

Volume 41, Number 1
SPRING 1991

The Southeastern Librarian



NMRT PREPARES FOR ALA — see pages 2 and 30

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The Southeastern Librarian

Spring 1991

Volume 41, Number 1

Editor: Elizabeth Curry

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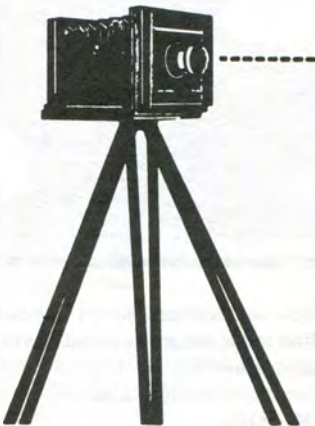
THE SOUTHEASTERN LIBRARIAN (ISSN 0038-3686) is the official quarterly of the Southeastern Library Association, Inc., Executive Office, P. O. Box 987, Tucker, Georgia 30085-0987. A subscription to the journal is included with the membership fee. The subscription rate is \$35.00 which includes Institutional Membership. Contact the Executive Secretary for membership and/or subscription information. Copies of earlier issues are available in microform from University Microfilms International, 300 North Zeeb Rd., Dept. PR, Ann Arbor, MI 48106.

Send editorial comments and/or submissions to: Elizabeth Curry, *SELn* Editor, SOLINET, 400 Colony Square, Plaza Level, Atlanta, Georgia 30361-6301.

Guidelines for Submissions to *The Southeastern Librarian*

1. *The Southeastern Librarian* seeks to publish articles, announcements, and news of professional interest to librarians in the Southeast. Articles need not be of a scholarly nature, but they should address professional concerns of the library community.
2. News releases, newsletters, clippings and journals from libraries, state associations, and groups throughout the region may be used as a source of information.
3. Manuscripts should be directed to Elizabeth Curry, *SELn* Editor, c/o SOLINET, 400 Colony Square, Plaza Level, Atlanta, Georgia 30361.
4. Manuscripts should be submitted in duplicate on plain white paper measuring 8½" x 11". Manuscripts should be 8-10 pages double-spaced (text and references).
5. The name, position, and professional address of the author should appear in the bottom left-hand corner of a separate title page.
6. Authors should use the *author-date* system of documentation. The editors will refer to *The Chicago Manual of Style*, 13th edition. The basic form for the reference within the text is as follows:
(Hempel 1990, 24)
The basic forms for articles and books in the reference list are as follows:
Hempel, Ruth. 1990. "Nice Librarians Do!" *American Libraries* 21 (January): 24-25.
Senn, James A. 1984. *Analysis and Design of Information Systems*. New York: McGraw-Hill.
7. Photographs will be accepted for consideration but cannot be returned.
8. *The Southeastern Librarian* is not copyrighted. Copyright rests with the author. Upon receipt, a manuscript will be acknowledged by the editor. Following review of a manuscript a decision will be communicated to the writer. A definite publication date will only be given just prior to publication.

Issue	Deadline	Published
#1 Spring	February 15	May
#2 Summer	May 15	August
#3 Fall	August 15	November
#4 Winter	November 15	February



COVER PHOTO

Coca-Cola Pavilion and NMRT

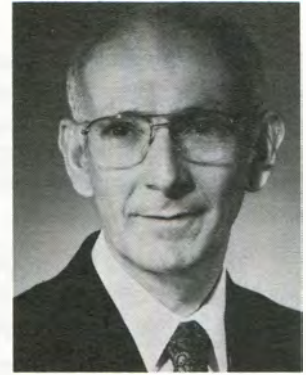
The ALA New Members Roundtable (NMRT) Local Arrangements Committee and Social Committee have big plans for the 1991 ALA Conference in Atlanta. See page 30 of this issue for more information on the 60th Anniversary Party.

Standing: Nancy Gibbs (Auburn University), Mary Horton (Mercer University), Marcia Boosinger (Auburn University), Richard Sanders (Doraville City Library), Kellye Carter-James (Bankhead Courts Library), Dan Veach (Georgia State University), David Tucker (DeKalb Public Library, Dunwoody Library Branch), Jonathan McKeown (Acworth Library). Sitting: Mary Jo Howard (Georgia State University), Susan Farnier (recent graduate), Gerald Holmes (Georgia State University), Nolan Hatcher (DeKalb County Public Library).

President's Message

Atlanta was the scene of the 1991 SELA spring board meeting and biennial Leadership Workshop on February 22-23, and what a great way this was to start a biennium! Here more than 200 SELA members met to work on plans for the next two years, and the results were very encouraging. The sections and round tables have elected excellent leaders, and the 1990-92 committees are filled with exceptionally talented people, as evidenced by information coming from the workshop reports. Although the major focus during the workshop was on plans for the 1992 conference, many of the groups gave attention to other activities for the biennium.

Anna Perrault, President-elect of the Louisiana Library Association, and others from Louisiana met with SELA officers to discuss preliminary plans for the 1992 SELA/LLA Joint Conference, which is scheduled for March 18-21 at the Hyatt Regency New Orleans. Many good ideas surfaced, and we can look forward to another exciting conference. Phil Leinbach of Tulane University will be Director of the conference, and local arrangements will be headed by Elizabeth Bedikian and Dan Wilson of the New Orleans Public Library. SELA Vice President/President-elect Gail Lazenby will be in charge of program planning, along with a representative to be named from Louisiana. Exhibits will be coordinated by Beverly Youree of Middle Tennessee State University and Beth Bingham of the East Baton Rouge Parish Library and current LLA President. Mike DiCarlo and Steve Henson of Louisiana Technical University will be handling registration. The conference theme is "Libraries and Readers: A Winning Combination," and some interesting programs are being planned, so mark your calendar, and plan to attend.



The past several weeks have been spent appointing the various committees for SELA, and this was no easy task. An effort was made to appoint as many people as possible who had expressed an interest in serving and to assign these members to their area of choice. An attempt also was made to have balanced representation from each member state. Throughout this process I was very impressed by the amount of talent we have in the library profession and their willingness to serve the Association. This indicates a bright future for SELA, and I am sure I can speak for all the officers in saying that we approach the next biennium with a great amount of optimism. If you aren't a member of a present committee or other SELA substructure and desire to serve, please contact Gail Lazenby before the 1992-94 committees are appointed, and indicate your interest. I encourage each member to become involved as much as time and interest allow in the work of the Association. As a result, both you and SELA will grow.

For several years there has been an interest in planning workshops and/or other types of continuing education, particularly during non-conference years. In an effort to accomplish this, an ad hoc Workshop Committee has been appointed under the leadership of Charles Beard. This committee will be working with Bill Whitesides and the Continuing Education and Staff Development Committee in an attempt to plan such activities. More information will be forthcoming as plans progress.

Jim Cooper is chairing the Membership Committee again and has a very strong group. One of the committee's goals is to retain the 382 first-time new members joining during the highly successful 1988-90 biennium and to continue that growth. We ask your help with this committee in achieving that goal. One project of the committee, in cooperation with the Public Relations Committee (perhaps others), is to develop a brochure for SELA.

The Library Development Committee has recommended that its name be changed to the Planning and Development Committee and that the purpose be expanded to include overall strategic planning and to identify other sources of support for the Association. In my opinion that is a good move, and we should see some good things coming from this committee, which is being chaired by Julia Boyd.

Members are encouraged to submit nominations for the various awards offered by the Association as well as for SELA officers. Please note persons chairing these committees, and watch for announcements regarding deadlines for nominations.

The American Library Association annual conference will be held in Atlanta on June 27-July 4, 1991. We hope you will want to be there to help in welcoming colleagues from across the nation. Special activities for SELA personnel are being planned, including housing and a reception. Information on this was included in the 1990 winter issue of *The Southeastern Librarian* as well as the current issue.

All members are encouraged to become involved in the work of the Association and to offer suggestions on how we might become stronger. Together we can make a difference.

Jim Ward

Editor's Page

We begin volume 41 with an issue packed with information on the past biennial conference and plans for the future. We have a follow-up report by David Tucker from the 1991 SELA Conference in Nashville as well as highlights from the SELA Leadership meeting held February 22-23 in Atlanta. During the leadership meeting, plans were discussed for the next biennium and the 1992 SELA Conference in New Orleans.

The ALA Annual Conference will be coming to Atlanta soon. It's been 92 years since the last ALA conference in Atlanta and there's excitement in the air. Attendance from the Southeast should be high so we have a few special ALA highlights in this issue.



During the SELA Leadership meeting I presented a report to the Board on *SELn* volume 40. Raylynn Hughes and I analyzed the content of the journal to assist us in planning for the next year. We thought the *SELn* readers might be interested in a summary of our report.

Volume 40 totaled 208 pages (including inside covers and back cover) with:
36% devoted to articles;
30% to SELA association reports or business; and
21% to state features such as Statewide News, Keeping-Up and People
8% advertisements and
5% miscellaneous announcements, graphics or public service ads.

The space allocation in 1989 was very similar except the percentage of pages for articles which was higher in 1990. This was due to the special issue on the Impact of Information on the Economy of the Southeast (vol. 40 #2, Summer) with 15 articles funded by OCLC.

The principal authors of the articles published in 1990 represented all the southeastern states except South Carolina and West Virginia. In 1989 South Carolina was well represented by several articles but we look forward to submissions from West Virginia in 1991 and 1992.

We categorized the content of the articles in three ways: case study (article representing one particular situation), general profession (article with broader perspective) and conference issue (from special issue funded by OCLC). Articles from volume 40 were:

17.9% case studies,
28.6% general profession,
53.5% special conference related.

The main topics (not included in the conference issue) covered in the articles were: automation, bibliographic instruction, censorship, collection development, continuing education, library planning, library services to users and public relations.

As we began planning for the next biennium during the SELA leadership meeting I urged the committees to submit articles in the area of interest covered by the committee, and related to projects being planned. I urge the *SELn* readers to share their ideas, interests and needs. Tell us what you like, what you'd like to see added or changed. It's your journal and we need to hear from you.

Elizabeth Curry

Individual Research Consultations: A Safety Net for Patrons and Librarians

by Caroline E. Rowe

When discussing group and individualized bibliographic instruction, library literature typically reflects the advantages or disadvantages of using either approach. For example, Donegan, Domas and Deosdade (1989, 195-205) maintain that the increased variation in ability, knowledge and library expertise among college students implies that individualized instruction would be more effective than group instruction. Kohl (1984, 6-11), on the contrary, states that he prefers group bibliographic instruction to one-on-one instruction since he regards individualized instruction as inefficient and wasteful of limited staff time. However, instead of choosing between these two approaches, a strong argument can be made for incorporating both methods into a single comprehensive bibliographic instruction program. With this approach, the varying needs of the heterogeneous clientele would be met. Group instruction could be the medium used to provide general orientations to the library and to introduce materials on specific subjects. Individual instruction could be designed to fulfill the requirements of patrons with more detailed research requests.

THE UNIVERSITY OF WEST FLORIDA MODEL

Reference librarians at the University of West Florida's John C. Pace Library (an institution with an enrollment exceeding 6,600 students and a collection of over 600,000 volumes) have developed a four-step bibliographic instruction program that accommodates different levels and types of library users (Perdue 1985, 1-2). Steps 1, 2, and 3 involve group instruction, and Step 4 offers individualized instruction. Step 1 is a basic introduction to the library, which may be voluntarily attended by library patrons. A subject area orientation, or Step 2, is taught during a regularly scheduled class period and is coordinated with a faculty member. Step 3 consists of term paper, online catalog, or CD-ROM workshops that may be attended by interested library patrons. An individualized research consultation, or Step 4, allows a patron to arrange a meeting with a librarian to discuss specific research needs. In addition to the four steps, library orientation lectures are provided for all freshmen students, and tours are conducted for high school and community groups.

Individualized instruction in this type of bibliographic

instruction program operates as a *safety net* that catches users with research needs not adequately met in group instruction classes. The structure of Step 4 sessions follows the typical individualized instruction format as described in several articles (Bergen and MacAdam 1985, 333-340; Debreczeny 1985, 156-163; Donegan, Domas and Deosdade 1989, 195-196; Ishaq and Cornick 1978, 168-176; Schobert 1982, 146-151). Patrons are asked to schedule an appointment with a reference librarian who has subject expertise in the appropriate discipline. The librarian then prepares a pathfinder or a list of sources that can be used as a teaching guide during the session and later as a useful handout for the patron to consult following the session.

ADVANTAGES OF INDIVIDUALIZED INSTRUCTION

The main advantage of individualized instruction, namely that the patron receives uninterrupted time with an undistracted, well-prepared librarian who provides service based on the patron's specific research needs, is documented in the literature (Adams 1980, 83-94; Donegan 1989, 196). The ACRL *Bibliographic Instruction Handbook* mentions other advantages, including flexible availability, personal contact, instant feedback, excellent public relations, no faculty involvement, and no special requirements for space or equipment (Association of College and Research Libraries 1979, 54). It has also been noted that individualized instruction provides the patron with an identifiable resource person for additional consultation (Bergen and MacAdam 1985, 336). An overwhelmingly positive reaction to the service from library patrons emphasizes the effectiveness of this approach (Bergen and MacAdam 1985, 336; Debreczeny 1985, 159; Ishaq and Cormick 1978, 174; Schobert 1982, 149).

Not only do the patrons appreciate individualized instruction, but the library staff benefits from it as well. Beyond the obvious advantage of producing effective library users and satisfied customers, individualized instruction eliminates the frustration experienced by librarians who want to provide more adequate service to patrons with complicated requests than is possible within the constraints of the typical reference desk interview. A request can be referred to a librarian with relevant subject expertise and the librarian is given time to prepare material for the session. It may even be profitable to identify librarians outside the reference department who have knowledge in specific subject areas and who would be willing to conduct individual

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research consultations in those areas.

DISADVANTAGES OF INDIVIDUALIZED INSTRUCTION

Individualized instruction is certainly labor intensive (Donegan, Domas and Deosdade 1989, 201) and, as mentioned in the ACRL *Bibliographic Handbook*, is time consuming and can cause scheduling difficulties (Association of College and Research Libraries 1979, 55). To patrons seeking an instant answer to their requests, the appointment system could be considered an inconvenience. In fact, patrons may actually cancel or fail to attend their appointments because they have found other means of fulfilling their research needs during the interim. The incorporation of individualized instruction into an entire bibliographic instruction program minimizes some of these disadvantages.

RECOMMENDATION

Considering the disadvantages, it may be suitable for individual instruction sessions to be used primarily as an alternative once group instruction opportunities have been exhausted. Most patrons would find that group library instruction classes are adequate for their requirements. Relatively few patrons would then seek individualized assistance. (See the table, which summarizes the attendance of library instruction classes at the John C. Pace Library during a six-year period.) The number of University of West Florida students who participated in the individual research sessions (Step 4) is comparatively less than the number of students who received group instruction (Steps 1, 2 and 3). It is hoped that the statistics reveal the advantages of offering both group and individualized instruction. Furthermore, it is apparent that due to extensive group instruction offerings, individualized instruction does not place undue strain on the reference staff or schedule.

Number of Students Taught

Academic Year	Step 1 (Group)	Step 2 (Group)	Step 3 (Group)	Step 4 (Individual)
83/84	596	2264	51	31
84/85	924	1953	31	32
85/86	577	1932	11	45
86/87	1046	2354	64	15
87/88	549	2311	74	20
88/89	572	2113	20	13
Total:	4264	12927	251	156

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Call for Papers

The University and College Library Section of the Southeastern Library Association seeks submissions for the biennial Conference meeting in New Orleans, March 18-21, 1992.

Theme: CD-ROM Literacy.

