CALL Institute Day 2009

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Summer will be here soon and, for many of us, our workloads will slow down. This provides an opportunity to enjoy warm weather and time to read the Summer issue of the Bulletin.

We have an exciting issue that includes photos of the new members of the CALL Board. We have a new president, Gretchen Van Dam, who was installed at the May Business Meeting. A note of appreciation and thanks go to outgoing president, Sheri Lewis, and board members. Additionally, this issue includes a special section on “Marketing the Library” with contributions from presenters and an attendee at the second annual CALL Institute Day, held on April 7, 2009. Sheri Lewis and Susane Yesnick summarize all three of the Day’s sessions in “Marketing the Library: How to Create Awareness of, and Demand for, Library Services.” In addition, Gwen Gregory, Monice Kaczorowski, Bridget MacMillan and Christine Bodine present their ideas, suggestions, and marketing experiences in this special section. Gwen Gregory has also written a feature article for this issue of the Bulletin on how to write book reviews.


Beginning with the Fall 2009 issue, there will be some changes in the Bulletin’s leadership. Gail Hartzell will leave her post to serve CALL as Director, Julienne Grant will continue as Co-Editor, and Margaret A. Schilt will join Julienne as Co-Editor. Margaret is Faculty Services Librarian at D’Angelo Law Library at the University of Chicago. She is active in law librarianship and was recently elected Member at Large for the ALL-SIS Executive Board. We welcome Margaret.

Hope you have a great summer!

– Gail & Julie

P.S. Many thanks to Gail for her tireless work on the CALL Bulletin the past three years. She did an outstanding job as Co-Editor, and I am very grateful for her patience, perseverance, attention to detail, and above all, her sense of humor.

– Julie
Dear Colleagues,

Happy summer! The promise of above-freezing temperatures makes this the time to get out of our offices and enjoy the best weather Chicago offers.

The summer months also bring national association conferences and opportunities to connect with colleagues outside of our geographic area. At the AALL Annual Meeting this summer, our members will have an opportunity to join with close, and far away, colleagues at a CALL-sponsored brown bag lunch: “REBALANCING YOUR COLLECTION: PRINT OR ELECTRONIC OR BOTH?” Facilitators for the discussion will be Ruth Bridges, Firmwide Manager, Library and Research Services, Schiff Hardin LLP, and CALL Treasurer; Kerry Skinner, Acquisitions Librarian, Arizona State University; and Joan Axelroth, Library Consultant, Axelroth & Associates. The brown bag is scheduled for Tuesday, July 28th from 12:00-1:00 p.m. Thanks to Ruth Bridges for coordinating this event for CALL.

Summer may be a time when our association slows in its organized events, even as members recharge and our new leadership gears up for a busy CALL year ahead. I must confess that I miss the ongoing CALL activities during the summer months. But, the time off gives me professional opportunities to look forward to in autumn, and in the months beyond.

I look forward to the September CALL Business Meeting. For many CALL members, this luncheon represents the first opportunity we have to see each other since spring. Each year, I am impressed by the quality of speakers who join us for these events. Thanks to Vice President/President-Elect Gretchen Van Dam, we heard from a series of esteemed presenters at each of our luncheons in 2008-2009. On February 27th, we joined with our SLA Illinois colleagues for an annual joint business meeting and enjoyed the remarks of Dean Susan Roman from Dominican University’s Graduate School of Library and Information Science. At the May 21st meeting, AALL President James Duggan will join us for a special chapter visit.

I look forward to the varied professional development opportunities that we enjoy as CALL members. For the past two years, CALL has hosted a spring institute. I was pleased to be among the CALL members who participated in this year’s Institute Day on April 7th. The topic – Marketing the Library: How to Create Awareness of, and Demand for, Library Services – offered opportunities for learning, and lively discussion on working with marketing departments and becoming our own libraries’ promoters. Kudos to Institute Day Chair, Alina Kelly, and to Continuing Education Committee Co-Chairs, Frank Lima and Julie Melvin, for organizing this professional development program for our membership.

Most of all, I look forward to opportunities to connect with other CALL members. As part of the work of CALL’s Strategic Planning Committee (Therese Clarke Arado, Pam Cipkowski, Frank Drake, Sheri Lewis, Vanessa Nelson) this past year, our group learned that networking with colleagues is one of the most valued aspects of membership in our association. This finding is not surprising. But, perhaps it is a reminder of what our participation in CALL means to each of us individually, and for the ongoing success of our association.

By the time this column is published, I will no longer be CALL President. It has been a tremendous honor to serve this wonderful association in that capacity. I am deeply appreciative of my colleagues on the Board over the past two years for their knowledge, support, patience, guidance, good humor, and devotion to CALL: Anne Abramson, Therese Clarke Arado, Ruth Bridges, Debbie Ginsberg, Mary Lu Linnane, Chris Morong, Julie Pabarja, Deborah Rusin, and Gretchen Van Dam, your wonderful new CALL President. I look forward to the year ahead as your Past President, and many more as your CALL colleague.

Here’s to a relaxing summer for us all and a vibrant year for CALL in 2009-2010.

Best wishes,
Sheri Lewis
CALL Executive Board Minutes

By Debbie Ginsberg, Chicago-Kent College of Law Library
dginsberg@kentlaw.edu

January 2009
CALL EXECUTIVE BOARD MEETING
AALL Headquarters, 53 W. Jackson Blvd., Suite 940,
January 13, 2009, 9:00 a.m.

Summary:
Treasurer’s Report (Section IV):
1. CALL Balance as of December 31, 2008:
   $35,191.81
2. Net Income, December 31, 2008: -$3887.56
3. Membership as of December 31, 2008: 317

Significant Actions:
Bulletin: Based on the Bulletin editors’ recommendations, the Board will negotiate a contract with Mary Chase to do the layout of the CALL Bulletin for the 2009-2010 CALL year. Future contracts, if any, will be negotiated annually. (Section VI(a)(i))

Bulletin: The Bulletin editors have the discretion to decline to publish articles. (Section VI(a))

Bulletin: Members may request reimbursements for long-distance phone call expenses for researching articles. (Section VI(a))

CALL Event at AALL Annual Meeting: The event will be held Sunday, July 26th, from 12:00 p.m. to 1:15 p.m. The topic of the discussion will be the balance of print and electronic resources. (Note: This event is now scheduled for Tuesday, July 28th from 12:00 p.m. to 1:00 p.m.)

Discussion Forum: Based on the AALL guidelines, programs that charge a fee (which are hosted by organizations not related to AALL, including ALA) cannot be posted to the CALL listserv. General information about organizational programs and organizational websites can be posted.

The Board recommends the following changes to the listserv “Guidelines”:
Delete “please” from “Please do not use the discussion list to promote or market commercial products.”

Add:
CALL complies with AALL Discussion Forum Rules and Conditions [http://www.aallnet.org/discuss/list_rules.asp]. These rules state: Commercial use or any other unauthorized use of this Discussion Forum is prohibited. Do not use the Discussion Forum to solicit or conduct business, including the direct or indirect marketing of users’ products or services, in any manner. The Discussion Forum may not be used to provide information, materials, products, or services in exchange for compensation of any kind. Only CALL and AALL programs and event information may be posted. Events from any other source are prohibited per the AALL Discussion Forum Rules and Conditions. (Section VII(b))

President: The Board will add a note about letters of appreciation to the President’s duties in the Handbook.

Public Relations: The Board recommends that CALL host a “Welcome to CALL” coffee meeting or a no-host lunch attended by one or two board members and other CALL committee members twice a year. The Board recommends that the Public Relations Committee and the Membership Committee coordinate this event. (Section V)

Complete, up-to-date meeting minutes are available here: http://www.aallnet.org/chapter/call/protected/index.html.
Members who would like hard copies of any meeting minutes should contact Deborah Ginsberg (dginsberg@kentlaw.edu, 312-906-5673), Secretary.

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CALL Executive Board Minutes

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February 2009

CALL EXECUTIVE BOARD MEETING
AALL Headquarters, 53 W. Jackson Blvd., Suite 940,
February 10, 2009, 9:00 a.m.

Summary:
Treasurer’s Report (Section IV):
1. CALL Balance as of January 31, 2009: $36,196.01
2. Net Income, January 31, 2009: -$473.00
3. Membership as of January 31, 2009: 324

Significant Actions:
Bulletin Committee: The Board will ask the Bulletin Committee to provide information about the number of ads published in its annual report. Next year’s Handbook will include a provision specifying that the advertising manager should notify the Treasurer once a vendor has placed an ad. (Section IV(a))

March 2009

CALL EXECUTIVE BOARD MEETING
AALL Headquarters, 53 W. Jackson Blvd., Suite 940,
March 10, 2009, 9:00 a.m.

