



EUROPEAN CHAPTER NEWSLETTER

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AUTUMN 1997

President's Letter for Newsletter By Sylvia James

Since my last letter, it has been a busy period for SLA matters for the European Chapter on planning future events. Just as the last newsletter was published we hosted a visit by Tuula Salo, the European Special Librarian of the Year, to London for the Summer Soiree.

Tuula very much enjoyed her visit and meeting several of you at that event. She also brought news of the next Scandinavian Online Conference to be held in September 1998 in Turku, Finland, where we hope to have a European Chapter event. Hopefully many of our Scandinavian members will be able to attend and any of those members who would like to be involved in the planning of the meeting should get in touch with any of the board members or their country representative as soon as possible.

Another event, the SLA 2nd World-wide Conference on Special Librarianship, to be held in October 2000 in Brighton, England is also creeping closer. A short article about plans for this event is included elsewhere in the Newsletter. A small sub-committee of the main board has been keeping track of events to date.

They met in late August in Brighton at the Metropole Hotel, which is to be the main conference location to discuss plans for the Conference with the Hotel's Conference representative. Again, there are likely to be many opportunities for European Chapter members to become involved in the programmes and we would welcome any ideas you might have, particularly on devising the social side, which will be the main focus for the Chapter.

Closer in time, we are also beginning to plan the Chapter event at Conference in Indianapolis in June 1998. We are hoping to work with the SLA International Relations Committee on the programme, but would welcome any input on content and papers for the session from Chapter members who intend to come to Indianapolis. Please forward any suggestions or offers of papers to myself or Celia Jackson at AT Kearney in

London tel: +44 (0)171 468 8000 or fax: +44 (0)171 468 8002.

Lastly, we are just starting the search for the European Special Librarian of the Year 1998/99. Please begin to think about nominations, as this is the most prestigious event in the Chapter year and the Board would like all members to have the earliest opportunity to nominate anyone that has done outstanding work in the profession over the last year.

Reflections on my first conference By Tuula Salo

The European Special Librarian of the year award made it possible for me to attend the Conference which was held in Seattle at the beginning of June. The atmosphere was very friendly but the amount of participants was confusing for a newcomer. Another confusing thing was the printed programme of the Conference. It was huge and not as informative as I would have expected. I tried to pick up those presentations I found the most interesting for my present work.

As several months have passed since the Conference the impression I had has become clearer. Of course the most unforgettable items are those relevant to today's most important challenges. In this aspect the seminar 'Benchmarking for Strategic Performance Improvement' gave answers to the exact considerations we had in our own team.

Many of presentations at the Conference, especially one this huge, dealt with the same topics. This cannot be considered a disadvantage as it makes it easier for the customer to realise which items are important to the information world right now. Knowledge Management seems to be one of these. It's on everyone's lips but how many can honestly say that Knowledge Management is being fully carried out in their own organisation? Some really wide-ranging presentations were given on this subject in which the role of the information professionals was emphasised.

Both keynote speakers Bill Gates from Microsoft and Eugenie Prime from Hewlett-Packard were interesting to listen to. The speakers themselves were excellent though not many new ideas were presented. I was somewhat confused while listening to the reactions of the audience during the latter presentation. I believe in the professionalism of information professionals, and that they will carry through their ideas without the need for thousands of them jointly having to be assured that 'they can do it'.

The versatility of the exhibition was a nice experience. I especially noticed the approach of the exhibitors which was very customer orientated. At the stands I received really expert advice concerning current products related to my work. On the other hand it was fun to notice that people took an interest in my exotic native country written on my name tag. This didn't in any way diminish the seller's interest towards me, the potential customer.

On the whole the Conference was an interesting experience. It made it possible for me to establish new contacts with colleagues. In my opinion meeting colleagues is one of the most important parts of international conferences. On the other hand many presentations supported my ideas concerning the trends in our branch. The speeches exhibited the importance of substance. Technical solutions have been mastered to serve the management and utilisation of information but are of no value on their own. Teams and networking are part of the information services daily routine.

SLA at the LRE in the NEC **By Wendy Foster**

While the main SLA event of the year was taking place in Seattle, the European chapter was making its presence felt at one of the UK's biggest library exhibitions. The annual Library Resources Exhibition held at the Birmingham National Exhibition, this year dedicated its final day to special libraries. The organisers asked us to provide two keynote speakers for the main auditorium. Diana Edmunds, of Instant Library, and Pamela Clark, of Perot Systems, agreed to speak.

