and World, Metro and States, Sports, Florida Business, etc. There is a LISTSERV of news librarians. If reporters don't find the information they need using these sources, they will use the USF or Tampa Public libraries or document delivery.

The URL for the St. Petersburg Times web site is:

<http://www.sptimes.com>

After visiting the Newslibrary we were taken to the 4th floor where Claire Giglio showed us the Graphics Section. The Graphics Archives (art) were started in 1990 and the images and photo graphics collection began in 1992. About 126,000 images are available today. Fifty percent of the material used comes from the filing system. Graphics and photos are used only on the editorial side of the newspaper. The St. Petersburg Times is a member of Associated Press and can access their graphics for a fee.

Material comes from a satellite to a live system, and then can be retrieved and put into the archives. The Graphics Section also has maps, charts, diagrams and up to two years of film. It was interesting to see images were retrieved online as well as from photo files.

Our appreciation goes to the St. Petersburg Times for their hospitality and a very interesting visit.

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## **SIS OFFICERS, 1997-1998**

President -- Joyce Burkhart (St. Petersburg Junior College, (St. Petersburg Campus)  
(813) 341-4732, (burkhartj@email.spjc.cc.fl.us

Vice-President -- Trudie Root (Juvenile Welfare Board, Pinellas County)  
(813) 547-5671, (hn3750@handsnet.org)

Secretary -- Debbie Factor, 167 Almero Way NE, St. Petersburg, FL 33704  
(813) 896-8962.

Treasurer -- Betsy King (Reflectone, Inc.)  
887-1658 (kingb@cftnet.com)

Newsletter Editor -- Jackie Jackson (Poynter Library, USF-St. Pete)  
(813) 553-3581 (jackson@bayflash.stpt.usf.edu)

Webmaster -- Shirl Kennedy (Honeywell, Inc.)  
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**SUNCOAST INFORMATION SPECIALISTS  
INFO NEWSLETTER  
VOL 12, NO 2  
MARCH 1998**

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**EDITOR'S CORNER**

by Jackie Jackson

We have two "firsts" to announce in this issue of Info Newsletter. Betsy gives details of our new listserv which has been set up with the cooperation of TBLC. Subscribe and participate in the discussions! Also, as mentioned in our last edition, the next meeting will be in combination with the American Society for Information Science local members. This is taking place on a different evening of the week, and perhaps some of you who cannot attend on a Monday will be able to participate on a Thursday. We look forward to an interesting presentation and hope to see you there.

Please note the changes in the Officers' addresses for Deb Factor who has updated her email address, and we corrected a mistake in the spelling of her U.S. mail address.

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**APRIL MEETING**

by Trudi Root

The next SIS meeting would normally be scheduled for the first week in April. Instead, we are going to have a joint meeting with ASIS at the University of South Florida in Tampa on MARCH 26. This will be a Thursday evening. The meeting will begin with a reception at 6:30 p.m. in the CIS Atrium (in the new wing of the Education Building) and the program will follow at 7:30 p.m. The speaker will be Dr. James Carey whose topic is in the area of cognitive science and human machine interaction. His talk will take place in EDU 115 (not far from the CIS building). Any visitors to the USF campus without a USF sticker will need to stop at the Information Building on the right as you enter the campus, to obtain a visitor's parking permit. This should be a very interesting evening and we look forward to sharing this meeting with the ASIS members.

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**FEBRUARY MEETING**

by Debbie Factor

Twenty-one intrepid SIS members attended the meeting at Reflectone in Tampa on the dark and stormy night of February 2, 1998. The meeting was chaired by Trudie Root and held in the Board Room of Reflectone, after which Betsy King gave a presentation with slides. Sandwiches and drinks were provided.

Treasurer Betsy King reported we have 64 members for 1998. The cutoff for the Directory will be in mid-March. We have a balance of \$715.28 in the Treasury. Betsy is investigating changing banks to reduce service charges... If anyone knows of a good bank for low minimum balance accounts please let her know.

Diane Solomon, executive director of TBLC, has approved hosting a SIS LISTSERV. Betsy will be the list owner. The general purpose of a LISTSERV is as a useful tool for communication among librarians in the Tampa Bay area. Betsy will be promoting sign ups for the LISTSERV.

The URL for the SIS web site is:

<http://snoopy.tbtc.lib.fl.us/sis/> .

There will no longer be blanket SIS email.

Shirl Kennedy is publishing her internet Wave News in Information Today. Check out this source for good web sites. Shirl

Kennedy's job at Honeywell is available. It is a part-time library research position. The work is unsupervised.

We need a nominating committee for next year's officers. Trudie will be working on this between now and the next meeting. Nominations are welcome.

Jordana Bernstein and Trudie Root have been sifting through the Archives finding mainly membership directories, treasurers' reports, and copies of old newsletters. Current newsletters will be on the Web page. We can keep one copy of our newsletter at the USF library if we'd like. Trudie has a list of all past presidents, which could be put into directory form.

