



Suncoast Information Specialists



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SIS INFO
Vol. 14, No. 1
January 2000

Editor's Corner

Y2K

Well, Y2K has come and gone. The world is still turning, computers are still up and running, and cash and credit are still legal tender. But, according to Mitch Ratcliffe, ZDNN, only 8% of all date-related errors were expected to hit on January 1, 2000. For an "awareness" update, check out the MSNBC article at: <http://www.msnbc.com/news/227483.asp>

Future Meetings

If you would like to host a future meeting, or if you have a suggestion for a future program, contact Ray Eydmann, SIS Vice-President, with your ideas.

News to Share

The SIS Newsletter is a great way to share news, conference announcements, achievements, and items of interest with all organization members. Please send your news to the Editor, Nancy Becker, so we can include it in our next newsletter.

From the Florida State Library

Folks interested in electronic intellectual property issues might want to take a look at "The Digital Dilemma: Intellectual Property in the Information Age" located at <http://www4.nationalacademies.org/cpsma/cstbweb.nsf>

According to Charles Parker, Florida State Library, "This is the best discussion I have encountered of electronic IP issues." The publication was prepared by the National Research Council's Committee on Intellectual Property Rights and the Emerging Information Infrastructure.

News of Interest

Cheryl Dee has been appointed by the Medical Library Association's Board of Directors to participate

on two Medical Library Association task forces: Medical Library Association Mentoring Task Force and Medical Library Association Benchmarking Task Force. Cheryl is serving her fourth year on the National Library of Medicine's National Network of Libraries of Medicine Region 2 Regional Advisory Council.

Review of a new version of an "old friend"

Shirl Kennedy posted this review.

The Whole Internet: The Next Generation, by Kiersten Conner-Sax and Ed Krol. O'Reilly & Associates, \$24.95. ISBN: 1-56592-428-2.

How long have you been on the Net? If you've been doin' the cyberspace thing since the early '90s, there's a good chance you bought, borrowed or at least consulted The Whole Internet: Users Guide and Catalog, published in its original version back in 1992. The newest version, issued in October 1999, is definitely worth a look if only as a benchmark on the current "State of The Net." There are topics discussed in here that readers of the original edition could never have contemplated - Spam Busting, PalmPilot Browsing, Children and Privacy, Digital Cash, Buying Merchandise Online, High Quality Audio with MP3. You'll also find good, basic info on browsing and searching, creating Web pages, networking your home, managing e-mail, and there's a decent catalog of Web resources, chosen for quality and likely stability.

A couple of opinions, tossed out by the author/authors, did kind of throw me for a loop. The Children and Privacy section begins with the almost shrill declaration that "(t)he Internet is no place for children," opining that none of the resources or educational opportunities to be found online ".are worth the risk that either your child learns information objectionable to you, or that someone objectionable finds your child." The section goes on to offer some good, commonsense rules about protecting yourself online - rules that can readily be transmitted to and understood by any child capable of using the Internet. Why the need for the scare factor, I can't imagine.

I also did a doubletake at the author/author's recommendation that people who are particularly concerned about computer viruses should "consider an alternative operating system such as Linux." Uh, Linux has gotten a wee bit more user-friendly, at least in its shrink-wrapped, commercial incarnations.

But it's definitely not a no-brainer, especially for someone who may be intimidated at the idea of installing, configuring and keeping a good virus scanning program updated.

Of course, what do I know? If you want to go the Linux route, O'Reilly can help you there, too. Pick up a copy of Learning Red Hat Linux by Bill McCarty, \$34.95. ISBN: 1-56592-627-7. Included is a complete copy of Red Hat Linux on CD-ROM.

Any questions, suggestions, inclusions, or any other news items or meeting summaries should be sent to Nancy at: nbecker@ij.net.

Some Sites of Interest?

Epinions - <http://www.epinions.com/>

A well-designed consumer site that provides unedited opinions and reviews from user members about a broad range of products, services, and travel destinations. Links to professional reviews and buying guides are also available in many categories. Users can rate member reviews for usefulness, and reviewers for "trustworthiness."

Subjects: consumers | shopping

from [LIWEEK] November 29, 1999

Learning how to update websites

NetLearn: Directory of Internet Learning Resources
<http://www.rgu.ac.uk/~sim/research/netlearn/callist.htm>

Internet Guides, Tutorials, and Training Information (Library of Congress)
<http://lcweb.loc.gov/global/internet/training.html>

from: SOLOLIB-L, Paul T. Jackson, 10 Dec 1999

Qualitative Research Methods

QualPage -- resources for qualitative researchers. There is a methods section that may be useful.

<http://www.ualberta.ca/~jrnorris/qual.html>

Methods in Behavioral Research, an online textbook by Paul C. Cozby has a qualitative research section in the chapter Descriptive Methods.

<http://methods.fullerton.edu/>

Both of these have further links.

from: ResPool Research Network, 10 Dec 1999, Dena Rae

Uncle Sam - Migrating Government Publications -

<http://www.lib.memphis.edu/gpo/mig.htm>

This page offers direct links to printed federal publications that are migrating to the Internet. The value here is threefold: the links are to the documents (not the opening page of the issuing agency), publications can be found directly by Superintendent of Documents classification number, or, more usefully, alphabetically by publication title. This valuable service is provided by the librarians of the Government Publications Department of the University of Memphis Library, the same people who maintain a similar page of links to electronic forms, Forms from the Feds.

Subjects: governments – federal

from LIWEEK December 13, 1999

February Meeting

The February meeting will be held on Wed. Feb 9th at Mease Morton Plant. Karen Roth will host us as we view an SLA video on marketing the library, entitled "Selling the Invisible."

Arrivals after 5:30 p.m. with dinner/video [it is 90 minutes] to begin at 6 p.m.

Details on the cost of the meal will be available later this month. If you are planning to attend, please send an RSVP to Ray Eydmann at 813-228-1207 or email to: eydmanr@juno.com .

Directions from Tampa via Hwy 60 (Courtney Campbell Causeway):

- Hwy 60 west to Courtney Campbell Causeway. Courtney Campbell becomes Gulf-to-Bay Blvd in Clearwater.
- Follow Gulf-to-Bay through Clearwater, taking a slight right onto Court Street.
- Turn left onto Fort Harrison Avenue.
- Turn right onto Jeffords.

Directions from Tampa via I-275:

- Take I-275 South across the Howard Frankland Bridge.
- Take the Largo Exit (SR 687).
- Follow Ulmerton Road in the right lane, to the turn-off to the St. Petersburg-Clearwater Airport on Roosevelt Blvd.
- Follow Roosevelt Blvd past the airport (becomes East Bay Drive).
- Follow Bay Drive through Largo to Clearwater-Largo Road (Alt US 19).
- Turn right onto Clearwater-Largo Road (becomes Fort Harrison in Clearwater).
- Turn left on Jeffords Street.

December Meeting

The December meeting was held on Thursday, December 2, 1999 at TBLC (Tampa Bay Library Consortium) headquarters.

These notes on the TBLC presentation were taken by Ray Eydmann (TECO, VP of SIS):

Diane Solomon, Director Tampa Bay Library Consortium (TBLC) addressed the members.

She opened by discussing a group discount that TBLC has negotiated for members to attend Computers in Libraries 2000. Registration sent through TBLC is \$129, a substantial discount from the regular \$299 registration. Registrations must be sent to TBLC before February 15, 2000. Contact TBLC for more information.

TBLC was founded about 20 years ago as a multi-type library consortium. There are now six multi-type consortiums in the state. There are also public library cooperatives such as the Pinellas Public Library Cooperative and the Heartland Cooperative. Polk County has also formed a public library cooperative. The cooperatives work closely with the State Library of Florida. All cooperatives receive state library

cooperative aid funded by the legislature. The current level of funding is \$200,000 / cooperative; however, the authority has been raised to \$400,000, although that level has not been funded.

