

Winter 2003

Southeastern Law Librarian Winter 2003

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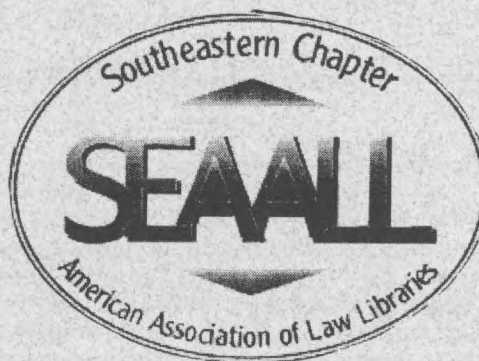
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SOUTHEASTERN LAW LIBRARIAN

*Newsletter of the Southeastern Chapter of A.A.L.L.
VOLUME 28 NUMBER 1 Winter, 2003*



Ramblings by your President

Spring is coming. Some of my daffodils are coming up. And this means it will soon be time for SEAALL's annual meeting. By the time you read this you will have received your program and registration information for the meeting in Lexington. **Nancy Johnson** and her program committee have come up with lots of good programs. And, as you all know, it's our 50th anniversary so we have special fun and games planned to celebrate the occasion. **Jim Heller** and the Golden Anniversary Committee (**Rhae Ballard-Thrower, Bill Beintema, Carol Billings, Tim Coggins, and Hazel Johnson**) have worked with the Program Committee, the Local Arrangements Committee and our Newsletter editor, **Micheal Klepper** to make this meeting very special – you just have to look inside this edition of the newsletter to see their work.

Speaking of committees, you will soon see an e-mail on SEAALL-L from Nancy Johnson asking for committee volunteers. Consider giving some time to a committee. You may learn a new skill, meet new colleagues, or strengthen ties to old ones. SEAALL needs you. (If you don't subscribe to SEAALL-L, shame on you! Go to our website at <http://www.aallnet.org/chapter/seaall/index2.html> and do it right now.)

It's hard to believe my tenure as your president is almost up. I have enjoyed it. Of course, I could not have done it without your support. I want to especially thank Vice-President **Nancy Johnson**, Treasurer **Deborah Jeffries**, Immediate Past-President **Herb Cihak**, Secretary **Maureen Eggert** and our Executive Board members, **Pedro Padilla-Rosa** and **Anne Klinefelter**. The supporting cast of committee chairs are always responsive and this year is no exception; the chairs are: **Herb Cihak, Jennifer Sekula, Lynn Murray, Loretta Price, Micheal Klepper, Joyce Janto, Susan Morrison, Nancy Johnson, Susan Lewis-Somers, Rebecca Trammell, Sue Burch** and **Jim Heller**. Many thanks to those of you who served on the various committees. I also want to thank our webmaster, **Roy Balleste**, for his patience as he has had to deal with numerous problems with the AALL server this year. Last, but definitely not least, I am most grateful for the support I received here at the State Law Library from my director, **Gail Warren**, and the other staff members, **Cecile Taylor** and **Marquitta Mallory**. They have been the best.

(Continued on page 3)

SOUTHEASTERN LAW LIBRARIAN

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NEWSLETTER DEADLINES

Winter January 30, 2004
Spring April 30, 2003
Summer July 31, 2003
Fall October 30, 2003

SOUTHEASTERN LAW LIBRARIAN

Editor's Note —

As we start our new volume, I hope everyone enjoys **Hazel Johnson's** look at SEAALL through the decades. In the next fifty years, I trust the newsletter will survive in some form. For that to happen, we continue to need your help. The SEAALL Briefs remain an excellent way for us to keep in touch with our fellow members and remains the backbone of the newsletter. Let **Karin Den Bleyker** hear from you. As budgets tighten and technology changes, we all face important decisions. SEAALL was formed as a way for members to share their successes and also their failures as we go about solving these decisions. Hopefully in the next issue we can not only share about the upcoming conference, but also talk about what's going on in our profession. As always, if you have ideas you would like to see in the newsletter, send someone on the committee an email. If you're at Conference, say hello. We would love to hear what you have to say.

