

# PLL PERSPECTIVES

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## OVER THE RIVER, THROUGH THE WOODS, AROUND THE BLOCK – PORTLAND FOR BEGINNERS

by LaJean Humphries, Schwabe Williamson & Wyatt, Portland OR  
and Dorene Smith, Ater Wynne, Portland OR

### Over the river . . .

Over the river in Portland can mean over the Columbia River which puts you in Washington State, however, we're not going there. Over the river for AALL attendees is over the Willamette River which divides Portland into the east side and the west side (the Convention Center is on the east side). The eleven bridges spanning the Willamette River range in age from 27 years to 96 years and represent a variety of construction types including vertical lift spans, double-leaf Bascule drawspans, and the longest tied arch span in the world. (Bascule is an apparatus or structure, such as a drawbridge, in which one end is counterbalanced by the other on the principle of the seesaw or by weights.)

The first bridge built across the Willamette River was the Morrison Bridge in 1887 (it has since been replaced). The second was the Steel Bridge built in 1888. The current Steel Bridge, which you will cross regularly if you're staying in one of the downtown hotels, was built in 1912 by the Oregon Railway and Navigation Company and the Union Pacific Railroad. The State of Oregon has a very nice web page on the Historic American Engineering Record Documentation Study of the Portland bridges online at

[http://www.oregon.gov/ODOT/HWY/GEOENVIRONMENTAL/historic\\_bridges\\_Portland1.shtml](http://www.oregon.gov/ODOT/HWY/GEOENVIRONMENTAL/historic_bridges_Portland1.shtml). Click on the Steel Bridge link for more detailed information.

Now that you're comfortable crossing the river you can explore the neighborhoods and discover some of our favorite places. Catch the #14 Hawthorne bus at 2nd and SW Adler. You can also walk or bike across the Hawthorne Bridge to the east side. Ladd's Addition, named after William S. Ladd (of the Ladd-Tilton Bank who also served as a nineteenth-century Portland mayor), is one of the oldest residential districts in Portland. Ladd originally owned a 126 acre farm on this land. Inspired by a visit to Washington D.C., he designed the plat based on a diagonal street system surrounding a central park. (Unlike

Ladd's Addition, most of Portland is laid out on a simple north-south, east-west grid and visitors find it very easy to get around.) Located in the near southeast part of the city, Ladd's Addition has been referred to as the "vortex" and is very easy to get lost in (even on foot). But if you have to be lost, there is no better place. Ladd's Addition is bordered by SE Hawthorne, Division, 12th and 20th. Narrow streets, with iron rings for tethering horses, are lined with American Elms and many lead to the large traffic circle, originally named "Central Park" in the center of Ladd's Addition. Other streets lead to four smaller, diamond-shaped "circles" located to the north, south, east, and west. Each of these circles contains one of Portland's test rose gardens. A 1922 advertisement for Ladd's Addition called it, "A residential section for cultured people." Ladd's Addition was designated a Historic Conservation District in 1977.

Stay on the #14 Hawthorne bus or stroll east on Hawthorne to catch a movie at the **Bagdad Theater** which opened in 1927. The Bagdad is currently part of the McMenamens brewpub chain (see microbreweries below). It's located on Hawthorne and 37<sup>th</sup> Avenue in the Hawthorne District, the pedestrian friendly area between approximately 20<sup>th</sup> and 43rd Avenues and SE Stark and Division Streets. The center of the district is Hawthorne Boulevard. Hawthorne was named after Dr. J. C. Hawthorne, the cofounder of Oregon's first mental hospital. The road was originally called Asylum Avenue but after the Oregon State Hospital moved to Salem in 1883, the name was changed at the request of local residents. Numerous coffee shops, brewpubs, and fun shops ranging from Fyberworks (a women's boutique offering a collection of unique items designed by local women artists), <http://www.fyberworks.com/>, to Murder by the Book (a bookstore featuring murder mysteries), <http://mbtb.com/shop/>.

*Continued on page 4*

## PLL PERSPECTIVES

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### FEATURES

- OVER THE RIVER, THROUGH THE WOODS, AROUND THE CORNER – PORTLAND FOR BEGINNERS 1  
*by LaJean Humphries, Schwabe Williamson & Wyatt, Portland OR and Dorene Smith, Ater Wynne, Portland OR*
- THE ART OF NETWORKING: WE ARE NEVER “OFF DUTY” 7  
*by Amanda Merk, Seyfarth Shaw LLP, Boston, MA*
- PROFESSIONAL LEGAL MANAGEMENT WEEK 8  
*by Julie E. Hughes, Barley Snyder LLC, Lancaster, PA*
- PITCHING PITCHES 9  
*by Julie Sheehan, Fish & Richardson PC, Boston, MA*
- ADVICE – SATELLITE LIBRARIES: SHOULD YOU FIGHT THE SATELLITE FLIGHT? 10  
*by Julie D. Melvin, Sonnenschein Nath & Rosenthal LLP, Chicago, IL*

### BOOK REVIEWS

- THE PUBLIC RECORD RESEARCH TIPS BOOK 12  
*reviewed by Michael Ginsborg, Howard Rice Nemerovski Canady Falk & Rabkin, P.C., San Francisco, CA*
- UNLEASHING WEB 2.0 13  
*reviewed by Deborah Rusin, Latham & Watkins LLP, Chicago, IL*

