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Aerospace Division

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AEROSPACE DIVISION

FROM THE CHAIR

SUSAN CLIFFORD



How time flies! It seems such a short while ago that Sandy Moltz and I were in San Antonio musing about her plans for San Francisco and, whoosh! San Francisco has

come and gone! What a great conference! Sandy, her chairpersons, and our collaborating divisions provided a wonderful array of programs, speakers, and receptions, all executed with grace and panache. What a tough act to follow! Thank you so much, Sandy!

From Nancy Austin's whirlwind talk on corporate excellence to Marilyn Loden's powerful views on managing workforce diversity and from presentations on intelligent highways to exploiting INTERNET, the range of opportunities to listen and learn provided at this year's conference served once again to energize and refresh us. Precisely

what we all needed to inspire us in this time of challenges.

At the Division luncheon we were particularly honored by Kitty Scott's attendance. Granted, Kitty is a Division member, but as incoming SLA president her schedule was very full. We were also pleased to award Phyllis Fischer the George Mandel Memorial Award. Phyllis is past chair of the Division and was both a program planner and a session moderator at the 1991 conference. This year she moderated a session on materials properties data online. Congratulations, Phyllis, and well done!

As you know, the Mandel Memorial Award is named for the long-time chief of the Technical Information Center of NASA Lewis and provides financial support for SLA conference attendance. To qualify, a person must present a paper, chair or coordinate a program, and/or participate in a panel or as a round table leader at an Aerospace Division program.

During the conference a number of sessions were also devoted to planning for Cincinnati in 1993. Programs already well

underway promise some dramatic new looks into emerging technology and the power of technology transfer. Some of the programs in which the Division will play key roles are executive information systems, geographic information system applications, and smart cars. We will even have a smart car in the exhibit hall courtesy of General Motors!

As a fund raiser, the Division is planning to publish a cookbook in collaboration with the Engineering Division. We want recipes from all members! Particularly of interest are regional or ethnic recipes. The cook book will be available for purchase in Cincinnati. For more information regarding this project watch future *Sci-Tech News* and *Specialist* issues. If you wish to contribute recipes now, please send them to me and I'll forward them to the committee. We're also hoping for some celebrity contributions! More on that later...

DIVISION ACTIVITIES...

IN SAN FRANCISCO

By Eileen Dorschner

Four panel presentations and two receptions were the highlights of an impressive Division schedule of activities during Conference week.

Together with five other divisions, the Aerospace Division sponsored a Monday morning session entitled Technical Report Information. The speakers focused on attempts to bring uniform cataloging and indexing standards to this type of material. Database access to technical reports also was discussed. The moderator, Claire Tozier, of DTIC, identified the COSATI/CENDI standards

for reports as a form of cataloging analogous to OCLC. Margaret Brautigam, head of cataloging and selection at DTIC, described efforts there to add standardization to the DTIC database for fields such as corporate sources, acronyms, and report and task numbers. Mary Hall of the DOE also described the changes in the Energy Science and Technology database (DIALOG File 103/104). This newly expanded database, formerly DOE Energy, now includes information on genome project methodology, biomedical engineering, and environmental concerns. The database contains citations to books, journal articles and conferences as well as technical reports, which differentiates it from the NTIS database. Michael Street of NASA's Center for Aerospace Information described CASI's efforts toward standardization, including its ongoing project of adding 200,000 pre-NASA reports to RECON.

Monday afternoon's panel discussion, co-sponsored with the Metals and Materials Division, Materials Information Online, was moderated by Phyllis Fischer and featured speakers from MPD Network, AIAA, and DIALOG. The program was heavily attended, with almost half of the attendees coming from other than the two sponsoring divisions. Geoff Worton of AIAA discussed the types of databases for materials information. Among these are those with numeric, bibliographic and patent information. He described the NASA thesaurus as it appears in DIALOG File 108 and offered suggestions on using it to its full advantage. Bill Weida of MPD Network described the Network which links 11 properties databases and is available through STN. Mike Yuen of

DIALOG spoke on the differences in information needs of scientists and engineers. It was his perception that many engineers are unaware of the library/information center in their facilities. He offered suggestions for getting researchers into the library.