TBLC is also looking at the formation of a Friends groups to assist the consortium. TBLC has 92 member libraries - 26 academic, a number of public libraries and special libraries both corporate and public. TBLC is funded by state and federal funding, member dues, grants and cost recovery services.

Diane discussed the grant the consortium has received to implement an 'Any Time, Any Where Library.' This will allow patrons to search across nine automated systems, see if materials are available and then allow patrons with a library card to be authorized and request ILLs. The system should be fully implemented by December 2000. It will be phased in beginning early next year and will allow mediated and unmediated ILLs.

TBLC is also investigating group purchases for electronic resources - TBLC would act as a broker for the group.

Diane introduced Karen Wilber, coordinator Continuing Education. Karen discussed TBLC's continuing education workshops and the lists that are available through TBLC. Information about and registration for the lists is available at lists.tbtc.org.

Karen also discussed the Continuing Education Survey TBLC is conducting to see what workshops are in demand. TBLC also has teleconferences available; these are videotaped and then the videos can be checked out by staff who could not make the teleconference. TBLC is planning on making a list available on the TBLC website.

TBLC has also established a portable lab which allows them to provide on-site training for libraries where it is not possible for staff to attend training at TBLC. TBLC is also looking for instructors; if you have a specialty to share, contact Karen.

Diane then discussed TBLC's strategic plan. TBLC has recognized the need for increased Continuing Education. Karen is working to grow those services for TBLC libraries [Karen is the first full-time CE coordinator for TBLC]. TBLC is also looking to develop general advocacy and public relations strategies which libraries can use. This is in recognition that libraries sometimes are not as skilled at these important functions as they could be.

As part of its plan to better serve member libraries TBLC has formed a number of planning committees. Diane encouraged anyone who is interested in working on one of the committees to contact TBLC.

Additional services TBLC provide to members are the facilitation of OCLC ILL group access, the local contact for the state-wide ground delivery service - DLLI / Orange bags, and the Union List of Serials.

Some TBLC libraries have formed Sunline, an automated catalog and circulation system and the libraries are looking for ways to include smaller libraries in the system by allowing them to come in as 'branches' instead of agencies. This greatly reduces the cost involved.

After Diane completed her discussion of TBLC the meeting was adjourned.

Minutes of Business Meeting

[SIS Minutes](#), December 2, 1999.

SIS Officers, 1999-2000

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SIS INFO
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Editor's Corner

Future Meetings

If you would like to host a future meeting, or if you have a suggestion for a future program, contact Ray Eydmann, SIS Vice-President, with your ideas. Ray can be reached by email at eydmanr@juno.com or by phone at TECO 813-228-1207.

News to Share

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Some Items of Interest

Are you making enough? Salaries for special librarians in Florida

by CD McLean

The 1999 Special Librarian's Salary Survey book became available in November of 1999. The overall median salary for a special librarian is \$49,116 (Table 7a, p.7). However, as many of you have heard, Florida pays its workers in sunshine so we are conditioned to expect low salaries here. That is not quite the case though.

The truth is that the South Atlantic region of which Florida is a part makes a slightly higher median salary than the national average coming in at \$50,000 (Table 11b, p. 19). The specific pay scale for Florida, including Tampa, Tallahassee and Miami, is between \$50,000 and \$52,000 (\$50,000 for those having between 16-20 years experience, \$47,000 for those having 21-25 years experience and \$52,000 for those having 26 or more years experience (Table 23d, p. 76)). Now, looking at the data, you might be tempted to say, what the devil is going on with those librarians in the 21-25 years of experience range? According to John Latham, the Director of Information Resources at the SLA headquarters, it is a statistical anomaly. It could mean that those librarians stayed in one position for a long time and so missed out on large salary

increases that one may get when changing jobs. He also pointed out the statistical sampling is fairly small and that sometimes may affect the data. There were seven librarians surveyed in the 16-20 years of experience range, eight in the 21-25 range, and nine in the 26 or more range. Unfortunately there were under six librarians surveyed in the 1-16 years of experience range. Mr. Latham said that when the response for a range is from fewer than six respondents, the data doesn't make it into the book.

While law librarians are considered to be special librarians, they also have their own professional organization (the American Association of Law Librarians), which published their last salary survey in 1997. Unfortunately for Florida law librarians, the South Atlantic region excludes metro DC, W. Virginia, N. Carolina, S. Carolina, Georgia, and Florida, which means, according to their map of geographical locations that the data only covers Virginia. That being said, the median salary range for the South Atlantic region ranges from \$35,448 (for 11-16 years of experience (Table 8, p.22)) to \$91,500 (for 16 or more years of experience (Table 8, p.22)). AALL breaks down their salary survey by education (MLS and LLB/JD, MLS, MA/MS, BA/BS and other) and type of position (one person library, director/chief librarian, associate/deputy/asst. director/chief of branch, supervisory librarian/dept. head, computer/automation librarian, foreign/international librarian, govt. documents/legislative librarian). The Table 1 shows the median salaries by education and position:

Position	Education	Median Salary	Number of respondents
One person library	MLS AND LLB/JB	\$55,000	15
	MLS	\$41,100	96
	MA/MS	\$32,250	8
	BA/BS	\$36,000	25
	OTHER	\$34,500	13
Director/Chief Librarian	MLS AND LLB/JB	\$92,113	170
	LLB/JB	\$75,000	12
	MLS	\$55,235	232
	MA/MS	\$60,500	9
	BA/BS	\$48,000	39
Assoc/Deputy/Asst Director/Chief of Branch	OTHER	\$35,084	14
	MLS AND LLB/JB	\$57,320	93
	LLB/JB	\$49,512	11
	MLS	\$52,000	177
	MA/MS	\$43,856	10
Supervisory librarian/Dept. Head	BA/BS	\$46,274	21
	MLS AND LLB/JB	\$49,000	57
	LLB/JB	\$45,000	9
	MLS	\$48,197	146
	BA/BS	\$40,000	13
Computer /Automation Librarian	MLS AND LLB/JB	\$44,263	35
	LLB/JB	\$38,103	14
	MLS	\$39,500	58
	MA/MS	\$40,460	8
	BA/BS	\$35,750	18
Foreign/International Librarian	MLS AND LLB/JB	\$45,324	17
Govt Documents/Legislative Librarian	MLS AND LLB/JB	\$42,850	10
	MLS	\$38,866	31

	BA/BS	\$39,500	8
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Table 1: Salary of Law Librarians by Position and Education (Table 4, p.13 of AALL 1997 Salary Survey)

Now that you have some data to work with, take a look and see where you fall in the survey. And if you are a special librarian in the 1-16 years experience range, you might want to contact SLA and ask to be put on their survey list so they will have enough data points for the 2000 survey.

Note from Betsy King: SLA salary surveys only cover SLA members (annual membership fee \$117+), which also affects the sampling.

“Virtual Collection: Gatekeeper versus User Selection”

By Harriet Thompkins

Report on the new roles of the collection development librarian from a Solinet workshop I attended in Atlanta.

What is Virtual Collection?

It is a collection of materials that the library provides access to without physical ownership. We don't actually have our hands on it.

How is Virtual Collection different from traditional collection development?

Virtual collection development is about purchasing sets of new tools that are different from the traditional way. Before, we knew what to do with them. We knew where to put them on the shelves. Before, we knew how to organize and catalog them. We knew how to make decisions whether to keep them or not to keep them.

One major difference is when you cancel a subscription in print, we own all those back issues, but that's not the case with electronic subscriptions.

How has the role changed?

Gatekeeper versus User Selection. Traditional role was that of a gatekeeper. We picked out what we think the user needed and wanted. But as we move into the electronic environment, often we are just providing access to materials with more and more choices and the users are deciding what they need and want.

