



The Columbine



Special Libraries
Association

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Newsletter of the Rocky Mountain Chapter
(<http://www.sla.org/chapter/crmt/>)

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From the President – Linda Van Wert

For the Next Millenium

Last night my husband and I braved the cold, the traffic, the parking gridlock, and the crowd of 85,000 people to welcome in the new millenium on the downtown Denver mall. As I watched the fireworks over the D & F Tower, I was reminded of some of my historic postcards of Denver that picture 16th Street and the D & F Tower ninety years ago. Denver has changed and grown so much since then, but it is still has the same “Denver” landmarks at its core.

It would have been too big a task to consider the progression of libraries since the days of Alexandria, so I thought of changes in our profession over the century since the days of Melvil Dewey. Beginning with a design for a taxonomy to organize all the knowledge in the world, it progressed to the limitless network of the Internet and the creation of virtual libraries. Even during my twenty years in the profession, the changes have been so significant that they have often been difficult to keep abreast of. And despite the changes, the information profession is still described by the word “librarians.” Libraries, however defined, remain “systems” for finding information that are managed by librarians. However technology has substantially changed the way we perform that task.

I recently read the new Occupational Outlook chapter on “Librarians: Information Experts in the Information Age” published by the U.S. Department of Labor. It provides excellent and up-to-date insight into the varieties of our work: “Sorting data, finding answers, understanding what

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President's column continued:

we need to know – these professionals are on the cutting edge. They use technology to manage knowledge.” A student may be well intrigued by this profession, especially at the mention of competitive intelligence in corporations. The four main library settings to choose from are public libraries, school libraries, academic libraries, and special libraries. It elaborates that special libraries are a place “where librarians work for other organizations. For example, hospital librarians help doctors research treatments, and corporate librarians gather and present information to help businesses make decisions.”

Library Science is not only an attractive profession but a growing one as well. Projecting into the future, the number of librarian jobs will grow at about five percent in ten years, which is a slower than average growth rate, but still will add 7,000 new jobs to the market. Of course there are drawbacks, such as the stress of deadlines and time-related pressures. However, the intrinsic rewards of learning, uncovering even the most hard-to-get information, and making an impact on education and organizations outweighs any deficiency. What is the outlook for types of special librarians as we move into the millenium? For business services, it is projected at 87 percent growth; museums 51 percent; social services 44 percent; engineering and management services 39 percent; legal services 22 percent; local governments 12 percent; state governments 8 percent; education zero percent growth; and federal government a negative 12 percent “ungrowth.”

You may want to visit this web site at: <http://www.bls.gov/opub/ooq/art01.htm> and see what thoughts it inspires for you.

For those of you with new year's resolutions to become more involved in your professional organization, there are some great opportunities for you. It has turned out that we will not need people to help coordinate and plan a regional conference since several national SLA conferences will be held in our region in the future. However, the Rocky Mountain Chapter still needs someone to chair the Nominating Committee, someone to chair the Academic Relations Committee, and a new representative to the Colorado Library PAC. If you have interests in other areas, we can find a fit for you, too. I hope to hear from you soon

November 2000

Dear Friends and Colleagues:

I am writing to thank you for recommending me for the Meritorious Achievement Award. Receiving it means a great deal to me. I've always considered SLA to be my primary Association. I have nothing but respect for its members. That's why I am so honored that you selected me for the award. The certificate is proudly displayed in my office. The beautiful flutes are secure in my dining room hutch.

Thank you again, for your regard and your friendship.

Deb

The Rocky Mountain Chapter has purchased 25 copies of the newly published "Joint Membership Directory." It includes information on members and libraries from CLA, CEMA, COALL, CCML, and SLA (Colorado only). They will be for sale for \$4 each. If you wish to purchase one, please contact Linda Van Wert at vanwert.linda@tchden.org, or call her at (303)861-6398.

Marketing and Promoting your Library / Services

January 17th RMSLA meeting

Did you know that there is a BIG difference between "Marketing" and "Promoting"? Find out more at the January 17th meeting.

Christine Hamilton-Pennell will help us to understand the difference, and the importance of understanding your customers' needs and expectations BEFORE you start. Christine is an independent information consultant and the instructional designer for the Colorado Library Marketing Council online class, "Creating Change in Challenging Times: Marketing Tools for Librarians and Information Professionals."