On Tuesday, June 9, the Aerospace Division, with four other divisions, co-sponsored a program entitled How to Get It—Revisited. The program, moderated by Carol Jacobson of DTIC, was a continuation and update of one offered at SLA in 1988. Speakers from DTIC, NASA, DOE, and GPO discussed how they acquire government information and get it to their user communities. Kurt Molholm described the contents of the DTIC database and its function as a gateway to other databases for DoD researchers. The NASA database was described by Barbara Everidge as one containing bibliographic records of international aerospace research and including reports, journals, books, and conference papers. In describing the Energy Science and Technology database, Mary Hall of the DOE mentioned that a CD product will be offered soon. She also offered information on the Energy Science and Technology Software Center (ESTEC) as a source from which to purchase software funded by DOE and/or NRC. Tom Bold described NTIS as a clearinghouse for federally funded research and business information. He provided information on their online ordering service, QuickService. The GPO system of regional and depository libraries was described finally by Judy Russell.

The last program sponsored by the Division took place Wednesday morning. Managing Employee Diversity was a

presentation by Marilyn Logan, author of Workforce America. Marilyn discussed the aspects of diversity that employers will be seeing in the workforce in the next decade. These were: Age, Race, Ethnicity, Sexual Orientation, Gender, and Physical Qualities and Abilities. She talked about the traditional model of a workforce, with assimilation into the prevalent culture of the top employees being the only option. The newer view is that the company can gain more from valuing the employees' differences and using their divergent expertise. Companies that have tried this view have found increased innovation among staff, enhanced work relationships, full utilization of employees, reduced attrition (due to less stress on "fitting in"), increased commitment to the companies, and improved productivity.

In addition to the more formal program the Aerospace Division also co-sponsored two receptions. Monday night offered an opportunity to sample California wines. Tuesday, in honor of International Special Librarians' Day, the reception, publicized as a "Wok on the Wild Side," featured food from the local Chinese community.

Division member Mary Walsh also contributed to this report by writing about the Managing Employee Diversity program.

MINUTES OF 1992 BUSINESS MEETING

**Mary (Dottie) Moon
and Kay Salm, Secretary**

Aerospace Division chair Sandy Moltz called the meeting to order at 12:00 p.m., June 8, 1992. Minutes of the 1991 Business Meeting were approved as noted.

Karen Holloway of NASA presented pins to meeting attendees to promote the World Space Conference this fall.

Vendor support of the Division was acknowledged. A 'Thank You' was extended to Carroll Publishing for printing our membership directory, which it has offered to do again this year. It will absorb the costs of the printing. FAXON also has agreed to be an annual sponsor of the George Mandel Memorial Award, which was awarded this year to Phyllis Fischer. AIAA, Business One/Irwin, DIALOG, EBSCO, STN, and UMI also were acknowledged and thanked for the support they gave.

Treasurer Sandy Spurlock was the first to give a committee report. She said that the Division treasury has over \$16,000 in three accounts. This excellent financial condition is attributed in large part, she said, to members' efforts to tap outside funding sources. Still, the Division needs new fund-raising ideas, she said. Corporate donors continue to be very important to the Division, but it does not want to abuse that generosity by relying on them solely for funds. A copy of the report follows these minutes.

Membership chair Nan Paik announced an increase in membership that exceeded the Association's two percent goal. She also reported that the membership directory has been sent and members should contact her if they did not receive a copy.

Nominating chair Susan Douglass announced election results next, naming Mala Sistla as chair-elect and Kay Salm as secretary. Mala is in the Strategic Planning Department at Lockheed Aeronautical Systems and Kay is the Library and Information Research

Services manager at Northrop Corporation.

Sandy Moltz then read a report from Don Welch, column editor for *Sci-Tech News*. The number of column pages had tripled in a year, and participation from Division members had increased. The need for people to submit items for publication still existed, though.

Public Relations reported next that a news release was prepared on the George Mandel Memorial Award. A couple of features also had been produced for the Division column. A certificate of thanks for vendors providing financial support to the Division was developed as well. The certificates were designed for vendors to display them at their booths. To promote the Division, forms also had been completed and submitted to include the Division in *World Aviation Directory*. Kathy Harkness also was announced as the new Public Relations chair.

Eileen Dorschner will write Division news reports for the SLA.

Under old business, Sandy Moltz announced that the second recipient of the George Mandel Memorial Award was Phyllis Fischer of McDonnell Douglas. The award, which is meant to encourage contributions to the annual conference, was presented with the reinforcement that involvement in the Division was important.

New business began with a discussion of a request by the Great Lakes Regional Conference for financial support. A motion to support this request was defeated.

Discussion of a proposed merger with the Metals and Materials Division followed next. It was noted then that the proposed merger materialized because of

commonalities of size, money, and industry. Members questioned whether other divisions, such as Transportation or Military Librarians, were considered, too. A decision was reached to explore liaisons with other divisions and then report on the options which were available. The advantages of a small, high quality division were given as reasons for this.

