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And They Were There / Meeting Reports

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And They Were There

Reports of Meetings

Column Editors: **Sever Bordeianu** (U. of New Mexico) and
Julia Gelfand (UC, Irvine)

Latin America: The Emerging Information Power

SLA State of the Art Institute,
November 8-9, 1993, Washington, DC

Report by **Mina Jane Grothey**
(University of New Mexico)

This Institute was an ambitious undertaking covering multiple facets of information from and about Latin America. Trying to cover all of Latin America is in itself a big task. Actually the Institute focused on two of the larger countries, Brazil and Mexico, with references to the situation in a few other countries. I compliment SLA on arranging for speakers from Brazil and Mexico. Speakers from more countries would have been beneficial.

One of the first questions asked was What do you mean by Latin America? Does that include the Caribbean? Would Ibero-America be a better term? This last suggestion made me laugh since here at UNM when I first came we called ourselves Ibero-American librarians and people didn't understand the term.

The Institute, sponsored by the Special Libraries Association, attracted many participants from business, federal, law, and scientific libraries, with only a few from academic libraries. Because of this audience, much of the material about Latin America was basic.

Lou Wetherbee, the Institute's facilitator, opened with these questions: What does "information power" mean? Who are the players? What are the sources about Latin America? How can we learn about and access information on Latin America? What is the role of traditional information providers in the information age? When we talk about Latin America, is there a uniform information environment? What are the implications of Internet access? What is the role of the professional association, such as SLA? What are the major social, economic and cultural issues of which we need to be aware? This is a very interesting set of questions which the Institute did not fully answer. Sessions covered NAFTA, intellectual property, information policy, business sources, network-

ing, and scientific and technical information (which I did not attend).

Regarding NAFTA, the Institute took place the week before the big vote so everyone was asking: Will it pass? If it doesn't, what will happen next? Two of the speakers, Ambassador Alejandro Carillo Castro and Rodolfo Balmaceda, both Mexicans, gave a different dimension to the discussions. If NAFTA passes, which countries might be next to join? What affect will it have on the Caribbean Basin Initiative? What about trade relationships with Pacific countries? Mr. Balmaceda stated that NAFTA will promote an exchange of information between the two countries by increasing technical assistance to Mexico to improve its communication infrastructure.

Other comments of interest: We in the United States forget about our third border on the Caribbean Sea and only talk about the land borders with Canada and Mexico. (**Luigi Einaudi**). Several speakers brought up the Bolivarian idea of a United Spanish America or possibly a United America which could include the United States and Canada. This idea was proposed in economic terms rather than political.

The relationship of NAFTA to other agreements such as GATT and TRIPs (Trade Related Intellectual Property) was discussed. The presentation by **Gil Donahue** on intellectual property issues was very informative. Of particular concern is how to protect information in computerized form. In addition to talking about software programs, databases and CD-ROM products, there is the problem of documents available via the Internet. A document sent out over the Internet can be changed and resent. The conflict between the rights of the author and free access to information is not one that will be easily settled. Other areas of concern are patents, trademarks, sound recordings and satellite transmissions. Some of these issues are also being discussed in relation to the National Information Infrastructure (NII). Mr. Donahue stated that the railway may be a better analogy for the Internet than the interstate highway system. With railways there were problems with lack of

standardization when rolling stock and rail gauges were not compatible.

Continuing in this vein were the two presentations about information policy in Brazil and Mexico. **Mario Paranhos** outlined the components of an information policy: actual status of information network system, technological state of the art, human resources policy, and social priorities. In Brazil, access is not democratic because information is oriented to specialists who know English. Mr. **Jesus Lau**, from Mexico, also raised this point which started a discussion on the need for information exchange and databases available in languages other than English. One area of possible action involves the availability of foreign language newspapers on a system such as Dialog. Could **SALAM** (Seminar on the Acquisition of Latin American Library Materials) and SLA work together on such a proposal? Participants wondered if the two organizations working together would have any more success than the organizations working individually have had in the past when they haven't been successful.

Currently in Brazil there exists a paradox of the information available through the networks being greater than the demand. At the moment the information policy in Brazil is not to have one, and neither does Mexico. Mr. Lau questioned the need for an information policy. He does feel a need for coordination of information activities, which could foster better cooperation and exchange. Acronyms, acronyms, and more acronyms, my head was spinning. I was pleased to learn that the proceedings are expected to be published in January 1994. The written papers should provide the details I missed.

Murilo Bastos da Cunha spoke about the advances in library automation in Brazil. **BIBLIODATA**, which started in 1972, is now available online in Brazil, and serves as a national union catalog. A CD-

ROM version is being developed and hopefully BIBLIODATA will be available via the Internet in the Spring of 1994. Brazil and Mexico are doing a lot in producing bibliographic and statistical databases. Problems include a lack of bibliographic control, and poor marketing and distribution of the products. Mr. Lau feels that Mexico still lacks a networking culture so what is available isn't used as much as it should be. FIL (**Feria Internacional del Libro**), held in Guadalajara, Mexico in November of each year, was recommended as one way to keep up with the growing number of electronic sources from and about Latin America.

The presentation by **Ruth Stanat** on how to find quality information about Latin American markets reinforced what I learned a long time ago in library school — know the language, culture and customs of the country with which you wish to do business. If you do not have the expertise in house, then establish contacts in the country. Her company, **SIS International Inc.**, provides business intelligence for countries around the world. In Latin America, they primarily work in Brazil, Argentina, Chile, Venezuela and Mexico. Her presentation was the only one to talk a lot about Chile. Online sources in the U.S. which they use are Promt and DataStar.

