Helen

TECH TALK

President's Message

Hello everyone! This being my first official greeting, I should probably introduce myself a bit. My name is Cyndy MacKenzie. I moved to Thunder Bay two years ago from North Bay (and am very happy to be here – I highly recommend Thunder Bay to anyone), began my LIS Diploma at Lakehead University, graduated last May and have been working contract and supply ever since. In June of 2001, I attended the CLA Conference in Winnipeg and enjoyed every minute of it. It was that experience that got me excited about associations and the development and contacts they can offer. So, here I am, happy to help out and continue learning alongside fellow colleagues.

May 6 was our turnover meeting with old and new executive members. A big thank you to those who served on the executive and to those who are remaining. I'd also like to thank Valerie Welsch and Valerie Barten for their work of the Conference, as well as to all the other volunteers. From all I've heard, everything went well, was informative and lots of fun.

We will meet again this June and August to plan a schedule for the 2002/2003 season. All the membership is invited to submit ideas for workshops. Please let any of the executive know at any time this summer what is of interest.

Have a safe, sunny and happy summer,

Respectfully submitted,

Cyndy MacKenzie
President

A Superior Splash: Overview of Thunder Bay Conference
written by Linda Bukovy

A variety of workshops, making and maintaining friendships, a multitude of Valeries, carousing with the wenches and dancing on the tables... Not what you would expect at a conference, but Thunder Bay Region hosted the annual conference 2002 & You / 2002 et vous held May 1-5 at Lakehead University, Thunder Bay, Ontario, and it was unbelievable. There were about sixty participants who signed up for workshops such as Full-text Electronic Databases; Early Literacy: a Balanced Approach The Power of One: Tactics for One-Person Libraries; Statistics Canada, Products and Services Excursion; Sign on the Dotted Line; Partnerships - Business/Industry & Education; Microsoft Access; Finding Information for Small Business Clients; Information Services : the Strongest Link in Delivering the Final Answer (2 Parts); Microsoft Excel; OLS North Conference Workshops 1. Business Planning, 2. After Harry Potter; Creating Adobe PDF Files; Take Away the Mystery of the Computer; and Critical Issues for Customer Service. Except for the OLS North

Conference workshops, the sessions were held in the Braun Building, Lakehead University. Lunch was provided at the university's cafeteria. Breakfast and overnight accommodations were in the Avila Centre, a five minute walk away from the campus. As a matter of interest, the Avila Centre, which houses a school of music and a co-ed dorm, was once the Thunder Bay home for the Sisters of St. Joseph.

The first night, Wednesday evening, was planned for pre-registration, room arrangements and a wine and cheese get-together held in the Avila Centre's Lounge. Thursday was a full day with six workshops scheduled. At 5:45, about thirty people attended the Northern Knights Feast, a fun-filled musical medieval dinner show held in an old converted movie theatre. An actor dressed as a peasant met the group in the foyer and asked for first names. When he heard "Valerie" seven times, (only two Valeries were actually there, and they hadn't been asked yet) he announced that this group was going to be a tough one. (A little later, when Valerie Barten went to pay the bill, she was met with "Yeah, right. What's your real name?") The dinner show featured the peasant, a musician, King Henry VIII, his jester Willy ("Free Willy" the audience yelled as he was threatened to have his head cut off), and Master Bates and his covey of winsome wenches who served dinners, beverages, told stories, sang, and got lots of audience participation - some OALT/ABO members were dragged up onto stage. Special mention goes to "Alice from Restaurant, Queen of the Feast" (Maggie Weaver) for leading the people in toasts and hurrahs. No clapping allowed - the participants banged on the tables with wooden sticks - pure rowdiness. Thanks go to Valerie[2] (Barten and Welsch), Kathy Crewdson, and Linda Bukovy for being the drivers for the evening.

Friday was a day filled with workshops. Ontario Library Services North held their conference the same time as OALT/ABO, and they provided the option of one of two workshops in the afternoon for OALT/ABO members to take. These were held at the Victoria Inn, Thunder Bay. The evening was free for members to sight-see and shop.

