



# NEWSletter NOUVELLES

Association des bibliothécaires de l'Ontario

## NEWSletter/NOUVELLES

is published 3 times per year, in the Fall, Winter, and Spring, and is available with membership in the Ontario Association of Library Technicians/Association des bibliothécaires de l'Ontario

Abbey Market P.O. Box 76010  
1500 Upper Middle Rd. W.  
Oakville, Ontario  
L6M 3H5

Volume 23  
Number 2  
ISSN 0229-2645  
February 1999

### Contents

President's Message  
Around the Regions  
Public Relations Report  
Listserv  
OALT/ABO at OLA  
A Student's Impressions of OLA  
OLA Draw Winners  
Getting Results from  
Search Engines  
Golf Shirts For Sale  
Presidential Awards  
Job Liaison Contacts  
From The Editor  
Perspective '99  
OALT/ABO Executive

## President's Message

The beginning of a New Year is considered to be a time for reflecting upon past accomplishments and setting new goals for the future. This is especially evident in 1999, where many organizations are publicly announcing their visions and goals for the millennium.

OALT/ABO's directors & executive have committed to developing a vision for our association by drafting a mission statement, recommending change in governance and investigating additional value-added programs and services that can be offered to our members.

This initiative began at the November provincial executive meeting where we discussed that a mission statement and strategic planning are essential tools for leading change in OALT/ABO, which will ensure continued success for our association in the future.

The purpose of the mission statement is to formally state our fundamental values and to describe why OALT/ABO exists. It remains unchanged throughout time and is used as the foundation for strategic planning or determining OALT/ABO's vision of the future.

Our vision is where we want OALT/ABO to be in the future and steers us towards

employing the best methods such as resources or specific individuals for achieving long and short-term goals. Envisioning the future can be described as "what we aspire to become, to achieve, to create - something that will require significant change and progress to attain."<sup>1</sup> Strategic planning is an ongoing process that requires frequent review and is constantly evolving. This is because of internal and external influences such as changes in executive positions or a new technology that becomes available.

Some of you may be wondering how this initiative will be beneficial to OALT/ABO. Immediate tangible benefits include a reduction in "administrivia" at provincial executive meetings and better utilization of the executive and director's time at provincial executive meetings. We would like to decrease time spent discussing past issues or events and increase time spent planning and executing initiatives for the future. For example, the executive can focus on implementing ideas generated by our membership or investigate joint programming with other associations. In turn the membership benefits from new and expanded professional



President's Message continued

development or opportunities to network with colleagues in other associations.

In the next few weeks, the board and provincial executive will receive detailed packages and an agenda in preparation for the March meeting where we will collaborate on drafting OALT/ABO's mission statement. We will present and discuss the mission statement with the membership at the ABM in Sudbury. If you have any ideas or concerns please contact your regional director or any member of the executive.

<sup>1</sup>Collins, James C. and Jerry I. Porras  
"Building Your Company's Vision,"  
*Harvard Business Review* : September/  
October 1996 pp 65-77.

Nanci Abbondanza  
President, Ontario Association of  
Library Technicians/Association des  
bibliotechniciens de l'Ontario



Tai Chi Workshop  
ORB/GROs Vice President Kathy Heney  
demonstrating a tai chi movement.  
November 1998



## Around the Regions

*(Editor's Note: This column is intended to inform OALT/ABO members of what is going on in other regions. Since the publication schedule of the newsletter is only three times per year, often dates of events have passed.)*

### Halton - Peel Regional Branch

January 30	The annual super Saturday event.
February 27	Joint meeting with TALTA.
March 24	Regional ABM

### Huronia Regional Branch

March 13	Regional ABM at Owen Sound Public Library.
----------	--

### Lohania Regional Branch

February 13	Masonville location of the Chapters Bookstore London
March 6	Regional ABM

### Ottawa Regional Branch / Section régionale d' Ottawa

February 16	Annual bowling night
March	TBA
April	Internet workshop

### Sudbury Regional Branch

March 27	Regional ABM
----------	--------------

### Thunder Bay Regional Branch

January 12	Digital archiving : from paper to CD-ROM with Shawn Allaire presenting at Lakehead University.
February 25	Children's Literacy Roundtable with Donna Bright at Mary J.L. Black Library.
March 25	Regional ABM

### TALTA Regional Branch

February 27	Joint meeting with Halton-Peel region.
March	Regional ABM and Maggie Weaver on Presentation Skills.

The editor welcomes any articles or news items of interest to the Library Technicians of Ontario. Contributions can be sent by post, fax or e-mail. Please include your full name, telephone number, and regional affiliation. French translation of official executive business is provided. Otherwise, publication will be in the language of submission.

