

EUROPEAN CHAPTER NEWSLETTER

Editor: Neil Infield
N.Infield@Hermes.co.uk

www.sla-europe.org

2003 - Issue 2

President's letter from Neil Infield

After many years of editing President's letters to the Newsletter I little thought that one day I would be writing one myself.*

I officially took up my role as President of the European Chapter at the beginning of July and am looking forward to an interesting and active year ahead. Firstly I would like to thank outgoing President Kate Arnold who has provided an excellent role model. Also thanks go to the rest of the Board for their contributions to the running of the Chapter. In particular I would like to thank Rosemary Winkworth and Jan Whittington who are stepping down this year (see later article by Sylvia James). I also look forward to welcoming Marjorie Gagnon and David Thew to their first Board Meeting. You can read more about each Board member on the website at www.sla-europe.org.

I'm sure most of you are aware by now that the vote to change the name of the association failed by a margin of 17. I have to admit that I was disappointed by the result. After three years of activity on the Branding Task Force I had hoped the name change would go through. I also feel it was a shame that the new bylaws did not allow such an important subject an all member postal ballot. However the much needed re-branding initiative is still going ahead, so I am looking forward to seeing a new image for the association which will be more attractive to potential new members.



You have probably also heard of the appointment of Janice Lachance as the new Executive Director of the Association. Janice has an impressive track record including serving from 1997 until 2001 as Director of the U.S. Office of Personnel Management

(OPM). She was appointed to the position by United States President Bill Clinton himself. During her tenure at OPM, she is credited for successfully redirecting and shifting the agency's strategic direction and transforming the agency into a flexible, innovative entrepreneurial human resources management organization. As head of the U.S. civil service, she updated Federal employment benefits to include long-term care insurance and expanded family-friendly workplace policies. Janice is due in London towards the end of August and is planning to meet with the European Chapter Board.

You can read more about our European Special Librarian of the Year, Peter Clark, later in the Newsletter. He will be at our traditional breakfast meeting held during the Online conference and exhibition in December. I am hoping that Janice and President Cindy Hill will also be there.

* In addition to taking on the President's duties this year I am currently still editing the Newsletter and managing the website. If anyone would like to volunteer to take over either of these roles or even just to give me a hand I would be very grateful.

Peter Clarke accepts ESLY 2003 Award at Summer Soirée By Helen Clegg

The annual Summer Soirée was another success this year, with over 45 guests enjoying the canapés, networking opportunities and impressive view of the River Thames from the terrace of the Institute of Electrical Engineer's Faraday Room. The event was kindly sponsored by Alacra for the third year running. The highlight of the evening was the European Special Librarian of the Year (ESLY) Award presentation. This year, the Factiva-sponsored award went to Peter Clarke, Global Head of Information Services at Mercer Oliver Wyman, a leading consultancy company to the financial services sector. Peter was nominated by Julia



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Hordle, of Intelligent Resources. Upon receiving his framed certificate from Neil Infield, the Chapter's new President, Peter gave an entertaining, yet thought-provoking speech, sharing his views on the recent SLA Annual Conference in New York.

Peter recounted that two main takeaways for him from the keynote speakers, who comprised former U.S Secretary of State, the Honourable Madeleine Albright, Pulitzer Prize winning author David McCullough and Futurist Stewart Brand, were the fact that David McCullough still uses a manual typewriter instead of a personal computer, and that Stewart Brand advocates long-term thinking. Peter commented that librarians and information professionals can learn from these two facts that although tools are important, it's unwise to assume the latest are the best and that short-term thinking is not appropriate for every situation.

European Chapter Board Changes By Sylvia James

Rosemary Winkworth and Jan Whittington, two long serving members of the European Chapter Board, have decided to take a rest from Board duties, so the current Board would like to express their thanks and appreciation for all their hard work over the last few years.