Three workshops were held on Saturday morning. After a break for lunch, the Annual General Meeting was held. Representatives from Halton-Peel, Huronia, Lohania, Ottawa, Sudbury, Thunder Bay and TALTA were there. Discussion of past business such as the Committee for Change and elections comprised the meeting. An idea brainstorming meeting followed.

The Annual Banquet was held in the Faculty Lounge. There were doorprizes galore including Thunder Bay Public Library t-shirts and mugs, pottery, a folding spectator chair, gift certificates, sculptures, a watercolour picture and handcrafted afghan made by Thunder Bay OALT/ABO members. The two Valeries were thanked for arranging the conference. A smorgasbord was set up with salads, cheeses, hot dishes and desserts for the members to enjoy. Afterwards, a local band, Flipper Flanagan's Flat Footed Show Band, took the stage. They are a high-energy act and encouraged the audience to relax, enjoy and if they wanted, to get up and dance on the tables. One brave soul did, and after the song had ended, one band member remarked that of all the years that they have been performing, this was the first time that this had occurred. At the end of the evening most of the participants were up on their feet and singing along with the Flippers.

Throughout the conference, many participants were overheard exclaiming how good the workshops were and how well everything was being run. Many kudos go out to the two Valeries, the volunteers (kit organizers, donors and haversack stuffers, and drivers) and the staff at Lakehead University for making this conference "A Superior Splash".

Following are articles covering workshops that were presented at 2002 & You/2002 et vous Conference in Thunder Bay.

Statistics Canada: Products and Services Excursion by Sandra McIntyre, Communications, Ontario Region, Statistics Canada
written by Judy Carter

This workshop gave us a tour of the Statistics Canada website (www.statcan.ca). We looked at the following topics: 1. What's new in the 2001 Census; 2. Geographic Hierarchy; 3. Release Schedule; 4. Products and Services; 5. How to Find the Latest Stats ; 6. Census, Business, E-STAT, etc. We looked at Statistics Canada's mandate, then proceeded to look at how they collect, compile and analyze data, and the dissemination and analysis of data. We had a chance to look at various data and see how we could access it on the web. We also learned about the services that are offered by Statistics Canada. I found this to be an informative step towards learning about the kinds of information on the Statistics Canada website and the services offered by them. It was very interesting to see all the information that can be accessed via this website

Early Literacy : a balanced Approach
written by Penny Bower

This workshop was given by Carol Ohlgren, Educational Resource Teacher of Lakehead District School Board. Carol Ohlgren gave a wonderful lecture on the Board's implementation of this new program. She stated that students are turned off reading at an early age - especially boys so it is very important that we keep them reading even if it is non-fiction. She stressed the need for high interest simple sentence structure (easy level) non-fiction books in a library especially elementary school libraries. Carol described

the six sessions given by the Lakehead District School Board to implement the early literacy program. The sessions include information on: guided reading, how to read aloud, shared reading, independent reading, modelling and visual learners. She explained the levelling system and structure as well as matching books to the student at his or her level. She feels students should be directed to a variety of materials bearing in mind that children like books that are plot driven. She commented that whole language and skills get students reading which in turn impacts on their writing skills as well. She suggested many great books for students. If you would like to learn more about early literacy she recommends: The Read Aloud Handbook by Jim Trelease, and Matching Books to Readers by Irene Fontas & Gay Su Pinnell

CRITICAL ISSUES IN CUSTOMER SERVICE
written by Carolyn Enns

On Saturday, May 4, Maggie Weaver conducted an insightful and entertaining workshop entitled "Critical Issues in Customer Service". Maggie began by looking at the traditional view of customer service, then extended that view and, further, considered customer-oriented organizations, ending with a look at the future.

In the traditional view of customer service, the customer is offered either a product or a service. Because a service is intangible, the perceived quality of customer service will depend upon what the customer expected and what the customer actually received. To minimize the gap between the customer's expectation and experience, the service provider must manage customer expectations. To do this, the service provider must determine the nature of the expectations, using tools such as the reference interview, observation of body language, feedback forms, and exit interviews. The service provider can then take steps to meet those

expectations, while simultaneously promoting the quality of the service already being provided.