### PLL NEWS

- FROM THE CHAIR 3  
*by Lucy Curci-Gonzalez, Kenyon & Kenyon LLP, New York, NY*
- PLL ACTIVITIES IN PORTLAND 14
- PLL EXECUTIVE BOARD CHANGES 15

### PLL PERSPECTIVES DEADLINES

**Fall:** August 15 **Winter:** November 15  
**Spring:** January 15 **Summer:** May 15

## FROM THE CHAIR

by Lucy Curci-Gonzalez, Kenyon & Kenyon LLP, New York, NY

*“Leadership is a function of knowing yourself, having a vision that is well communicated, building trust among colleagues, and taking effective action to realize your own leadership potential.” - Warren Bennis*

### Take the Lead: AALL/PLL is Our Leadership Academy

The skills honed through PLL offer us the chance to broaden our experience outside the office to be outstanding librarians for our firms and corporate legal departments and as independent law librarians and contractors. The know-how gained through PLL truly offers us the chance to mainstream our expertise, to maintain job satisfaction and growth and to broaden our perspective outside the everyday confines of our workplace. It is clear to me that every PLL member is a “leader” in his or her own work life. AALL is taking the exciting lead in helping our younger members develop their leadership skills with this Fall’s [Leadership Academy](#). If you cannot attend the Academy, consider the many other opportunities that PLL offers all of us in further developing our skills: from the constituent groups, seminars and committees to the many programs and group activities.

### The PLL Leaders of 2007 – 2008

Reflecting on the past year and the accomplishments of SIS during 2007 – 2008, I am happy to note that PLL accomplished its goals of providing continuing professional education to its members with two Webinars, plus a workshop and 28 other programs being offered at the Portland AALL meeting. Over the past year, the editors of

this newsletter continued to publish a wealth of useful articles written for and by PLL members. Additionally, our representative to the Association of Legal Administrators attended the 2008 Annual Educational Conference and Exposition meeting in Seattle, making invaluable contacts for AALL and PLL. This year also brought a new PLL brochure aimed at recruiting new members, and its creation was only possible due to the Public Relations Committee’s hard work. [Law Firm Inc](#) recognized one of our own, Mary Kay Jung, as an “Innovator” for 2008.

### Trust Among Colleagues

I would not have been able to conduct the business of PLL without the support, assistance and effort of all of you. Part of leadership is the trust and cooperation among colleagues and that allows an individual to develop leadership skills. This is so aptly stated in the quote at the head of this article by Warren Bennis, the organizational consultant and author who pioneered leadership studies as the founding chairman of USPC Business School’s Leadership Institute. In addition to my staff at Kenyon & Kenyon LLP, especially Don Boman, Kate Springer and Clare Stark who provided PLL with administrative support, I want to publicly thank the members of PLL who volunteered their time and talents this year. Any omissions are my fault and not theirs.

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Portland for Beginners, *continued from page 1*

**Through the woods . . .**

Portland boasts both the largest, Forest Park (over 5,100 wooded acres), and the smallest, Mill Ends (24 inch diameter), parks within city limits in the United States. The Municipal Park Commission of Portland was formed in 1899. They hired the famous landscape architecture firm Olmsted Brothers of Brookline, Massachusetts, to prepare a park planning study which reported that "a visit to the woods would afford more pleasure and satisfaction than a visit to any other sort of park..." and "no use to which this tract of land could be put would begin to be as sensible or as profitable to the city as that of making it a public park." If you need to stretch your legs, the 30-mile Wildwood Trail in Forest Park is part of the region's 40-Mile Loop system that links Forest Park to pedestrian and trail routes along the Columbia River to Gresham, through southeast Portland, along the Willamette Greenway, and back to the Marquam Trail in southwest Portland.

In 1946, journalist Dick Fagan returned from World War II to resume his career with the *Oregon Journal*. His office, on the second floor above Front Street (now Naito Parkway), gave him a view of not only the busy street, but also an unused hole in the median where a light pole was to be placed. When no pole arrived to fill in this hole, the weeds took over. Fagan decided to take matters into his own hands and to plant flowers.

Fagan wrote a popular column called Mill Ends (rough, irregular pieces of lumber left over at lumber mills). He used this column to describe the park and the various "events" that occurred there. Fagan billed the space as the "World's Smallest Park." Since Fagan was a good Irishman the park was dedicated on St. Patrick's Day in 1948. He continued to write about activities in the park until he died in 1969. Many of his columns described the lives of a group of leprechauns, who established the "only leprechaun colony west of Ireland" in the park. Fagan claimed to be the only person who could see the head leprechaun, Patrick O'Toole. After Mill Ends officially became a city park on St. Patrick's Day in 1976, the park continued to be the site of St. Patrick's Day festivities.

Over the years, contributions have been made to the park, such as the small swimming pool and diving board for butterflies, many statues, a miniature Ferris wheel (which was brought in by a normal-sized crane), and the occasional flying saucer. The events held here include concerts by Clan Macleay Pipe Band, picnics, and rose plantings by the Junior Rose Festival Court.