Summary:
Treasurer’s Report (Section IV):
1. CALL Balance as of February 28, 2009: $34,858.76
3. Membership as of February 28, 2009: 325

Significant Actions:
Grants and Awards: If an award is given to a library, the library may choose one representative to receive a free registration to the May Business Meeting. (Section VII(a))

Income: Miscellaneous income that committees receive should go into CALL’s general fund rather than be given to a charity; miscellaneous income does not include contributions made to charities through the Community Service Committee. (Section VII(a))

Meetings: Dress code requirements must be clearly stated in meeting announcements and event registrations. (Section VII(j))

Membership: CALL’s current policy, that memberships paid for by an institution reside with that institution, will not be modified. The status of a CALL member, whose membership was paid for by an employer, is not clear when the member loses his or her job. Practically speaking, it is not possible to enforce a lost membership. (Section VII(c))

Vendors: The Board does not work with vendors to promote or facilitate access to databases for its membership. (Section VII(k))

The Strategic Planning Committee has completed its work and the CALL Board unanimously approved the following CALL Mission Statement:

The Chicago Association of Law Libraries (CALL) connects a vibrant and diverse network of members by supporting the development of professional expertise; encouraging leadership, collaboration, and advocacy in the legal information community; and promoting and enhancing the field of law librarianship.

Thank you to the members of the Strategic Planning Committee for their efforts: Therese Clarke Arado, Pam Cipkowski, Frank Drake, Vanessa Nelson and Sheri Lewis, Chair.
CALL BUSINESS MEETING ROUNDDUP
By Debbie Ginsberg, Chicago-Kent College of Law Library
dginsberg@kentlaw.edu

February Business Meeting
February 27, 2009

The annual Joint CALL/SLA Illinois Business Meeting was held at the Union League Club on February 27, 2009. Sheri Lewis opened the meeting by welcoming attendees from SLA Illinois and CALL. One hundred forty-five people attended the business meeting in all, including students from Dominican University who received free registration.

Gretchen Van Dam thanked the meeting’s sponsor, BNA. A representative from BNA introduced the other representatives attending the meeting and described BNA’s new publications and products.

Gretchen then introduced the meeting’s speaker, Dr. Susan Roman, Dean of the Dominican University Graduate School of Library & Information Science. Before serving as Dean, Dr. Roman was the Director of the ALA Development Office, as well as the Executive Director for the Association for Library Service to Children (ALSC), and the Association for Library Trustees and Advocates (ALTA). She has also worked in the library of the American Medical Association, the Northbrook Public Library, and the Deerfield Public Library. She received her Master’s degree in Library Science from Rosary College (now Dominican) and her Ph.D. from the University of Chicago. Dr. Roman has been Dean of Dominican’s GSLIS since 2005.

Dean Roman discussed the current state of librarianship today. Understandably, many librarians are worried about where libraries are headed, especially in light of some negative statistics. There has been a 48% drop in reference questions at academic libraries, for example. More users are turning to the Internet instead of libraries. In light of changes in technology and library use, librarians are worried that obtaining finances and other support for their institutions will be difficult.

However, other data demonstrates that libraries continue to be vital to communities, particularly in a bad economy. Usage of materials is going up. In a 2005 Harris Survey, 96% of the respondents had visited a library in the last year. The popular press is touting librarians and archivists as desirable career choices. Libraries are still seen as places to learn, read, find information, support research, and support literacy.

Library schools like Dominican are working to educate librarians with the skills, values, and concepts they need to practice librarianship in the modern world. Dean Roman asked faculty what they were really teaching in library school. Their responses demonstrated the wide range of skills librarians now need. The faculty are teaching transactional reference instead of traditional reference. They are focusing on leadership and advocacy skills. They are discussing ethics and values. They are talking about the importance of competencies. And, they are emphasizing the need for librarians to be adaptable and innovative.

Dean Roman then charged the librarians of organizations like CALL to help train new librarians and to keep librarianship relevant. She offered several suggestions that

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Business Meeting Roundup cont. from p. 6

library organizations could implement:

- Librarian specialties are more alike than they are different. The competencies described by the various special library organizations overlap and can be used to train and inform new librarians.

- Organizations should offer scholarships and provide student support.

- Organizational publications help inform current and new librarians of the latest developments.

- Library organizations offer excellent opportunities for networking.

- Organizations are aware of the current state of libraries and can suggest classes that are needed.

Individual librarians should:

1. Become adjunct faculty members at local library schools.

2. Become advocates for professional degrees.

3. Mentor and coach students.

4. Become active alumni.

5. Go back to school to refresh skills and find new ideas.

Members of CALL who are Dominican graduates should note that they can audit classes at Dominican for free. Additionally, graduates can return to obtain specialty certificates that require five classes. Finally, Dominican will soon implement a Ph.D. program for librarians.

After Dean Roman’s talk, CALL welcomed new member Annette Weir.

The Community Service Committee thanked the attendees for donating books to Hull House and the Newberry Library. The Committee will collect pet supplies for the Orphans of the Storm at the May meeting. Members should also bring pop tabs and cell phones to the May meeting.

The Public Affairs Committee published an update, which was made available at the meeting. Note that because the update is also published online, fewer paper copies were provided.

The Grants and Chapter Awards Committee is offering grants to attend the AALL Annual Meeting. The deadline to apply is April 17th. The Committee is also seeking nominations for CALL’s annual awards. The deadline for nominations is April 1st.

The Continuing Education Committee is planning CALL’s next Institute Day. The event will be held April 7th at
Business Meeting Roundup cont. from p. 7

Neal, Gerber & Eisenberg LLP. It will focus on “Marketing the Library.”

The Archives Committee will relocate CALL’s archives to Northern Illinois University this summer. Members who wish to send materials to Loyola should do so by May 12th.

The Strategic Planning Committee is developing CALL’s mission statement. The Committee has created a survey and is requesting member input. CALL members should respond by March 6th.

**2008/09 CALL Awards**

The 2008/09 Grants and Chapter Awards Committee selected the recipients of the Agnes and Harvey T. Reid Award for Outstanding Contribution to Law Librarianship, and the Award for Outstanding In-House Publication. The awards were presented at the May 21st CALL Business Meeting. No award was given this year for Outstanding Lifetime Achievement in Law Librarianship.

The Agnes and Harvey T. Reid Award for Outstanding Contribution to Law Librarianship was presented to Betty Roeske, Technical Services Librarian, Katten Muchin Rosenman LLP. Among her many achievements in CALL was her service on the Board from 2002-2005, serving as CALL President in 2003/04. She has been a member of many CALL committees, including Grants and Chapter Awards, Community Service, CRIV, Internet, Nominations, and Union List. Most recently, she has been a member of the Meetings Committee, co-chairing the Committee in 2007/08 and 2008/09. This award honors Betty for her many years of service to the Chicago law library community.

The Award for Outstanding In-House Publication was presented to Loyola University Chicago School of Law Library for its publication Guide to Library Services, prepared for students, faculty and alumni.

*Photos courtesy of Julienne Grant*
Archived Webinars Available on AALLNET

AALL members now have the chance to view six popular Webinars presented October 2008-February 2009 in the Members Only Section of AALLNET:

- Twenty Essentials for the Effective Speaker
- How to Train Without Showing Up
- Law Firm Library Budgeting for Hard Economic Times
- Take the Lead: Journey to Authentic Leadership (free for AALL members)
- C-ing is Believing- Next Steps for Library Success
- Guided Tour of your AALL Membership (free for everyone)

The links above are available for AALL members only. Nonmembers can access the 2008 Webinars and 2009 Webinars for a higher fee.

Thank you to the members of CALL for another successful community service drive.

At CALL’s February 27th Business Meeting, we collected 13 boxes of books for Hull House and the Newberry Library. Several CALL members donated money to the Newberry Library. We also received 3 bags of pop tabs for the ongoing collection for Ronald McDonald House.

Thank you for all of your generosity!

CALL Community Service Committee
Congratulations to the 2009/2010 CALL Board

Heidi Fro stringstream Kuehl
Vice President/President Elect

Julie Melvin
Secretary

Gail Hartzell
Director
Business Citator offers a more powerful way to engage a wealth of information for business due diligence. You can start your research from almost anywhere on Westlaw Business to quickly gain a deeper understanding of clients, peers, suppliers, acquisition targets, and competitors. And in today's rugged economy, better due diligence is good armor for you.

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Susan has been the Head of Information Services at Indiana University School of Law – Indianapolis since the beginning of 2008, and took some time to talk about her life pre- and post-CALL.

Susan comes from the Quad Cities area, growing up on the Illinois side of the Mississippi, or what she calls “almost Iowa.” She went to Monmouth College in Monmouth, IL, which is a small liberal arts school. While there, she studied English with a minor in the Classics.

Upon completing her undergraduate studies, Susan entered the Library Science program at the University of Illinois at Urbana-Champaign. She says that she had always had an interest in the law, but was fairly certain that she did not want to pursue a career in litigation. So, she decided to postpone law school and become a law librarian. During her studies, she says that she was lucky enough to get a graduate assistantship at the main library on campus, where she not only worked at the Information Desk, but also spent a few hours a week working with professional staff at the Reference Desk. She also says that her full year at the U of I was a positive experience.

After Susan finished her MLS studies, she worked for a year in two part-time positions back in the Quad Cities area: as a seasonal reference librarian at the Davenport Public Library, and a library assistant at Muscatine Community College in Iowa.

Ultimately, Susan did decide to go to law school and enrolled in the program at Northern Illinois University. She worked as a graduate assistant in the law library, and says that the entire staff there was very helpful, mentioning then-director Tom Woxland, John Austin, who taught the legal research course, and Gary Vander Meer in Technical Services.

When Susan completed the three-year program and earned her J.D., she worked for a year as a judicial clerk in the Iowa state trial court in Des Moines, researching and drafting memoranda and rulings. The clerks also maintained the county courthouse library, as it had no permanent librarian.