2001-2003 Newsletter & Public Relations Committee: Micheal Klepper (University of Virginia); Ed Beltz (University of North Carolina); Karin Den Bleyker (Mississippi College); Mary Johns (Louisiana State University); Ann-Marie Berti (University of North Carolina); Beth Adelman (Georgia State University); Martin Cerjan (Vanderbilt University); Teresa Teague (Campbell University); Robert Jacoby (University of South Carolina)

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Submissions should be sent in electronic format. Direct transmission via electronic mail is preferred, but diskettes are acceptable, if delivered in Wordperfect or MSWord.

The opinions expressed in the columns are those of the authors and do not necessarily represent those of SEAALL. The *Southeastern Law Librarian* is not copyrighted; however, permission should be sought from the authors and credit given when quoting or photocopying materials from the publication.

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Now, two questions for you...

Why did the computer sneeze?
It had a virus!

Where does a librarian sleep?
Between the covers!

I wanted to leave you laughing.

See you in Lexington.

Terry

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SOUTHEASTERN LAW LIBRARIAN

SEAALL
FINANCIAL STATEMENT
JANUARY, 2003

OPENING BALANCE		\$39,946.39
RECEIPTS	Membership Fee	1,200.00
	Total Receipts	\$1,200.00
	Working Balance	\$41,146.39
EXPENSES	Liability Insurance	729.00
	Newsletter	760.00
	Office Supplies	20.86
	Postage & Delivery	245.65
	Total Expenses	\$1,755.51
CLOSING BALANCE		\$39,390.88
	Bank of America CD	\$3,256.27
	Fidelity Investment	\$5,343.94

SOUTHEASTERN LAW LIBRARIAN

SEAALL Briefs

Compiled by Karin Den Bleyker

Florida

University of Miami

The University of Miami Law Library welcomed two new additions to the Reference Department:

Barbara Brandon has begun working as the Reference /Research Services Librarian. Barbara has an M.L.S and a J.D. from the University of Pittsburgh and an L.L.M. from Harvard. Barbara was formerly a Policy Analyst with Information Renaissance in Pittsburgh Pennsylvania.

Kathryn (Kay) Mackey has joined U. of M. as the Reference /Internal Instructional Services Librarian. Kay has an M.L.S. from Pratt Institute and a J.D. from New York Law School. She was formerly a Reference Librarian at the law firm of Steel, Hector & Davis in Miami Florida.

St. Thomas University & Nova Southeastern University Law Libraries

The **St. Thomas University & Nova Southeastern University Law Libraries' Virtual Reference Consortium** have begun a joint institution project designed to distribute our extensive online law library research collections and professional support services to our users. This is an **online reference service** (like chat or instant messaging) that allows our users to communicate with law librarians in **real time** through the Internet. It is undoubtedly more flexible and powerful than traditional telephone reference services because this real time service enables librarians to show ("share") Web pages from various databases to patrons (including services such as Lexis and Westlaw). To offer dependable real time reference online, and placing our users at the center of our information universe is our Consortium's goal. If you would like further information or would like a demonstration of the applicability and utility of this service, please contact one of the libraries.

University of Florida, Fredric G. Levin College of Law

The Fredric G. Levin College of Law at the University of Florida has retained architects to begin planning for renovation and expansion of the Legal Information Center. The planning is being conducted by a joint effort of the architectural firms of Ponikvar and Associates of Gainesville, Florida, and the Tsoi/Kobus and Associates firm of Boston. Tsoi/Kobus was the principal design firm responsible for the design of Suffolk University Law School in Boston. Construction of the nearly 88,000 gsf. Lawton Chiles Legal Information Center is expected to begin Fall, 2003.

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Kentucky

University of Kentucky

Sue Burch, Associate Director at the University of Kentucky Law Library, has taken an early retirement which was effective December 1. She is, however, still part of the library world -- just the unpaid part. She is co-chair of the Local Arrangements Committee for the upcoming 50th Anniversary SEAALL meeting in Lexington; she's serving as President of the Kentucky Library Association through October 2003; and will remain active on two AALL committees through 2004. She's looking forward to seeing SEAALL members in April in Kentucky!

