

# SLA EUROPE NEWS



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## President's Letter By Rachel Kolsky

The nights are drawing in and that brings to mind the International Online is soon to be here. SLA Europe is planning to be high profile this year with a number of events scheduled to give you a chance to network, to party, to meet members of the SLA HQ team at our stand (Make a note - 750) and also hear prominent members give seminars and host conference events.



Dates for your diary will include December 3rd for the 'Information Professionals' Christmas Party, December 4th to hear Janet Hopkins, our current SLA Europe IP speak on measuring your worth in your organisation, December 5th for our annual SLA Europe Online Breakfast, and on December 6th Board Member, Marie-Madeleine Salmon will be a panellist discussing Web 2.0.

Looking ahead into 2008 we are already planning a varied calendar of events for you. We are kicking off with our annual Winter Warmer Quiz on Thursday January 17th and on February 26th we are going to be hosting a seminar on Corporate Reputation, a very valuable asset for many companies. Our April event 'What Your Handwriting Says About You' will be very

entertaining and full details will be available soon. Please take a look at our website ([www.sla-europe.org](http://www.sla-europe.org)) for the details and booking forms for the Party and Breakfast and our calendar of events for early 2008.

Looking forward to future events is always fun but we can also look back on a very successful summer for SLA Europe. Our seminar on Corporate Social Responsibility was very successful and thank you to NM Rothschild who both sponsored the evening and arranged the panel of speakers. We were particularly pleased that it coincided with the visit to SLA Europe by SLA CEO, Janice Lachance. Janice spent a couple of days with us, meeting the Board informally and more formally, sitting in on our monthly Board Meeting. That was my challenge for the year, chairing the meeting with our CEO in attendance!

Janice was also hosted by the award-winning Business Information Service at the Institute of Directors where they gave us a tour of the unit followed by a wonderful lunch with their COO. Conversation just flowed. With so much activity we have set up Committees on the Board to look after certain aspects of the work we do - Events, Student and Faculty Liaison, Website and Nominations. You do not need to be a Board member to be part of these committees so if you are particularly interested in any of these aspects do please contact me so we can put your talents to good use.

This is my last President's Letter to you ... my eighteen months at the helm are nearly at an end and I can assure you that you are going to be looked after

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exceptionally well when Penny Leach moves from President Elect to President as we enter 2008. These past six months Penny and I have worked as a team and have been hatching lots of plans for SLA Europe going forward. Foremost of these is the International Session at SLA Conference in Seattle next June.

Chapters do not usually have a place in the conference programme but that did not stop us .... we have joined forces with the Australian/New Zealand and Asia Chapters and have got a slot for Monday June 16th where we will be having a presentation and panel discussion on 'working globally'. We are very excited about this and also proud to be pushing out the boundaries. Looking towards 2009 we hope to have a presence in the SLA Centenary celebrations. If any of you have any ideas on how we can commemorate the centenary of our parent organisation then please contact us. If you want to be part of the centenary organising committee for SLA Europe, even better!

As I begin to sign off, let me take this opportunity to thank you all for supporting the events we have hosted over the past 18 months. It has been great seeing familiar faces and new ones too. But we must remember that so much hidden work goes on behind the scenes before events take place, before awards are presented, minutes written up, expenditure controlled and websites and newsletters produced ... so huge thanks and appreciation go to the SLA Europe Board without whose continuous hard work and energy none of these activities would ever happen.

On a personal note, and it is true, I could not have been President without them. In particular I must say 'thank you' to Veronica and Jo both of whom will not be involved with SLA Europe Board activities in 2008. Veronica has been a valuable Board member for many years, her role as sponsorship chair being pivotal to our committed and loyal sponsors and she has also generously provided the meeting room for our Board Meetings. Jo has been our unofficial administrator, also for many years and even if you have not met her, you would not have been able to attend an event without her as she has arranged the bookings for all our events, organised the quiz since its inception, arranges the catering for our breakfast and has provided invaluable assistance to the Board. We are going to miss you both.

So off I go ...



### **The Concept of the Business Reference Library Revisited** By Sylvia James

It's been quite a long time since I have been given a personal tour of an impressive and well maintained collection of business information resources...wait for it...in print! How on earth can this be relevant today in this e-world? The visit I made was hosted in late

September this year by Mark Andersen, Head of the Business/Science/Technology Division of the Harold Washington Library Center of the Chicago Public Library (CPL). Afterwards, I just wanted to sit straight down in the beautiful pale wooden chairs and immerse myself in old technology; in that entirely pleasurable world of real desk research in the atmosphere of this well-appointed public library. I was in Chicago, presenting a couple of seminars for "Business Information Alert" and I took this opportunity to take full advantage of improving my knowledge of US business information sources.