Possible topics are: user instruction, collection development, administration, security, networking, staffing, and technology.

Papers will be juried and authors notified by October, 1991. Oral presentation should be 20-30 minutes. Papers must be submitted by July 15. Send papers to and receive additional information from: Winston A. Walden, Tennessee Technological University, University Library, Box 5066, Cookeville, TN 38505, Phone: 615-372-3408. Fax: 615-372-6112.

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The Special Library: Delivering Engineering Information

by Tattie W. Roan

This article reflects experience with engineers and engineering firms in Georgia and other Southeastern states. Prompted, in part, by recent articles on "The Role of Information in the Economy of the Southeast," (the Summer 1990 issue of The Southeastern Librarian) and the coming of age of the electronic library, it anticipates the reality of the electronic library in the southern engineering firm where growth, cost control, and advanced technologies join to encourage prompt and precise information delivery. Although names of persons and corporations have been withheld for reasons of confidentiality, all unidentified quotations are actual.

The engineer, at work in a changing economy, finds cutting-edge information critical to performance and productivity. "I am dead if I don't know what's happening" means that information does provide a competitive edge. Its absence, on the contrary, may indeed bring on the demise of a career or a corporation.

The engineering firm at work in the south frequently must explore, in the face of significant cost, the wisdom of establishing or reactivating an information center or library. The manufacturing firm with a Research and Development staff of scientists and engineers, the consulting firm that advises clients worldwide on energy conservation and other technical topics, and the service company that performs, on contract, to assist government and industry with oil spills and other environmental clean-up projects are examples of the increasingly prevalent southern engineering corporation. As a group, they all weigh daily the pros and cons of various information delivery systems, including their own inhouse computer packages. Public and academic libraries, also aware of the special needs, debate the wisdom of offering technical information services to these corporate users.

Inside the company, deliberations over a library decision may continue from year to year without resolution because benefits can rarely be documented in advance, and controls, especially those relating to budgets and staff size, appear illusive. Too often, an executive, mindful of stereotypes of dusty books, journals and librarians, will veto proposals in ignorance of technological changes that allow for information-delivery-on-demand or "information flow" (Penniman

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1990, 84) in lieu of library collections. Alternative proposals often thrust upon untrained secretaries the responsibility for maintaining a library of outdated resources, a few current subscriptions, job files, and an occasional packaged service such as VSMF, Information Handling Services' system of microfilmed standards and specifications.

This article proposes philosophical and operational guidelines for the company concerned with the effective delivery of current, technical information to its engineers. Addressed to the corporate decision makers, including the information specialist/librarian, it includes a list of priorities and a calendar for implementation that will allow for budget controls, user feedback, and long-range planning.

USER NEEDS

If a book will not "enable a person to make a sale," (McGinn 1990, 75) it certainly will have limited applicability to the cutting-edge information needs of the engineer in the 1990s. For this reason alone, quite apart from quantity problems associated with the information explosion, an analysis of the needs of potential users of a library appears mandatory. How else can anyone know which resources should be tapped or collected for the purpose of informing the user? Certainly, knowing that conference papers and technical reports contain information that may be critical to the engineer is insufficient; one must know the names of professional meetings or the report series as a prerequisite to developing a collection and/or purchasing the information. Herein lies the first philosophical premise on which any information center must rest:

1. The Library Will Be User Driven. Its Resources and Services Will Reflect User Needs.

Costs prohibit public libraries from attempting to be all things to all people; certainly, that approach or even a more limited one that defines broad areas of concern constrains the corporation. In planning information delivery, management absolutely must target services and relate them to industry and corporate trends. A needs analysis, designed to solicit both experience and opinion, via interviews or surveys, will provide much information. Details gathered in-house or by outside consultants and updated regularly may be supplemented with user profiles and corporate planning data to provide a solid foundation for decision-making. (Updating is necessary, in part because engineers move with frequency from one project or job to another; last year's bread and butter may be this year's dessert.)

RESOURCES

Matching resources and services with user needs becomes the next order of business. Philosophically, this task reflects a basic commitment to build an information center in a lean and contained environment. The center, ill-defined to this point, will assume shape. It will include one or more workstations, for staff and client use, complete with computers and/or terminals, modems, CD readers, telephones, microform readers, copiers, and/or printers as appropriate to the mission of the facility. There will be a basic collection of resources: reference books and other selected monographs, journals, databases, technical reports, conference proceedings, standards, specifications, and patents. This core collection will never grow significantly, although its initial size will vary with budget commitments, the age of the library, and the business parameters of the host company. Emphasis will rest always on electronic bibliographical tools that will allow the user to identify and retrieve needed papers and reports. Additional premises or policies surface at this point:

2. Printed Resources Will Be Purchased and Retained Only As Heavy Use Requires. Electronic Products Will Be Preferred.
3. Particular Information Products Will Be Purchased or Retrieved for One-Time Use As Project, Departmental, or User Needs Dictate.
4. Periodicals Will Not Be Bound, but Current Issues Will Be Retained for a Two-Year Period. The Center Will Rely On Libraries with Interlibrary Loan Services or Databases with Full-Text Delivery Capability for Copies of Older Journal Articles.

CLASSIFICATION AND CATALOGS

Organizing resources, i.e., planning access to the information, concerns management from the start. Dewey, the Library of Congress, and the card catalog surface as topics in discussion; even the least knowledgeable CEO will recognize that these traditional tools may prove limited from the engineer's point of view.

Accustomed to computers, managers and engineers now anticipate online catalogs. They normally expect to use existing hardware. Even the choice of software becomes routine once options, usually centered on an in-house database management system (DBMS) versus integrated library packages, are identified. Problems arise as someone begins to consider tailoring the system of choice to meet corporate user needs. Simplified classification and cataloging procedures carry great appeal, but the appropriateness of applying library standards proves puzzling. A regular user of library

systems may have little awareness of the complexity of those systems—an indirect tribute to the success of the systems. Envisioning the chaos that will result without authority files, for example, may elude them and make good decision-making difficult. Premises that will assure consistency and deliver users from lost records are as follows:

5. Regarding Classification Schedules, Simple Numerical Schemes Involving a Single Letter for a Major Group of Materials Followed by Sequential Numbers Will Allow Users to Locate Materials With Ease. *Sophisticated cataloging and indexing search capability, coupled with current tendencies to disperse collections, obviates the need for classification numbers.*
6. Entry and Keyword Authorities Will Assure Consistency and Reliable User Access in Every Catalog. *Authority sources may vary from Engineering Index and Thomas Register to OCLC or RLIN.*
7. Simplified Cataloging Records Ideally Should Include Links to Full Records in OCLC or Other Networks. *If the company moves into either a global or excessive growth market, a numerical link will allow for upgrading the catalog without significant retrospective activity.*
8. Bibliographic Databases, Accessible via Compact Disc Products or Online Services, Will Supplement the Catalog. *By way of illustration, technical reports need not be cataloged individually; they are well indexed in tools such as the National Technical Information Service (NTIS) database.*

TECHNOLOGIES

Online services (example: DIALOG), compact disc products (example: the NTIS database), microform systems (example: VSMF standards, specifications, and vendor catalogs) and other ever changing technologies offer opportunity for information retrieval that corporate information centers/libraries could never afford otherwise. Entering subscriptions as needs indicate and budgets permit will dramatically strengthen user services. Whenever possible, these services should be so user-friendly that any engineer may tap them from his/her desk or through a corporate network. The premise that applies is as follows:

9. The Library/Information Center Will Invest Appropriately in Electronic Information as a Means of Improving Service to Users. Purchases Will Include Services and Reader/Printer Equipment as Necessary.

Engineers have a reputation for avoiding bibliographic databases (Breton 1981, 20.). Too often in the past, indexing services and databases have failed to provide functional information in lieu of precise product or process data. (This situation is changing. To illustrate, *The Thomas New Industrial Products* database provides information on attributes in a field that can be searched.) Another factor that discourages the inexperienced database searcher involves instruction. Introduced to an appropriate database, an engineer may never receive proper tutoring in its use. The information center must resolve this problem. It has a responsibility to encourage a confidence level that will allow for optimum use of a database by any end-user. Class instruction that is well planned and succinct will help. Also, company newsletters offer opportunities to publicize successful search strategies.

BUDGETS

Cost justification with respect to information services continues to baffle the professional community despite encouragements to the contrary. If, however, AT&T can report "a return-on-investment of between 400-1000%" (Penniman 1990, 83), surely other corporations can anticipate a bottom-line profit from well planned and contained information service centers. Because measurable values can rarely be established prior to a center's becoming operational, however, other guidelines are necessary.

One rule involves a comparison of hourly rates of engineers with those of professional information specialists/librarians. If 40 engineers whose salaries exceed \$45,000 per year spend one hour per week looking for "unfound information," hiring a specialist makes sense whether a center can be implemented or not. The engineers will have 40 additional hours to apply to their work, and the information specialist/ librarian undoubtedly will produce at least some of the needed information or material.

Another way of anticipating value involves the purchasing records. Do staff members deal independently with the same vendor, often duplicating purchases? How many persons order reports from NTIS? How many copies of technical handbooks and dictionaries, collections of standards, and specific journals have been purchased in the last year? Duplication may indicate a need for a person to coordinate information purchasing. Duplicate resources are costly.

Currently, corporations must plan to pay an experienced, appropriately trained information specialist/librarian between \$30,000 and \$40,000. Initiating a core collection, cataloging the collection, subscribing to basic electronic services, and implementing minimal services to a staff of 100 or more engineers will require a minimum of \$100,000 for the first year of operation. This figure includes some software purchases but does not include capital equipment. Ten years ago

this figure was \$50,000 (Roberts 1983, 31).

Arbitrary limits on collection building will reassure managers regarding ever-escalating costs. These limits may involve space, materials or dollars. Policies may dictate such boundaries as 800 square feet, 100 serial titles, and/or \$20,000 for the purchase of journal subscriptions regardless of format. This kind of planning should keep the information organization lean, but productive from a service standpoint.

STAFFING

The key to the successful operation of any center is the librarian/information specialist who enables and provides service and/or administers operations. More than one engineer has said: "What we need is a contact, a person to go to when we don't know where to go." Investing in this person as a consultant, teacher, or link to resources then assumes priority over other tangible considerations such as the collection and the catalog. Not every library school graduate will fill this bill, but a search for a qualified person can pay off initially and later as the center begins to measure its successes and enhance its services. The final premise relates to staffing and budgets:

10. The First Step Toward Implementing an Information Center/Library Involves Employing a Skilled and Competent Person with a Degree in Library and/or Information Management. *This person may be employed directly or through an information company if the corporation is reluctant to add a permanent position. In the latter case, the administrator of the Library/Information Center will be a full-time employee with other, complementary qualifications. Budget commitments beyond salary and initial limited support for the purchase of needed information may be defined over a period of time.*

Taken together, these premises provide corporate managers with philosophical and operational guidelines for establishing or reactivating libraries/information centers. The center that incorporates these premises from the start will find itself better positioned to provide cost-effective information support to its engineering staff.

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The Importance of Business and Competitor Intelligence (BCI) for Effective Corporate Strategy and Planning

by R. Neil Scott and Marie F. Harper

Today's corporate CEO needs decision-relevant information that is both timely and concise enough to be absorbed and acted upon quickly. The higher an executive climbs in a multinational corporation's organizational structure, the more clearly he or she sees how world political pressures and ideological conflicts can wreak havoc on corporate strategy and planning. It is quickly apparent that industrialization, regional conflicts, the recent independence of countries in which the corporation conducts business and other major forces of this nature are no longer just headlines in the local newspaper, but are events that produce challenges for the corporation that are real and must be confronted. In addition, government intervention can be felt at all levels of economic activity: from the influence of economic unions (such as the European Community); the social and political tensions found in underdeveloped and Eastern Bloc countries, and from the influence and sometimes unfair international trade practices of countries whose economies are controlled and/or subsidized by the state (Beauvois 1961, 40). As such, the CEO and the executive staff face a shifting morass of complex trends and events that require constant adjustment in strategic planning and marketing strategy.

The impact of these international social, political and economic developments on business policy and decision-making is certainly not a new development. Throughout history, the recognition of such events has affected the way business people have conducted themselves. Consider, for example, when an inventor finally develops a cheaper and marketable alternative fuel for the internal combustion engine to serve as a competitor for gasoline. The implementation of such knowledge would result in enormous changes within U.S. society and western culture and cause dramatic shifts of economic strength and influence from the OPEC nations to the nation(s) that produced the alternative fuel. The study of the evolution and the sophistication of such transformations of information to knowledge becomes a study of the growth and power of the cultures' civilizations. Indeed, CEOs involved in such transformations quickly find out that information and knowledge are keys to the economic survival and success of individuals, companies, countries and entire cultures.

Marion Harper, Jr., another marketing executive, wrote of the individual decision maker's role in his

seminal article *A New Profession to Aid Management*.

Over the years kings, generals, officials, and managers have not been wanting in courage, but nevertheless have always felt the need to fortify themselves with as much certainty about the future as possible. Ancient chiefs had medicine men . . . [and] with the age of reason and the rise of rational philosophy, institutions such as Royal Commissions in England developed; they supplied facts for the deliberations of Parliament . . . [and] . . . in modern business, reliance on facts has reached proportions of a virtual explosion of research — in technology, operations, and marketing . . . this expenditure can be considered as an investment in management decision-making . . . to indicate the superiority of one course of action over another (Harper 1961, 2).

Growth of a New Professional

Though executives have always been aware of the value of useful and relevant information concerning their industry, their competitors, and the external social, economic and regulatory environments in which they compete, it is surprising that it has been only during the last ten to twenty years that firms began developing management systems designed to collect such information in a systematic manner. Even then, in the beginning, only a very few firms advanced the analysis of the information gathered beyond a superficial level (Prescott and Smith 1987, 411).

Within the last decade, however, the perception of the value of business and competitor intelligence has changed dramatically, and more executives would probably now agree with Cohen and Czepiec (1988, 199) who wrote, "the lifeline of effective strategic planning is the infusion of high quality competitive information." Observers point out that many of the larger U.S. corporations have now developed specialized departments or established units within existing divisions for intelligence gathering, and that it is now not uncommon to find the job title *Manager of Competitive Analysis* on a company's organization chart. In fact, a representative for the Society of Competitor Intelligence Professionals (SCIP) has estimated that "eighty percent of the Fortune 1,000 companies now maintain in-house snoops" (Tyson 1988, 85; Tsiantar 1988, 46). Though still in the early stages of development, business and competitor intelligence appears to be evolving into a discipline in its own right, with its own professional associations, specialized vocabulary, and a defined and

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recognized set of professional requirements and code of ethics for practitioners.

Smaller corporations, consulting firms and small businesses also recognize their need for information; however, because they may have limited resources with which to work, they often must contract with specialized business and competitor intelligence firms such as Information Data Search, FIND/SVP or Washington Researchers to gather business and competitor information for them. Taken together, however, the growth and development of the business and competitor intelligence industry for both the U.S. corporate environment and for small business clearly indicates that it has become a discipline destined to make an impact on the way corporations do business.

Much of the impact of business and competitor intelligence can be attributed to timing. Since the mid-1970s, when the formal business and competitor intelligence systems concept was still in the early stages of development, U.S. corporations began moving from studying effective strategic planning strategies to the implementation of them. To do so, U.S. business organizations had to develop management systems that could provide the continuous stream of decision-relevant information needed. Only with breakthroughs of technology-based business computer and Management Information Systems (MIS), coupled with competitor intelligence systems, have corporations been able to provide this stream.