Diana's paper was entitled 'Millennium mystery tour: a signpost to special library services, systems and skills in the 21st century', while Pamela spoke on 'Changing client needs and what the information professional needs to do to keep up!' Both were well received by an audience of special and non-special librarians, and information professionals who all saw points of relevance to themselves. We're not always as different as we think!

Within the main exhibition we had a room of our own in which we provided information about the SLA and four more speakers. Lesley Robinson of TFPL presented a paper called 'The employers view of tomorrow's information strategy', Paul Pedley of Theodore Goddard talked on 'Developing your competencies', Ginny Franklin of the IEE shared 'Source evaluation and the special library' with us. And finally Liz Maclachlan of the DTI gave us 'A toolkit for the modern information professional'.

LRE kindly taped these speakers for us and copies are available if you would like to hear them. It should be pointed out though, that conditions were not ideal for recording as the noise of the exhibition can be heard in the background. However, they coped, like real professionals, and their audiences lost none of their pearls of wisdom, even if they had on occasion to wait for the broadcast announcements to end before continuing!

Since LRE is not a conference, and the main emphasis is to visit the exhibition and consult with the exhibitors, we knew that people would not have time to stay and listen to all of our speakers. With this in mind we selected an important topic and gave people a variety of speakers and times to choose from. Our topic was 'Competencies' and all of our speakers took this as their theme. With their differing backgrounds their papers' all emphasised different aspects. As the excellent SLA Competencies document has already shown us, they confirmed that librarians and information specialists need to review and strengthen the skills they offer if they want to retain or improve their position in their organisation.

We are grateful to Swets UK Ltd who sponsored drinks and nibbles at lunchtime, much to the enjoyment of those who visited our room. Thanks are also due to Resources Exhibitions Ltd, the organisers of LRE, who provided us with our room and all necessary equipment as well as supplying tea, coffee and water all day free of charge.

The LRE are keen to encourage even more special librarians to attend their event in the future. From next year its name will be changed to The Library and Information Show, in order to emphasise that this is something ALL librarians and information specialists would benefit from attending. They very are keen for us to repeat the success of this years exhibition.

We are already beginning to plan our offering for next year so if you have any comments, suggestions, or offers of help please contact Wendy Foster (see back page for contact details).

News Roundup

Paul Pedley reports that the SLA recently became an

associate member of the European Bureau of Library, Information, and Documentation Associations (EBLIDA). This organisation represents library associations in the member states of the European Union, and is working to influence European Community policy on copyright and other concerns of the information profession. For more information on EBLIDA, visit their web site at www.kaapeli.fi/ebilda

Bruce Hubbard reports on the recent Dinner held in conjunction with IFLA in Copenhagen.

A group of over thirty SLA members met at Hotel D'Angleterre and then walked across Kongens Nytorv to Nyhavn, where we had dinner at Restaurant Elverhoj. David Bender and Fred Casey from the Association office in Washington DC were in attendance along with President Judy Field, Director Cindy Hill, and Susan DiMattia, candidate for President of SLA. There were eight SLA members from Denmark and Eyvind Flood from Norway happened to be in town, so he joined the group. The rest of the group were SLA members from the US attending IFLA.

The weather was warm and sunny and provided a relaxed atmosphere where we could talk with old friends and meet new ones. The group wishes to thank Ulla Retlev of Knight-Ridder Information for their gracious sponsorship.

New listserv to replace EURSLA-L

On September 30th the EURSLA-L shut down. This listserv was SLA's international issues discussion group, jointly sponsored by the international information exchange caucus, the European chapter, and the international relations committee. We have arranged to bring up a new list under SLA's umbrella. The new list is called SLA-KIIE (KIIE is SLA's abbreviation for the International Information Exchange Caucus) and is now active.

You will have to subscribe to the list yourself and I hope you will do so. Just send an e-mail message to listserv@listserv.sla.org. In the subject line of the message put *Subscribe*. In the body of the message put *subscribe sla-kiie <your name>* and substituting your name for the bracketed information. Then just send the message and you will get a confirmation back that you are on the list.