The session on "Assessing and Using Business Information" was more about providing information to Latin America than getting information about Latin America. An online project of the **Organization of American States** called **SICE** (Foreign Trade Information System) currently has information for Latin American countries wishing to trade with the United States. The plan is to increase coverage to include trade information from the other member countries.

The original speaker from the U.S. Department of Commerce was unable to come. His replacement was **Bill DesRochers**, International Trade Administration, Department of Commerce. His office supports the U. S. business community wishing to trade overseas and secondly, Latin American companies wishing to do business with the United States. One suggestion in the area of business intelligence is to look at data on a third country's economic relations with a Latin American country, for example Japanese trade with Mexico, as well as U. S. relations with that country. Mr. DesRochers recommended the **NTDB** (National Trade

Data Bank) on CD-ROM, with which many were already familiar.

In summary, Lou Wetherbee said the Institute showed that Latin America is truly an emerging information power, especially Mexico, Brazil, Chile, Colombia, and Venezuela. There has been an explosion of interest in Latin America as well as in sources from the region. Economic changes and increased democratization fuel this interest. One problem is the poor bibliographic control over the information sources whether from public or private institutions.

The Institute lasted for two very full days, running from 8:30 a.m. till 5 p.m. with a continental breakfast and lunch included. In addition, on Monday evening, a reception was held. All these activities took place in the hotel which could have been any hotel anywhere. This created an intense atmosphere which I expected to foster communications among the partici-

pants. This was my first SLA State of the Art Institute which is an annual event on a different subject each year.

Innovative Users Group
Second Annual Meeting,
Columbus, Ohio, April 10-12, 1994

Report by **Mechele Palmer**
(Univ. of New Mexico)

The Second Annual Meeting of Innovative Interfaces system users allowed over 500 people to share ideas and network with people of similar backgrounds from across the nation and around the globe. This meeting, being the second, developed ideas nurtured from the first annual meeting and built on those ideas to what amounted to valuable meetings and seminars for all participants. Each of the modules within the Innovative Interfaces product, Innopac or Innovac, were discussed

in either small group discussions, panel discussions, Innovative presentations, or "Birds-of-a-feather" discussion groups. A change from the previous meeting, the new release information discussions were held throughout the conference rather than only on the final day.

The opening session introduced and thanked those members that made this conference a success. The Innovative Presentation given by **Jerry Klein**, President of Innovative Interfaces, followed. Mr. Klein's presentation focused on the recent article in the *New Yorker* written by Mr. Baker. Mr. Klein spoke about the basis of this article and concluded that the author and he agreed upon certain principles. Both agreed that quality of information retrieval is important. Mr. Klein believed that choosing the best OPAC for an individual library is the most important point in making the system a "quality" system. Mr. Klein also stated that the choice of OPAC is the problem, not automation itself, again referring back to Mr. Baker's article in the *New Yorker*. Mr. Klein then spoke on Release 9 with its 130 new features. He spoke on WindowPAC, INN-View, LC-Authority files, Gopher, EDI, ILL module, Patron self service options, and other options to be seen in release 9.

After lunch, small group discussions took place of which there were 5: 1. Acquisitions, 2. OPAC/Alternative Databases, 3. Systems, 4. Circulation 1 (everything but E-mail and financial functions), and 5. INNOVACQ only Libraries. These discussion groups were lead by user libraries and lent themselves to question and answer meetings which benefited the newer users, of which there were many. The users that were on the Innovative systems longer served as networking partners for those who were just getting started on the system as well as those who had not yet signed contracts with Innovative.

With a short break, the next set of small group discussions began with again 5 sections: 1. Serials Control, 2. Cataloging, 3. Management Information, 4. Circulation 2 (financial functions and E-mail), and 5. Law Libraries and Innovative. These were hosted by member libraries with expertise in their respective areas. These discussions seemed to focus upon problem areas within the respective modules. This lent itself to users who had been on the systems longer and were problem solving sessions where libraries that had similar problems helped each other with the aid of the moderators of the groups.

A reception was hosted by Innovative

at the Greek Orthodox Cathedral near the convention center. A good time was had by all. Ending the first day, "Birds of a Feather" groups formed and met with a large attendance in the Authority Control discussion group. Conversations involving outsourcing of authority records and clean-up of databases as well as Cataloging Service Bulletins, LC authority files and maintenance of existing Authority files were discussed.

The second day began with presentations and tours. Both tours of Ohio State University Law Library and the State Library of Ohio were given. As well, presentations of What's new at Ohio-LINK presented by **Anita Cook** and OCLC Gateway and ILL, presented by members from the University of Cincinnati were given.

Following a short break, an Innovative presentation on Release 9 presented by **Steve Silberstein** was given. He discussed what implications this new release had on various modules within the Innopac system. After lunch, panel discussions were the order of the day. These included: 1. Load'em Up, Move'em Out — Loading and Maintaining Government Documents Records, 2. O, Pioneer! New Paradigms for Technical Services, 3. Crossing the Great Divide — Moving to Innovative, 4. Blazing the Trail — Improving Access to Serials Information, 5. New Frontiers — Reference Databases and Innovative, 6. Law and Order-Automating Authority Control, 7. Pulling up Stakes — Migrating to a New Hardware Platform, 8. Get Along Little Doggies — Periodicals. All of these discussion groups were again presented by Innovative users who have been Innovative sites for periods long enough to allow them to have expertise in these areas. Most of these were new topics which had been suggested at the First Users group or were seen as current topics with much discussion over e-mail. Some were "Birds of a Feather" at the last conference and more formal discussion groups were formed to allow further discussion on these topics.