If you are seeking bigger, deeper woods, try the Columbia Gorge hiking trails. Although short enough for comfortable day trips, many of the trails connect to more extensive trail systems for multi-day hikes if you so desire. The Columbia River Gorge National Historic Scenic Area extends from east of Portland to the Deschutes River (nearly 80 miles farther east). Seventy-seven waterfalls on the Oregon side of the gorge include the second tallest, year-round waterfall in the United States, Multnomah

Falls, as well as a variety of plunge, horsetail, fan, cascade, punchbowl, block, tier, and segmented waterfalls. Most of the hiking trails that lead to the waterfalls are steep slopes that are not wheelchair accessible. However, many of the waterfalls can be easily viewed from the highway while others require only minimal assistance to reach a viewing location. Multnomah Falls is wheelchair accessible to the lower viewing bridge. Many trailheads are now designated Trail Parks and a permit is required to park near designated trailheads. Purchase a pass by calling 1-800-270-7504, or purchase online at <http://www.naturenw.org/store-passes.htm>. Motorcycle passes are also available. See [http://www.fs.fed.us/r6/columbia/maps/Short\\_Loops.pdf](http://www.fs.fed.us/r6/columbia/maps/Short_Loops.pdf) for short hiking trails near Multnomah Falls.

Back in town, two of our favorite places are the Japanese Garden and the Washington Park International Rose Test Gardens. Nestled in the scenic west hills of Portland, the Japanese Garden is a haven of tranquil beauty which has been proclaimed one the most authentic Japanese gardens outside of Japan. Encompassing five and one-half acres and five separate garden styles, the Garden includes an authentic Japanese Tea House, meandering streams, intimate walkways, and an unsurpassed view of Mt. Hood.

Five acres were set aside in Washington Park as a rose-test growing garden in 1917. The Rose Garden, 400 SW Kingston Avenue, can be reached by taking Tri-Met bus #63 at SW Salmon and 5<sup>th</sup> (Stop 5020). Get off at SW Fairview and Kingston and walk east. The Japanese Gardens are an easy walk above the tennis courts in Washington Park.

**Around the block . . .**

Two-hundred foot blocks make Portland a walker's paradise. As you stroll around Portland city blocks, you'll see bumper stickers imploring citizens to Keep Portland Weird. Portlanders are very proud of their edgy and quirky elements, and some of the better ones can be found right downtown.

**Voodoo Doughnuts:** This infamous, tiny storefront doles out fried and frosted doughnuts to late-night hipsters amid a duct-tape mural and disco ball. Tongue-in-cheek favorites include the Blazer Blunt--a cinnamon and maple bar with red sprinkles on one end, the Triple Chocolate Penetration--a luscious chocolate cake doughnut topped with chocolate frosting and Cocoa Puffs, as well as their signature Voodoo Doughnut -- a gingerbread-shaped doughnut, with a pretzel stabbed through its abdomen and red jelly "blood" filling.

Voodoo Doughnuts, known for its all-night hours and Voodoo-themed decor, is located at 22 SW 3rd Avenue. In a departure from standard doughnut store practice, Voodoo Doughnuts will also perform fully legal weddings or civil union ceremonies, complete with doughnuts and coffee for the reception. If you happen to be there on

*Continued on page 5*

Monday night you can get free Swahili lessons.

Yamhill Street itself is a public art piece between SW Third and Fourth avenues. A series of granite blocks is set in the sidewalk, each block with a quote ranging from "step on a crack" to "the end of life as we know it." Quotes range from one word to longer phrases and from Sartre to Shakespeare. "Street Wise" was created by Portland artists Katherine Dunn and Bill Will. Don't miss it. Some of you will be lucky enough to be staying at the **Benson Hotel**, a 375 room historic hotel building named after businessman, lumberman, and philanthropist Simon Benson. The hotel opened in 1912 and was an annex to the Oregon Hotel and was known as the New Oregon Hotel. It was designed by the firm of Doyle, Patterson, and Beach in the French Second Empire style. Numerous celebrities have stayed there including Pavarotti, Paul McCartney, Harry Truman, John Kennedy, and Richard Nixon. Until 1902 the Portland Public Library, which started as a reading room for sailors, was housed in the hotel building. Benson, a teetotaler, is also famous in Portland for the Benson Bubblers, 20 free water fountains throughout downtown to provide an alternative to drinking beer.

**Pioneer Courthouse Square** is commonly referred to as Portland's Living Room. It is one of Portland's leading outdoor venues, hosting over 300 events each year that range from large-scale concerts to cultural festivals. The Square is a true symbol of Portland with its bricks symbolizing the people that make Portland such an extraordinary city. The Square is located in the heart of downtown Portland at 701 SW 6th Avenue bordered by SW Yamhill, SW Morrison and SW Broadway. Stop by to see the Mile Post Sign, which points out the mileage to Portland's nine sister cities, in addition to such far-off spots as Tipperary, the Echo Chamber, or one of our favorites: The Weather Station. Designed and constructed by Omen Design Group Inc., this innovative creation consists of three weather symbols, each representing an element of Portland's typical climate. Each day at noon a musical fanfare initiates a two-minute sequence that involves the appearance of the three weather symbols: **HELIA**: A stylized sun, for clear sunny days. **BLUE HERON**: For the days of drizzle, mist and transitional weather. **DRAGON**: Stormy days of heavy rain and wind.