I want to take this opportunity to thank Mel Westerman for being the list owner for EURSLA-L from the beginning. Mel is a strong promoter of the Caucus and has a continuing interest in international issues. Thank you Mel for your continuing support.
Toni Powell, IIEC Convenor

Annual Conference follow up in Copenhagen

A European follow up to the Annual Conference in Seattle will take place in Copenhagen on Wednesday 5 November. We will be meeting at Politikens Hus at six in the evening, and plan to show a video of Bill Gates speaking at the conference. In addition we will be showing a video of the remarkable and inspirational speech from Eugenie Prime. She managed to move even cynical librarians to tears and ended with a five minute standing ovation from the audience of over 3,000.

A couple of the Danes who attended the Conference will then talk about their experiences. This will be followed by wine and cheese, sponsored by Knight-Ridder Information. In addition to SLA members, we will contact a number of Danish librarians whom we think might find value in SLA membership.

Please contact Bruce Hubbard for more information, (see back page for contact details)



Conference 2000 in Brighton

2nd SLA World-wide Conference on Special Librarianship October 16-19, 2000 Brighton, England

Planning for this conference is now well underway at SLA Headquarters. The conference is to be an additional event for the Millennium year and will not be replacing the usual annual conference held in North America, which will still go ahead as usual in June 2000 in Philadelphia. It is intended that this will be a truly international event and will in no way mimic the annual conference.

The plans are that this conference will be truly international and will accommodate a maximum of 1,200 participants and be based at the Metropole Hotel in Brighton. Apart from the main conference there will be a full exhibition and social programme.

SLA Divisions will be involved in all content programming and the European Chapter will be working on the social events. The International Relations Committee and The International Caucus will also be involved.



Sylvia James, the current European Chapter President, has accepted an invitation from David Bender to participate on the Conference 2000 Advisory

Turpin Client Portfolio

Committee. Two other European members are known to have been invited to join this committee, but the Board has not yet heard if they have accepted.

A sub-committee of Pamela Clarke, Wendy Foster and Sylvia James was set up by the European Chapter Board to monitor events for the Chapter about two years ago and have been actively following developments.

Any comments, questions and ideas from European Chapter members will be welcomed. Please contact any of the Board members mentioned above.

Chapter to launch new award

The 1998 Library and Information Show (L&IS) at the Birmingham NEC, formerly known as the Library Resources Exhibition (LRE) will mark the first annual presentation of an award for library development. This new library development award, presented by the European chapter of the SLA at the L&IS, will focus specifically on the achievements of a library (solo librarians included!). This is in contrast to the European Special Librarian of the Year (ESLY) Award which is limited to individuals only.

The scope of the award will encompass as wide range as possible of library and information developments, anything from a new Website or knowledge management database, to an innovative storage system or other physical development. This is the perfect opportunity to consider in the very broadest of terms, how each of our libraries has made strides in expanding its services or facilities. The application form, along with more details about the award itself, will appear in the next European Chapter Newsletter.

In order to increase our presence at the L&IS we plan to have a stand for the entire three days of the exhibition. Plans include an area to bring together a variety of like minded library organisations and groups such as SLA, ICLG (Industrial and Commercial Libraries Group, CIG City Information Group, and others. This should encourage cross-pollination and exchange of ideas (facilitated, of course, by the presence of refreshments).

Each day the collective will offer a variety of speakers and presentations intended to cross the borders between academic, commercial, and not-for-profit library issues covering the kinds of professional challenges that we all face. There is also a plan for special video screenings to be held adjacent to the ensemble of booths. We hope this abundance of events over the three days will encourage more special librarians to attend the exhibition.

Be sure to mark your calendars for early June now, and start thinking about how your library can become the recipient of the library development prize!

How competitive is your intelligence?

By Patti Stephens

The Society of Competitive Intelligence Professionals (SCIP) will shortly be hosting their 2nd Annual SCIP in Europe Conference. The conference and exhibition will take place from 29 to 31 October, at the Brussels Hilton, Belgium.

At last year's conference more than 175 Competitive Intelligence professionals from all over Europe gathered to learn from leading business analysis experts and from each other. During the Pre-Conference you may choose to attend one of five full or half-day workshops. These concentrated workshops are designed to equip you with real-world intelligence-gathering and analysis skills that you can start using as soon as you return to work.

During the Conference, there will be a keynote presentation each day followed by a choice of 18 different concurrent one-hour presentations by Competitive Intelligence experts. This year's keynote speakers are Ben Gilad, author, associate professor at Rutgers University, and founder of the Academy of Competitive Intelligence, and Paulo Cardoso do Amaral, director of IS development at Portugal Telecom.