In the process of improving the important value-added service of providing decision-relevant business and competitor intelligence services for the organization, various systems were implemented and tested over and over again. Success stories were reported and spread with the cumulative effect that such systems are now considered standard in most larger U.S. corporations. As Kirk Tyson observed (1988, 85), it became clear that those companies able to "integrate business intelligence with strategic decision-making [became] winners in their industry, and employees responsible for organizing the intelligence function [were] the heroes."

What Exactly Is Business and Competitor Intelligence?

Business and competitor intelligence, sometimes referred to as "environmental scanning," "competitor intelligence," or simply "BCI," is best described and defined by what its practitioners actually do. For example, one excellent definition put forth by a librarian, H. Frances Greene (1988, 286), describes it as being "fundamentally a piecemeal operation . . . [involving the] fitting together [of] bits and pieces of information from sources both inside (e.g., sales and marketing) and outside (e.g., SEC filings and rating services) the organization until a fairly coherent picture of an industry, a company, or a market emerges."

Dependent upon the purpose and goals of the organization, BCI may involve such activities as tracking

existing competitors; gathering information on new or emerging companies, products and technology; monitoring industry developments; identifying merger and acquisition candidates, and even *squelching any rumors about a company's activities*. Indeed, the BCI specialist may be called upon to provide information from hunches and rumors as well as hard facts. Thus, the BCI specialist's task is not unlike that of a research librarian working in a corporate or university business library: to help the user find the information needed, whether through databases, library sources, telephone calls, shoe leather — or any other source that provides a reliable answer — just do it quickly! The primary difference is that the BCI specialist goes a step further and analyzes and synthesizes the information found (value-added). It is for this difference that he or she is often paid substantially more. Bob Margulies, Competitive Assessment Manager for McDonnell Douglas Corporation and President of the Society of Competitor Intelligence Professionals, was quoted as saying that he estimates that more than 10,000 people work in the field and that "starting salaries for those with university degrees and a few years of business experience are at least \$30,000" (Wilstein 1990, 3B). Certainly, there are probably more than a few librarians who would like to earn that much after several years of experience.

Why is BCI Important?

As a company grows and expands in size and complexity, its executives often become removed from direct contact with its employees, competitors, and its industry as a whole. Then, because of the added layers of organizational structure, its executives begin to depend upon second-hand information for their pictures of what is happening in the marketplace. As a result, it is on the basis of "highly fragmented and typically tenuous information [that executives] must make decisions that have profound consequences" (Kotler 1966, 66).

It is only through the development and use of integrated BCI systems that executives are able to operate more offensively in assessing rival firms' capabilities and intentions. Similarly, in efforts to defend their own firms, executives must determine how industry analysts and others perceive their organizations and subsequently make adjustments in public relations and advertising strategy.

A BCI system designed to provide marketing intelligence, for example, could be structured to embrace a variety of different types of information for the executives' review: raw data, summary statistics, qualitative inferences, expert and lay opinions, impressions, even rumors. Each item constitutes marketing intelligence if it has potential decision-support action implications for one or more of the marketing executives in the firm. As examples of how information in such a system might be used, consider the following possibilities: figures showing that an important customer's purchases

are dropping might indicate that the customer is beginning to divert purchases to a competitor; information from several salespeople might validate rumors that a competitor is developing a substantially improved product, and results of a survey questionnaire might indicate that customers are dissatisfied with the service provided by the manufacturer's representative and that corrective action is needed (Kotler 1966, 66).

Taking the concept still further, a custom-designed BCI system might allow an executive the opportunity to utilize raw data and information to profile acquisition candidates, review the voting records of government officials on issues of importance to the firm, or keep abreast with important economic and/or political developments that affect products or working conditions, the industry, or the company's competitive environment as a whole. Such systems *should* be created to respond to the needs of the executive (or of a specific project) and should be appropriately limited or adequately indexed for easy manipulation and utilization.

Perhaps an even more convincing argument for the establishment of such a system is to look at business and competitor intelligence from another point of view. What happens when efforts are *not* made by an organization to develop and utilize a business and competitor intelligence system? First, there is the problem of "information disappearance" as salesmen and employees may simply forget to relay important information upward; they may not know who could most effectively use it, or, for personal reasons, they may even choose to suppress it purposely. Additionally, there is "information delay," the time needed for the information to move upward through the chain of command to the "decision center." This may take so long that by the time the appropriate executive gets the information, it may be too late to use it. Finally, there is the problem of "information distortion," where the information "becomes distorted in the process of being encoded, transmitted and decoded many times." The likelihood of the disappearance, delay and distortion of information tends to increase with the number of people communicating the message between the source and the final decision-maker (Kotler 1966, 65).

Because marketing research departments are able to supply only a small portion of the information that executives need, the executive is often forced to hunt for his or her information in a wide variety of sources. He or she finds that within the company, the information is often scattered between the comptroller's office, the research and development department, the planning division, the legal department and/or a variety of other departments concerned with economic and marketing research for the firm. Findings must then be supplemented by information found by scanning dozens or

even hundreds of sales reports from company salespeople, by reading magazines and newspapers that cover the appropriate industry and market, and/or skimming relevant reference books found in the corporate or local public library. As Kotler so aptly put it, this process puts the marketing executive "on a perpetual information safari" (1966, 74).

Conclusion.

Unless librarians learn the additional skills needed to analyze and synthesize business and competitor information — to "add value" — the business "information safari" will increasingly be the arena of the BCI specialist. However, instead of viewing the situation as a threat, we suggest that the library profession view it as an opportunity. Library educators should respond to the needs of the marketplace by developing a specialization within master's level library science programs that incorporates coursework in marketing research and strategy, financial analysis, international business, strategic planning and basic economic principles. In addition, efforts should be made to attract individuals with undergraduate degrees in business and economics to pursue degrees in library science.

The organizations that employ the services of BCI specialists and/or require their corporate librarians to analyze and synthesize the information they gather will gain the depth and advantages of stealth and surprise over their competitors. Not surprisingly, the result will continue to be increased market share and influence in their industries.

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Southern Harmony: Conference Highlights

by David Tucker

"Southern Harmony: Libraries in Tune for the Future" was the theme of SELA's Biennial Conference, held in conjunction with the Tennessee Library Association Conference, December 4-8, 1990 in Nashville. Almost 1600 participants came to the Opryland Hotel to take part in the conference.

More than 50 programs and meetings held during the conference covered a wide variety of topics and were a tribute to the planning of many SELA and TLA Committees. Dozens of participants attended a panel discussion on video copyright law. Other programs focused on the potential of distance education, the problems of fund raising for libraries, and the issue of confidentiality for library user records. A program on the upcoming White House Conference advised non-delegates how to involve themselves and their institutions in the event, while the importance of children's literature was emphasized in talks by noted authors Patricia McKissack and Robert Newton Peck.

Appropriately for a conference titled "Southern Harmony," resource sharing was a hot topic. The SELA Interstate Cooperation Committee and TLA's Resource Sharing Round Table jointly offered nine programs, covering interlibrary loan, telefacsimile services, cooperative collection development, and other relevant concerns.

The first general meeting, held Wednesday afternoon, featured Linda Crismond, ALA's executive director since 1989, as keynote speaker. Crismond's speech, "ALA Can Make a Difference in the 1990's," focused on four topics of broad concern to today's library professionals: the controversial FBI Library Awareness program ("ALA, on your behalf, will not stop until the FBI stops," Crismond said), the White House Conference, the future of library education, and the effects of the Paperwork Reduction Act on access to government information. She also acknowledged the importance of the Southeast region in ALA, noting, "A good deal of our leaders come from Southeastern Library Association libraries."

After this meeting, conference participants moved to the exhibit area, where more than 150 exhibits displayed the latest products and services. The booths filled the large room set aside for them and even overflowed into the hallway outside. Nearby, SELA and TLA volunteers staffed the information booths, helping attendees register and answering questions. Conference participants were also able to examine a file of available

jobs in the Southeast, and see the promotional materials from various libraries displayed at the PR Swap 'n' Shop table.

Thursday's general meeting and luncheon featured the presentation of SELA and TLA's awards for 1990. J.B. Howell, John David Marshall and Paul H. Spence received honorary memberships in SELA, while SOLINET's Frank Grisham was this year's recipient of the Rothrock Award. Novelist and short-story writer Lee Smith was named Outstanding Southeastern Author for her work *Fair and Tender Ladies*.

Speaking at the luncheon was author and Tennessee state historian Wilma Dykeman. In her speech, "Leaders and Literacy: The Challenge Met and Unmet," Dykeman discussed the fight for education as depicted in her novel, *The Tall Woman*, as well as the real-life efforts of Sequoyah, "one of the few authentic geniuses of American life," who introduced a written language to the Cherokee people.

Throughout the conference, participants had the chance to see the sights of the Nashville area, including Andrew Jackson's home, The Hermitage, the Tennessee Botanical Gardens and Fine Arts Center, and the Country Music Foundation Hall of Fame and Museum. A tour of school libraries in the Nashville area was also offered, and hundreds of conference goers visited the Grand Ole Opry on Friday evening.

Famed musician and writer Tom T. Hall helped close out the conference with his talk, "The Myth of Motivation," at the third general session Saturday morning. Hall discussed his feelings about current trends in literature, saying, "Young people are reading. That's the good news. The problem we have, perhaps, is what they're reading."

Citing such recent motivational bestsellers as *The One Minute Manager* and *Beware the Naked Man Who Offers You His Shirt*, Hall derided what he characterized as the "paperback \$1.98 philosophies," saying, "I have arrived where I'm standing today without having ever read a motivational book." Aside from his thoughts on modern literature, Hall also offered a crowd-pleasing sample of his music.

Outgoing SELA President George Stewart took the opportunity at Saturday's meeting to thank everyone who contributed to the success of the Nashville conference, citing the leadership of conference chair and new SELA President Jim Ward as crucial. The combined efforts of SELA and TLA members produced a well-attended and well-received conference which left participants looking forward to the 1992 meeting in New Orleans.

David Tucker is Associate Editor of *SELn* and Reference Librarian at the Dunwoody Branch of the DeKalb Public Libraries, Georgia.

1990 SELA Awards

Outstanding Southeastern Author Award
Lee Smith
Outstanding Southeastern Library Program Award
Greensboro Public Library, NC
SELA President's Award
Alex P. Allain
Rothrock Award
Frank P. Grisham
SELA Honorary Membership
J. B. Howell
John David Marshall
Paul H. Spence
Frank P. Grisham
The Southeastern Librarian Wilson Award
Joanne M. Goode and Mary M. Vass

TLA Awards

Frances Neel Cheney Award
Barbara Franklin
TLA Honor Award
Edwin S. Gleaves
TLA/Social Issues Resources Series Inc.
TLA/SIRS Freedom of Information Award
Bernard Schweid (posthumously)
TLA Trustee Award
Joyce W. McLeary



SELA Exhibits 1990: Gail Lazenby, SELA president-elect (right) and Lee Ketcham, EBSCO Director of account services (left).



Wilma Dykeman, Tennessee State Historian and author, spoke at Second General Session and Awards Luncheon.



SELA Honorary Members 1990 (rt. to left) John David Marshall, Frank Grisham, Paul H. Spence and J. B. Howell.



SELA/TLA Exhibit Chairs organized a record number of booths; Diane Baird (right) and Beverly Youree (left)!



New Members Roundtable Grassroots Grant was presented to Darlene Mahone, Louisiana State University Library and Information Science student by Carolyn Fuller, Baker and Taylor representative (left).



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"Children's Book Bridges," sponsored by the American Library Association (ALA)—Children's Book Council (CBC) Joint Committee, is a competition designed to recognize cooperation between a youth library (school or public) and a local organization (public or private) that results in creating new advocates for and readers of children's trade books. The ALA-CBC Joint Committee would like to identify innovative library programs that create greater awareness of children's books through a library project coordinated with one or more neighborhood businesses or community agencies, e.g., a bookstore, a hospital, a daycare center, etc. "Children's Book Bridges" has been conceived by ALA and CBC in support of the Library of Congress' 1991 Year of the Lifetime Reader campaign.

The ALA-CBC Joint Committee will evaluate entries in the "Children's Book Bridges" competition. Personal anecdotes that demonstrate the success of a program or activity and/or evidence of increased library circulation of children's books will be important considerations in selecting competition winners. The committee is interested in projects that took place within the last two years. An important criterion in reviewing submissions will be that the winning projects can be replicated in other communities.

One entry will receive \$1,000 worth of new children's trade books contributed by CBC member publishers and free registration for the 1992 ALA Conference. Up to five honorable mentions will receive \$500 worth of new children's trade books. The committee may also identify additional outstanding programs to receive citations.

The deadline for submissions is July 2, 1991. Competition winners will be announced in October, 1991. All submissions become the property of the ALA-CBC Joint Committee.

For submission information and an entry form, send a self-addressed, stamped (1 oz.) #10 envelope to: The Children's Book Council, Attn.: Children's Book Bridges, 568 Broadway, New York, NY 10012.

Disabled subject of conference

The Southern Conference of Librarians Serving the Blind and Physically Handicapped and the Florida Conference on Library Service for People with Disabilities will hold a joint meeting June 3-6, 1991 in Daytona Beach.

Speakers will include Dr. Linda S. Lucas, professor in the College of Library and Information Science at the

University of South Carolina, Dr. Marilyn Karrenbrock of the Graduate School of Library and Information Science, University of Tennessee at Knoxville, and library consultant Mary Roatch.

For information, contact Michael G. Gunde at the Bureau of Library Services for the Blind and Physically Handicapped, 420 Platt Street, Daytona Beach, FL 32114-2804. He can be reached by telephone at (904) 254-3824, ext. 139, or by fax at (904) 238-3160.

Conference spotlights small libraries

"The 21st Century: The Future of Rural and Small Public Libraries" will be the title of a conference to be held November 14-15, 1991 in Birmingham, Alabama. The conference is sponsored by the Alabama Public Library Service and the Center for the Study of Rural Librarianship, in cooperation with the School of Library and Information Studies, University of Alabama, and the Department of Library Service, Clarion University of Pennsylvania.

The conference is aimed at librarians, trustees, government officials, and other concerned about the future of rural and small public libraries. It is also directed to network, system, and consortium coordinators responsible for supporting America's infrastructure of public libraries.

Registration fee is \$39.00 for the conference; for forms, contact the College of Continuing Education, Clarion University of Pennsylvania, 108 Carrier Administration Building, Clarion, PA 16214-1232.

Film and Video Market meets

The thirteenth annual meeting of the National Film and Video Market will be held October 24-27, 1991 in Hollywood, Florida.

Participants attend programs, professional workshops, and screenings of recent film and video releases from major distributors. A registration fee of \$45.00 includes several meal and entertainment functions.

For information, contact Stanford Pruett, National Film and Video Market, P.O. Box 11274, Memphis, TN 38111, telephone (901) 763-5566.

NEW & USEFUL

Mississippi research guide published

Mississippi's Historical Heritage: A Directory of Libraries, Archives, and Organizations was recently published by the Society of Mississippi Archivists. The guide describes holdings of 103 libraries, archives, historical societies, museums, and other organizations across the state. Included are details about census records, military records, tax rolls and other county records, and local history materials.

The directory is available for \$8.50 from Julia Marks Young, School of Library Science, Southern Station Box 5146, Hattiesburg, MS 39406-5146.

FLA updates IF manual

The Florida Library Association's Intellectual Freedom Committee has published a revised intellectual freedom manual, entitled "You Are Not Alone." The 10-page manual includes sections on preparing for the censor, what to do when the censor strikes, and lists of organizations that can help, as well as a sample reconsideration form. Copies are available for \$1.00 from FLA, 1133 West Morse Blvd., Suite 201, Winter Park, FL 32789.