When Susan was finished with her clerkship, a position had opened up at the NIU Law Library. At this point Tom had left and John was now the library’s interim director. She was hired and became the Research and Instructional Services Librarian. Her duties included reference, supporting faculty research and teaching basic and advanced legal research in the law school. In addition, she assumed the responsibilities of webmaster for the law school, maintaining the school’s website.

Susan spent almost ten years at NIU in this position. She mentions that her experience teaching legal research and maintaining the website gave her an appreciation for the always-changing nature of the resources, technologies and tools, and that she was in a great position to benefit from those changes.

Susan also taught sessions in the Council on Legal Education Opportunity (CLEO) program, which promotes putting minority and low-income high school students on the trajectory to get into law school. Students from all over the country came (and still come) to NIU during the summers to take advantage of this program. Susan says she found teaching the high school students a fun change of pace from instructing the law school students.

Susan says she thoroughly enjoyed her time at Northern, but that she had been considering trying to move into library administration. In the summer of 2007, she heard of an opening for the position of Head of Information Services at Indiana University School of Law – Indianapolis. With the full support of the staff at NIU, she applied for the position, went through the full-day interview process (which included a presentation on faculty services), and was offered the position, beginning in January of 2008.

In her current position, Susan directs reference and circulation services for the law school library, which includes the planning and implementing of reference, document delivery, interlibrary loan, collection management, and the reserve collection. She also coordinates the faculty liaison program. She says that the IU faculty members

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Whatever Happened to Susan Boland?  
cont. from p. 12

are very appreciative of what the library staff does. The program is larger than the one at NIU, with part-time students, and both LL.M. and J.D. courses of study offered. All told, she says there are over 900 students at the IU School of Law-Indianapolis.

Susan also teaches in the law school. One interesting aspect of her duties in this capacity is the advanced legal research class, which is taught completely online. Susan says that TWEN is used as the course website, and she has been experimenting with Adobe Presenter, which combines PowerPoint with voice. Furthermore, the program permits the use of Flash exercises. Students complete online exercises for their participation grade, with the rest of their grade coming from problem sets and an exam. This course is offered continuously, with two sections each in the fall and spring and one section offered in the summer. It is an extremely popular course, with a wait list. There are 37 students in the section that she is currently teaching. Susan is also teaching in the IU School of Library and Information Science-Indianapolis where she is co-teaching the School’s course on law librarianship. This is the first time Susan has had an opportunity to teach in a library school.

While Susan managed to be active in several CALL committees, she says that she is just getting her feet wet in the law library associations of her area, including the Indianapolis Law Librarians’ Association and ORALL, the regional organization.

Susan lives in the Indianapolis suburb of Fishers, which is thirty minutes from the school, assuming there are no traffic snarls.

Those wishing to get in touch with Susan may contact her by e-mail at sboland@iupui.edu.

Follow AALL on Twitter

Get up-to-the-minute AALL news by joining the AALLNET Twitter Feed. A separate 2009 Annual Meeting Twitter Feed is dedicated to updates on this summer’s Annual Meeting in Washington, D.C. Sign up and stay connected!

Discussion List Guidelines

The CALL Discussion Forum is provided for general discussion for members of the Chicago Association of Law Libraries. Only CALL members may post to the list. Appropriate topics for the list include:

- CALL committee news
- CALL meeting and education event reminders
- notices of CALL membership changes
- requests for volunteers for CALL activities
- discussions of issues related to our jobs
- hard to find ILL requests
- informal surveys
- news of interest to the Chicago law library community

Please do not use the discussion list to promote or market commercial products.

Forum Etiquette

DO add a descriptive subject line to all messages. For example: ILL request, Free books for postage, etc.

DO sign all messages. Please include your name, affiliation, and contact information.

DO remember to unsubscribe from your old address and re-subscribe from your new address whenever your e-mail address changes.

DON’T use the list for longer items. Please use the CALL website and CALL Bulletin for those. You may e-mail out a brief announcement in which you include the URL for a longer item.

Members may send attachments, but these must be limited to text-type files (Word, PDFs, text files, HTML) which are under 3 megabytes.

DON’T use the Discussion Forum for personal opinions unrelated to CALL or the field of law librarianship.

DO remember to contact the CALL Discussion Forum administrators if you need any help.

CALL Discussion Forum Administrator:

Eugene Giudice is the CALL Discussion Forum Administrator. You may send him a message at eugenegiudice@sbcglobal.net.

Updated 9/19/2007
PEOPLE & PLACES
By Sue Retzer, Katten Muchin Rosenman LLP
susan.retzer@kattenlaw.com
Valerie Kropf, DLA Piper
valerie.kropf@dlapiper.com

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The 2008-2009 CALL Board of Directors would like to thank all of the CALL members who generously gave their time, creativity, and expertise as committee chairs, committee members, and program speakers for the programs and projects of the Chicago Association of Law Libraries in 2008-2009. Your contributions are truly appreciated by the Board and your fellow CALL members.

THANK YOU!
“BNA publications provide a level of analysis that I haven’t found anywhere else.”

NAME: Monice Kaczorowski

Title: Director of Library Services
Neal, Gerber & Eisenberg LLP
Chicago, IL

Best known for:
Promoting firm wide use of competitive intelligence.

Proud of:
Using competitive intelligence to increase the success of our client development-related initiatives last year by 60%.

Has never had trouble defending her BNA budget because:
BNA’s daily publications are so valuable. A story can come in that is completely on point with what our attorneys are arguing that day. The partners understand that knowledge costs money, especially knowledge that gets turned around in 24 hours.

Her day begins at:
6 am with a cup of coffee, the cats, and the Daily Tax Report on my laptop.

Greatest loves:
Hiking in the early morning in Arizona; Ayn Rand; esoteric literature and philosophy; baking; promoting children’s literacy programs.

BNA: Partner to information professionals like Monice Kaczorowski

800-372-1033 www.bna.com
CALL INSTITUTE DAY 2009

CALL held its second annual Institute Day on April 7, 2009 on the topic of “Marketing the Library.” In these uncertain economic times, it has become increasingly important for law libraries to promote their worth and value to their administrators and parent institutions. In the following section, several of this year’s Institute Day presenters and attendee Sheri Lewis summarize the Day, which was divided into three sessions.

Sheri and Susane Yesnick, who spoke in the afternoon session, co-author an overview of all three of the Day’s sessions in “Marketing the Library: How to Create Awareness of, and Demand for, Library Services.” Monice Kaczorowski, who spoke in Morning Session A, explains how her library has partnered with her firm’s marketing department to promote Competitive Intelligence. Similarly, Christine Bodine, also a presenter in Morning Session A, relates her experience working collaboratively with her firm’s marketing department to create a pathfinder on business references and resources. Gwen Gregory, who spoke in Morning Session B, describes various public relations activities at Colorado College’s Tutt Library. Finally, Bridget MacMillan, one of the afternoon session’s speakers, discusses the importance of self-promotion for librarians generally. This is a terrific collection of articles, and we are grateful to all of the authors for their contributions. We also thank Julie Melvin and Alina Kelly for supplying the photos for this section!

– Gail & Julie

MARKETING THE LIBRARY: HOW TO CREATE AWARENESS OF, AND DEMAND FOR, LIBRARY SERVICES

By Sheri Lewis,
University of Chicago D’Angelo Law Library
shl@uchicago.edu

Susane Yesnick,
Drinker Biddle & Reath LLP
susane.yesnick@dbr.com

The program for Institute Day was divided into three parts. Two concurrent morning sessions addressed approaches to library promotion, either by collaborating with an organization’s marketing department, or by serving as the marketing department. The afternoon session focused on practical aspects of library marketing, including assessment through use of surveys, marketing library services to various departments within an organization, and marketing oneself as an individual.

Morning Session A: Working with the Marketing Department

During this session, participants enjoyed a lively discussion on the role of librarians working with business development and competitive intelligence (CI) research.

The two presenters from Neal Gerber, Monice Kaczorowski, Director of Library Services, and Joseph Milligan, Director of Client Services & Marketing, emphasized the strong relationship between the library and the marketing department at their firm. They discussed the united front they often present to firm administration and their attorneys.

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Marketing the Library cont. from p. 16

Monice and Joseph described how their departments make joint appearances at practice group meetings, coordinate CI initiatives, jointly prepare attorneys for upcoming networking opportunities, and include the Conflicts Department early on in new client development pitches. They explained how the departments work together in evaluating the potential for new practice areas in an effort to be “first to market,” and how the two departments share costs and resources in order to be of joint value to the firm’s attorneys. As such, the firm’s library and marking departments support each other, in a marriage of equals.

Monice also detailed the staffing arrangement in her library, which allows for selected CI analysis. Her library prepares both brief “Get Smart” research summaries, and full CI reports. In addition, the Neal Gerber library supports recruiting and professional development research needs. Monice also stated that the ethical considerations in pursuing CI often are defined by varying corporate cultures and office geographies.

Roberta Fox, Business Development Researcher at Locke Lord Bissell & Liddell, and Christine Bodine, Business Research Analyst at Sonnenschein Nath & Rosenthal, were the next speakers in the program. Roberta and Christine presented the highlights of their backgrounds, and the developments that led to their current positions in the marketing departments of their respective firms.