The networking benefits of attending a SCIP conference are hard to ignore. Starting with the opening reception in the exhibit hall, you'll have myriad opportunities to make new contacts. You can also combine work and play at a special social event at the Belgian Comic Strip Centre. And don't forget that to build a world-class Competitive Intelligence capability, it is not enough to keep abreast of the latest analytical techniques. There is no better place to acquaint yourself with the latest software and hardware tools than the exhibit hall at a SCIP conference. Here you can meet vendors and view product demonstrations.

For more information about the SCIP Conference please see the SCIP Web site, at <http://www.scip.org/brussels.html> or call the SCIP office at +32 243 1543.

What is SCIP?

Founded in 1986, the Society of Competitive Intelligence Professionals has built a diverse membership of more than 5,300 competitive intelligence (CI) professionals from companies and consulting firms in 45 different countries around the globe. Dedicated to the ethical gathering and dissemination of information, SCIP members are responsible for analysing information about competitors and the competitive environment. Their goal is to provide their companies with a dynamic competitive edge. From strategic planning to market research, SCIP members are involved in all dimensions of the CI profession.

The SLA Bookstore is Here!

Information as an asset By Janet Tomlinson

The Institute of Electrical Engineers (IEE) will be holding a discussion meeting on Monday 3 November at 2pm at Savoy Place London.

The concept of knowledge bases, knowledge management and processing is new to many organisations and people, with many companies still having problems meeting their basic information requirements. Good management of information is getting the right information to the right place at the right time. Modern technology and the use of computers can enable information to be gathered, transported and presented to the person when they need it.

In 1994, the Hawley Committee was set up by the KPMG IMPACT Programme, consisting of senior managers. Chaired by Dr Robert Hawley, this examined the issues surrounding information management and established a set of guidelines for boards of directors. The Committee concluded that good management of information can transform businesses, particularly those with a distributed workforce and/or a customer base. Conversely, poor management of information can have disastrous consequences.

This event has been organised to highlight the findings of the Committee, and the experiences of real users; that the management of information is fundamental to success in business both today and in the future.

The Discussion Meeting will address the following topics and issues:

- What is knowledge in a business context
- What is an information asset
- What distinguishes knowledge from data and information
- The relationship between knowledge and intelligence in the context of a business asset

Programme

- 14.00 Introduction from Dr Robert Hawley CBE
- 14.05 Information management the gateway to knowledge – Dr Nigel Horn (Director, IMPACT Programme, KPMG)
- 14.35 Information who has it who needs it? – Mr Peter Herbert (Finance Director, Barclaycard)
- 14.55 Tea
- 15.10 B/TES Asset: how to find and select information – Mrs Janet Tomlinson
- 15.30 Discussion / Questions
- 16.30 Close

This event is free and open to non-members of the Institute and it is not necessary to register in advance.

Knowledge Management or Information Overload?

As part of their contribution to the UK National Libraries Week and Knowledge Management Day, the Aerospace and Defence Librarians Group (ADLG) is running a competition to find the best essay on the importance of knowledge management to the organisation.

The essays should be between 600 and 1,000 words on, 'Knowledge Management or Information Overload? The contribution the special library can make to the knowledge management of its organisation'. They are looking for a practical rather than a theoretical approach – a chance to share your successes and ideas with professional colleagues

The competition is open to all special librarians, and the winner will be presented with a cheque for £100. In addition they will receive £400 towards the cost of any conference or seminar in the Library / Information field. The winning article will be published in the UK Library Association Record and in the ADLG Newsletter.

Send your entries to:

Carol Cairns
CAA Library and Information Centre
Aviation House
Gatwick Airport
West Sussex RH6 0YR
Carol.Cairns@srg.caa.co.uk

Online Breakfast 10 December at the Hamersmith Novotel

Once again we will be holding our annual Online Breakfast to coincide with the Online Exhibition and Conference. This year it will be on Wednesday 10 December at the Novotel which is a short bus or taxi ride from the Olympia exhibition halls.

The breakfast will be held between 8 and 10.30 in the Burgoyne Suite and this year is being sponsored by Dun & Bradstreet. A mailing will follow shortly, but ensure that you book early as places are limited and previous breakfasts have sold out.



Dun & Bradstreet

Sunny-side up in Seattle

This conference snippet by Barbie Whorton was recently spotted in the Southern California Chapter Newsletter.