Rosemary, who works for Societe Generale Asset Management in London, has been on the Board since 1998. She participated firstly as a Board Director; then in 2000 she took over the essential role of Board Secretary, which mainly involves keeping an accurate record of Board Meetings. It is an SLA requirement that all Chapters and Divisions have a Secretary and Rosemary filled this role very effectively and with good humour. Minutes of meetings always turned up in good time for the next meeting, reminding everyone of matters they'd forgotten to follow up.

Jan joined the Board in 2000. She works for Advent International in London, and became the Chapter's Event Co-ordinator. This was then a new, but vital role for the Chapter in that all our regular events, (the Summer Soiree, January Quiz Night and Online Breakfast), would now be overseen by one person, who would organise the budget, sponsorship and venue, with help from different Board and Chapter members. Jan's major achievement was to organise the stands run by the Chapter at the Online Show in London in December in 2001, and again in December 2002. In previous years, SLA Headquarters in

Washington had set up and paid for the booth, with Chapter Board members participating by helping Headquarters staff on the Stand.

An interview with 2003 ESLY **Peter Clarke** By Helen Clegg

Peter Clarke is this year's European Special Librarian of the Year. The Award is given by the European Chapter and has been generously sponsored by Factiva for the last four years. Peter is Head of Global Information Services at strategy consultancy Mercer Oliver Wyman and is based in London. He started his library career in the early 1980's when he did his pre-library school experience in the Cairns Library at the John Radcliffe Hospital in Oxford. This was a time when medical information was really ahead of the field, with database retrieval products such as Medline. Subsequently he worked for management consultants Ernst & Whinney and then for PJB Publications, before moving to Mercer Oliver Wyman in 1990.

What does it feel like to be the Winner of the European Special Librarian of the Year Award?

I feel very good about it. Had someone mentioned at the beginning of the year that I'd be ESLY 2003 I would have laughed because although I'm quite passionate about what I do, I haven't traditionally been involved in professional circles. I was very flattered that Julia Hordle of Intelligent Resources asked me if I'd like to be nominated. I think one of the good things is that it started me thinking about my job. It actually made me stop and question why someone wanted to nominate me for the award. Julia wrote that I challenge existing models of librarianship - I certainly make sure I can justify what we have and what we need; for example if we don't need a catalogue or an enquiry tracking system, why produce them? I think getting the award just crystallized my thinking about why I'd actually made the decisions I had. I was already aware that I very much focused on value-added services that supported the changing needs of my company's business. Also, winning the award has brought me into contact with the wider profession, and I think that's great.

What are your reactions to the SLA conference in New York?

I was very impressed by the size of the SLA conference. I don't know in relative terms how successful it was compared to previous years, but my initial impression was that this was vast, bigger than

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biographies of key personalities in the world's news, and archived news from as far back as 1973.

"Traditionally, ITN has relied on newspaper cuttings services for background information on breaking news," says Darren Long, Head of Operations, ITN Archive. "But with journalists working against the clock, it's vital that the research tools they rely on are 100% accurate, unbiased and fast. With LexisNexis UK, the widest range of UK and international content is just a couple of clicks away, meaning our journalists can continue to produce robust and enterprising news services, with greater ease and assurance."

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anything I've ever been to. I think one of the things I was a little surprised by was the sparsity of business and finance related sessions. I went to a number of sessions and found it valuable that there were people on the panels giving their views on a particular subject - a very good idea, as you get a number of different views on the same subject. I found the keynote speakers also very interesting. I had no preconceptions about how much they would align to the library and information industry. I also enjoyed meeting up with ex-colleagues again and relationship-building. In fact I met the person who'd recruited me thirteen years ago! I also met a lot of people who didn't know anybody there, and the whole thing was really friendly.

Do you have any views on the name change for our Association which has been a recent hot topic?

I guess it's a bit of a shame that the name change didn't go through. I thought the name should change and that the IPI was the better choice as it would just attract so many more people. The 'international' part of the name is attractive to people, and in a company like mine which is global, it's easier to ask for a subscription to Information Professionals International than the Special Libraries Association. Today, many organizations don't understand the word Special and don't understand the word Libraries.