After the business meeting Betsy told us about the history of Reflectone and what it manufactures today:

The company was started by a little known inventor named Luther Simjian whose inventions include the ATM, teleprompter, color xrays, auto focus cameras and flight simulators. He never made much money as he used the proceeds from his inventions to pay for more research. During World War II he invented the flight simulator to train pilots to identify enemy aircraft. That particular device, which saved so many lives, was the invention of which he was most proud.

Reflectone was founded in 1939 and has been at its present location since 1979. In April of 1997 the company became a wholly owned subsidiary of British Aerospace, Ltd. There are approximately 500 employees in Tampa and another 500 throughout the country.

Today the company produces complex flight simulators and provides instruction and training for military as well as commercial pilots. There is a broad range of training devices for aircrew and maintenance training. Training centers are located in Tampa, St. Louis, MO and near Dulles International Airport in Virginia. Facilities are also operated at government bases throughout the United States.

We were taken on a tour of the facilities by Betsy and Liz Ulrey, where we viewed trainers in the process of being built for helicopters and airplanes. The model helicopter and plane cockpits are mounted on motion systems which simulate exactly the motion in flight. They are used to train both the pilots and mechanics of these aircraft.

We then visited Betsy's new library where we saw some examples of the nearly 50,000 drawings of designs for aircraft. The library has many technical reports, military standards and specs, in addition to a small reference collection and several periodicals dealing with military.

We thank Betsy and Liz Ulrey for the talk and slide presentation, as well as arranging for the Board Room, meal and fascinating tour of the flight simulator area.

## **ANNOUNCEMENTS**

by Betsy King

New SIS ListServ: Thanks to the folks at Tampa Bay Library Consortium, SIS now has its own electronic messaging service, SIS-L. Its mission statement is:

This list is for librarians and information specialists in the Tampa Bay area. It is intended to be the official listserv of the Suncoast Information Specialists (SIS) organization and to enhance communication among librarians and information specialists in the area, providing an electronic medium to promote regional library-related activities and networking.

SIS-L will be used to email the SIS Info, meeting notices, job openings, items of general interest to the local library community, and whatever else its members wish to post.

To subscribe, send an email message to: LISTPROC@SNOOPY.TBLC.LIB.FL.US

Leave the subject line blank (this line will be ignored). In the first line of the text you write:

SUBSCRIBE SIS-L YourName (example: subscribe John Doe)

When your subscription is accepted normally within a few minutes), you will receive back an acknowledgment plus additional information on how to use the listserv. If you need assistance, send an email message to the human list owner at

sis@snoopy.tbhc.lib.fl.us)

If you have email access, please sign up for this service. It is open to everyone, so feel free to pass the word to others who might be interested. Then participate! Let's make SIS-L a real communications tool that works for all of us.

### SIS WEB SITE ADDRESS

<http://snoopy.tbhc.lib.fl.us/sis>

### SIS OFFICERS, 1997-1998

President	Joyce Burkhart	St. Petersburg Junior College, St. Pete Campus (813) 341-4732, (burkhartj@email.spjc.cc.fl.us)
Vice President	Trudie Root	Juvenile Welfare Board (813) 547-5671, (hn3750@handsnet.org)
Secretary	Debbie Factor	167 Almedo Way NE, St. Petersburg, Fl 33704 896-7962, (deborah.factor@MCIONE.com)
Treasurer	Betsy King	Reflectone, Inc (813) 887-1658 (kingb@cftnet.com).
Newsletter Editor	Jackie Jackson	USF St. Petersburg, Poynter Library (813) 553-3581, (jackson@bayflash.stpt.usf.edu)

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**SUNCOAST INFORMATION SPECIALISTS  
INFO NEWSLETTER  
VOL 12, NO 3  
MAY 1998**

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**EDITOR'S CORNER**

by Jackie Jackson

This is the time of year when the leadership of this group looks forward, with the election of new officers, to a new phase and new interests. Each summer the officers plan programs and visits for the next year, and with this in mind, we would be interested in hearing from you, the members. What subjects would you like to see featured? Are there any specialized areas which have not been covered in recent months or years which you would like to have brought to the attention of the group? Do you know of anyone who has an interesting slant to their job or who has been involved in a different but related type of library activity? What about participation in library conferences? Contact one of the officers with your suggestions, or run for office and be a Amover and shaker@ yourself. Also, don't forget to subscribe to our listserv as members are posting items of interest for your benefit.

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**JUNE MEETING**

by Trudi Root

Our June get together will be a dinner meeting at the Bombay Bicycle Club Restaurant & Bar in Clearwater, beginning at 6:00 p.m. on Monday, June 1. As this will be our annual election night we will be selecting officers for the next year, and then will have a presentation from the Tampa Bay area Ebsco representative, Melissa Howard. Melissa will tell us about all the new online products Ebsco has to offer.

