Message From the Chair:

Bernadette Ewen

Howdy! It was wonderful to see so many of you at SLA’s 92nd Annual Conference in San Antonio in June. Our strong membership was seen at the P&HT networking breakfasts, the "sold out" P&HT Annual Business Luncheon, and packed P&HT sponsored program sessions. Complements to all of the many members who worked hard to pull off another successful Annual Conference. For those of you who were not able to attend this action packed conference, you can still reap some of the information benefits acquired by our members that did attend. Many of the presentations from the P&HT sponsored program sessions are posted on the P&HT web page. Plus, many of member written summaries of these presentation are included in this issue of CapLits.

The Annual Business Meeting was chaired by outgoing Division Chair, Jennifer Klein. Sue Brizuela, Chair of the Nominating Committee, announced the newly elected 2001-2002 Executive Board Officers. Sharon Srodin is our new Chair-Elect and Denise Fobare-DePonio was elected to serve a second term as Treasurer. Congratulations to them both!

Later during the Annual Business Luncheon, Jennifer Klein announced the winners of the Horizon Award (new member award) and the Distinguished Member Award. Ellen Wells was awarded the Horizon Award for her work with the Biopharmaceutical Round-Table. Julia Urwin was awarded the Distinguished Member Award for hard work on program planning for the Annual Meetings and continued advice and insight given on various aspects of Executive Board planning and decision making. On behalf of myself and the Division, I thank them.

Later in the meeting I announced the full list of 2001-2002 Division Officers. This list is also posted in this issue of CapLits. Note that two new officer positions have been added this year to aid in the planning of the Spring Meeting. These positions are Program Planning Chair II and Fundraising Chair II.

Next came a quick review of the Spring Meeting that was held in Piscataway, NJ on March 18-20, 2001. This 2-1/2 day meeting that honed in on “New Technology and Best Practices” attracted 158 attendees (attendees, speakers, vendors) from 92 different organizations. The meeting consisted of one board meeting, nine presentations, two social events, and 27 vendors. Thank you to the 25 members whose volunteer efforts helped make this meeting both fun and informative. I especially extend my thanks to Janet Cooper Weiss (Local Coordinator) and Regina Maxwell (Fundraising Chair).

For those who voiced your opinion immediately after the Annual Business Luncheon regarding the food and vendor presentations during the meeting, your voices were heard loud and clear. Action was immediately taken by both Jennifer Klein and me. Up the chain of command we marched to obtain apologies and commitments of financial credit from both the management of Marriott caterers and SLA Conferences. As for vendor presentations, next year we’ll be sure to give you more time to socialize and network during the Annual Business Luncheon.

continued on page 2
"Putting Knowledge to Work" is the theme of the 2002 SLA Annual Meeting, and that is exactly what the P&HT Division is doing. We are well underway in the preliminary planning for the Annual Meeting in Los Angeles. We have taken feedback from the Strategic Planning Survey, the Spring Meeting Survey, the P&HT Annual Meeting Session Evaluation Forms, and the many comments you passed along this last year. More details about the P&HT events at this meeting will be included in the next issue of CapLits. For now, general information about the 2002 Annual Meeting can be found at http://www.sla.org/content/Events/conference/2002annual/index.cfm.

Similarly, the planning for the 2002 Spring Meeting is also underway. Sharon Srodin and a team of dedicated officers are busy planning for a Spring Meeting in the New Jersey/Pennsylvania area. More details about this P&HT meeting will also be included in the next issue of CapLits.

As you think of program planning ideas and ways to improve the P&HT Division, please share them with me and the other officers. We would love to hear from you. I hope that you have a wonderful summer.

Kind regards,

Bernadette
# 2001/2002 Division Officers

## 2001-2002 P&HT Division Executive Board

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News and Announcements

SLA Endowment Fund Grant
Karen Kreizman-Reczek submitted a SLA Endowment Fund Grant application on behalf of the P&HT Division in June for the benchmarking of job descriptions. She asked for $20,000. Full, partial, or no funding may be awarded. SLA will announce SLA Endowment Fund Grant awards in November.

Robert’s Rules of Order On-Line
Need to brush up on Robert’s Rules of Order before your next SLA meeting? Check out this handy on-line version [http://www.bartleby.com/176/].