Librarians are taking on an instructional role. Reference questions may be decreasing but users will need instructions to guide them through this electronic maze. Also your role will take on a new meaning with vendor relations, preservation, censorship and intellectual freedom.

In conclusion, there is much too much stuff out there. There is stuff that is bad and there is stuff that is good. We don't want to stop our users from using the Internet. We want our users to start with us first. We need to take a proactive approach. When we put stuff on our site, we are saying that we stand behind it. We select these electronic resources just like we select our print.

Transforming Traditional Libraries **Forwarded by Kathleen McCook, alis, 28 Feb 2000**

The traditional organization and method of delivering library services has changed greatly in recent years because of the development of new technologies and the changing needs of library users. This transformation has had a profound effect not only on the nature of libraries, but on the types of services they offer and on the way they provide those services.

It has also forced librarians to reexamine and redefine their roles as they explore possibilities for meeting the information needs of their users. TRANSFORMING TRADITIONAL LIBRARIES is a peer-reviewed e-journal designed to explore the ongoing evolution of librarianship. Coverage will include resources such as digital collections, electronic indices, OPACs, Internet research, bibliographic instruction, as well as skill such as information literacy. The journal will focus on exploring how libraries and librarians integrate these new technologies and services with more traditional ones.

Transforming Traditional Libraries seeks papers for its inaugural issue. We welcome papers that will inform, enlighten, amuse, and further the discussion of librarians as they confront and solve the challenges of the modern library.

Manuscripts should be between 2,000 and 6,000 words. They should be submitted electronically, by either e-mail or by mailing the article on a floppy disc, to the editors in either ASCII or HTML format. For the full instructions for authors please see, <http://www.lib.usf.edu/~mdibble/ttl/instruction.html>.

Please consult Transforming Traditional Libraries web page (<http://www.lib.usf.edu/~mdibble/ttl/>) or e-mail the editors if you have any questions.

Recruitment Open House 2000 - sponsored by Tampa-Hillsborough Public Library

THPL is sponsoring a Recruitment Open House on Monday, April 17, at the John F. Germany Library Auditorium in downtown Tampa. The purpose of the Open House is to provide a venue for exploring career opportunities with the public library system. A morning session and an afternoon session will be held. To register, call 813-224-8670.

Some Sites of Interest?

404 Help Zone

<http://404help.webjump.com>

Designed to demystify the 404 Error commonly encountered on the web as well to provide ways to overcome broken links, find lost and relocated sites, and improve overall hyperlink practices.

There are sections here for general web users and webmasters. Other features include a "Lost Site Finder" and a free list, where 404s and site relocations/URL changes may be reported.

From: ResPool, 10, Nov 1999, Robert J. Tiess

Presidential Candidates on the Issues (Issues 2000)

<http://www.issues2000.org/>

Presents U.S. presidential candidates' positions on major issues. Accessible by clicking on the name of a candidate or on a specific issue. In addition to opinions and quotes on issues, the site includes biographies of each candidate, charts showing the candidates' position on issues, links to candidates' Web sites, and a schedule of primaries - am

Subjects: Elections | Politics | New this week

From: LIWeek, 21, Feb, 2000

WebSerch - The Web Research Resource

<http://www.clubi.ie/webserch/>

This site has been "designed for use by librarians and information professionals, and is intended to assist in the evaluation and selection of information retrieval tools and information sources" on the Internet. The site contains information on evaluating search engines and Web resources; search engine specifications; search strategies and tips; and metadata. The site uses a Perl script that allows the user to view the metadata for each page. The author of WebSerch is a public librarian in Dublin, Ireland. - po

Subjects: Searching -- About | Metadata | New this week

From: LIWeek, 14, Feb, 2000

Important Date

The 77th Annual Florida Library Association Conference will be held at the Marriott Waterside and Convention Center, Tampa, Florida April 25-29, 2000. Online registration is available at:

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

A reminder from CD McLean regarding FLA: Be sure to mark your calendars for Thursday April 27 from 4-6 pm. That is when the Special Library committee will be having its session. Featured speakers will be Theresa Burress (TECO Energy), Cheryl Dee (USF), Shirl Kennedy (City of Clearwater), and Wanda Barrett (Special Library Service, Inc.).

A Special Reminder about SIS Dues, Membership, and Directory

Every spring SIS publishes a printed membership directory of current, paid members. The directory is an excellent source for local networking information and library contacts. This year's directory will be distributed at the April meeting; copies will be mailed to members who cannot pick up directories in person. Your \$5.00/year dues support the printing and mailing of this publication. What a bargain! If you are not currently a member (contact Betsy King at kingb@cftnet.com to verify your status), you can find directions for joining at <http://tblc.org/sis/membershipform.htm>

April Meeting

The April meeting will be held on Wed. April 5 from 11:30 to 1:30. This will be a joint meeting Central Florida Association of Law Librarians - CFALL. The meeting will be held in the Auditorium of the John F. Germany Library (Main Library) 900 N. Ashley Drive, Tampa. Bill Raddatz from Pro Vise Management Group, Inc., an SEC Registered Investment Advisor, will be speaking on financial planning. Lunch will be catered in. Details about the cost of lunch will be announced later this month. RSVPs should be sent to Ray Eydmann at 813/228-1207, eydmanr@juno.com . Tentative cut-off for RSVPs is March 27.

- *Directions from Pinellas County:* Take I-275 N across the Howard Frankland Bridge. Turn right on ramp at sign reading "Ashley St to Downtown-West/Tampa St". Continue on N Ashley Dr and go South for 0.3 miles to 900 N Ashley Dr. The Library is on the right.
- *Directions from north or east of downtown Tampa:* Take I-275 S from north Tampa or I-4 W from the east. Bear right on ramp at sign reading "Exit 25 to Downtown-West". Continue on N Ashley Dr to 900 N Ashley Dr.
- *Parking:* Parking is available in the Poe Garage south of the Library, in the Times Building lot north of the Library, and on the street on Cass or Polk across Ashley from the Library. All parking is paid parking in downtown.
- *Finding the Auditorium:* The auditorium is in the West building of the Library (Ashley Drive entrance). Go through the lobby and continue straight through past the Business Reference desk area to the glass doors on the vestibule. The entrance to the auditorium is around to the right.

February Meeting

The February meeting was held on Wednesday, February 9, 2000 at the Morton Plant Hospital with Karen Roth as our hostess.

Ms. Roth introduced the video tape of Harry Beckwith by saying that she attended SLA in Minneapolis and that Mr. Beckwith was an outstanding speaker. He was only scheduled to speak for 45 minutes and instead spoke for almost an hour and a half. She said he was so fascinating that the crowd didn't get restless. She said that Mr. Beckwith runs his own marketing company and said while she is not impressed with marketers who call during dinner, that Mr. Beckwith is very good. Mr. Beckwith's book is titled "Selling the Invisible" and is available for about \$17.

For this speech, Mr. Beckwith interviewed a group of special librarians. He also did a site visit. He opened his talk by giving an overview of what he would be talking about:

- Who is responsible for selling/marketing the special library
- What is involved with selling/marketing the special library
- How to establish relationships to succeed and stay alive

Who is responsible?

Everyone who works in the library is responsible for marketing the services of the library. That means your receptionist, your clerks, yourself. Everything you say or do reflects back on the library. He gave the example of Folgers coffee.

Do you remember the commercial where a fancy restaurant serves Folgers crystals as their after dinner coffee. Do you remember what everyone said about the coffee: "It is delightful; It is wonderful."

