

# SNELLA's Obiter Dicta

Official Newsletter of the Southern New England Law Librarians' Association

## SLA Web Seminar by Caroline Benoit

### SNELLA Calendar

- January 9, 2004  
Deadline for reservations
- January 15, 2004  
Holiday Party
- Spring 2004—SNELLA Legal  
SNELLA Research Course

### Inside this issue:

SLA Web Seminar	1
SNELLA Officers and Directors Committee Chairs	2
SNELLA Holiday Party	3
Directions to party	4
AALL Annual Meeting Grants	5
AALL Mentor Project	6-7
Mailing Information	8

The SLA web seminar “The Visible Librarian: asserting your value through marketing and advocacy” presented by Judith Seiss, highlighted several valuable components of marketing the library and its services:

- For librarians, service is the invisible factor; you can’t see it, but good service keeps users coming back. To find out more on this topic read: [Selling the Invisible: a field guide to modern marketing](#) by Harry Beckwith
- To initiate a marketing plan start with the five W’s: **who** are your users; **what** do they need; **when** do they need information; **where** can you find the answers; & **why** will they come to you with their questions.
- Publicity is everything on paper or in electronic form, while public relations involve actions and person-to-person communications. Use both methods to promote your library!
- Do not ‘manage’ when your library budget has

been cut – support from administrators and champions must include money – otherwise it is useless. If your budget is cut, discontinue service where it will ‘hurt’ and users will notice the decreased level of service they receive.

- Any person or business that anticipates and satisfies user needs is competition to the library. And you are only as good as your last answers. Try to deliver answers in a fast, cost effective AND accurate way.

Finally, Be Proud To Be A Librarian!



## SNELLA Officers and Directors 2003/2004



**P**resident: Susan Scoville/ Pepe & Hazard/ Goodwin Square/ Hartford, CT 06103/ (860) 524-7008.

**Vice-President/President Elect:** Hilary Frye/ Connecticut State Library/ Law/ Legislative Reference/ 231 Capitol Avenue/ Hartford, CT 06103/ (860) 757-6550.

**Past President:** Christopher Roy/ Connecticut Judicial Branch Law Library/ 69 Brooklyn Street/ Rockville, CT 06066/ 860-896-4955/ FAX 860-875-3213.

**Secretary:** Janet Zigadto/ Connecticut Judicial Branch/ Law Library at Litchfield/ 15 West Street/ Litchfield, CT 06759/ 860-567-0598/ FAX 567-4533.

**Treasurer:** Theresa Baylock, TS31/ ING Americas/ 151 Farmington Avenue/ Hartford, CT 06156/ email: baylockt@ing-afs.com.

### Members at Large:

Sandra Phillips/ Connecticut Judicial Branch/ Law Library at Hartford/ 95 Washington Street/ Hartford, CT 06106.

Caroline Grillo Benoit/ Pepe & Hazard/ Goodwin Square/ Hartford, CT 06103/ (860) 524-7008.

### Nominating Committee:

Doug Apicella  
Nancy Marcove  
Lawson Ward

### COMMITTEE CHAIRS

**Education:** Claudia Jalowka/ Connecticut Judicial Branch Law Libraries/ 100 Washington Street/ 3rd Floor/ Hartford, CT 06106/ 860-566-1221/ FAX 860-566-3449.

**Placement:** Janet Zigadto/ Connecticut Judicial Branch/ Law Library at Litchfield/ 15 West Street/ Litchfield, CT 06759

**Publications:** Lawrence Cheeseman/ Connecticut Judicial Branch/ Law Library at Middletown/ One Court Street/ Middletown, CT 06457-3372

**Public Relations:** Steve Mirsky/ Connecticut State Library/ Law/ Legislative Reference/ 231 Capitol Avenue/ Hartford, CT 06103/ (860) 757-6550.