Regarding the meal we will be ordering off the menu and prices range from \$4.95 for appetizers to \$15.95 for a filet mignon. The menu contains steak, chicken, pasta, south of the border and seafood entrees, as well as soup, salads and sandwiches. Please be prepared to pay Trudie or Betsy with cash or check, as the restaurant will not be issuing separate bills.

The Bombay Bicycle Club is located at 2721 Gulf-to-Bay Boulevard at the east end of the Clearwater Mall. Directions: From Tampa come across the Courtney Campbell to Gulf-to-Bay Boulevard. The restaurant is on your left in front of the Clearwater Mall at the east end near Gayfers. You will need to turn in at the Mall entrance as there is no entrance in front of the restaurant. From St. Petersburg or points north take Highway 19 to the Clearwater Mall/Gulf-to-Bay exit. Turn into the mall and follow it around to Gayfers at the east end.

We hope to have an informative and fun program for you and hope to see a good attendance. If anyone is interested in running for office and has not put their name forward yet, it is not too late. Call or email one of the officers. Officers serve for one year and get to make a lot of new friends, participate in the planning for the year, and add a line to their resumes! Please Rsvp to Trudi Root by Friday, May 29 if you plan to attend.

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**APRIL MEETING**

by Debbie Factor

Our April meeting was, as previously announced, a joint meeting of Suncoast Information Specialists/American Society for Information Science. Prior to the meeting Susan Haynes from LGB & Associates, Inc. a computer technology services business, spoke about *VERSO*, an automation system for libraries of all sizes. This can be used as a stand alone, networked or enterprise system. Some of the features include powerful, simplified searching tools, extensive indexing, and sophisticated editing with eight *MARC* formats. It is web based, modular and fully integrated. We thank Susan for coming from Fairfax, Virginia to Tampa to give us this presentation.

The joint meeting of SIS/ASIS then followed with about 30 members attending, and was a unique opportunity for SIS members to collaborate with members of the Florida chapter of ASIS. The ASIS Board members were introduced -- Baha el Hadidy, Chair, Professor Emeritus from USF School of Information Science; Dr. Vicki Gregory, Vice Chair, Associate Professor of Information Science at USF; Cary Kenney, Secretary, Online Resources Coordinator of the St. Petersburg Times Web Publishing Department; LaMar Woodard, Treasurer, Director of Law Library, Stetson Law School, and Christine Zornick, Communications Officer, student.

Dr. Vicki Gregory introduced the speaker, Dr. Jim Carey, Assistant Professor, USF School of Information Science. His topic was Human Communication and Information Processes-Perspectives from Communication Theory and Cognitive Psychology.

Dr. Carey began by defining information science as the study of laws and principles that govern information systems. Information science is interdisciplinary and borrows from the basic sciences and the applied sciences. It could be called AS Information Science or AS1 Engineering or AS1 Technology.

Information, as applied to information studies, is a continuum which flows from events to symbols to data to information to knowledge to wisdom. It can be subjective or objective.

A system is a set of elements (or objects or processes) that work toward a common goal. For example, an air conditioning system, brakes, schools, etc. The systems applicable to Information Science are human systems, computer systems and communication systems.

Human systems are visual and verbal, encompassing both short term and long term memory. We can observe an event on Monday and describe it on Tuesday. In long term memory events tie in with one another. We set up executive control -- can go into our minds, find the information and talk about it.

Computer Information Systems contain effectors and receptors (keyboard and video screen). Short term memory, RAM., is gone if not saved. Long term memory is magnetic or optical. The operating system manages the way the computer thinks. In the hard drive information is stored according to a logical system. People use mental models to build computers. Both people and computers are information systems.

Communications systems need to be thought of in the light of people interested in interpersonal communication and between models and people. The active role of an audience is important with accuracy as the goal.

Information scientists study how people and institutions collect, process, store, use and disseminate information.

As technology and automation assume more prominent roles, there is a critical need for strategies to optimize information services for patrons. We must provide appropriate information to clients at the appropriate time in a climate that is both useful and friendly. We are still in a service profession. Machines should not be allowed to take over roles appropriate for librarians or information scientists. The information as well as the way it is provided is important.

Thanks to Dr. Carey for this informative and thought provoking talk and to ASIS for providing the delicious refreshments.