The Library is at 400 State Street in the downtown area, with it's own elevated subway station and is a striking and comparatively new building occupying one and a half city blocks, which opened in 1991, following a long series of architectural tenders and discussion about this proposed site for the central library in a then rather depressed area of Chicago, that began in 1981. There is a permanent exhibition in the CPL of models of the short listed bids for the building.

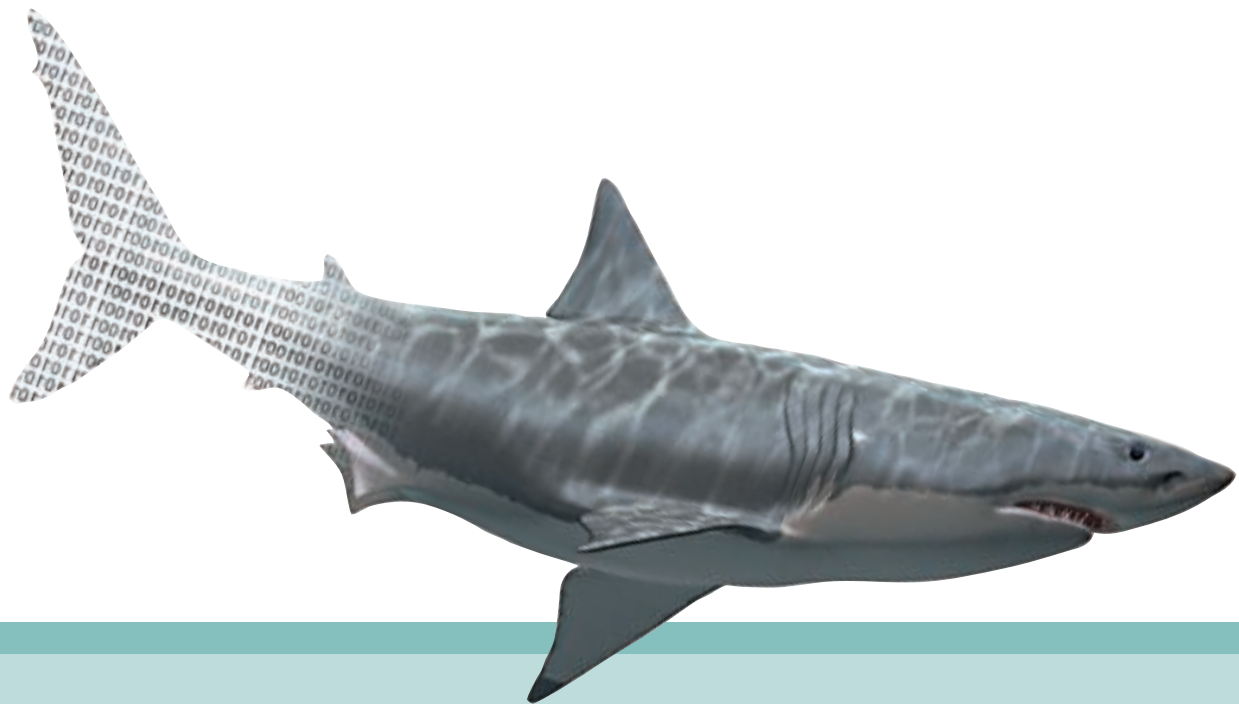
I was so impressed by the facilities and resources that it set me on a train of thought later that day on conducting an interesting exercise to see how the results of a demanding business information research project might compare when conducted entirely from electronic resources, versus the results from a purely print based search, especially for a US based search on a company or market. This library at CPL would be one of the very best places to do it, using the intensely rich resources of the directory, business journal and business monograph. I would certainly never recommend that important and definitive business research be just conducted from one set of media. All resources should be considered, but the reality is that sadly electronic sources account for the majority of business research studies done.

Obviously, this is mainly for expediency and convenience, but also because there is very little tolerance amongst impatient clients, for the measured and what some would consider unnecessary, extra time required to enrich a piece of research that would need



*Harold Washington Library Center of the Chicago Public Library*

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such in-depth study amongst the stacks and at the reference shelves.

