

May/June 2002 Volume 52, No.3 Newsletter of the Rocky Mountain Chapter (http://www.sla.org/chapter/crmt/)

Contents
From the President1,2
RMSLA Calendar & List2
New Member Welcome3
RMSLA and CAL3
Fall Membership Meeting4
Networking5,6
Dir. Online Courses6
SLA Bylaws Update7
Membership Rept7
Archives8
RMSLA Twinning Proj9
RMSLA Officers10,11
@your library campaign12
Nat. Industry Info. Center13

## From the President – Cheryl German

Welcome to a new Chapter year! Thank you for the opportunity to be your president. I must begin this year by thanking our Past-President, Kathleen Rainwater, for her outstanding leadership and service. I am personally grateful for her mentoring and guidance. She is a tremendous asset to our chapter.

As I went to Los Angeles for the annual conference, I had one burning question. What is the major benefit of SLA membership? I heard the answer loud and clear throughout the conference: Networking.

Therefore, my goal this year is to provide networking opportunities within and outside of our profession. Marcia Rodney, President-Elect, is planning fabulous programs with the notion of expanding our horizons to new networking opportunities. Please take advantage of meeting 'networking times' to renew old acquaintances, meet new people, and explore new areas. Intend to meet five new people every meeting. Also, plan to meet and encourage LIS students.

In this vain, one way to network is to volunteer. The Rocky Mountain Chapter has many unfilled committee chair positions that are critical to our organization: Ways and Means, Hospitality, and Strategic Planning. We also need additional committee members for Archivist, Membership, Columbine Bulletin, Webmaster, and Nominating committees, as well as the Colorado Library PAC. Now, I know what you're thinking. You don't have time. Therefore, we will strive to create small-defined tasks so that everyone can have an opportunity to volunteer. One example would be to help with Hospitality for one meeting by greeting arriving members and helping with nametags – a commitment of two hours. Another example is to write a brief article for the Columbine describing an interesting conference or workshop you've attended, interviewing someone in an area you've always been interested in exploring, providing information items that members may not be aware of, or describing your latest reading. Most people don't jump up and volunteer on their own, they need to be personally asked. So, I'm asking. Please consider volunteering for the Rocky Mountain Chapter.

If you are naturally shy like me, I have one more networking opportunity. If you are interested in meeting with or speaking to a specific librarian or type of librarian, email me at <a href="mailto:cg@germanguitars.com">cg@germanguitars.com</a>, and I will do my best to introduce you. I doubt I can introduce you to Laura Bush, but you never know.

It's an exciting time to be a part of SLA nationally. We are seeking a new executive director. We will be voting on a major overhaul of the bylaws to allow the organization more flexible and nimble. We are re-evaluating our name and our positioning as information professionals. The SLA Winter Meeting will be held in New Orleans, January 23-25, 2003, and the Annual Meeting will be in New York City, June 7-12, 2003.

The next RMSLA Membership meeting will be **September 24**. I look forward to seeing you there.

### SLAers, Start Your Calendars!

Mark these dates on your calendars, folks!

Tues, Sept 24	Annual Membership Meeting Guest Speaker: Anne Caputo, Factiva on ROI	Sun Microsystems Broomfield
Tues, Oct 15	Joint meeting with ARMA and CoALL!	TBD
Thurs, Nov 21	Publishers Panel	Rocky Mountain News
THUIS, NOV 21		Denver

**September 24** - See the Membership Meeting article for full details, and be sure to rsvp to Marcy Phelps at mphelps@phelpsresearch.com!

October 15 – RMSLA is trying something new this year, and working with ARMA and CoALL – records management specialists and law librarians – on our October program. What can records managers and special librarians learn from each other? How many of us have both jobs? What's looming down the road that we can prepare for now? Stay tuned for more details – we're trying to find a place that can accommodate 50-80 people!

**November 21** – Colorado-based publishing consultant Miriam Gilbert, currently working with Dekker, has organized a high power panel of publishers:

Roll Janke, Publisher, Sage Reference

Liz Haigh, Sage Science (book and journal) and formerly of Lippincott

Mary Waltham, consultant and most recently President and Publisher for Nature Sharpen your questions! Are you concerned about archives, worried about access, appalled by prices, frustrated by too many different subscription options? Now's the time to open up for a no-holds-barred discussion!

## Be in the Know - Join the RMSLA List!

Not getting the latest meeting announcements from RMSLA? Just join our list! Either contact listowner Marcia Rodney at mrodney@rslresearch.com, or log on yourself. All you have to do is go to http://lists.sla.org/ and sign up for the Rocky Mountain chapter list.