Louisiana

University of New Orleans

A note from **Dr. Warren M. Billings**: In response to your query for information about members' activities, peregrinations, &c., let me give you a few of my bits. This past fall term I was Visiting Williams Professor of Law at the University of Richmond. In that capacity, I taught a seminar in early American legal history to third year students. The seminar took advantage of the law library's extensive holdings in early law texts. I also offered a class about seventeenth-century Virginia to UR undergraduates. Along the way I delivered the 16th Emanuel Emroch Lecture at the law in addition to talks for the annual Jamestown Lecture Series and the Library of Virginia. More recently I have been appointed a member of the federal Jamestown 400th Commemoration Commission, which oversees the marking of the quadricentennial observances of the founding of the nation in 2007. Finally, I have been named to the board of trustees of the Association for the Preservation of Virginia Antiquities, which is the oldest historic preservation society in the United States.

North Carolina

Duke University

Ken Hirsh has been elected to the board of directors of the Center for Computer-Assisted Legal Instruction (CALI). CALI is a non-profit consortium of law schools that researches and develops computer-mediated legal instruction and supports institutions and individuals using technology in legal education. CALI also sponsors the annual Conference for Law School Computing, which this year will be hosted by Duke University School of Law, June 19-21.

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SOUTHEASTERN LAW LIBRARIAN

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Womble, Carlyle, Sandridge, and Rice

Don Adamick retired as Director of Library Services for Womble, Carlyle, Sandridge, and Rice on Dec. 31, 2002. He served the firm faithfully and selflessly since 1984, first as the Winston-Salem Office Manager and then, since 1996, as Director of Library Services. Don shepherded the Library through the re-structuring or creation of library facilities and information services in all 9 of our current offices. He has consistently offered the utmost support to his staff. His calm guidance, as we transitioned to a more complex information environment of sources in varied formats with the concomitant capability to offer enhanced services, was invaluable. He will be missed greatly. We wish Don and his wife Clare prosperous and peaceful times to come.

Don will be succeeded in February by Virginia Smith, Law Librarian at Chaffe, McCall, Phillips, Toler and Sarpy of New Orleans.

Virginia

Virginia State Bar

This just in from **Connie Matzen**:

The December 2002 issue of Virginia Lawyer, the Official Publication of the Virginia State Bar, features several articles by Virginia law librarians, starting with "Information Anxiety: Librarians Lend A Hand," by **Taylor Fitchett**. **John Barden** covers appellate records and briefs, **Marie Hamm** identifies Virginia related free web sites, **Barbara Selby** describes administrative decisions, **Jim Heller** reviews copyright law for law firms, and **Evelyn Campbell** brings readers up to date on the development of knowledge management in the state's law firms.

University of Richmond

James Wirrell is leaving the University of Richmond. He has accepted the position of head of Public Services at McGeorge School of Law in Sacramento, California.

University of Virginia

Then University of Virginia Law Library hosted our Fifth Annual Art Reception for the artists currently on display in the Morris Law Library. Invited were the thirteen artists, law school staff and faculty, and members of the community. The title of the show is "Contemporary Still Life," and features over sixty pieces of art. In a school particular about its art, it is noteworthy that law school faculty banded together to purchase six sculptures from the show for the Caplin Tax Reading Room in the Library. The show concludes June 1, 2003.

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SOUTHEASTERN LAW LIBRARIAN

(Continued from page 7)

Washington, DC

Howard University

Elizabeth Caulfield joined the Howard Law Library in October 2002, as our Reference/Government Documents Librarian. She is from Dayton, Ohio where she earned a B.A. from Wright State University and taught in elementary school prior to earning her MLIS at UCLA. Most recently Elizabeth gained some worthy law librarian experience at the Los Angeles County's Law Library.

Patricia Kidd, Reference Librarian, joined the Howard Law Library in November 2002. Patricia is a native of Jacksonville, Florida and she earned her B.S. from Florida State University and her MLS from Catholic University of America. Patricia has worked as a reference librarian at the University of Maryland's Thurgood Marshall Law Library, and most recently she worked as a virtual reference librarian.