It is very heartening, but also salutary to see such a wide range of print business resources are still published in the country that launched ubiquitous internet usage. These cover the widest possible aspects of the US business information world with a naturally heavy concentration on domestic publications, with an interesting coverage of international sources. How much longer can this last? All too often, on this visit, examining a run of publications, especially the directory collections, it was clear that the title had ceased publication in the last few years. Time after time at the CPL, Mark Andersen explained that print publication had stopped and that there was now an electronic version. More often than not the electronic version did not live up to the old print publication.

There were issues in republishing, especially in producing exact replicated content, in the clarity of display of the data in the e-format and even worse, in losing the same high quality detail. The care and dedication taken to produce a well established and honed over decades, qualitative print version has been forgotten. When republished, the clumsily produced electronic counterparts show little thought has been made to use the electronic medium to actually enhance the product rather than just produce a pale imitation of the print version. Mark also mentioned that coveted and heavily used titles, some of which have print runs on the reference desks from the 1920's, have now disappeared completely and the Reference staff at the CPL are often unable to track down the former publishers or any sign of alternative electronic replacement sources.

My visit reinforced and reminded me of the significance of these print collections. I would like to suggest that all electronic business information publishers might also like to take a visit to a well-established Public Business Reference Library from time to time. CPL is a shining example. They should observe the comprehensive diversity of the excellent physical collections and the usage patterns made of them by an eclectic collection of very diverse patrons, before they disappear forever.

I don't think for a moment it will make an iota of difference to their strategic plans for the onward march of electronic publishing in business reference content, but it may give them pause for thought about how they do conversions or enhance data, or how to produce a comparable quality e-product. Even just a cursory glimpse at the well established titles in print versions, both their own titles and competitor editions, should remind them of the need for clear and easily accessible internet page, where they describe and attribute their data gathering techniques and the primary sources used.

I would also expect to see notes on when the service was first established and which print products it

replaced, if appropriate, with a short background to that publication. After all, these are all items that would be clearly displayed in any print versions.

A very intriguing and unusual feature of the Business collection in my experience was the intelligent use of alternative indexing and grouping of the print resources. Mark pointed out that they were able to gather together relevant sources, from the whole range of books, directories and journals received (especially the special editions of business journals that are published with annual rankings and company lists) and arrange and shelve them together in a way that is much more relevant for users.

The publications are brought together and Standard Industrial Classification (SIC) is used, rather than leaving them in physical locations scattered around the whole library using the standard book classifications. Being a Science and Business Reference Library also had advantages for the user in this classification approach, because relevant science and technological reference materials had also been merged with business reference items to make a rigorous collection in one location.

It was very good to be reminded of what a good physical business reference collection can really be like and my thanks go to Mark Andersen for a tour that stimulated much thought on the nature of business reference collections and publishing.



### **New opportunities for the information professional** **By Ben Bose**

I've taken quite a winding path to my current role. Longer ago than I care to remember, I went to Oxford to read Jurisprudence. It was long enough ago that I can't quite remember my exact motivation, but I'm pretty sure it involved a desire to be on LA Law.



I enjoyed some sections of the degree - anything that gave me an excuse to dissect articles, really - but the regular brutalising of the English language left me cold. When I had a chance to get some actual experience of working in the sector, I was able to work out pretty quickly that the law was not for me. No one was ever on time, for a start.

After that I worked in the property market, managing various units, liaising with tenants, travelling around to see what was about to fall down and so on. It was rarely dull, and frequently stressful, but never something which I really loved. There were many rewarding moments, and I enjoyed those occasions

when I was able to help people and they responded to it, but in the end I decided that I wanted to try something new.

I've always loved books. Those of you who share the feeling will know instantly what I mean when I say that, though I love reading, there's something about books themselves which is intrinsically wonderful. That means I've always had a tendency to hang out in bookstores and libraries, leaning towards the latter since they don't tend to throw me out when I sit down and start reading.

This interest of mine meant that I had high hopes for the rejuvenation of Brighton's libraries, starting with the Jubilee in the center of town. The new library was, and is, and thing of great beauty, but to me it lacked the things I loved most. There weren't enough books! Too many shelves had been used for music, or videos, or the shop, and there just seemed to be so much space for more.