Any standards and measures put in place must be customer-focused. For example, we shouldn't be measuring our success in providing timely responses by our standards but by the customer's standards. When service does break down, it is best to allow the customer to vent and then show that we will take steps to rectify the problem. Sometimes, how we handle a mistake is more important than preventing one.

If we extend the traditional view of customer service, this service comes to include the whole interaction with the customer; the process is as important as the outcome. The major predictor of customer loyalty to the organization is "service encounter satisfaction"; the individual staff member therefore becomes vitally important. Moreover, the whole organization is involved in providing customer service. A book mislabeled and therefore hard to find, for example, can result in a dissatisfied customer.

In the customer-oriented organization, marketing and customer service converge. Through word-of-mouth communication, the satisfied customer becomes a promoter of the organization. Accordingly, the nature of the "supplier-customer interaction over the long term" determines the profitability of the organization. Product and service designs are therefore customized not to us, but to the consumers. For example, location issues such as phone and e-mail service versus on-site reference service and the situating of copiers and printers should be customer-driven.

For the future, relationships are key in the marketing of services. "The higher the level of trust and commitment in a customer/provider relationship, the greater the probability that the consumer will continue the relationship." This is true even though

technology has increased end-user access to information. Research indicates that customers continue to desire the individualized service provided by the intermediary.

(All quotes are from the hand-out provided by Maggie Weaver; my apologies to Maggie for over-simplification and any misinterpretation of her presentation.)

Creating Adobe PDF files
submitted by Penny Bower, IST

This workshop was given by Carol Otte, CTRC, Lakehead University. Carol Otte conducted this workshop alone as her partner was unavailable at the last minute. With a fabulous handout Carol demonstrated that Adobe takes an existing document allows you to make it easy for people to navigate around it, and mark it up so that people can tour the document and then publish it for all to view. Adobe Acrobat reader is free but the Adobe program costs. The Adobe on-line guide is 643 pages so she recommends that you use the index and ask for help from bulletin boards on the net. She feels that Adobe Acrobat Capture 3.0 is the best buy if you are going to scan a document and then make it into a PDF file. With her step-by-step hand out she quickly took us through the process and then showed us the end result on her web site. Wow, what a professional looking document after we were done - I could see it being a great public relations and promotional tool in the library.

FULL-TEXT ELECTRONIC DATABASES
written by Helen Heerema

Leslie Piekarz, Reference Librarian, Thunder Bay Public Library provided an excellent overview of electronic databases in general, including definitions of terms and a review of Boolean logic. She concentrated on two database services available at Thunder Bay Public Library: EBSCOhost and Micromedia. EBSCOhost provides access to MasterFile Premier and Canadian Reference Centre Select for Thunder Bay Public Library and its patrons. MasterFile Premier database provides full text for over 1,890 general reference, business, consumer health, general science, and multi-cultural periodicals. In addition, it provides indexing and abstracts for over 2,500 more periodicals. The abstracts are available from 1984+ and full text backfiles begin in January 1990. Canadian Reference Centre Select provides indexing, abstracts and full text access to numerous Canadian magazines, newspapers, newswires, reference information and company information. It also provides access to many other North American and international publications. The EBSCOhost databases provide various search methods from basic search (allows use of Boolean operators), guided search (allows searching of fields) and expert searching (keyword, combining of search histories, and command line searching). All search methods provide opportunity to limit results to full text articles and/or by date. There are search tips available that explain each type of searching. All results can be printed, saved to a file, or emailed. Added features of MasterFile Premier is the ability to search on the Company Information database (which is from Dun & Bradstreet and the Images collection. As well, the 4th edition of the American Heritage dictionary is available here.

CBCA (Canadian Business and Periodicals Index) is an excellent index for Canadian journals and newspapers. The search screen is not as aesthetically pleasing as the EBSCOhost databases, but it functions just as well. It provides access to keyword, Boolean, phrase and field searching with options to limit by date and publication title. The results list defaults to listing by relevance, but you can set your results to be sorted by relevance, publication date or journal name.

