“SOUND BYTES” FROM THE JOINT MEETING 1999 IN SAN JOSE

I was struck by the many wonderful and picturesque sound bytes I heard in San Jose, and attempted to make note of them. Members will probably have more, and I’d love to hear them! What a great meeting!

Jacque Doyle (jacque@samaritan.edu) AHIP, President, MLA

- **1 to 1:** THE most effective teaching modality. Still. And one we’re very good at! One we must attempt to mimic as we work to mass customize our library and information services via the Internet, or using the Intranet as a service request or information delivery mechanism.

- **Branding:** Think about it. What “brand” does your library have? A place to escape from the hectic life of the organization? A place to learn? Sleep? Grow? Caucus? Make the world a better place? Save lives? What meaning does the word library convey in your organization? The definition of library might be different in other cultures — are you seen as being proactive or reactive? Flexible or intransigent? Innovative or stuck? Creative or plodding? Should we, could we, co-brand the library with the Internet? The Intranet of our organization? Are we ancient Volvos or modern Miatas?

- **Bright and shiny new things:** See “really spiffy” ... same idea! Mostly relates to money we have to find to acquire new equipment for computing, creating or surfing the WWW, new media and publishing tools, etc. Personally — I want them ALL!

- **Completely virtual:** I really liked this one — sounds almost “Doonesbury” or Dilbertian. Is this indeed our future? How about virtually virtual?

- **Dumpster diving:** what Lucy Thomas had resort to in order to get those mysterious subscription numbers from mailing labels to gain electronic access to journals already paid for! Something we’re all learning to do using a variety of methods, including ensuring that we retain those labels, calling individual publishers, negotiating contracts, working with our existing print vendors, exploring electronic resource vendors, and on and on and on. I think “dumpster diving” takes all of the above into account!

- **Educate, educate, and educate!** A not-so-new role for librarians...in all realms of health sciences education and patient care — teach our colleagues and share some of the expertise we, and only we, have. For many reasons.

- **Experiment and move as fast as we can!** Always and forever. Sort of like what the Red Queen said to Alice “If you want to get somewhere you have to move twice as fast than if you want to stay in the same place.” Or something along those lines!!!

- **Food factor:** Serving food (or permitting it?) at a library function, CME offering, committee meeting, or Internet gathering is ALWAYS a good thing. Even if you disagree with Martha Stewart, you will agree with this!

- **Godsend to community hospitals:** NLM’s products. Hear, hear!!!

- **If it’s wet, dry it, if it’s dry, wet it:** Apparently, an age-old dictum that always works in the ER setting, whether in the field or in the hospital. Where else might it be effective?

- **Managing expectations:** Very important to do — each time we produce a search in an instant, that patron will expect it next time. Each time we say we can teach someone to find information on the Internet/WWW, and we succeed in doing it, she will expect it next time. Each time we discount our value to our organizations, purposefully or not, with words or with a shrug, a perception is created, an expectation set. Each time we fail to return a phone call or email message, the patron will resign himself to expecting that behavior each and every time. If they ever call us again.

- **Marketplace-driven:** what we now call collection development may become more and more market-driven as publishers struggle to maintain their revenue streams and provide print, and print and electronic versions of their products. It’s what our more commercial competitors do very well, and something we need to learn more about in order to survive.

- **Negotiation power:** Another of those skills we need to learn, use, grow and experiment with...negotiating is key not only with our administrators, but also our colleagues, competitors, vendors, and fellow department heads. We won’t survive without it.
Password plethora: You know...you have one password for your in-house email, one for your home email, one for your voicemail, another for your answering machine, and... they keep making you change them, and you cannot ever re-use them (or almost ever)!!!

Power back: we’d like to see the power go back to authors, scholars, and scientists who do the work and then lose it to publishers, distributors, and vendors; a task several professional organizations have taken on, including MLA. (See notes about this in Karen Butter’s excellent overview paper, or check it out on the Joint Meeting website! Go to: http://www.nlm.nlm.nih.gov/psr/ppt/elecres/kb/index.html)

Really spiffy: A very unscientific, vague, and low-tech commentary on high-tech solutions to our information distribution problems...as in,”that new interface is really spiffy!”

ROI and cost-benefit analysis: Other new skills from the business world that librarians, primarily currently in the not-for-profit world, need to acquire. Now. Or at least acquire a passing knowledge of the terms and how to use them to sound knowledgeable in committee and planning meetings.

Scope creep: Wow...can’t believe I’ve forgotten the definition of this one — although I know what we used to consider the scope of our libraries has certainly expanded to encompass much more than it did originally. Remember when we would get a denied ILL request back from a library stating that it was “out of scope”??

