



The Military Librarian

The newsletter of the Military Librarians Division
of the Special Libraries Association

Volume 44, 2

Summer 1999

Eyewitness SLA

Reported by Jane Butler, Army Research Institute, Alexandria, Virginia

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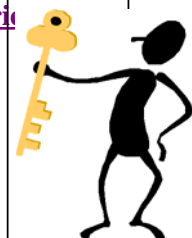
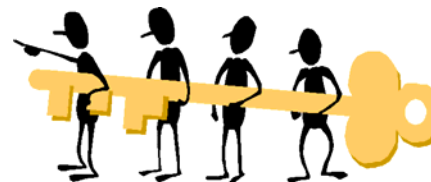


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Selling the Invisible: A field Guide to Marketing the Modern Special Library, was the theme of presentation at the Special Libraries Association Annual Conference, 8 June 1999.

The Library Management Division, in conjunction with several other divisions, sponsored acclaimed authority on marketing in service-based economy author Harry Beckwith to speak on marketing the modern Special Library. At the heart of his talk were these "**Ten Keys to Successful Relationships**"

1. Faster--everybody wants it faster;
2. Affinity--develop a good chemistry with your users;
3. Predictability--be consistent, have integrity; remember that your word and deeds are integrated;
4. Comfort--create the feeling of comfort in your library; a comfortable atmosphere from you and your staff will get them in the physical and virtual door;
5. Expertise--be a consultant; show the appearance of expertise;
6. Sacrifice yourself to make the user feel Important;
7. Thank people more;
8. Welcome them;
9. Follow-up--find out how you are doing;
10. Connect--make a personal connection by learning names and using them.



Harry Beckwith entertained us with stories and told us the best thing we can do is to tell our stories, especially pointing out the benefits Special Librarians bring to the organizations. Stories are a way to communicate and create personal relationships. Think about what stories you have to share.

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Special Libraries Association

Last updated 11/25/00 Webmaster:
[Dolores Knight](#)

Members of the Boards and Committees of the MLD

| OFFICE | NAME/EMAIL | TERM | VOTE |
|----------------------|--|----------------------|------|
| Chair | Barbara J. (BJ) Fox bjfox@dtic.mil | 1 year 1999-2000 | Yes |
| Chair-elect | Tracey Landfried tlandfri@arl.mil | 1 year 1999-2000 | Yes |
| Secretary/Treasurer | Wendy Hill whill@dtic.mil | 2 years 1998-2000 | Yes |
| Director | Jane C. Butler butlerj@ari.army.mil | 4 years 1996-2000 | Yes |
| Immediate Past Chair | Thomas Rohmiller thomas.rohmiller@ws.wpafb.af.mil | 1 year 1999-2000 | Yes |

Standing committees: (Members may serve 4 years; all are new appointees except the Editor)

| Membership: | Publications, continued: |
|---|---|
| <p>Jane Butler, Chair butlerj@ari.army.mil</p> <p>Carol Emery, AIR FORCE carol.emery@langley.af.mil</p> <p>Barbara Nekoba, MARINE CORPS nekobabk@nt.quantico.usmc.mil</p> <p>Phyllis Levine, DOD plevine@dtic.mil</p> <p>Tracy Landfried, ARMY tlandfri@arl.mil</p> <p>Connie Wiley, NAVY cwiley@jwac.com</p> | <p>Bohdan Kohutiak, WRITER kohutiakb@awc.carlisle.army.mil</p> <p>Patricia Fogler, ARCHIVIST patricia.fogler@maxwell.af.mil</p> <p>Carolyn Ray, PUBLIC RELATIONS carolyn.ray@ws.wpafb.af.mil</p> <p>Dolores Knight, WEBMASTER (MLD) dknight@dtic.mil</p> <p>James Dorsey, WEBMASTER (MLW) jdorsey@dtic.mil</p> <p>Teri Newsome, LAYOUT newsomet@usachcs-emh1.army.mil</p> <p>Pat Alderman, LAYOUT aldermap@hoffman-cfsc.army.mil</p> |
| <p>Nominating:</p> <p>Thomas Rohmiller, Immediate Past Chair thomas.rohmiller@ws.wpafb.af.mil</p> | <p>Special Committee(s):</p> |