Farther south, **Portland City Hall** sits on an entire city block between Fourth and Fifth Avenues and Madison and Jefferson Streets. The city hired Henry Hefty to design the building and construction started in 1892. After the foundation and basement of the building had been built, the city had already exceeded its \$100,000 budget and construction halted. The state took over the project and created a board composed of city businessman to finish the project. The board fired Hefty and hired the architectural firm of Whidden & Lewis to design a new building. The board also persuaded the state legislature to authorize an additional \$500,000 in bonds to complete the project and construction was restarted in 1893. The

Whidden & Lewis design originally included a five-story clock tower, however, the clock tower was never built due to cost. The four-story Italian Renaissance-style building houses the chambers and offices of the City Council, which consists of the mayor and four commissioners, and several other offices. Portland City Hall was completed in 1895 for a cost of \$600,000 and has since gone through several renovations. The 1996-1998 renovation upgraded the building to modern seismic and safety standards for a cost of \$29 million.

The building design was praised for the details and symmetry. In 1902, two Port Orford cedar trees were planted on the east side of City Hall. One tree was planted on the north side and the second tree on the south side of the building to reinforce the symmetrical aspects of the building. The south tree was replaced in 1999 due to poor health. The grounds include a rose garden. See the Portland City Hall entry in Wikipedia for many more details of this building and its interesting history. North of City Hall is the Portland Building; Terry Schunk Plaza (named for a former mayor) is across Fourth Avenue to the east.

**The Galleria** at SW 10<sup>th</sup> and Morrison originally opened as the Olds, Wortman and King Department Store. It was the first department store in the Northwest to take up an entire block. The architect was A. E. Doyle. Today a third floor sky-bridge connects the building with the adjacent parking garage. The Galleria has undergone numerous renovations over the years and currently houses the Western Culinary Institute as well as retail shops. It was listed in the National Register of Historic Places in 1991.

The Library Association of Portland, formed in 1864, eventually decided to build a large new main branch library for downtown Portland in 1911. The Georgian style building was designed by architect A. E. Doyle and features an open plan design of the interior with 92 steps going up the main staircase. It opened September 6, 1913 and is the oldest public library west of the Mississippi. If you miss the AALL **Central Library** tour, it would still be well worth your while to visit the library on your own. Tours are offered regularly to the public during the week. See <http://www.multcolib.org/agcy/cen.html> for more details.

**Merchant Block** is the north end of the Historic District. In 1880 two successful lumber barons built the Merchant Hotel. Today Old Town Pizza occupies the original hotel lobby. Below are the Shanghai Tunnels connecting Portland via underground pathways which were used to capture unsuspecting sailors and transport them to ships docked on the Willamette. While eating pizza or touring the tunnels you may encounter Nina (pronounced "Nigh-na"), the resident ghost and former prostitute who had been sold into white slavery.

The Skidmore Old Town Historic District was the northwest's most important urban center for the last half

*Continued on page 6*

of the nineteenth century. It was designated a national historic district in 1975 and a national landmark district in 1977. It contains numerous cast iron commercial buildings and many architectural styles. It was originally characterized by many small buildings on each block with a variety of facades. Recently, newer buildings have a larger footprint which is changing the feel of the area.

The Pearl District to the west was a decaying industrial area that has developed into a trendy art district. Galleries abound as well as numerous upscale boutiques and chic shops and condos. The Perkins Coie Law Library tour is located in the center of the Brewery blocks, former site of the Henry Weinhardt brewing company. The Blitz-Weinhardt Brewery operated from the west Burnside location from 1864 to 1999. A short history can be found at <http://www.breweryblocks.com/historical.html>. The #15 NW 23d Ave bus will take you by the Pearl District and along NW 23d Avenue, also called “trendy-third.” The neighborhood centered around NW 23d is also known as “Nob Hill,” “the Alphabet District,” or simply “Northwest.” Elegant old homes have been converted to shops and cafes. This delightful area is easy to explore on foot.

One of the highlights of any shopping tour of Portland is the Portland Saturday Market in Old Town. It’s been running since 1974, connecting artists and artisans directly with the people who buy their products. The market is also a great place to get a quick bite to eat in the international food court. It’s now open on Sundays as well as Saturdays.

The market sits under the western end of the Burnside Bridge, between SW Naito Parkway and SW 1st Avenue. So although it’s outdoors, much of it is under the cover of the bridge so you’ll be able to do most of your shopping in a rain-free environment (and yes, it rains even in the summer!). Some of the market booths aren’t covered by the bridge, however, and the

food court is entirely exposed, so dress appropriately and bring an umbrella just in case.

**Microbreweries** - Speaking of brewpubs, some of our favorites include:

Bridgeport Ale House, 3632 SE Hawthorne, Bridgeport Brewpub and Bakery, 1313 NW Marshall Street, New Old Lompoc, 1616 NW 23rd Ave, the Hedge House, 3412 SE Division, Rock Bottom, 206 SW Morrison, Tugboat Brewery, 711 SW Ankeny, and any of the McMenamins pubs (but especially the Barley Mill at SE 16<sup>th</sup> & Hawthorne, a must for Grateful Dead fans).

**Check out . . .**

Most of the city is accessible by bus or light rail. Each Portland neighborhood is unique. Beautiful old homes surround Reed College in the SE Eastmoreland neighborhood. Also in southeast is Westmoreland and Sellwood, a great place for antique hunters. Begin your stroll through Oaks Bottom Wildlife Refuge, the city’s first official urban wildlife refuge, on SE Sellwood Boulevard at the north end of Sellwood Park.