ACS/CAS Award
On June 10th at the Chemical Abstract Service Desserts Reception at the Marriott Rivercenter in San Antonio, TX, ACS Publications and CAS presented an award to the Pharmaceutical & Health Technology Division in recognition of our outstanding support to them.

Dialog announces Pharmaceutical Forum 2001
Dialog will be holding a Pharmaceutical Forum on September 11, 2001, at the Woodbridge Hilton in Iselin, NJ. This all day event will feature presentations from Dialog staff and customers. Come and hear about comparing the pipeline databases from Bonnie Snow, tips and techniques on searching the IP databases from Ron Kaminecki. Also, by popular demand, experts from Bristol-Myers Squibb and Aventis will be presenting real-life desktop applications. For more information, contact your Dialog representative, or call 800-333-2564 (1-800-3DIALOG).

Future SLA Meeting Dates

<table>
<thead>
<tr>
<th>Plan Ahead: Future Meetings</th>
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<tbody>
<tr>
<td>SLA Winter Meeting Chicago, IL January 24-26, 2002</td>
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<tr>
<td>SLA 93rd Annual Conference Los Angeles, CA June 8 – 13, 2002</td>
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<tr>
<td>P&amp;HT Division Spring Meeting TBA East coast TBA March 2002</td>
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<tr>
<td>SLA 94th Annual Conference New York, NY June 7 – 12, 2003</td>
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P&HT Website
Make sure you check the Pharmaceutical and Health Technology Division website ([http://www.sla.org/division/dphm/]) regularly for new communications and division information. Some of the things you will find there is a complete listing of the division’s Bylaws, and the 2000 P&HT Membership Survey Results.
E-Content Management: Linking Digital Libraries, E-Journals and Internal Content

Moderator: Julia Urwin, AstraZeneca Pharmaceuticals
Speakers: Wendy Hamilton, Abbot Laboratories; Frances Knudson, Los Alamos National Laboratories

Wendy Hamilton described the Digital Library Services area in her company of 70,000 employees in 130 countries. With the library web page at the core, links from other divisions, to electronic journals, and to paper forms for requests integrate a number of functions, including document delivery. The electronic collection development process was described in detail, involving resource identification, evaluation through demonstrations and trials, contract negotiation, licensing, and the technical setup and rollout. The benefits of a digital library include consolidation of contracts, reduced duplication, promotion of fact-based decision-making, standards, centralized technical and content expertise, and 24 X 7 availability. Obstacles for a digital library may be external, such as unrealistic pricing and outdated technologies, or internal, such as cost recovery, keeping up with change, and info-stress. An emphasis on marketing, training, and partnering serve to alleviate information stress among the customers.

Frances Knudson described the Library Without Walls team at Los Alamos, where the mission is to increase the efficiency of the researchers. Using SFX software and from context sensitive links in abstracting and indexing databases loaded internally, the OPAC, electronic journal articles, and electronic reports, the customer is offered an array of information and options, including cited reference information and links to works by co-authors. With a Los Alamos – developed search engine, internal databases can be searched, with branches to external databases, providing such additional data as gene sequences. Concrete measurements of steps saved by the user can be directly translated into number of FTE’s saved by the department. For such a model to work, Frances is encouraging information providers to become “open URL aware” and to push the CrossRef prototype of DOI’s and metadata.

Julia Urwin, AstraZeneca Pharmaceuticals
Mobilizing Knowledge: the Pharmaceutical Industry Approach

Moderator: Jennifer Klein, AstraZeneca Pharmaceuticals
Speakers: Angela Abell & Sandra Ward, TFPL

Knowledge Management, by almost any other name, is alive and well in the pharmaceutical industry. In her presentation of a TFPL study, Angela Abell focused on the main findings of a study the aim of which was to look at the state of Knowledge Management in the pharmaceutical industry. In-depth phone interviews conducted with 44 companies in the US and Europe produced 17 case studies from 13 companies. Even though it is not often called KM, and corporate KM strategies are rare, the impact of the movement towards improving knowledge utilization is evident by the growing number of initiatives aimed at enhancing business performance through creating and sharing knowledge. It was obvious that business needs are the key driver of KM activities, which are occurring at all phases of the business from discovery to clinical to market to production. A major emphasis is on the need to decrease time to market. A major focus is on “integrated knowledge spaces”; for example, therapeutic portals. Another initiative focuses on learning, as seen by the growth of the “corporate university” concept.