| | |
|---|--|
| <p>Bylaws:</p> <p>Irene Cordova icordova@bellhelicopter.textron.com</p> <p>Publications:</p> <p>Elizabeth Bircher, EDITOR bircher@ebSCO.com</p> <p>Jane Cohen, WRITER jcohen@dtic.mil</p> | <p>Strategic Planning:</p> <p>Tracy Landfried, Chair Jane C. Butler</p> <p>Resource Coordinator:</p> <p>Lee McLaughlin mclaughl@plk.af.mil</p> <p>Awards:</p> <p>Sherry Massie sherry.massie@jssa.belvoir.army.mil</p> |
|---|--|

Military Librarians Workshop

| OFFICE | NAME/E-MAIL | TERM | VOTE |
|----------------------------------|--|-----------|------|
| Chair | George Klim georgek@siscom.net | 1999-2003 | Yes |
| MLD Chair | BJ Fox bjfox@dtic.mil | 1999-2000 | Yes |
| Secretary/Treasurer | Wendy Hill whill@dtic.mil | 1998-2000 | Yes |
| Air Force Representative | Gail Hodge gail.hodge@wpafb.af.mil | 1997-2000 | Yes |
| Army Representative | Tim Renick renickt2@leav-emh1.army.mil | 1999-2002 | Yes |
| Navy/Marine Corps Representative | Ruth E. Corn cornr@pixi.com | 1999-2003 | Yes |
| DoD Representative | Candy Parker cparker@dtic.mil | 1999-2001 | Yes |
| Canadian Representative | Vacant | | Yes |
| MLD Director | Jane Butler butlerj@ari.army.mil | 1996-2000 | No |

MILITARY LIBRARIANS DIVISION STRATEGIC PLAN

MISSION

The Military Librarians Division provides its members a forum for the exchange of ideas, opportunities

for networking and career enhancement, and programs to develop specific and unique military interests. It also provides public information to promulgate the importance of military libraries and librarians.

VISION

To be the leading organization for military librarians and information specialists and a partner in their professional development

GOALS for 1999 and 2000

| | |
|---|--|
| <p>CHAIR:</p> <ul style="list-style-type: none"> ■ Begin the development of an MLD Manual ■ Publish MLW History ■ Make discussion list central to the members ■ Work with bulletin editor to redesign "Military Librarian" by adding features and capabilities such as pictures, etc. <p>CHAIR-ELECT:</p> <ul style="list-style-type: none"> ■ Create maximum use and awareness of MLD Web site ■ Continue/complete the redesign of the bulletin ■ Outline small/defined jobs (to increase participation among members) ■ Continue the effort to enhance the Strategic Plan | <p>TREASURER/SECRETARY:</p> <ul style="list-style-type: none"> ■ Maximize financial resources ■ Establish money market account for reserves <p>DIRECTOR:</p> <ul style="list-style-type: none"> ■ Assist Chair and Executive Board ■ Co-plan for annual conference ■ Act as liaison to the membership committee ■ Continue the effort to enhance the Strategic Plan and develop five to ten year plan <p>IMMEDIATE PAST-CHAIR:</p> <ul style="list-style-type: none"> ■ Prepare slate of nominees for vacant positions, including biographical information and their statement of goals if elected |
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An SLA Kaleidoscope: Tracy Landfried's First Person Account of the 91st Annual Conference

Knowledge Leaders for the New Millennium: Creators of the Information Future was the theme of the 90th SLA Annual Conference held 5-9 June 1999 in Minneapolis, MN. This timely theme, the subject of numerous programs, discussions and the keynote address, is pertinent to government and military libraries as echoed in a cover story in a recent issue of *Federal Times* ("Agencies tap into knowledge sharing," Stephen Trimble, *Federal Times*, vol. 35, no. 29, pp1,9).

Off to a late start I learned the hard way to come a day early if possible when bad weather in Minneapolis delayed many Saturday flights, including mine and I missed all Saturday events except a division meeting at 9 p.m. However, the remainder of the conference I was busy from 9 a.m. to almost midnight with division meetings, programs, and other SLA events.