The Alberta Arts District is a fun and funky neighborhood centered around NE Alberta Street. The neighborhood is in the midst of gentrification with property values rising sharply. Downtown and the Pearl have “First Thursday” while Alberta has “Last Thursday.” The first and last Thursdays of the month are a great time to see the newest art work, savor a glass or wine and a snack, and mingle with friends.

For more information see Laura Orr’s “Portland in small bites” in the April AALL Spectrum, *The Facts of Life in Portland Oregon* by librarian Elaine S. Friedman, *Wild in the City: A Guide to Portland’s Natural Areas* edited by Michael C. Houck and M.J. Cody. We could share tales, trivia, and history of Portland with you forever but instead, we’ll let you check out Portland in July at AALL. Enjoy!

*LaJean Humphries and Dorene Smith are devout Portlanders.*

## THE ART OF NETWORKING: WE ARE NEVER “OFF-DUTY”

by Amanda Merk, Seyfarth Shaw LLP, Boston MA

I am the Manager of Library Services for the Boston office of the national law firm Seyfarth Shaw LLP. Late in 2007 I was pleased and surprised to receive a phone call from my former professor, Jim Matarazzo, Dean Emeritus of Simmons College Graduate School of Library Science. Jim called to ask if he and 25 students in his Corporate Libraries class could visit my firm and tour the library. I immediately told Jim that he and his students were most welcome to visit the offices of Seyfarth Shaw LLP, but I warned him that our print collection is fairly modest, and a “tour” would only take a few minutes. Jim said, “The students won’t care much about the library. *You* will be the main attraction. They want to know how you got your job, and to get ideas from you for getting good jobs of their own.”

I graduated from Simmons School of Library and Information Science in the Spring of 2001. Seven years ago I was sitting in Jim Matarazzo’s class and accompanying Jim and my classmates as we went on field trips, touring corporate libraries in the Greater Boston area. I recall being mightily impressed with the capable, intelligent men and women Jim introduced us to. It was a terrific feeling to be on the other side – established in my own career – and ready to share my experience with newer librarians. When the Simmons students arrived and settled down in our conference room, I told them how I had gone from their seat to mine – from library school student to managing a private law library. My story is a story of the importance of networking.

Like any other librarian I have strengths and weaknesses. One of my strengths is my unflinching ability to talk to people. Networking is all about talking to people, shaking hands, smiling, finding some common ground to stand on, something to talk about. My preferred method of networking is always in-person, face-to-face meetings. I love the online social networking tools as much as the next person (Facebook is fun and addictive!), but there is no substitute for spending time with people. This article will focus on in-person networking instead of cyber networking.

I find opportunities for networking everywhere I go, in everything I do. This extends to my neighborhood, my community, church, the people I commute with, the people I take yoga classes with, my relatives and friends, and all of that is before I even get to work or get near a professional event. Each day I consider myself to be networking internally as soon as I arrive at work. Given the appropriate opportunity I will talk to anyone I encounter in my office. I ask lawyers how their practice is going, ask them if a new law will have an impact on their work, etc. I ask support staff what is new for them and I am genuinely interested in what they have to say. This allows me to build relationships with my co-workers. It lets me learn about them and I can tell them who I am and

what services I provide for the firm. I jump at every opportunity to attend a volunteer, benefit or charitable event with co-workers. These are some of the most fruitful internal networking opportunities I have experienced.

I have also had internal mentors everywhere I have worked or studied. Mentors are central to my networking style. These internal mentors are trusted, respected employees of my firm. At the moment I have a senior attorney who has taken me under his wing, who really cares about my professional development and knows what lawyers want in their library and librarian. I also have a librarian mentor at my firm who I have known for years through AALL and other professional associations we are both active in. She is invaluable! I can call her anytime with any question, and she never says, “Amanda, you’ve got to be kidding! You should know that already.” I learn so much from her, not just about information services, but also about how to behave as a true professional. She models ethical behavior, she never gossips, she is always positive, always ready to help her colleagues. She is active on several professional associations and holds positions of authority and responsibility. She is truly connected in the world of information professionals. A good mentor broadens your networks. Their network can become yours. I try to have lunch with her at least once a month. These lunches are refreshing and renewing. I can tell her about the challenges I am facing in my job and get advice. I can also share my successes with her. A good mentor is your greatest champion.

I also actively work on cultivating friendships with my peer librarians, information professionals, and information vendors all over Greater Boston. Over the years some of them have become my close friends. We have supported each other through things like job losses, new jobs, and tough organizational situations and change. I see these friends at lunch or at professional associations we belong to. We can speak openly with each other, hashing over problems, offering advice from our own experiences. These informal, peer networks are powerful and not to be underestimated. When feeling discouraged, I have often been lifted up by having lunch with a good pal, not to mention that these are the people I call when I can’t find a book, or need help with a research request.