Bibliography lists books for animal lovers

Dogs, Cats and Horses: A Resource Guide to the Literature for Young People, by Charlene Strickland, is a bibliography of more than 700 titles published since 1970, with a sampling of classic titles as well. Both fiction and nonfiction titles are included, with items aimed at children from first grade through high school.

The book is available for \$26.50 from Libraries Unlimited, P.O. Box 3988, Englewood, CO 80155; the ISBN is 0-87287-719-1. The publisher is also offering this bibliography in three different disk formats which can be tailored to individual library collections.

Phone books on disc available

PhoneDisc USA is a new white pages style telephone directory product on CD-ROM. Each disc contains approximately 45 million listings, for a total of nearly 90 million residential listings.

PhoneDisc USA can be searched with a personal computer equipped with a CD-ROM drive. Users may search by name, or a name in combination with any other field, including street, city, state, zip code, or telephone number. Subscriptions start at \$995, with listings for the entire country available on two discs for \$1,850.

For information, contact PhoneDisc USA Corporation, 20 Edenville Road, Warwick, NY 10990, telephone (914) 986-2649.

1991 "Library Buildings Consultants List" available

The 1991 edition of "Library Buildings Consultants List", published by the Library Administration and

Management Association's (LAMA) Buildings and Equipment Section (BES), is now available.

Edited by Jane G. Johnson, head of acquisitions, Georgia Southern University, Statesboro, the publication lists 76 consultants skilled in library construction planning who submitted an application with a filing fee. It provides helpful information to librarians and architects engaged in planning new or renovated library space.

"Library Buildings Consultants List" (ISBN 0-8389-7479-1) is available for \$20 (\$15 for LAMA members) from ALA Publishing, Order Department, 50 E. Huron St., Chicago, IL 60611.

Book examines library stress

Recognizing the symptoms and causes of burnout among library management and staff and coping with the problem is the subject of a new book from Oryx Press.

Stress and Burnout in Library Service, by Janette S. Caputo, Ph.D., is a self-help book which defines burnout; identifies causes in the work environment as well as from other sources; reviews the psychological, physical, and organizational symptoms of the problem; and gives suggestions for prevention, both for the individual and the manager.

The volume provides self tests to help individuals working under the stresses of library information management measure their risk for burnout. By rating a series of statements using a seven-point scale, an individual can determine if he or she is at high risk for personal or job burnout.

The book contains diagnostic check lists for recognizing and coping with burnout, and techniques for eliminating, reducing, and tolerating stress are suggested by the author.

For information, contact the Oryx Press, 4041 N. Central Ave., Phoenix, AZ 85012-3397. The book is priced at \$24.95; the ISBN is 0-89774-602-3.

Choosing and working with a conservator

SOLINET announces a new publication, *Choosing and Working With A Conservator* written by Jan Paris, Conservator at the University North Carolina Chapel Hill and edited by Lisa Fox, SOLINET Preservation Program. This publication offers guidelines to help institutions and patrons choose the person or service center and explains how the client and conservator work together. A bibliography, lists of information resources, training programs and regional conservation centers is included. *Choosing and Working With A Conservator* is \$10 (with discounts for multiple copies). For further information contact SOLINET, 400 Colony Square, Plaza Level, Atlanta, Georgia, 30361; (800) 999-8558 or (404) 892-0943.

PEOPLE

Diana L. Accurso has been appointed Social Sciences Reference Librarian at Auburn University. □ **Aftab Ahmed** has been named an Information Services Librarian at the Richland County (SC) Public Library. □ **Lawrence Auld** of East Carolina University has been elected President of the National Librarians Association. □ **Charles M. Brown**, Director of Libraries at Arlington County (VA) Public Library, is currently serving as President of the Public Library Association. □ **Nancy Currence** has joined the State Library of Florida as a Reference Librarian in the Bureau of Library Services. □ **Blane K. Dessy**, Director of the Alabama Public Library Service, recently received a certificate of appreciation from the Executive Board of APLS, honoring his leadership in promoting libraries and information services in Alabama. □ **Lori Drum**, a master's degree student in the University of North Carolina School of Information and Library Science, was the recipient of a \$1,000 Blackwell North America scholarship. □ **Steve Erwin** has been named Sales Manager of EBSCO Electronic Information. □ **Sally G. Farris**, Acting Director of the Aiken County (SC) Library since last November, has been named Director. □ **Frances Henckell**, Children's Librarian at Birmingham (AL) Public Library, has retired after 42 years of service. □ **Julie V. Hunter**, formerly Head of Public Services at the DeKalb County (GA) Public Library, has been promoted to Assistant Director. □ **Tina Jowers** has joined the Richland County (SC) Public Library, as Branch Librarian of the St. Andrews branch. □ **Gretchen Laney**, formerly of the Florida State University Library, is now Director of the Hood Library at Belhaven College in Mississippi. □ **Dr. Gene D. Lanier**, Professor in the East Carolina University Department of Library and Information Studies, spoke on the topic of intellectual freedom at the Kentucky Library Association Conference in March. □ **Sherry Laughlin** has resigned as Editor of *Mississippi Libraries*, a post she had held since 1986. □ **Tamera P. Lee** has been named Head of the Veterinary Medical Library at Auburn University. □ **Cynthia Little** is now Media Specialist at the Carolina Elementary School in Hartsville, SC. □ **Martha Lynn Lux** is now Head of Reference at the Oak Ridge (TN) Public Library. □ **Donna Mancini**, previously Assistant Director of the DeKalb County (GA) Public Library, became Director March 1. □ **Frank Mapes**, previously Assistant Manager of Publisher Services at EBSCO, has been promoted to General Manager of the department. □ **Nancy H. Marshall**, University Librarian at the College of William and Mary,

has been elected chairperson of the State Networking Users Advisory Board. This body was organized to advise the State Librarian and the Virginia State Library Board in the development and direction of a statewide library network in Virginia. □ **Duncan McClusky** is now Science and Technology Reference Librarian at Auburn University. □ **Abdul J. Miah** of Reynolds Community College in Virginia has been elected President of the Asian/Pacific Librarians Association. □ **Helen Moeller**, previously with the State Library of Florida, is now Assistant Director of the Leon County (FL) Public Library. □ **John D. Myers** has been named Librarian II, Reference at Charleston County (SC) Library. □ **Libby Pollard** has joined SOLINET as Preservation Field Service Officer. □ **Kenneth Raigins** is now Evening Reference Librarian at the Mississippi College Law Library. □ **Mary Beth Reuter** has been named Adult Services Librarian at the Dorchester County (SC) Library's Summerville branch. □ **Dr. Cynthia Plair Roddey**, media coordinator in the Charlotte-Mecklenburg (NC) school district, has been honored by the Delta Sigma Theta sorority with the creation of a scholarship to bear her name. Dr. Roddey, a graduate of Winthrop College, was the first black student ever enrolled at that institution. □ **Carlín Sappenfield** has been named Science and Engineering Reference Librarian at Vanderbilt University. □ **Fran Schell**, previously Assistant Director for Public Services at the Tennessee State Library and Archives, has been promoted to Director. □ **Linda Stith**, formerly Head of the Audio-Visual Department at the Kentucky Department of Libraries and Archives, is now Regional Librarian in the Bluegrass South region. □ **Jeanne Sugg**, previously Director of Public Services at the Tennessee State Library and Archives, has been appointed Director of Technical Services. □ **Margaret W. Westlake** has been appointed Catalog Librarian at Vanderbilt University's Medical Center Library. □ **Susan Whitt** is now Circulation/Reference Librarian at Pembroke State University in Pembroke, NC. □ **Barratt Wilkins**, State Librarian of Florida, has been installed as President of the Chief Officers of State Library Agencies, a national organization of men and women who head state library agencies. □ **Judith Young** is now Librarian in the Loans Section of the State Library of Florida.

PEOPLE

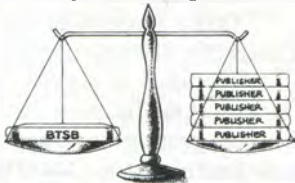
DEATHS

Catherine Clark, former Director of the Middle Tennessee State University Library, died July 20, 1990. A teacher and librarian in Tennessee for 50 years, she was active in SELA and in the Tennessee Library Association, where she served as President from 1961 to 1963.

□ **Robert Bingham Downs**, a faculty member at the University of North Carolina School of Library Science from 1931 to 1938, died February 24, 1991. Downs later became Dean of Libraries at the University of Illinois. The author of more than 400 books and articles, Downs also served as President of ACRL and ALA. He was awarded honorary doctorates from six universities, including the University of North Carolina. □ **William Stanley Hoole**, Dean Emeritus of the University of

Alabama Libraries, died December 12, 1990. Active in the founding of the University of Alabama Graduate School of Library Service, he was its first professor. His tenure as Dean of Libraries saw the collection more than double in size. He founded the library's Special Collections Department, which was later named for him. □ **Ann Paige Hurt**, Librarian at the Nottoway Correctional Center in Virginia, died January 10, 1991. She had recently served as a delegate to the Governor's Conference on Library and Information Services. □ **Janet Ivey**, Special Projects Librarian at the Boynton Beach (FL) City Library, died July 30, 1990. A graduate of Peabody College, she was active in SELA and other professional organizations.

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American Library Association

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ALABAMA



Library offers "English 101"

Employees of the Birmingham Public Library are getting a chance to improve their grasp of spoken and written English with "English 101," an eight-week class taught by a librarian who was formerly a college English instructor.

The class emphasizes standard English as a "dialect" preferred over others in the workplace. "Changing people's habitual modes of communication is difficult because language is one of the most important ties we have to our social groups, therefore employees like the idea of learning a 'workplace' dialect that doesn't have to erase the dialect they use with friends and family," says instructor Russell McDonald.

BPL has offered the class twice thus far, with approximately 15 students each time. Library employees from circulation staff to librarian assistants have taken "English 101," and response has been positive. Future sessions may be expanded to include technical writing skills for professionals.

Auburn awarded cataloging grant

Auburn University Libraries has been awarded a Title II-C grant from the U.S. Department of Education to complete cataloging of *Confederate Imprints*, an extensive microfilm collection of materials printed by the Confederate states between 1861 and 1865. The 3-year project was begun in 1989. There are more than 6,000 items in the set, which is being cataloged into OCLC to provide widespread access to the materials for students and researchers.

FLORIDA



Preservation study completed

The final report is now available of a 1989-90

investigation of the preservation needs of Florida's academic and public libraries. The study examines the conservation and preservation needs of Florida libraries and suggests strategies for creating preservation programs to assist libraries that cannot adequately maintain or preserve their own collections with local resources.

The study report includes findings from the surveys returned by 374 libraries and information gathered during site visits to 22 libraries. The survey gathered information on current conservation and preservation practices and identified needs in these areas that are not currently being met. The study concludes that the primary preservation need is that of educating the library profession about the principles of preservation. Another important need is to provide expertise, equipment, and supplies to meet the conservation treatment and reformatting requirements which individual libraries in the state have demonstrated they cannot meet themselves. To address these unmet needs and others, the study recommends several strategies to be taken.

This report will be reviewed by the Florida Library Network Council and accepted recommendations will provide the basis for activities to be incorporated into the *Florida Long Range Plan for Interlibrary Cooperation* and the *Florida Long Range Program for Library Services*.

This study was conducted by Dr. John N. DePew of the Florida State University School of Library and Information Studies. Funding for the study was provided through an LSCA Title III grant from the State Library. Copies of the report summary or the report itself are available from the State Library. For further information or for copies, call the Bureau of Interlibrary Cooperation at (904) 487-2651, SUNCOM 277-2651.

FSU holds annual conference

"The Funding of Public and Academic Libraries: The Critical Issue for the 90's" was the theme of the 1991 Library Conference held March 10-13 at Florida State University. Speakers at this year's conference included ALA President-Elect Patricia Schuman, Jacksonville Public Library Director Judith L. Williams, and Samuel Morrison, Director of the Broward County Libraries.

Miami offers dial-up access

The online catalog of the Miami-Dade County Library System is now available on a dial-up basis to users with a personal computer and a modem. Author, title, subject and keyword searching are available, providing access to the more than 400,000 titles available in the county's libraries.

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GEORGIA



DeKalb opens mall library

Count Dracula cut the ribbon and was the official host at the opening of DeKalb County Public Library's South DeKalb Mall branch on Halloween. Approximately 10,000 visited the new branch during the opening festivities, where the Count and other costumed characters from the library handed out bookmarks and



L-R: Charles Beard, Irvine Sullivan Ingram Library Director, joins LUIS, the DeKalb County Public Library automation mascot, Sherry DesEnfants, DCPL Youth Services Coordinator and Julie Hunter, DCPL Assistant Director at the opening of the South DeKalb Mall branch.

lollipops. The 296 square foot kiosk is located in a busy local mall and coordinated its grand opening with the mall Trick-or-Treat celebration.

The small branch was the fifth of 12 new facilities being constructed as part of the county's \$33 million expansion program. It will provide popular reading materials for all ages, a basic reference collection and access to the library's three-quarters of a million other materials through the computerized Library User Information System, LUIS. The facility was designed and constructed by Porta-Structures, Inc. for \$86,500 and will hold a maximum of 5,000 volumes.

GLA reaches members online

The Georgia Library Association is now taking advantage of the GC EduNET, a statewide electronic bulletin board accessed by a toll-free telephone number (1-800-642-7375). The bulletin board, operated from

the School of Education at Georgia College in Milledgeville, offers educational associations statewide a chance to promote their services and communicate with members.

GLA will offer membership information, a list of officers, and job listings on the GC EduNET. A current edition of the GLA handbook will also be available through the service.

For more information, contact Dr. Frank Lowney or Tressa Williamson at GC EduNET, School of Education, Georgia College, Milledgeville, GA 31061.

KENTUCKY



Conference spotlights key issues

The Governor's Conference on Library and Information Services for Kentucky was held in Lexington February 19. Over 200 participants took part in small group discussions focusing on areas of particular concern.

Identified by voting members as the top seven issues facing Kentucky were: funding for library networks, access to government information, federal funding for libraries, library staffing and salaries, long-range planning for libraries, and protecting the existence of libraries.

Nationally known entrepreneur Wally "Famous" Amos, an advocate for libraries and literacy, was the keynote speaker. His address was titled, "We Can Make a Difference."

Doing the right thing

A joint conference of the Kentucky Library Association Academic Library Section and the Tennessee Library Association College and University Section was held April 11-12 at the Barren River Lake Resort Park in Lucas, KY. "Doing the Right Thing: Increasing Access Through Improved Services and Cooperation" was the conference theme. Speakers included F. W. Lancaster of the Graduate School of Library and Information Science, University of Illinois, ACRL Vice-President/President-Elect Anne Beaubien, and Randy Hensley, User Education Librarian at the University of Washington Libraries.

Libraries receive PALS

The Laurel County Public Library and the Lexington Public Library were among the participants in the 1991 PALS-in-Libraries grant program sponsored by IBM and ALA. The PALS software teaches basic reading and writing skills using multimedia computer technology which integrates voice, music, still images, video, graphics, touch and text.

STATESIDE VIEW

MISSISSIPPI



Benefit concert held for Delta Blues Museum

A benefit concert for the Carnegie Public Library's Delta Blues Museum was held October 16 at New York's Madison Square Garden. Sponsored by Benson & Hedges, the all-star evening was a tribute to legendary bluesman John Lee Hooker who was born in Clarksdale. Special guests scheduled to appear with Hooker included Gregg Allman, Willie Dixon, Al Kooper, Bo Diddley, Charlie Musselwhite, Ry Cooder, Albert Collins, James Cotton, John Hammond, as well as Little Feat's Paul Barrere, Bill Payne, and Richie Hayward. Proceeds from the ticket sale were earmarked to renovate and create new facilities at the Museum for preserving the rich heritage of blues music.