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**SIS URL:**

<http://snoopy.tbcl.lib.fl.us/sis>

**LISTSERV:**

Send an email message to: [listserv@snoopy.tbcl.lib.fl.us](mailto:listserv@snoopy.tbcl.lib.fl.us). Leave the subject line blank. In the body of the message, send: SUBSCRIBE SIS-L YourFirstName Your LastName

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**SUNCOAST INFORMATION SPECIALISTS  
INFO NEWSLETTER  
VOL 12, NO 4  
JULY 1998**

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**EDITOR'S CORNER**

by Jackie Jackson

The last two months have been a busy time for SIS members. At the last meeting new officers were selected for 1998/1999 and Trudie Root will become President, Mary Kay Raddatz will move into the Vice President position and Mary Marna Brady will act as Secretary; Betsy King will continue as Treasurer. I am resigning as SIS Editor, and a late breaking bulletin has reached me in time to announce here that Shirl Kennedy will reassume the editorship. (Shirl was my predecessor). So congratulations to the new appointees, who will commence their duties with the September meeting. September is the beginning of our new membership year also.

Several members attended the annual conference of Text and Academic Authors, a national group which has its main offices on the St. Petersburg Campus of the University of South Florida. Ed Sanchez has contributed his account of one of the presentations, which covered getting down to the business of writing! Good advice was also given in the areas of working with publishers, copyright, legal considerations and library research. Our thanks to Ed for his report.

A good representation of SIS members also attended the ALA Annual Conference in Washington, D.C. in June. There was a record attendance, close to 20,000 members, as well as an increase in the number of presentations, meetings, and other professional activities. The weather was incredibly hot, but did not seem to slow too many people down, and many of us gathered to hear the keynote speaker Amy Tan, spend an enjoyable evening at the reception at the Library of Congress (which included snacking on strawberries dipped in chocolate) and visit the Smithsonian, the Capitol and other local points of interest.

As this is the last edition of the SIS newsletter that I will be producing I want to mention the wonderful support I have received from Betsy King who has been a constant source of encouragement and ideas over the last three years. I have really enjoyed putting the newsletter together, but Betsy has also contributed enormously by taking care of the copying, collating, labeling and forwarding of the newsletter to the St. Petersburg Times, who mail each edition out for us. Finally, I want to give my best wishes to Shirl who will be taking over as editor. She did a stellar job for us the first time and, I am sure, will have a lot of original and interesting ideas again. I urge every member to contact her with any snippets you may have to enrich the newsletter, any simple items such as reports of conferences, unusual web sites you have run across, or any other interesting items of information which you would like to share with our group. I am continuing my membership and look forward to seeing everyone at the meetings.

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**AUGUST MEETING**

by Trudi Root

If you would like to pursue an additional Masters degree or are thinking of Ph.D. opportunities to boost your knowledge, skills and marketability, please join us for a meeting devoted to continuing education opportunities available in the Tampa Bay area and through distance learning.

The next SIS meeting will be held at the Steak and Ale restaurant in Tampa at 11:30 a.m. on Monday, August 3 and our speakers will be:

- Alan Hevner, Ph.D., Eminent Scholar and Professor in the Information Systems and Decisions Sciences Dept., College of Business Administration at the University of South Florida, Tampa, and Director of the Master of Science in Management Information Systems (MS/MIS) program at USF;
- Hope Botterbusch, M.L.S. from the Marine Science Department at U.S.F., St. Petersburg, who will tell us about Nova University's distance education programs;
- Maria McCaffrey, M.L.S., Member Services Coordinator at TBLC, who will talk about new training programs in the works at TBLC, and
- Chet Lyskawa, Ph.D. System Administrator for the Florida Center for Instructional Technology and Adjunct Instructor, at U.S.F. who will tell us about U.S.F.'s Doctoral Program in instructional technology.

The Steak and Ale is located on 204 North Westshore Blvd. near the Westshore Mall, Tampa. From Pinellas County, come across the Howard Franklin Bridge and take the first exit for Westshore Boulevard. For Tampa folks, the restaurant is one block north of Kennedy Boulevard on Westshore. We will receive individual checks. Please Rsvp to Trudie Root at (727) 547-5671 or e-mail at hn3750@handsnet.org by Friday, July 31, 1998 if you plan to attend.

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## **JUNE MEETING**

by Debbie Factor

19 members attended the June meeting at the Bombay Bicycle Club in Clearwater. Joyce Burkhart called the meeting to order and introduced the speakers Melissa Howard and Chuck Leachman who came from Ebsco. It was announced that Trudie Root has lists of past SIS presidents and meeting places. Contact her if you would like a copy.

Old business: the feedback on the joint SIS/ASIS meeting was that the subject was interesting but the message was more appropriate for a different audience. It was agreed that SIS should have a joint meeting with ASIS once a year.

The slate of officers for the 1998/99 year was presented and voted upon. The new officers are:

- President - Trudie Root
- Vice President - Mary Kay Raddatz
- Secretary - Mary Marna Brady
- Treasurer - Betsy King

Jackie Jackson, our excellent newsletter editor, has resigned. There was discussion as to whether we should continue to mail the newsletter. It was decided to continue with the newsletter since it reaches

some members outside the area, and more people are apt to read it in paper form than Listserv. The St. Petersburg Times very generously pays for the postage. A volunteer is needed to be newsletter editor.