A tour of OCLC was given to those interested. The conference's final day started with Innovative presentations of "Database Services" presented by **Parke Lightbown**, Director of Database Services at Innovative and "Overview of User Support Services," presented by **Faye Chartoff**, Vice President of Operations at Innovative. This allowed the Innovative user to understand firsthand what is provided by Innovative for the user in the form of system support once they sign on

with Innovative.

The rest of the day was given to a choice of nine workshops presented by Innovative staff. The first five workshops included: 1. Using "Create Statistics" effectively presented by **Elaine Martina**, 2. "Searching Techniques from the Reference Perspective," presented by **Leslie Straus**, 3. "Beginner's Introduction to Networking your INNOPAC," presented by Gateway, Z39.50, Gopher, Database of databases, etc. presented by **Steve Silberstein**, and 5. Developments in Authority Control presented by **Aaron Blazer**. The remainder of the nine workshops included: 1. What's new in electronic interfaces presented by **Sandy Westall**, 2. Migration/conversion issues, hardware implications, etc. presented by **Leslie Straus** and **Katrina Anderson**, 3. Advanced circulation training presented by **Elaine Martina**, and lastly 4. CJK Processing presented by **Steve Silberstein**. These topics seemed to attract the user that has been on Innopac for at least a year so they can get deeper into what Innopac can offer. A broad understanding of Innopac was necessary to understand the basic premise of most of these discussion groups. A strong user knowledge was needed to allow us to even understand some of the questions.

Poster sessions were available during the entire conference. Topics included Macintosh Hypercard training program presented by **Linda Bills** of Tri-College Consortium, OhioLINK's Online Borrowing service presented by **Elizabeth Timmons**, Dial Access to a Law Library presented by **Peggy Mahan**, Jenkins Law Library, Automating Binding Preparation presented by **Barbara Shaffer**, **Karen Aufdemberge**, and **Lucy Duhon** of Carlson Library at the University of Toledo, and Distributed Responsibility for Creating Lists presented by **Patricia Larsen** and **Marilyn Mercado** at the Donald O. Rod Library at the University of Northern Iowa.

Throughout the conference, "Birds-of-a-Feather" groups were meeting. Lunches turned into networking sessions where exchanging ideas and providing solutions to problems were the main course. The feeling of gaining useful information, meeting new people for future contacts, having problems solved, and finding out that other people are having similar problems such as yours and that there are really solutions to these problems. Business cards and e-mail addresses were being exchanged at a feverish rate.

A Kaleidoscope of Choices: Reshaping Roles and Opportunities for Serialists
North American Serials Interest Group,
NASIG 9th Annual Conference,
June 2-5, 1994,
Vancouver, British Columbia

Report by **Andrea R. Testi** and
Frances C. Wilkinson
(U. of New Mexico, General Libraries)

A Kaleidoscope of Choices: Reshaping Roles and Opportunities for Serialists, the theme of the North American Serials Interest Group's Ninth Annual Conference, is reflective of the diverse topics conference participants had the opportunity to traverse during the four-day conference. 600 librarians, publishers, vendors, and students (attendance reached an all-time high!) had the opportunity to share realities and visions. This collaborative exchange and dissemination of information entirely devoted to both present and future serials concerns, is essential if this group is to have an impact shaping the future of the information highway.

The setting, the University of British Columbia (UBC), surrounded by snow-capped mountains, pristine lakes, and serene botanical gardens, provided a surrealistic backdrop for travelling through cyberspace into the virtual library. The local arrangements committee did a spectacular job orchestrating the myriad of details associated with a conference of this size. Activities were scheduled from sunup to sundown. Many early risers participated in the 6:30 am! fun walk/run along the beach. Many of that same group could also be found in the dorm late at night recounting the play-by-play action of the National Hockey League championships. Ironically, the Vancouver Canucks were in the playoffs... one wonders if the local arrangements committee had a hand in that too!

NASIG is a very affordable conference. Registration for the full conference, including meals, was only \$200.00 U.S. The structure of the conference promotes informal communication. Hosted each year at a different university campus, attendees stay in the dormitories, share facilities, and eat at the student union. Communication in this setting is easy and friendly. NASIG also has a grant program for library science students. This year, four outstanding library science students were selected to attend the conference for free.

The conference consisted of a blend of

presentation formats including plenary sessions, concurrent sessions and various workshops to choose from. Discussion and questions at the end of each presentation or session were encouraged.

A new program feature this year was the preconference sponsored by the NASIG Electronic Communications Committee. The program, "Internet Tools and Resources: An Electronic Buffet," introduced attendees to some of the tools and resources available on the Internet. The first speaker, **Nancy Hannum**, took us down the information highway via canoe, noting significant issues regarding free public access to information, highlighting the "FreeNet Movement." The FreeNet started in Cleveland, Ohio in 1986, and has grown to 33 sites in 4 countries. The system is interactive and discussions can include any topic. FreeNet is the library of the future and public access community computing will have as great an impact on the 21st century as public libraries had on the 20th century. She spoke of information policy issues which are critical in regard to public information and access to technology, and the importance for librarians to find their place in this interactive medium. She shared a quote that cau-

tioned, "Information is not power. If it were power, librarians would be the most powerful people in the planet."