Seth Kronemer is Howard Law Library's first Archivist. He joined the Library staff in November. Seth is a native of St. Louis, Missouri. He holds a BA in History from DePaul University in Chicago, and a MS in Library and Information Science from Simmons College in Boston. Seth is a member of the Academy of Certified Archivists, and most recently worked on a variety of archival projects, including the processing of Rudy Vallee's papers.

Tracy Woodard, Reference Librarian, also joined the Howard Law Library staff this November. Tracy hails from Providence, Rhode Island where she received her B.A. in English and American Literature from Rhode Island College. She received her M.L.S. from the Catholic University of America. Tracy has earned academic library experience working in large academic libraries in both public and technical services departments.

(Continued from page 15)

than at the convention center. And because I managed to schedule three days of interviews, by phone at my hotel, by running into employers, and by signing up for them, I reluctantly opted out of most of the sessions.

Even before the conference began, I had the happy coincidence of meeting two mentors on the very shuttle from the airport to my hotel. It is funny how happy coincidences can happen by maintaining a degree of openness when you are in a promising professional environment. One of these mentors with lots of life experience enriched my understanding of the value of the candidate to the employer, even if the employer does not recognize this. I also learned that you don't have to book a room at one of the hotels your organization suggests. Maybe you can find a less costly arrangement; you just want to be near the event.

The Southeastern Law Librarian: Reflections of the Decades*

Hazel L. Johnson, Richmond Librarian, McGuireWoods LLP, Richmond, VA

Once the Carolinas Chapter of AALL morphed into the Southeastern Chapter in 1954, creating a vehicle for communication was at the top of the chapter's list of projects. In 1955, a news sheet, titled *Southeastern Chapter Association of American Law Libraries Newsletter*, was established. The first issue reported that "... Publication of a newsletter to serve as a medium of communication between law librarians in this area was selected as the principal project for the coming year." The newsletter was produced in fits and starts during the early years. Issues survive from the 1957-58 editorial term of Stan Bougas at Emory University, from 1961 when Betty Taylor of the University of Florida was editor, and from 1966 when Lamar Woodard of Stetson University served as editor.

In the early 70's, Peyton Neal of Washington & Lee proposed that the chapter create a newsletter due to the expanding chapter membership and growth of law libraries in the region. The first issue of the *Southeastern Law Librarian* appeared in September 1975. Gene Teitelbaum of University of Louisville assumed the editorship with volume 2 and continued through volume 5 in 1980. At that point, the current practice of a two-year rotation for editors was instituted..

The columns and contents of the newsletter have changed over the years, reflecting the issues of the day. Surprisingly (or maybe not so surprisingly), the issues that caught the attention of law librarians in the early years of the chapter still resonate today: recruiting law librarians, coping with technology, publicizing the bench and bar's need for law librarians, copyright, the rising cost of legal materials, and teaching. The following pages include excerpts from early issues of the *Southeastern Law Librarian*. In many ways, the more things change, the more they remain the same.

*This article is excerpted from the "The Southeastern Chapter of the American Association of Law Libraries: The First Chapter" by Hazel L. Johnson, in *Law Librarianship: Historical Perspectives*, Rothman, 1996.

Southeastern Law Librarian

OFFICIAL NEWSLETTER OF THE SOUTHEASTERN CHAPTER OF A.A.L.L.
Volume 4, number 4, n.s. June 1979

EDITORIAL

I strongly believe that data should be collected before the AALL takes a new position on commercial sponsorship of our convention. For example, questions like these must be asked:

- A) What percentage of the membership attend the convention?
- B) Of those who attend, how many get their expenses paid by their employer?
- C) What percentage of their expenses is paid by their employer?
- D) Of those who attend, what is the break down by type of library: University bar, private or governmental?
- E) What percentage of people attend one convention and never attend again?
- F) Is cost or distance from home city or attractiveness of the convention city the key factor in convention going?
- G) How many people would go back to Rochester even if their entire expenses were paid by another party?
- H) How many people start their annual vacation at the convention city?
- I) What percentage of non-attendees would go if the convention cost was reduced by say \$200.00?
- J) Of the total advertising budget of the book publishers and dealers involved, what percentage does the convention sponsorship represent?