SLA, which hosts our low traffic chapter e-mail discussion list, recently switched to Lyris software. To manage your subscription, just go to http://lists.sla.org/ and log in with your e-mail address. From here you can change your options.

Just remember – when you click on 'reply' your e-mail is going to everyone on that list, not just the sender.

#### **New Member Welcome!!**

Marcy Phelps -- RMSLA Membership Committee Co-chair

mphelps@phelpsresearch.com

#### Heather Whitehead hwhitehe@mines.edu

Heather joined the staff at the Arthur Lakes Library at CSM in June, 2001, after over 7 years as a Science Librarian at Rensselaer Polytechnic Institute in Troy, NY. At CSM, Heather is a reference librarian assisting in instruction and collection development, and developing content for the CSM website. learning about the unique items and strong collections we have at the Arthur Lakes Library.

Heather received an MLIS from University of Western Ontario in London, Ontario, Canada, and a B. Sc. (Geology) from the University of Alberta in Edmonton, Alberta, Canada. A westerner at heart, Heather is happy to be back in the foothills of the Rockies, enjoying the wonderful blue skies of Colorado. Heather was a member of the SLA Upstate New York Chapter for several years, and looks forward to meeting professional colleagues at RMSLA.

**David Purdy** has been a librarian in the NASA community for over 15 years. David was Library Manager at the NASA Goddard Institute for Space Studies, then the Library Manager (the last before the collection was sent to a document delivery service) for the American Institute of Aeronautics Library. David has also worked as a Systems Librarian at the NASA Center for AeroSpace Information. He recently moved to Colorado to be near family and is seeking employment in academic or corporate environments. David looks forward to meeting his colleagues soon!

**Mike Runiewicz** relocated to Salt Lake City (from Atlanta) 18 months ago and is a product analyst with Ovid Technologies in their Corporate Markets Department. Mike received a BA in Economics from the University of Florida and his MBA in Finance from Georgia State University in Atlanta. Mike's background is in accounting and finance in the specialty chemicals industry. Mike looks forward to meeting his colleagues.

## RMSLA members now have Associate Membership in the Colorado Association of Libraries (CAL)

In January, the Rocky Mountain Chapter of the Special Libraries Association received an invitation to join the new Colorado Association of Libraries as an Associate Member. The RMSLA board, under the leadership of Kathleen Rainwater, accepted the invitation to become Associate Members. What does this mean for RMSLA members? We can participate in CAL events at the membership registration fee. We can also participate in the CAL Special Libraries Interest Group that is chaired by Linda Van Wert. For more information, please contact Linda Van Wert at 303/231-4159 or email linda.vanwert@gambrobct.com

# Annual RMSLA Membership Meeting! **Tuesday, September 24, 2002**

Sun Microsystems, Interlocken Business Park, 500 Eldorado Blvd., Building One - Conference Center 1 & 2, Broomfield, CO

#### 6:00pm - 8:30pm

Sponsored by Factiva

What a great way to kick off our year of SLA programming – not to mention catching up with old friends and making some new ones. Christy Confetti and Scott Brown of Sun Microsystems are graciously providing the space for this year's get-together, and through the generosity of Factiva, the meeting is free and open to all. Encourage your colleagues to join us, and find out what SLA is all about.

This year's guest speaker is [drum roll, please]

## **Anne Caputo**

Factiva's Director of Information Professional and Academic Programs

Measuring and Assessing the Return-on-Investment for your Information Initiative

Caputo, a nationally known speaker, covers types of ROI measurements, value measures and many other aspects of ROI that can be incorporated into your marketing and strategic planning. (Anne's bio below)

#### What's on the Menu

• 6:00-7:00pm Networking and Dinner

• 7:00-7:10pm Brief Announcements

• 7:15-7:30pm Christy Confetti and Scott Brown, Sun Library

• 7:30-8:30pm **Anne Caputo**, Factiva's Dir. of Information Professional & Academic Programs

**RSVP Now!!!** to Marcy Phelps at <u>mphelps@phelpsresearch.com!</u>

**Directions**: <a href="http://www.sun.com/corp\_emp/colorado/map.html">http://www.sun.com/corp\_emp/colorado/map.html</a>

Anne Caputo – Who is She? Anne Caputo, our annual membership meeting speaker, is now Factiva's Director of Information Professional and Academic Programs. She is also well steeped in various aspects of special librarianship. Between 1976 and 1998, she served in various positions with The Dialog Corporation, most recently as Director of Dialog's Quantum information professional program and the Classroom Instruction Program, where she was responsible for strategic planning and marketing to information professionals and academic and public libraries. During her time with Dialog she served in customer services, training and as a Senior Business Information Specialist.