Searching the abyss: What we’re doing (and what our patrons, patients, doctors, nurses, students, communities) are doing when they attempt to use the Internet to find a specific little piece of information or data.

Showing the value: of the investment we ask our administrators to make in libraries, resources of all formats, and staffing. Relates to ROI, cost-benefit analysis, and in general thinking more like we run a small business, not just a small (or not so small) department. And that our business and its success has to be illustrated to its stockholders, for now, our administrators. Must we always be a cost center, and never a revenue center? Or, can we be a blend?

Stand firm: Always, forever, and proudly. We have much to offer, and our organizations will benefit from our valuable contributions. And, we need to remind them of that! Again.

Strategic or tactical: our actions, strategies, and reactions regarding electronic resources fall into one of these categories. It’s important to differentiate so that we know if it’s a short or long-term strategy, and precisely what our goal is for each type.

Triple access: the electronic version is mandatory, alongside the printout of the electronic version, in the same office as the old fashioned print product we’ve had and loved... the printout for highlighting, the traditional version for tearing apart.

Wang!: The sound that escapes our mouths, and machines when something distressful happens...Our speaker never did define this term...he just assumed we all knew what it meant...so perhaps it depends...

Fellow members — I KNOW there are more, that I missed some memorable concepts. Put your thoughts on the NCNMLG listserv: (ncnmlg@krypton.stanford.edu), or send them to the newsletter!!!

JDD

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| MARCH  | 15 | Copy deadline for March/April Newsletter |
| APRIL  | 9  | Spring Board meeting and program at MacArthur Park in Palo Alto |
| MAY    | 6  | Spring CE Class at Samuel Merritt College in Oakland |
|        | 14-20 | MLA annual meeting in Chicago, IL |
|        | 15  | Copy deadline for May/June Newsletter |
|        | 21  | Copyright in the New Millennium Satellite Teleconference |
| JUNE   | 18 | Transition meeting for incoming NCNMLG officers |

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The NCNMLG Newsletter is published 6 times a year  
(July/August, September/October, November/December,  
January/February, March/April, May/June).

Copy for the May/June newsletter is due by the 15th of May.

The NCNMLG Newsletter is available in PDF format at the NCNMLG Website at:  
In order to read the newsletter in this format, you will need the Acrobat Reader plug-in which can be downloaded for free from Adobe Systems’ Web site <www.adobe.com/proindex/acrobat/readstep.html>. Once Acrobat Reader is installed, click on the PDF file icon for the newsletter and Acrobat Reader will open up on top of your Web browser and display the document right on your screen.
Thanks for inviting me to the NCNMLG/MLGSCA Joint Meeting! I must confess I was flattered when the conference planners first approached me about speaking here today; up until now, no one's asked me to talk about the Lipstick Librarian in-depth. I was very excited making all the arrangements until the planning committee asked very nicely for one thing: to be funny. I don't think I've had a full night's sleep since. Since stand-up comedy isn't really a requirement at my current position, at least not officially, I thought the next best thing is to be informative.

So how can I be informative? Well, I thought I'd talk about the first thing people usually ask me about the Lipstick Librarian: “Why did I do it?” (Actually, judging from my guestbook and e-mail, the real first question people ask me is “What is lipstick made of?”: the second question generally goes along the lines of “My favorite department store stopped carrying the lipstick color I've been wearing for the last 20 years; can you tell me where I can find it??”) I love the question “Why did you do it?” because I like to think people ask it in the same tone they ask gurus they've just given their life savings to want the meaning of life is, but I guess it would be more accurate to say that most people ask the question of me as they would ask someone who showed up at work one day wearing a something like screaming yellow pajamas, or (god forbid) non-sensible shoes. What they're essentially asking me is: “What ever possessed you to do this???”

Well, the honest answer is: I don't know. I mean, I could come up with some academic-sounding answer, such as “the public stereotype of the librarian is perhaps the greatest challenge the profession has faced since the introduction of fixed fields in MARC coding”, or a nifty sound-bite like “Couture Librarians—it’s not just for reference anymore!!” But there’s several reasons why I did it—and I’d like to cover some of those reasons briefly:

Library School: This one covers a whole series of incidences, but I recall the first incarnation of the Lipstick Librarian was born at a student SLA dinner. After a few glasses of wine, a friend of mine (who is a member of MLA, by the way—I just want to warn you of that), and I came up with our first role model: the Bitter Librarian. We saw ourselves decades from now, sitting at a reference desk (we were optimistic then), a bean-bag ashtray stuffed to the brim with cigarette butts sitting next to us, subjecting unsuspecting victims to our special brand of reference service. We saw ourselves taking huge drags off of cigarettes and saying things like “that's for me to know and you to find out” or “if we wanted you to know that, we would have collected it”. Of course, the fact that both of us are allergic to cigarettes and there's no smoking allowed in most libraries,created considerable obstacles towards fulfilling our dream. So, I abandoned the idea of the Bitter Librarian during a hangover in my library management course the next day.