What is your message to special librarians today?

I think the most important thing today is to be able to demonstrate to senior management that the information service or library is a critical part of the business and definitely adds value. So that when there's a downturn in the business, senior management looks to streamline it, rather than cutting it back. So I think the key enabler is for the information professional to have a very strong grasp of what the business does, as this makes relationships with senior management far easier. If you can talk their language, you're far more likely to gain their support, respect and credibility for the information service or library.



Peter accepting his award in New York from Clare Hart President and CEO of Factiva

Do you think information professionals and librarians will be replaced by technology?

The longer I've been in the profession the more I'm convinced, that in organizations where the provision of information is complex, the role of people has become more and more important. Technology matures at its own rate and the biggest danger is to interpret that maturation as tipping the balance. Technology makes our lives a lot easier and can provide the icing on the cake, but I think that it obscures the people factor. Organizations need to ensure that they get the people and processes in place - then think about the technology to support this, rather than spending money on technology with no thought to ongoing infrastructure to provide content. Despite all the lessons learned from redundant, unused corporate intranets this mistake still seems to frequently happen.



Review of SLA conference 2003

By Kate Arnold

I hadn't been to annual conference for three years so was looking forward to re-acquainting myself with the conference merry-go-round of learning, sharing best practice and networking. I wasn't disappointed on any front. The two key recurring themes that I heard at sessions and while networking concerned image and globalisation.

Image and branding

How the rest of the world perceives us, compared to how we see ourselves. I attended a fascinating session on 'The Advertised Librarian' (there's a summary article on this in Outlook, February 2003) led by Jenny Tobias from New York's Museum of Modern Art. She examined the stereotypical images of librarians directed at the general public in advertising. She had an array of television advertisements and print adverts from around the world that reinforced the old image of librarians as women who wear their hair in buns and say 'sssh' all the time.

It was interesting to contrast this with the upbeat use of testimonials and positive images of business people in adverts aimed at librarians themselves. We obviously suffer from split-personality syndrome. It was a quite thought provoking session bearing in mind the result of the name vote - it will be interesting to see how the new brand for the Association develops.

Globalisation

How we handle that in our work and how the association becomes more global in its outlook. It was really positive to see contributions in sessions from so many people based outside North America. And there seemed to be a realisation that the association needed to adapt its practices and behaviour to be more inclusive towards members outside North America - this was very evident at an international caucus breakfast that several of us attended. Not to mention in Madeleine Albright's keynote speech.



Business and Finance Division grant supports conference trip

By Christine Reid

Attending the annual SLA Conference has long been one of the professional development opportunities that I have wanted to avail myself of. Working in the cash strapped academic sector and not on American soil, there were some quite considerable hurdles to be overcome in order to achieve this goal. However the venue of New York for the 2003 conference seemed an opportunity to good to miss - New York being perhaps the nearest this annual conference would ever get to Glasgow! The challenge then was how to find the funding.



I joined SLA back in 2001 to give me a more international perspective on professional issues and, as I work with business information, opted for membership of the Business & Finance Division. It was a dark evening in January while reading an issue of the Business & Finance Division Bulletin that I learnt of the existence of B&F Division Professional Grants. The Division offers up to six professional grant awards each year to members wishing to attend the SLA Annual Conference to help them with expenses.

Here was an opportunity! To be eligible, you required an MLS degree from an accredited library or information science programme, be a member of the B&F Division and have an interest in business librarianship. I matched all of these. Now the hard part - write an essay of approximately 700 words on the significance of the grant for my professional growth in business librarianship. I really had no idea what was expected here. Would an American grants awarding committee look for different things than a UK one? However, undeterred I put pen to paper and submitted my application which was successful.

The conference fulfilled all of my expectations - and more. It was fun, exciting and rewarding. One of the conditions of accepting the award is to write an article on my conference experience, but you will have to wait for the fall issue of the B&F Bulletin to read this.