As with the EBSCOhost databases, there are good help screens and the results can be printed, saved to a file, or emailed! A searching tip to remember: when using CBCA it search proper names as follows: Carol Shields NOT Shields, Carol.

Information Services: The Strongest Link in Delivering the "Final Answer" (in two parts) presented by Marian Doucette, Information Services Coordinator, Huron County Library.
Written by Linda Bukovy (using notes from this workshop with permission from M. Doucette)

Did you know that every time you answer a question or find items in your library, you are providing an information service? <u>You</u> are an important link in joining the patron to information. The Interview/Reference Process determines what the patron wants and needs and how the library user and library staff member work together to find the information. There are two steps in this process: 1) the reference interview and 2) the actual search for information.

Marian has outlined points to consider while conducting a reference interview. They are
- **Listening to a client without interruption**
- **Understanding the client's reason for wanting the information**
- **Avoiding premature diagnosis**
- **Knowing what questions to ask the client**
- **Understanding the importance of non-verbal communication**

The content of the interview boils down to
- **What are you really looking for? (What exactly is your topic?)**
- **How else can you describe the topic?**
- **What is the project, or goal, for which you are gathering information?**
- **How much information do you require?**

Now, on to how to set up a search strategy.

- **Categorize the question - directional**

(where books are located; no assistance is really needed), ready reference (common knowledge, but verify - don't answer off the top of your head), or a research question (this requires several reference sources)
- **Interpret the question** - Repeat the question; the patron knows you've been listening, and you may discover more clues that you can draw out with open questions (Who, What, Where, When, Why?). Check that you are on the right track by asking a verifying question: *"You need three or four articles on the Depression for your term paper. Is that right?"*
- **Search**
- **Satisfaction**

- **Purpose** - Why is the information needed and what does the client plan to do with it - i.e.: soap box cars leads to the rules and regulations needed to set up a derby.
- **Deadline** - Is there a time limit on this search?
- **Type and Amount** - Is this to be an in-depth search and in what form? Book vs. internet.
- **Who** - What does the client already know about the subject?
- **Where** - From where did the client hear about this: i.e. book title mentioned on a radio program

The Ontario Library Service has established core reference tools that should be found in any type of library (school, academic, or special):
- **General encyclopedia - useful to a wide range of ages, published in the last five years**
- **A Canadian encyclopedia published in the last five years - The Canadian encyclopedia**
- **A Canadian English dictionary**
- **An English-French/French-English dictionary**
- **A general almanac published in the last two years - The New York Times**
- **A Canadian almanac published in the**

last two years
- **Ontario Government directories** - this can be found at www.gov.on.ca
- **A general world atlas published in the last three years** - remember Nunavut...
- **Telephone and postal code directories**
- **A thesaurus**
- **A book of quotations**

What resources to use:
Encyclopedias - provides good background information in many subjects - source for ready reference and starting point for research
Dictionaries - main information for words - meaning, pronunciation, spelling and grammatical usage - general, specialized and subject word dictionaries, thesaurus
Handbooks and manuals - provide specific detailed information on a subject..
Almanacs & Yearbooks - annual compilations of current statistics and facts of frequently looked-for information.
Directories are systematically arranged listing organizations & individuals, usually in a specific field.
Atlases & Maps provide information on geographic locations and can be used for historical statistics, socio-economic facts, etc..

Integrating the Web into your reference strategy is becoming easier with more reliable sites being posted. Subject directories (www.dmoz.com - Open Directory Project) and web guides have been created by librarians and specialists around the world (Virtual Reference Library and LEXUS). Just like you know your library collection, make a point of knowing your Internet collection by
- browsing the web
- subscribing to Internet magazines (lii.org has newsletter annotations, researchbuzz.com, freepint.com (reviews and articles), LLRX.com (legal information for mostly United States, but does have articles pertaining to Canada)
- read professional journals (Information Highway has Canadian relevance)
- join Listservs.