Announcements were made regarding special times for Division members to visit vendors and to attend receptions held later in the conference.

Incoming chair Susan Clifford presented a gift to outgoing chair Sandy Moltz to express the Division's warm thanks for her leadership and energy during the past year. Susan then described plans for the Cincinnati conference. General Motors will donate a smart car for display in the center of the exhibit hall, she said. This exhibit will be co-sponsored with the Transportation Division. Aerospace Division-sponsored events will include a co-sponsored session of geographical imaging systems, a brown bag ticket event to share experiences, and a fund-raiser. Development of a regional cookbook coordinated by Mitzi Rinehart and Dottie Moon was mentioned as a fund-raiser. One suggestion was made to solicit recipes from aerospace industry notables, such as Sally Ride, for the cookbook.

The meeting was adjourned by chair Susan Clifford at 1:15 p.m.

TREASURER'S REPORT

Sandy Spurlock, Treasurer

The Division continues to be in a good financial condition, thanks to the efforts of Sandy Moltz and others to tap outside funding sources. As of May 31,

1992, balances of the Division's accounts are:

Checking account	\$ 2,101.04
Savings account	10,614.39
George Mandel account . . .	3,680.43

The second annual George Mandel Memorial Award was presented to Phyllis Fischer of McDonnell Douglas. It also received its first corporate sponsor this year, the FAXON Company, which made a generous donation of \$250.00. Our sincere thanks to FAXON for the support.

Other sponsors of Division activities included DIALOG, EBSCO, Information Handling Services, and UMI. They donated a total of \$1,750.00 for this year's conference.

Our allotment from the SLA was \$1,660.65; it was based on a membership last year of 271 members.

Twelve criss-cross directories were sold this year (at \$55.00 each), as were two translations directories (at \$20.00 each). We continue to need new fund-raising ideas to replace directory sales, which have been declining. Corporate donors remain important to us, but we don't want to abuse their generosity by relying solely on these supporters for funds.

EXPERT SYSTEMS EXPERT WRITES

John Butler of the Sci-Tech Division and of the Science and Engineering Library at the University of Minnesota recently wrote that the Projects and Publications Committee of that Division was trying to compile a list of descriptions of expert systems, CAI software, and

other computer programs presently used in scientific and technical libraries. Of specific interest, he wrote, were programs which aid in the identification and retrieval of scientific and technical information. "Programs of interest may be oriented towards end-users or information specialists," he wrote. The aim of the project is to create a database to facilitate the exchange of information between system developers and, when appropriate, to serve as a catalog of programs available for distribution to other interested libraries. If there are librarians who have developed or presently administer such computer programs, and are willing to complete a questionnaire describing it, please contact him at: Science & Engineering Library
University of Minnesota
117 Pleasant St., SE
Minneapolis, MN 55455
(612) 624-0224
Fax: (612) 624-8518
E-mail j-butl@vm1.spcs.umn.edu
j-butl@uminn1

GEORGE MANDEL MEMORIAL AWARD

The George Mandel Memorial Award has been established by the Division to provide financial support to selected and/or qualified Division members in attending the SLA conference. The award is sponsored by the FAXON Company.

The \$500.00 award is open to Division members who are in good standing as of October 1 of the year prior to the presentation. The award this year will allow an Aerospace Division member

to participate in the 1994 SLA conference in Atlanta.

To qualify for the award, a member must be doing one of the following: presenting a paper at an Aerospace Division-sponsored or co-sponsored event, chairing or coordinating an Aerospace Division sponsored or co-sponsored program, or participating as a panel member or roundtable discussion leader at an Aerospace Division sponsored or co-sponsored event.

Applications should be made by contacting the Division chair elect (Program Planner) in May of the year prior to the award's presentation. This year, to apply for the 1994 award, contact Mala Sistla, Aerospace Division chair elect at (404) 492-0700.

George Mandel was a former chair of the Aerospace Division and was chief of the Technical Information Services Division at the NASA Lewis Research Center when he was killed in a van accident in July 1989.

FLIGHT LOG

September 30 - October 2
Great Lakes Regional Conference,
sponsored by chapter of SLA in Ohio.
LOCATION: Columbus, OH.
CONTACT: Ellen Mimnaugh at (800)
848-6538, extension 2061, Ann Dodson at
(614) 764-6390, Carol Feltes at (614)
424-6307, or Great Lakes Regional
Conference, P.O. Box 14, Amlin, OH
43002

October 9
"The Quality Imperative" - A full-day
continuing education course co-sponsored
by SLA and the Council on Library
Resources. LOCATION: Indianapolis, IN.