New business: The student chapter of the Special Library Association will probably have Susie Hayes (incoming president of SLA) as guest speaker at the University of South Florida in the Fall.

Announcements: Joyce Burkhart is now on the Seminole campus of St. Petersburg Junior College. She is instructor in charge of the Information Commons. This is a library without books which houses 120 computers. Classes will combine traditional classroom techniques with Web based supplements.

Shirl Kennedy mentioned that Margaret Adkins, Program Director of SPJC's Business Technologies Department, is looking for an instructor with expertise in graphic design, networking, JAVA, and Web development, to teach on a part-time basis.

U.S.F. is expanding into Pasco/Hernando counties. Library courses will be offered there and in Brooksville. Check U.S.F.'s web site for further information.

Presentation: Bob Leachman spoke about some of the services Ebsco offers. Ebsco covers serials collections, primarily electronic journals. Information and access to information are given through one common interface. At present there is some Internet congestion however.

Ebsco handles over 300,000 print journals with sales reaching over \$1 billion last year. They publish over 40 electronic databases. In 1987 there was only one database, now there are over 70. Eventually EBSCO hopes to combine the past and present databases to search them all currently.

There are 8,000 electronic journals that are individually published -- only 4,000 are true Web based journals. Ebsco has 1,900 of these licensed and authorized for access, with about 200 more journals being added per month.

Ebsco Online enables students to research many databases using one search string. Users can create their own set of Ips or passwords. It enables searches across full text as well as access to all tables of contents.

Ebsco's goal is total integrative management for serials. If a user cannot access full text through the electronic journals to which their library subscribes or the article is not available through print collections of local libraries, Ebsco can provide document delivery. Ebsco Host will be linked with online document delivery in the Fall. Future plans are for libraries to select their own journals for their core collection.

Chuck Leachman welcomes feedback at [www.ebsco.com](http://www.ebsco.com).

SIS thanks to the Ebsco representatives who came to our meeting and to Trudie Root for arranging the dinner at the Bombay Bicycle Club.

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## **WRITERS AND WRITING**

by Ed Sanchez

I recently attended the 1998 Text and Academic Authors Convention held in St. Petersburg and would like to share with the SIS a summary of just one of several excellent presentations.

"The Marathon: Building and Maintaining Momentum" was the topic delivered by Roy Peter Clark, Ph.D. Associate Director and Senior Scholar at the Poynter Institute for Media Studies. Dr. Clark discussed how writers can develop some daily work patterns and explore strategic issues on building momentum for the writing marathon. He suggested ten tools for the writer:

The first tool was "a Compass", meaning a brief statement of intent and a well imagined destination, although the direction may change. Share the "intent" with others. This adds energy to the project.

Tool number two was "Guidebooks", meaning books to read for both form and content (factbooks, and Dickens).

The third and fourth tools were a hybrid of "string and a rake", i.e. facts and ideas (threads balled up and saved), composted into fertile material relating to the writing topic.

Fifth in the toolbox was "a friend", someone who loves you no matter how bad the writing is, and who tells you to continue.

The sixth tool was "a tape measure", to measure your standards. You can overcome writer's block by temporarily "lowering your standards." Write the words that have to be said, then go back and build the characters.

"A trowel" was the seventh tool. It helps you focus on the building the framework first and layering in examples and side journeys later.

Tool number eight was "a training routine". Some prefer writing seven days a week, most less. Dr. Clark recommends five days a week, and morning hours. Impose a deadline (adrenaline is the writers' drug) and break the 30,000 word work into 30 works, 1,000 words a day. Remember the adage, "250 words a day is a book a year!"

Nine and counting was "a laptop". Not the kind with wires, however, but the Day Book style for when ideas come that become part of the compost.

And last but not least, "a shrink", to help you deal with the negative feedback you will get. Even then, however, you can sometimes turn negative feedback into fruitful criticism by explaining what you were trying to accomplish and listening.

If it is true that the craftsman is known by the uniqueness of his work and judged by the quality of his tools, then Dr. Clark has certainly given the novice the best of the toolbox with which to polish his/her art.

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## SIS OFFICERS, 1997-1998

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# SUNCOAST INFORMATION SPECIALISTS INFO NEWSLETTER VOL. 12 -- NO. 5 SEPTEMBER 1998

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## **She's Ba-a-a-c-k!!!**

Shirl Kennedy, who quite obviously Has No Life away from the computer screen, has once again volunteered to edit SIS Info. Thus, it's her turn to plead for news, workshop and meeting announcements, job openings, book and Web site reviews, rants 'n' raves, what-have-you...

Believe it or not, your fellow SIS members are extremely interested in what you have to share. Many of us work solo, and may look upon the newsletter as the only available opportunity for networking. It's especially critical for those of us with extreme time constraints, who have no hope of making it to meetings with any regularity...or at all.