The next incident was in my advance reference class, in which my instructor gave us a brief history of librarianship. She mentioned that with the introduction of women into the profession it was envisioned that they would serve as “handmaidens of the library”. I kind of like this idea, this vision of us as some sort of literary spokes-models, the Vanna Whites of the reading set. It's like saying that all we have to do is wear enough sequins to blind a herd of slacker library assistants, and wave our hands enticingly over a brand new set of the OED or grin wildly at patrons walking by as we're demoing OPAC searching. I mean, considering the current image of the librarian, it couldn’t have been any more ludicrous than what a lot of people think we do now.

This brings me to reason number two: The Stereotype. Let’s face it: I love to talk endlessly about the stereotype. I’m obsessed with the stereotype. Nothing makes my day like being in the midst of librarians, tsk-tsking over just how misunderstood our profession is. I know we all moan over our supposedly “negative” image, but after thinking about it, I like to think of the stereotype as a professional “Swiss Army Knife”, a sort of handy, multi-faceted career tool. For example, within the profession it works as a bonding agent — the minute you meet another librarian at a conference, rest assured you always have something to talk about other than whether or not you should attend the next session or skip out and be first for the free chocolate chip cookies being served during the break.

The stereotype automatically makes you the smarty-pants of any group, at least in party situations. (My husband thinks that's the real reason I became a librarian.) No matter how educated a group you're mingling in, everyone assumes you know the answer to everything. You can have a lot of fun with this: instead of answering, you can simply smile and say things like “doesn’t everyone know how to list the Seven Deadly Sins in alphabetical order?” Of course, once you blow the Trivial Pursuit question as to which state received statehood last, the awe is pretty much gone. (It was Hawaii BTW)

The stereotype gives you this enormous aura of credibility. I first found this out when I moved to Oregon for my second professional position. It was in a small town with a very tight housing market—notoriously difficult to find decent apartments. I found a duplex that was perfect: quiet, clean—everything that I was looking for. Afraid of losing it, I filled out the application in
front of the landlord. When he came to the section where I listed my occupation, I swear he had tears in his eyes. He just kept
asking me: “you’re a librarian?” He had hit the jackpot, tenant-wise. Of all the people to rent to, I was perfect, even better
than renting to a nun—after all, nuns might break into prayer, or spontaneous folk-singing. All I was going to do was sit in a
corner and read all day. Needless to say, I’ve never had a problem finding housing since.

Let’s face it, being a librarian means having this strange, quirky power over people—which means you can use it for good or for
evil. If you’re criminally inclined, you could literally walk out of a bank wearing a ski-mask on your head, clutching money in
one hand, a gun in the other, but once you told the authorities what you did for a living (other than robbing banks), all they’d
ever ask you is to politely point out which way the getaway car went.

Which brings me to the third reason: Other people’s reactions. I must admit—I love telling people I’m a librarian—don’t you??
I love it when people invariably say the words “but you don’t look like a librarian.” I know most of us roll our eyes and say
things like “well—what’s a librarian supposed to look like?” when we hear this, but deep inside our categorizing little hearts,
I’ll bet we get a tiny thrill when we hear those words. I discovered this one day, after telling someone I just met that I was a
librarian. After expectantly waiting to hear the usual response, I was shocked when I realized how crushed I was when the
person responded: “well—you do kinda look like one”. But the kicker for me was Halloween 1993 when I was working in an
academic library in San Francisco. I decided to be cute and work the reference desk that day dressed as a “librarian”. I went
the whole stereotype: hair in a bun with a pencil stuck in it, black no-nonsense glasses (that’s the part that’s not dressing up for
me) with a chain hooked to the earpieces, a kind of “school-marmish” dress complete with peter-pan collar, and a ratty
cardigan draped over my shoulders. But the piece de resistance were the thick surgical support hose that bagged around my
ankles and the black oxfords that would have made a career Marine shudder at their austerity. I was so proud of my costume
until I started to realize that for the first time, no one preferred their questions with the usual “are you the librarian?”
Instead, everyone just ran up to me, books open, urgently asking me questions or begging for help with Infotrac. That was a real
eye-opener—I haven’t dressed that way since, Halloween or not.