David F.W. Robison's topic was on "Internet, Client-Server Computing, and the Revolution in Electronic Publishing." David discussed the utilization of client-server computing on the Internet, the types of applications that are available — Mosaic, World Wide Web and Gopher, modes of publication, new publishing paradigms, and what the future may hold for libraries and librarians. In his opinion, libraries and librarians must accommodate the shift in publishing.

The remaining portion of the preconference was divided into five breakout sessions, of which two could be chosen. **Maggie Rioux**, Woods Hole Oceanographic Institute, provided an introduction to Gopher and did a nice job demystifying gopher definitions and applications for beginners. Maggie concluded by telling the audience that she lives on Cape Cod and everything "off Cape" is just somewhere over the bridge. One can certainly apply this philosophy to using Gopher — you don't need to know where you are going, just that you have the capability to get there and get what

you need.

Marilyn Geller, MIT Libraries, presented two sessions focusing on LISTSERV's and ListProcs. The first part introduced participants to the mechanics of joining electronic discussion groups and how to interact with them appropriately. Part two focused on the more advanced techniques that allow you to view how the server works, search for archives, find new lists, mailing list etiquette, common mistakes and how to avoid them, and good housekeeping tips. For a first time feature, the preconference attracted over 250 participants and initial reactions were very positive to this format.

All this and the conference hadn't formally started!! The conference opened on Thursday evening, June 3, 1994, with a lavish Asian buffet. Participants had the opportunity to mingle over sushi and local Vancouver beer prior to the opening session. We were welcomed to UBC by **John Gilbert**, Professor of Audiology and Speech Sciences. He gave a talk on "Just In Case Or Just In Time" in which he expressed several interrelated concerns that researchers, publishers and librarians share. The Annual Business Meeting that followed covered two new task forces,

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special activities for the next NASIG conference, the membership directory (membership now stands at 1010), and executive board and committee reports.

There were three plenary sessions, each focusing on a different theme. Overviews of change, the first session, brought together four speakers from academia and the private sector to talk about the impact of technological change and how we all must find our place in this exciting future.

Czeslaw Jan Brycz, University of California Office of the President, discussed the impacts on scholarly communication and information management. He emphasized that information specialists must take advantage of the "net's" capacity to transfer information and infuse our information skills into this new work order. In outlining these concerns, this opening presentation set the stage for the sessions to follow.

Robert Weber, Principal, Northeast Consulting Resources, provided the group with insights he has gathered in the course of conducting public workshops with publishers, libraries, online companies, and authors. These include the personalization of information through chunking, encryption-based metering technology to control and charge for information access, and the concerns publishers face as they migrate from print to electronic publications. He focused on our changing views of the future of books and libraries. He concluded that the rush to be first to market with infrastructure and content offerings in both the residential and business markets has created major new opportunities and challenges for publishers and as a result libraries are in danger of being disintermediated by the end of the decade. Thus, the question is "What are the best strategies for building competitive advantages in the markets?"

Dan Tonkery, CEO, Readmore, presented the vendor's point of view. The awareness that technology is here to stay is forcing him as a manager to seek ways for technology to pay off. In accepting technology, agents are striving for greater efficiency in processing activities, lowering prices in service charges, and re-engineering workflows. Technology has enabled the smaller agents to have equal footing with larger ones — it has become a great equalizer. Tonkery sees a central role for agents as intermediaries in the traditional print world. The virtual library may need the virtual agent who may serve as the link between resources of many traditional publishers.

Naomi C. Broering, Georgetown University Medical Center, took on the topic of "Changing Focus: Tomorrow's Virtual Library." She concentrated on the role of future librarians and libraries. As we move beyond today's electronic libraries to tomorrow's networked virtual ones, we will provide direct access to many formats and offer customized services that will "seamlessly bring the world of information to the users through the Internet." She shared her vision of new partnerships with other libraries, commercial enterprises, software suppliers, publishers, campus computer centers, and user communities of educators and researchers. She stated that "to live is to change and to be perfect is to change often." Rather than envisioning a world where libraries may have no place, she sees libraries becoming the "high profile knowledge management centers of the future."

Plenary Session II featured **Linda Moore**, CEO, tranSKILLS. Linda's theme, an introspective view of change and choices, focused on viewing change in a more positive light. Linda was a dynamic speaker who captured the sleepy, early Saturday morning audience immediately. She used a metaphor of the North American Voyager who mapped new landscapes and travelled unknown rivers, in comparing the uncharted territory technology was opening up for information specialists. Individuals were encouraged to look at these new opportunities, develop skills to meet the changes, and forge new paths of exploration. If we think negatively and within a closed loop, we will never be able to control the impacts of this technology and conquer the rapids. Plenary Session III, "Choosing Change: New Products and New Skills," was held on Sunday morning, featuring three speakers. **Richard Entlich**, Cornell University, discussed the CORE (Chemistry Online

Retrieval Experiment) Project, a five-year electronic library project to deliver primary information resources to the researcher's desktop utilizing electronic 'republishing' techniques. The system "will provide networked access to over half a million pages of machine-readable text and graphics from ACS journals." The project can serve as a template for others to bring existing paper products into the world of electronic publishing. The two primary focuses involve translating existing typography files to a suitable database format, and development of user interfaces that provide functional elements (i.e. graphs, tables, symbols) to search. Entlich noted some factors that he sees affecting electronic journal acceptance in a given discipline: existing level of computer/network use, strength or cohesiveness of existing publishing enterprise, rate of growth of literature, strength of ties to the past, importance of rapid dissemination and access to new publications, and the existence of a standard document format. There is still much work to be done, however, and he for one "refuses to become an early casualty on the Internet highway."