I was the first international recipient of a Business & Finance Division grant. Please don't make me be the last. The grants are there for all members of the division to apply for and are advertised widely in both the Bulletin and on the web site. If you need funding to assist with attendance at the annual conference, give this a go. Attending an SLA conference is an unforgettable experience.

Christine Reid
University of Strathclyde Graduate School of Business

The International information industry awards

3 December 2003

Celebrating excellence in the information community

Hosted by Online Information and Information World Review, the International Information Industry awards offer the chance for the global industry to recognise the achievements of information teams, information and content management projects, vendors and individual information professionals.

The Awards ceremony will be held at the Royal Lancaster Hotel in London on the 3 December 2003. More than 500 guests - senior information professionals, information managers and content managers from around the world - are expected to gather to acknowledge the best of the information community. It will be a glittering occasion with a gala dinner, music, entertainment and a celebrity host.

So if you, or your team have made a valuable contribution to the information community in the past year we want to hear about it. The eyes of the world's information community will turn to London on 3 December - make sure that you're involved!

Anyone can nominate an individual or team for these awards (except for the CILIP award). Entries will be reviewed and the winners selected by the panel of judges.

How to make your nominations

Entries must be made via the official International Information Industry Awards website at www.online-information.co.uk/awards
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Project awards

These awards recognise excellence in projects which have been implemented in any type of organisational environment anywhere in the world.

1. Innovation in Knowledge Management
2. Innovation in Content Management
3. Best Intranet or Extranet Project

Product/vendor awards

4. User Experience

The judges will be looking for a product, service or project which has taken an innovative approach to improving the user experience.

5. FreePint Award for Vendor Customer Service

Won in 2002 by Factiva, this award will be presented to the customer support team who have demonstrated an exceptional knowledge of the products that they are supporting. Further details will be announced in FreePint later in the year.

Individual/team awards

These awards recognise excellence in individuals and teams working in an information/knowledge management context.

6. Best Information/Knowledge Team Awards:

There are 4 awards in this category, each recognising team excellence in a specific organisational environment:

- Best team in an academic environment
- Best team in a business environment
- Best team in a public sector environment
- Best team in a scientific environment

The judges will look for an innovative approach to collaboration and team-working (including virtual teams); and illustrations of the specific contribution made by the teams to their respective organisations.

7. CILIP/Online Information Personal Development Award

Won in 2002 by Jas Sembhi, the CILIP Personal Development Award recognises newly-chartered information professionals who have taken a proactive approach to their own personal development.

8. IWR Information Professional of the Year

Won in 2002 by Karen Blakeman, nominations may be made by any IWR reader. The judges will be looking for an individual who has made an outstanding contribution as an information professional.

9. Lifetime Achievement

This award is chosen by the Awards Judges and recognises an individual who has made an outstanding contribution to the international information industry. In 2002 the award was won by Professor Georg F. Schultheiss.



Madeleine Albright at the Annual Conference

By Sylvia James

I will remember SLA in New York for Madeleine Albright's inspirational keynote address as much as I remember Peter Drucker last year in Los Angeles and Bill Gates in 1997. As long as SLA engages world class speakers and personalities such as these for Annual Conference, there is at least one very compelling reason for making the effort to attend.

What an effort it was this year! With three main hotels acting as venues and numerous offsite events, the Conference sometimes appeared more of an assault course in orienteering, than a professional information event. Recovering from the exertions a week later, I can look back and single out Madeleine Albright's contribution as the highlight. This was an address from a woman that had held one of the most powerful positions in the Untited States. Dr. Albright served as the 64th Secretary of State of the United States, and was the first woman Secretary of State and highest-ranking woman in the history of the United States government. She served as a member of the President's Cabinet and National Security Council for eight years and was the United States Permanent Representative to the United Nations from 1993 to 1997.