Caroline Urquhart-Adams, Librarian at Maxtor Corp in Longmont, will tell us about her ongoing process of interviewing customers and stakeholders to find out how well they like the current programs and services the library offers, which mode of communication works best and what else they would like to see. This process grew out of a project Caroline started when she participated in the "Creating Change in Challenging Times Course", offered by the **Colorado Library Marketing Council**. (more info at: http://www.clmc.org/online_course.htm.)

Janet Lissner, from Dialog will talk about "Promoting your Library with Dialog"

Kathleen Rainwater, Librarian at Gates Rubber Company in Denver, will lead a lively discussion about planning your library open house. (International Special Librarians day will be here before you know it, and it's a great time for an open house) Kathleen held a very successful open house a few years ago, and is planning on an even better event this year.

A light dinner will be sponsored by the Dialog Corporation.

When: Wednesday January 17th, 2001

Host: Mariwayne Scully, Librarian, Mountain States Employers Council

Schedule: 5:30 p.m. to 6:30 light dinner, visit the Library
6:30 p.m. short business meeting
6:00 - 8:15 Marketing and Promoting your

Library/Services

Where: Mountain States Employers Council, 1799 Pennsylvania Street, Denver, CO 80203

Directions:

1799 Pennsylvania is four blocks east of Broadway between 17th and 18th (north of Colfax Avenue) See also :

http://www.msec.org/map_and_directions.html

- From the north

Take I-25 to the W. 38th Avenue/Park Avenue exit - #213. Choose the Park Avenue ramp and continue on Park Avenue to Broadway. Turn right on Broadway. Continue on Broadway to 17th Avenue, turn left on 17th Avenue, continue on 17th Avenue to Logan Street, turn left on Logan Street and right into our parking lot.

- From the south

Take I-25 to the Emerson-Washington exit - #206B. Turn right at Emerson and continue on the one-way street to 16th Avenue. Turn left, go four blocks to Logan and turn right.

- From the west

Take I-70 to Sixth Avenue or Colfax Avenue. Drive east to Logan and turn left.

- From the east

Take I-70 to Colorado Blvd., turn left (southbound) and turn right at Colfax Ave. Turn right at Logan, cross 17th Ave., and then turn right into our parking lot.

Parking is available at no charge in the lot adjacent to our building (enter from Logan Street). Please make note of the parking space number and register your car when you check in with our receptionist. Vehicles should be securely locked and valuables placed in the trunk.

A Decade of Celebrating International Special Librarians Day!

Ten years ago, the Special Libraries Association decided that there should be a day dedicated to the profession that would recognize the unique contributions made by information professionals and the critical role they play in the international information arena. As a result, International Special Librarians Day, (ISLD) was created. Held in conjunction with National Library Week, ISLD encourages information professionals to promote the services they provide to their users, customers, and management within their organizations and to external communities. The first celebration turned out to be such an overwhelming success that the Board of Directors decided to make it an annual event, thus laying the foundation for future events.

So here we are a decade later. ISLD continues to serve the same purpose in 2001 as it did in 1991; the only notable difference is that it has grown steadily into an international event because of the continued support and commitment from information professionals around the world. As a leader in the global information community, on the front lines everyday obtaining first-hand knowledge and experience on the perceptions and attitudes surrounding the profession, you understand that your participation and communication play an important role in raising awareness and recognition for the profession. With that in mind, a theme was created that embodies the ISLD message. "A World of Information

Within Your Reach" conveys that information professionals are the best trained people to tap into, manage, and connect you to today's complex and overwhelming world of global information.

To get you started down the right path, this year we added a new press kit. The press kit contains a sample press release, media alert, letter to the editor, fact sheet, and radio PSA, all of which are available on the SLA website. The international observance of ISLD provides a news hook or angle for developing news and feature stories and the press kit is a valuable communications tool for you to send to your local print and broadcast media.