CONTACT: Joy Lerner, SLA, 1700 18th Street NW, Washington DC 20009-2508, or call (202) 234-4700.

October 16

“The Quality Imperative”—A full-day continuing education course co-sponsored by SLA and Council on Library Resources. LOCATION: Minneapolis, MN. CONTACT: Joy Lerner, SLA, 1700 18th Street NW, Washington, DC 20009-2508, or call (202) 234-4700

November 9-11

“The European Single Market: Implications for Information Managers”—A State of the Art Institute course by SLA, partially funded by Disclosure, Inc. LOCATION: Washington, DC. CONTACT: Kathy Hackl, SLA, 1700 18th Street NW, Washington, DC, or call (202) 234 4700

November 13

“The Quality Imperative”—A full-day continuing education course co-sponsored by SLA and Council on Library Resources. LOCATION: Chicago, IL. CONTACT: Joy Lerner, SLA, 1700 18th Street NW, Washington, DC 20009-2508, or call (202) 234-4700.

STRAIGHT AERO

By Don Welch

Let's consider books today. Books are good. Books are great. Books are the medium of choice for many, hence the support and prosperity of libraries nationwide ... generally.

Now and again, though, there's a book written that threatens to turn patrons against things, like libraries, primarily because they can't turn against

anyone or anything else easily. You can think of examples, I'm sure. It's a reaction somewhat akin to the crowd killing the messenger because of the message.

I don't mention this today because I have a story on a library, or a librarian, getting killed. But, I do have a story on a book that does challenge the sanctity of tradition, the security of beliefs. This book is by Judith Bardwick and it's titled *Danger in the Comfort Zone*.

Many of you may have heard of it already. You may have copies on the shelf. It was published in 1991, and it is being used by some to teach executives about a scrooge Ms. Bardwick calls Entitlement. She says it is “the habit” of corporate America which is killing American business.

“Gradually, insidiously,” she writes, “prosperity (has) created the crippling condition called Entitlement, where workers have no real incentive to achieve and managers have stopped doing the work of requiring real work.” People, she summarizes, expect raises and promotions just for being at work and not really for working.

Here, where I work, the book has caused a rush on the library. It is being referenced and quoted from the mailroom to the boardroom; everyone who has a PO has requested I get them a copy. The ones I have in the collection no sooner come in the door then they go out again.

And, the book does stir the fires of imagination. It makes one wonder if he has been guilty of expecting more from an employer than he deserves. Work, after all, is related to risk, Ms. Bardwick writes. Where an employee is risking nothing then the employee is not going to produce anything that's done efficiently,

with innovation, or with pride, if he produces anything at all. She suggests, in summary, that nothing really gets done unless there is a risk associated with something not getting produced or improved.

For libraries, this is where it would be important to have a mission, goals, objectives, etc. Improvement, or productivity, could be measured against these. These, however, have to be aims determined today through Total Quality Management. TQM is still the way business will be determined here, at least.

But, are TQM and the Risk of Earning, as Ms. Bardwick calls it, compatible? I think so. This is primarily because Ms. Bardwick simply encourages managers (and corporations) to request employees to think about what they do and to do it with energy, innovation, and results. This doesn't mean that employees must ignore customers and the objectives of service. If results are not forthcoming, the employee is at risk of losing a job, pay raises, and promotions.

She writes, in fact, that the following are characteristics of a corporation (or manager) that is promoting risk at work:

- Give employees a challenge—
Employees want to learn, earn and do things which are different;
- Expect success from employees;
- Tolerate mistakes—Employees will not stretch themselves to achieve the most they could if they know mistakes will be punished;
- Promote those who challenge themselves;
- Share power and increase autonomy throughout the organization;

- Recognize achievements wherever they occur—Achievements don't have to be 'big' to deserve recognition;
- Diminish the hierarchy of management—Make everyone understand that those who work for the company, wherever they work in the organization, are assets and are competent to do the job;
- Make employees, managers, and leaders realize that power is for sharing;
- Generate optimism for work—
Employees have to feel that the work they do is significant and that it's needed;

What I think this means in relation to TQM is that managers must know more and judge performance more on what an employee has done for the customers. At the point where an employee stops stretching or risking to achieve things for the customer, the manager must remind the employee that he or she is not fulfilling the responsibilities of earning a paycheck. Conversely, the moment a manager stops giving the employee the opportunity to learn, grow, and innovatively produce something for customers then the manager has failed to fulfill the duties of a manager, which is to empower the employee.

This will satisfy the constructs of TQM as well as engender all to risk to earn, I think.