Entirely co-incidentally, a few weeks before the Conference began, I came across a fascinating reference to her in a biography about Hillary Clinton; 'The Seduction of Hillary Rodham' by David Brock (Simon & Schuster, 1996). Brock indicated in his book that Albright had been selected as Secretary of State by (unelected) Hillary in preference to Bob Dole, to try and inject some female influence. Dole was reportedly the first choice for this important office, of the male dominated coterie surrounding Bill Clinton at the time.

Another interesting co-incidence during Conference week was that Hillary herself was launching her autobiography and participating in book signing at a Barnes & Noble on 5th Avenue. I was intrigued enough by this reference to research about her a little before I went to New York, and she certainly had attracted some really bad press during her time in high office. On Wednesday morning, I was invited to meet Dr. Albright at a pre-address 'meet and greet' session, which was held in a rather grim room in the Hilton hotel. The drabness of the location was soon forgotten when she got into her stride and answered a wide range of questions from the gathering of the great and good of SLA leadership in an impressive, but practised and fluent style. Many of the comments and answers she gave in this early session were repeated later in her General Address to the conference.

After reminding us that she was born European, in Czechoslovakia, and only came to the US when she was eleven in the late 1930's, Dr. Albright described

her new activities since leaving office at the end of the Clinton Administration. These have been mainly around her consultancy practice, the Albright Group, whose role is helping US companies in their overseas dealings, particularly necessary after September 11th. She recounted how difficult it was to be in this advisory position at that time. The climate was such that it was very difficult to say anything critical about the US in the months after the tragedy. A really poignant remark she made several times was the fact that the US was hated in the Muslim world, and reflected broadly on how this could be changed. She also pointed out several times to this US audience, that the Muslim world was not just the Middle East.

A new position for her has been announced too. In April, she was nominated for the board of the New York Stock Exchange, for the 'public' seat, which represents general investors' interests. In her references to the world of information, obviously aimed at the SLA audience she gave some interesting insights. She recounted her typical day as Secretary of State, describing the mornings of constant briefings from all the various US State agencies "like sitting in front of a hose, being doused with information" and emphasised how much she valued the historical context of her briefings from the US State department compared with the starker overviews of the CIA.

She spoke about the mismatch of cultures and described as "non-sharing" the culture that exists between the various US intelligence agencies that hinder the flow and analysis of information. This may be redressed in the formation of the Office of Homeland Security. Madeleine hoped that this new agency would "homogenise information for the right consumers". She was worried about some of the civil liberties aspects of the new legislation created around this new agency, and mentioned some of the widening powers that would be implemented to check on all Americans. For example the ability to analyse records of which books had been sold to whom, and what public libraries were lending to whom.

Another point made was that a side effect of the attacks on America was the closure of the public reading rooms in US embassies in big cities, which



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had in the past been very instrumental in encouraging an understanding of the US viewpoint in host countries. Embassies had also been forced to move out of central locations to the suburbs, to prevent further attacks.

On the role of the internet, she was very upbeat and saw it as a good move for globalisation, which would develop as access grew with more wireless connections to the developing world. Concluding with the remark that she had travelled over one million miles during her tenure as Secretary of State, Dr. Albright left in a flurry of minders, with her audience giving her a standing ovation recognising a truly individual woman.



A view from Germany By Helen Clegg

Rita Weissenberger of i2k Information Services, Munich shares her thoughts on information broking in Germany and the challenges facing information professionals today.

I know that before founding i2k, you were Head of Information Services at the strategic management consultancy Bain & Company in Munich. What made you and your two colleagues decide to set up i2k?

We had this idea about having our own information brokerage for a long time. It basically started with "wouldn't it be nice if we had our own business and could work as a virtual company? We could even work from South Africa or Spain in winter and never be bothered with the nasty weather here any more..." At the beginning of 2000, we started thinking about it more seriously, prepared a business plan, looked for offices and then just did it.

i2k is a great name for a company, how did you come up with that?

We toyed with many names but decided that as we're offering information and something to do with knowledge, we thought i2k - information to knowledge brings it nicely together, and it follows on from y2k, remember that?