But when I really think about it, the true underlying reason as to why I created the Lipstick Librarian is my bafflement as to why
I picked librarianship as a profession. Think about it—a librarian is a very strange thing to be. In what other profession d o
people stand ready to answer anything put to them? We’re supposed to know everything, from what book contains an 19th-
century diagram of brain functions, to what is the record for non-honorary degrees awarded to one person. (Those are actual
questions I’ve gotten.) Some of us are asked to take any object and try to describe it in a way that other people can find it.
Others come up with words they think others might use to look up a rainbow of items. At least doctors and lawyers have a
general idea of what they’re going to face generally, but we’re asked to be prepared for literally anything.

But I love it! I think it’s because I’m a child of the television age and have the attention span of a legume. I like having
something different come my way with every person who stares hopefully at me standing behind the reference desk. I like
divining the answer from some fuzzy memory in which I recall seeing that exact bit of information in a large green reference
book in the HD section that I was absently flipping through a year ago. Being a librarian is not for the faint of heart.

I’m gratified, pleased and more than amused by the reactions and comments I’ve received since I first posted the site on the web.
After posting it, I thought I’d get a few library school friends to visit and laugh—maybe get a few stragglers checking it out, but
never in my more outrageous fantasies did I ever think I’d get the response I’ve been getting. It’s been amazing. I’ve learned a
lot of things in the year and a half it’s been up. For one thing, I’ve learned that being popular means it costs money—my money.
I was getting about 2 thousand hits an hour, which meant I owed my internet service provider big bucks for the bandwidth
traffic, which must have puzzled the heck out of them since I”m classified as an “educational” account.

I’ve also learned there’s a tremendous market for information about lipstick out there. As I alluded before, I get a whole lot of
mail from people concerned about the composition of lipstick. I guess that’s a valid concern, considering that you really don’t
know what it is you’re swiping across your lips each morning. I was a bit thrown, however by an email from a woman in the UK
specifically about lipstick; the one clue I do have is that most of these messages come from girls in elementary or middle scho ol,
which means there’s a lot of students with way too much discretion over their homework assignments.

I’m at a loss as to why I consistently get these messages; since if you look at the site, it’s pretty obvious that there’s nothing in it
specifically about lipstick; the one clue I do have is that most of these messages come from girls in elementary or middle school,
which means there’s a lot of students with way too much discretion over their homework assignments.

I’ve also learned that the library world is a tiny world—everyone seems to know everyone else! In one instance, two librarians
who hadn’t seen each other for decades found each other in my guestbook. I also learned from the guestbook that we librarians

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like to talk amongst ourselves: I was shocked to see that Michael Gorman, one of the editors of AACR2 and prominently featured in my quiz, left a message in my guestbook. I guess he got e-mails from you folks about being in the quiz. He seemed a bit mystified that he was mentioned, and from what I hear, he's taken some ribbing, which must make those library directors conferences a bit awkward.

But the most interesting thing to me are the more unusual responses I've received about my site. The first thing I noticed was the lack of a particular kind of response—I wasn't receiving kilobytes of pornographic notes. I kept envisioning 13-year old boys across the country sending me those witty little messages 13-year old boys are famous for, complete with misspelled dirty words. So far, I've been lucky.

There's a kind of interesting response from librarians themselves. The messages they send generally read something like "YES!! I'm a lipstick librarian and I have black fingernail polish, platform shoes, nose ring, new stretch pants, or any combination thereof and now I can come out." That's great to hear, and I think everyone should march to their particular drummer, but I think a true lipstick librarian would really try and stretch those fashion-librarian boundaries by a.) Having their local library chapter bylaws tattooed from the back of her neck to the webbing between their toes; b.) Secretly glomming on plum-wine lipstick while all his or her assistants do all the original cataloging; or c.) Fighting the urge to pull out their Macy's card during a panel discussion on "special collections".

Another kind of response is the one I've been receiving outside the profession. I don't want to be too graphic, but for reasons I quite haven't figured out yet, my site seems to be popular to those who have a strong interest in the more esoteric forms of sexuality. For instance, looking at the back links in my access logs, I discovered that I get a huge amount of referral hits from a site dedicated to spanking—and I don't think they mean children. My site is also very popular with cross-dressers, transsexuals, and oddly enough, people who raise dalmatians. (As Dave Barry says, "I'm not making this up.")

I also get mail from individuals who demand I drop the pseudonym, "Linda Absher" and reveal myself for what I truly am: a gay man. I keep getting comments that I have a "gay" sense of humor. I don't know what that means, but since they usually say how much they love my site, I definitely take it as a compliment.

I also get clues about what people think about my site through my logs. Every once in awhile I visit sites that have the LL as a link, it's generally listed under the categories of "humor" (a big relief) or "wacky". However, the general pattern is to place it in the "weird", "bizarre", or (my favorite) "twisted" categories; I don't know whether I should be annoyed or seriously consider using my in-patient psychiatric benefits.