Is it right for AALL to make a profit on the convention? The 1977 annual report (70 Law Library Journal 424-425) indicates the \$18,094.26 was the net proceeds of conventions and institutes after expenses. Perhaps the registration fee should be lowered or abolished completely.

Do those who win a scholarship to the convention feel an everlasting obligation to the sponsor? Do Matthew Bender scholarship winners, who year after year are taken to dinner, feel especially loyal to Bender? (Being a winner in 1966, I do have a soft spot for Bender, however, like Marian Boner, I don't buy multiple copies of their sets because I once received their largess). Also, I feel that I was awarded a scholarship by the AALL and it just so happened that Matthew Bender picked up the tab. The big spenders are wined and dined by the book dealers and publishers who want their business. Perhaps there are too many private parties going on. It is the "Assistant Law Librarians" who never get invitations to these functions. Probably they benefit the most by commercial sponsorship of the convention.

G.T.

**BECOMING AN ENLIGHTENED LAW LIBRARY PRESERVATIONIST—
A RECAP**

*Carol D. Billings
Director, Law Library of Louisiana*

Because environmental conditions in the Southeastern United States are particularly inhospitable to books, law librarians must learn what steps to take to protect and preserve the collections entrusted to them. The first half of the Saturday morning session was devoted to an examination of the factors which contribute to the deterioration of books and a brief survey of techniques librarians may employ to prevent or impede their destructive activity. Colonel Edward R. Gilbert, consultant in conservation from Gainesville, and Professor John DePew, of the School of Library and Information Studies at Florida State University, both illustrated their remarks with slides. Beginning with the basics, Colonel Gilbert explained the chemical composition of papers, bindings and glues used in bookmaking through the ages. Environmental elements—warm temperatures, moisture, gases, light, and microorganisms—combine with these materials to form harmful acids or to promote the growth of fungi. Paper falls victim to darkening, foxing, and brittleness, and leather bindings crumble and virtually turn to dust.

Colonel Gilbert discussed the importance of proper air conditioning, dehumidification, and shielded lighting as prevention devices. For materials that have already begun to deteriorate, he explained how acid-free boxes may be used to enclose them and how a neatsfoot oil and lanolin dressing may be applied to restore leather bindings.

Dr. DePew concentrated upon the subject of preparing a library building and its staff to protect against emergencies and disasters that may befall our collections. He too emphasized the need to educate oneself about construction requirements such as air conditioning, waterproofing and placement of light sources to minimize the possibility of damage from heat, moisture, and light. Fire prevention measures and rehabilitation procedures for materials affected by heat, smoke and water in a fire were covered as well.

Thomas Farrell, sales coordinator for the Hertzberg-New Method Bindery, presented a film showing all phases of bindery operation and talked about the importance of proper binding to book conservation. He further discussed the problem of deteriorating leather bindings and papers and explained some of the rebinding and restoration techniques that a bindery uses.

Joseph Bogart, of University Products, spoke briefly about and exhibited products for repairing and preserving both books in the working collection and rare books and documents.

The following publications are among those recommended by Colonel Gilbert and Dr. DePew:

1. Bohem, Hilda. *Disaster Prevention and Disaster Preparedness*. Task Group on the Preservation of Library Materials. Berkeley: University of California, 1978. (\$2.50 from the Office of the Asst. Vice-President for Library Plans and Policies, 7 University Hall, University of California, Berkeley, 94720.
2. Cunha, George M. and Dorothy G. *Conservation of Library Materials: a Manual and Bibliography on the Care, Repair and Restoration of Library Materials*, 2d. ed., vol. 1. Metuchen, N.J.: Scarecrow, 1971.
3. Gilbert, Edward R. "A Conservation Primer: The Preservation of Library Materials in Tropical Climates." *Bulletin of the Florida Chapter, Special Libraries Association*, vol. 14, no. 3, pp. 110-127, 1982.
4. Horton, Carolyn. *Cleaning and Preserving Bindings and Related Materials*. LTP Publication #12. Chicago: American Library Association, 1967.
5. Library of Congress. *Preservation Leaflets*. Washington, 1975:
 - #1 Selected References in the Literature of Conservation.
 - #2 Environmental Protection of Books and Related Materials.
 - #3 Preserving Leather Bookbindings.
6. Morrow, Carolyn Clark. *Conservation Treatment Procedures: A Manual of Step by Step Procedures for the Maintenance and Repair of Library Materials*. Littleton, Colo.: Libraries Unlimited, 1982.
7. Waters, Peter. *Procedures for Salvage of Water-Damaged Library Materials*. 2d. ed. Washington: Library of Congress, 1979. (\$3.50 from G.P.O.)