Some examples provided by Abell include:

- Pfizer Research University and the Pfizer performance enhancement program.
- Aventis Communities of therapeutic interest.
- AstraZeneca global licensing function, with its cross-discipline decision-making process, and the AstraZeneca use of e-business tools providing key content on the web in an enterprise-wide content integration program.
- Glaxo-Welcome (now GSK) providing global access to documentation in the manufacturing and supply chain areas, and their Discovery Knowledge Base providing tools for content sharing and exploitation.
- Novartis providing a “one-stop shopping” tool for global marketing.

In the full study by Abell and TFPL colleague Sandra Ward, and published by PJB, we can find a more in-depth discussion of the state of KM in the pharmaceutical industry, including success factors.

Angela Murray, AstraZeneca Pharmaceuticals
This informative case study of applied patent analysis was presented by James Grant and Joanne Freeman, both of Bristol-Myers-Squibb, and Geet Vijay Rao of Derwent. James set the stage for the knowledge management exercise, which was strategically and tactically aligned with business goals and objectives. He introduced the scenario of creating an executive summary of “smart drugs” as a team project that would deliver actionable data for senior management’s decision making. The collaborative project would include extensive information gathering, data mining, critical analysis and report generation. The goal is to provide a competitive edge based on the analysis of the intellectual property surrounding the “smart drug” concept. Geet and Joanne expanded on the processes of data gathering and mining, beginning with the ambiguity clouding the meaning of the term “smart drug.” The modern interpretation is that of a drug with a receptor-targeted, site-directed specific action. That the term “smart drug” is seldom used in the patent literature makes it all the more challenging to identify the relevant literature. The searcher must be creative with synonyms and chemical names and adept with chemical structure searching. Key sources to tap include Derwent’s World Patent Index, World Drug Alerts, R&D Focus and other pipeline databases, Biotechnology Abstracts, Derwent Drug File and Chemical Abstracts. A typical search might start with subject and name searching in CA’s Registry file followed by a transfer of Registry numbers and patent numbers to Chemical Abstracts, and then on to World Patent Index. Creating useful intelligence from the patent data gathered includes identifying the key players and possible expert witnesses, analyzing the core competencies of one’s own company and the competitors’, and scoping out the market potential. Analytical tools include BizInt’s Smart Charts and SWOT analysis, i.e., of Strengths, Weaknesses, Opportunities, and Threats. The deliverable is the patent analysis report; its format is client-driven.

Diane DeSante, Eli Lilly and Company
Space Management: From Libraries to Knowledge Centres

Moderator: Jennifer Klein-Kearns, AstraZeneca
Speakers: Veronica Plucinski, Pfizer and Laura Cronk, AstraZeneca

This was a very intriguing session for me on a personal level because I am struggling with a space problem at our Research Library at Novartis Pharmaceuticals' Canadian head office in Montreal. Two pertinent and cogent presentations were given by Veronica Plucinski of Pfizer and Laura Cronk of AstraZeneca. The moderator was Jennifer Klein-Kearns of AstraZeneca. The session itself attracted strong interest as evidenced by very solid attendance.

It was interesting to hear that despite the view that physical storage space is supposed to be less and less of a need because of the proliferation of electronic content, there was still a great concern voiced by both Veronica and Laura that they were running out of physical space at their respective centres. There seemed to be a consensus between the two that as the electronic age becomes more firmly established, there is a need to train users on the different electronic tools, manage the implementation and the upkeep of the tools, and find a common ground to house some of these applications. All these issues require space, with training being one example of a function where room is needed even for small groups of five.

With this in mind there was much discussion about the provision of office space flexibility which would enable the Knowledge Centres at both AZ and Pfizer to easily accommodate different functions at different times.