Dr. Mark S. Boguski, National Center for Biotechnology Information, presented "Adventures in Information Space: Biomedical Discovery in a Molecular Sequence Milieu." He discussed the development of Entrez, a new knowledge management system that provides users with access to email, CD-ROM products, Msequence data and eventually, a complete blueprint of human biology produced by the Human Genome Project) simultaneously. This system "blends the world of print publishing with primary source data residing in globally accessible databanks," providing a linkage between these systems that never existed before.

"Grabbing the Bull by the Tail: Hold-

ing on *During Change*," was the title of the final paper of the plenary session, and of the conference. **Marjorie E. Bloss**, Center for Research Libraries, pondered such topics as "how to take control of our professional situations" and "how to achieve a level of control with so much change." She feels that this change is taking place on three major fronts: technological, economic/political, and organizational. We are competing for limited dollars. We must market and sell our products. We must learn to be a problem-solver and shape ambiguity into something positive. She stated that we must "grab the bull by the tail and hold on until we can climb on its back and control it." She concluded by saying, "if people who work with serials can't handle change, no one can!"

There were five concurrent sessions. Participants were able to attend two. "Understanding Tradition: The People Side of Managing Change," presented by **Judy Clarke**, stressed the need to prepare for the expectations of tomorrow and emphasized that just managing change is not enough. The session explored why change is so difficult for people, addressed the real difference between change and transition, how to view transition as a process, and ways of recognizing signs of unmanaged transition.

Mary E. Clack discussed her experiences in managing organizational change at the Harvard College Library, noting that "change is an ongoing process that is both personal and systemic." She discussed myths about change and strategies for managing change.

There were eighteen workshops offering a wide range of options for conference participants to choose four to attend. One of the more audience-engaging workshops was presented by **Frances C. Wilkinson**, Head, Serials Department at the University of New Mexico. Her presentation, "Workstation Ergonomics and Computer Calisthenics," focused on how to take better care of yourself on the job by benefiting from ergonomics: "the application of biological and engineering data to problems relating to the mutual adjustment of people and machines." The workshop addressed proper workstation set-up, benefits of workstation ergonomics, how to cope with VDTs and computer calisthenics. The workshop handout included a checklist for assessing computer workstations, covering in detail, items such as lighting, tables, chairs, and types of video display terminals. The benefits of design-

ing a proper workstation environment are increased productivity, reduced absenteeism, and better health and comfort of workers. Some coping mechanisms that have been successful in helping relieve the stress of working with VDTs are job restructuring that will provide workers with more diversity in their daily routine; always taking rest breaks away from the terminal; doing the recommended computer stretches and exercises; and always know when to quit, allowing your vision ample time to readjust before driving. The session concluded with the audience participating, under Fran's direction, in a computer calisthenics routine. While the exercises presented were developed by exercise physiologists, the audience was encouraged to consult their physician if they had any questions prior to integrating these exercises into their daily routine.

Wilbert Harri, Acquisitions Librarian, Moorhead State University, featured "Cost Accounting for the Serials Librarian." He defined a variety of accounting terms including past, present, and future costs, sunk costs, depreciation vs. replacement costing, life cycle costing, opportunity costs, cost centers, transfer pricing and overhead. Cost behaviors and cost analysis techniques were also covered. The "important to know" terms were presented in an enjoyable, light-hearted manner and the workshop gave the serialist a better understanding of accounting lingo and practices.

Due to a limited amount of space, equal coverage of all the sessions presented is not possible. The authors have featured only a sample of the possible offerings. Comprehensive conference coverage will be forthcoming in the NASIG 9th Annual Conference Proceedings.

By noon on Sunday, many of the conference participants said their good-byes, picked up box lunches at the auditorium and headed home. Others, the eternal tourists, stayed for the final bus tours showcasing the beautiful Vancouver scenery.

The conference was memorable. Many new contacts were made, some old ones were renewed. The Tenth Annual NASIG Conference will be at Duke University in Durham, North Carolina, June 1-4, 1995 (be prepared for a gala 'tenth annual' celebration!). The theme will be "Serials To The Tenth Power: Tradition, Technology, and Transformation." The conference is highly recommended to everyone who works with serials or has an interest in the serials information industry.

**Another Theophany
at the Feather River Institute**
May 19—22, 1994, Blairsden, CA

Report by **Ron L. Ray**
(University of the Pacific)

Bring together a small, but lofty-minded group of librarians and vendors (56) quick with opinions on all topics. Provide lots of wholesome food, nightly open bars, abundant fresh air with low oxygen content, and you're bound to come up with some visions, deity sightings, (even a few delusions) — and a great acquisitions conference. But unexpectedly for the many Feather River devotees come seeking to commune with *Acquisina*, the Goddess of Acquisitions, who graced the proceedings of the last Institute, this year it was the wrathful countenance of *Cancellina* that confronted and taunted the group!