Additionally, she is a part of the adjunct faculty at both The Catholic University of America in the School of Library and Information Science and the University of Maryland, College of Library and Information Services. A history graduate of Lewis and Clark College in Portland, Oregon, Ms. Caputo holds advanced degrees in architectural history from the University of Oregon and in library and information science from San Jose State University in San Jose, California.

Ms. Caputo is a member of the Special Libraries Association, the American Library Association and the American Society for Information Science. She is listed in Who's Who in Library and Information Services, and Who's Who in American Women. She is the President of the SLA Washington, DC Chapter.

## **Networking**

#### Kathleen Rainwater—Past President

You either love it, or hate it, but either way it's something you need to do! Why? Because most jobs you will ever get depend on the people you know. Plain and simple, you never know when **who** you know will make a difference.

Not a good enough reason for you? O.K. then, here are three more reasons:

- 1. Networking helps you to find out how other people are coping with the same problems you have.
- 2. Networking can help you keep up with trends.
- 3. Networking can find you new friends.

An excellent place to network is at the annual SLA conference. Everyone you bump into has something in common with you, and it isn't too hard to start a conversation.

#### What?

You say you can't afford to go the annual conference?

Then you can network at our local chapter meetings – there is always someone new at each meeting. During the past two years we've made an effort to schedule meetings on different days and at different times, so that more people could find a chance to attend a meeting. Yes, this won't help too much if you live in Utah – but if you are outside of the Denver metro area and would like to arrange a local meeting, let your officers know! We will do everything we canto help you set up a meeting.

Anyway, back to the topic of the day, Networking.

Networking isn't always easy—some of us are natural introverts (Although, not ALL Librarians are introverts, statistically about half of us are actually extroverts!) Talking to someone you don't know is not easy for an introvert. If that sounds like you, then make your goal simple, talk to ONE person you don't know at the next meeting – you don't have to talk you everyone there, just set a small goal for yourself.

At SLA events it's so easy to start a conversation, you are bound to have *something* in common with anyone there...

"Where are you from?"

"What type of library do you work in?"

"Oh, you don't work in a library, what type of work do you do?"

"What did you think about the speaker?"

At the conference you can always ask:

"Which sessions did you attend today?"

"Have you been to the exhibit hall?" "What's the best thing you found?"

A good way for an introvert to network is to hook up with an extrovert. If someone you know finds it very easy to talk to strangers, hang around them and you'll be included in the conversations they strike up.

Don't forget to bring your business cards! See how many you can collect from your new contacts. And after you finish talking to someone, jot a note about the person on the back of the card – so you don't forget why he or she was interesting. (If you don't have business cards, Christine Hammilton-Pennel recommends <a href="https://www.vistaprint.com">www.vistaprint.com</a> for cheap cards)

At our last meeting Mark Estes suggested that when you attend a meeting that includes lunch or dinner, always sit at a table with at least four people you don't know. Take advantage of lunch and dinner conversations to make new contacts.

Marcia Rodney suggested going for an early morning walk when you attend a national conference. Each morning more people will join the walking group, and it's easy to talk to people when you have something in common. In addition, you can have someone's undivided attention for a half hour or so.

I made a great chance contact at the mid-winter meeting in Chicago with an Engineering Librarian from Texas. I even missed most of a session because he was telling me what it is like to be an engineering librarian, and I found out that there is a definite lack of qualified people to fill the positions that are available. I was surprised, and delighted, to learn that I had enough qualifications to switch to a new field, if necessary. I've since joined the Engineering division and hope to meet other members in LA. (NO, I'm not looking for a job, but that doesn't keep me from exploring my opportunities!)

Time for my confession, Networking does not come easily for me, I'm an introvert, who is much happier just sitting in a corner and observing life around me. But I've learned that networking is a wonderful thing, it's amazing what type of contacts you can make, just by talking to a stranger. I've made many new friends and great business contacts during the last two years as an officer of our chapter.

So get out there and try it, just a little bit. Set a small, accomplishable goal for yourself. Talk to one new person at the next meeting you go to – you never know what could happen.