Another important aspect of space is an area which is aesthetically appealing, encourages a team spirit, and is cost appropriate. Knowledge Centre space should be seen as a feature piece or a central showpiece because it is there to be used by all members of an organization, from the bench scientist to the corporate officer. Image is important when putting together the architectural plans for any new or refurbished knowledge centre. At the same time, it is imperative that the space planning of these areas should be helped along by someone who is qualified in the understanding of the peculiarities of a knowledge centre's environment. The number of windows, location of the reference desk, staff visibility and accessibility, the combination of attractive furnishings with functionality; all these are issues which must be considered in the proper planning of a knowledge centre.

Teams are more important than ever, and space planning should reflect this. Ease of access for the members of the team to each other helps to maximize results and minimize duplication of effort.

And of course space does have a cost, especially in the case of Pfizer's Knowledge Centre, which is located in a high-rent area of Manhattan. In this environment, space is a commodity which must be thought of very closely. A tightrope between the cost of space and the expectation of future growth must be walked. Both Laura and Veronica touched on the issue of planning a space which will be useable in two years, five years, and ten years. This is not an easy task, for the proliferation of mergers, acquisitions, and restructuring in the industry makes short-term and long-term planning a constant challenge. AstraZeneca and Pfizer are two very good examples of this dilemma, because both have gone through restructuring in the last two years which has made them much bigger in terms of employees. More clientele means more requests for Knowledge Centre personnel, which will eventually lead to a need for more space.
It would seem that as traditional libraries evolve into knowledge centres, there are still major space issues to consider. We presently live in an information age where one foot is still firmly set in space-consuming "hard copies" and the other foot is moving inexorably towards "e-content". We have to find solutions for this reality, with space being a major and important rumination.

Sean DeNora, Novartis Pharmaceuticals Canada
Attention Members: Proposal for P&HT Policy Change

As was reported in the last issue of CapLits and discussed at the annual Business Luncheon in San Antonio, a change to the Officer’s Travel Policy has been proposed. It has been proposed that the P&HT Division support the attendance of the Division’s Program Planning Chairs at the Annual, mid-Winter and Divisional Spring meetings and that the travel stipend be raised to $2,000.

The Board has voted on this Policy Change at the beginning of August; the Policy Change has been approved.

Officer’s Travel Policy – current version
The normal conference expenses (travel, lodging, registration, meals, local transportation) incurred by the Division Chair and Chair-Elect in attending the SLA Annual conference and the SLA Winter Meeting can be reimbursed from the Division’s operating budget. The amount of reimbursement in any Division year will not exceed $1,000, depending on the level of monetary support given to the Officers by their employers, and the state of the budget as determined by the Division Board. When the operating funds are limited, the order of priority is: (1) Chair (2) Chair-Elect.

Officers who anticipate needing Division funds for conference expenses must submit an estimated budget to the Executive Board for approval one month before the meeting. An expense report must be submitted to the Treasurer for reimbursement. Officers should attempt to receive financial support from their employer to the fullest extent possible before requesting Division finding.

Officer’s Travel Policy – proposed version
The normal conference expenses (travel, lodging, registration, meals, local transportation) incurred by the Division Chair, Chair-Elect and Program Planning Chair in attending the SLA Annual conference, the SLA Winter Meeting and the Divisional Spring Meeting can be reimbursed from the Division's operating budget. The amount of reimbursement in any Division year will not exceed $2,000, depending on the level of monetary support given to the Officers by their employers, and the state of the budget as determined by the Division Board. When the operating funds are limited, the order of priority is: (1) Chair (2) Chair-Elect (3) Program Planning Chair.

Officers who anticipate needing Division funds for conference expenses must submit an estimated budget to the Executive Board for approval one month before the meeting. An expense report must be submitted to the Treasurer for reimbursement. Officers should attempt to receive financial support from their employer to the fullest extent possible before requesting Division finding.

Adopted: June 1995
Proposed Revision: July 2001
Approved: August 1, 2001
Pharmaceutical & Health Technologies Division
Board Meeting Minutes
March 18, 2001

In attendance: Kathy Anderegg; Marlene Bobka; Barbara Boyajian; Sue Brizuela; Janet Cooper-Weiss; Karen Erani; Bernadette Ewen; Denise Fobare-DePonio; Donna Gibson; Jennifer Klein; Liz Perry; Aliya Rose; Jennifer Williams; Susan Zalenski.