Newsletter/Nouvelles Editor, Debbie Squier-Bernst  
c/o 512 S. Marks Street Thunder Bay ON P7E 1M7  
Fax: (807) 622-9292 e-mail: [sc\\_fwili@lake46.lhbe.edu.on.ca](mailto:sc_fwili@lake46.lhbe.edu.on.ca)

# Listserv

## PR Coordinator Report

Things have been quite busy here in PR land since I last reported. We have been assembling a conference display to exhibit at the OLA Superconference, January 21-23 1999, in Toronto. This has become a time-consuming project - more than I had realized. Thanks to a number of key people and the PR Committee we will have a professional, informative display in time for the conference. Exhibiting will enable us to promote ourselves, enlist new members and attract attention. We will be exhibiting at several other conferences thus increasing our exposure in the library community. We will also be creating a marketing letter to increase institutional memberships and promote the hiring of LITs. Another project geared to marketing OALT/ABO.

I will be attending the COLT conference, April 1999, in Detroit as our representative. We have an affiliation with COLT and this will allow further exploration of marketing strategies and another association's procedures and policies.

The committee is in need of further representation. TALTA, Sudbury and Huronia do not have committee reps. If you are interested in volunteering or have any ideas for our marketing campaign, please contact me at [gislaine.janveaux@ccla.ottawa.on.ca](mailto:gislaine.janveaux@ccla.ottawa.on.ca) or contact your local rep.

Tracy Morgan, Halton-Peel  
Ann Censner, Ottawa  
Marg Bushell, Lohania  
Linda Bukovy, Thunder Bay

---

Gislaine Janveaux  
PR Coordinator

### Highlights from the OALT/ABO Listserv:

The listserv has grown in leaps and bounds since its inception back in June 1998. Ronn Cheney is doing an excellent job as list manager. If anyone has comments or concerns with the listserv, please give Ronn a quick email at [ronn\\_cheney@ca.pwcglobal.com](mailto:ronn_cheney@ca.pwcglobal.com)

I also would like to thank Faxon for its generous support with the listserv.

A few quick highlights - discussion centred on getting volunteers for the display for our booth at OLA, current job postings, changes to the website, potential course on web design, document delivery vendors and other topics. Remember this is your listserv and it is a great forum in which to discuss topics because it goes to all the members across the province.

So in case you have misplaced your instructions on how to subscribe, here they are again.

To subscribe send a message addressed to:

[oaltabo-request@faxon.ca](mailto:oaltabo-request@faxon.ca)

Leave the subject line blank & write: subscribe in the body of your email

OR

Send a message addressed to:

[majordomo@faxon.ca](mailto:majordomo@faxon.ca)

Leave the subject line blank & write: subscribe oaltabo in the body of your email

You will receive an email message confirming that you are subscribed to the listserv.

To post a message address it to:

[oaltabo@faxon.ca](mailto:oaltabo@faxon.ca)

Look for further updates on the listserv in the next issue of the newsletter. And don't forget to subscribe today!!!

---

Pam Casey  
Vice President  
Chair, Internet Committee





## OALT/ABO AT OLA

OALT/ABO had the wonderful fortune to be offered a chance to participate in the 99<sup>th</sup> Annual Ontario Library Association Conference, January 21<sup>st</sup> to 23<sup>rd</sup>, 1999. We were given a booth at the Metro Toronto Convention Centre along with all the other vendors at the Trade Show. I have attended library conferences for many years but this year it was very exciting to be on the other side of the counter.

Co-ordinators of three Library and Information Technician Programs visited - Marie Wiley from Fanshawe College, Frances Davidson-Arnott from Seneca College and Marion Wilburn from Sheridan College plus many students. There were 20 requests for membership information and 85 people put in business cards or ballots to win one of three prizes.

There were many questions such as "Why is the Sheridan Program closing", "What are the educational requirements", "Do you have a web-site" and "Where do you have chapters". Two women from the Chatham-Kent area were eager to join. Sean Crowe was able to convince a few librarians to encourage their technicians to become involved.

After working at the Graduate School of Library and Information, University of Western Ontario, for seventeen years, I saw a number of library school grads and a few of my former student assistants. One is Vice-President of the Saskatchewan Library Association and one is President of the Atlantic Provinces Library Association (APLA). Conferences are a great way to see old friends, make new acquaintances, recruit members and network with people involved in all aspects of the library world.