In addition to the benefit concert, Phillip Morris Company contributed \$15,000 to the Delta Blues Museum to be used as direct funding for a traveling exhibit of photographs depicting blues greats from the Clarksdale area. The centerpiece of the exhibit will be the Muddywood Guitar created by blues/rock trio ZZ Top from wood taken from Muddy Waters' childhood home.

The museum, under the direction of curator Sid Graves, attempts to increase understanding and appreciation of the blues, and the blues' intricate relationships with other forms of music, such as jazz, country, and rock and roll. Writers, musicians, television, record and film producers, and students have found the museum to be a valuable center for research and information.

The Delta Blues Museum is open free to the public and operates on donations. Contributions can be sent to 114 Delta Ave., P.O. Box 280, Clarksdale, Mississippi 38614.

NORTH CAROLINA



UNC copes with budget cuts

Nine faculty members are studying the University of North Carolina at Chapel Hill Library to learn ways to slow fiscal erosion of its collections and operations.

Appointed by UNC Chancellor Paul Hardin, the panel is reviewing the academic affairs, health sciences and law libraries, which comprise the University Library.

"Since my arrival on campus more than two years

ago, I have been painfully aware that the level of acquisition and service within our libraries has not been of the order sufficient to maintain the excellence which this campus deserves and, indeed, must have if it is to sustain the creativity and intellectual vigor of its faculty and students," Hardin said.

He has asked the task force to determine the condition of campus libraries and to recommend improvements. Because of budget constraints, recommendations may not be followed immediately, he said, but he wants a priority list.

Appointment of the panel was spurred by the Administrative Board of the Academic Affairs Library. In September, the board approved a \$608,000 book budget for the 1990-91 academic year, \$33,000 less than the library's book budget 20 years ago (in 1970-71).

State budget shortfalls coupled with rising book, journal and subscription costs have had a dramatic effect on the quality of the library, said University Librarian Dr. James Govan. Govan oversees the Academic Affairs Library, which includes the Walter R. Davis, Louis Round Wilson and Robert B. House Undergraduate libraries and nine departmental libraries.

"The cumulative effect of all these factors on the library's ability to buy books has been devastating," Govan said. "In 1985 the Academic Affairs Library purchased 81,489 volumes. Last year it purchased 35,910 volumes. Steady reductions have caused a drop of 56 percent in purchased books received."

From fiscal 1986 to 1990, state allocations to the Academic Affairs Library book fund, used to purchase both books and subscriptions, grew 4.9 percent. But with the Consumer Price Index rising more than 18 percent during the same period and book and journal prices increasing even more — 29.9 percent and 41.3 percent, respectively — the library's book purchasing power has been cut drastically, he said.

Gifts from University-related groups including the Educational Foundation Inc. have helped the Academic Affairs Library, but more assistance is needed, Govan said. The Academic Affairs Library recently qualified for a matching grant from the National Endowment for the Humanities, but the funds, limited largely to endowment, depend on matching money yet to be raised.

New A & T library to open

Occupancy of the new, \$16 million Bluford Library on the campus of North Carolina Agricultural & Technical State University in Greensboro is expected late this spring.

The four-story structure, the largest academic building on campus, has approximately 153,000 square feet, almost double the space in the old library, which was occupied in 1955. The new library will seat 1,200

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and has a capacity for approximately 600,000 bound volumes.

Special features of the building, named in memory of former A & T President Ferdinand Douglass Bluford, include faculty studies, graduate student carrels, group study rooms, a computer room, and a 24-hour study room which will double as a reserve collection room during regular hours.

Dedication of the structure will highlight a series of events planned to commemorate the University's centennial in 1991.

Director of Library Services Alene Young observes, "Our new library will enhance the University's academic program and give us badly needed space to serve our 6,000 plus students."

Duke tackles preservation

The issue of preservation is receiving more attention than ever before at Duke University.

A condition analysis of the library collection, conducted in 1989, has led to the appointment of Eric Shoaf as the library's first-ever fulltime preservation officer. Other recommendations made as a result of that study include the creation of a new conservation laboratory facility, and an investigation into methods of mass de-acidification of paper. About 50% of the library's holdings were produced on acidic paper.

An exhibit on display in the library during February promoted the preservation campaign, showing books which have deteriorated over time, or been damaged by insects. Training and awareness programs for library employees are also being held.

SOUTH CAROLINA



Richland County launches major expansion

The Richland County Public Library is set to begin construction this spring on its new Main Library, with completion expected by late fall 1992. The 189,000 square foot building is part of one of the most ambitious library expansion programs ever undertaken in the Southeast. In addition to the construction of the Main Library, the system will add two new branches and relocate and enlarge five others.

Also included in the program is an upgrade of the library's integrated computer system. The \$30 million building program will provide an entirely new library system for Richland County by December, 1992, with the system growing from 60,000 square feet to approximately 300,000 square feet.

TENNESSEE



"Jobfile" marks 1st anniversary

The Memphis/Shelby County Public Library's "Jobfile" cable TV program, which broadcasts daily listings of available jobs, marked its first anniversary in February. During its first year of existence, the service helped more than 650 area residents find jobs.

The program airs six days a week on Memphis Cablevision's Library Channel. Tapes of each day's broadcast are also made available for viewing at branch libraries, where they are seen by more than 1000 people per month.

Director of Libraries Judith Drescher says "Jobfile" is "meeting the library's goal of giving people the information they need. Job information is a definite part of that need."

SELA President profiled

SELA President Dr. James Ward, Director of Libraries at David Lipscomb University, was the subject of a feature article in a January issue of the newspaper *The Tennessean*.

Dr. Ward outlined plans for the expansion of library services at the university, where a new 63,000 square foot facility is scheduled to open this fall. He is also currently overseeing a major automation project for the library, which will include access to the library's holdings via personal computer for faculty and on-campus students.

A faculty member at David Lipscomb University since 1963 and an SELA member since 1968, Dr. Ward told the newspaper that SELA is "one of the strongest library associations I've worked with through the years."

VIRGINIA



Library Channel wins awards

A forest of laurels crowned the creative efforts of Fairfax County Public Library's Cable Channel 44 in 1990.

The Library Channel received a Parents' Choice award for its 1990 public service announcement, "Books: Check 'em Out with the California Raisins."

Directed by staff member Dick Dyszel, the winning spot promoted the library's Summer Reading Program for children. All Washington-area television stations donated free air time for the announcement, which

STATESIDE VIEW

featured children dancing and rap-singing about books. The California Raisins made a guest appearance as the Summer Reading Program's official Mascots. The announcement helped enroll more than 10,500 children as "Raisin Readers," to maintain and improve their reading skills during the summer months while schools were closed.

Established in 1981 by the Parents' Choice Foundation of Newton, Massachusetts, the Parents' Choice award winners are selected by a distinguished panel of media critics representing *U.S.A. Today*, *The Boston Globe*, *T.V. Guide* and other publications. The winners are published in "Parents' Choice," a quarterly review of children's books, television, movies, music toys and computer programs, and are announced on national television programs including "Good Morning America" and "The Today Show."

The Library Channel received two awards in the 1990 Blue Pencil Gold Screen Awards contest, sponsored by the National Association of Government Communicators (NAGC). "Books and Beyond: Fifty Years of Service", produced by Greg Coughlan, and "Your Business Consultant", produced by Greg Coughlan and Deanna Pigg, were two of only seven video productions, chosen from a field of 858 entries, to win the national Gold Screen Awards. NSGC is an organization of writers, photographers, broadcasters and other communicators in federal, state and local governments.

"Books and Beyond: Fifty Years of Service" chronicles the history of the Fairfax County Public Library. "Your Business Consultant" dramatizes the use of library resources for planning and starting a small business.

The National Association of County Information Officers conferred a Media Award for Superior Script-writing for the spot, "Fiftieth Anniversary Celebrity public service announcement: Bob Ryan," produced by

Greg Coughlan and Deanna Pigg from more than 600 entries.

In the Hometown, U.S.A. Video Festival, Cable Channel 44 was a finalist in three categories: Public Service Announcement, for "Books and Beyond" produced by Dick Dyszel; Municipal Series, for "Cover It All" produced by Greg Coughlan with Dick Dyszel; and Single Program for children, for "Imagine That!" produced by Dick Dyszel.

The National Association of Telecommunications Officer and Advisors awarded the Library Channel second place for a Library Book Talk, "Kids Connection", produced by Greg Coughlan; two third place awards, including the Public Service Announcement category for "Summer Reading Program: California Raisins," and the Interview Talk Show Series category for "Virginia Voices", both produced by Dick Dyszel; and an Honorable Mention for the category, Profile of a City/County Department, for "Books and Beyond: Fifty Years of Service," produced by Greg Coughlan.

Staff members Mark Becker and Vance Gillenwater contributed to all productions. Library Channel 44 programs are produced through Media General Cable franchise fees.

Library promotes mental fitness

"Mental Aerobics: Flex Your Mental Muscles . . . Exercise Your Mind" is the theme for a year-long series of programs sponsored by the Paris-Bourbon County Library, in conjunction with a local hospital.

The programs conducted by professional hospital staff members, have focused on such topics as stress management, depression, co-dependency, divorce, and suicide. Each session features a question-and-answer session, as well as handouts for attendees to take home. Bookmarks and flyers have been used to promote the programs within the library and in the community.

Have any Ideas for Discussion?

The SELA Interstate Cooperation Discussion Group needs your ideas for planning the meeting to be held during the Biennial Conference in New Orleans, March 18-21, 1992.

What problems, ideas, questions or suggestions do you want to talk about? Contact Ann H. Hamilton, Head, Circulation Department, University Libraries, University of Alabama, Box 870266, Tuscaloosa, Alabama 35487-0266; (205) 348-7368.

WELCOME NEW MEMBERS OF NEW YEAR
(January 16, 1991)

Alabama

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Tallahassee

Philip Browning
Miami

Elizabeth P. Fairley
Tallahassee

Joyce Johnson
Tallahassee

Cecilia A. Leathem
Coral Gables

Elaine Manson
Lake Helen

Karen A. Marlin
Stuart

Kimberly W. Martin
Deland

Georgia

Patrick Collins
Dalton

Elizabeth R. Goeters
Roswell

Carol F. Goodson
Fairburn

Alice M. McCanless
Jonesboro

Lisa D. Pursley
Statesboro

Cheryl Rogers
Decatur

Beth Starkey
Stone Mountain

Joseph P. White
Atlanta

Kentucky
Dorothy Breakfield
Elkton

Rose M. Gabbard
Beattyville

Joanne M. Goode
Lexington

Edwina B. Theirl
Lexington

Mildred G. Wallace
Bowling Green

Louisiana
James R. Feagin
Baton Rouge

JoAnn L. Looney
Baton Rouge

Darlene A. Mahone
Baton Rouge

Edith P. Taylor
Thibodaux

Mississippi
Faye R. Brophy
Gulfport

Anthony K. Coleman
Sardis

Bette J. Nelson
Iuka

North Carolina
Therese G. Bigelow
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Carol J. Branscomb
Wilmington

Com. Johnnie Evans
Fayetteville

George R. Hoag
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Chapel Hill

Nancy L. Sosnik
Raleigh

Harold K. Warren
Fayetteville

South Carolina
Marilyn Y. Gibbs
Orangeburg

Edna C. Horning
Columbia

Ellen M. Krupar
Clemson

Deborah Johnson
Clemson

Minoo Monakes
Hartsville

Audrey E. Powers
Rock Hill

Zelma G. Palestrant
(Exhibitor)
Charleston

Tennessee
Linda B. Akard
Bristol

Gayle S. Baker
Knoxville

Judy M. Butler
Nashville

Donna R. Capuson
Millington

Dorothy H. Chinery
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Clare A. Coffey
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Counce

Catherine G. Evans
Memphis

Lynn L. Flanagan
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Nashville

Beth E. Hogan
Johnson City

Carolyn D. Householder
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Roger M. Karl
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Cowan

Willa F. Reister
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Jane S. Row
Knoxville

Barbara J. Smuda
Greenville

Madge B. Walker
Greenville

Jean White
Nashville

Flossia E. Wise
Knoxville

Virginia
Jacquelyn A. Dessino
Virginia Beach

Diane L. Russell
Richmond

Other
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ALA in Atlanta: Preparation for the "First Time" Conference Participant

Gerald Holmes

It's coming! It's coming! It's here! The ALA Annual Conference in Atlanta. Are you ready? This is the question that I have been asking myself since I attended my first ALA Conference in New York in 1986. I left the Conference worn out, but extremely impressed and proud of my profession. An excellent article to read was written by Abbie Loomis. The article "First timer finds ALA Conference 'overwhelming'" is a graphic description of the conference in the eyes of a library school student attending for the first time. (Loomis, 1983) At the time the article was written Abbie Loomis was a MLS candidate at Northern Illinois University and a new member of ALA and the Junior Members Round Table (now "New Members"). Abbie's article describes the conference while making suggestions for Librarians attending for the first time. A strong suggestion that Abbie gave them and I recommend now is to be sure and attend NMRT-sponsored programs and obtain an NMRT orientation packet so you know what is happening.

The New Members Round Table (NMRT) of the American Library Association (ALA) is the initial source for new members of the association and for librarians attending the annual conference for the first time. One of the many purposes of NMRT, which is stated in the *ALA Handbook of Organization*, is orienting and encouraging membership participation in professional organizations on the national, state and local level.

Active participation with Georgia Library Association's Chapter of NMRT has helped me to progress in my career and assisted in my working with librarians across the state. Membership in both organizations along with membership in SELA's Chapter of NMRT has given me the opportunity to assist in committee work and planning with Librarians throughout the United States. I am fortunate that one's age is not a limitation with ALA-NMRT. "Individual membership is open to any librarian or student in a library school who has been a member of ALA for 10 or fewer years." (1990/1991, 176) After working with committee members in Atlanta

and during the Midwinter meeting in Chicago, I am inspired and looking forward to future opportunities for committee participation.

During the Annual Conference, there will be a variety of ways to witness NMRT committee work in action. I invite you to stop by the NMRT Booth in the exhibit area. The Booth committee members will decide upon a theme, decorate and staff the booth. I also recommend attending the Orientation Program. The Orientation committee provides information packets and invites prominent speakers. ALA members and non-members who have registered for the conference are welcome to attend. NMRT also plans a special reception for library school students. The Students to ALA Committee (SALA) plan a reception to help students from all library schools communicate and introduces them to ALA and NMRT members.

"Celebrating 60 in High Style," is the theme of the 1991 NMRT All-Conference Social. NMRT will be celebrating a successful 60 years of commitment and contributions provided by past and present members. If you enjoy attending late evening events, you will want to attend the NMRT Social. The Social committee chooses the site for the Social, with the approval of the NMRT Executive Board, and plans the activities. NMRT plans to cut the Anniversary Cake while dancing to popular tunes of the 50's, 60's, 70's and 80's.

I have named only a few of the many committees a member can serve on in NMRT. The opportunities and challenges of working on a NMRT committee are available for those librarians who would like to advance in the profession and become productive members of ALA.

REFERENCES

- Loomis, Abbie. 1983. "First timer finds ALA Conference 'overwhelming'" *American Libraries* 14 (September): 555-556.
- American Library Association. *ALA Handbook of Organization 1990/1991 and Membership Directory*. Chicago and London: American Library Association.

Gerald Holmes is Reference Librarian and Chair, ALA-NMRT Committee, W. R. Pullen Library, Georgia State University, 100 Decatur Street, SE, Atlanta, Georgia 30303-3081.