But the best part for me is looking at what my ISP calls referring keywords in my access reports: this means I supposedly get all the keywords people use to search for my site. For your entertainment value, I'll try to break them down into categories:

The naughty librarian: these are usually involve adjectives generally not discussed within the profession, but seem to be popular to the public. So far I've gotten: naked librarians, fetish librarians, sexy librarians, lusty librarians (love the alliteration!), stripper librarian (cataloger by day...), librarians naked many high school, glamorous librarians (well, it's not exactly naughty, but I didn't know where else to put this)

The alternative librarian: librarian dreadlocks, librarian punk, piercings librarians, disco librarians (a little behind the times), evil librarian

The just plain strange: for these, I am at a loss to explain: sweater/fetish cardigan, soccer mom fantasy, waring blender humor (twice with the Waring Blender!), bathroom quiz woman, wallpaper librarian (I think I know what they're trying to find, but it still sounds odd), librarians three stooges, lipstick librarian nose hair.

Thanks for letting me babble on about my site. I hope we've all learned something today, although what it is, I'm not quite clear.....

Lipstick Librarian! Linda Absher, Intranet Librarian, Sequent ComputerSystems, Beaverton, Oregon, is responsible for the content, design, and metadata for the company intranet, overseeing the work of 300+ publishers worldwide. Linda got her position through the Lipstick Librarian!, of course!
NCNMLG Election Results

The members of the NCNMLG Nominating Committee: Michael Newman (Chair), Candace Ford, and Mary Buttner, wish to thank everyone who volunteered to run for office in this year’s election. You provided the membership with a slate of well-qualified and enthusiastic candidates.

After counting 136 valid ballots we are happy to announce the results of the elections of officers for 1999-2000 as follows:

Vice-president/president-elect: Mary Beth Train
Secretary: Gail Persily
Treasurer: Leah Anderson
NCNMLG Nominating Committee Chair: Julia Kochi
NCNMLG Nominating Committee Member: Cynthia Henderson
MLA Chapter Council Representative: Rebecca Davis
MLA Chapter Council Alternate Representative: Sara Pimental
MLA Nominating Committee Nominee: Heidi Heilemann

Every candidate received strong support and some races were very close. If you were not elected this year, please consider running for office again in the future. And if you weren’t on this year’s ballot and you would like to run for office in the future, please let someone on the nominating committee know you are interested. The Nominating Committee thanks everyone who voted in this year’s NCNMLG election.

NCNMLG Award for Professional Excellence Awarded

Justine Roberts received the NCNMLG Award for Professional Excellence at the Joint Meeting in San Jose. Justine’s professional career includes most recently her position as the Director of the Health Sciences Library at Kaiser Permanente Medical Center. Prior to that she worked at the University of California, San Francisco as the Head of the Library Systems Office where she took that library from an entirely paper-based operation to an automated environment.

Justine has served on dozens of University of California local and statewide committees, including Chairing the UC Subject Authority Task Team, UC Serial System Review Committee, Users Survey Committee and UCSF Librarians Association.

Her ongoing participation and contribution to many professional associations include ALA, American Society For Information Science, Association for Computing Machinery, California Library Association, MLA and of course NCNMLG. She has held a variety of positions including serving on Executive Boards and as President of more than just these organizations, as Committee Chair and committee Member and as Consulting Editor Panel for the bulletin of the Medical Library Association.

Justine has received 4 research grants from the Librarians Association of the University of California and authored more than 55 articles, book chapters, manuals and reviews.

Her contribution to NCNMLG has spanned over 30 years. Serving as chair of many committees and as chapter parliamentarian for 5 years, President Elect and Program Chair and as President of our organization.

Jacqueline Wilson in her nomination letter stated, “Ms Roberts has been tireless in striving to provide excellent service to both the health science community in the Bay Area and more broadly in the nation. Providing high-quality information quickly and accurately to health care professionals was a personal goal. She led the UCSF Library into the world of automation, providing leadership and sharing a great deal of knowledge with her colleagues. She was a personal role model and mentor for many in the profession.”
NCNMLG Executive Board Meeting
Friday April 9, 1999, 4pm / Palo Alto, CA
Chapter Council Report / submitted by Heidi Heilemann

Highlights of MLA Mid-Winter Board Meeting and Other News

The MLA Board of Directors met from Friday, February 26 - Sunday, February 28.

The 2000 meeting in Vancouver will be a joint meeting with the Canadian Health Libraries Association.

The 2004 meeting will be in D.C., Cleveland and Chicago are being considered for 2005.

Credentialing - It was moved and passed that people with non-ALA accredited library degrees be included in the track for people with other masters degrees, rather than create a separate path for them.