We learned a lot from this experience and have already started planning our display for the Canadian Library Association Conference in June, to be held at the same place. I enjoyed working with Nanci, Pam, Doug, Sean, Nancy and the students from Sheridan, Christy and Jen.

Thanks also to the people behind the scenes who contributed items to the display and to those

who coordinated this effort.

Special thanks to the creator of E-mail!

CLA - Here we come!!

Jill Anderson

Director - Lohania



Ottawa's Executive at our "Christmas in the Capital Dinner" December 15, 1998. Back Row (L-R): Diana Brown, Sherry Stewart. Front Row (L-R) Lise Charron, Marie-Andrée Leroux, Kathy Heney.

### A Student's Impressions of OLA

I spent an hour of my volunteer time at the OALT/ABO booth. This was an excellent opportunity to help in promoting library technicians and their many skills. I enjoyed talking to several students in the Seneca Library Tech. program. Many of them were curious about Sheridan's program being shut down. I also found being at the booth was an excellent way to meet people who are in a position to hire technicians. In the hour that I was in the booth I spoke to several people who were currently hiring or thinking of hiring. This alone made the hour more than worth while.

Overall I found my time at the conference to be an enjoyable, if tiring, day.

Christy Moye

Christy is a student at Sheridan and a Halton Peel member.

### Winners of OALT/ABO Draw at OLA!



1st Prize One year membership & book bag: Nancy Wade, Library Technician, Carolyn Sifton Library, Pickering College  
2nd Prize - 25th Anniversary Golf Shirt & Book Bag: Joanne Posluns, Library Technician Student from Toronto  
3rd Prize - Book Bag & Pen: Debbie FitzGerald, Library Technician from Chatham





## Getting Results from Search Engines



by Gwen Harris and Sandra Wood

*Are Internet search engines only for the casual user or can they serve the needs of the information professional and knowledge worker? Researchers can get useful results from search engines by employing a variety of strategies and using their special features. Here are some suggestions.*

### Find a megasite

Seek out a high quality subject-specialty site or megasite. This might be better named the Eureka! site for the delight it affords in its collections of links and sometimes, searchable databases.

Finding these is often easily done at Yahoo! by checking the indices sub-category in a topic. Infoseek also helps locate such sites by referring searches to Related Topics in its directory. At search engines you can locate specialty sites by entering your topic terms together with identifying words like reference, annotations, links, and database.

### Use distinctive terms

A top Internet search strategy has always been to search for rare or unusual terms. If you are serious about frogs, try looking for the name of the order Salientia. If it's the nursery rhyme you want, then search for the phrase "a frog he would a wooing go" surrounded by quotation marks. A variation of the rare-term-first strategy is to look for the word in the title field. Several search engines support title searches.

### Search broadly, then narrow the search

Where there are no rare terms it is often best to search broadly then narrow the search by new words picked up in the review of results. Simply enter the keywords to describe the question. Consider whether you want all words searched or wish to exclude some. Let the statistical relevancy ranking system of the search engine present the results it calculates as most relevant.

Such a broad search may seem unmanageable at first. AltaVista and Northern Light are two search engines that help searchers analyze results at a glance. Northern Light groups results into custom folders according to subject, type, source, and language, to reveal the main sub-topics, meanings and sources. AltaVista's Refine feature analyzes the results to identify the main concepts and the related words. Then modify the search by selecting those concepts that best capture your topic. The searcher may refine the query by *anding* words in the search statement or by excluding words.

### Slice the pizza

A strategy of successive fractions or slicing the pizza can improve relevancy. Begin with a broad search, narrow on a particular term, then review. Return to the original set and narrow with a different term that captures the topic. Infoseek supports this best with its Search-within-these-pages feature. Lycos Pro has a similar feature and HotBot's first set of results can be diced this way.

One relevant hit can lead to others. The more-like-this feature at Excite and Lycos helps locate sites that are similar to those deemed most relevant. The strategy is called pearl growing. Another approach is to look for sites that link to your ideal. Find them by using search engines that support the link field.

Use natural language for best relevancy ranking. Natural language makes best use of the relevancy ranking algorithms of the search engines. The exact details are all top secret and vary among services, but basically the frequency with which words occur on a page, their rarity, their placement on a page and their proximity to each other, are all considered. Through its custom folders, Northern Light adds an extra dimension of analysis to the ranking.

Lycos is the only engine to give control over ranking to the searcher. Using the power Panel, searchers can set the ranking rules by the occurrence of the words in the title, early in the text, close together, frequency and in order. AltaVista turns off its relevancy ranking on Boolean searches. The searcher must rank the results in a Boolean search by a word or phrase. Using a word not in the search statement immediately narrows or refines the search.