University of the Pacific Libraries resumed its sponsorship of the Feather River Institute, after leaving it fallow for a year (following Tom Leonhardt's move to Oklahoma). But credit primarily goes to a devoted group of previous attendees who provided the impetus and put together the program for the 1994 FR Institute held this past May 19—22 at UOP's Feather River Lodge in Blairsden, California amidst the peaks of the Sierra Nevada mountains. **Joe Barker** (UC Berkeley), **Richard Brumley** (Oregon St. Univ.), **Stephanie Beverage** (Midwest), **Mary Devlin** (now of Blackwell's), and **Meta Nissley** (CSU-Chico) essentially guided Ron Ray, de facto conference host by virtue of his UOPness, through the ropes of organizing an acquisitions conference (which above all else means making sure the open bar is well-supplied and open as many hours as possible).

In keeping with the rustic mountain setting the conference opened the first night around the lodge's huge fireplace with ice-breakers — appropriately since a few arrivals had driven through skiffs of snow, and frost was certainly in the forecast, if not snow. (Now that memories have dimmed at bit, it's a hotly debated issue among FR old-timers whether it snowed at that first Institute way back in '90.)

The program proper was kicked off Friday morning (after a hearty breakfast) not by the appearance of any acquisitions deity, but by the surprise fanfare entrance of no less than the Honorable ex-President **George Bush**; Mr. Visionary himself had showed up to introduce **Karen**

Schmidt's presentation on "Developing a Vision for Acquisitions." After an witty and entertaining introduction (which tipped off some people right away that this probably wasn't the real George), Mr. Bush pulled off his face (Mission Impossible-like) and revealed himself to be **Karen Schmidt** herself.

Karen (Univ. of Illinois) reviewed the elements of vision statements as applied in the corporate world: guiding philosophy is stated in values, beliefs, and purpose; and an image is defined by mission and a vivid description. Sharing sample vision statements, one from a hypothetical company, and one an actual statement from the Merck Pharmaceutical Company, she took the audience through the steps of developing a statement and led a discussion on how meaningful vision statements, as distinguished from familiar and bland mission statements, might be developed for acquisitions departments. Finally, the audience was assigned to prepare vision statements and submit them for summary in the final session of the Institute. Somehow in the course of the discussion, **Joe Barker** managed to interject the famous Dr. Seuss-like Berkeley dictum — "On the backs of yaks we will always acquire!" and left everyone wondering how Joe was going to integrate book smuggling from trackless countries into the Berkeley vision statement.

Joe Barker shared insights from the report of a Berkeley Libraries' task force he chaired. While's Joe's presentation did not specifically address acquisitions matters, the topic "Library Organizational Culture in Strategic Planning" strongly underscored the conference theme of dealing with change and managing changing circumstances to promote positive outcomes. As illustrated in a series of overheads entitled "Moving away from/ Moving Toward . . . Proposed Vision and Strategies to Get There," the Berkeley report on "Shaping the Library's Organization Culture" identified specific categories, attitudes, and behaviors that reinforced a hierarchical, compartmentalized organization and contrasted them with attitudes and behaviors that would enable libraries to become more flexible, empowering, customer-oriented organizations. Encouraging staff rotation among departments, creating "holes in the walls" to encourage staff to interact laterally rather than up and down through the hierarchy, forming "wolf packs" (teams) to attack particular projects are a few of the ideas

— but unfortunately, even to name these few does great injustice to the wealth of ideas and original notions that were packed in the overheads Joe presented, which were only a selection from the full report.

Another presentation squarely on the Institute theme, **Sharon Propas'** and **Victoria Reich's** (both of Stanford) "Postmodern Acquisitions: Organizing to Change," set Stanford Libraries' series of staff cuts and organizational changes within the context of larger social paradigms and extrapolated from postmodern theory to make sense of the forces affecting acquisitions departments. They described characteristics of the postmodern-eclectic (less compartmentalization), unstable (new formats, continuing reorganization), political (prioritizing services), rehumanizing (more variety in tasks, less routine) — elements that were recognizable to those who had grappled with library reorganizations. Propas cautioned that in the postmodern environment, libraries would do better to abandon the notion that they'll develop the perfect reorganization; given that "fluidity is the state of the foreseeable future," the most effective libraries will be constantly reorganizing and reengineering.

Wrenching the conference out of the postmodern, **Christian Boissonnas** threw the discussion back to the primitive and asserted that thinking in 'survival of the fittest' terms was a fruitful approach to derive meaning from the changes affecting librarianship. Unfortunately, to make his points in "Darwinism in Technical Services: Natural Selection in an Evolving Information Delivery Environment," Christian used images like deer and finches, on what was turning out to be a sunny afternoon in the mountains, to an audience wearing hiking boots and just dying to get outdoors and see some deer and watch some birds and trek up any mountain trail that would demonstrate they were indeed the fittest.