The easiest way to submit stuff for the newsletter is by e-mail to [skennedy@reporters.net](mailto:skennedy@reporters.net)

If you don't have access to e-mail, give me a call at (727) 442-9066, and we'll work out an alternative delivery method — fax or (gasp) snail mail.

In case you were wondering...

...I've probably worked at more libraries in the Tampa Bay area than most of you have ever seen — public, academic, special and school media centers. Presently, however, I'm not working in a library at all. I'm a consultant in the Information Systems department at Honeywell Space Systems in Clearwater, where I do an awesome variety of geeky things. I also write the Internet Waves column for [Information Today](#). My book, *Best Bet Internet: Reference and Research When You Don't Have Time to Mess Around* (available from amazon.com: see their listing and readers' review) was published by the American Library Association in June. The URLs from the book can be found at:

<http://www.ala.org/editions/openstacks/bestbet/index.html>

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## **SLA President Suzi Hayes to speak At joint meeting**

SLA President Suzi Hayes, long an active presence in the Special Libraries Association [Florida and Caribbean Chapter](#), will speak on Information Management in the 21st Century at a joint meeting of the SLA/USF SLIS Student Chapter and the Suncoast Information Specialists on Thursday, September 17.

The meeting will be held at TECO's Energy Technology Resource Center, located on the USF Campus in the University Technology Center Research and Development Park, 3670 Spectrum Boulevard, Suite 100, Tampa, FL 33612. (Map) A reception is scheduled from 5:30-6:45, to be followed by Hayes'

speech. At some point during the evening, there may be an opportunity to visit the ETRC's library. Also, a short SIS business meeting will be held after the speech.

The event, which will be catered by Marriott, features hot and cold hors d'oeuvres such as mini Cuban sandwiches, mini croissant sandwiches, vegetable and fruit trays, cheese and crackers, lemonade, ice tea and coffee. Cost is \$8 per person.

Please RSVP by September 13 to Cathy Wos (cwos@lib.usf.edu or 827-1858). For further information, call Cathy Wos or Catherine Jasper (974-3520).

For more information about SLA President Suzi Hayes, see her biographical sketch (<http://www.sla.org/assoc/board/hayes.html>) on the SLA web site.

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## Continuing education opportunities highlighted at SIS August Meeting

At the August 3rd SIS luncheon meeting at Steak & Ale in Tampa, 24 persons heard about continuing education opportunities from four different speakers.

Vice-president Trudie Root presided and made the following announcements:

- With much gratitude, SIS is presenting Jackie Jackson a certificate of appreciation for her excellent work as editor of our newsletter.
- The American Library Association has published Best Bet Internet by SIS member Shirley Kennedy. Now we know which book to consult first! (See above)
- As new editor of the SIS newsletter, Shirl Kennedy would like reports on conferences where members have gained information they would like to share. Reports can also be sent to the SIS listserv: SIS-L@snoopy.tblc.lib.fl.us
- The Florida Association of Law Libraries (CFALL) is interested in a closer relationship with SIS, and we are looking for volunteers to serve as liaisons between SIS and other area library groups.
- Vice-president-elect Mary Kaye Raddatz gave us the schedule of the next year's meetings:
  - Sept. 17, 6:00 p. m., Energy Technology Resource Center (ETRC bldg.), 3650 Spectrum Blvd., Tampa (in lieu of October meeting)
  - December 7, luncheon meeting, at the Information Commons of the new Seminole campus of St. Petersburg Junior College
  - February 1, luncheon meeting, at the new library, Stetson University College of Law, Gulfport
  - April 5, dinner meeting, Tampa
  - June 7, dinner meeting, Tampa
  - August 2, luncheon meeting, Pinellas (details later)

After the announcements, Trudie introduced our speakers.

- Chet Lyskawa, Ph. D. System Administrator at the Florida Center of Instructional Technology and Adjunct Instructor, Dept. of Instructional Technology, College of Education, USF, Tampa.

The focus of Instructional Technology is using technology as a tool to enhance instruction. The Florida Center for Instructional Technology assists faculty and others in creating software courses for teaching. Since this spring, 160 software courses have been created by the use of this facility. The Department of Instructional Technology offers both Masters and Ph. D. programs. There are two tracks: Instructional Design and Educational Technology. Graduates can qualify for leadership roles in school systems, college teaching, business, industry, and the military. This training is quite practical and can be used with other disciplines. A spring course on distance learning is being developed and will include evaluation methods for this type of course. Upon completion of the Ph. D., graduates in Industrial Design have taken positions in business and industry earning \$70-\$80,000. Undergraduate degrees can be in other areas.

- Hope Botterbusch, M.L.S. Marine Science Department, USF, St. Petersburg.