### Use Boolean with caution

Evidence from Sue Feldman's extensive study of Web searching suggests that Boolean constructs may be

continued on next page





skewing search results inappropriately. An early report (February 1998) about the Internet Search-Off of the Web against Dialog and Lexis Nexis can be read at [www.infoday.com/searcher/feb/story1.htm](http://www.infoday.com/searcher/feb/story1.htm). If Boolean is used, the advanced search at AltaVista and Lycos are the strongest due to their proximity capabilities. Excite and HotBot are two others that support Boolean operators.

### Stay open to possibilities

Possibly the most important strategy for the researcher when using Internet search engines is to stay open to the possibilities. The Web will frustrate those who expect a specific answer in the first attempt, but will reward those who use a variety of strategies and are open to finding a specialty site, a contact, a new book title or a new lead towards answering the question.

Search Engine Feature Comparison Chart - 03.1997						
Feature	ALTAVISTA	EXCITE	HOTBOT	INFOSEEK	LYCOS	NORTHERN LIGHT
Address	altavista.digital.com	www.excite.com	www.hotbot.com	www.infoseek.com	www.lycos.com	www.northernlight.com
Default Search	OR	OR	AND	OR	AND	AND
Syntax	Simple: +- "phrase" Advanced: and, or, and not, nesting NB: Rank results	Simple: +- "phrase" AND, OR, AND NOT, (NB: Must be in caps) nesting	Use form to look for All of Any of the words (use +- "phrase" (and, or not, nesting)	+ - "phrase" ( - ranks words lower)	Simple: +- "phrase" Advanced: and, or, not, nesting	+ - "phrase" or, not
Proximity	Yes - Near	No	No	No	Yes - Adj, near, No far, before	No
More like this	No	Yes	No	No	Yes	No
Title Search	title: "solar power"	No	Look for page title	Title: "solar power"	Search for words in title	
Links to this url	link:www.utoronto.ca	No	Look for links to this url	link:www.flexnet.com	No	No
Search these results	No	No	Yes (use search results page)	Yes	Yes	No
Search Aids	Refine: Analyzes results to identify words that would help refine the search	Wizard: Suggests words	No	Related Topics in the Infoseek Directory	Power Panel: searcher can set rules for ranking results	Custom Folders: Results are sorted by subject, source, document type, and language

Reprinted with permission from *Information Highways Magazine*



*Congratulations to Angela Carito-Walmsley and her husband Keith on the birth of their son. Brandon Joseph James was born on Sunday 17 January @ 3:22 pm. weighing in at 7 pounds 11 ounces.*

### OALT/ABO 25th Anniversary Golf Shirts For Sale

Top quality, attractive white cotton Golf Shirts - made in Canada. It has the OALT/ABO logo embroidered on the left-hand side of the shirt.  
**Small, Medium, Large, Extra Large and Extra-Extra Large**  
 Limited amounts in each size  
**\$20.00 (includes taxes) cash or by cheque payable to OALT/ABO**  
 Contact:  
 Pam Casey - [pcasey@c gocable.net](mailto:pcasey@c gocable.net) or 905-639-5621

*All orders must be pre-paid before they will be processed. Orders will be delivered in 2-3 weeks.*



# Job Liaison Contacts

## And the award goes to.....

*The Presidential Award recognizes outstanding contributions or achievement by an OALT/ABO member in promoting/developing the Association.*

Any full member in good standing, excluding the current President and members of the award committee, is eligible for nomination. Contributions and achievements may consist of:

- Innovative approach in promoting and/or developing the Association
- Significant participation in the structure and development of the Association
- Initiation and implementation in projects or programs to raise the profile of Library Technicians or the Association
- Active participation in OALT/ABO through attendance at Regional meetings and/or committee work
- a responsible attitude towards the profession and OALT/ABO

The name of a candidate shall be submitted, in confidence, by a nominator and seconder, both being members of OALT/ABO in good standing. A nomination form is enclosed with this newsletter. Submissions are to be addressed to Award Committee Chairperson, marked "Confidential" and postmarked no later than March 31, 1999. The committee will review all submissions and select a winner to be presented with the award at the banquet during Perspectives '99 in Sudbury.