SOUTHEASTERN Law Librarian

VOLUME 11 NUMBER 1

FALL 1985

Official newsletter of the Southeastern Chapter of A.A.L.L.

RESEARCHING EXPERT WITNESS

By: **Kathy S. Heberer**
Rumberger, Kirk, Caldwell, Cabaniss & Burke

John w/3 Kennedy and (arson or fire or explo!
or combustion)

QUESTION:

An attorney comes to you for information on a certain expert that he or she is scheduled to depose. What do you do?

ANSWER:

1. Conduct your regular reference interview. You will want to verify the spelling of the expert's name, determine what information the attorney really wants, in what format they want it, and whether the attorney knows anything at all about the expert. You should also determine how much money the attorney wants to spend and adjust your search procedures accordingly.

2. Check any print sources available to you, your in-house expert bank, or call Defense Research Institute's Expert Witness Bank if you have a member's name to use.

3. Then do WESTLAW, VU-TEXT and DIALOG searches:

Run a WESTLAW search in the FORENSIC SERVICES DIRECTORY. If your expert has an unusual surname, such as GODTS, simply search by that. Otherwise search using the w/connector, thereby allowing for the absence or presence of a middle name:

Robert w/3 Brenner

Although some records in the Forensic Services Directory are more complete than others, you can expect to retrieve the basic information that will make all subsequent online research easier — such as area of expertise, educational background, and a list of publications.

Then do a WESTLAW search in the ALLSTATES and ALLFEDS databases. This will not lead you to all prior testimony, but it will direct you to those cases in which your expert was important enough to be mentioned in the opinion. Your attorney can then get a feel for how instrumental the expert's testimony has been in the past, and can determine whether it would be worthwhile to contact attorneys involved in a given case for copies of depositions, etc. You should search in ALLSTATES and ALLFEDS because your expert may have testified nationally; do not restrict your search to the home state cases of your expert. Usually a last name is not a sufficient query for the massive ALLSTATES and ALLFEDS databases. Include terms in your query that will limit the search to the appropriate cases. If your expert determines causes of fires or explosions, then your query might read:

If you have become a VU/TEXT user and if your expert's local newspaper is one of those on the system, then do a free text search for any articles in which your expert is mentioned.

Next, do a DIALOG search for autobiographical information on your expert. Begin with BIOGRAPHY MASTER INDEX (287, 288). You will get a list of the directories in which your expert appears. If WHO'S WHO (234) or AMERICAN MEN AND WOMEN OF SCIENCE (236) are not among them, then don't waste online time checking those files.

Conduct a DIALOG search for articles, books reports conference papers, etc. written by your expert. The subject guide to databases is often too restrictive for this interdisciplinary world of ours — don't limit yourself to that. If your expert is an engineer specializing in automobile accidents, then you will want to search the obvious files: CLAIMS PATENTS (23, 24, 25, 125), TRIS (63), NTIS (6), COMPENDEX (8), INSPEC (12, 13), EI ENGINEERING MEETINGS (165), BOOKS IN PRINT (470), LC MARC (426), and REMARC (423, 424, 425). But if your expert addresses the issue of trauma involved in automobile accidents then you will want to search MEDLINE (152-154) as well. Does your expert make a career out of testifying? Perhaps he or she wrote an article for a legal newspaper or a litigation journal. Check LEGAL RESOURCE INDEX (150) and its update NEWSEARCH (211). CRIMINAL JUSTICE PERIODICAL INDEX (171) or NCJRS (21) might also be of some help. Don't forget DISSERTATION ABSTRACTS (35) if you really want to be thorough! Most author searches are quick and inexpensive, but require searching so many files that DIALINDEX (411) is often a waste of your time. I don't recommend using it. Remember - every file sets up its author field differently in regard to spacing and punctuation. This makes saving the search difficult — I don't — and also means that you must do your homework and review bluesheets before going online. You will often find that there is no consistency within the author field of the same file. Get in the habit of using the EXPAND command or you will miss relevant citations. An expand on the author SANCES could (and did) yield the following.

au=Sances, A.
au=Sances, A.J.
au=Sances, A. J.