- subscribe to electronic mailing lists
- take courses

Currently, users know the search engine Yahoo, how to use the browse or search buttons, the "plug in the key word" approach and how to add bookmarks for their favourite sites. However, studies have shown that users cannot do boolean searching correctly, they are poor at query formulation, and they use single-word searches. They ignore help files, type words incorrectly, get lost in the web and don't know how to organize and save search results. "Oh, what a tangled web we weave..." to paraphrase Willy S.

However, there are ways and means on how to navigate the sticky strands and find the information.
- **Search engines for finding known sites** - searching large databases of web pages using keywords. Some names are Lycos, Google, Metracrawler, Dogpile, Hotbot, Mamma.com (hint: Use Search Engine Showdown (www.searchengineshowdown.com) to find lists of all search engines, plus reviews, charts and more.) Keep it simple. Use words, lots of words. Natural language queries can help. Use lower case (will retrieve upper, lower and mixed case sites). Use simple arrangements of words. Use phrases or proper names whenever possible. Enclose them in quotes if necessary, e.g. "hot air balloon". Click the Help, Search Tips, Power Searching or Advanced Search links to find out details. Use Google for your first search, since it is an Open Directory, it has a cache that saves pages and has OR search option (czar OR tsar). Google is one of the largest search engines and results are ranked by how many other sites link to specific web pages. The following searches can be done: site, title, indexes of PDF files, images and language preference. Use search engines to find names, companies, associations and institutions, to find very specific topics and

to find information that has little commercial value for customers. Use a Meta-Searcher for quick searches that don't need much information (rare topics, person's name, unusual phrases) and keep the query simple. Meta-searchers are good tools to lead to direct search engines

- **Find high quality web directories for topical searches**
- **Quick fact lookup tools for ready reference**

Interesting fact: the Invisible Web exists. Marian Doucette writes that "BrightPlanet estimates there are 200,000 databases with over 550 BILLION pages in the "Deep Web". Resources are often of much higher quality than the visible Web. The Public Web is estimated to have 2.7 billion pages, of which Google can reach 1.2 billion (maybe)."

There are five unique points to the Invisible Web as a resource tool:
- **Quality of content (Authority)**
- **Deep content on subject area (Comprehensiveness)**
- **Focused databases (Limited Scope)**
- **Material unavailable elsewhere on the Web (Uniqueness)**
- **Timeliness versus time lag of general search tools (Currency)**

The following are two recommended sites: FindArticles.com - free access to full-text articles published in over 350 magazines dating back to 1998. Virtual Reference Library - online reference & research library for Ontario citizens which guide users to both Internet information sources and the resources of the library itself. It also provides tutorial help.

Here are the Top Ten Tips to being a "SMART" researcher using SMART Searching (Simple, Manageable, Authoritative, Reference, Targets):

1. **Sit back and think** - What's the reference question? Use Google for a first search.
2. **Use tools, not engines** - Directories (Yahoo and Open Directory Project), Portals (About.com and NewsConnect), and Guides (Virtual Reference Library). Use keyword search box only if you are unable to browse your way to the correct subject area. When searching subject starters by keyword, use one single, very general keyword that describes your topic category
3. **Look around** - Use a site's map or index, check for a site search option, read the advanced search tips, and look for out-going links.
4. **Search the Invisible Web** - Databases to access PDF, PowerPoint, Word Perfect and other files. Access non-print materials such as audio and video clips. Locate current material, especially news items.
5. **Manage your bookmarks** - If you don't use them often, delete them. Place them in folders so they're organized and retrieved quickly. They are your personal Knowledge Management database
6. **Use web link lookups** - Find hidden relationships between resources, or judge quality of the site by discovering how often a site is linked to.
7. **Ask people** - Join web discussion forums, Listservs, Ask-an-expert sites and Usenet newsgroups
8. **"Surface" your sources** - When you find a good site, let your colleagues and patrons know.
9. **Less is more** - Deliver more focused material, and look for unique sources.
10. **Watch your time** - Know when to stop searching.

A big "thank you" to all the contributors of articles. Thunder Bay put on a great conference, and the articles show it!

Special Thank Yous

Special Thank You's to the following businesses/individuals for providing kits and door prizes for the 2002 OALT/ABO Conference, 2002 & You/2002 et vous.