*If you know someone who is worthy of this award, make them eligible by sending your nomination today!*

### OALT/ABO PRESIDENTIAL AWARD RECIPIENTS

1984	Danielle Amat	(Ottawa)
1985	Liz Aldrey	(Lohania)
1986	Sue Weaver	(Halton-Peel)
1987	Paulette Burton	(Sudbury)
1988	LaRae Moody	(Thunder Bay)
1989	Pat Graham	(Ottawa)
1990	Bette Gore	(Sudbury)
1991	Janet Isles	(Huronion)
1992	Linda Davis	(Sudbury)
1993	No recipient	
1994	Judy Koenig	(Huronion)
1995	Marsha Hunt	(Halton-Peel)
1996	Susan Morley	(Halton-Peel)
1997	Susan Bourdeau	(Ottawa)
1998	Marg Bushell	(Lohania)

**Halton-Peel: Karen Redditt,**  
(w)905-845-9430  
karen.redditt@sheridanc.on.ca

**Huronion: Judy Koenig,**  
(h)705-444-1076 (w)705-445-1571

**Lohania: Pat Brinkhof,**  
(h) 519-421-3607

**Ottawa: Diana Brown,**  
(h)613-234-0718 (w)819-953-6809  
diana.brown@nlc-bnc.ca

**Sudbury: Lise Desormeaux,**  
(h) 705-897-5708

**Thunder Bay: Marsha Porter,**  
(w) 807-343-8420

**TALTA: Kathryn Moore**  
(h) 416-482-3995

## From The Editor

*Happy New Year, I hope your holidays were relaxing and that you didn't have that terrible flu that was going around.*

*This newsletter is the result of a dedicated group of individuals who submit articles, arrange them in an orderly fashion, have them printed, sorted, stuffed in envelopes and mailed. If you think this could be you please contact your OALT/ABO executive before the start of the new OALT/ABO year (Sept. 1999) and let them know that you are interested in the position of newsletter editor.*

*This issue of Newsletter/Nouvelles acquaints the reader with search engines, highlights from the listserve, impressions of OLS, and Perspectives '99. Your contributions are important, please send them to the address below. Thank you to all who contributed articles, pictures and ideas for this issue.*

Debbie Squier-Bernst  
Newsletter editor





## PERSPECTIVES '99

Plan to attend PERSPECTIVES '99, the 26<sup>th</sup> annual conference of OALT/ABO, in Sudbury, May 13<sup>th</sup> -16<sup>th</sup>. There will be many opportunities to learn new skills and meet your colleagues in an informal atmosphere.

The conference will open on Thursday evening with a coffee & dessert reception, which includes exhibitors' displays. Other social events include a theatre outing on Friday evening and the banquet with Celtic entertainment on Saturday.

Workshops are offered in three sessions with plenty of choice to suit your interests and work areas. There will be tours of the archives collection at Laurentian University and the Ontario Geological Survey Library. Other workshop topics include: Genealogy on the Internet; Electronic Journals; Gov Docs; Teamwork Skills; Marketing; Document Management; Critical thinking; Career Development, and Storytelling.

Conference Central will be at the Four Points Hotel on Regent Street, Sudbury. Many of the workshops will take place here and transportation will be provided for those held off-site. Room rates at the hotel are a reasonable \$70.00 plus taxes, single or double. The Hotel has a pool and exercise facilities, including sauna and jacuzzi. Free parking is also available.

Plan to attend. We expect to have the conference registration package in the mail by early March.

Please direct questions to : Linda Davis at 705-670-5615 (work), 705-566-9374 (home) or [linda.davis@ndm.gov.on.ca](mailto:linda.davis@ndm.gov.on.ca)



La Rea Moody receiving her silver pen as an Honoured 25 Year Member of OALT/ABO in Thunder Bay (with Valerie Welsch).

**Nanci Abbondanza**  
President  
email: [nabbon@inforamp.net](mailto:nabbon@inforamp.net)  
Halton-Peel

**Pam Casey**  
Vice-president  
email: [pcasey@cgocable.net](mailto:pcasey@cgocable.net)  
Halton-Peel

**Chris Carmichael**  
Treasurer  
email: [carmichc@owensound.library.on.ca](mailto:carmichc@owensound.library.on.ca)  
Huron

**Debbie Squier-Bernst**  
Newsletter Editor  
email: [sc\\_fwccili@lake46.lhbe.edu.on.ca](mailto:sc_fwccili@lake46.lhbe.edu.on.ca)  
Thunder Bay

**Gislaine Janveaux**  
PR Coordinator  
email: [gislaine.janveaux@ccla.ottawa.on.ca](mailto:gislaine.janveaux@ccla.ottawa.on.ca)  
Ottawa

**Valerie Welsch**  
Secretary  
email: [vwelsch@lhbe.edu.on.ca](mailto:vwelsch@lhbe.edu.on.ca)  
Thunder Bay



## OALT/ABO Executive