**Scholarship:** Sandee Molden/ Cohen & Wolf/ 1115 Broad Street/ Bridgeport, CT 06604/ (203) 337-4146.

**Technology:** Mary Scott/ Pepe & Hazard/ Goodwin Square/ Hartford, CT 06103/ (860) 524-7008.

**Public Relations/ CBA Liaison/ AALL Relations Liaison:** Dottie McCaughtry / McCaughtry & Associates, Inc./ 44 Portland Drive/ Ashford, CT 06278/ 860-429-7637.

**A List of Email Addresses Links appears on the Last Page of this Publication**

### SNELLA Listserv

To **subscribe** email to: [LISTSERV@LISTSERV.RC.COM](mailto:LISTSERV@LISTSERV.RC.COM).  
Leave the subject line blank. Your message should read:  
SUBSCRIBE SNELLA-LIB "Your Name"

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### SNELLA's Obiters Dicta Official Newsletter of SNELLA

**A**rticles, comments or questions about the publication should be submitted to the Editor:

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[lcheese@comcast.net](mailto:lcheese@comcast.net)

All material submitted for publication is subject to editorial revision. Electronic submission is encouraged.

# SNELLA Holiday Party And World Famous Yankee Swap Thursday, January 15, 2004

**Eli's on Whitney, 2392 Whitney Avenue, Hamden, CT 06518**  
**5:30-6:00 Cash Bar**  
**6:00-9:00 Dinner and Yankee Swap**

**Entrée Choices:**

Baked Scrod – topped with a snow crab and cracker crust

Stuffed Chicken Pomodoro – spinach, tomato, garlic and herb crumb stuffing

Tortellini Primavera – fresh seasonal vegetables tossed with parmesan cheese, cream and cheese tortellini

**Dessert:**

Ice Cream Fudge Roll with Chocolate Sauce **OR** White Chocolate Mousse with Raspberry Sauce

**World Famous Yankee Swap**

Those wishing to participate should bring a wrapped present (generally in the \$10 range). Numbers are drawn to determine the order of choosing a present and unwrapping it – however, if you would prefer to help yourself to a previously chosen and unwrapped present, you are encouraged to do so.

Please send your entrée and dessert choice and check **before January 9, 2004** to:  
Susan Scoville, Pepe & Hazard LLP, 225 Asylum St., Hartford, CT 06103



**Checks should be made payable to SNELLA**

Entrée:

\_\_\_\_\_ Baked Scrod \$25.00

\_\_\_\_\_ Stuffed Chicken Pomodoro \$25.00

\_\_\_\_\_ Tortellini Primavera \$25.00

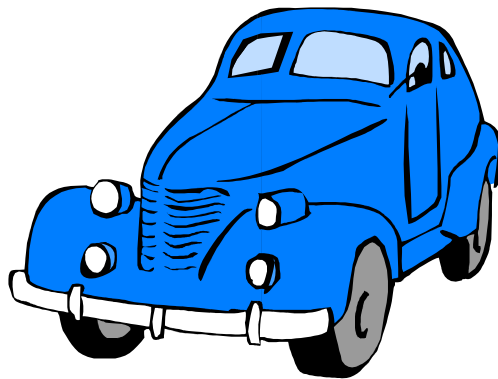
Dessert:

\_\_\_\_\_ Ice Cream Fudge Roll with Chocolate Sauce

\_\_\_\_\_ White Chocolate Mousse with Raspberry Sauce

NAME \_\_\_\_\_

*(Continued from page 3)*





### **Supporting New Professionals: the AALL Annual Meeting Grants**

The AALL Grants Program provides financial assistance to law librarians or graduate students who hold promise of future involvement in AALL and the law library profession. Funds are provided by vendors, AALL, and AALL individual members. Grants are awarded to cover the Annual Meeting registration fee or the registration fee for workshops presented at the Annual Meeting. Preference is given to applicants who are new to the profession and active in AALL or one of its chapters.