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SOUTHEASTERN Law Librarian

VOLUME 16, NUMBER 4

SUMMER 1991

Official newsletter of the Southeastern Chapter of A.A.L.L.

SEAALL ANNUAL MEETING REPORTS

Marketing the Law Library

Academic law libraries, firm libraries, court libraries and others each serve a distinct client pool. Although dissimilar from one another, each has significant parallels that present opportunities for librarians to provide increased value through marketing.

Laura Gasaway, Director of the Law Library and Professor of Law at the University of North Carolina; Carol Billings, Director of the Law Library of Louisiana; and Carolyn Ahearn, Director of Library Services at the firm of Shaw, Pittman, Potts and Trowbridge of Washington, D.C. each participated in a presentation that offered a varied and informative view of the mechanics of marketing a law library from distinctive perspectives.

Marketing versus selling - is there a difference?

Ms. Gasaway shared her thoughts on the characteristics of these activities and gave insight into the ideas of Herbert S. White who wrote in Library Journal (Vol. 114, No. 13, August 1989), "Marketing subsumes selling; it starts well before the specific identification of the product and service to be provided. It makes a service desirable, and then looks at the mechanisms for filling the need it has just created. Filling that need is selling." Marketing is far greater than filling needs. It involves creativity. Creativity in creating demands for service, creating needs by developing "imbalances between what is and what should be."

Marketing involves providing commodities that cannot be found elsewhere, but much more... determining the needs of our clientele within a framework that encompasses a realm larger than the immediate perceived interest or desire of that patron. Librarians must determine what it is they ought to provide, and then develop a clientele for those services. Carolyn Ahearn agreed with White's

distinction between marketing and selling.

She enumerated practical suggestions in marketing the law library within a closed organization, such as a law firm. A design involving goal setting, market research, internal analysis, funding and planning must be established, reviewed and executed. The goal of being the primary provider of information to the organization should be set. A reactive stratagem or a mind-set that provides information only upon request will not do.

In this setting, market research can simply take the form of talking to the firm's attorneys, probing for their information needs through verbal and written communication opportunities, as well as other forms of contact. Questionnaires may be developed and used to ask specifically, "What can we do for you?" and, "How are we doing?"

Internal analysis should involve in-depth and candid inquiries into the library's strengths and weaknesses. Identifying these attributes must be accomplished in order to capitalize on the strengths and improve upon the weaknesses. Search for the new and interesting. Study it, define it, determine its value. Then, present it for consumption.

In order to facilitate funding, do not attempt to solicit funds to "bankroll" the unknown. Get something "up and running"; then, seek the necessary gratuities. (This may not work in all cases, but in certain circumstances it is the only way to add new services). In order to make the law library conscious in the minds of those who control the purse strings, continual communication is necessary. Newsletters and pathfinders are very helpful; annual reports, budget reviews and publicizing the "successes" of the library are a must.

SEAALL States: Friendly Feuding

Timothy L. Coggins & Hazel L. Johnson

Did you know, if you attend the SEAALL Annual Meeting in Lexington, Kentucky in April, you may be chosen to play SEAALL's version of Family Feud? Team captains have been chosen from the ranks of former SEAALL officers and committee chairs, but team members will be chosen at random from the members attending the meeting. If you needed a reason beyond great programming and the opportunity to network with and learn from your southeastern colleagues, this is it. This is the chance of a lifetime for you - representing your state on stage in front of your professional peers. Who could ask for more?

Team captains (as of 1/30/2003) include: District of Columbia: Mike Petit, American University; Florida: Pam Williams, University of Florida; Georgia: Pam Deemer, Emory University; Kentucky: Mike Whiteman, Northern Kentucky University; Louisiana: Cathy Lemann, Law Library of Louisiana; Mississippi: Karin Den Bleyker, University of Mississippi; North Carolina: Dick Danner, Duke University; Tennessee: Reba Best, University of Tennessee; Virginia: Donna Bausch, Norfolk Law Library; and West Virginia: Cam Riley, West Virginia University.