"For those of you who don't know (about Folgers Crystals), it isn't (delightful)!" His point was that price is a communicator and seducer of quality. We think it is better if it is expensive. Therefore libraries have a problem because our services are ostensibly free. Free is bad. He followed up with the example of Gibson guitars. The Japanese flooded the market with cheaper guitars and was knocking Gibson out of the market. Gibson tried lowering their prices, but nothing could staunch the red ink. Then, in what he called the Jack Daniels Moment (when you sit around a bar at 4 in the morning drinking Jack Daniels and trying to figure out how to save your company), the Gibson executives decided to raise their prices ALOT. What happened? People bought them. People are resistant to cheap prices, but here was a \$1500 guitar next to all the \$300-500 guitars from Japan. The \$1500 guitars must be better.

It is our job to demonstrate the value of the information and services that we provide. If we get pressured to prove our worth, then we have failed to demonstrate our value.

Power of a Brand.

We operate on stereotypes. We experience reputations. You have to understand the stereotypes and the incredible power of brands because we all have brands. What is the library brand? The library is

- Where the librarian tells you to shut up
- You check out books (clerical).
- The librarian deals with books only.
- Associated with information, which isn't good because people are discovering that information is cruddy (the web and its millions of pages with less than accurate information).

This situation creates an opportunity for us to be filters, advisors, shepherds.

It's the package.

The package is seen rather than the substance. It is survival of the prettiest (book). We are seduced by beauty. Don't we all think that the oranger the orange, the sweeter the taste? It is not true! It is the power of the eye of the power of logic. The appearance you make affects the perceived quality of the library.

Does the library look welcoming?

Does the library feel welcoming?

Does the library sound welcoming?

How are you packaging your information? Does it look nice? Does it look professional?

Price, Brand and Packaging will always trump quality.

Do you have quality relationships?

The quality of your relationships with your patrons relates to their perceived quality of your delivered services. It is about being satisfied or has Mr. Beckwith put it: Satisfying the customer. We need to establish a threshold and when it is met, we have made ourselves the positively good choice. We are

positively good. Don't try to enhance things that don't mean anything. It's not the technical stuff, it is the relationships. Relationships trump them all (price, brand and packaging). The stories that we can tell and the services we provide can be powerful vehicles to take us to success.

Ten keys to an Enduring Relationship:

1. Speed: Everyone wants it faster.
2. Affinity: Be aware of chemistry. If you have a clerk who can't get along with someone, make sure someone who can get along with that patron always deals with him.
3. Predictability: Integrity makes us predictable. When the patron comes to know we will only give the very best, he knows what to expect and we become predictable. Be consistent.
4. Comfort: What are you doing to make your patrons feel comfortable?
5. Expertise: Users look to us for advice. How clearly are we communicating our expertise?
6. Sacrifice: Making sacrifices for a patron (staying late, making them a priority), gives the patron the feeling that they are important.
7. Thanks: Thank your people more.
8. Welcome: Say Hi.
9. Follow up: Ask how you did.
10. Names: Call your patrons by name. Make them feel important and remembered.

Conclusion

- Everyone who works in the library is the marketing department.
- You need to have a brand and have a reputation.
- Look at your packaging
- Build relationships.

Remember that risks bring rewards. People who have a high sense of well being are the ones who have taken risks.

[SIS Business Minutes](http://tblc.org/sis/meetings/0002minutes.htm), Feb. 9, 2000 (<http://tblc.org/sis/meetings/0002minutes.htm>)

Mary Kaye Raddatz opened the meeting by asking for approval of the December minutes. The minutes were approved.

Treasurer's Report: As of 9 January 2000, the SIS treasury has \$603.89, and 64 members have paid dues for the year 2000. In previous years we have had 90+ members.

Vice-president's Report: The next meeting will be in April. If anyone would like to host an SIS meeting, please contact Ray Eydman at eydmanr@juno.com.

President's Report/New Business: Ray was thanked for the great write up for the presentation at TBLC.

Shirl Kennedy was also thanked for her contributions to the newsletter and the mailing list. It was announced that Nancy Becker will now be in charge of the website. Betsy has asked for some relief in her duties, so Ms. Becker kindly agreed to take on the website duties.

Trudie Root spoke about TBLC. She said they were trying to fill in the blanks on the members category

and might possibly be creating a category for organizations and associations, which would allow us access to TBLC cataloging, etc., for a much reduced cost. If you have any ideas on services that you would like

TBLC to provide please send them to Mary Kay Radditz or Trudie Root.

The President will be putting an email out on the SIS list regarding the SIS archives. She would like to have some discussion from the membership so we can decide on what to do with the archives at our April meeting.

Announcements: Betsy is recovering from surgery. We all wish her well and a speedy recovery. Ms. Root's library is ready to go live soon. She will send out announcement to the list when it does happen.

Old Business: No old business.

There being no further new business, the business meeting was adjourned.

SIS Officers 1999-2000

President	Mary Kaye Raddatz, S t. Petersburg Jr. College - Seminole Campus, Seminole 727-394-6136, raddatzm@email.spjc.cc.fl.us
Vice President	Ray Eydmann, TECO Energy, Tampa 813/228-1207, eydmanr@juno.com
Secretary	C D McLean, Paradyne Corp., Largo 727/530-8206, cmclean@paradyne.com
Treasurer	Betsy King, Reflectone, Inc, Tampa 813/887-1658, kingb@cftnet.com
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Suncoast Information Specialists



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SIS INFO
Vol. 14, No. 3
May 2000

Editor's Corner

Future Meetings

If you would like to host a future meeting, or if you have a suggestion for a future program, contact Ray Eydmann, SIS Vice-President, with your ideas. Ray can be reached by email at eydmanr@juno.com or by phone at TECO 813-228-1207.

News to Share

The SIS Newsletter is a great way to share news, conference announcements, achievements, and items of interest with all organization members. Please send your news to the Editor, Nancy Becker, so we can include it in our next newsletter.

LOOKING for a FEW GOOD OFFICERS

SIS votes in new officers in October 2000, for the calendar year 2001. If you have any interest in the positions, let one of the current officers know. We would rather members volunteer their services, so we don't have to beg later on this summer! Your participation insures that the organization continues for all of us. Plus you get two free dinners with the officers' meetings!

Some Items of Interest

Pamela Burdett, Stetson Law Librarian, was asked to be on the West Group Scholarship Advisory Board for a two-year term. Anne Ellis, Director of Librarian Relations (formerly library director at Carlton, Fields) asked Pamela to join the board. There are two academic librarians, (Pamela is one), two private firm librarians and two county/court librarians on the board. Four students were awarded scholarships but the names have not been announced yet. Here some information on the board:

<http://www.westgroup.com/librarians/welcome.html>

John Robert Davies, Director of Library Services, Florida School of Professional Psychology/University of Sarasota-Tampa Campus contributed the following:

1. I'm completing a web page for the Florida School of Professional Psychology (<http://www.tbic.org/fspp/library.html>). An interesting part of it is the bibliographic database listing. We do subscribe to *PsycInfo*, but all of the other databases listed I found for free. So, this could be an excellent source for Psychology and Social Science materials.
2. The Diversity Committee of the USF Library has just announced an international newspapers page. I think this is found at <http://www.lib.usf.edu/diversity/newsmain.html>.
3. There is an interesting web site called BOBBY at <http://www.cast.org/bobby/>. You can go there for free and type in your web address. Bobby then gives you a report and lets you know if your web code is friendly to viewers with disabilities. My report gave me some pointers on items I hadn't even thought about before.

A reminder from CD McLean:

The FLA 2000 conference session on Special Librarians and the Internet is now available from <http://www.mcleanworks.com/fla2000/>. Some of the PowerPoint files are rather large, so take that into account when choosing to download at work or at home!

Shirl Kennedy contributed this write-up (excerpted) for Information Today about the Computers in Libraries conference in March.