Annual Meeting – San Antonio, Texas
The Cowboy event has been canceled because of a scheduling conflict at the Ranch.
Sue Brizuela will host the dine around on Tuesday evening.
The Annual Business Lunch will be held on Tuesday.
Division sponsored sessions:
  Tuesday – James Grant; Joanne Freeman and a representative from Derwent
  Wednesday – e-content session: all speaker positions have been filled.

Nominating Committee
The nominating committee is having difficulty filling the slate for the upcoming elections. The main reason given for declining the nomination is planning for the Spring Meeting. More members within the Division need to participate to spread out the responsibilities. The Secretary sends out the ballots and the Nominating Committee receives them back.

Treasurers Report
Money will be moved from the Saving Account to the Pooled Account for greater interest.

Program Planner Position
Create an additional program planner position. Other divisions have added this position. Program planner One would plan the Annual Meeting and Program planner Two would work on the Spring Meeting.

Role Descriptions
Before the next meeting there will be a review of the role descriptions of the Officers and Committee Chairs. These will be handed out to Officers and Chairs and at the Annual Meeting.

Adding All Member to the ListServ
Currently less than fifty percent of the members are on the ListServ Discussion List. A motion was made to add all members to the list with instructions on how to “unsubscribe”. A vote of the officers was taken on this issue. All four officers were present and it passed with all Officers voting in favor. This will be announced at the Monday lunch at the Spring Meeting.

Filling Non-elected Positions
Bernadette will connect with all current officers and get new Chairs where necessary.
It is especially important to find an Archivist so that a permanent home for Division material can be found.
**Extend Treasurer Position to three years**
It has been suggested that the Treasurer Position be lengthened to three years. It was suggested by the current Treasurer. It takes a year to get up to speed on the position and then you are finished. It has also been suggested to add an Assistant Treasurer Position. This person would work with the Treasurer for the first year, thus making an easier transition. Denise will speak with the Business Division on how they made this change. It will also be written up in CapLits and put out on the ListServ for discussion.

**Send the Program Planner to the Winter Meeting**
A stipend will be set up to cover the cost for the Program Planner to attend the winter meeting if they are not able to cover the cost themselves. Bernadette and Jennifer will prepare something to say about this at the Annual Meeting Business Luncheon.

**Student Essay Review**
Donna Gibson requested assistance from the Division to help review the essays submitted for the travel award. Four essays were received and she got some volunteers to assist her in the review process.

**CapLits**
The deadline for the next CapLits is April 15th.

**Strategic Planning Survey**
The deadline to submit completed surveys is April 15th. Karen will have the full results of the survey at the Annual Meeting in San Antonio.

Submitted by Kathy Anderegg, Secretary
Call for 2002 Conference Papers

How have you as an information professional met your organization’s information needs? Share your knowledge with other information professionals during the Los Angeles Annual Conference and learn from other attendees.

You are invited to submit papers discussing the theme “Putting Knowledge to Work®: SLA 2002 Conference”. The 2002 Conference will be held in Los Angeles, California on June 8-13, 2002. The conference will have five tracks: Future Directions, Management, Practitioner’s Tools, Technology, and Networking. The sessions and presentations will emphasize the way information professionals creatively meet the information needs and manage the knowledge management needs of their organizations and communities.

The Professional Papers portion of the annual conference offers SLA members the opportunity to share their knowledge as a conference presenter. In addition, all papers will be published in the 93nd Annual Conference Professional Papers.

Guidelines

August 15, 2001 - Submit an abstract for the proposed paper to Gail Stahl via e-mail (stahl.gail@bcg.com) or fax to 770-992-8175. Abstracts should be approximately 250-300 words in length.

April 1, 2002 - Deadline for the submission of the complete text of the accepted paper as camera-ready copy to the Association Office.

Length - Presentation of the paper should be no longer than 15 minutes.

Requirements: In order to be considered for acceptance as a professional paper, the following requirements must be met:
- The abstract has been received by the deadline
- The author (or co-author) is a member of SLA
- The author (co-author) commits to present the paper at the Annual Conference

Abstracts will be judged on the relevance to the conference theme, substance, and potential member interest. Applicants will be notified of acceptance by October 1, 2001, and will receive full instructions on format for the complete text of the professional paper.