Roberta discussed identifying some of the key factors in enhancing the joint work efforts of a firm’s library and marking department personnel. These factors include determining how the departments can help each other, knowing key personnel and workflow needs, and improving communication back and forth between the departments. Christine added that “excellence markets itself.” With both departments under pressure, information “silos” need to be broken down.

The advantages and disadvantages of having librarians who conduct in-depth business and company research being positioned in marketing departments, instead of in firm libraries, were further discussed during the question and answer segment of the presentation.

Morning Session B: Be Your Own Marketing Department

This session featured three speakers sharing their experiences marketing their own libraries. Hillary Baker, the new Marketing and Communications Manager at the American Association of Law Libraries, discussed her work at AALL, as well as prior experience as the Director of Marketing at Northeast Iowa Community College. Hillary explained the importance of defining and understanding an audience as a way to best communicate a message. She recommended an approach that puts yourself in the shoes of those receiving your message: “It’s not about you; it’s about them.” Hillary provided examples of five types of motivated audiences and some creative marketing approaches to reaching them:

- Captive Audience (signs in bathroom stalls)
- Bored Audience (table tent signs in study spaces, lunch rooms)
- Hungry Audience (food as a motivator to attend promotional events)
- Someone Else’s Audience (publish in someone else’s newsletter)
- Audience That Likes to Smile (use humor as an attention-getting approach)

Gwen Gregory, Associate Director for Access and Organization at The John Marshall Law School, discussed her previous experience with library marketing efforts at continued on p. 18
Marketing the Library cont. from p. 17

the Tutt Library at Colorado College. Specifically, Gwen served on the library’s PR Committee, which was charged with developing and implementing a wide variety of outreach and marketing efforts. Through photographs in her slide presentation, Gwen described various programs. For example, the Committee organized a book truck drill team that marched in local community parades. During exam periods, the library set up a space called the “stress-free zone” that provided food along with stress relief activities, such as neck massages, board games and coloring books. The PR Committee also engaged in various types of publicity for the library through ads in the school newspaper, Facebook pages for the library and librarians, and blogs. Gwen further described special library events, including an ice cream social during orientation/parents’ week, programming for National Library Week, and a “Lunch ‘N Learn” series that introduced new library resources. She concluded her presentation by encouraging experimentation in marketing – trying new activities and then evaluating them – while emphasizing the importance of marketing efforts that staff members enjoy as a way to ensure success.

June Liebert, Director of the Louis L. Biro Law Library and Assistant Professor at The John Marshall Law School, began her presentation by suggesting a different approach. June described library marketing as everything you do—every service, every encounter. She explained that a good library meets customer needs, provides value and trust, and offers outstanding service. As a way to focus a library’s efforts, June recommended the book, Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne. While red oceans are known market spaces, blue oceans, as June explained, are unknown spaces and offer libraries opportunities to satisfy unknown or unmet service needs. June suggested that annual reports, which include library metrics, are an excellent means of demonstrating value to the larger organization. She promoted a concierge level of service – something learned from her work at the University of Texas – where the recipient of a request is responsible for ensuring an appropriate response, as well as following up to ensure that the need was met. June encouraged session participants to seek out library customers by attending law school and firm events, introducing themselves to new attorneys or professors, and always having an elevator (30-second) speech ready to promote what the library is doing. She concluded by reminding attendees that, what libraries do well, is give their customers what they need (not necessarily what they want) and, in so doing, create a relationship of trust and an awareness of services.

Afternoon Session: Marketing in Practice

The afternoon session began with a presentation by two marketing consultants: Donna Fletcher, President of Donna E. Fletcher Consulting, and Larry Hammond, Principal, Research in Marketing, Inc. The presenters addressed the topic of “Surveys for Marketing Law Libraries,” but spoke from their experiences working with public and corporate libraries. They stressed the importance of marketing research efforts, such as surveys, to learn about customers and to establish objectives for a marketing plan. The consultants outlined two basic kinds of marketing research: quantitative, such as surveys, and qualitative, through focus groups and individual interviews. They stressed the importance of brevity in surveys – no longer than 10 minutes to complete – as well as concise, easy-to-read questions. While they encouraged online surveys as a way to reach a large audience in an
Marketing the Library cont. from p. 18

automated manner, they pointed out the limitations of sites such as SurveyMonkey and Zoomerang, which offer only limited ways to analyze results. The consultants continued with example survey questions to gauge amount of use of a service (never, weekly, monthly) and satisfaction level for a service (extremely, mostly, not at all). They concluded by demonstrating methods to analyze survey results, and suggesting ways to use those results to eliminate, modify or enhance library services.

Marketing and promoting library services and resources also requires adapting to the changing needs of firm management and attorneys in these stressful economic times. As firms are being acquired and merged, with the resultant merging of library processes in different offices, there is even the opportunity to “market” library services to our peers.

The afternoon session concluded with a presentation by Bridget MacMillan, Senior Librarian Relations Consultant with LexisNexis. Bridget spoke about her personal experiences marketing herself when presented with opportunities to describe her skills and successes to peers and supervisors. She recommended a book that has helped her to better promote herself as an individual – BRAG! The Art of Tooting Your Own Horn Without Blowing It by Peggy Klaus. As described in the book, Bridget advocated the use of bragologues or prepared, mini speeches that promote yourself by describing your strengths and the value you bring to the organization. Bridget concluded by reminding participants that marketing themselves also markets their libraries.

Following the presentation on conducting library surveys, Susane Yesnick, Head Research Librarian of the Chicago office of Drinker Biddle & Reath (DBR), discussed some of the varied ways the five DBR Libraries market and promote library services and expertise. Sue emphasized that promoting library services is an activity conducted every day, whether by creating alerts and research tips, or by following up on recent large research projects.

There are many paths for marketing library services at DBR:

• Promoting library hard copy and online resources, utilizing resource guides, training classes, and planning events, such as National Library Week.
• Presenting to Practice Groups and to summer associates, and working with individual attorneys, after identifying need-based opportunities.
• Working directly with Client Relations (aka Marketing).
• Working directly with Administrative Committees of the firm, with changing firm task forces, and other initiatives.
• Being proactive in spotting new information gaps and research needs.

The marketing of library services in a law firm was the focal point of a lively discussion that took place during a panel presentation at the 2009 CALL Institute Day, held April 7th at the Chicago offices of Neal, Gerber & Eisenberg LLP (NGE). NGE Director of Client Services & Marketing Joe Milligan and I (NGE Director of Library Services) had the distinct honor of serving as co-presenters of a program entitled, “Marketing the Library: Competitive Intelligence for Law Firms – Mining, Analyzing & Applying Information.” This article addresses the highlights of the presentation.

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At NGE, the library has chosen to partner with Marketing for our Competitive Intelligence (CI) initiative as a way to market library services throughout the firm. NGE Marketing staff helped the NGE Library Services develop a “brand” based on our firm’s logo that appears on all CI materials, and a tagline that reminds our firm’s attorneys that CI provides them with a business edge.

In this challenging and uncertain economic climate, Joe and I jointly market a service to the firm that positively impacts the firm’s bottom line: CI.

CI can take many forms, including: supporting the cross-selling of services, plotting law firm trends, performing due diligence on potential lateral hires and providing intelligence on competitors. As we like to remind the attorneys, every practice development project or “Request For Proposal” (RFP) begins with CI. Few attorneys are comfortable asking a client for business. CI arms an attorney with facts about a prospective client and their industry and allows them to showcase the firm’s strengths and expertise. Equipped with CI-based knowledge, NGE attorneys are much more confident and comfortable building relationships. They approach prospective clients with the intent to help rather than sell.

A number of attendees told us that their own law firms viewed the marketing and library services departments as not cooperating, but rather existing in “separate silos.” The two departments do not communicate and do not collaborate on much of anything (CI or otherwise). Many librarians stated that, when they provide research for Marketing, they never get credit for their contribution. During the presentation, we suggested that marketing departments and library directors need to meet in a neutral space and discuss working together. Librarians need to be proactive and step outside their comfort zones. Marketing needs to better understand what the library can bring to the table. The library should consider the marketing department an in-house resource to assist with branding products and services and general marketing efforts.

We often joke that our partnership is a marriage of equals, rather than the occasional date. We attend practice group meetings to discuss business development. The library supports Marketing events by providing intelligence and briefing books on the attendees and clients. To make sure no attorney request falls through the cracks, we created a “Request for Proposal” (RFP) e-mail. Each request that comes into the library or Marketing is posted to the RFP e-mail, which includes Conflicts, so we only start CI once we know the client is potentially viable.

Another positive aspect of this partnership is that the departments share the costs for the resources used in support of CI. The library negotiates the contracts, but Marketing, and now Conflicts, help pay for the service. It makes your budget dollars go a lot further. This collaborative approach has been well received by the attorneys and professional members of our firm, including the Marketing Committee.

We have seen our success rate grow. In late 2006, the Client Services & Marketing Department began teaming with Library Services to increase the level and quality of services we provide to

Continuing Ed Committee Members Mary Ann Lenzen, Tom Gaylord, Frank Lima, Julie Melvin, and Alina Kelly (Chair--2009 Institute Day Subcommittee)
Marketing Your Library cont. from p. 20

all attorneys. Marketing tracks all pitches and RFPs that the firm completes. Since this collaboration began with Library Services, we have tracked all of the formal RFPs and Pitch Books for which we have received a decision via the target, and our success rate through March 2009 was 57% (“Yes”) vs. 43% (“No”). In 2008, the library completed over 175 Competitive Intelligence reports. In order to track costs, the library had Finance create special billing numbers for staff time and use of online resources when compiling these reports. Marketing tracks revenue for the first year the client is with the firm. We use the cost vs. revenue to show our Return on Investment (ROI) to management.