Now you mention, it, I do - the year 2000 - y2k - it was on everyone's tongues! Tell me a bit about i2k.

Our main focus is research, but we also offer training courses in research techniques, such as company research in Germany or M&A research. Our training courses are tailored to the needs of our customers. We offer consulting in specific areas which stems from our background as researchers - sometimes we advise customers on how to set up their information departments and the skill sets they should look for when recruiting staff. And this year we published a book on how to do business research in Germany called 'Recherchehandbuch Wirtschaftsinformation'.

Is there anything you miss about your previous

work environment at Bain?

Yes, there's only three of us here at i2k, so it can get a bit lonely. We like it when people stop by and have a cup of coffee - I miss not having more people around. We're not really isolated, but it's very different from working in an office with over 200 people.

How do you go about customer acquisition?

We grew our first customers from contacts we already had via the Munich Information Manager's Group of which I am a member and via ex-Bain and ex-BCG consultants. I think if you don't already have a network of potential customer contacts and you start up as an information broker in Germany, then you have to be a marketing genius! In Germany, if you ask people in the street what an information broker does then 95% of them would not know. But if you look at it the other way around and ask if there are any information brokers in Germany, then there are a few hundred. But not many brokerages have more than three employees. Most are one-person bands and many of them specialise in technical subjects or patents or law. As an information broker, you really have to explain to people what you can do for them.

What would your advice be to a budding information broker in Germany?

It's a good career move but you have to have a few things in place to be successful. I think right now with the current depressed economic environment in Germany, I'd say wait until the next economic upturn. Companies are not really spending money on research, and if they are, they're watching every cent. I also think that anyone wanting to work as an information broker should have a lot of experience of doing research, and definitely needs very good communication skills and a good network of contacts. You're basically running your own company so you have to make sure you have some financial ability and can make enough to live on.

What are your thoughts on the challenges facing information professionals employed by organizations?

The internet is here to stay and so is downsizing and cost sensitivity, so I think the challenge is to market the benefits you bring to the company as an information professional, but that's not new.

I agree. I think that historically information professionals have lacked marketing, selling and communication skills, and they need to improve these skills to show management what value they bring to the company.

Yes, I think so too - information professionals need to be able to promote successfully within their own companies - they need to sell their services to whomever is willing to pay for them, because if they don't see that you are bringing value or that you are important, you will be out when the next round of cost cutting takes place and that's what is happening. So you have to think of ways of making yourself

indispensable to the decision-makers, like proactively sending them relevant articles, putting together a useful newsletter on a regular basis showing interest and understanding of their business. Of course it's much easier to raise your visibility in a management consultancy or private equity company because the decision-makers know you're there, but in larger companies, like BMW for example, it's much harder to show how indispensable the information department is.

In your opinion, what sort of a skill set do information professionals need these days?

I think information professionals need to be excellent at communication skills and expectation management, apart from being able to do research - they need to give their customers confidence that the work will be done. So on the one hand you have to have good communication skills and on the other hand you need to be good at expectation management. What I mean by that is give them an idea about what is possible and what is very unlikely to be found - I think that's as important as doing the research. It doesn't really help them if you say yes all the time - better to deliver something that you thought you wouldn't get and you warned them about it, than to promise them everything under the sun and not be able to deliver.

So it's basically being realistic.

Yes, it is. It might not be what they want to hear in the first place, but they will trust you and believe what you say and that's important.

Finally, I'm curious as to your views on knowledge management.

Well, I think the term knowledge management is a bit misleading. What you can do is make information available - knowledge is information put into context, so if you do this and if people can use it, it will become knowledge for them. You should never attempt to put everything anybody knows into a knowledge management system, it will become way too big and no-one will be able to find anything. You have to have a good system in place that makes input and retrieval intuitive and if you don't, people will never put anything in or get anything meaningful out.

So in my opinion knowledge management is really about managing information. As to the term 'knowledge management', I think our industry actually needed a new term, as information management is very closely linked to IT, so putting a new name tag on it made it exiting for many people. If you think about management consultancies for example, they had databases containing their experience and knowledge which they shared many years before the term KM was even thought of!