Mark Your Calendars for ALA in Atlanta

FRIDAY, JUNE 28

The Library Administration and Management Association (LAMA) Statistics Section (SS) Using Statistics for Planning and Evaluation Committee will sponsor a preconference, "**Getting Your Monies Worth: Maintaining Quality Through Cost Analysis.**" The preconference will be held on Friday, June 28, from 8 a.m. to 5:30 p.m. before the American Library Association (ALA) Annual Conference in Atlanta. The deadline for registration is June 7, 1991.

The preconference is designed to address a concern among administrators attempting to identify the costs of library operations. This concern has caused administrators to research performance measures and intensify strategic planning.

A panel, representing different academic and public libraries, will present different case studies, and will discuss the need and value of cost analysis.

The preconference registration fee is \$95 for a LAMA personal member, \$130 for an ALA non-LAMA member and \$165 for a non-ALA member.

For more information, contact ALA/LAMA, 50 E. Huron St., Chicago, IL 60611. Telephone: 1-800-545-2433, ext. 5038 or 312-280-5038.

The Bibliographic Instruction Section of ACRL will offer a one-day preconference, "**Cultural Diversity and Higher Education: BI in a Multicultural Environment,**" Friday, June 28.

Speakers are James Neal (Dean, Indiana University Libraries), Janice Koyama (Acting Assistant Provost for Letters and Sciences, University of California, Berkeley), Sherron Kenton (Senior Lecturer in Communication, Emory Business School), and Mary Huston (Assistant Professor, Texas Women's University, School of Library and Information Studies). Participants can share practical ideas by attending two of eight break-out sessions.

Cost of the preconference is \$145.00 for ACRL members (\$180.00 for non-members), which includes lunch and refreshments.

SATURDAY, JUNE 29

ASCLA Multi-LINCS and SOLINET will co-sponsor "**NREN and Multitypes: Threats and Opportunities,**" a program to be held Saturday, June 29 at 2 p.m.

The issues surrounding the implementation of the national information network (NREN) and its impact on multi-type library organizations will be the focus of the program. A panel representing multi-types at all levels, as well as EDUCOM, will examine the issues and provide a dialogue on likely scenarios.

Joining moderator Anita Branin of MINITEX will be EDUCOM president Kenneth M. King, OCLC vice-president Kate Nevins, SEFLIN executive director Richard E. Luce, and Jose-Marie Griffiths, information science professor at the University of Tennessee.

Nationally known storytellers Jackie Torrence and Margaret Kimmel will headline a special storytelling concert at the upcoming American Library Association (ALA) conference. As one of the opening events of this

year's ALA Annual Conference, the storytelling concert is scheduled for 8 p.m. on June 29.

The event is being co-sponsored by the Storytelling Discussion Group of the Association for Library Service to Children (ALSC) and the National Association for the Preservation and Perpetuation of Storytelling (NAPPS), which is based in Jonesborough, Tennessee. NAPPS is a national organization noted for preserving the oral tradition through the National Storytelling Festival held every October, since 1973, in Jonesborough.

Entitled "**Stories for a Saturday Evening: A NAPPS/ALSC Storytelling Festival,**" the upcoming ALA story concert will be the first cooperative venture of the two organizations. For further information contact Carla Conrad Papy at NAPPS, P.O. Box 309, Jonesborough, Tennessee 37659, (615) 753-2171.

Come sample Southern hospitality, wine and hors d'oeuvres and view the beautiful new public libraries of Georgia on Saturday, June 29 from 6:00-7:30 p.m. at the Atlanta Fulton Public Library. "**Georgia's Library Skyline**" is sponsored by the Georgia Council of Public Libraries and the American Library Trustee Association. Refreshments are courtesy of Brodart Company.

SUNDAY, JUNE 30

"**Growing Better Together: Technology and Information for Aging Adults,**" a program presented by ALA's Association of Specialized and Cooperative Library Agencies, will be held Sunday, June 30 from 9 to 11 a.m.

Among the speakers will be Dr. Kieth Wright of the University of North Carolina, author of *Library and Information Service to Handicapped Individuals* and *The Library Manager's Guide to Hiring and Serving Disabled Persons*. Dr. Wright will focus on current and foreseeable future needs of an increasingly older population.

Docia Blalock, manager of the Center for Special Needs at the Lawrenceville (GA) Public Library, will discuss this recently opened library/technology center, designed specifically to provide access to information through technology.

Attendees will learn what's needed by older adults in terms of types of assistance, what's currently available, and how to make these products work in a library environment. A bibliography and resource list of technology providers, related service organizations, and technology centers in libraries will be offered as well.

For information, contact Ginni Voedisch, 113 St. Julien, Worthington, OH 43085.

Sunday, June 30, 1991 the Decade of the Disabled Committee will present a program that will offer libraries an opportunity to examine the latest adaptive technology, to hear about successful library programs for the disabled and to hear from a panel of library users with disabilities. Come to the vendor fair, view a new videotape *People First: Serving and Employing People with Disabilities* and get a new perspective from library users at "**The Disabled Consumer**".

MONDAY, JULY 1

The ASCLA president's program "**Libraries Are Economic Development: Are We Making the Connection?**" will address the roles librarians can play in providing information to support economic development in local communities, states or geographic regions. The program will address issues related to business development as well as issues such as literacy, employment training and education. The program is scheduled for Monday, July 1, 1991 from 9 a.m.-12:30 p.m. A limited number of copies of the *SELn* special issue on the Role of Information on the Economic Development in the Southeast will be available to program attendees.

Georgia senator Cathey Steinberg will speak at the **ALA Committee on Pay Equity's program** to be held Monday, July 1 beginning at 9:30 a.m.

Sen. Steinberg, a first-term senator from the 42nd district, will address the topic of pay equity from the standpoint of a public official, and discuss means for achieving pay equity legislation.

"Lobbying in the Information Age: Professional Guidance for a New Decade," a program developed by the Governmental Advocacy Skills Committee of LAMA's Public Relations Section, is scheduled to be held Monday, July 1 at 2 p.m. Co-sponsored by the American Library Trustees Association and the PLA Legislative Committee, the program will offer tips for successful lobbying at the state and local level.

Speakers will include a Georgia state legislator with lobbying experience, the legislative liaison for the

Georgia Department of Education, and an Atlanta legislative consultant. The panel discussion will be followed by a question-and-answer period.

For more information, contact Ann Hamilton, University of Alabama Libraries, Box 870266, Tuscaloosa, AL 35487-0266, telephone (205) 348-7368.

The **University of Georgia Libraries will host a reunion** of past and present librarians to be held Monday, July 1, from 5 to 7 p.m. in the "pit" section of the Atlanta-Fulton Public Library's Central Library.

For additional information, contact Larry Gulley, University of Georgia Libraries, Athens, GA 30602.

The Georgia Library Association invites you to "**Lunch with Robert Burch**" Monday, July 1 from 12-12:30 p.m. during ALA.

The Georgia state chapter of ALA invites you to dine on real Southern cuisine, enjoy an address by a nationally recognized author whose background is deeply rooted in Southern culture, and experience Southern hospitality at its best!

Mr. Burch is the author of *Queenie Peavy; Skinny; Tyler, Wilkin and Skee* and numerous other titles. The program will be held at the Georgia Railroad Freight Depot-Freight Room at 1 Martin Luther King, Jr. Drive, S.W., adjacent to the state capitol.

Tickets should be purchased in advance at \$20.00 each; checks should be made payable to "GLA/ALA LUNCHEON" and mailed to: Mary Louise Rhey, c/o Cobb County Public Library, 266 Roswell Street, Marietta, GA 30060.

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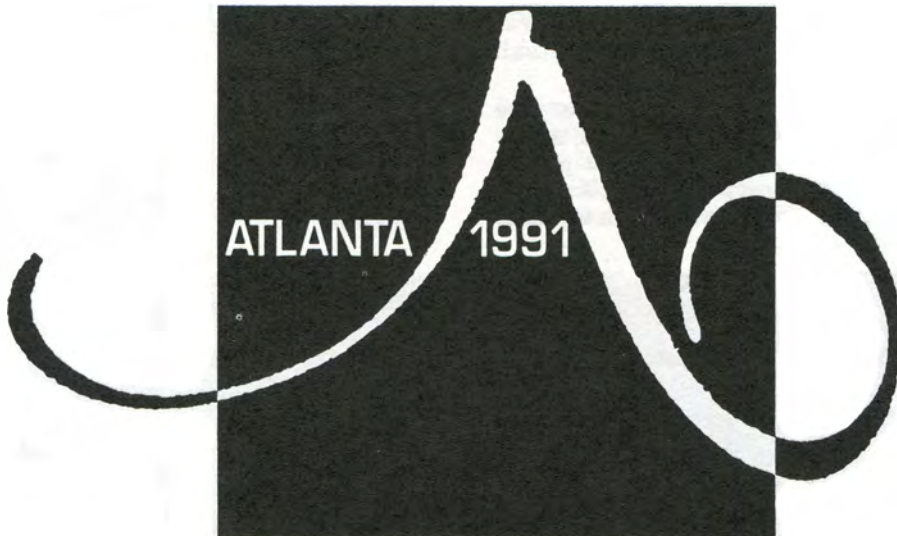
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SELA Biennium Plans: Get Involved Now!

The following are summaries of the reports submitted by SELA sections, roundtables and committees during the leadership meeting held in February 1991. Since the biennial conference is being held earlier than usual, planning time is short for the joint SELA/LLA conference March 1992.

June 1 the rough program outline is due to the Conference Program Chair for hotel meeting room planning. By **August 1** committees and sections sponsoring programs should have coordinated plans with LLA counterparts. Topics and speakers should be chosen. **October 1** is the deadline for all program information and pre-registration materials to be submitted for pre-registration printing.

Members of SELA and LLA are encouraged to send suggestions, offer assistance, make nominations for officers and awards and become involved in the development of these activities! Consult the verso of *SELn* cover for names and addresses. (*SELn*, Editor)

SECTIONS

Public Library Section

1992 Conference Program: Three possibilities were discussed — (1) Showcase of Outstanding Public Library Service Programs; (2) Second Time Around, Upgrading Your Automation System; (3) Future Technology in Public Libraries.

Project idea: Compile state standards and establish regional SELA standards for public libraries. This could lead to evaluation or accreditation process similar to Southern Association's process for local schools, community colleges and universities. The section seeks feedback and volunteers for the project.

Resources & Technical Services Section

1992 Conference Program: Several topics were identified: CD ROM technology, subject access, technological innovations with *probable* not just possible applications in the next five years, ethical implications of technology, switching to new system versus upgrading

or modifying an existing system. Program format will be one speaker who will appeal to broad audience.

Special Libraries Section

1992 Conference Program: Working with GODORT to plan joint program on a public issue (such as wetlands protection, environmental concerns, oil drilling, etc.) that would combine special libraries interest with use of government documents (such as federal regulations).

Tours: Identify special libraries in New Orleans and organize tours.

University and College Libraries Section

1992 Conference Program: Plan for expanded program format with two parts. The broad subject will be CD-Rom literacy with a one hour presentation which serves as an introduction to the second program. There will then be three contributed papers presented in the 2 hour follow-up program.

ROUND TABLES

Government Documents Round Table

1992 Conference Program: Plan to cosponsor program with Special Libraries Section on wetlands issues which could involve maps, federal and state documents, and databases. GODORT will also pursue additional cosponsorship with the Reference and Adult Services Section.

Tours: Cosponsor with Special Libraries Section.

Library Instruction Round Table

1992 Preconference: Preconference on instructional design will focus on printed materials (brochures, bibliographies, handouts, etc.) with speakers addressing three areas: (1) design principles; (2) desktop publishing; (3) design of questionnaires or surveys. Speakers will use examples of before and after revisions. Small break out will offer hands on critiques.

1992 Conference Program: The program will feature feminist pedagogy and ways to use it in library instruction.



Other Activities: Special roundtable dinner and article in *The Southeastern Librarian*.

New Member Roundtable

1992 Conference Program: Topics considered were: (1) Changing jobs: how to do it gracefully; (2) Alternative jobs/careers; (3) Management Skills for New Librarians.

Goals: To increase visibility and membership in conjunction with name change to NMRT.

1. Survey new members to determine what NMRT should provide.
2. Publish survey results.
3. Publish article based on conference program.
4. Advertise requirements for NMRT membership:
 - SELA membership of less than 5 years
 - Interest in mentoring new librarians

Online Search Round Table

1992 Conference Program: The following program topics are being considered: (1) Tracking Public Access — CD-ROM Workstation Usage; (2) Trouble-shooting Library Microcomputers: What to do when the computer experts are away; (3) Connections between CD-ROM Products and On-line Searching; (4) Installation of Research Databases as a Component of Online Catalogs.

Anniversary: The 1992 conference will mark the roundtable's 10th anniversary. This anniversary will be commemorated at a special program/business meeting.

COMMITTEES

Committee on Committees

Discussion: Met with **Library Development Committee** to discuss concerns about duties of Library Development Committee. The following recommended changes were discussed:

Name: Planning and Development Committee.

Purpose: To serve as the overall strategies and long range planning agency for SELA.

Duties: To identify trends and issues; to recommend to the SELA Board long range plans of action for the advancement of libraries and information services;

to assist the association in identifying sources of support for strategic plans.

Plans: To collect and review long range plans for all state associations in the Southeast.

Conference Committee

Activities: This was just the beginning of the planning and budgeting process. There will be lots of exciting special events as well as the provocative programs. Some ideas include a Jazz Brunch, a tour of historic sites, "Taste of New Orleans, a special exhibits reception and dynamic closing speaker at last general session. Stay tuned and mark your calendars!

Continuing Education and Staff Development Committee

Program/Workshop: Committee agreed to develop a traveling workshop, "Libraries for the Decade: Dynamos or Dinosaurs" to showcase strategies for implementing state governors' conferences recommendations and WHCLIS. Target audiences will include delegates, observers and library staff who will get involved in producing results over the decade. The workshop can be conducted as a stand-alone event or in connection with a conference co-sponsored by state associations or state libraries. Committee plans to meet to work on the project during ALA in Atlanta.

Other: Committee recommended and the SELA Board agreed to co-sponsor with SOLINET a CLENERT program to be held at the ALA Conference in Atlanta. The program will employ group interview techniques to ascertain needs of Continuing Education providers in the Southeast.

Constitution and Bylaws Committee

Activities: Reviewed constitution and bylaws as well as various sections of the handbook to be referred to Handbook Committee and SELA Board.

Conference Site Selection Committee

Activities: The site for 1994 will be Charlotte, NC on October 26-29 and Lexington, KY in 1996. Potential sites include Orlando, Jacksonville, Mobile, Birmingham and Charleston, SC for the 1998 SELA Conference.



Exhibits Committee

Membership:

(1) Chair and co-chair of exhibits local arrangement committee; (2) Vendors; (3) One member from each state, preferably with some experience in handling exhibits.

Duties and activities discussed:

1. Develop bid specifications for display companies and encourage bid process.
2. Establish a clearinghouse function, collect copies of vendors in each state and collect copies of contracts with display companies.
3. Encourage conference advertising in *SELn* and consider advertising history in allocating exhibit spaces.
4. Distribute flyers of forthcoming SELA conventions to vendors at state conferences and other meetings.
5. Recommend exhibit hall have minimum of 25,000 square feet and be capable of holding 175 + booths.

Handbook Committee

Activities/Actions: Some of the recommendations from the Handbook Committee in the last biennium would require a complete revision, reformatting and re-printing. The present committee believes its task is to revise the 1988 handbook in its current format.

In order to accomplish this task Neal Martin is checking computers discs from the 1988 handbook as well as corrections and insertions from Claudia Medori. The other 3 members of the committee who are attending this meeting have divided the detailed notes from members of the committee in the last biennium for further checking. Other members will share in the proof reading and preparation necessary to issue a corrected handbook. Notes for a more complete revision as submitted by the 1989-90 Handbook Committee should be considered in the near future.