'As with most things in life, random encounters run the gamut from the sublime to the just plain fun. Entering the meeting hall early in order to find a really good spot to hear speaker Eugenie Prime, I found myself seated next to an outgoing woman with a beautiful British accent. She is at SLA with a mission, she explains. "All my life I have heard actors in American movies order eggs sunny-side up. I'm going into a restaurant and order eggs sunny-side up before I leave Seattle."

Treating her statement as if it were the textbook reference interview, I suggest her inquiry into eggs may not be complete and nudge to expand her search. "There is another, complementary, concept to sunny-side up you may want to investigate while you're here. As long as you're at it, go for the full American egg experience. Why not try over-easy as well? "Really!" she exclaims, "I shall try that, too. I shall indeed."

Does anyone know who the mystery British egg lover is? If you do please let a board member know.

Many thanks to Christina Haugen for permission to reproduce this item.

LA Knowledge Management Day By Graham Coult

The Library Association Industrial and Commercial Group (IGLG) is organising a day devoted to Knowledge Management as part of the UK LA's National Libraries Week on 7 November.

The project is designed to capitalise on the current interest in Knowledge Management. The slogan for the day is 'Make Knowledge Work for You', and will feature on a sales brochure designed to be inserted in filofaxes with a space for individual library contact details.

The plan is for information units to hold promotional activities to publicise their services to existing and potential customers. ICLG is providing support for participants in the form of an advice guide.

This is available on the group's web site www.fdggroup.co.uk/iclg.htm, and in paper form, as well as a telephone advice line, and a sales brochure for the profession.

The following gives a flavour of the kinds of events being planned around the day:

- A conference organised by SINTO (the Sheffield Information Organisation) featuring Dr Nigel Horne of the IMPACT programme.
- A conference on 'Re-engineering the information service' organised by IFEG (the Information for Energy Group).

Advertising rates for the Newsletter

Full page - £150

Half page - £100

Quarter page - £70

Discounts for consecutive issues:

15% for 2 issues

25% for 3 or more

Type areas	mm
Full page	242x181
Half page upright	242x88
Half page across	119x181
Quarter page	119x88
Quarter page, single column	242x42

Please send a good quality laser copy to the editor (see back page for contact details).

- A range of exciting events at Jones Lang Wooten, organised by Gillian Westall, including results of a user survey and a 'cyber event'.
- A day of activities at Theodore Goddard to include presentation, and a library open day.
- The relaunch of Northumberland Public Library's business information service.
- The launch of a new Knowledge Centre for National Grid at their Dartford site.

Some activities are quite ambitious, others are relatively simple, or adaptations of projects which were already planned which have been incorporated into Knowledge Management Day. It's not too late to plan something yourself – it could be as simple as persuading your IT department to let you feature a screen describing your activities on the network start up programme for PCs.

Please contact Graham Coult on:
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The European Chapter Welcomes the following new members:

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European Special Librarian of the Year 1998

The European Chapter of the SLA invites applications for the European Special Librarian of the Year 1998 (ESLY 1998). This award has been established for four years and seeks to recognise outstanding achievement in special librarianship for an established member of the profession who lives and works in Europe, but who need not be a current member of the SLA.

Applicants can be nominated by others, or are free to nominate themselves giving the name, address, affiliation and contact numbers with a maximum 250-word description, justifying their application. The nomination could cite a written paper or a presentation, an innovative concept, service or enhancement to a special library, or any other aspect of special librarianship in Europe that has contributed to a better appreciation and understanding of their work amongst information professionals, as well as to a wider audience.

The main award for the recipient of ESLY 1998 will be an all expenses paid trip to the annual conference of the Special Libraries Association in early June 1998.

All nominations should be sent to David Mort (address on back of newsletter)



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If there is not a National Representative mentioned for your country and you would like to volunteer, please contact Laura King (address on back of newsletter)

**Change as Opportunity
Information Professionals at the Crossroads**

**Internet Tools of the Profession
Edited by Hope N. Tillman**

Board members

Wanted your three and why
Suggestions for 'valuable' web sites for Special
Librarians

Who's doing what with Intranets

If 1996 was the year of the Internet 1997 is the year of
the Intranet. What are you doing are you involved in
your organisations Intranet site?

Lots of attention on Internets but Intranets may be
more beneficial to libraries.

Experience at Hermes Pensions Management Ltd