The Award for Excellence and Achievement in Hospital Librarianship is to be named for Lois Ann Colianni.

Annual Meeting. Everyone needs to pay close attention over the next few weeks as articles and information begins to come out regarding the following:

1. Dues increase (MLANET has detailed information about the proposal and members are encouraged to discuss the proposed increase on MLA’s member listserv -- MLAFOCUS)

2. Organizational name change

3. Single slate recommendation made by MLA’s Governance Task (for the Office of President and President-Elect)

There will be some sort of Centennial wrap-up at the annual meeting.

Chapters are reminded that the Passion for the Profession and Centennialmoments are available for chapter meetings.

There will be a satellite teleconference on WIPO in June.

MLANET is expanding and becoming more robust. An education clearinghouse has been added to the site.

A reminder that MLA does offer Web services to sections and chapters for their Web pages.

MLA has established a new Education Award in honor of Lucretia W. McClure. The MLA Continuing Educaiton Committee is asking all of the chapter chairs for donations. UNYOC, Lucretia’s home chapter, made the first contribution of $1,000.00. For more information visit: www.mlanet.org/press/aug98.html

Our own Jo Anne Boorkman will officially become a Fellow of MLA in May at the Awards Luncheon and Ceremony at MLA ‘99, MLA’s annual meeting, in Chicago, IL.
NCNMLG Members:

Think back --E Resources Symposium at the Joint Meeting--Saturday--small room, lots of speakers....
A focus group met Sunday to brainstorm next steps.
The reports of the four subgroups are listed below.
Please review them and contact me with any thoughts or concerns by phone, fax or email.
Thank you.

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Instructions: For each issue under discussion, identify what steps need to be taken; who are the key stakeholders involved; who needs to be involved in any actions taken; what time frame is needed for actions:

GROUP 1

We need to develop or explore existing learning experiences/opportunities which teach basic business and organizational skills for librarians to help them work more effectively in their institutions.

Elements

Communication
Marketing/promotion
Interdepartmental relations, especially with the I.T. department
Administrator relationships
Finance and economics; cost-benefit analysis, ROI, etc.
Measuring and quantifying, demonstrating librarian/library value to the organization.
Librarians contribution to the organization’s goals and mission, including:
Improved patient care
Saving money
Regulatory compliance
Teaching program needs
Patient education goals
Improved customer service
Staff satisfaction - recruitment and retention
Enhanced community image

These were all mentioned as critical by Susan Murphy in the symposium.

Librarians contribution to the organization’s community & outreach efforts and goals.

Methods

A single course, or courses - RML/MLA chapters
Mentoring & programs for new librarians - MLA chapters/MLA
Journal clubs to discuss these issues/knowledge content - MLA
Doc-kits, other publications to develop appropriate knowledge-base - MLA
Make librarians aware of existing local educational offerings in these topics, e.g. community colleges, MBA programs, graduate library schools - RML/MLA chapters
Develop classes as joint CE offerings with other groups like Public libraries, SLA, etc. - MLA chapters/RML & other Library Orgs.
Develop as Web-based or Internet-based self-guided & courses - MLA chapters/RML or independent consultant
Develop as some type of media-based course, e.g. teleconference, Internet, CD-ROM or CD-based, audio conference - MLA/RML
Develop a Listserv, discussion group (include non-librarians, e.g. administrators, health professionals) for these topics - or - find existing appropriate Listserv(s) - target audience to include new managers - MLA
Make available a literature review - cross-databases - annotated bibliography - MLA Chapters/RML
Set up a dedicated part of a Web site (RML’s? MLG’s?) to share information, publish items, such as the literature
review, and link to other appropriate sites/resources - RML/MLA chapters

Figure out how to make current CE transportable: train the trainers for wider accessibility - RML/MLA chapters and LIS schools

Provide content, curriculum to trainers who travel - RML/MLA Chapters

**Stakeholders**

Hospital and clinical settings-based librarians.  Everyone else  Employers of these librarians.

**Who Should Be Involved?**

RML, NN/LM.  MLA and chapters, sections, CE committee.  Other hospital departments and professionals, e.g. IT, PR.  Other library associations.  Independent & contractors, consultants.  Maybe other associations like AHIMA.  Library schools.

Our profession and our roles: We need to shift our thinking from seeing the library as a physical entity, to seeing librarians as knowledge-based individuals with a key role in the organization.  We need to portray the challenges of the profession in a positive way in order to recruit the talent needed.

**Elements**

We need to change our vocabulary; get rid of library jargon - use plain, contemporary language, but be comfortable with IT and business jargon, including terms like navigate and surf.

Keep our high touch, add high tech - use the latter to enhance the former.