Headquarters Liaison Committee

Activities/Actions: Actions the committee will take in the immediate future include:

1. Sending a letter of thanks to a SELA office neighbor who collated materials for conference pre-registration.

2. Working with Tony Dees, who has agreed to write guidelines for the handling of SELA archival material. Ann Morton will coordinate this activity with Tony and draft a recommendation to the executive board for future management of these materials. For the current biennium, the HQ Liaison Committee accepts responsibility to oversee the archival project and seek volunteers to work on it. Interested persons are asked to contact us.
3. The entire committee will meet in Atlanta at either the SOLINET meeting (May 1-2) or at ALA in order to visit the SELA office and interview the staff. Pamela Cravey will coordinate this activity, which will include taking the HQ staff to lunch.
4. The committee will assist as needed, or seek volunteers to help with large mailings and/or conference registration.

Recommendations to the executive board:

1. That the board agree to the budget committee request for an office calculator for the HQ staff.
2. That the board support discussion and research concerning the possible acquisition of a FAX machine for the HQ office.
3. That the board encourage section officers and committee chairs to submit to HQ only historically significant materials—and if possible, to submit them in acid-free folders.

FINALLY, THE HQ LIAISON COMMITTEE WOULD LIKE TO HEARTILY COMMEND THE EXCELLENT WORK OF CLAUDIA MEDORI, EXECUTIVE SECRETARY, AND JO ANNE TREADWELL, OFFICE MANAGER; AND TO PLEDGE OUR CONTINUING SUPPORT TO THE HEADQUARTERS STAFF.

Interstate Cooperation Committee

1992 conference program: Topics to be explored as potential programs include the following:

1. The Internet—What is it? What types of libraries can use it? How is it accessed? What are the benefits of using it? What costs are involved?
2. The NREN (National Research and Education Network)—What is it? How does it related to the Internet? What are its regional components? What potential does it have for the Southeast?



The committee discussed the possibility of inviting Senator Al Gore of Tennessee to address this subject since he initiated the legislation for it. This program may be combined with topic one.

3. Report from OCLC on progress made in redesigning the Interlibrary Loan Subsystem, on the results of the study of an automatic billing function for the subsystem, and an explanation of contribution pricing.
4. Interstate sharing of databases—Academic libraries are mounting commercial databases on their campus computers along with their own public access catalogs. This program will explore interstate cooperative ventures in this activity, such as that taking place between Clemson University and the University of Georgia.
5. Evolution of a network: Experiences from Alabama and Florida—A panel will discuss the creation and maturation of NAAL (Network of Alabama Academic Libraries) and SEFLIN (Southeast Florida Library Information Network).
6. Network status update from SOLINET.
7. International lending and borrowing—A “how to” program with practical tips and instruction.
8. Interlibrary loan discussion group—The committee plans to publish a notice as soon as possible in the *Southeastern Librarian* asking ILL staff to suggest topics they would like addressed. One topic the committee mentioned was the optimum position of an interlibrary loan office within a library’s organizational structure.
9. Presentation by Virginia Boucher on a topic to be determined—Virginia made such a favorable impression at the Nashville conference that the committee will pursue inviting her again. The upcoming chair of the Louisiana Library Association’s Resource Sharing interest Group said very few ILL librarians from Louisiana or Mississippi made it to the Tennessee conference so that they would be hearing her speak for the first time. Even those who heard her would like to hear her again! Rather than sponsor a preconference to pay Virginia’s expenses, the committee will explore funding from vendors.
10. The committee also plans to publish papers or reports from the conference in the *Southeastern*

Librarian if at all possible.

Legislative Committee

1992 Conference program: If Lamar Alexander is confirmed as Secretary of Education he will be invited to speak. Another option is Al Gore, chief sponsor of NREN bills. SELA and LIA cosponsors will be solicited.

Other: In 1988-90 the Committee worked on “Permanent” paper legislation and Oct. 12, 1990 President Bush signed PL Law 101-423. During 1991-1992 we will attempt to set up a network in SELA to help if there is an issue that arises in one of the states which would impact other states.

Intellectual Freedom Committee

1992 conference Program: Program will address the problem of self-censorship both on institutional and individual levels. Some specific topics will include:

1. advising children on reading choices;
2. censorship by selection or non-selection and as relating to library policies;
3. using funding as a crutch;
4. censorship by weeding or de-selection;
5. lack of or partial cataloging of material and special collections; and
6. labeling.

An annotated bibliography will be compiled and the committee wants to investigate videotaping the program. An ALA Banned books exhibit is also planned.

Other: decided not to have a regional workshop since the SELA Conference is being held in the Spring. Members will keep chair informed to problems or incidents in the states.

Media Utilization Committee

1992 conference program: Four areas of interest were discussed:

1. conservation and preservation of video tapes as well as other media;
2. use of telecommunications as a vehicle for continuing education and staff development;
3. effect of the new LC cataloging rules for media on the end-user, since the way information is entered in the electronic database affects the way and probability it can be accessed;
4. creation of videographies and bibliographies of



non-print media on such current topics as AGING, AIDS, HOMELESSNESS;

5. weeding the collection.

The first option was selected; a program consisting of a panel of speakers knowledgeable in the conservation and preservation of video tapes and other media. Topics should include how to salvage and convert obsolete formats without distorting content and how to prevent the conversions from violating copyright laws. The committee suggests that speakers be sought from among the media and broadcasting industries, the tape industry (3M was suggested), the area of copyright law, and the video production industry. The committee also recommends that the Chair plan to meet with those members who will be attending the ALA Convention in Atlanta in 1991.

Membership Committee

Activities:

1. Strive toward better communication and organization in getting SELA Display Booth staffed at state conferences.
2. Develop new SELA membership form with abbreviated version for inclusion in state association publications.
3. Continue to distribute green SELA ribbons at state, regional and national conferences.
4. A long range goal should be to provide online access to current membership lists and information.

Nominating Committee

Activities: General discussion of process and procedures was held and tentative list of candidates was developed. Meeting to be scheduled during ALA in Atlanta. Candidate selection will be **finalized** by November 1.

Members should submit suggestions to the chair as soon as possible.

Public Relations Committee

1992 Conference Program: Topics discussed included desktop publishing, use of photographs in PR, marketing.

Strategies:

1. Design and distribute and survey to all Southeastern libraries to determine workshop focus.
2. Publish survey results in the Winter *Southeastern Librarian* to raise awareness of importance of the marketing approach.
3. Design a conference program which will demonstrate public relations as one of the four key elements of a strategic marketing plan.

The committee will also sponsor the Swap 'n Shop at the 1992 conference and sponsor an enhanced Public Relations Competition.

Other: Continue to support and sponsor activities/materials to publicize SELA at state and national conferences. Network with the sub-committee responsible for SELA Conference publicity, the Membership Committee and Continuing Education Committee to promote each committee's respective project.

Resolutions Committee

1992 Conference activities: Committee will submit resolutions to the chair prior to the 1992 conference for recommendation to the board.

Workshop Committee (ad hoc)

The committee, convening for the first time, identified its mission as coordinating the sponsorship of SELA workshops with the intention of providing quality continuing education to the region and generating income for SELA. The committee is closely associated with the Continuing Education and Staff Development Committee (CE&SDC) and will coordinate closely with CE&SDC to preclude duplication of effort and unintentional competition.

The following items were discussed:

Development options: SELA workshops could be developed and offered in conjunction with state association conferences, packaged and sold to state libraries or state associations, or offered as stand-alone sessions. A combination of these options will be pursued.

Possible workshop topics were identified as follows:

- Workshop on Workshops. (How to develop, market, and conduct successful workshops.) Target audience: state libraries, library associations, CE providers, library directors.
- Training Student Assistants. (A "train the trainers" session.) Target audience: mid-level management or library directors in academic libraries.
- Advocacy/Fund Raising. (How to promote libraries/library programs in the community in order to facilitate fund raising.) Target audience: library directors.
- Media Training for Advocacy. (Effective use of the media to promote libraries/library programs.) Target audience: library directors.
- Presenting Your Budget/Lobbying Your Administration. (How to better prepare and promote your budgetary requirements to administration decision makers.) Target audience: library directors.
- Managing for Change in Economic Crises. (How to deal with budget cuts, downsizing, and other repercussions of recession.) Target audience: Library directors.
- Reference Training for Paraprofessionals. (A "train the trainers" session.) Target audience: mid-level management and library directors.
- How to Cope with Changing Technology. (How to plan, staff, budget, and estimate training needs for future technological changes.) Target audience: library directors.
- Team Building. (A "train the trainers" session on developing and conducting team building workshops/seminars/programs.) Target audience: state libraries, library associations, CE providers, library directors.

High-energy, dynamic presenters were identified as the key to success for SELA workshops. To keep cost to a

minimum, trainers from within the region will be pursued.

SOLINET offered to co-sponsor SELA workshops, making available its automated registration system. Due to varied requirements of state associations for conference-related workshops, SOLINET co-sponsorship will be addressed on a case-by-case basis.

Plan of Action. Committee members will contact library associations, state libraries, CE providers, and key institutions in each state to informally solicit reactions to proposed workshop topics and garner recommendations for presenters/trainers.

AWARDS

Honorary Membership Committee

Activities: Recommend submission of nominee's vita in addition to letter of nomination. See form in this issue of *SELn*.

Outstanding Southeastern Author Award

Activities: While guidelines for the award have stated that "two awards may be given for each biennium—one for fiction and one in non-fiction," this had not been done. The difficulty of making choices between such diverse literary forms has led to a decision to make two awards beginning with 1992. The South has a rich heritage of many significant writers of history, biography,

philosophy, poetry, drama, criticism, as well as short stories and novels. All of these deserve recognition.

The nomination form may be used for fiction and non-fiction. Poetry may be nominated under the "non-fiction" category and drama may be nominated under the "fiction" category. See form in this issue of *SELn*.

Outstanding Southeastern Library Program Award

Activities: See form in this issue of *SELn*.

Rothrock Award

Activities: See form in this issue of *SELn*.

Southern Books Competition Committee

Activities: Members will check list of presses in the states. Judges for jury will be selected. Award books are selected according to criteria including: design of book, overall aesthetic quality, craftsmanship of printing, binding.

OTHER

ALA Councilors in the Southeast

Activities: Met at the SELA Leadership meeting and decided to meet as a Southeastern Councilor's Caucus on a regular basis to discuss any regional concerns coming before ALA Council. Will have lunch caucus on July 3, 1991 during ALA Annual Conference.



Anna Perrault, president-elect of LLA (left), Michael DiCarlo, Louisiana state representative to SELA and Claudia Medori, SELA Executive Secretary.

NOMINATION FORM FOR THE ROTHROCK AWARD SOUTHEASTERN LIBRARY ASSOCIATION

Award: Interest on the \$10,000 endowment of Mary U. Rothrock and Honorary membership in the Southeastern Library Association.

Purpose: To recognize outstanding contributions to librarianship in the Southeast. This is the highest honor bestowed by SELA on leaders in the library field.

Guidelines:

1. Age and years of service are not a deciding factor in the selection. Those librarians early in their careers or of many years service who have made an exceptional contribution to the field may be considered.
2. The award will be made to no more than one person in a biennium, and an award may be omitted if no suitable nomination is received.
3. Service in one or more states of those served by the Southeastern Library Association will qualify a person for nomination.
4. Please send your nominee's name, along with a narrative of his or her professional and association activities, civic organizations, writings, editorial contributions, single events or other honors received. Additional documentation may be requested in the case of finalists.

Those making nomination must be members of SELA, but the nominee need not be.

Send all Nominations accompanied by a copy of this form to:

Mary Glenn Hearne, Chair
Rothrock Awards Committee of the Southeastern Library Association
Public Library of Nashville/Davidson Co.
8th and Union
Nashville, TN 37203

NOMINATIONS MUST BE RECEIVED BY OCTOBER 1, 1991 (Please type)

Person nominated _____
(First Name) (Middle Name or Initial) Last Name)

States in which the nominee has served _____

Signature of SELA member making the nomination _____

Address of the nominating member _____ Address of the nominee (if known) _____

Name _____ Name _____

Street _____ Street _____

City, State, Zip _____ City, State, Zip _____

Please type the reason for this nomination on an attached sheet. Copies of biographical data, articles about the nominee or other documents in support of a nomination are welcome.

HONORARY MEMBERSHIP NOMINATION

PURPOSE: This award is intended to honor an individual who has made a significant contribution to library development in the Southeast.

This award is intended to recognize individual achievement of high professional quality.

GUIDELINES: Nominee must be a librarian or person from a related field.

Nominee must be a living person.

Nominee should be an individual who reflects credit and honor upon the Southeastern Library Association.

NOMINATION: Submit typed letter of recommendation including specific achievements that qualify the nominee for consideration of the SELA Honorary Membership Award. Attach vita of professional, civic and association activities.

Send all nominations and a copy of this form to:

Glenda S. Neely, Chair
Ekstrom Library
University of Louisville
Louisville, KY 40292

DEADLINE: NOMINATIONS MUST BE RECEIVED BY SEPTEMBER 18, 1991

PERSON NOMINATED: _____

SELA Member making nomination _____
(print/type)

SELA Member making nomination _____
(signature)

Address of member making nomination.

Address of nominee (if known)

Street _____

Street _____

City _____

City _____

State _____

State _____

Zip Code _____

Zip Code _____

NOMINATION FOR THE PRESIDENT'S AWARD

Southeastern Library Association

Purpose: To recognize an individual outside the library profession who has helped to develop or promote libraries in the Southeast.

- Guidelines:**
1. The award may be given to any individual outside the library profession who has made a significant contribution to the development or promotion of a library or libraries in the Southeast.
 2. The award will be made to no more than one person in a biennium, and an award may be omitted if no suitable nomination is received.
 3. A significant contribution to library development in one or more states served by the Southeastern Library Association will qualify a person for nomination.
 4. A short statement outlining the significant contribution is required. Include any pertinent supporting documentation, such as newspaper articles, brochures, letters, etc.
 5. Please send your nominee's name, along with a narrative of his or her professional/business and association activities, civic organizations, writings (if pertinent), single events or other honors received. Additional documentation may be requested in the case of finalists.

Those making nomination must be members of SELA, but the nominee need not be.

Send all nominations accompanied by a copy of this form to:

Jean M. Almand
214 Liberty Street
Franklin, KY 42134-2238

Nominations must be received by September 15, 1991. (Please type/print carefully).

Person Nominated: _____
(First Name) (Middle Name or Initial) (Last Name)

State/s in which the nominee made contribution _____

SELA member making the nomination _____ (Signature)

Address of the member making the nomination _____ Address of the nominee (if known) _____

Name _____ Name _____

Street _____ Street _____

City, State and Zip code _____ City, State and Zip code _____

Please print or type the reason for this nomination on an attached sheet. Copies of biographical data, articles about the nominee or other documents in support of a nomination are welcomed.

SELA OUTSTANDING AUTHOR AWARD

NOMINATION FORM

Purpose: To recognize authors in states of the SELA for current works of literary merit.

Criteria: Authors — native or bona fide resident of a SELA state at the time the work was written or published.

Works — chosen based on literary merit; two awards will be made — one in fiction and one in non-fiction. In each category, works must have been published within five years prior to December 31 of the year preceding the biennial conference.