Bill Fisher (San Jose St. Univ.) started off the second day of the Institute asking the question "Does TQM Really Help Anyone?" and how applicable is it to non-profit organizations, and in particular how well does it work for libraries? He reviewed the primary elements of TQM as described in the literature and related them to libraries, noting for instance the difficulty public services has measuring their service quality and the difficulty technical services has identifying who its "customers" are. The TQM equation as it's sup-

posed to work in the profit sector — better service means more customers, which means more business, which means more profits, some of which can be funneled back into producing better products and services — doesn't work so well for some non-profit entities. In the library, improved service results in increased demands, but not increased profit (resources) unless, against their ethos, libraries begin to charge for services. In the academic library, improving reference services to student "customers" usually does nothing to improve the library's clout in the university budget allocation process because feedback links between students and administration are vague, whereas improving services to faculty puts the library in a stronger position due to its reliance on faculty advocacy during the budgeting process. Finally, as Joe Barker stated, the problem with TQM, the Berkeley libraries don't want to attract more customers; what incentive is there for the libraries at Berkeley to give better service than the libraries at Stanford and risk attracting business from Stanford's faculty and students from across the Bay?

In "Awards From the Front Line: Participative Recognition of Peer Performance" **Steve Marquardt** (Univ. of Wisconsin-Eau Claire) analyzed problems with employee of the year awards and suggested some novel approaches to using awards to boost employee morale more broadly. He demonstrated how awards for outstanding performance were more often granted to employees in central administrative areas and induce cynicism in outlying areas of an organization. Often far from the morale boosters they're intended to be, excellence awards recognize a few winners but implicitly suggest a lot of losers. As a corrective to this, Steve described innovative programs where employees are encouraged to recognize outstanding performance among their peers, without administrative stamps of approval.

"Librarians with faculty status are sheep in wolves' clothing!" That's how **Mary Bushing** (Montana St. Univ.) summed up the situation after her review of the acculturation process for academic librarians in tenure-track positions. Mary reported her conclusions from a research project where she examined the experiences and perceptions of librarians facing tenure requirements at academic libraries. Finding some inherent contradictions between faculty and librarian mentalities, she offered contrasts: "Academic success requires a large and very secure ego — a serious problem

for librarians; posturing and promoting the self goes contrary to the library service mentality." Mary did not see the contradictions as insuperable, however, and offered a number of suggestions to compensate for librarians' poor acculturation to the faculty model: mentoring programs for junior librarians, greater interaction with university community, more flexible support for research, and encouraging research specialties early.

In "Case Studies of Ethics and Business Practices Surrounding Collections and Acquisitions" **Mary Devlon** and **Meta Nissley** offered a fresh set of dubious situations they had asked vendors and librarians to submit anonymously. A novelty in the discussion was the newly drafted "Statement on Principles and Standards of Acquisitions Practice" from the ALCTS PVLR Committee; the audience had to base judgments of the situations on the new guidelines. Only a couple of the case studies seemed to be clear-cut violations or clearly justifiable conduct to the audience. More of the cases prompted considerable debate and no clear agreement in the audience where the described behavior might fall on the ethical scale. Far from tiring of situational ethics, vendors and librarians in the audience had a good time analyzing the cases and moralizing a bit.

Capping off the formal program with one of the liveliest and most original presentations, **Rick Lugg** and **Stephan Pugh** (Yankee Book Peddler) engaged the audience in an interactive examination of "Profiling the Internet: Can Vendors Survive in Cyberspace?" In conducting their "speculative inquiry" into corollary roles for book vendors on the Internet, Lugg and Pugh started with premises about networked resources they had derived from various commentators, and compared them to the premises behind approval plans. They presented the hypothesis that vendors could provide the same type of service for networked resources that they now provide for approval books and then involved the audience in helping them to critique the premises and hypothesis.

A bonfire near the pond with hot drinks and marshmallows was the social center of the Institute's final evening. And it was here, amidst all the conviviality evoked by the balmy night air and a roaring fire, that a light was seen descending from the mountain. And before anyone could shield their eyes from Her hateful visage, Cancellina rode up on a badly decorated

golf cart, slashing the air with a weighty axe, while Her dark and evil attendants spewed out cancellation notices. And there, before the now stunned group of Feather River revelers She blasphemed mightily, calling out in a malevolent voice, "Where's that Bitch Acquisina?" Fortunately the chilling apparition retreated back up the mountain when no one offered Her a marshmallow.

The Call for Papers for the 1995 Feather River Institute will have been issued by the time you read this. The deadline for submission of abstracts and program ideas is November 1, 1994. For more information, Contact the Program Co-Chairs for the '95 Institute — **Meta Nissley** (meta_nissley@macgate.csuchico.edu) or **Richard Brumley** (brumleyr@ccmail.orst.edu) — or contact the UOP Libraries at (209) 946-2434.

Beyond Gutenberg: Hypertext and the Future of the Humanities

May 12-13, 1994, Cambridge, Mass.

Report by **Sever Bordeianu**
(Univ. of New Mexico)

While Gutenberg's invention is likely to endure for some time, it is obvious to any modern reader that print is becoming only one form of communicating information. The advent and development of electronic technology has had a tremendous impact on the production, transmission, storing, and processing of information. This technology is influencing all aspects of the information universe, both commercial and academic. And while some academic disciplines, notably the sciences, have a longer tradition of involvement with electronic formats, the new medium is making an impact across the board. Increasingly, the presence of the computer and its versatile processing power is being felt in the humanities. The importance of this new element in humanistic scholarly discourse was highlighted at the first Yale Hypertext Conference, which took place May 12-13, 1994.

The conference was organized by **Alphonse Vinh**, humanities reference librarian at Yale University. **Millicent D. Abell**, director of the Yale University Library welcomed the more than two hundred participants and expressed Yale University's commitment to the humani-

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ties, as well as its pioneering role in electronic text developments.