Agostino & Sons - Esso
Alert Telephone Answering Service
Apple Community Credit Union
Boston Pizza
City of Thunder Bay
City of Thunder Bay - Travel and Tourism
Creative Memories
Currie's Copy Shop and Thunder Macintosh
Users Group
Fireweed
Four Local Dentists
Grand and Toy
Hersey
Jansen's Pharmacy
Julie Perrier
Lakehead District School Board
Linda Bukovy
Mary Lou Warren
National Library of Canada
Old Dutch
Rocksville Amethyst & Gift Shoppe
Thunder Bay Public Library
Valerie Welsch
Valhalla Inn

Special thanks to the Lakehead District School Board

Special congratulations go to Lorelei Anderson. On May 25, 2002, she graduated from Lakehead University, Thunder Bay, with a BA (Hons) MA with a diploma in Library and Information Studies and was awarded a Dean Braun's Medal for the highest-ranking student in Library and Information Studies.. She is a new member of OALT/ABO Thunder Bay. Welcome, and congratulations!

How to Subscribe to the OALT/ABO Discussion Listserv

It provides information on-line regarding OALT/ABO and other library organizations, events and activities. Job opportunities, meeting notices, professional development activities, and issues that are relevant to Library Technicians/libraries can be posted at this site.

*To subscribe to the list, send an e-mail to:* oaltabo-request@majordomo.cangen.net *and then put* subscribe oaltabo user@emailaddress.com *in the body of the e-mail. Shortly after you subscribe, you will receive an automated confirmation and a welcome message.*

To send a message to the list, send an email to: oaltabo@majordomo.cangen.net

For further information, please contact the List Manager, Mary Grace Morgan at: mk.morgan@pathcom.com

And the Winner is...
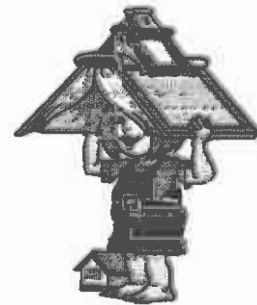
On May 2, 2002, the Ontario Library Association announced the winner of the 2002 Red Maple Award. Kathy Kacer's Clara's War has been voted the best fiction book by Grades 7, 8, and 9 students from across Ontario.

JUNE

National Skin Safety Month
2nd Sunday of the month - Race Unity Day

1-7 International Volunteers
    Week
5   Scarry, Richard McClure - children's
    author and illustrator - b. June 5,
    1919 - d. April 30, 1994
5   UN World Environment Day - preserve
    and enhance our environment
5   World Campaign for the Biosphere
9   Hong Kong reverted back to People's
    Republic of China on June 9, 1997
10 *Anne of Green Gables* by L.M.
    Montgomery is published, 1908.
13 Blame It on Someone Else Day
13 Yeats, William Butler - Irish poet and
    dramatist. June 13, 1865 - d. Jan
    28, 1939
19 Garfield the cat - comic strip character
    first appeared in papers June 19, 1978
21 National Aboriginal Day - Canada
21 Summer begins - June 21- Sept 22
25 Orwell, George - author (Animal Farm,
    1984) b. June 25, 1903 - d. Jan 21, 1950
    (George Orwell was pseudonym of Eric
    Arthur Blair)
26 C.N. Tower (Toronto, Ont.) opens
    June 26, 1976 - 1,815 feet, 5 inches tall
27 Happy birthday to "Happy Birthday" -
    June 27, 1859 Music composed by
    Mildred J. Hill, lyrics by Patty Smith Hill,
    Louisville, KY.

Editor's Message / Job Contact

If you have stories or information
(library related or other) you'd like to
share, please contact me. In addition, if
you have any leads regarding upcoming
jobs in the library field, please let me
know, and I will inform members
through both the newsletter and e-
mail. Important: if any e-mail address
changes occur, please let me know
promptly at e-mail address
lbukovy@hotmail.com or by phone at
(807) 577-5430.
Linda Bukovy

**Wishing everyone a
great safe summer.
See you in September!**