Over the years I have also learned to develop what I call my “expert list.” This is not to be confused with a list of “expert witnesses.” My “expert list” is a collection of people I can turn to when I get a really tough reference question. I ask myself, “Who do I know who would know about this?” My Rolodex and contact list is full of business cards – not only from librarians I

*Continued on page 8*

## PROFESSIONAL LEGAL MANAGEMENT WEEK OCTOBER 6-10 2008

Julie E. Hughes, Barley Snyder LLC, Lancaster PA

For years I've said that law librarians pull the proverbial rabbit out of a hat so frequently that the folks we work for think all hats come stocked with an endless supply of rabbits. We perform magic by ourselves, and we work with other management professionals to perform great feats of derring-do. As professionals we do what we do with great finesse. All of us, Law Librarians, Legal Administrators, Information Technology Specialists, Paralegals and Legal Marketing Staff, provide professional support to the attorneys and law firms we work for. And we make magic happen, again and again.

Thanks to the Association of Legal Administrators we have an opportunity once a year to show the folks we work with "the man behind the curtain." Along with ALA, a group of eight other professional associations, including AALL, have banded together to celebrate "Professional Legal Management Week" (or PLMW) during the first week of October. In its fourth year, this year PLMW will be held October 6-10, 2008. A promotional piece for PLMW explains its purpose: *"It's about promoting awareness of who we are, to create a better understanding of what we do, by providing education to inform others of our roles, so that we, and all members of professional legal management teams, receive the proper recognition for our efforts in ensuring the success of our firms and corporate legal departments."*

ALA's PLMW website (<http://www.plmw.org>) has ideas for organizations and individuals for recognizing Professional Legal Management Week. They suggest that organizations host networking events, local bar association

events, or joint educational programs with one of the other groups involved in PLMW.

The week is also a great opportunity to showcase each of the administrative departments in our firms and the magic they make. Even better, it is a way to strengthen our ties with the other departments we work with and show the legal staff what great partners we make.

Talk to your legal administrator now and start the ball rolling. Have a brainstorming session with the other departments to see what you can each come up with together and separately to advance awareness of what you do. What about those lovely Competitive Intelligence reports you sweat blood to create? Show them it isn't sleight of hand. Collaborate on a short seminar with the marketing department! Does your firm use cite checking software? Tap the Paralegal department for a joint program demonstrating a facet! How about IT? Host a seminar dealing with your document management system and organizing research. The programs you come up with will be better than anything I come up with because you know what you do that is magic. Let others in on the secret. Let them appreciate you and what you do. As you plan your activities keep it coordinated and talk to each other and work with each other.

For more information on specific ideas for PLMW see the ALA "Public Relations" section ([www.plmw.org/pr.html](http://www.plmw.org/pr.html)) and the "Tools" page ([www.plmw.org/tools.html](http://www.plmw.org/tools.html)).

The Art of Networking, *continued from page 7*

have met through AALL and other associations – but also from business people I have met by chance on planes, commuter buses, trains. I am open and friendly with common sense, and I have met some wonderful people from all walks of life in this way. Many times I have gone into my Rolodex and pulled out a business card – glad that I have an expert to turn to in a pinch.

The last form of networking I engage in is what I call "I am never off-duty" networking. This means that everywhere I go I consider myself to be not merely an individual, but also a representative of my employer. If I tell someone where I work, from that point on I am a reflection of my employer. How I conduct myself, how I treat others, all of this reflects on my employer. I have the

potential to attract clients and potential employees to my firm. My ability to network in an effective and professional manner, and my willingness to be positive, open and friendly, has the potential to impact my firm's bottom line, and I am aware of this as I go about the business of living life.

To sum up, I can't overemphasize the power and importance of networking. Networking can take place anywhere, anytime. In a few months' time AALL 2008 will have come and gone, and some of us might be weary of networking, but until then, I look forward to meeting many of you in Portland in July!

## PITCHING PITCHES

by Julie Sheehan, Fish & Richardson PC, Boston, MA

You have the resources, the knowledge, and the information to support your firm. You are able to gather information quickly and accurately. You are an expert at supporting your users and understanding their legal and intellectual property needs. Your dilemma: the attorneys at your firm may not even know your services exist. Find a way to let your abilities shine by spreading the word.

None of us need much guidance on how to support our users. We know them. We know what they need. Creating pitch and business development opportunities can start right with the Library department. Sure, we may be prompted by a specific attorney interested in a specific company, and we can provide them with the information they need to be prepared. But, we can take this type of research to another level. We can lead the way in how research is prepared, packaged, and presented.

This article won't teach you how to create pitches, but rather it will strive to help you market your pitching potentials to your users. An attorney may not know that you have access to certain resources that can aid them in their pursuit to engage new clients or develop relationships with present ones. Our job is not only to provide research; our job is also to help grow the firm by marketing ourselves.

The best way to reach your users is by word of mouth. They need to understand our role in the firm and how we can be a benefit to them. For newer and younger attorneys, it is essential to orient them to your services right at the start of their engagement with the firm. You may prefer to have face-to-face meetings with each new attorney during which you detail the abilities of your Library and Information Services group. If the attorney is in a remote office, you can set up teleconferences in which you do the same. It is also important to follow up on these initial meetings. New attorneys are often a victim of information overload during their first week and can sometimes forget the essential ideas given to them. Touch base with them a week or a month after they have begun to clarify any questions and reinforce the importance of your services.