Competitive Intelligence takes time. You need time to research, analyze your results and package your product. Our reports have evolved with time, and we constantly solicit feedback from our attorneys on what works and where we need to improve. If there is a CI success story at our firm, it would be that when we gain a new client, the attorneys always thank us for the “team effort.” It is a great way to reinforce that the library and marketing department are indeed partners and continue to play on a level playing field. As our CI success grows, report requests increase, and so does the library’s visibility. Marketing has helped us show the firm that we can contribute to the bottom line.

The guide is organized in two parts. The first part includes an alphabetically-arranged subject heading list of 19 typically-requested categories of business information, together with the go-to sources to consult. For example, if the requestor is looking for attorney biographies under that subject heading, he or she is directed to see the entries for Chambers & Partners Publishing; Dialog; FindLaw Lawyer Directory; LexisNexis [ALLBIO]; Marquis Who’s Who; Martindale-Hubbell; Westlaw [Profiler]; and ZoomInfo.com. Other subject headings include broker/analyst reports, industry information, and in-house counsel, to name just a few of the 19 categories. The second part of the guide consists of an alphabetically-arranged list of 50 sources that Sonnenschein has available for business research purposes, featuring annotations for each, with links to the websites for web-based materials. In all, the guide is 17 pages long.

Several years later, the guide is still popular with our marketing staff because it lets them know what resources we have, many of which were acquired with marketing and business development in mind. When we give the guide to our new marketing staff, we know it gets them started on the right foot with their research needs. The guide also quietly transmits a shared value that, here at Sonnenschein, we (in Marketing) work collaboratively with our library.

From my perspective, this project affords me the opportunity to speak regularly with our head reference librarian about important changes to our subscriptions, or contracts with LexisNexis or Westlaw, for example. Together we update the guide at least annually. We’ve placed the guide on our portal to make use of the links to the accompanying websites.

This is a desirable and useful project to undertake with your marketing department. You will learn much about each other in the process, plus have a great collaborative work product to show for your efforts.
From 2001 until 2007, I worked at the Tutt Library of Colorado College in Colorado Springs, Colorado. One of the more fun things I did there was to work on the Public Relations Committee, which was a brainstorming group that created new ways to market and publicize library services. While not everything we did will be immediately applicable to your library, I believe that just hearing what others have done can spark creativity and enthusiasm.

First, let me give you some background information. Colorado College is a private liberal arts college with 2,000 students located in Colorado Springs, Colorado. Almost all students live on campus, or very near campus. The campus is in a semi-urban setting near downtown. The school does not follow the traditional semester; rather, the school year contains eight blocks of 3½ weeks each. Students take only one class each block, and the class usually meets for 3-4 hours each weekday. Tutt Library (http://www.coloradocollege.edu/library/index.php/) has 26 staff members total, with ten librarians. The PR Committee was made up of five librarians and the library director. This group met several times each year to discuss ideas, approve them, and then assign various work tasks. It was a relatively informal process, helped by the fact that the participants were all enthusiastic about the PR process. As far as I know, many of these PR efforts are still ongoing.

We tried out many different activities. The library sponsored a book truck drill team that performed at local parades and on campus. We created a roving reference cart, with a laptop and other supplies, to enable librarians to roam campus providing information. We submitted articles about library activities to campus publications, like the faculty/staff newsletter. We also paid for ads in the student newspaper, where we publicized services like IM reference. We took part in new student orientations and parents’ weekends by giving tours, providing ice cream, and having information tables.

Within the library itself, we created a question/answer board where students could submit questions about the library. At the end of some stressful blocks, we set up a “stress-free zone” with free drinks, snacks and other activities, ranging from massages to coloring books. We started two blogs, one for library news (http://library.coloradocollege.edu/news/), and one for book reviews (http://library.coloradocollege.edu/bookends/). We tried out a variety of programs to draw users into the library. These included fiction and poetry readings, movie screenings, and lectures. We created library displays of several types with a variety of themes.

We did keep track of attendance at many of these events. However, we didn’t conduct any formal evaluation of their effectiveness, at least not while I was there. We judged what was popular with students by their comments and attendance. We also focused on PR activities that library staff enjoyed, and that felt worthwhile to us. We found that food and drink really pulled the students in – no surprise there. If something didn’t work, we had to be willing to give it up and try something new. For example, the roving reference cart, while fun, was really a pain to haul across campus on the sidewalk, especially if the weather wasn’t great. We consistently involved all the library staff members who were interested in participating, including new staff. We looked for new ideas, and tried to keep it fun for all involved. I believe that we did dispel some of the tired library stereotypes, and made our library a more inviting place for students, staff, and faculty.

2008-2009 CALL Grants

The 2008-2009 CALL Grants and Chapter Awards Committee selected Tom Keefe and Jamie Sommer as grant winners. Each will receive a $500.00 CALL grant to attend the AALL Annual Meeting in Washington, D.C.
In today’s economic and business environment, you would not be alone if one of your coping methods was to put your head down, do the work, and avoid drawing attention to yourself or your library. But while this may initially appear to be the right way to evade being targeted for budget or staff reductions, it also may mean that if no one in management knows what you are doing, no one values your work. Therefore, you may be a prime target for budget or staff reductions.

At the recent CALL Institute Day devoted to marketing the library and its services, I discussed the topic of self-promotion (or bragging). In today’s world, it is absolutely necessary and critical to master this skill so that you (and/or your library) are not seen as unnecessary, or only a cost center. I believe in this skill and embraced it myself a year ago after reading the book, BRAG! The Art of Tooting Your Own Horn Without Blowing It by Peggy Klaus.

One of the first things Klaus addresses is the myths of bragging, or why bragging has such a bad reputation. Specifically, she addresses overcoming the obstacles to bragging that many of us face, such as the belief that it is impolite to boast, the discomfort of drawing attention to ourselves, or the difficulty in accepting praise, thanks and acknowledgement for a job well done. Klaus identifies the reasons why bragging is hard for most of us, but then she convinced me that it is a tough, but necessary, skill to develop.

Klaus writes, “The days of job security in exchange for loyalty and hard work are long gone. For most, this isn’t news. Yet many of us fail to recognize the value of self-promotion in maneuvering today’s volatile and unpredictable workplace.” (p. 1). This book was first published in 2003. In 2009, in today’s economic times, how much more compelling are these words? As we hear of layoffs, reductions of staff, and forced pay cuts, it is a call to action if we expect our jobs and our libraries to be here tomorrow, next week, or next year.

But, do not panic. Klaus also outlines what to do to become good at self-promotion. She describes the steps to take to be prepared with stories about your success, and how to have them ready for any and every situation. At this point in the book, I was hooked. Instead of talking about my successes in language or formats uncomfortable to me, she said that it was best to use your personal life and anecdotes as examples of your success, your values and your contributions. I can do that and you can, too!

The tool she presented that gave me the most concrete help was the “Take-12 Self-Evaluation Questionnaire.” Klaus says to use these questions as the basis for self-promotion. From these questions, craft the stories about your successes and your value with passion and integrity. It is not about being able to recite your accomplishments; it is about describing your actions and the results in meaningful constructs.

“Good self-promoters have a way of connecting with others. They exude a contagious energy, coming off as confident about where they have been and where they are going. They know their stuff. Before even uttering a word, they take the emotional temperature of an audience, whether facing one or a few hundred. They speak with sincerity from both head and heart. They are exceptional storytellers, because they continually work at keeping their stories fresh. They’re able to think on their feet, because they’re always well-prepared. They are masters at turning negatives into...”
The Art of Self Promotion cont. from p. 23

positive and are often funny, even self-deprecating at times. But most important, and this is key, they express themselves best by being themselves. Conveying authenticity is at the heart of good self-promotion.” (p. 7)

I have made the commitment to improving my “brag-ability,” so feel free to ask me to share a “bragologue” the next time you see me at a CALL meeting. I urge each of you to ponder the art of self-promotion, and then commit to acting on it. Klaus’ book can show you the way.

Become your best bragging self!

To further explore this topic, check out these resources:

1. **BRAG! The Art of Tooting Your Own Horn Without Blowing It** by Peggy Klaus; Warner Business Books; 2003.

2. Peggy Klaus’ websites
   - www.bragbetter.com
   - www.klausact.com/index.html
   - Explore the “News,” and “Tips & Topics” Sections

3. Peggy Klaus – “How to (Hopefully) Not Get Laid Off” on YouTube - www.youtube.com/watch?v=SjgrKTddiv0

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**AALL Dues Help for Unemployed Members**

To help in these tough times, AALL is offering a discounted membership rate for AALL members who are recently unemployed. The discounted membership appears online and in all public records simply as an “Active” membership, but is billed at the student/retired rate ($55 instead of $218). The discounted rate is good through May 31, 2010.