Worse yet, the catalogue was abysmal. Multiple versions of the same author's name, entries out of date, misspellings, an interface that was deeply unfriendly... and reporting problems or errors never seemed to get fixed. I knew that I wanted, almost needed, to do something about this. But I didn't know how.

That's when I decided to go back to university, and pursue a career as a librarian. I was fortunately able to sort out a position on a Masters course in Information Studies at the University of Brighton, which was very

convenient to where I was living. In contrast to my earlier degree, I enjoyed every aspect of the course, and had a wonderful time getting my qualification.

When I finished my Masters, I was sure I knew what I wanted to do - fix my local library's catalogue. Unfortunately, there were no immediate positions available fitting that description, so I ended up working as a contractor in an IT support role in order to pay the bills. I kept on plugging away, applying for positions, but my lack of experience really told against me, and as the months went past I started to think that maybe a career fixing printers over the phone wasn't that bad.

Then I got a call from a lady named Barbara Robinson, who started to talk enthusiastically about the SLA and how she wanted to interview me about my dissertation. Somewhat bemusedly (she's very enthusiastic, and I'm very British) I agreed, and when, a few days later, we sat down for a chat, she asked me what I wanted to do.

"I really want to fix my local library's catalogue!" I said, my standard opening conversational gambit. "Anything else?" Came the reply. Blast. "Well, I suppose I am a bit interested in search engines." I allowed. "Really? Well, I know a company that you should talk to then - Spannerworks. They do search engine optimization - I don't know if you've heard of it?"

As it had happened, I had heard of SEO, and, like any good librarian, had a good love / hate relationship going with Google, so this sounded interesting. I decided to give the job a go, and had a great time at my interview. It was apparent that I'd be working with people who had a lot of technical knowledge, and a great understanding of the mechanics underpinning search, as well as marketing in general. All these things really appealed to me; I could offer the company my experience in information management, and in return I could build up skills where information professionals have stereotypically struggled.

It's still early days in my career, but I think I've made a good choice. There's a lot of information out in the SEO space, waiting to be organised, and I've been given a chance to have a go at that with a fun company that's good at trying new things. I'm also keen to feed this knowledge back into the information professional community - this is the sort of thing that we are all good at.

While some things require technical knowledge, much more of it is based on an understanding of how people search, of relevancy, of constructing sites that are properly classified and structured as they are built. If you want that, you call a librarian.

I still intend to fix that local catalogue though.

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## SLA Conference Report Denver 2007

By Verena Till - Stuttgart Media University

As I applied for the LIS Student Stipend Award of SLA Europe / Business & Finance Division, I didn't dare to dream of winning it. But then, weeks after my application had been submitted I suddenly had an email in my mailbox: I won! What a happy day and what a wonderful message! Finally on June 1st my big adventure started: the annual SLA Conference 2007 in Denver. After a long flight I arrived in Denver in the evening. It was my first time in the USA.

My first thought was: HUGE! Everything seemed to be huge: the landscape, the sky, the mountain chain in the distance, and the high-risers on the Denver skyline. This impression went on the next day, when I went to the convention center. I was very impressed by the size of the building and the conference area and I couldn't wait for the conference to begin.

The next few days were so full and interesting for me as it was not only my first time in the USA, but also was my first big conference. There were many interesting people who love their profession and who gave me an idea of what "information professional" really means. I attended informative lectures like "Making a business case for the information center", heard about Competitive Intelligence worldwide, learnt how to speak as if my career depended on it or how to use Google more efficiently. As my prize was sponsored by the Business and Finance Division and I am also concentrating on this area in my studies, I tried to visit as many B&F events as possible.

Needless to say I also spent a lot of time in the big and exciting exhibit hall: I had short talks with the exhibitors, had my handwriting analysed, indulged in a free massage, had snacks etc. The most impressive part to me was the opening session with many special moments as awards were presented and the compelling speech of Al Gore. Of course I also had time to see the city of Denver - big buildings, friendly people, a charming little street festival. I did a little bit of shopping and often bought some coffee at Starbucks, which could be found on every corner. Briefly said: Denver was the place to be. But it was of course not only the events and the professional input or the city, which made this conference unforgettable. Above all, it was the people. I met amazing people from all over the world, I had wonderful dinners and parties, I learnt about networking and not least I learnt about life.