Thanks to the generous support from Factiva, A Dow Jones and Reuters Company, and the Freedom Forum, we have prepared a great promotional kit for you to use in celebrating this very special occasion. Please take full advantage of the ISLD theme and logo on the SLA website. The SLA website also contains information on activities for celebrating ISLD, information on ordering free promotional items, and the criteria for the ISLD Award. For the second year, the Freedom Forum in RossyIn, VA will host a special event which includes a self guided tour of the Newseum (an interactive news museum). Here are a few easy tips to assist you in getting the message out:

- Invite your colleagues, local officials and the media for an open house to...
- Share and showcase the services and contributions of your library...
- Leave your patrons dazzled and amazed by your presentation which...
- Demonstrates your vast resources, knowledge and abilities

Remember, on April 5, 2001 your opportunity awaits. This is your day to speak loudly and clearly about the value information professionals bring to their organizations. Your observance and participation of ISLD 2001 contribute to changing people's attitudes, perceptions, and understanding about the importance of what you do and the value you add.



Mystery & Mayhem: Future Trends in Interlibrary Loan
 32nd Annual
 Colorado Interlibrary Loan Conference
 May 10-11, 2001
 Stanley Hotel, Estes Park, Colorado

The 32nd Annual Colorado Interlibrary Loan Conference will focus on future trends in interlibrary loan. Individual speakers and panels will cover topics such as trends in technology development, copyright, updates on the ILL code, supporting distance education programs, and patron-initiated ILL.

The conference will open with a half-day pre-conference on the new Colorado statewide electronic ILL system. The session will be geared for Colorado library staff, and limited to the first 50 registrants.

<http://www.aclin.org/coloillconf/>

PRELIMINARY AGENDA & SPEAKERS

May 9 from 1:30 to 4:30 p.m.	Pre-conference held at Estes Park Public Library -- Training on the Colorado statewide electronic ILL system (SWIFT).
May 9 from 5 to 7 p.m.	Opening reception -- wine and cheese at Estes Park Public Library.
May 10 from 8 a.m. to 4:30 p.m.	Keynote speaker: Roy Tennant —Future Trends in Electronic Delivery and implications for Interlibrary Loan. (www.sonic.net/~roy/bio.pdf)

	<p>Session on the new national ILL Code</p> <p>Speaker: Kim Dority from Jones Knowledge—Supporting distance education programs</p> <p>George Machovec—trends in patron initiated interlibrary loan</p>
<p>May 11 from 8 a.m. to Noon</p>	<p>Tony Melvyn, OCLC; Kathy Hansen, BYU and others—Interlibrary Loan Management Tools</p> <p>Speaker Rick Weingarten, Director of the Office for Information Technology Policy of ALA—Can Digital Copyright Be Library Friendly?</p>

Plus much more!

Registration information will be available in February. Call early for hotel room reservations, the ILL Conference room block ends February 10th, 2001. You can book until March 10th, 2001 and still receive the special room rates for the conference.

**Call the Stanley Hotel for reservations at
1-800-976-1377 or 970-586-3371**

**Questions? Contact Franca Rosen at 303-275-2223 frosen@jefferson.lib.co.us
Brenda Bailey at 303-866-6907 bailey_b@cde.state.co.us**

For further information on Estes Park and Rocky Mountain National Park:

- www.nps.gov/romo
- www.estes-park.com
- www.estes-park.com/stanley/index.html

<http://www.aclin.org/coloillconf/>

Legislative Workshop and Luncheon

Register now for the Legislative Workshop and Luncheon sponsored by the Colorado Library Association (CLA) and the Colorado Educational Media Association (CEMA).

The registration form is available online at the CLA website, <http://www.cla-web.org>. Within a few days of registering, please send an invitation to your legislators so that they know a constituent will be in attendance. A sample letter is available on the website.

The workshop will be on Thursday, February 22, 2001 from 8 AM until 2 PM. The event will be at the Denver Public Library on Broadway between 13th and 14th.

Please enter the library through the entrance facing the Art Museum and go to the 7th floor training room. Continental breakfast begins at 8. This year each legislator is assigned a specific table for the luncheon; workshop participants will sign up for their preferred table from 8-8:30. Lunch with the Colorado legislators is in the Conference Center downstairs.

Cost of the workshop is \$25 if paid in advance, \$35 if paid at the workshop.

Please contact either of the co-chairs listed below if you have questions.

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