Changes in latitudes, changes in attitudes? The 15th *Annual Computers in Libraries* took place March 15-17 in Washington D.C. More than 100 vendors were on hand to show off the latest and greatest in library-oriented technology. And there were plenty "how to do it" sessions and workshops to enlighten and inspire.

But something distinctly different was in the air this year. In addition to the traditional emphasis on hardware, software, data sources and the almighty Internet, there seemed to be lots of attention devoted to the critical importance of the information professional.

Ulla de Stricker, de Sticker and Associates, summed it up pretty well in one of the closing sessions, *What's Hot: Technology and Information Industry Trends*, when she suggested that "Libraries in Computers" might be a better name for the conference. "Computers are the library," she said. "Now it's all about librarians focusing on the right things...eliminating non-strategic tasks."

Those who are acquainted with de Stricker know that she's a longstanding advocate of the information professional as a proactive rather than reactive member of an organization's team. Variations on this theme were echoed by a number of other presenters at this year's conference -- among them, Herb Elish, the Harvard-educated attorney who brought a wealth of private industry experience to his role as director of Pittsburgh's Carnegie Library System. Said Elish, who has no library background himself, "If we continue to think about libraries as places people have to come to, we're lost. The real resource of libraries is not the books. It's the librarians. It's what the librarians and professionals do."

In a session on *The Library of the Future and the World Network*, Elish said that it was reasonable to

analyze the situation of libraries “from a business prospective” because technological changes have had a huge impact on the business world as well. The bottom line is something we’ve all probably heard repeatedly: Change or die. “Libraries used to have a monopoly on information,” Elish explained. Basically, there was no place else to go. Alas, he said, “The monopoly has been broken. Information is no longer available in a place.” But as the importance of the library as a physical structure may be in decline (except as a “community center”), the role of the information professional is in ascendance. “Librarians help you navigate through the great sea of information that has become available,” said Elish.

The ubiquity of the Internet means that pointing users to vetted, screened and organized information is more important than ever. “People are having trouble finding their way through the Internet,” Elish said. He described the misadventures of a student using the Web for research on Asian cultures, who discovered that “The Taj Mahal was completed in 1982 and it’s in Atlantic City, New Jersey.”

And, said Elish, “I am convinced that the situation is only going to get worse.” Ten new Web addresses are created every minute, he said. “Anybody can put anything on this marvelous thing called the Internet,” but it’s up to librarians to put the “Good Housekeeping Seal of Approval” on information because they are regarded as a reliable source, Elish said. “Libraries always rank high in public trust in the community because they are perceived to work in the public interest...unbiased.”

CIL Poetry Corner IBM’s Richard Hull, sharing a verse by Robert M. Nutt from the March 13 issue of the *New York Times Metropolitan Diary*:

Online

Going online is perfectly fine
 When you have to search for stuff.
 But have a care, for hackers are there,
 And surfing is sometimes rough.
 Perhaps your fate is discovering too late
 An occasional crash is the norm,
 "Yahoo!" you say, and maybe "eBay!"
 It’s the dot-com before the storm.

Links to Web sites, PowerPoint slides, and other electronic resources used in support of presentations at Computers in Libraries 2000 can be found at the Information Today/Computers in Libraries Web site: <http://www.infotoday.com/cil2000/presentations/default.htm>

Some Sites of Interest?

- <http://www.libraryspot.com/> - vertical information portal of the best library & reference resources on the Web
- <http://www.libraryhq.com/> - resources for the wired librarian (including jobs)
- <http://www.librarycard.com/LibCardIndex.html> - a virtual library (including jobs)

from: Mary Kaye Raddatz, Instructor-in-Charge, Information Commons, St. Petersburg Jr. College - Seminole Campus

Shirl Kennedy posted to the SIS-L list, for those of you who may have missed it:

I've uploaded a couple of the handouts (with live links) from Ann Scheffer's Bibliotherapy session at last week's FLA Annual Conference to our Web server:

- <http://www.clearwater-fl.com/intra/shirlk/weblio.html>
Webliotherapy: Web Site for Bibliotherapy (by Shirl Kennedy)
- <http://www.clearwater-fl.com/intra/shirlk/roth.html>
Bibliotherapy: Web Sites for Medical Information (by Karen Roth, Morton Plant Mease)

If anyone else prepared any handouts that they would like to share, please forward electronic copies to me and I'll put them on the server.

"Shirl Kennedy" <sdk@tampabay.rr.com>

June 2000 Meeting

Our June meeting will be held at Heritage Village, 11909 125th Street in Largo, at 1:00 p.m. on Wednesday, June 7. Lunch will be at the Sweet Tomatoes in the Largo Mall, which is located on the corner of Ulmerton Road and Seminole Blvd. in Largo. Please arrive for lunch at 11:45. We will depart Sweet Tomatoes at 12:45 to head for Heritage Village. There will be able to take self-guided tours and some of the homes have docents who will provide historical perspectives.

RSVP to Ray Eydman - eydmanr@juno.com or 813-228-1207, by June 5th so we can have a count.

Driving directions to Sweet Tomatoes from Tampa:

- Take I-275 South from Tampa, across Howard Frankland bridge. Take the Largo exit to SR 590 (Ulmerton Road). Follow Ulmerton to the Largo Mall at the corner of Ulmerton and Seminole Blvd. in Largo. Sweet Tomatoes is located next to the Seminole Blvd. entrance to the Mall. You can enter the Mall parking area from either the light on Ulmerton or the light on Seminole.

Driving directions from Sweet Tomatoes to Heritage Village:

- Continue west on Ulmerton Road past Seminole Blvd. and as the road curves, 125th Street runs south off Ulmerton. Several Pinellas County buildings will be on the left side of the road on 125th Street. Continue south on 125th Street. Heritage Village is on the left.
-

April 2000 Meeting

The April meeting was held on Wednesday, April 5, 2000 at the John F. Germany Public Library in downtown Tampa. It was a luncheon meeting and was jointly held with CFALL (Central Florida Association of Law Libraries). Wanda Barrett provided a wonderful deli spread and Bill Raddatz, a certified financial planner and the Vice-President of Provise Management Group, was the speaker.

"Rules to Investing but with a Twist"

Mr. Raddatz began his talk by saying he always prefers talking before a cozy group, "which Webster's dictionary defines as 17 or fewer librarians in one room." Then he began to ask some questions: What is meant by rules to invest but with a twist? What are the common sense investing rules?

Raddatz answered the questions by saying that although the saying "Mankind's greatest invention is compound interest is wrongly attributed to Albert Einstein, the essence of the saying remains true. (Einstein actually said, "The most powerful force in the universe is exponential notation). Time is relative and when it comes to time and money, time does a number to us. For example:

If you start with \$1.00, how many times will it need to double before it reaches \$1 million?
Answer: 20 times.

If you let your money sit and you ride out the storms in the market, you can experience some dramatic doublings of your money. Patience is the key. Patience is necessary because after having your \$1 double 10 times, you might expect to be halfway to your goal. However at the 10th double, you will have only \$1020. Now, some people may look at that and say, "My money isn't doing anything. I'm going to take it out and buy a refrigerator." What they don't realize is that until the 19th double (that's right, the second to last double), that you reach \$500,000 and the halfway mark.

There are two different ways to compound your money: Invest in the sure thing (defined as no possible loss of principal) or invest with some risk (maybe make more, but could lose principal). For example, in 1964 a new mustang cost about \$2380. If you put that much in a passbook savings account that had a 4% rate of return after 36 years, you would have \$9767 (without taxes). Could you buy a new Mustang with that money? NO. The moral of the story is that if you are depending on the safety of a sure thing, you are assuming that you won't have the purchasing power and you don't get it! If you had invested that \$2380 in large cap stocks such as the S&P 500 index, which since 1925, have averaged a compounded annualized rate of about 11%, in 36 years you would have \$101,906. Now can you buy a mustang with that?
YES.