I feel proud of being part of this wonderful organization and I am very thankful. Thanks to all these people, especially the folks from SLA Europe and the Business & Finance Division who had made this trip possible for me and looked after me so kindly. It was wonderful to meet these people who gave me an idea about our profession in practice. Librarians are not boring, they are clever, busy, important, charming, interesting ...



they are just the people I met. And the Business & Finance Division showed me that such people are a considerable part of the economy.

I have learnt that the library and information profession covers a very wide range of jobs, even in the business world. And what people do in these jobs, that's impressive. Information professionals play important roles within their organisations. My experiences with the B&F People have made me even more proud of being an information professional than I was before. It also confirmed me in my career aspirations. It's definitely a job in the world of those that belong to the B&F Division.

It was also great to meet the other B&F student winners. Young people with the same passion for the profession. Now with the world wide web and email there is a great chance to keep in touch and change ideas or problems. A very special moment was the B&F award ceremony. To find all these amazing people in one room, the speeches, the awards, the atmosphere and to find myself as part of that.

Of course these six days were exhausting, not least because of the exposure to the English language, but I enjoyed each single day. I took home many experiences and ideas. This conference was an important event in my career and it did not stop with my return to Germany. I am still in touch with people, I still think about things I heard and I already look forward to my next conference and new experiences.



## Student & Faculty Liaison Committee Activities

By Barbara Robinson

### Dissertation Award 2008/9

The SLA Europe Dissertation Award is now in its second year.

Faculty members Juliet Eve at Brighton, Catherine Kelly at London

Metropolitan, Graham Matthews (replacing

Derek Stephens who is on sabbatical) at Loughborough and Sheila Corral at Sheffield Universities will again assist us by each selecting one of their students, who has written a high-quality dissertation on a topic of interest to the special library community. The award winners will receive a £100 cheque and a certificate. Last year, SLA Europe Board members were invited to make the presentations at two of the four programmes. We plan to celebrate the award winners and their advisors by inviting them all to a celebratory meal with several board members in the spring of 2008. Last we hosted an elegant tea in their honour in a London hotel.



### SLA European Student Award 2008

We are also pleased to announce that the SLA Europe, European Student Award, also in its second year, is expanding from one to four awards. Last year Verena Till from Stuttgart Media University in Germany was the winner of the award we co-sponsored with the Business and Finance Division of SLA (B&F).

She received an all-expenses paid trip to attend the SLA June 2007 annual conference in Denver, Colorado and a one-year complimentary student membership in SLA. This year she will be a member of the selection committee, which will have the pleasure of selecting four English-speaking LIS students first-time attendees at an SLA annual conference. They will be headed for Bill Gates and Microsoft territory -- Seattle, Washington.

Three SLA Divisions will be co-sponsoring the award with us. B&F has agreed to co-sponsor two award winners and we are delighted to announce that the Insurance and Employee Benefits (IEB) and Science and Technology (Sci-Tech) Divisions of SLA will each co-sponsor a student with us.

### Mentoring The 2007/8 Award Winners

In order to maintain our ties with the 2007/8 Dissertation and 2007 European Student Award winners, five SLA Europe Board members have agreed to serve as their mentors over the course of this year. Mentors for 2007/8 Dissertation Award winners Rachel Adams (Sheffield University), (Vicky Bird (Loughborough University), Ben Bose (Brighton University), and Tanya O'Rourke (London Metropolitan University) are Board members Lyndsay Rees-Jones,

Liz Blankson-Hemans, Neil Infield and Jane Macoustra. Board member Geraldine Clement-Stone is mentoring Verena Till our 2007 award winner.

Because the Committee has expanded its activities, membership on the Committee has also expanded to include all the mentors listed above plus Rachel Kolsky, liaison to the SLA Europe Board, Sylvia James, liaison to B&F, and Barbara Robinson, Chair and liaison to the faculty at the participating LIS programmes.



### New roles and opportunities, or, how an ex-healthcare librarian ended up working for two ex-investment bankers, and loving it

By Natasha Davies, Intelligence Analyst - Life Sciences, IPEEX

I first hit on the idea of librarianship as a career in the final year of my BSc Geography degree at King's College London. It is an old cliché but I knew I liked books, so I thought I'd look into librarianship. I attended a seminar organised by the university careers service and picked up some Library Association (now CILIP: the Chartered Institute of Library and Information Professionals) literature. I had a fantastic introduction to the profession as a graduate trainee at the Science Museum Library and decided to get qualified. When I graduated from the University of Brighton with an MA in Information Studies in 2002 I was naively altruistic. I saw myself as a small cog that could slot nicely into a big machine, diligently doing a job to the best of my abilities, but certainly not breaking any boundaries. Perhaps I would be a subject librarian in a university library or a children's librarian in an impoverished area. If anyone had said that I'd land up working for a small growing financial publishing business, based in the City, I wouldn't have believed them. But that is what happened and I'm very glad that it did.