Ms. Botterbusch works with USF's educational television programming in Marine Science for middle school students. She spoke on Nova Southeastern University's Master's and Ed. D. programs in Instructional Technology and Distance Education. A video on the University's distance learning complemented her talk. Prospective students do not take the GRE but instead write papers as part of admission. Costs are about \$4,000 per semester. Currently, Nova Southeastern's distance learning program serves 25 states. Students and teachers do have face-to-face contact at semi-annual 3 to 6-day sessions required in fall and spring and 8-day summer institutes. These are in Fort Lauderdale. The programs are completed with a practicum, which is more action-oriented than a thesis. To be admitted, one should be "currently employed as an educator or trainer in an organization that uses technology as part of its delivery system."

- Maria McCaffrey, M.L.S. Member Services Coordinator, Tampa Bay Library Consortium, Tampa.

Ms. McCaffrey is coordinator of training for TBLC and team leader for trainers and customer support for the SUNLINE libraries. TBLC offers informal courses and does not issue certificates or degrees. Relevant topics include troubleshooting for Windows95 and PCs, teaching a one-hour Internet course, and using HTML. This summer, with George Morgan of USF, students from TBLC member libraries created home pages for their libraries. A grant has given TBLC 6 laptops for on-the-road training sessions. TBLC plans 93 workshops this year with about 1200 participants. In May, the conference for par-professionals will again provide non-M.L.S. personnel with additional training. You can help by spreading the word about TBLC's interest in the following:

1. recruiting people to teach half-day or full day workshops (small honorariums sometimes)
2. finding TBLC libraries to serve as host sites for interactive teleconferencing and other distance learning projects
3. looking for graduate-student assistants

Workshops are open to the public and are offered at member/non-member rates.

- Alan Hevner, Ph. D. Eminent Scholar and Professor in the Decision Sciences Dept., College of Business Administration, USF, Tampa.

The Master of Science in Management Information Systems (MS/MIS) is intended to provide companies with specialists who have expertise in both information technology and management. Prospective students are expected to have prior experience in technology and business. Admissions have been only in the fall semester. However, a tentative spring class is being considered with a deadline of October 15 for applications. The program is comprised of a total of 32 semester hours, and all are night courses. The student has the option of either a thesis or a practicum. Usually upon completion of the program, participants have six to seven job offers in hand.

We would like to thank these four highly qualified speakers who gave us so much valuable information to consider when planning for career enhancement.

**Mary Marna Brady**  
Secretary-elect

## SIS OFFICERS, 1998-1999

President	Trudie Root	Juvenile Welfare Board, Pinellas Park 727/547-5671, hn3750@handsnet.org
Vice President	Mary Kaye Raddatz	St. Petersburg Junior College, Health Education Center 727/341-3657, raddatzm@mail.spjc.cc.fl.us
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**SUNCOAST INFORMATION SPECIALISTS  
INFO NEWSLETTER  
VOL. 12 -- NO. 6  
NOVEMBER 1998**

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**ELECTRONIC TOOLS WORKSHOP AND MEETING  
December 7, 1998**

Many of you have asked about continuing education programs, so now SIS is giving you an opportunity you can't beat.

In addition to the regular program and meeting, SIS is offering a 2 hour morning workshop on "Electronic Tools and Technologies for Information Professionals." Rich Georges will demonstrate how to use various hardware, software and other products in an integrated electronic office to perform research, prepare materials, conduct training, and communicate. See the attached flyer for more details. This workshop is being paid for out of the SIS treasury and therefore is FREE to all members and their guests.

The regular SIS luncheon meeting and program will follow the workshop. Joyce Burkhart will present a program about the new technologies involved in the new St. Petersburg Junior College electronic library at the Seminole Campus. Lunch will be provided for \$5.00 per person. Members and guests are welcome.

Please RSVP early to Trudie Root if you can attend either or both the workshop and meeting. She will need a count of people attending no later than **Thursday, December 3**. You can send your payment for the lunch in advance, or make your reservation and then pay at the time of the meeting. See the attached flyer for RSVP details

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**MINUTES, September 17, 1998**

By Mary Marna Brady, Secretary

SIS's regular October meeting was moved forward in order to co-sponsor a September 17th joint meeting with the USF Student Chapter of the Special Libraries Association. As co-sponsors with SSLA and TECO's Energy Technology Resource Center, we heard SLA President Suzi Hayes's presentation on "Information Management in the Twenty-first Century" and toured the ETRC building.

On tours led by information specialists Pat Boody and Ray Eydmann, we saw that the ETRC demonstrates for businesses the newest in energy-saving technology in areas such as food service, lighting, medical waste disposal and more. The Center also conducts training seminars for top-level management, craftsmen, and clerical workers. Many seminars are geared toward certification preparation.

Tours were followed by an attractive buffet featuring hot and cold hors d'oeuvres catered by Marriott.

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## *PROGRAM*

Dr. Anna Perrault of USF's School of Library and Information Science presided at the joint meeting and introduced speaker Suzi Hayes, SLA President and President of Oak Arbor Publishing, Delray Beach, Florida.