De-mystify e-resources.

Less emphasis on library as a place with things; more emphasis on service and connectivity.

We need to increase our salaries to compete with other organizations, especially for people with technological expertise

We should be more visible as a profession - this should start at the local level.

**Methods**

Re-examine MLA’s Platform for Change as needed; promote it and use it.  Its everyones document, not just those who wrote it - MLA

Use our chapter listservs more - MLA Chapters

Use the Web and various library-related publications, e.g. Wired, to communicate with others and promote our roles and our profession - MLA, MLA Chapters

Promote the use of job shadowing in institutions to help people learn more about our profession - NN/LM Members - coordinated by MLA?

Mentors - MLA, MLA Chapters

Reach out to other organizations, learn to schmooze! - MLA, MLA Chapters

Take part in high school career days - NN/LM Members

**Who should be involved?**

MLA chapters - jointly NCNMLG, MLGSLA, HPCMLA.

**Stakeholders**

Us  Library/information science schools  Other library associations

**GROUP 2**

Participants: Claire Hamasu, Betsey Humphreys, Lucy Thomas, Andrea Woodruff, Joan Zenan

**Issue: Group Licensing - Prototype, sharing of license agreements**

MLA Task Force (with regional volunteers).  To look at the whole issue of group licensing.

Gather existing information/materials - from ARL, multitype, other universities.  Create links to sites that already have information such as MLANET *need to publicize Note:  I looked at MLANET and they haven’t gathered the e-resources licensing information together.
Analyze and identify additional issues/problems that may be unique to health science libraries

Develop new material as needed - prototype.

Provide information electronically - point to frequently updated sources.

**Issue: Understand what the user wants and develop ways to assist users to deal with E-resources.**

**Stakeholders**

Hospital librarians - hospital administrators (IT/IS included).

End-users.

Regional health science library groups

**RML**

**Steps**

RML, MLA Chapters, MLA establish that training of end-users to use e-resources is a priority.

Needs assessment  (Within next 6 months) A needs assessment is recommended to establish the institutions experts, literacy levels, e-resource interests of affiliated health professionals.

The RML will put out a call for sample needs assessments dealing with e-resources (ex: surveys, focus group questions etc)

The RML will make available samples of needs assessment from within the region. Samples that may appear on Web sites such as MLANET or NN/LM will be included. Feedback from the use of these samples will be solicited from network members and made available from the PSRML website.

Suggestion: That librarians collaborate on the creation of the needs assessment, analysis of results and formulating next steps. MLA Chapters and the RML can assist by coordinating the teaming up of librarians. MLA Chapters and health science librarian organizations can assist by holding meetings where groups can work on each others needs assessments/analysis/planning together.

**Determination of appropriate next steps**

Librarians may need assistance in carrying out their next steps. The Group thought of the following resources:

- Microcomputer labs for training sites-Schools and public libraries within the community, Commercially available labs available for a fee, Resource libraries may have labs available for a fee.

- Education for the librarian: PSRML, Extension Services, Evening classes

- Training Materials: Resource libraries, RML, NLM, Websites

- Funding: state, regional, national (for example: to purchase computers for the library)

- Integrate e-resources into the mission of the institution and the regular workflow of users. (Librarians)

- MLA, RML, MLA Chapters will provide train-the-trainer classes on the variety of electronic resources available.

- This train-the-trainer class will include:

  - Ideas about how/where/when to train
  - Samples of materials to be used in the training
  - Samples will be collected from librarians in the region who have already developed these materials.
  - The use of distance education

- Because E-Resources are such volatile resources, NLM will document changes to its products to keep librarians apprised as changes occur.

  1-2 years to accomplish this.

**GROUP 3**

Members: Rachael Anderson, Alison Bunting, Judy Consales, Cynthia Henderson, Marilyn Schwartz, Ginny Tanji

**Idea #1: Consumer Reports for E-resources to assist in selecting materials.**

**Purpose/Objective:** To share information on quality and value of e-resources to reduce redundant efforts among libraries.

**Steps**

- Decide what information needs to be included.
- Develop a mechanism for gathering the information.
- Identify method of evaluation.
Determine how information will be disseminated.

**Stakeholders**

Librarians  
Publishers  
Vendors (OVID, EBSCO, etc.)  
NLM

**Who needs to be involved**

NLM  
RML  
Resource Libraries  
Vendors  
Volunteer reviewers from resource libraries and/or PALs

**Time Frame**

3-6 months - Determine feasibility and set-up pilot project with 50 titles (Brandon/Hill asterisked items). Approach NLM about providing titles in machine-readable form. Determine if contracting with vendor to provide information is appropriate. Assign project to resource libraries in Region 7.