The first speaker, **Edward Tufte**, political scientist, also of Yale University, addressed the perennial problem of information producers, what he called "forever principles," namely how to render three dimensional information in two dimensions. He used some very striking examples of how printers have dealt with the problem. He displayed the 1570 edition of "Euclid's Geometry" which contained 3D figures, made out of pieces of paper that were glued to the page, so that readers could see pyramids and other geometrical figures in three dimensions. Forty years later, Galileo used drawings to show the discovery of Saturn's rings, as well as sun spots. Tufte then discussed the importance of resolution in the process of information delivery. A map contains 50 times more information than a computer screen. A book can deliver up to 3,600 characters per page, while a computer screen can deliver only 600-700.

Following this stimulating talk, **Greg Crane**, from Tufts University, introduced project Perseus, an interactive CD-ROM product which puts several kinds of information in one format: hypertext. It contains two thirds of Greek Literature between 800-300 BC, and such additional features as a complete lexicon, 2,000 maps, and visual images. Crane likened the use of this hypertext product to a scholar reading a book in a library. When coming across a citation, the scholar can go to the shelves and retrieve the book that's cited, as well as finding atlases, maps and dictionaries that further deepen the study of the text in hand.

Another hypertext product, on American history, was presented by **Steven Brier**, of Hunter College, CUNY, and **Roy Rosenzweig** of George Mason University. Called "Who Built America," this interactive CD-ROM product took a 700-page history book and produced 5,000 pages of text, 45 minutes of video, 700 pictures, and over four hours of sound. This product was published by the Voyager company, and to date about 2,500 copies have been sold. Both "Project Perseus" and "Who Built America" are excellent examples of the potential of the new medium, a computer connected to a CD-ROM. They are also witnesses to the enormous amount of time and energy needed to develop such products. All the speakers involved with these projects commented that the amount and intensity of

the work involved far surpass the effort needed to write a book.

Patricia Willis, a reference librarian at Yale University, addressed the issue of how hypertext fits into the overall universe of information. Libraries are examples of hypertext themselves. But libraries have very definite rules for classification and preservation of materials. She addressed the issue of what happens to a text when it actually gets hypertextualized, and how this applies to putting an archive on hypertext. This talk generated considerable discussion during the question and answer session.

John Price-Wilkins, from the University of Virginia, talked about the importance of standards when using electronic texts. The Standardized General Markup Language (SGML), which is approved by ISO, is the standard today. He emphasized that standards will insure that products will not be machine specific, and thus make them more versatile and useful. Price-Wilkins proceeded to demonstrate some of the products of the Institute for Advanced Technology in the Humanities at the University of Virginia. These products, accessible through the World Wide Web include the "British Poetry Archive," the "Dante Gabriel Rossetti Archive," the "Pompeii Archive," and the "Civil War Archive," and contain all the links associated with hypertext. This demonstration showed that the Internet has evolved to the point where images, graphics, and sound can be transmitted over long distances. In addressing the strengths and weaknesses of this kind of process, the speaker emphasized that scholars must focus on content and take advantage of the electronic web.

Michael Joyce, from Vassar College, provided an extremely evocative demonstration of authoring in hypertext. He gave a critical reading of the poem "A Book in Ruins" by Czeslaw Milosz, which included the written text of the poem shown on the computer screen, criticism of the poem by other authors, as well as the author/reader's views on the poem. This session, which kept the audience spellbound, proved Joyce's contention that "print stays itself" while "electronic text replaces itself."

Mark Bernstein, of Eastage Systems, **Julie Hansen**, of Penguin USA, and **Roger Devine** of Voyager presented hypertext from the publisher's perspective. As publishers see it, there are very few hypertexts out there to be published.

What we see is not truly integrated media, but rather a gathering together of images. The vendors also expressed skepticism about standardization. Questions addressed to the vendors from the audience dealt with such issues as profits, which are very small, to that of ratings similar to movies, given the new medium's use of video. It was clear that many of the issues have not surfaced yet.

The last speaker, **George P. Landow** who teaches literature at Brown University, addressed some of the theoretical issues of hypertext. He first remarked that books are loosing ground because they are not fulfilling their mission properly. Hypertexts can be translated from print, or created as electronic texts. He pointed out that we are currently moving from electronic texts to electronic libraries. Gutenberg was a trade publisher. Through his innovation, he was able to bring information to the masses. In his view, this is where electronic text finds itself today. Landow showed some impressive examples of hypertexts created by a group of kindergarten students, as well as more sophisticated works by undergraduates at Brown. Like Michael Joyce's presentation, these examples gave the audience glimpses of the versatility and seemingly unlimited potential that hypertext offers.

The conference ended with a panel discussion in which the main speakers answered questions from the audience. The message that librarians heard was loud and clear: librarians are ahead of the humanists in technological developments. They need to "drag" humanists into the future. The librarians in the audience certainly accepted the challenge.

The night before the formal conference, several demonstrations took place in one of Yale's computing labs. Several authors demonstrated their electronic works, ranging from poetry, to history, to popular culture, and to political science. Each of these projects was as fascinating as the ones presented during the regular session.

This was a superior conference, on a topic that is very current and bound to become more predominant in the future. The audience heartily agreed with organizer Alphonse Vinh who in his closing statements remarked that he hopes the Yale Hypertext Conference will be repeated in the future. We hope it will be in the not too distant future. ☛