Once you get an attorney to understand your services, you can create a customer for life. Attorneys, by trade, like to talk. Create a name for yourself and your services, and the work will come. It is also important to find a tracking mechanism in which you can measure qualitatively the success of your pitches. Find a metric to show that the research provided for a pitch helped land a new client and share it with the firm. Don't be afraid to share your successes because it can lead to more pitching opportunities.

Brochures and intranets are also essential marketing tools. Brochures can be provided during the first week of

employment and can serve as a "cheat sheet" for the duration of their time there. These documents should be concise and informative. Be sure to discuss pitching abilities in detail and make it clear that you are ready, willing and able to help. This is also your chance to legitimize yourself, so make sure your documents are clear and professional. You may even consider creating a logo, trademark, or image for your group. Be a business within a business.

Creating a resource page allows legal staff to see the products and projects that you manage and can create a buzz within the firm. If you have more than one practice at your firm (litigation, corporate, antitrust), make a specific page for each. By supporting and encouraging the most innovative resources, you will be recognized for being a leader in the information management field.

It is also important not to hoard your resources. You want to give the legal staff the option of conducting their own research as well. Some attorneys will be more hands on and will like to be highly involved in the research process. Being too strict with search policies can have an adverse affect. If it is too difficult to reach you and you are not able to give them quick results, they can turn elsewhere, or worse, against you.

Yet another way to alert your firm to your services is to create an advertising campaign. Remind the firm that you are there. Remind them of your abilities and resources. If you have a new product to support pitching projects, let them know. It will increase your business. This can be done via newsletters, web-emails, presentations, and training sessions. Target a practice group and tailor your marketing to meet their needs. For example, if you are hoping to obtain more litigation work, find the resources that will aid you most accurately and cost-effectively and then share your findings.

Lastly, remember to work alongside your internal marketing department. Having a strong relationship with them can benefit the firm in general. Work is less likely to be duplicated when communication between support groups is open and honest. It is imperative that your department aim to be the research and database experts. You can then drive how pitch and business development work is created.

As the experts, we can determine which databases are the most cost-effective, which are the most accurate, and which supply the best searching analysis and presentation. Using any of the above techniques will help market your abilities effectively, create more business for your department, and in turn, benefit your entire organization.

## **ADVICE**

# **SATELLITE LIBRARIES: SHOULD YOU FIGHT THE SATELLITE FLIGHT?**

by Julie D. Melvin, Sonnenschein Nath & Rosenthal LLP, Chicago IL

Picture this: You are the Director of a major law firm library that has several library branches across the country. One day you are told that the firm is moving from a firm based budget model to a practice group based budget model. You are given about two months to make this change to the library budget. You stay up nights worrying about the best and most efficient way to organize the libraries' contents for the attorneys and for your staff. You review all of the libraries' holdings across offices and very carefully pick and choose which single treatise copies to leave in which office's library and how to organize the collection in the most convenient way for the largest membership of each of the practice groups. You are a bit concerned about distributing copies of major treatises, but you feel confident things will be alright because your firm has a very evolved delivery system across offices allowing for easy overnight exchange of materials. Finally, you make your necessary cuts, submit recommendations to firm management, get all your librarian ducks in a row, and take the much needed weekend off to rest your fevered brain.

Then, it begins . . . the e-mails and phone calls from practice group heads saying things like; "Now that those are MY books I want them housed in the office next to mine! By Friday!" You pause and breathe and remind the esteemed Mr. Senior Partner that the books have always belonged to him and to his colleagues and that whenever he needs any of them the library staff will be happy to bring the requested item DIRECTLY to his office. But all methods of persuasion, including reasoning, whining, cajoling and taking the matter up the administrative chain, fall on deaf ears as they are now, "MY books and I want them close at hand."

What to do? Well, keep reading this article, of course! To be perfectly honest, you may not find the answer you hope for by the end, but at least you will not feel alone in dealing with this difficult struggle. In an effort to understand this challenge and the library functionality issues presented by scattering centralized resources to numerous locations, I sent out a message to our learned colleagues on three listservs: Law-Lib, SLA Listserv and Chicago Association of Law Libraries Listserv. As on so many other occasions, law and other special librarians rose to the challenge of trying to help a colleague come up with a satisfactory answer to a difficult question. I received detailed responses from nineteen librarians, and short comments from several others, across all types of firms, numerous corporations, and even a major metropolitan museum!

Initially the responses seemed to fall in one of two camps: one group had an easy going laissez-faire approach

best captured by the words of Sid Kaskey, Research & Information Manager, Florida & Latin American Offices of Squire, Sanders & Dempsey L.L.P.: "I take the position that if the books are primarily being used by the group making the request then I am more than willing to accommodate. They are, in my view, the boss." The other group is best summarized by this quote from a firm librarian that asked not to be identified: "I can tell you how difficult it is to get these libraries weeded and kept organized. Also, we have a sign-out card system that is ignored by many attorneys. Hence, e-mails to all attorneys asking where a material has traveled when someone else needs it. I consider one of our satellites a dumping ground."

On the surface it seems that these positions are very different with respect to satellites, but upon further reflection and research it appears that librarians are a very adaptable bunch when necessary (but you knew that already) and that this really reflects two sides of the same coin. Most librarians know in their heart of hearts that the materials in any collection essentially belong to the users of that collection and we are merely the stewards. The concerns that were expressed in the responses I received were not really about the idea of satellite collections being set up closer to the users of those collections, but rather about the mechanics of maintenance and accessibility that satellites require in order to continue to offer the contents of those satellites to as wide a group of users as possible for as much of the time as possible.