We were unable to identify a former SEAALL officer or committee chair from Alabama, Puerto Rico, South Carolina or the Virgin Islands to captain a team. Should anyone from one of those states who is planning to attend the SEAALL meeting in Lexington wish to volunteer to captain a team, please contact Timothy Coggins at the University of Richmond (804-289-8218) before March 15. Please note that current SEAALL officers and board members, members of the Local Arrangements Committee and members of the Golden Anniversary Committee are not eligible to participate.

The feud will consist of three rounds. The first round will occur on Thursday evening at the Opening Reception. The four teams that score the most points in this introductory round will move to the semi-final and final rounds on Saturday morning at "SEAALL States: Friendly Feuding." And that's your big chance - on stage - going for the grand prize (or at least bragging rights). So, be sure to join us in Lexington.

SOUTHEASTERN LAW LIBRARIAN

Always a student by Elizabeth Caulfield

When I was an aspiring law librarian, I derived part of my education from acquainting myself with professional literature. As a post-graduate student with loans to repay, I continued to read and references to employment in this literature would command my attention. When I discovered in American Association of Law Libraries *Spectrum* a note about the placement office at AALL's national annual meeting, I hoped I had found a promising avenue among the unnamed streets I thought I would have to travel in search of a job after graduation.

I decided that the event was an ideal job-finding lead:

- I would have access to positions nationally by traveling to a single city
- My interviewers would be a 'captive' audience, giving substantial time to their mission by seeking conference-attendees
- I stood a chance to be an attractive candidate; employers using AALL would be looking for people with my subject experience of legal and government materials
- I might have instant camaraderie with my interviewers, fellow AALL members
- Attendance at the conference would demonstrate commitment to continuing education and librarianship because I wanted to make the effort to be there

So I paid my way to Orlando, absorbing the costs of registration, cross-country airfare, five hotel nights, shuttles, and incidentals like trips to the market to keep my hotel refrigerator stocked for the evenings I returned to my makeshift home, exhausted and starving from the day's interviews. But I would advise other prospective attendees, "Be proactive – Don't necessarily spend the way I did." There may be funding your organization rewards to conscientious students who will write an essay for a conference scholarship. Since as a student, I devoted a wealth of time to self-improvement, I might as well have shared such experiences in hopes that the association would see promise in me.

I paid the fee to attend the extra conference day for new librarians, too. Being able to say, "Yes, I attended the conference for newer law librarians," established credibility and showed seriousness toward the profession. Some of my interviewers also once used this experience at the forefront of their careers, so we had something in common right away.

In registering for the conference, I chose instructional sessions that I thought were appropriate for the professional settings I had experienced as an intern and that most interested me:

- 1) creating relationships with vendors; or
- 2) listening to the views of librarians who had changed environments to libraries in courts, universities, law firms, and public county settings.

Although my primary reason for attending was the conference's ability to help me find a job, I was shocked that, except for the main conference lunch at which CourtTV anchor, Catherine Crier spoke, I had little time for the sessions. I attended only half of the first day's conference for newer librarians before discovering the placement office in the main hotel. Once I learned the submission process (reviewing binders and bulletin boards for job ads and determining employers' preferences for learning about me), there was hardly a span of hours when I was not checking my status at the placement office.

Had employers submitted new ads? Had 'my' employer collected my resume? I also learned to use my visits as an observer. With other job seekers, I might share ambitions, and I could ascertain which placements generated the most response. And being in the direct path of employers, I met people who had desirable job offers. I even had an impromptu interview with one employer who happened to find me at just the right moment. Finding how valuable my time became simply by frequenting the office, I realized by the second day that at least during my first AALL conference, my time was more wisely spent at this hotel

(Continued on page 8)

SEAALL @ 50: Jockeying for the Gold
April 10 - 12
Lexington, KY

Hotel Reservation Deadline:
Sunday, March 9

Registration Deadline:
Friday, April 4

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