Keynote Speech

SLA Keynote Speaker, **Laurence Prusak** (Managing Principal, IBM Consulting Group) described knowledge management as he has studied it in a decade of consulting with Ernst & Young and at IBM. He emphasized that people, networks, and people networking are important and exhorted us to spend money on *connections* and not access. Access is not the same as value: value derives from worker knowledge and innovation, which is found only where the worker meets the work. Knowledge management is the attempt to capture innovations and distribute knowledge and innovation to the right people through out the organization so they may be built on. Although business management has been studied since the Italian Renaissance, *knowledge management* was born after World War II and has not been studied. Mr. Prusak noted, "Never underestimate the techno-utopianism of the American executive... [who believes that] computers are all we need".

The importance of networking was shown in a UC Berkeley study of Nobel laureates that found the success of a scientist to be directly related to the size and efficiency of his network. Libraries can be a place where such networking takes place. Mr. Prusak shared the "wisest thing" he knows: "Hire smart people and let them talk to one another!"

Division Programming

I introduced **Daniel Sell** (Reference Librarian, Air Force Research Laboratory, Wright-Patterson AFB, OH and MLD member) our presenter on "From Bytes to Books: A Computer-Assisted Collection-Development Tool." Mr. Sell has developed a collection development tool from data he collected to track literature search costs. He pastes the literature search data from a relational database or a spreadsheet to word processing software. The data is then manipulated and copied into DialogLink to get book titles and article citations on the current research interests in his organization. The program is run at least quarterly to stay current with changing Air Force research needs. He uses Microsoft Access,

Excel, Word97, Notepad, and DialogLink, although he demonstrated that a combination of similar software, Notepad along or any other word processing software would also work.

Robert DeLong (CEO, Wyle Laboratories, Dayton, OH) described the contracting out process within the Department of Defense. He asserted that one's contracting officer representative is one's best friend in the process. There is a new language to learn and much "red tape" to wade through to be successful in winning a contract. Commercial activity studies began during the depression and accelerated after WWII. Organizations that perform commercial activities-- "any organization that completes work similar to that found in the local telephone directory"--can be contracted out. Mr. DeLong suggested independent information professionals team with a larger company that already has the federal contracting expertise rather than try to win a contract by themselves. That allows them to concentrate on the "library stuff" and not the tedious, but important, paperwork to be submitted on deadline and in the correct format in order to win the contract. Deliver the goods or services in one's area of expertise and deal only with the main contractor, who is responsible for oversight of the work performed by subcontractors.

Division Meetings

MLD networking meetings and the annual business meeting began at 7:30 a.m. I was elected Chair-elect of the Military Librarians Division at the annual business meeting on Tuesday, 8 June 99. I will be responsible for planning the division programs at the SLA annual conference in San Antonio, TX, in June 2001. So keep in touch to let me know your interests and professional development needs!



Division meetings are excellent networking opportunities. All division members are encouraged to attend them. I met several new Division members at the Board, business, and other division meetings. Jane Butler (Director and Membership Chair) and I passed out Division membership directories at the annual business meeting. *[Many thanks to **Thomas Carroll** (President, Carroll Publishing, Washington DC) for printing the membership directories.]*

Other conference happenings

Between programs, I spent time in the Exhibit halls talking to vendors and scooping up brochures or business cards with URLs for my colleagues. I also participated in leadership training and met leaders of other divisions of similar size and facing similar issues as MLD.

Many SLA conference programs are taped on audiocassette(s) and are available for sale at the conference or later. The audiotapes do not include conference handouts, but some speakers mentioned that their handouts would be available via SLA's webpage or a sponsoring division website. Purchasers have access to the handouts if they are on the division webpage.