Unemployed AALL members should fill out the [online form](#) or contact AALL Membership Services Coordinator Hannah Phelps (hphelps@aall.org or 312-205-8022) to sign up.
Would you like to volunteer for a CALL committee, but have a limited amount of time to contribute? If the answer is yes, consider the Membership Committee. Sue Retzer, Committee Co-Chair, says it is perfect for someone who needs a committee that does not require a large time commitment.

The Committee has two major responsibilities. The first is the distribution of renewal invoices to members once AALL’s database manager has printed them. Members meet to organize the forms, usually by employer. The forms are then mailed or given out at the May meeting. Once the renewals have been returned, the database manager compiles the information for the *CALL Membership Directory*, which the Committee then proofs. The Co-Chairs are also responsible for drafting the “People & Places” column for the *CALL Bulletin*.

The Membership Committee provides fellow members with an invaluable resource in compiling the *Directory*, which is published in electronic format before the kickoff of CALL activities in September and is then updated in the spring. Where else can you find an e-mail address, information about CALL and interlibrary phone numbers all in one place? Please consider joining the Membership Committee; its work product is used every day.

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**New Advocacy Toolkit for the 111th Congress**

The AALL Government Relations Office is pleased to announce an exciting new resource to help AALL members and chapters become effective advocates for law libraries. The *Advocacy Toolkit for the 111th Congress: 2009-2010* is designed to help you learn more about AALL’s ambitious legislative agenda.

The purposes of the Advocacy Toolkit are to:

- illustrate the many ways in which you can get involved in advocacy;
- notify you of the latest action alert so that you can promote our legislative efforts;
- present you with a comprehensive look at the issues and legislation we are currently working on; and
- provide AALL members and chapters the tools you need to become effective advocates on both the federal and state levels.

The Advocacy Toolkit is available as a live document and as a PDF on the AALL Government Relations Office Web site. You are encouraged to sign up for the RSS feed to receive valuable updates, learn about AALL’s latest action alert, and monitor our legislative priorities.
BOOK REVIEWING: IS IT FOR YOU?
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From the moment I picked up your book until I laid it down, I was convulsed with laughter. Some day I intend reading it.

- Groucho Marx (1890-1977)

What could be more natural for a librarian than writing book reviews? Certainly, we are professionally involved with books. Many of us also enjoy reading, and take advantage of the myriad of materials available in our libraries. Have you considered sharing your thoughts about books in writing? Book reviews are a great way to get started with professional writing and to regularly contribute to the professional literature.

The art of writing a book review is based largely on knowing your audience. The readers of the New York Times Book Review are not looking for the same things as the readers of Library Journal. To write a good review, first think about members of the audience and what they want from the review. Are they librarians trying to decide whether to buy the book for their library? They will want to know the appropriate audience (adults, college students, teens) as well as the level (general adult, academic, professional). Is your audience information professionals finding out about the latest developments? You should give highlights of what they will learn from the book, as well as your judgment on whether it’s worth the effort.

Are your readers the general public? They want to know if they will enjoy the book by getting a bit of its flavor and what’s special about it. Everyone will want to know the title, author, publisher, price, number of pages, and ISBN.

It is best to find a source to publish your book reviews before you begin writing them. You will generally be assigned particular books to read and review, and be given some basic criteria for the review, such as length. Peruse the reviews in several issues of the publication. Look there, or on the publication’s website, to find out about becoming a reviewer. You will probably have to submit a sample review written in the style of the publication. Don’t expect to get paid, but you may receive free review copies of books. There may be a tight timeline to read books and write reviews, especially if the books are in the prepublication stage.

Professional library periodicals often include book reviews. Some, such as Library Journal, Booklist, and Choice, are made up largely of contributed book reviews. These may be a good place for you to start. Library Journal and Booklist focus on general interest titles, while Choice covers academic and scholarly works. Space is limited in these reviews, so you need to be concise, yet complete. How do you summarize a work in 150 words or less? Read lots of samples published in the journal, especially for books you have read, to get an idea. These reviews are used by librarians to select materials for purchase, so keep this in mind. Your review will influence who buys this work!

Other publications have fewer reviews in each issue and focus more on particular subject areas. Most academic journals, including library-related titles, have book reviews in every issue. These are usually longer and more in-depth, covering books of interest to those working in the particular subject. For example, College & Research Libraries includes reviews of books related to academic librarianship, while the American Historical Review contains those of interest to historians. You will have more time to read the book and write the review. If you have an academic interest or an advanced degree in a special subject, you may want to consider reviewing for a subject journal. If not, there are many library publications that need reviewers. Your local or state library association may publish reviews in its newsletter. You may belong to subject-oriented library groups that publish reviews in areas like medical librarianship or youth services. Your local garden club or historical society may even have a newsletter that welcomes reviews.

General interest book reviews are everywhere. They are in your local newspaper and in campus or library publications. They are in local free weeklies and on blogs. To write these reviews, start by finding out where they are. Contact the editors to see how they pick their reviewers

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Book Reviewing: Is It For You? cont. from p. 26

and how you can get involved. You may or may not get paid. More people will be reading your reviews than in specialized journals. For these publications, you will have to appeal to the universal reader. Make your style breezier and try to catch the reader’s attention right away. Don’t give away the ending, but share what’s great about the book. Some description of style or focus is appropriate. If there is something of special interest for the readers, be sure to include that (e.g., a novel is set at the local high school). You may even get to interview a local author as part of the review.

Sound like something you would like to do? Get started by reading book reviews. They are everywhere. Pick some that you like, and try to figure out why you like them. Next, what motivates you to want to write them yourself? If it’s to publicize a certain type of book, where can you effectively do that? If you need publications to support and advance your career, what journals will look best on your résumé? If you want to be involved in your community, consider local publications. Select a few possibilities and read them cover to cover. Check the publication and its website for information about how to contribute reviews. Don’t be shy about contacting the editor, asking questions, or requesting copies of published reviews that were considered excellent. When you get a chance to supply a review, meet the deadlines and ask questions if you have them. Finally, enjoy seeing your work published, and how you are helping readers to enjoy books and reading.


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In the last two paragraphs of the article, I posited that proposed revisions to OCLC’s “Policy for Use and Transfer of WorldCat® Records” could possibly have a detrimental impact on the future of LibraryThing. The good news is that, in a post to the Web4lib listserv on March 18, 2009, LibraryThing founder Tim Spauling indicated that only 3% of the data in LibraryThing is from libraries other than the Library of Congress (and much of that data is from non-OCLC libraries). In his view, it is unlikely OCLC will be able to force LC to shut down its data sharing, since LC has a Congressional mandate to do so. Therefore, OCLC’s proposed revisions to its usage policy should have far less impact on LibraryThing’s database than I originally feared.

ERRATA

The photos accompanying the article, “RDA and the Future of Cataloging” in the Spring 2009 issue of the CALL Bulletin were taken by Frank Lima.

Website Guidelines

• The CALL website is an official publication of the Chicago Association of Law Librarians. The purpose of the site is to provide CALL members with current and historical information on the chapter’s policies, activities, publications and organization and is maintained by the CALL Internet Committee. The material on the CALL site is for informational purposes only and should not be interpreted as legal advice.

• All the material on the website is intended to be as accurate and up-to-date as possible. CALL makes no guarantee regarding the accuracy or authenticity of material on the CALL site or at any of the linking sites.

• All information that is to be posted to the CALL site is reviewed by the Internet Committee and should be submitted to that committee in final electronic format. All information is subject to formatting changes in order to maintain uniformity.

• Information on the CALL website will be updated or removed at the request of the Board members and Committee Chairs or if the material is out-of-date.

November 2003
NEW FACES, NEW SHOES
By Eugene Giudice
eugenegiudice@sbcglobal.net

It’s been a while since we’ve had a “New Faces – New Shoes” column, and I’m glad to be back. Today, we meet Min Chan from East View Information Services. According to its website, East View is “the world’s leading supplier of information products and services from Russia, China and new sources across Eurasia.” We also meet Ramsey Donnell, a student at the University of Illinois at Urbana-Champaign in the Graduate School of Library and Information Science.

Min comes from an information vendor, and Donnell comes to librarianship after working as a practicing attorney. Both perspectives will be a great addition to the CALL family, and I look forward to seeing them both at upcoming CALL events.

Name: Min Chan

What is your current position? Director of Business Development for East View Information Services.

What led you to come to librarianship/legal information? I enjoyed legal research and organization of legal databases.

Who or what were large influences on your career? My mother, who wanted me to spend more time in China with her.

How do you think legal information will be delivered in 20 years? It will be delivered via mobile devices.

What is the most rewarding part of your work? Meeting people and helping them find uncommon foreign legal and business information.

What was the most challenging research question you have had in either your school or professional career? Trying to prove something does exist either in case law or statutes.

What are some of your hobbies and/or interests? Traveling, reading, and Bikram yoga.

Did you grow up in the Chicago area? If not, where did you grow up? No, I grew up in New York City.

If you won a trip to anywhere in the world, where would you go, and why? Australia, because koala bears and kangaroos are there.

If you could be a super hero, who would it be? Or have a super power, what would it be, and why? Spiderman, because his alter ego is very intelligent, caring and he likes science.

Tell me a song that when you hear it, you always get a smile on your face. I like the artist, Sheryl Crow.

What do you order at Starbucks? Small cup of coffee.

What is your favorite meal and why? Breakfast, because it always begins a new day.