IPEEX is an online corporate finance tool that brings total transparency to the opaque venture capital markets in the USA, Canada and Europe. The company was founded by two former senior investment bankers, David Hawkins and an ex-colleague, in 2001. The system was initially used internally, for advising companies on fund-raising and business development. Today, after many years of refinement and development, IPEEX is the corporate finance tool that they could only dream of when they were active advisers and investors and it is now being made available on-line.

It transforms the fund-raising process and facilitates more senior participation in deal prospecting. It is the only product that (1) identifies and ranks lead investors based on their historic investment activities and their demonstrable investment appetite (2) maps all co-investment relationships enabling, for the first time, CEO's to use their existing investors' relationships more efficiently to get meetings, and (3) uses up-to-date intelligence on who to approach and why for the

highly efficient creation of a syndicate, and for some customers competing syndicates. As a deal prospecting tool, it is of particular interest to advisers, for improving the effectiveness of their client coverage activities and for M&A idea generation, investors, for identifying and benchmarking new investment opportunities, and limited partners, as a basis for identifying and scrutinizing funds.

There is also an integrated customer relationship management tool. But what really makes IPEEX stand out from the competition is the high level of data quality and accuracy (resulting from a detailed verification process) and ease of use. IPEEX currently covers the life science sector with Technology, Media and Telecommunications available at the turn of the year for waiting customers.

The founders worked with a small advisory team in London for a number of years, with the Jersey head office outsourcing software development and data entry. In 2005 it became clear that they needed to take on permanent staff in London. One of the founders happens to have a librarian in the family and she suggested they advertise in Library and Information Gazette, CILIP's fortnightly news and jobs bulletin.

When I saw the advertisement for the post of Intelligence Analyst – Life Sciences at IPEEX I was working for a healthcare charity. Before that I'd spent two years in the NHS as an Assistant Librarian, doing a lot of information skills training and a bit of everything else. I'd been awarded Chartered membership of CILIP and was ready for a new challenge. I couldn't find any information about the company on the internet but I liked the sound of the "attractive" salary and figured I knew a bit about life sciences, even if I had no knowledge of venture capital, so I applied. It was with some nervous excitement that I took up the post in January 2006. I was still wondering if I'd made a terrible mistake, leaving my comfort zone (and books!) to go and work with a couple of ex-bankers but I intended to give it my best shot.

When I started most of the historical life science data was already in the system. My first year was spent working closely with David and a third party supplier based in Chennai, India, to clean and polish the pre-existing data. I started daily monitoring of new venture capital investments in life science companies. I wrote detailed protocols to specify how data should be entered so that, for example, all US telephone numbers would take the same format. I developed procedures to specify how and when company and investor records should be updated and how the results would be reported back to us in London. We also built a classification scheme for the life sciences companies. At the same time David was working with our software developer to create a subscription interface.

In early 2007 we were signing up paying customers and it was clear that it was selling well into big blue chip

firms. Initial customers were large transatlantic groups including some of the biggest VCs, financial advisers and law firms as well as many well respected CEO's of private companies. There was also a lot of active support from the leading US and EU trade organisations who



were keen to see their members benefit from the system. The life science sector was racing ahead and it was time to expand our coverage in London. We advertised for two more intelligence Analysts to cover the Technology, Media and Telecommunications sector (TMT). Harjit Thandi and Stewart Airey joined the London office in March 2007.

With life sciences in the maintenance stage I had time available to help with the TMT project. We decided to dual source the work and contracted two more outsourcing groups, based in Delhi and Mumbai. I helped David write training materials for our new suppliers and provided some "bare bones" training for Harjit and Stewart. We'd learned a lot of lessons from having been through the process once already for life sciences, so, although the TMT sector is about four times as large, so far things have gone very smoothly. The project has gone like clockwork and will finish on time for waiting customers. At the moment my role is mostly troubleshooting. I answer scores of queries every day, usually by email.