There are two avenues to take when it comes to investing: High Risk or Low Risk. Low risk is where you risk not having enough purchasing power in the future and high risk is where you risk not sleeping at night because of investment volatility. Economists Brinson, Hood and Beebower studied pension funds (the study, "Determinants of Portfolio Performance," by Gary P. Brinson, L. Randolph Hood, and Gilbert L. Beebower, was published in the July/August 1986 edition of the *Financial Analysts Journal*) to find out why there is a difference in the rate of return. What did they find?

- 91.5% of the difference in returns is because of asset allocation.
- 1.8% was market timing (buying or selling now or later)
- 4.6% in security selection (should I buy GM or Ford or Microsoft)
- 2.1% was other (highly theoretical economist gobbledegook, which is AKA fudge factor or dumb luck)

So it is not market timing or what you select, as much as it is selecting a variety.

The US has never had the best year in the market when compared to foreign stock markets in the last twenty years. The closest the U.S market came to first was in 1995 when the U.S. market came in second behind Switzerland. It feels like a rollercoaster ride.

However, it is more important to have steady growth than a huge increase followed by stagnation. For

example, Fund A has \$10,000 and does 20% growth the first year and 0% the second. That gets you \$12,000 for the first year plus 0 for the second for a total of \$12,000. Now if you have steady growth of 10% a year your total at the end of the first year is \$11,000 and then \$12,100 for the second. You make more money with steady growth. You want to choose steady growth over high volatility.

But you also need to plan on systematic investment. This example was a big shocker:

Bill's Excellent Investment:

- Requires systematic investment of \$1,000 monthly.
- 1st month, \$1,000 (cost = \$1,000/a share) You buy one share. You have one share.
- 2nd month, \$1,000 (cost = \$1/a share, market tumbles 99%) You buy 1,000 shares. You have 1,001 shares.
- 3rd month, \$1,000 (cost = \$5/a share) You buy 200 shares. You have 1,201 shares.

Now your significant other is screaming at you, "What are you doing? Get your money out of there. You bought at \$1,000 a share and now you are buying at \$5 a share! What are you thinking?" So you bow to the pressure and call Bill and say you want to cash out.

- You invested \$3000
- You cashed out for \$6005. You doubled your money.

You can't be afraid of the ups and downs. If you have the staying power, know that you need to stay in the game for as many doubles (remember that you don't get halfway to your goal until the 19th double) as you can. You need to accumulate as many shares as you can, then you will make money.

CAUTION: in the above example, if you cashed out when the investment was at \$1/share, you would have lost money (Investment = \$2,000, share price = \$1, total shares sold = 1001, $1001 \times \$1 = \$1,001$. \$2000 less \$1001 = \$999 loss). You need to look at investments like you look at any purchase you are going to make. Get the best value for your money (e.g. a quality stock selling for \$100 that is now selling for \$50 at a 50% discount). It is better to go for a smooth, steady ride. Remember to smile when the market goes down: It's on sale!

Bill Raddatz can be reached at raddatz@proviser.com or at 727.441.9022 x214.

[SIS Business Minutes, April 5, 2000](#)

SIS Officers Oct 1999 - Dec 2000

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Suncoast Information Specialists



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SIS INFO
Vol. 14, No. 4
July 2000

Editor's Corner

Future Meetings

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News to Share

The SIS Newsletter is a great way to share news, conference announcements, achievements, and items of interest with all organization members. Please send your news to the Editor, Nancy Becker, so we can include it in our next newsletter.

From the Editor

It's summer and lots of members are on vacation. They must be; when I sent out the call for info to include in the edition, I received a somewhat lesser response than usual! And since it's the summer issue, the content and meeting information is less formal than usual. But, I hope you find it informative. Looking forward to seeing everyone at the August meeting. Be sure to keep the election of officers in mind, so that you can nominate your most capable colleague.

Upcoming election for SIS officers.

LOOKING for a FEW GOOD OFFICERS: SIS votes in new officers in October 2000, for the calendar year 2001. If you have any interest in the positions, let one of the current officers know. We would rather members volunteer their services, so we don't have to beg later on this summer! Your participation insures that the organization continues for all of us. Plus you get two free dinners with the officers' meetings!

Sites of Interest?

Shirl Kennedy is working on a freelance job that involves building a Web guide for a print publication.

She uncovered a ton of useful Web sites in the last couple of months. Here are ten good ones.

CAROL (Company Annual Reports Online)

<http://www.carol.co.uk/>

Annual reports from companies in Asia, Europe and the U.S. News update page searches over 100 of the world's financial news sources for breaking merger, acquisition and take-over news. Free registration required.

Illinois Institute of Technology: Center for the Study of Ethics in the Professions: Codes of Ethics Online Project

<http://csep.iit.edu/codes/>

Collection of over 850 codes of ethics of professional societies, corporations, government, and academic institutions. A literature review, an introduction to the codes and a user guide are included.

Cornell University: Computer Policy & Law Collection

<http://www.cuinfo.cornell.edu/CPL/Policies/>

List of sample computer-related policies, including: Acceptable/ Responsible Use, Access, Computer Use/Abuse, Conditions/Guidelines for Use, Dial-In, E-mail, Ethics, Privacy, Security, World Wide Web, General/Multiple-topic.

4. Nerd's Heaven: The Software Directory

<http://boole.stanford.edu/nerdsheaven.html>

A comprehensive directory of software directories. General software, Internet software, operating system and scientific.

5. Ernst & Young's Doing Business In...

<http://www.doingbusinessin.com/>

Online tax guide that provides a quick overview of the investment climate, taxation, forms of business organization, and business and accounting practices in 141 countries.

6. bitpipe: Your Link to In-depth I.T. Information

<http://www.bitpipe.com/>

A network of analyst reports and vendor-produced technical literature, such as product literature, white papers, case studies, documentation and technical specifications.

7. Merrill Lynch e-Commerce: Virtually Here

<http://www.e-commerce.research.ml.com/>

An industry-by-industry analysis. PDF documents require free Adobe Acrobat Reader.

8. eBookNet.com

<http://www.ebooknet.com/>

"We aim to be the best-known and highest quality place on the Web for people interested in electronic books to exchange news, information, ideas, and writings."

9. Librarian's Datebook

<http://www.hsl.unc.edu/libcal.htm>

Nine-year calendar of conferences, seminars, meetings, workshops and institutes of interest to librarians. Gleaned from professional association home pages, mailing list and Usenet postings, brochures, etc. Includes direct links to relevant home pages.

10. Cader Books: Publisher's Lunch

<http://homepages.go.com/~caderbooks/index.htm>

One-stop guide to some of the most interesting and relevant coverage of the publishing business to be found on-line. Gathers stories that look interesting, and provides links to the original sources.

Some Items of Interest

Kathleen McCook, Professor, School of Library & Information Science, University of South Florida, recently sent the following information to the ALIS (Announcements in Library and Information Science) list:

Subject: Mother of all web sites in 90 days.

US govt plans mother of all Websites

LOS ANGELES: Coming soon to your computer: a Website that will make available at the click of a mouse every online resource offered by the U.S. federal government.

Its name will be firstgov.gov, and it will be created in 90 days or less, President Bill Clinton said on Saturday.

"When it's complete, firstgov will serve as a single point of entry to one of the largest, perhaps the most useful, collection of Web pages in the entire world," Clinton said in what was billed as his first Saturday Webcast to the nation.

"Increasingly, we'll give our citizens not only the ability to send and receive information but also to conduct sophisticated transactions online," Clinton said.

By using the site, Americans will be able to track their Social Security benefits, find a fuel-efficient car, buy a home, learn how to invest wisely, check for flight delays and learn food safety tips among other things.