What are two of your favorite websites, and why? www.nytimes.com, because it gives me a great overview of what is going on locally and internationally. www.eastview.com, because I can always refer my clients to this website to answer most of their questions.

And finally, one fun question….If you had to describe yourself as any type of shoe, what would it be and why? Gym shoes, because I love to work out and be active whenever I can.

Name: Ramsey Donnell

What is your current position? Master’s student at the University of Illinois Graduate School of Library and Information Science.

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New Faces, New Shoes cont. from p. 28

What led you to come to work in librarianship/legal information? I practiced corporate and transactional intellectual property law with a large Chicago firm for over four years and decided to make a change and pursue a career in law librarianship. I enjoy learning about new areas of the law and like the fact that law librarians are generalists rather than narrow specialists, as tends to be the case with lawyers in large firm practice. I would also like to teach legal research courses at a law school in the future.

Who or what were large influences on your career? My study abroad experience in London as an undergraduate, where I researched the 17th century trials of the Regicides. The experience taught me that I love research and the excitement that comes with locating hard-to-find information.

How do you think legal information will be delivered in 20 years? I think it will be delivered predominantly in electronic format. I think there are still a few aspects of legal research most efficiently conducted using the books. For statutory research in particular, I tend to favor books, because it is easier to move back and forth between the sections and get a sense of the complete statutory scheme. However, as electronic interfaces improve, I suspect electronic formats will overtake print, even in these holdout areas.

What is the most rewarding part of your work? In my practicum at Loyola’s law library, I’ve really enjoyed helping students at the reference desk.

What was the most challenging research question you have had in either your school or professional career? When practicing law, I was asked to advise a client regarding compliance with the EU Privacy Directive. Though locating the information was not too difficult, making sense of the Directive and the FTC’s “safe harbor” and applying these rules to my client’s situation was a challenge.

What are some of your hobbies and/or interests? I am a classical music fan and have subscribed to the Lyric Opera for the last few years. I also enjoy theater, running along the lakefront (when Chicago weather permits), and reading fiction and history.

Did you grow up in the Chicago area? If not, where did you grow up? No, I grew up in Nashville, Tennessee.

Tell me a song that when you hear it, you always get a smile on your face. “Baby Beluga” by Raffi, mainly because it puts a big smile on my two-year-old son’s face.

What do you order at Starbucks? Usually just a coffee at Starbucks. At Intelligentsia, I order cappuccinos.

What is your favorite meal and why? Dry rub ribs at Central BBQ in Memphis, Tennessee. They’re heaven on a plate.

And finally, one fun question….If you had to describe yourself as any type of shoe, what would it be and why? Black, cap-toed Oxford: they’re classic and versatile.

AALL2go

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AALL is proud to announce it is adopting a new, powerful, state-of-the-art learning technology, which will provide a new learning gateway to all AALL members. AALL2go will offer you specialized continuing education programs designed specifically for law librarians, available online 24/7.

The online learning center will be available this August with audio recordings from the 2009 AALL Annual Meeting in Washington, D.C., as well as archived webinars, video recordings, virtual programs, and accompanying handouts. Log on to AALL2go to expand your knowledge base and gain new skills to grow your career—whenever and wherever you need it.
Whether you are taking a finance class, working on next year’s library budget, or using www.mint.com or CNNMoney.com for personal finance management, searching for ways to save money (or at least spend it more wisely) is likely to be on our minds these days. While we might not all have as much money as we had last summer, getting back to the simpler pleasures in life (often just enjoying the sun and balmy breezes are enough for me) can be one of the best parts of summer. Summer at work, and at play, can be a great time to learn and enjoy without breaking the bank.

On the professional side of life, maybe we are hiring fewer summer associates this summer. Maybe we’re postponing a large library purchase until our fiscal year ends or we can access more funding, or maybe we are simply just trying to make ends meet until the economy brightens. I often find summer a great time to look at all the resources my library already has. For example, I pick a few areas of law to become more familiar with; learn more about databases already subscribed to; or, become more proficient with a new software or technology already purchased, but never fully utilized. By summer’s end, I have a better grasp of subject matter; a better knowledge of what is available; and, I possess better techniques for searching our resources.

A recent online article, “Chicago Public Libraries are a Girl’s Best Friend” (posted at http://www.poorlittlerichgirls.com/chicago-public-libraries-are-a-girls-best-friend (12/19/08)), also reminds us that our Chicago Public Library (CPL) System is one of the largest in the Midwest and rivals Borders, Barnes & Noble and Netflix for books and multimedia, with one exception – CPL’s material is free. Of course, CPL is not only a girl’s best friend, but a guy’s and a family’s as well. In fact, CPL hosted a financial seminar earlier this year that helped the community tackle personal finance issues (see http://mclibdotnet.wordpress.com/2009/03/03/americans-turn-to-libraries-for-personal-finance-help-in-tough-economic-times/).

Outside of work, and even outside of libraries, summer in Chicago can provide exceptional “bang for your buck.” Whether attending the various festivals (see the Metromix link at http://chicago.metromix.com/events/article/chicago-festival-guide/339943/content); checking out the movies in Grant Park (August 18th features “Young Mr. Lincoln”); going to free Millenium Park concerts; or, simply watching fireworks by the lake, fun can be free in our own front yards.

While finances, whether from a professional point of view, or from a personal point of view, may be on our minds this summer, let’s not forget all the great resources we already have, and those that provide joy for little coin. Because as we all know (but sometimes forget), the bigger ticket items that we purchase (for our libraries, and for ourselves), are not always the most useful, or the most rewarding, of our possessions. In fact, fully utilizing what we have (being leaner and greener too), doesn’t only make good financial sense, it is also a great way to Work Smarter! Enjoy your summer!

New Edition of the AALL Price Index Now Available

The AALL Price Index for Legal Publications, 6d., is now available in the Members Only Section of AALLNET. This year’s Price Index includes 2008 pricing information for more than 500 titles. The table-based report also includes details for the mean cost of titles and percentage increases over previous years for serial publications, legal periodicals, loose-leaf services, commercially published court reporters, and supplemented treatises.
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My New Kindle
I got my Kindle on May 1st. Library staff witnessed the ceremonial unveiling of the package from Amazon. I posted photos on TwitPic, Momentile, and Facebook. I tweeted about my awesome new Kindle 2. Folks on Twitter and everywhere in Web 2.0 land were very jealous. I had a whole weekend to enjoy my new toy. Amazon announced the new Kindle DX on May 6th.

Now that I have been properly humbled by the rapidly-changing nature of our technology world, I bring you tidings of my findings on how to use the Kindle in law libraries (my toys tend to be work-related . . .☺).

What Is the Kindle?
First things first. What is the Kindle? The Kindle is a device for reading electronic text. I thought of calling it an e-book reader, but you can read newspapers, magazines, journal articles, and blogs on it. Amazon calls it a “wireless reading device.” Amazon released the first Kindle in November 2007. The Kindle 2, launched in February 2009, costs $359 with free shipping (the Kindle DX costs $489, and shipped June 10th on a first-come, first-served basis. Argh!). The Kindle 2 differs from the first Kindle in that it has a nifty text-to-speech feature. You can choose male or female voices. The pages turn automatically as the text is read. Very cool!

The Kindle 2 is slightly bigger than a standard trade paperback, and about as thin as a No. 2 pencil. Amazon says the Kindle DX is as thin as a magazine. The Kindle 2 is 6” while the Kindle DX is 9.7” long. Though the Kindle 2 is very lightweight (only 10.2 ounces), it can be awkward. I’ve already dropped my Kindle once and fear for its longevity! ☺

The Kindle 2 is an off-white color, but you can get colorful covers as accessories. In terms of the text, Amazon boasts that it has various shades of gray. You can also change font sizes. The screen is not backlit, so, you need an external light source to read it in the dark. You can make notes and highlight texts on the Kindle and also read them at the Amazon Kindle website.

The first Kindle held only 200 books, while Kindle 2 holds 1,500. The Kindle DX holds up to 3,500 books. The wireless Whispernet service delivers the Kindle editions you purchase from Amazon. I assume you then own e-copies of the books on your Kindle 2, but I don’t know what would happen to my e-books if I were to give my Kindle 2 to someone else and get a Kindle DX. Would they be able to access my Kindle 2 books?

You can also add non-Amazon content via Kindle’s Personal Document Service. For $.15 per megabyte, you can e-mail a file to your personal Kindle e-mail address, then go to Amazon, and select it to be transferred wirelessly to your Kindle via Whispernet. It cost me $.30 to add Cory Doctorow’s Little Brother to my Kindle 2 (1.36 megabyte PDF file, but Amazon rounds up to the next megabyte). You can also upload documents for free via the Kindle USB port, the Mobipocket reader, or an application like Stanza to convert documents. You can play Audible audiobooks and MP3 files on your Kindle. Note that non-Amazon content must not have Digital Rights Management (DRM) protection and must be converted to a Kindle-compatible format.

Along with the increased book capacity, the Kindle 2 has 25% more battery life than the first Kindle. The battery is supposed to last two weeks with the wireless turned off. I haven’t had to charge mine yet, so stay tuned! With its low weight and long battery life, the Kindle 2 would seem ideal for taking along on long trips.