One year+ - After methodology is worked out, ask other regions to divide titles between resource libraries to expand list.

**Idea #2: Collaboration:** Draw upon each others strengths in working together; Collaborate with Public Libraries; Build on a local level with assistance from multi-type network affiliations.

**Purpose/Objective:** To encourage cooperative initiatives among health sciences and multi-type libraries.

**Steps**

Use consumer health as the motivational method to open up dialogues and collaborations between different types of libraries.

What are the consumer health needs?  
What resources are required?  
What are the consumer information needs in the hospital setting?  
What are the consumer information needs in the public library setting?

What is it that makes collaboration worth your time and efforts?  
Build database of consumer health resources in Region 7 including medical and public libraries to refer healthcare consumers to appropriate collections and leverage resources.  
Sponsor national conference in cooperation with NLM and MLA to discuss cooperative issues.  
Evaluate project and outcomes.

**Stakeholders**

Hospital librarians  
Healthcare consumers  
NLM  
RML  
State libraries

**Who needs to be involved**

RML  
State libraries  
NLM  
MLG groups  
Hospital libraries  
Resource libraries

**Timeframe**

3-6 months - PSRML is currently working (as a Joint Project with the California State Library) on database of consumer health resources in California. The RML will continue distributing questionnaires and entering data. In cooperation with key players, determine feasibility of national conference. RML in cooperation with MLGs and state libraries will sponsor local meetings of public/medical libraries to discuss cooperative efforts.

One year + - RML will expand database coverage to other states in region. Organize conference as a cooperative effort of RML, NLM and MLA. Involve NLM in evaluation plans.

**GROUP 4**

Members: Carlene Bogle, Karen Butter, Michael Kronenfeld, Tom Rindfleisch, Heidi Sandstrom
Idea #1:  Data collection to support negotiation and Have information (data studies, etc.) for power in negotiating

**Steps**

Formulate the question.  
Define the data to be collected (pricing, licensing, usage).  
Collect data.  
Organize/analyze data.  
ID issues that require action.  
Disseminate results.  
Build coalitions/formulate plans to effect change.

**Stakeholders**

- Publishers/Professional societies  
- Institutional decision-makers  
- Health practitioners  
- Healthcare consumers  
- Authors/Editors of information  
- Librarians

An expose, similar to a 60 Minutes segment, would shed light on existing practices.

**Participants in Solution - need to find a champion among these:**

- Academic institutions  
- Professional societies  
- Individual authors/Editors of information  
- Hospital libraries  
- Medical Library Association and associated chapters

**Time Frame**

Immediate - 6 months to determine feasibility.  
Complete process within one year  
A task force would be a good way to accomplish this.

Idea #2:  Spend time developing a vision of hospital library 10 years from now and strategically where e-resources fit in that vision.

Modified idea statement: Develop vision of hospital information services for future (10 years hence) and strategically relative to e-resources.

**Steps**

- Conduct needs assessment of end users.  
- Identify the value added in medical librarianship based on needs assessment.  
- Identify the relationships between various players (e.g. IT staff, administration).

**Stakeholders**

- Hospital librarians  
- Healthcare consumers  
- Health practitioners/students  
- Hospital administrators

**Participants in solution**

- Medical Library Association (Hospital Libraries Section)

**Time Frame**

Start now and develop a process that allows for continuing refinement of vision, as it is constantly changing.
DIRECTIONS FOR JOINING THE NCNMLG LISTSERVS

General listserv: ncnmlg@krypton.stanford.edu  Board listserv: ncnmlgbd@krypton.stanford.edu
Everyone is encouraged to subscribe to the general listserv and board members should subscribe to the board listserv. These are very low-volume lists designed for communication of important information from NCNMLG to its members. The only time you will need to unsubscribe is when your e-mail number changes. In this case two actions are necessary. You will need to unsubscribe your old e-mail number and then subscribe the new number. This keeps our listserv current!

TO SUBSCRIBE:
send a message to:  majordomo@krypton.stanford.edu
leave subject line blank
type in body of the message:  subscribe ncnmlg  or  subscribe ncnmlgbd

TO UNSUBSCRIBE:
send a message to:  majordomo@krypton.stanford.edu
leave the subject line blank
type in body of the message:  unsubscribe ncnmlg  xxx  or  unsubscribe ncnmlgbd  xxx
  action  [listserv]  {e-mail address}
  where xxxxx =  old e-mail #

TO SEE WHO IS ON THE LIST:
send a message to:  majordomo@krypton.stanford.edu
leave the subject line blank
type in body of message:  who ncnmlg  or  who ncnmlgbd

TO SEND A MESSAGE:
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send a Board e-mail:  ncnmlgbd@krypton.stanford.edu