It is all part of an effort to create a "high-speed, high-tech, user-friendly government," Clinton said.

Clinton also offered a \$50,000 reward to citizens, students, researchers and government

employees who provide the most innovative idea for advancing e-government. Details are to be on <http://excelgov.org/> .

In addition, he said that by the end of the year the government will make it possible for people to go online to bid on, or apply for, some of the \$300 billion in grants or \$ 200 billion in government contracts for goods and services.

The firstgov.gov Website will be created by a team led by Internet entrepreneur Eric Brewer at no cost to taxpayers.

A free site, it will allow citizens to search all online government documents. Government information and services are currently spread over 20,000 different Websites.

The site will be able to search half a billion documents in less than one-quarter of a second and will have the ability to handle at least 100 million searches a day, the White House said.

"It will uphold the highest standards of protecting the privacy of its users," Clinton promised. (Reuters)

You can see the beginning of firstgov.gov at <http://www.firstgov.gov>

June Meeting

[The June meeting was held at Sweet Tomatoes in Largo Mall and Pinellas Heritage Village. Ray Eydmann was the only officer attending and was kind enough to submit the following information. No formal business meeting was conducted.]

Linda Tabor and Theresa Burress were kind enough to round up the troops at the lunch portion at Sweet Tomatoes. I didn't hear about the food so i assume it was okay. I understand that there was some good conversation over the meal, and I hope the new comers felt welcome.

A number of hardy souls then gather at the Pinellas Heritage Village - with my arrival timed just about perfect [the traffic on Ulmerton was a major mess]. My apologies if anyone was offended by 'the incident' in the parking lot [if you weren't there, you didn't miss anything! <g>]

We signed in at the museum and enjoyed the a.c. for a bit waiting for the scheduled tour to open. At the appropriate time, we found our way to the House of the Seven Gables - built in 1907. Nice tour up and downstairs. This was how the upper class lived in those days.

And it was air conditioned! [at least today it is]

Then we found our to the Plant-Sumner House - it was built in 1986 for H.B. Plant - railroad magnate - for the workers who were building his railroad and other projects. The cement workers made \$1.75 / ten-hour day, regular laborers \$1.25.

After this tour, several members had to depart for work, so they went their way - a few of us walked around and checked out the Boyer house - one room fisherman's house and the Palm Harbor church - still in heavy demand for weddings - but if anyone is looking for a place there are a few openings still.

Then since they had work, the rest left, but since i was burning up ½ day of vacation, i stayed a bit longer and walked around to see the mercantile store, the railroad station [the only building that was not originally in Pinellas County - imported from Sulphur Springs if I remember correctly].

Then a bit more a.c. before i headed back to this side of the bay.

I hope everyone had an enjoyable time and a safe journey back to where ever. Take care all and hope to see more of you at the next meeting.

August Meeting

In keeping with the laid back summer, the August SIS meeting will be a dinner social event.

We will meet at **Rio Bravo, 1102 N Dale Mabry Highway** [Dale Mabry and Cypress] just south of I-275 for conversation and other topics as interests the members.

Please plan on beginning to arrive by **6:15 p.m on Wednesday, August 2, 2000**. We will be ordering off the menu.

Please RSVP to Ray Eydmann, eydmanr@juno.com, 813-228-1207, no later than Monday, July 24th, so we can prepare the restaurant for the invasion of the information specialists.

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Newsletter Editor (appointed)	Nancy Becker, Tampa-Hillsborough Public Library System, Tampa 813/301-7197, beckern@thpl.org
Immediate Past President (98-99)	Trudie Root, Pinellas County Law Libraries, Criminal Justice Center 727/464-7139, troot@jud6.org

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Suncoast Information Specialists



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SIS INFO
Vol. 14, No. 6
November 2000

Editor's Corner

Future Meetings

If you would like to host a future meeting, or if you have a suggestion for a future program, contact Ray Eydmann, SIS Vice-President, with your ideas. Ray can be reached by email at eydmanr@juno.com or by phone at TECO 813-228-1207. Ray will communicate this information to Wanda Barrett, SIS Vice-President Elect for programs in 2001.

News to Share

The SIS Newsletter is a great way to share news, conference announcements, achievements, and items of interest with all organization members. Please send your news to the Editor, Nancy Becker, so we can include it in our next newsletter.

From the Editor

Our October meeting at the Pinellas Library Cooperative was informative and exciting. Those of us attending the meeting at the new headquarters were given a guided tour of this wonderful facility after being treated to an excellent dinner and program.

Please mark your calendars for the December meeting (information below). This will be a great opportunity to thank the outgoing officers for a job well done. The venue and program are intriguing. This joint meeting of SIS, CFALL, TABAMLN, and SLIS will be a great networking opportunity and a great way to wrap up our year. Please try to attend.

As you will no doubt notice, this newsletter is brief. Some of the regular features are missing, but not forgotten. The January newsletter will be more newsy, with items of interest included. So please pardon the brevity.

Items of Interest

Shirl Kennedy contributed this item:

“Seems like a good opportunity to announce my job change. As of October 27, I am no

longer Web Doyenne for the City of Clearwater. As of November 1, I am Web Guide Manager for eCompany Now, a new e-business magazine that was spun off from Fortune earlier this year. Web site is <http://www.ecompany.com/>. A little ways down the page on the left is something called The Guide. I work there, primarily in the Technology area. Cool job for someone like me, with library, journalism and computer skills. Basically, I maintain the ontology of the directory, creating new subject headings and cross references as necessary, and fill out the branches of the directory with handpicked Web resources, for which I write summaries of 250 characters or less. We try to supplement the articles in the print magazine, where readers are directed to the Web site for more information.

Interesting tidbit about the job... I'm telecommuting. Having never worked full-time from home before, I feel like I'm embarking on a great adventure. I'm told that one of the danger signs you may be slipping away mentally is when you stop showering everyday. Have any of y'all ever done anything like this before? Would love to hear about your experiences. E-mail me at sdk@reporters.net"

Karen Roth, Medical Librarian at Morton Plant Mease Health Care, has extended this invitation:

"The Effects of E-Journals on Your Library" - a Satellite Teleconference sponsored by the Medical Library Association will be broadcast on Wednesday, Nov. 15, 2000 from 2:30 to 4:00 p.m. ET. This is part of MLA's continuing education series on "The Myth and Reality of Electronic Publishing."

The Tampa Bay Medical Library Network (TABAMLN) invites you and members of your organization to join them for this teleconference at the Education & Conference Center of All Children's Hospital, 701 4th St. S. in St. Petersburg. The cost is FREE! Manuals will be distributed as well as certificates. 1.5 MLA credit hours are being awarded for attending.

Registration is required by MLA and for our planning! Flyers with all details, a registration form, and a map to All Children's can be faxed to you. To request this info, reply to this message or phone the Library at 727-892-4278 and give us your fax number. Please return completed registration forms ASAP!

October Meeting

The October meeting was held at the Pinellas County Library Cooperative in Clearwater. The business meeting included an election of officers for the coming year.

The new officers are:

- President – Ray Eydemann
- Vice-President – Wanda Barrett
- Secretary – Theresa Burress
- Treasurer – Betsy King

Congratulations to the incoming officers.

December Meeting

Thursday - December 7, 2000, 6:00pm for dinner

A joint meeting of TABAMLN , CFALL and SIS

The meeting will be held at BAE Systems - 4908 Tampa West Blvd, Tampa Florida and hosted by Betsy King.

Each organization will have the opportunity to share information about itself with the other information professionals present, available will be a projection system with Internet access to display organization web pages, etc.

An appetizer buffet dinner will be served, cost will be \$11.00. Checks payable to SIS or cash will be collected at the meeting.