At future conferences, I can purchase audiotapes for my library by noting the possible expenditure on

my Department of the Army [DA] Form 1556 and using my government charge card. The tapes become library property. It is best to delay purchase until the end of the conference to ensure all the desired tapes are available. *[If my colleagues in Air Force, Marine Corps, or Navy libraries can also purchase audiotapes at the conference, please let me know the procedures, and I will print a summary of them in a future issue of the Military Librarian.-tl]*

SLA's new high-tech bulletin board had heavy usage. It was easy to locate and communicate electronically with colleagues at the conference - if they used the SLA housing bureau or updated their record in the system. The Lexis-Nexis Cyber Café was always crowded because one could eat or access email on most non-secure systems. I sent my colleagues and family email from my personal email account from the Cyber Cafe. Both desktop computers and laptop hookups were available for 'connected' members, and that is some 85% of us, according to SLA.

SLA staff demonstrated the new members-only Website. Members access the Website with their user ID and PIN supplied on SLA membership cards. The new Website should assist MLD's membership chair and division leaders in identifying members, printing up-to-date mailing labels, and inputting changes. If you have not received your SLA ID and PIN, let SLA and **Jane Butler** (butlerj@ari.army.mil), know as soon as possible. Key SLA membership staff are **Linda Broussard** (Assistant Director for Membership and Training; linda@sla.org) and **Christine Kennedy** (Director of Membership; christine@sla.org).

I mentored a colleague in the Career Mentoring Service. I hope she learned as much from the encounter as I did. Though our interests did not match, I was able to give her some guidance.

I look forward to seeing you at the Military Librarians Workshop in Williamsburg, VA, 6-10 December 1999, and at the SLA annual conference in Philadelphia, PA, in June 2000.



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Special Libraries Association

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MEMBER PROFILE: IRENE CORDOVA

By Jane Cohen, Writer

Having served as an alternate delegate from Texas to the 1991 White House Conference on Library and Information Services, appointed to the Library Services and Construction Act Advisory Council of the Texas State Library (1991), and currently serving on the Diversity Committee of the Texas Chapter of SLA as well as Chair of the MLD Bylaws Committee, MLD member Irena Cordova has proven that a later-in-life entry into librarianship is no barrier to an enthusiastic and productive professional career.

Born in Honduras, Irene began her journey to a 1990 MLS from Texas Woman's University (TWU) after raising a family and helping fellow immigrants by serving as a translator to the New York City courts and other social agencies. She continued this work after moving to Oklahoma and then Texas. She worked at the TWU Library while obtaining her Masters, served her Practicum at American Airlines, and currently manages the Technical Publication Library at Bell Helicopter Textron, Inc.



Irene's duties include maintaining databases from all service branches and serving as Bell Helicopter's resource for standards and technical publications on commercial and military rotorcraft. Since joining Bell Helicopter, she has seen a steady migration from hard copy to digitized information and, as a result, feels that primary importance must be given to the ability and expertise to access computers quickly. She stated that things are, "...changing so quickly. What you get this morning will be changed by this afternoon," and librarians must be prepared to deal with this new environment. While stating that, "Everything is becoming digitized, so libraries in the military field seem to be shrinking", Irene believes the skills developed to cope with continuous evolution should serve librarians, even if the profession's name may change to match a new environment.

Asked why she decided to join and actively participate in MLD, Irene said, "A great deal of my work involves military publications and, as a solo librarian, I like to stay current with the latest developments in the field while doing some networking to develop mutually beneficial relationships with my colleagues."

Web Wisdom

by Marie O'Mara, DTIC, Ft. Belvoir, Virginia

Greetings from cyberspace!

Because we are spending more work time on the Web, I thought it would be fun to share the good sites we come upon. I recommend a new find called **Hypertext Library Lingo: A Glossary of Library**

Terminology (http://www.wcsu.edu/library/library_lingo.html). The Glossary is designed as a reference resource for ordinary library users and library professionals. Technical vocabulary of publishing and information technology and of library and information science has been included. It is an on-going Web publication and definitions will be revised and added from time to time.

If you have comments on sites to share, please contact me.

Marie O'Mara
Internet Instructor
Defense Technical Information Center (DTIC)
Phone (703) 767-8221; FAX (703) 767-8228
DSN: 427-8221
momara@dtic.mil

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CALL FOR NOMINATIONS:

SLA 2001 ELECTION

The Nominating Committee for SLA's 2001 election needs your help in locating ten worthy candidates, ready and willing to lead the Association through the beginning of the 21st Century. We are five committee members, but between us we cannot possibly know every potentially worthy candidate in an association of SLA's size. That's why you are so important to the process!