Queries usually relate to data entry, how to deal with companies with non-standard funding histories and also helping to interpret misleading or conflicting information. David, Harjit and Stewart are dedicated to quality controlling the output from India. Email communication is supplemented by weekly conference calls where we touch base with our project managers and their dedicated teams.

Once the TMT project is complete and moves to maintenance stage the quality control and troubleshooting work will be considerably reduced and we Intelligence Analysts will have time to spend on other things. We hope to supplement the product with news features and perhaps an Analysts' blog. We'll also offer a bespoke research service. I'm particularly looking forward to working with our software developer to help add new aspects to parts of the "back end" of the system.

In short, I made the right move. I'm very grateful to the founders for giving me the opportunity to contribute to

their innovative growing business, develop my people and project management skills and grow in confidence. Having started out as a librarian, I'm now using the same core skills and attributes to provide frontline intelligence to blue chip advisers and investors. Working for a small fast growing company is not for everyone, I'm fortunate that my early fears that the business might fail have proved to be unfounded – and my salary has always been paid on time! I've thrived in the small "family" environment but working for a small company and having a limited number of day-to-day contacts could feel claustrophobic for some. I've tried to counter issues of professional isolation by attending SLA and City Information Group events.

If you'd like to find out more about IPEEX and what we can offer, whether you're interested in seeing the product or joining the team, you are very welcome to contact me by email at [natasha.davies@ipeex.com](mailto:natasha.davies@ipeex.com)



## Corporate Community Involvement Seminar

By Penny Leach

In September our Professional Development Seminar was on the topic of Corporate Community Involvement and specifically how London companies are contributing to the social and economic regeneration of their local communities. In recent years the trend of Corporate Social Responsibility (CSR) has emerged. Organisations demonstrating CSR take responsibility (beyond statutory obligations) for the impact of their activities on customers, employees, shareholders, the environment and communities in all aspects of their operations.



Over the past ten to fifteen years there has been a significant move amongst City companies away from corporate philanthropy - the simple donation of money to good causes - towards the active involvement of their employees in the development of community projects, often on a long term basis.

Veronica Kennard, Director of N M Rothschild and a member of SLA Europe's Board, had organised three presentations, she herself having been responsible for recent development of her company's CSR programme. Firstly, Caroline Pyke, Rothschild's new CSR Executive, talked about Rothschild's own community involvement programme. Then Katy Miles, Project Manager for the East London Business Alliance (ELBA), highlighted the impact that a long-term partnership between companies and communities can have. Finally Sarah Craner, Associate Director of Corporate Responsibility and Community Affairs from UBS, spoke about UBS's perspective on Project

Shoreditch, a joint initiative between UBS, Deutsche Bank and the law firm Linklaters.



The contrast between the vast concentration of wealth in some companies and individuals in the City of London and very deprived areas nearby inspired Rothschild's move from just giving money to engaging in more practical activities. The programme has changed from offering team-building exercises (such as building houses) which were found to have a visible but shallow impact, to facilitating activities with longer-term



and deeper effect, such as reading and other partnership schemes in schools. Mentoring, for example, gives positive role models to children who may otherwise never even leave their borough, and demonstrates faith in and positive expectations of young people who might otherwise get

in to trouble or leave mainstream education.

Other activities include volunteering professional skills, even to the extent of adopting organisations such as local charities and offering a range of interventions to help them grow on more stable foundations. Caroline acknowledged that, of course, Rothschild get business benefits as a result of CSR - staff feel good, and may learn and gain in confidence, and it helps with recruitment, client relationships, even P Charities, she concluded, must recognise this quid pro quo; companies cannot act purely from altruistic motives.



ELBA was set up specifically to get companies involved in East London regeneration, and to identify long-term sustainable partnerships. The Shoreditch Trust reached out via ELBA to connect with UBS, Deutsche Bank and Linklaters, for support in providing positive role models, especially those from different ethnic minorities (Vietnamese, Turkish, etc) to local young people. Activities include games clubs (for literacy and numeracy), employability days (improving interview skills) and sports events. UBS, with its CSR programme championed by the Chief Executive, is proud of what it has achieved already with the Trust and their partners and are looking for opportunities to engage employee business skills to help more organisations at a grassroots level. They have found it's a 'win win win' situation for the company, their employees and the local community.