Submit nominations to Outstanding Authors Awards Committee Chairperson by September 18, 1991

Carolyn T. Wilson
Crisman Memorial Library
David Lipscomb University
Nashville, TN 37204-3951

Author Nominated: _____

Title of Work: _____

Publisher: _____

Date of Publication: _____

State of Author: _____

Fiction _____

Non-Fiction _____

SELA Member making nomination: _____

Address: _____

Attach reason for nominations with documentation limited to no more than 3 pages.

Previous winners of the SELA Outstanding Authors Award:

1978	Eudora Welty
1980	Richard Beale Davis
1982	Dumas Malone
1984	Gail Godwin
1986	No award given
1988	Ernest J. Gaines
1990	Lee Smith

SELA OUTSTANDING LIBRARY PROGRAM AWARDS

NOMINATION FORM

Purpose: To recognize an outstanding program of service in academic, public, school, or special library in any state of SELA.

CRITERIA

1. Academic, public, school, or special library in the member states of the SELA may be cited for an outstanding program of service. Programs of service may include but are not limited to library activities, projects, or programs.
2. The programs of service must take place during the biennium in which the nomination is made.
3. The minimum time span for a nominated library program must not be less than three months, including the development and evaluation stages of the program.
4. Person nominating program must be a member of SELA.

Submit nominations to Outstanding Library Program Awards Committee Chairperson by September 15, 1991. Submit nominations to: Bradley Carrington, Box 22472, Lexington, KY 40522.

Library name _____ Type library _____

Address _____ Telephone No. _____

City/State/Zip _____

Program/Project Director and position _____

Date Program Began _____ Date Program Ended _____

Attach following information. (Limit description, goals and special contribution to no more than 3 pages.)

1. Description of program
2. Goals of Program and steps to achieve them
3. Special contribution of Program/Project
4. Attach supporting documents concerning program.

PREVIOUS WINNERS

- | | |
|------|--|
| 1990 | Greensboro Public Library, NC
"Community of Readers" |
| 1988 | Iberia Parish Library, LA
"Summer Workshop" |
| 1986 | Charlotte-Mecklenburg Public Library, Charlotte, NC
"The Imaginative Spirit: Literacy Heritage" |

SOUTHEASTERN LIBRARY ASSOCIATION MEMBERSHIP FORM 1991

The information in the address box below should be your preferred mailing address. Please return form with dues payment. Make check payable to: Southeastern Library Association. Mail to: SELA, P.O. Box 987, Tucker, GA 30085-0987.

Type of Library with which you are associated: <input type="checkbox"/> A-College/University <input type="checkbox"/> B-Library Education <input type="checkbox"/> C-Public <input type="checkbox"/> D-School <input type="checkbox"/> E-Special <input type="checkbox"/> F-Retired <input type="checkbox"/> G-Other <input type="checkbox"/> H-Exhibitor <input type="checkbox"/> New Membership 19 _____ <input type="checkbox"/> Renewal 19 _____	Annual Dues Schedule (Based on Annual Salary) Type of Membership Any FIRST TIME Membership \$10,000 and Under (Includes Students, Trustees, Friends, Retired Members and Exhibitors) \$10,001 to \$20,000 \$20,001 to \$30,000 \$30,001 to \$40,000 \$40,001 and up Sustaining Membership Contributing Membership Additional Section/Round Table TOTAL AMOUNT PAID	Membership Year January 1-December 31 <table border="0" style="width: 100%;"> <tr> <td style="text-align: right;">Amt. of Dues</td> <td style="text-align: right;">Amt. Paid</td> </tr> <tr> <td style="text-align: right;">\$10.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$10.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$15.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$20.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$25.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$30.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$40.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$60.00</td> <td style="text-align: right;">_____</td> </tr> <tr> <td style="text-align: right;">\$ 4.00 ea.</td> <td style="text-align: right;">_____</td> </tr> <tr> <td></td> <td style="text-align: right;">\$ _____</td> </tr> </table>	Amt. of Dues	Amt. Paid	\$10.00	_____	\$10.00	_____	\$15.00	_____	\$20.00	_____	\$25.00	_____	\$30.00	_____	\$40.00	_____	\$60.00	_____	\$ 4.00 ea.	_____		\$ _____
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\$40.00	_____																							
\$60.00	_____																							
\$ 4.00 ea.	_____																							
	\$ _____																							

Name _____

First Name
Initial
Last Name

Mailing Address _____
Street/Apartment/P.O. Box

City
State
Zip
Telephone: Home Business

Place of Employment _____

Position/Title _____

SECTION AND COMMITTEE/ROUND TABLE AFFILIATIONS

Please indicate Section/Round Table and Committee choices in priority order.

Your SELA membership includes affiliation in **TWO (2)** of the following **Sections/Round Tables**.

- | | | |
|--------------------------------------|---------------------------------------|--|
| (A) Library Education | (E) School and Children's Libraries | (I) Library Instruction Round Table |
| (B) Public Libraries | (F) Special Libraries | (J) Junior Members Round Table |
| (C) Reference and Adult Services | (G) Trustees and Friends of Libraries | (K) Government Documents Round Table |
| (D) Resources and Technical Services | (H) University and College Libraries | (L) Online Search Librarians Round Table |

If you wish to affiliate with more than **TWO** of the above, include \$4.00 for each additional section affiliation.

MAXIMUM of FOUR (4) section affiliations.

***Section Membership Affiliation:** 1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Committee(s) on which you have an interest in serving. Limit your selection to **THREE (3)**.

- | | | |
|---|--|---------------------------------|
| (2A) Outstanding SE Author Award | (8) Continuing Education and Staff Development | (14) Legislative |
| (2B) Outstanding SE Library Program Award | (25) Exhibits | (15) Library Development |
| (2C) Rothrock Award | (10) Handbook | (17) Media Utilization |
| (2D) President's Award | (11) Headquarters Liaison | (18) Membership |
| (3) Budget | (12) Honorary Membership | (19) Nominating |
| (4) Committee on Committees | (13) Intellectual Freedom | (21) Public Relations |
| (5) Conference (Local Arrangements) | (24) Interstate Cooperation | (22) Resolutions |
| (6) Conference Site Selection | | (23) Southern Books Competition |
| (7) Constitution and By-Laws | | |

***Committee(s) Selection(s):** 1st Choice _____ 2nd Choice _____ 3rd Choice _____

SOUTHEASTERN LIBRARY ASSOCIATION

Financial Report

January 1, 1989 - December 31, 1990

	1989 Budget	1990 Budget	Total Budgeted	Actual 1989	Actual 1990
INCOME					
Conference, 1988	\$28,534	0	28,534	28,534.76	0
Conference, 1990	0	0	0	0	3,049.57
Interest	3,000	2,500	5,500	1,112.05	800.59
Leadership Workshop	5,000	0	5,000	4,453.50	0
Membership	27,000	27,000	54,000	21,523.50	34,195.00
Presidents' Workshop	0	1,000	1,000	0	946.50
Southeastern Librarian	14,000	14,000	28,000	12,184.61	18,347.96
Southern Books	550	550	1,100	450.00	450.00
Miscellaneous	750	750	1,500	438.57	310.77
Workshops	4,000	4,000	8,000	0	0
Publications	0	0	0	159.00	2.00
Transfer from CDs	1,466	7,453	8,919	10,000.00	8,242.73
TOTAL INCOME	84,300	57,253	141,553	78,855.99	66,345.12
EXPENDITURES					
HEADQUARTERS					
Executive Secretary	7,155	7,585	14,740	7,154.88	7,464.68
Office Manager	19,080	20,225	39,305	19,369.76	19,885.68
Clerical (Temporary)	250	250	500	0	0
FICA	1,968	2,086	4,054	2,082.88	1,950.30
Office Rent	4,625	4,625	9,250	4,554.00	4,554.00
Bookkeeping	350	350	700	347.65	353.60
Travel	500	500	1,000	0	222.41
Printing	125	125	250	150.11	241.40
Postage	1,200	1,200	2,400	589.25	1,298.70
Telephone	1,100	1,100	2,200	1,069.90	1,197.10
Supplies	750	750	1,500	543.89	473.33
Equipment Service	1,550	1,550	3,100	204.75	330.75
Furniture/Equipment	7,300	300	7,600	0	4,645.72
Miscellaneous	50	50	100	0	105.24
SECTIONS/ROUNDTABLES					
Library Education Section	0	100	100	0	0
Public Libraries Section	0	100	100	0	12.93
Ref. and Adult Serv. Section	0	100	100	0	0
Res. and Tech. Serv. Section	0	100	100	0	0
Sch. and Child. Lib. Section	0	100	100	0	0
Special Libraries Section	0	100	100	0	0
Trustees and Friends Section	0	100	100	0	0
Univ. and Coll. Section	0	100	100	0	0
Workshops	500	500	1,000	0	0
Govt. Doc. Round Table	0	100	100	0	0
Junior Members Round Table	0	100	100	0	0
Lib. Instr. Round Table	0	100	100	0	0
Online Search Libns.	0	100	100	0	0
COMMITTEES					
Award, Author	0	1,100	1,100	0	860.81
Award, President	0	50	50	0	37.55
Award, Program	0	50	50	0	37.55
Award, Rothrock	0	0	0	11.87	1,537.55
Conference Site	325	325	650	0	280.50
Conference, 1990	0	1,000	1,000	0	3,055.00
Handbook	0	1,000	1,000	345.60	0
Honorary Membership	0	200	200	22.97	108.15
Membership	2,000	1,000	3,000	379.84	1,036.77
Southern Books	1,500	1,500	3,000	708.94	1,097.90
Miscellaneous	250	250	500	0	150.00
SOUTHEASTERN LIBRARIAN					
Printing and Postage	12,500	12,500	25,000	19,705.43	20,478.50
Honorarium to Editor	1,000	1,000	2,000	750.00	1,000.00
Subscription Refunds	0	0	0	0	35.00
EXECUTIVE BOARD					
Leadership Workshop	3,000	0	3,000	4,491.85	13.50
Presidents' Workshop	0	800	800	0	859.86
President	1,350	1,350	2,700	1,517.87	1,350.00
GENERAL ORGANIZATION					
Ad Valorem Tax	250	250	500	91.80	91.37
Audit and Tax Preparation	400	400	800	100.00	100.00
Bank Charges	50	50	100	63.08	24.11
Blanket Bond	324	324	648	324.00	340.00
Corporate Tax	13	13	26	0	0
Dues	75	75	150	25.00	50.00
Insurance	350	350	700	352.00	324.00
Retirement, Off. Mgr.	2,090	2,090	4,180	2,090.00	2,090.00
Miscellaneous	750	750	1,500	182.80	43.18
TOTAL EXPENDITURES	72,730	68,823	141,553	69,230.12	77,737.14
SUMMARY:					
Balance, January 1, 1990	12,785.26				
Income through Dec. 31, 1990	66,345.12				
	<u>79,130.38</u>				
Less Expenditures through Dec. 31	77,737.14				
Balance, Dec. 31, 1990	1,393.24				
Certificates of Deposit	\$10,000.00				

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Montgomery, AL 36104

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McClung Historical Collection
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Knoxville, TN 37902

Kathy Breeden, Editor

TLA Newsletter
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Jennilou Grovetant, Editor
Virginia Librarian
Christopher Newport College
Smith Library
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Newport News, VA 23606

Barbara Smith

VIA Newsletter
Assistant Documents Librarian
Alderman Library
University of Virginia
Charlottesville, VA 22903

Newsletter

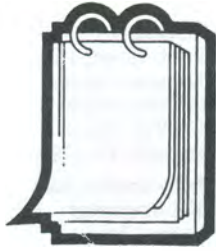
Virginia State Library and Archives
11th and Capitol Streets
Richmond, VA 23219-3491

West Virginia

Yvonne Farley, Editor
West Virginia Libraries
P.O. Box 1876
Beckley, WV 25801



Editors' meeting at the SELA/TLA Conference in Nashville included Gerald Hodges, ALA Chapter Relations and SELn editors. Look for another meeting in 1992 at the SELA/LLA Conference.



Calendar

1991-1992

1991

May 6-10, 1991	FL	FLA Annual Conference. Twin Towers. Orlando, FL
October 2-4, 1991	KY	KLA Conference. Executive West. Louisville, KY
October 23-25, 1991	MS	MSLA Annual Conference. Biloxi, MS
October 23-26, 1991	GA	GLA Biennial Conference. DeSoto Hilton. Savannah, GA (Joint Conference with GLMA, GAIT, and GAMR)
November 6-8, 1991	SC	SCLA Annual Conference. Greenville, SC
November 7-9, 1991	WV	WVLA Annual Conference. The Greenbriar, Lewisburg, WV
November 13-15, 1991	NC	NCLA Biennial Conference. High Point, NC
November 21-23, 1991	VA	VLA Annual Conference. The Homestead, Hot Springs, VA

1992

March 18-22, 1992	LA	SELA/LLA Joint Conference. New Orleans, LA
April 22-25, 1992	TN	TLA Annual Conference, Chattanooga, TN
April 27-May 1	AL	AlaLA, Sheraton Civic Center, Birmingham, AL
May 5-8	FL	FLA Annual Conference, Hyatt Regency, Miami, FL
October 6-8, 1992	KY	KLA Annual Conference. Drawbridge Inn. Ft. Mitchell, KY
October 16-18, 1992	WV	WVLA Annual Conference. Holiday Inn, Parkersburg, WV
October 28-30, 1992	MS	MLA Annual Conference. TBA

STATE LIBRARY ASSOCIATION OFFICERS — SELA AREA

Alabama Library Association

President: Dr. Geraldine Bell, 3061 Wenonah Park Rd., Birmingham, AL 35211

President-Elect: Jane Keeton, 3020 Parkbrook Rd., Birmingham, AL 35213

Second Vice-President: Dr. Bill Nelson, 1205 Bold Ruler Lane, Helena, AL 35080

Secretary: Nancy Gibbs, 420 Hare Ave., Auburn, AL 36830

Treasurer: Janice Granger, 1620 25th Court South, Homewood, AL 35209

Florida Library Association

President: Linda O'Connor-Levy, 3125 57th Ave., Circle E, Bradenton, FL 35203-5327

Vice-President/President-Elect: Al Trezza, FSU School of Library and Information Studies, 2205 Napoleon Bonaparte Drive, Tallahassee, FL 32308

Secretary: Susan Gray Byrd, Miami-Dade Community College, South Campus Library, 11011 S.W. 104th Street, Miami, FL 33176

Treasurer: Charles E. Parker, State Library of Florida, R. A. Gray Building, Tallahassee, FL 32399

Executive Secretary: Marjorie Stealey, 1133 W. Morse Blvd., Suite 201, Winter Park, FL 32789

Georgia Library Association

President: Robert Richardson, Director, Duckworth Libraries, Young Harris College, P.O. Box 38, Young Harris, GA 30582

First Vice-President/President-Elect: Sharon Self, Hardaway High School, 2901 College Drive, Columbus, GA 30195

Second Vice-President: Betsy Griffies, Irvine Sullivan Ingram Library, West Georgia College, Carrollton, GA 30118

Secretary: Jan Fennell, Ina Russell Library, Georgia College, Milledgeville, GA 31061

Treasurer: Richard Leach, East Central Georgia Regional Library, 902 Greene Street, Augusta, GA 30907

Executive Secretary: Ann W. Morton, P.O. Box 833, Tucker, GA 30084

Kentucky Library Association

President: Karen Turner, Bowling Green Public Library, 1225 State Street, Bowling Green, KY 42101

Vice-President/President-Elect: Rose Gabbard, P.O. Box 313, Beattyville, KY 41311

Secretary: Carol Sue Brinkman, University of Louisville, Laura Kersey Library, Louisville, KY 40242

Executive Secretary: Tom Underwood, 1501 Twilight Trail, Frankfort, KY 40601

(No Treasurer — Handled by Executive Secretary)

Louisiana Library Association

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