Rita Weissenberger
i2k Services GmbH
rita.weissenberger@i2k-services.com
<http://www.i2k-services.com>



Business and Finance Division Centres of Excellence Award winners

By Dr. Stephen T. Kochoff

The Business & Finance Division announced the winners of its second annual Centre of Excellence Awards in New York. The awards serve to recognise quality as a priority for the successful management and delivery of information.

The awards take their inspiration from the Malcolm Baldrige National Quality Awards, which are given annually to US organizations to recognize and promote quality as a critical part of innovation and competitiveness. The 'Centre of Excellence' Awards, like the Baldrige Award, recognizes customer driven quality and leadership within the framework of an organization dedicated to the gathering, analysis and dissemination of information within the business community.

The awards serve to recognize the best of 'best practices' in three categories: Technology, Management and Service. Any member of SLA could apply for consideration in any of the three categories and all entries were evaluated by a panel of judges who are members of the Business & Finance Division. The three award winners represent excellence and quality at its highest level.

Centre of Excellence Award for Technology presented to the Knowledge Network Group, Microsoft

The Knowledge Network Group serves 54,000 Microsoft employees, globally. Professionals in Library and Information Science, Computer Science and Journalism work together to achieve the group's mission of connecting people, information and knowledge for business success.

The Knowledge Network Group of Microsoft re-oriented itself from Reference on demand to Research focused on strategic priorities with its new library portal designed as a self help tool to support the majority of information needs. The portal delivers information on a one-to-many model, and a team of research analysts focus on one-to-one relationships with strategic customers. The new Library portal underpins this model.

The Centres of Excellence Award judges found most interesting the processes and outcomes surrounding the creation of the new portal, especially Microsoft's creative approach to portal design and the resulting new positions created to support the portal. The planning process behind the new portal's design, in particular the implementation of the persona model that resulted in the identification of five key user groups, and the integration of internal and external content were significant and deserving of replication. The new

Library portal resulted in higher user satisfaction in all areas, increased usage of the portal, and improved the Library's alignment with various user groups' business objectives.

Centre of Excellence Award for Management presented to the Nike Design Library

NIKE, Inc., based in Beaverton, Ore., is the world's leading designer and marketer of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. The Nike Design Library is an invaluable resource for hundreds of Nike designers, and is considered to be a distinct competitive advantage for Nike, and unique within the industry.

According to the judges, the Nike Design Library earned the Centre of Excellence Award for Management because of its leadership role for Nike Design, and it met or exceeded the majority of Centres of Excellence Award standards. In the judges' estimation, the Nike Design Library successfully executed its vision and charter by capturing and presenting new ideas and materials in a manner that provides inspiration to its design clientele.

Centre of Excellence Award for Service presented to Kresge Business Administration Library at the University of Michigan Business School

The Kresge Business Administration Library serves the University of Michigan Business School, one of the top ranked business schools in the country and recently ranked number two by the Wall Street Journal. The business school has approximately 856 full time students and 1,400 part time students. In addition to the students, faculty, PhDs, and staff the Library also supports the school's related programs and institutes.

The judges chose the Kresge Business Administration Library for the Centre of Excellence Award in Service based on the library's desire to offer imaginative and relevant services to both its students and faculty.

Some of the key elements that attracted the judges were, "electrifying content" such as:

- digitising career resources to keep them current and enabling students to prepare for interviews regardless of their location.
- leveraging Kresge eLibrary licensed databases to lower costs to students for printed course materials and integrating library resources into web based course management software.
- partnering with the Business School's Computing Services department to create an online learning module called Core Knowledge which allows for on demand learning about our technology environment.
- creating course specific web pages that contain library resources and posting them in web based course management software.

Welcome to new chapter members

We welcome the following new (and returning) members to the European Chapter.