Please let us know which of your colleagues are ready and willing to serve in any one of the following capacities: President-Elect, Chapter Cabinet Chair-Elect, Division Cabinet Chair-Elect or Director (we need a total of four candidates for Director). The slate will contain the names of two candidates for each position except Director, which will have four candidates as two Directors are elected each year. For more information on the nominating process and position descriptions please go to the SLA web site at: <http://www.sla.org/assoc/board/index.html>

Think about what qualities and experiences make this person ideal for the position you are nominating them for. What are their views on our profession and how would they represent us? What positions has the person filled that indicate he or she would be suitable for this position? What did they accomplish; did they fulfill their obligations with flair, enthusiasm, and on time? Do they have ideas and the know-how to implement them? Has the person ever served on a board or a committee for another organization besides SLA—it's all valuable experience. Go ahead—nominate yourself if you believe that you match the criteria for success in one of these positions.

Please include with your nominations the nominee's name, affiliation, address, phone number and the position for which you are nominating her or him. Please also include any of the following information to which you have access: prior positions this person has held at the Chapter, Division or Association level; the length of SLA service and answers to any of the questions posed above! If you are not sure about the SLA positions held, do not be concerned—it is all in a database at headquarters.

It will help the committee if you can also tell us in what capacity you have served alongside this person or know this person and thus can personally speak to her or his effectiveness.

Send your nominations by Monday, December 6, 1999 to:

Lois Weinstein

Executive Director

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Military Librarians Workshop '99

TENTATIVE AGENDA-AT-A-GLANCE (Updated: August 27, 1999)
(see the latest conference details at <http://www.dtic.mil/mlw99>)

Monday December 6, 1999

8:00 a.m.-5:00 p.m. - Registration

8:00 a.m.-5:00 p.m. - Individual Senior Leader Service Meetings

8:00 a.m.-5:00 p.m. - MECC Meetings

10:00 a.m.-12:00 noon - MLD Board Meeting

2:00 p.m.-4:00 p.m. - MLW Board Meeting (Continued)

Tuesday December 7, 1999 OUR HISTORY

7:00-8:00 a.m. - Continental Breakfast

8:00-9:00 a.m. - History of Military Libraries (Speaker TBA)

9:00-10:00 a.m. - Leadership Lessons from Battle of Gettysburg (Speaker TBA)

10:00-10:15 a.m. - BREAK

10:15-11:30 a.m. - Army Library Experiences (Speaker TBA)

11:30 a.m.-1:00 p.m. - LUNCH

1:00-2:15 p.m. - Navy Library Experiences (Moderator TBA)

2:15-3:30 p.m. - Air Force Library Experiences (Moderator TBA)

3:30-3:45 p.m. - BREAK

3:45-5:00 p.m. - Service Reports (Moderator TBA)

7:00 p.m. - Candlelight Tour of Colonial Williamsburg (Optional)

Wednesday December 8, 1999 CONTEMPORARY ISSUES

7:00-8:00 a.m. - Continental Breakfast

8:00-9:00 a.m. - Library Standards (Moderator TBA)

9:00-10:00 a.m. - OPM Qualifications (Speaker TBA)

10:00-10:15 a.m. - BREAK

10:15-11:30 a.m.- Luncheon with Speaker: Christmas in Colonial Times (Speaker TBA)

1:30-3:30 p.m. - Technology Issues (Speaker TBA)

3:30-3:45 p.m. - BREAK

3:45-4:45 p.m. - Technology Issues (Continued) (Speaker TBA)

7:00-10:00 p.m. - Christmas Party

Thursday December 9, 1999

7:00-8:00 a.m. - Continental Breakfast

8:00-12:00 noon - Tour of New Armed Forces Staff College Library (Optional), or

8:00-12:00 noon - Virtual Library Applications in Defense (Speaker TBA)