**Post script**: The July 22, 2002 issue of *Fortune* (page 226) has a great article on networking. "How do I network when I don't even know anyone?" by Anne Fisher

## **Directory of Online Courses Available**

Christine Hamilton-Pennell

Looking for some online training in legal research, or perhaps a course on Photoshop or PowerPoint? Check out the Directory of Online Courses for Library and Information Professionals on the Central Colorado Library System Web site, <a href="www.cclsweb.org">www.cclsweb.org</a>. Developed and maintained by SLA member Christine Hamilton-Pennell, the directory is searchable by keyword, as well as browsable by topic, title, organization, and type of course. The directory includes everything from free online tutorials to graduate degree programs that are offered fully online. You can earn a graduate certificate in competitive intelligence, find out how to do genealogical research, or learn the basics of project management, all without leaving your library or living room.

Online learning is a hot ticket these days because it fits the needs of adult learners who know what they want to learn and how they learn best. Whether it's a self-paced course with instructor feedback, a tutorial with self-contained modules and quizzes, or an instructor-facilitated course that you take with other students, there are options that will fit your unique needs.

(If you know of other online training offerings that should be the database, please e-mail Christine Hamilton-Pennell, <a href="mailton-pennell@qwest.net">hamilton-pennell@qwest.net</a>, with the information and she will make sure the course is added).

RMSLA is surveying its membership to get a better handle on what you want for programming -- speakers, places, food, scheduling. We really want to hear from you! If you haven't turned your survey in yet to Marcia Rodney, send it in now, no later than August 22. If you didn't receive a copy on the chapter e-mail list, you can reach Marcia at mrodney@rslresearch.com or 303-666-7113.

## **Special Libraries Association** -- **National** Bylaws Update

At the Annual Business Meeting on June 12th in Los Angeles, the voting members present approved that a bylaws revision shall be forwarded to the full voting membership for final approval. Several amendments to the bylaws distributed to the full membership in May were proposed from the floor by members. A copy of the current bylaws revision can be viewed at http://www.sla.org/documents/Bylaws\_Revision\_FINAL.doc.

In accordance with the current bylaws, a mail ballot will be sent to each voting member. The timeline for the process is:

August 15<sup>th</sup> Mail Ballot
October 1<sup>st</sup> Ballots Due

October 25<sup>th</sup> Board ratifies results of mail ballot

November 1<sup>st</sup> Implement new bylaws if the membership approves the bylaws

revision

### Membership Report

Marcy Phelps – Membership Committee Co-Chair

Membership statistics as of 8/6/02:

15 Associate members
3 Forty-five year members
1 Life/Honorary members
151 Members
6 Retired members
18 Student Members

Total membership: 194

#### **ARCHIVES**

#### JoAn Segal - Chapter Archivist

As Archivist of the Rocky Mountain Chapter, I have been, for far too long, re-organizing a group of papers that needed a lot of work. In the process I have learned quite a bit about archives, including what SLA expects of us. Since we have come to the end of an association year, I would really appreciate it if all those who have papers to be archived would send them to me. Here is a brief run-down of what you should send and I should be sure we keep.

Every unit of SLA is expected to maintain archives. These are materials of genuine historical importance and are of two types, evidential and informational. Evidential materials document the life span of the organization (i.e., organization and development, functions, and activities). Informational materials provide information and are kept only if unique. Archives should include relevant correspondence, correspondence of chapter officers, but not routine items like thank you notes, and arrangements for meetings. Also archives for the most part should include only materials generated by the chapter, rather than papers received from HQ or other units. Those publications include: all reports and minutes of the Executive Board committees, membership meetings, and paper copies of each issue of *The Columbine*. In addition, we should have the financial records of each completed year, all information about awards, (especially concerning who won what award when), any rosters of officers and/or members, bylaws, procedures manuals, and photographs (with identification!) The biggest error made in archives work, apparently, is to keep too much, but I am willing to be the weeder if you are in doubt.

For many years, the SLA Rocky Mountain Chapter archives have been housed at the Western History Collection at the Denver Public Library. I have about five years of materials in my office (this is a common practice for SLA Chapters) and would like to transfer some of the documents reasonably soon to the permanent archives. I will keep one or two years' temporary archives to help answer FAQ's; in fact, I have developed one or two summary sheets for this purpose.

Therefore, I would greatly appreciate receiving from any of you, past and present officers of the chapter, or others in possession of unique materials, those documents to be archived for the history of this Chapter.

## **RMSLA Participates in SLA Twinning Project**

Rocky Mountain Chapter will participate in the SLA Twinning Project. RMSLA will be twinned with two librarians from developing countries. The goals of this project are to:

- To exchange information and experiences -- both parties have valuable experiences and information to exchange
- To provide both parties with opportunities for professional growth and cooperation
- To develop sustainable ongoing support for international librarianship
- To recruit more SLA members internationally

#### **Candidate Criteria**

- a) Initial criteria: Basic LIS education, continuing education, library position, skills and English. Each had at least five years experience as a special librarian.
- b) Top candidates were evaluated on a scale that indicated sharing, continuing education, ability to train and teach, networking, resourcefulness in spite of lack of opportunities and lack of travel opportunities.