Ms. Hayes, who has an extensive background with SLA, has worked with corporate and university libraries, and is currently an adjunct professor at USF SLIS. She will be representing SLA at a library education summit in the spring of 1999.

Ms. Hayes pointed out that, as information systems mature, more emphasis will be placed on information instead of technology. Business will have clear needs for "knowledge workers." These persons may have titles such as "Knowledge Manager" or "Chief Knowledge Officer."

Job descriptions:

- Knowledge Manager--a change leader, project leader, technology leader, interprets customer expectations, prepares budgets, resolves problems
- Chief Knowledge Officer--creates infrastructure, implements technology, sets strategic plan, measures results, manages people, makes knowledge pay, partners with both customers and vendors

Universities such as California's San Jose State now offer quarterly graduate courses in "Knowledge Management" in their library schools.

Ideally, librarians should be in the forefront of those whose preparation qualifies them as knowledge professionals, ready to be tapped for such positions. However, we have barriers to overcome in the perceptions people may have of the "librarian personality:" passive, preserving, lacking in business skills, without global perspectives.

To counteract these perceptions, Ms. Hayes emphasizes that we should 1) resolutely practice presentation and people skills, 2) learn to deal with human and technological networks, 3) study sales techniques, 4) purposely acquire flexibility and the ability to change and move rapidly, 5) know how to leverage intellectual capital.

We should be certain to have good relations with other knowledge workers such as accountants, technical writers, records managers, journalists, and technicians--specifically networking, tv, telephone, and graphics technicians. All we knowledge workers extract, structure, refine, and maintain information.

After formal schooling, novice/seasoned librarians can gain the needed knowledge-worker skills through internships, work experience, and participation in professional associations.

Before promoting yourself for knowledge management, see that you have completed a small, successful project using existing technology. Anchor the project to your corporate culture, and know your own competencies.

The SLA web page (<http://www.sla.org>) has Suzi Hayes' e-mail address for submitting questions.

*BUSINESS MEETING*

President Joyce Burkhart, pointing out that traditionally, the October meeting is the time for "the changing of the guard," thanked the officers who have served with her this year, and made presentations to those present: Vice-President/President Elect Trudie Root and Treasurer Betsy King.

*LISTSERV*

SIS wants to make the most effective use of our listserv for communication. We can collaborate with the Student Chapter of SLA by indicating on the listserv which of our libraries are interested in having student volunteers. Also, let Betsy King know if you only want to receive the SIS newsletter electronically. Be sure your e-mail address is current.

*MEETING CHANGES*

Since there will be a conflict in June, '99, between the scheduled SIS and SLA meetings, Betsy King moved, and the motion was seconded and passed to change our June meeting to May 21. Also, we may need to change the day for the February meeting at Stetson University' College of Law library.

*TREASURER'S REPORT*

Betsy King reported that we now have \$865 in our treasury. This year's expenses included \$100 for the directory and \$82 in other expenses.

Please note that it is time to pay membership dues for this year.

*SIS WORKSHOPS*

Let Trudie Root know if you would be interested in SIS sponsoring a workshop dealing with Powerpoint, web page design, etc. sometime this year.

*"DIALOG" LETTER*

A suggestion was made that SIS should send a group letter to Dialog complaining about the \$75 minimum monthly charge. Trudie Root will draft a letter and post it on our listserv for comments.

**SIS MEMBERSHIP AND ELECTRONIC LISTSERV UPDATES**

By Betsy King, Treasurer

Currently SIS has 98 active members. Of these, 60 (61%) have paid dues for 1999 but 38 (39%) have let their membership expire and have not yet renewed (1998 membership ended at the end of September). 90 of our members have email addresses registered with me. The *Membership Directory*, which will be printed after the first of the year, will be based solely on paid membership.

Our electronic email list, hosted on the TBLC server, has 77 subscribers as of mid-November. Of these, 67 are SIS members. Of our active SIS members, 90 (92%) have email addresses on file with the membership information. Doing the math, this shows that we have 29 members who have not subscribed to our list.

If you have access to email, I urge you all to subscribe. The list may be the only means of getting last minute information to you about programs or meetings. In addition, it provides an easy way for you to maintain professional contact with the local library community.

To subscribe to the list:

Send your message to

LISTPROC@SNOOPY.TBLC.LIB.FL.US

Leave the subject line blank (this line will be ignored)  
In the first line of the text you write:

SUBSCRIBE SIS-L Firstname Lastname

So far 17 SIS members have told me that they prefer to read their issues of the *SIS Info* electronically and have asked that they not be sent the printed newsletter. Since postage rates will be increased in January, this is an appreciated effort at cost savings for our organization (actually a savings for the St. Petersburg Times New Library, which is generously paying for our mailings). The newsletter will continue to be [snail]mailed to all members who do not request otherwise, will be published on our website, and will be posted on the SIS-L list.

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