N M M Rothschild kindly hosted the event, and the evening ended with very welcome drinks and canapés

# Sue Hill Joins the 'Matrix'

## Team meets stringent compliance standards

Sue Hill Recruitment recently became one of very few recruitment agencies to pass the stringent best practice and compliance audit undertaken by Matrix at the first attempt without the need to change existing systems. Matrix Managed Services is one the UK's leading providers of Supply Chain and Vendor Management Services and helps public sector organisations to better utilise dynamic, flexible workforces.

As the company signs more and more contracts with organisations and becomes supplier of choice (Preferred Suppliers), they additionally need to work to the specific standards for those clients. Some of these are very demanding. Where a Vendor Services Management company (working between the agency and the hiring company) is concerned, a number of clients might be supplied through each one. This means working to different KPIs and other performance measurements for each. Invariably these third parties audit their service providers and the contract is lost if the exacting standards are not met.

Subsequent audits with other Vendor Managed Service suppliers have also been passed on the first visit by the relevant audit teams. An achievement the team at Sue Hill Recruitment is very proud of.

In the course of work everyone needs to adhere to standards. Sue Hill Recruitment has standards which are based on how the team would like to be treated if

they were candidates seeking work or clients intending to make a hire.

The business infrastructure is built around a base set of standards which relate very much to this. Additionally the Code of Practice and guidelines set by the professional body for recruiters - the REC (Recruitment & Employment Confederation) - are taken into account. To ensure that the team don't just pay lip service to these standards in 2006 SHR successfully underwent a process leading to the award of the prestigious 'REC Audited' status.



## 2007 stacks up against 2006

In the latter third of 2006 permanent recruitment business increased considerably and this growth has continued throughout 2007.

The emphasis in temporary recruitment has changed from being strongest in the local government and public sector earlier in the year to being more evenly spread throughout all business sectors, with the commercial sector performing strongest of all.

While good candidates are proving difficult to source across all information recruitment sectors, consistent levels of above average candidates continue to register. The Sue Hill Recruitment client base has continued to grow with a record number of new clients this year to date. Sue's forecast for 2007 is for growth to continue into the final quarter and for turnover to match or better 2006 with a similar level of profit. "This is a gratifyingly solid platform from which to enter 2008, our 10th year of business." said Sue.

## Expanding the team for your benefit

Chanika Charlanawat and Cameron Best are the two newest faces to join the team at SHR. They have particular responsibility for ensuring referencing is undertaken for all candidates and contracts are prepared for each temporary worker placed. They are currently being trained on how to register job seekers and to answer the many queries received - for example on the job market in the information sector.



Cameron Best

**Cameron** joined the Sue Hill team along with Chanika as a Recruitment Administrator in June 2007. After finishing his degree in Human Resource Management at Curtin University in Perth and travelling through Europe, he came to London to commence his career in the recruitment field.

In his spare time Cameron enjoys listening to a wide range of musical genres, attending concerts and socialising with friends. As an Australian he enjoys discussing the weekend's cricket results with Jeremy. He also hopes to do a spot of travelling in South America in the near future.

**Chanika** also joined the Sue Hill Team as a Recruitment Administrator in June 2007. After completing her degree in History at UCL Chanika worked in a marketing research role at an information provider. She is enjoying learning more about the information industry and interacting with candidates on a day to day basis.

Outside of work Chanika spends a lot of time in Primark and refuses to take football seriously. A wise woman!



Chanika Charlanawat

One of the Sue Hill success stories has been the practice of not just hiring consultants who have expertise in the information niche but also in training new team members in all aspects of recruitment and information knowledge. During their period of training they provide valuable assistance to the team of consultants, thus allowing them focus even more effectively on

the needs of clients and candidates. Chanika and Cameron are already valuable assets to the team. In line with company strategy of organic growth and steady expansion they will soon be joined by an additional experienced information recruitment consultant and a new information manager.

## Celebrating Exam Success!

Jeremy Clarke and Min Cong received their exam results for the REC Diploma in Recruitment Practice in September, and both passed with flying colours.

The REC Diploma is a four-part qualification covering Recruitment & Employment Law, Recruitment Practice, Recruitment Interviewing (theory) and Interviewing (practical).

Five out of six of the consulting team are now qualified in recruitment and able to use the coveted MREC post nominals. Sue Hill is a Fellow (FREC) and also sits on the REC Employment Policy committee.

Encouraging team members to undertake further qualifications fits well with the Sue Hill Recruitment belief in promoting best practice as a minimum standard.



Min Cong

Jeremy Clarke



Sue Hill



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