RMSLA Twinning candidates are in the process of being finalized and will be announced soon. Jean Heilig and Mariwayne Scully will serve as Twinning Project Liaisons. For more information on the Twinning Project, see <a href="http://www.sla.org/chapter/cdc/twinning.html">http://www.sla.org/chapter/cdc/twinning.html</a>.



# Special Libraries Association Rocky Mountain Chapter

Established: 1951

Region: Colorado, Utah, Wyoming, and South Dakota

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## Colorado's **@your library** campaign

Today's libraries - places of learning, innovation and opportunity - also face challenges. While libraries are popular, they are often taken for granted. While libraries are ubiquitous, they are rarely visible. And, while libraries are unique, they are facing new challenges.

Out of these challenges was born The Campaign for America's libraries, sponsored by the <u>American Library</u> <u>Association</u>, to speak loudly and clearly about the value of libraries and librarians to our communities, schools, academic institutions, and businesses, as well as to our society, democracy, and the new digital age.

Based on research and crafted to target key audiences, The Campaign for America's Libraries will educate consumers that libraries are dynamic, modern community centers for learning, information and entertainment. The campaign is designed to increase awareness about the vibrancy, vitality and real value of today's libraries, to galvanize public support and influence public policy.

Colorado's statewide campaign, launched at the Colorado Library Association conference in fall 2001, uses the national effort as an incentive to customized messages, training and activities for this state. Based upon needs assessments, surveys and advice from the library community, a dedicated group is planning a variety of activities.

Libraries interested in participating in the Iniative (Coach/Player) Project, for which selection runs during August and September 2002, should visit the <u>Colorado Association of Libraries</u> web site. For more information, contact Bonnie McCune, Library Community Programs Consultant, Colorado State Library, 303.866.6891, mccune b@cde.state.co.us.

For more information, contact Bonnie McCune, Library Community Programs Consultant, Colorado State Library, 303.866.6891, mccune\_b@cde.state.co.us.

#### Links

Colorado Association of Libraries <a href="http://www.cal-webs.org/">http://www.cal-webs.org/</a>

Colorado Library Marketing Council http://www.clmc.org/atyourlibrary.htm

ALA's@yourlibrary Page http://www.ala.org/index.html

@your library PR Tools and Materials https://cs.ala.org/@yourlibrary/tools.cfm

## **National Industry Information Calendar**

http://www.sla.org/content/Events/nonsla/index.cfm

Information Today's Calendar of Events <a href="http://www.infotoday.com/calendar.htm">http://www.infotoday.com/calendar.htm</a>	Information Today	2002/2003	USA
SLA South Atlantic Regional Conference 2002 http://www.sla.org/conf/conf_sar/index.html	SARC	September 22-24, 2002	Asheville,NC
EUSIDIC Annual Conference http://www.eusidic.org/Lisbon2002Web.html	EUSIDIC	September 22-25, 2002	Lisbon, Portugal
Power Searching with the Pros http://www.websearchu.com/scheduledc.html	Websearch University	September 23-24, 2002	Arlington, VA
MidWest Archives Conference http://www.sdhistory.org/web/MAC2002Fall/index.htm	South Dakota State Historical Society	October 10- 12, 2002	Rapid City, SD
Pacific NorthWest Chapter / Medical Library Association 2002 http://www.chspr.ubc.ca/pncmla/	Medical Library Association	October 19- 22, 2002	Vancouver, British Columbia, Canada
Internet Librarian 2002 http://www.infotoday.com/il2002/	Information Today	November 4- 6, 2002	Palm Springs, CA
Power Searching with the Pros http://www.websearchu.com/schedulech.html	Websearch University	October 22- 23, 2002	Chicago, IL
Power Searching with the Pros http://www.websearchu.com/scheduledal.html	Websearch University	November 19-20, 2002	Dallas, TX
Special Libraries Association Winter Meeting <a href="http://www.sla.org/calendar/EventSearch.cfm?eventid=96">http://www.sla.org/calendar/EventSearch.cfm?eventid=96</a>	SLA	January 23- 25, 2003	New Orleans, LA
Computers in Libraries 2003 http://www.infotoday.com/cil2003/default.htm	Information Today	March 12- 14, 2003	Washington, DC
Special Libraries Association Annual Meeting http://www.sla.org/calendar/EventSearch.cfm?eventid=76	SLA	June 7-12, 2003	New York, NY