Competing e-readers <http://en.wikipedia.org/wiki/E-book_reader> to the Kindle 2 include the Sony Reader and the iRex iLiad. There is a Kindle for iPhone app, but continued on p. 33
TechBuzz cont. from p. 32

the short battery life is not optimal. Apple is working on an e-reading device called the iTablet that promises to be like the iPod touch, and, unlike the Kindle, colorful. Google plans to sell e-books that purchasers can read without a dedicated device, like the Amazon Kindle.

The Kindle for Law Use

Content

As with all resources, law users will have different content needs. All types of law users will want access to cases, statutes, regulations and other primary materials. They will need journal articles. Some will expect access to casebooks, textbooks, and practice materials, as well as treatises, hornbooks, nutshells, and other study aids. Some content will have supplements or other updates.

Amazon’s Kindle Store offers customers 300,000+ books to choose from, including popular mysteries, sci-fi, fantasy, romance novels, and cookbooks. The Kindle Store sells most of the titles on the New York Times’ Best Seller Lists, but the selection is woefully inadequate for law content. For example, the Kindle Store lacks many primary and secondary legal research titles. You can find popular law-themed books, such as Jeffrey Toobin’s The Nine: Inside the Secret World of the Supreme Court. However, I only found a handful of casebooks in the Store, and not published by West, LexisNexis, Aspen, or Foundation Press. The Harvard Law Review is not available in the Kindle Store. There did not seem to be Kindle editions of any core law titles. There is no “Law” category in the “Kindle Books” subject section. In sum, the Kindle seems best adapted for a law library’s recreational reading collection.

While the major legal publishers like Thomson West and LexisNexis have yet to fully embrace the Kindle, James G. Milles of the University at Buffalo Law School contends there are a significant number of law-related titles available for the device, including works authored by major legal scholars. Jim recently wrote the following on the social networking site, Ning: “I’ve loaded dozens of books on cyberspace law, information privacy, and other topics by Lessig, Solove, Friedman, Benkler and other authors, and I’m doing 90% of my reading this summer on the Kindle.” (see http://lawlibraries.ning.com/profiles/blogs/the-kindle-for-law-libraries, May 11, 2009).

Some efforts are underway to improve the law-related content in the Kindle Store. CALI is testing adding opinions to the Kindle, beginning with the U.S. Reports (see http://w.cali.org/lec/resources?page=1). Even in my wild-est dreams, I don’t think the Kindle 2 will ever become an entire law library in the palm of my hand. But, it can come much closer if Kindle users convince legal publishers that the Kindle is a viable tool for their customers and that they will buy Kindle editions of law books.

Manipulation of Text

Folk in all sorts of law settings will want to be able to cut and paste, highlight, and annotate Kindle documents. They will want to make virtual Post-it notes. And, in some instances, they will want to hyperlink out of the text onto referenced documents. This intertextuality doesn’t seem to be in place. You can’t read about a case, click on its citation, and jump to the text in Kindle. You can upload cases and other files into the Kindle 2, but it’s a clunky, multi-step process. Also, the Kindle 2 presently has a problem handling the popular PDF downloading format. However, Kindle 2’s text-to-speech feature is promising for enabling users, and provides an alternate option for delivering text that users might find useful.

Jim Milles tested the Kindle 2 for law school use recently and posted his findings on Twitter, and also on Ning (see http://lawlibraries.ning.com/profiles/blogs/the-kindle-for-law-libraries, May 11, 2009). He indicated that:

• You can download cases and journal articles in Word for the Kindle. Westlaw’s Word format is better than LexisNexis’ for the Kindle. LexisNexis’ Word does not preserve footnotes well. With downloaded Word documents from Westlaw, the footnotes are preserved and the hypertext links work. Jim noted, “This is one of my favorite features—much easier, to me, than flipping back and forth in a printed article downloaded from Westlaw.”

• You cannot cite to Kindle documents because Kindle books don’t have page numbers. However, for law users there are two easy workarounds: (a) Get the page numbers you need from Amazon book preview or Google Books, or (b) Let the journal cite-checkers do it.

• PDF cases from Westlaw are too small to read on the Kindle screen, so you must use Westlaw’s Word format (this has changed with the new Kindle DX).

Cost

The initial investment in a Kindle is steep. For most users, the $359-489 price is too high for the limited use of a Kindle. The average cost of books in the Kindle Store is continued on p. 34
$9.99 (mostly for best sellers, new releases, and classics). Some books are free or very cheap, but other books can cost much more. I’ve found Thucydides’ *The History of the Peloponnesian War* for $0.00. I was told the Bible is free, but the lowest price I found in the Kindle Store was $0.99. Individual Shakespeare plays cost nothing, and *The Complete Works of William Shakespeare* costs as little as $0.99.

The Kindle edition of Elizabeth E. Heilman’s *Critical Perspectives on Harry Potter* is $29.56. Larry Lessig’s *Code* is $9.99, but his *Remix* is $14.27. *International Refugee Law and Socio-Economic Rights* (Michelle Foster) is $67.20 to read via the Kindle. Kindle editions of the *New York Times* and the *Wall Street Journal* are available for the monthly prices of $13.99 and $9.99, respectively. West recently released *Black’s Law Dictionary* for the iPhone and the iPod touch for $49.99. Maybe a Kindle edition of that title is forthcoming.

### Issues with Adapting the Kindle for Library Use, and the Kindle’s Potential

A law library that is considering the purchase of a Kindle has to consider several issues. One is cost. Kindles are expensive. They are also single-user devices. The Kindle 2 may hold up to 1,500 books, but only one user can access them at a time! Another issue is limited offerings. Does the Kindle Store contain enough law content to merit buying a Kindle or two?

A recent article posted on LibraryJournal.com (see full reference below under “Further Reading”) highlights other issues related to the Kindle. According to the article, it’s unclear if Amazon’s “Terms of Service” allows libraries to lend the Kindle, though it looks like Amazon won’t enforce their ToS. The piece goes on to mention that one library has designated the Kindle DX for in-house, building use only. That library has the patron sign a form agreeing to pay replacement costs for damaging the Kindle, and not to download additional books on the Kindle. The library’s director states that her library’s main objective in providing the Kindle to patrons is not to meet their main information needs, but rather “to just let them play with the technology.”

The Amazon Kindle 2 has run into legal issues. The Authors Guild was not happy with the Kindle 2’s new text-to-speech feature. The Guild asserted that Amazon infringed copyright by creating a derivative work. Amazon disagreed, but skirted the issue by allowing copyright holders to decide whether to enable the text-to-speech function. This could ultimately limit the number of Kindle editions that contain that feature.

As I mentioned earlier, non-Amazon text must be non-DRM protected to be Kindle-friendly. The *TeleRead* website has launched a “drmfree tagging campaign” to challenge Amazon. *TeleRead* has posted an article on “How to Find Safe-to-Own Titles” with the opening text: “Want to buy Kindle e-books and other items that you can own for real? Think Amazon shouldn’t be able to use DRM to take away your legal Kindle purchases?” I don’t know to what extent this Amazon Kindle requirement would prevent law libraries from adding their own content to Kindles they owned.

The Kindle 2 has the potential to be a very useful tool. Individual law librarians can add professional and recreational titles from the Kindle Store to their Kindles. They can upload professional reading. With the long battery life and 2GB capacity of the Kindle 2, law librarians can take it to conferences, on plane rides, camping, and to the beach. Law libraries can buy Kindles to enable their users to experiment with a different type of e-book reader. They can introduce users to this technology, while at the same time providing them access to a content-rich library.

Kindle owners have reported forgetting they are reading their books via the Kindle. For them, the Kindle is the book. The Kindle is transforming how they read, and they like it! I fear the transition for me might take much longer, but, once I get over thinking I’ll break my Kindle 2 every time I touch it, I too will be among the converted. But I think I will, like New York court librarian Alice Askew (see her article listed below), still have a fondness for the old-fashioned original “wireless reading device” – the printed “book” . . . 😊.

### For Further Reading


TechBuzz cont. from p. 34


Cheryl Miller, “The Kindle for Professional Researchers.” LLRX (August 24, 2008) http://www.llrx.com/features/kindle.htm (an early user who loves the Kindle)


Free CALI Lessons

AALL now provides members free access to the full set of online lessons hosted by the Center for Computer-Assisted Legal Instruction (CALI). With more than 600 lessons covering 32 legal subject areas, these online learning opportunities feature a variety of interactive formats that make for an engaging, effective user experience. They are particularly helpful for new law librarians with little or no exposure to legal research. Obtain the access code through the Members Only Section of AALLNET.
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CALL Meeting Schedule 2008-2009

Business Meetings

• Sept. 18, 2008 (Thurs.)
• Nov. 20, 2008 (Thurs.)
• Feb. 27, 2009 (Fri.)
• May 21, 2009 (Thurs.)

Details will be posted as they become available. Dates subject to change.

Executive Board Meetings

• June 05, 2008 (Thurs.)
• Aug. 05, 2008 (Tues.)
• Sept. 09, 2008 (Tues.)
• Oct. 07, 2008 (Tues.)
• Nov. 04, 2008 (Tues.)
• Dec. 09, 2008 (Tues.)
• Jan. 13, 2009 (Tues.)
• Feb. 10, 2009 (Tues.)
• Mar. 10, 2009 (Tues.)
• Apr. 14, 2009 (Tues.)
• May 12, 2009 (Tues.)