Please consider your RSVP as an obligation on your part unless you notify Betsy prior to 12/1/2000. The facility is a secured facility so all attendees must enter the front lobby between 5:30 and 6:30 p.m. Dinner will be served beginning at 6 p.m. If you can not make it prior to 6:30 p.m., please contact Betsy to make advance arrangements.

Please RSVP to Betsy no later than Dec 1 at kingb@cftnet.com or by calling 813-887-1658.

Anyone arriving late can still get into the building. However, those who anticipate getting here after 6:30 should let Betsy know in advance if possible, so we can be on the lookout for them.

For more detailed information and directions/maps etc. please visit the meeting website at: <http://tblc.org/sis/meeting.htm> .

SIS Officers 1999-2000

President	MaryKaye Raddatz, St. Petersburg Jr. College - Seminole Campus, Seminole 727-394-6136, raddatzm@email.spjc.cc.fl.us
Vice President	Ray Eydman, Tampa Electric, Tampa 813/228-1207, eydmanr@juno.com
Secretary	C D McLean, Paradyne Corp., Largo 727/530-8206, cmclean@paradyne.com
Treasurer	Betsy King, BAE Systems, Inc, Tampa 813/887-1658, kingb@cftnet.com
Newsletter Editor (appointed)	Nancy Becker, Tampa-Hillsborough Public Library System, Tampa 813/301-7197, beckern@thpl.org
Immediate Past President (98-99)	Trudie Root, Pinellas County Law Libraries, Criminal Justice Center 727/464-7139, troot@jud6.org

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URL: <http://tblc.org/sis/>



Suncoast Information Specialists



[Info Newsletter Index](#)

SIS INFO

Vol. 15, No. 1

January 2001

Editor's Corner

Future Meetings

If you would like to host a future meeting, or if you have a suggestion for a future program, contact Wanda Barrett, SIS Vice-President, with your ideas. Wanda can be reached by email at wanda@everlove.net or by phone at Everlove & Associates, 727-34508180.

News to Share

The SIS Newsletter is a great way to share news, conference announcements, achievements, and items of interest with all organization members. Please send your news to the Editor, Nancy Becker, so we can include it in our next newsletter.

From the Editor

Well, it's the new year. Last issue I promised a longer, more newsy product this time. Well, folks, I lied! Time got past me, and I lost the December minutes that CD so promptly sent immediately after the meeting. Too much efficiency is confusing! In fact, I was so busy with other things, I forgot about the Newsletter altogether. I guess my New Year's resolution will have to be to make the Newsletter unforgettable this year. Unfortunately, I'm not off to a rousing start. But I promise to tattoo the next print date to my forehead, so that I won't forget it again. If you have any news or items of interest or information you'd like to see in the next newsletter, send them to me via email at: beckern@thpl.org or nanbecker@hotmail.com

Sites of Interest?

Historical Atlas of the 20th Century

<http://users.erols.com/mwhite28/20centry.htm>

Not just a tracing of changing political boundaries, but a thematic atlas as well, tracking specific places and events, such as the cold war, and general trends such as living conditions, population, religion, etc. The author, a librarian, says, "I would hope that you come away from this site with fascinating questions rather than smug answers. It's the only way to learn."

Library Instruction Tutorials

<http://diogenes.baylor.edu/Library/LIRT/lirtproj.html>

Courtesy of the Library Instruction Roundtable, this includes general guides to research, subject specific instruction, guides to the internet, and resources on designing tutorials. Links to related resources include the LOEX Clearinghouse for Library Instruction, which you should also visit (<http://www.emich.edu/~lshirato/loex.html>).

Almanacs, Factbooks, Handbooks, and Related Reference Tools

<http://gwu.edu/~gprice/handbook.htm>

Another resource from Gary Price, especially useful because so many reference tools are invisible to search engines. A nice supplement to X-Refer, (<http://w1.xrefer.com/>), the reference search engine whose collection of searchable reference books has recently been expanded.

from Neat New Stuff, December 29, 2000 and January 5, 2001

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December Meeting

CD McLean, outgoing Secretary, had this to say about the December meeting: *You all missed a most tasty and fun SIS meeting if you didn't attend last night's meeting at BAE Systems (formerly Reflectone) hosted by Betsy King. The BAE conference room is an elegant room and lent the meeting a bit of formality, which, due to our very interesting and entertaining introductions (most humorous award goes to Linda Brakeall...ask about her evil/good twin 8-), we were able to dispel. The food was excellent and a bargain too as there was so much of it that we all took plates home to our spouses or roommates or to have for lunch the next day. The menu included stuffed mushroom caps, chicken tenders, chicken breast in a mushroom gravy, club wrap sandwiches, pesto pasta salad, fresh picante sauce, rocky road brownies and cookies. The general consensus was to have the meetings always at BAE! 8-)*

December Minutes

Meeting was opened by Outgoing SIS president MaryKaye Raddatz. This meeting was a joint meeting with the Central Florida Association of Law Libraries: CFALL (<http://tblc.org/cfall/>), Tampa Bay Medical Library Network: (TABAMLN) (<http://www.fmhi.usf.edu/tabamln/>) and the USF School of Library and Information Science: SLIS (<http://www.cas.usf.edu/lis/>). The purpose of the joint meeting was to expand our network of library friends to all sectors of librarianship.

Prez Raddatz emphasized that it was especially nice that we had a large attendance at this meeting as it was the holidays and people could have very easily not come. She thanked everyone for making the time to attend. Prez Raddatz went on to note that SIS is open to all librarians regardless of your specialty or whether you are a student, employee or retiree. The outgoing officers were introduced and the incoming officers were welcomed. Incoming officers are Ray Eydmann (Pres.), Wanda Barrett (VP), Theresa Burress (Secretary), Betsy King (Treas.). Appointed positions are being held by Nancy Becker (Newsletter), John Davies (Webmaster), CD McLean (List owner).

During the introductions, Linda Brakeall mentioned that CFALL would be having a meeting on Whether Reference Service Can Be Evaluated. She will be taking the positive and Madison Moseley, former FLA president, will be taking the negative. It was discussed and informally agreed upon that SIS will join with CFALL for this Feb. meeting, which may be held at Stetson (another good food meeting place).

Betsy showed the CFALL and TABAMLN websites and did a quick tour through them. She then presented the SIS website and spoke briefly about it and how John Davies is in the process of taking over ownership of the website. Betsy has done a fabulous job of keeping us all informed and up-to-date with SIS happenings. John has some large shoes to fill!

The business meeting was concluded.

Ms. King then gave us a synopsis of BAE Systems operations and a tour of the flight simulator factory. Then we headed up the stairs to see her library. After the tour we all gathered up our plates of food and headed for home. We hope you will join us in Feb. for our joint CFALL/SIS meeting. If you have any ideas for a meeting or want to host a meeting, please let Wanda Barrett know by emailing her at wanda@everlove.net. Ms. Barrett's company has a job opening for a library assistant. If you are interested, please contact Ms. Barrett for more information.

February Meeting

Wednesday - February 21 - 12:00 noon for lunch and program

A joint meeting of CFALL and SIS

The meeting will be held at Stetson University College of Law Library - 1401 61st Street South, St. Petersburg, Florida and hosted by Dr. Madison Mosley. The program will be "Evaluating Library Services...is it possible?" A lunch will be served, cost will be between \$6 and \$8. Checks payable to SIS or cash will be collected at the meeting. Please consider your RSVP as an obligation on your part unless you notify Wanda prior to 2/14/01. Please RSVP to Wanda no later than Feb 10 at wanda@everlove.net or by calling (727) 345-8180. For more detailed information and directions/maps etc. please visit the meeting website at: www.tbtc.org/sis/meetings/meeting.htm

SIS Officers 2000

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Vice President

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Treasurer

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