The AALL Grants Program began in 1952 and is one of the oldest and most successful AALL programs. More than 1,000 librarians have received funding to assist them in attending AALL educational activities. Many of those recipients are leaders in the profession today. For additional information, check out the application on the Association's web site. <http://www.aallnet.org/committee/grants/grants.asp>

In 2001, the Minority Leadership Development Award was created to assure that AALL's leadership remains vital, relevant and representative of the Association's diverse membership. The Award provides up to \$1,500.00 toward the cost of attending the Annual Meeting, an experienced AALL leader to serve as the recipient's mentor, and an opportunity to serve on an AALL committee during the year following the monetary award. For additional information, check out the application on the Association's web site. [http://www.aallnet.org/about/award\\_mlda.asp](http://www.aallnet.org/about/award_mlda.asp)

Applications for both AALL Grants Programs must be received at the Association's headquarters by April 1, 2004.

Iris Lee  
AALL Grants Committee Chair

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## The AALL Mentor Project Wants You!

### The AALL Mentor Project:

- ☞ Provides an informal, personal source of information for newer members
- ☞ Provides an avenue by which experienced law librarians may meet promising new members of the profession
- ☞ Provides a network for members who are contemplating a move to another type of library

### Who should participate?

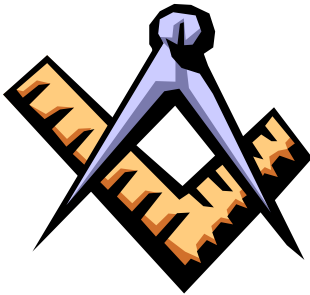
- ☞ All experienced law librarians willing to share their time and wisdom
- ☞ All enthusiastic newer members
- ☞ AALL members considering a move to another type of library

### 2003 mentees benefit from guidance and support:

- ☞ *While I have yet to meet a law librarian who wasn't willing to offer advice when asked, it is great to have someone who specifically wants to be asked. My mentor was also great fun to be around at the conference. She has continued to help me since, providing local introductions when I moved to San Francisco. – Monica Donovan, Information Specialist, Jackson Lewis LLP.*
- ☞ *My experience with my mentor has been great. We are both in similar situations and I know that I can always turn to her for advice and encouragement. – Sarah Mauldin, Director of Library Services, Lionel Sawyer & Collins*

### 2003 mentors recommend the experience:

- ☞ *Working as a mentor provides an opportunity for reflection and analysis about what's going on in law libraries and it makes you appreciate how much you have learned in your own career path. It's not rocket science and there's no right or wrong way to make it work. Even if your only time together is at the annual meeting, you have nothing to lose by trying it but, potentially, a lot to gain. – Suzanne Thorpe, Associate Director for Faculty, Research, and Instructional Services, University of Minnesota Law Library*



☞ *I have been a mentor at the last two AALL conferences, and it was a great experience. In addition to sharing my knowledge and experience with others, I believe that I can always learn something new by listening to my colleagues, regardless of their level of experience. I find it refreshing to hear how other libraries approach common issues. Moreover, frequently we come to law librarianship after many years in other professions. Often these new librarian colleagues have experience and knowledge of their own that enriches me. Finally, I enjoy teaching and helping (that is, after all, why I do what I do for a living!), want to give back to the profession what I can, and never pass up the opportunity to network. – Barbara Traub, Head of Reference Services, Rittenberg Law Library, St. John’s University School of Law*

▪ *For the past two years, I have had wonderful mentees who are interested in foreign, comparative and international law librarianship. As many times a newer FCIL librarian is the only subject specialist at his or her workplace, a mentor and professional connections are vital. – Stephanie Burke, Senior Reference and International Law Librarian, Pappas Law Library, Boston University School of Law*

### **How can you join the Mentor Project?**

To learn more about the AALL Mentor Project and to become a mentor or mentee, visit our website at: [http://www.aallnet.org/committee/mentoring/mentor\\_project.html](http://www.aallnet.org/committee/mentoring/mentor_project.html)

Mentors and mentees will be matched as closely as possible based on submitted applications.



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**A Chapter of the American Association of  
Law Libraries (AALL)**



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OUR INTERENT ADDRESS  
IS [WWW.SNELLA.ORG](http://WWW.SNELLA.ORG)

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