12:00-1:30 p.m. - LUNCH

1:30-2:30 p.m. - Regionalization Efforts (Speaker TBA)

2:30-3:30 p.m. - Joint Perspectives (Speaker TBA)

3:30-3:45 p.m. - BREAK

3:45-4:45 p.m. - TBA

Friday December 10, 1999

8:00 a.m.-5:00 p.m. - Continued Service Meetings

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The Military Librarians Division brings together members from all the U.S. military services, the Canadian Combined Armed Forces, other international military services, DoD agencies, contractors and vendors, academic institutions and anyone with an interested in military librarianship. This year we welcome the following new members:

Rebecca Andrade
RAND Library
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Santa Monica, CA 90407
Phone: 310-393-0441
Fax: 310-451-6920
andrade@rand.org

Joanne T. Crane
Naval Surface Warfare Center
Dahlgren Division
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Jeanne Slater-Trimble
Amer Inst of Aeronautics & Ast

Janice F. Missildine
 US Air Force
 Gen. Ronald R. Fogelman Library
 Air Mobility Warfare Center
 5656 Texas Ave
 Fort Dix, NJ 08640
 Phone: 609-562-2610
 Fax: 609-562-5139
janice.missildine@mcquire.af.mil

1801 Alexander Bell Dr.
 Reston, VA 20191
 Phone: 703-264-7655
 Fax: 703-264-7551
jeannet@aiaa.org

Copies of the 1999 Membership Directory are available by contacting Jane C. Butler, Membership Chair, at 703-617-8653 (DSN 767), fax 703-617-2366, e-mail: butlerj@ARI.army.mil

If you have questions about membership in the Military Librarians Division, or you know of someone interested in joining the division, you can contact me at the above address, or the other members of the committee:

AIR FORCE Carol Emery -- carol.emery@langley.af.mil
ARMY Tracy Landfried -- tlandfri@arl.mil
DOD Phyllis Levine -- plevine@dtic.mil
MARINE CORPS Barbara Nekoba -- nekobabk@nt.quantico.usmc.mil
NAVY Connie Wiley -- cwiley@jwac.com

Remember that as a Member you:

- Get the inside track on employment opportunities at military installations and DoD organizations around the world,
- Network with colleagues from all services--a small community which spans the globe--through our discussion list and at meetings,
- Keep current with technology and trends,
- Develop leadership skills by participating on committees and planning programs, moderating panels, or delivering presentations, and
- Receive a discount rate to attend the annual Military Librarians Workshop.

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ALA Congress on Professional Education

Reported by BJ Fox, DTIC, Ft. Belvoir, Virginia

The American Library Association's Congress on Professional Education was held April 30 and May 1, 1999, at the Loews L'Enfant Plaza Hotel in Washington, DC. The Congress focused on the improvement of graduate professional education for librarians and other information professionals. One hundred fifty delegates--representing national and international associations of library and information studies educators and ALA divisions and roundtables--gathered to seek consensus on the values and core competencies of the profession as well as strategies to address common issues and concerns. At the end of two stimulating and productive days, delegates recommended the following: 1) Define the scope, content and values of the profession; 2) Establish and apply improved standards for accreditation; 3) Develop a coordinated approach to post-MLIS certification/credentialing; 4) Market librarianship as a 21st century profession with the same level of effort used to promote libraries; 5) Continue the dialogue between library and information studies educators and practitioners begun at the Congress; and, 6) Recruit, educate and place students from diverse populations as professional librarians.



"The Congress focused on the improvement of graduate professional education for librarians and other information professionals."

Next Issue Preview!

The Military Librarians' Workshop (MLW) will be the focus of the next issue.

President's Column: BJ Fox will provide a special column.

Please contribute to your newsletter! Articles can be submitted to the editor, Elizabeth Bircher, by email (bircher@ebSCO.com). Please submit in MS Word, if possible; you can also fax your article submissions to her at (757) 867-6377.

Credits:

Editor: Elizabeth Bircher

Layout: Sherry Massie

We hope you like the new look of your newsletter! We are using new software, Microsoft Publisher 2000, to improve the layout and style.

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