Statoil ASA	Trondheim, Norway
Montse Adam	Brussels, Belgium
Jose Camacho	Washington DC, USA
Peter Clarke	London, UK
Vicky Connor	London, UK
Debra M Curtis	London, England
Desmond Crane	Colchester, UK
Diana E Deavin	Surrey, England
Isabella Folwell	London, UK
Carol Ginsburg	New York, NY, USA
Ashley Glover	London, UK
Annie Hawker	London, England
Catherine Hennelly	London, UK
Marianne Ingold	Basel, Switzerland
Glyn Jones	Surrey, UK
Elizabeth MacLachlan	London, England
Alison Newman	Nottingham, UK
Richard Obashe	Delta State, Nigeria
Annette Ostenfeld	Vedbaek, Denmark
Kristiina Puura	Tallin, Estonia
Marion Pye	Kent, UK
Doris Springer	Munich, Germany
Ulrich Stadler	Munich, Germany
Alison Turner	Gloucester, England

Board Profile - Sylvia James

Sylvia James has been working as an independent management and research consultant since 1988. Before this she worked for 20 years in various positions in research for financial service companies and multinational companies including 8 years as Head of Research & Information at Credit Suisse First Boston, the international investment bank, in London.

Her speciality is business research, especially researching and analysing all aspects of European companies, preparing individual research projects for clients. She also speaks and writes widely on the sector in all kinds of training courses and business journals.



SLA European Chapter - Board Members 2003/2004

President, Newsletter Editor and Webmaster

Neil Infield
Hermes Pensions Management
1 Portsoken Street, London
E1 8HZ
Tel: +44 (0)20 7680 2214
n.infield@hermes.co.uk

Secretary

Celia Jackson
Spencer Stuart & Associates Ltd
16 Connaught Place
London, W2 2ED
Tel: +44 (0)20 7298 3333
cjackson@spencerstuart.com

Professional Development

Kate Arnold
BBC Information and Archives
Room 1067
Broadcasting House
London, W1A 1AA
Tel: +44 (0)20 7765 0105
kate.arnold@bbc.co.uk

International Relations and Business Manager for Newsletter

Gill Voisey
Factiva
85 Fleet Street
London, EC4AP 4AJ
Tel: +44 (0)20 7542 7651
gillian.voisey@factiva.com

Sponsorship

Veronica Kennard
N M Rothschild & Sons
New Court, St. Swithins Lane
London, EC4P 4DU
Tel: +44 (0)20 7280 5220
veronica.kennard@rothschild.co.uk

Board Member

David Thew
Joint Managing Director
Intelligent Resources Ltd
London Fruit & Wool Exchange
Brushfield Street
London E1 6EP
Tel: +44 (0) 20 7375 0085
Fax: +44 (0) 20 7375 0095
David@intelligentresources.com

President Elect and Membership

Liz Blankson-Hemans
Manager, Information Professional Development
Programme
Dialog Corporation
Palace House, 3 Cathedral Street
London, SE1 9DE
Tel: +44 (0)20 7940 6709
liz.blankson-hemans@dialog.com

Treasurer and Archivist

Sylvia James
'Daymer', Birchen Lane
Haywards Heath
West Sussex, RH16 1RY
Tel: +44 (0)1444 452871
james@11daymer.freeserve.co.uk

PR and ESLY Award

Helen Clegg
Marketing Department
RR Donnelley Europe
First Floor
55 Bishopsgate
London, EC2N 3AS
Tel: +44 (0)20 7330 1532
helen.clegg@rrd.com

European Liaison

Rachel Kolsky
Manager, Desk Research
AIG Corporate R&D
58 Fenchurch Street
London, EC3M 4AB
Tel: +44 (0) 20 7954 8848
rachel.kolsky@aig.com

Board Member

Janet Tomlinson
Knowledge Gatekeeper
IEE, Savoy Place
London, WC2R 0BL
Tel: +44 (0)20 7344 5453
jtomlinson@iee.org.uk

Board Member

Marjorie Gagnon
marjoriegagnon@yahoo.co.uk