Kathie Sweeney, Library Director at Semmes, Bowen & Semmes nicely sums up the open to satellites attitude with some of the methods they have used to tame the access beast: "Actually our Workers' Comp library satellite has worked out well for us. All of the Comp attorneys are on one floor and the materials they need are handy, thus saving them time and effort. The items they require on a regular basis that others may also need we have duplicated in the main library. Other materials that they occasionally need are in the main library and they don't seem to mind coming up when the need arises. I believe you need to provide information needed however is best for your users." This situation highlights two significant points to consider when deciding whether to support a satellite: 1) the proximity of a majority of the users to a satellite collection, and 2) the accessibility of widely used materials to all the users who may need those materials. In Kathie's case these two issues are readily addressed by the physical layout of the attorneys' offices and by the budget ability to

*Continued on page 11*

Satellite Libraries, *continued from page 10*

duplicate some of the most frequently used titles.

The Information Resources Director at another mid-sized Midwestern firm summarized five of the main concerns several librarians expressed (numbers have been inserted into the text for ease of reference): "This is a constant issue for us. When we moved to our current building I had the backing of the managing partner to say that the entire collection would be in one place. Since then we had a duplicate set of Bankruptcy Reporters & Digest go to another floor. Besides that I have been trying to hold the line but recently our Labor group decided they wanted all their materials and then Health heard about the request and wanted all their materials. I am resisting the requests for the following reasons:

- 1) Books will not be checked out and we will spend even more time searching.
- 2) They say they will check them out of their satellite libraries but they won't.
- 3) My filer will go even more crazy than she already does trying to find books to file.
- 4) People can check books out and keep them in their office for as long as they want. It is then up to them to keep track of who they "lend" them to (but they don't).
- 5) The most helpful reason is that there is no space on other floors for library collections."

The librarian concludes, "The solution eventually will be electronic access."

One librarian explained that when her firm moved into a new building the design included space for two satellite libraries on each floor of the new space. The former librarian at the firm was never asked for an opinion on the design, but once he learned about it, he made every effort to strenuously argue against the setup and to try to offer viable alternatives. However, the firm's attorneys "loved" the idea of satellite libraries on every floor and it went forward as an integral part of the design plan. Subsequently, at least one satellite collection has had to be moved because of a practice group relocation.

A number of the responses included humorous stories of various practice groups "sneaking" materials out of the library in the dark of night. Of course, the librarians in almost every case were well aware that the items had been taken, when they were taken, who had taken them, and where they were currently being stored when not in use. In one case an entire satellite had been moved on the sly, but was eventually found on another floor by concerned library staff. All of the librarians subjected to "sneak attacks" chose not to confront the "thieves" and just left the materials in the new locations. One librarian said that on a certain level she was relieved the items had been taken because she was running out of space in her main library and was struggling for a solution when the "offenders" made their midnight run.

According to Mimi Greenwood, Librarian at Modrall, Spering, Roehl, Harris & Sisk, P.A.; "This is sort of an extension of an attorney who permanently keeps a set in

their office. I had a problem . . . with a senior attorney complaining about a set kept in a more junior attorney's office and need to deal with that - an inflexible policy doesn't seem to work. When someone has something checked out for so long it looks like they want to keep it permanently, it takes work to keep asking them if they're still using the material. I had one very pushy persistent assistant who took this seriously, and the attorneys did not like it at all. My attitude is that it's their firm, and they need to cooperate and share. I don't want to be put in the position of policewoman." Mimi explained that the two main satellites were re-consolidated with the rest of the library collection when the firm moved. Her main concerns involved keeping track of the materials; "If you have a satellite library, you still need to have some kind of check-out system. We have cards in the front of books. I would put a box in the satellite library asking attorneys to use it. If you have an electronic checkout system, I don't know how it would work. If you have an online OPAC, I guess locations are easily noted; but we had (and still have) a hard copy card catalog - I marked the top of the satellite cards with pink marker, which wasn't a good idea. I also used plastic card covers on the cards like I used in branch offices. Of course, staff has to go to the satellite to file - in the case of a one-person library, that means lots of time away from the desk. It's inconvenient, but the inconvenience to the library staff is less important than the convenience of the attorneys who want the satellite."

Another anonymous firm librarian said, "My bottom line is to try to keep library resources from being permanently stored in individual attorneys' offices. I have set up one satellite library (there just happened to be a built-in bookcase outside his office) in one practice area in which we really only have one attorney practicing. This at least keeps the materials available for everyone. As long as the materials are in a public area (in the law firm environment) it really doesn't make much difference where that location is. I have a "main" library on one floor and a room on our other floor that houses most of the resources for the practice areas located on that floor."

In the final analysis some key points to consider if you choose to fight the satellite flight include: the high cost of duplicate copies for the main collection, staff time and expense for keeping remote materials updated, the difficulty of keeping track of who is in possession of which materials, the challenge of making sure everyone who needs access to the satellite materials has access, uncertainty of adequate space allocation for the satellite materials and, if the requesting group changes through relocation, merger or attrition, will it be possible to reincorporate the materials into the main collection.

Given our position in the larger organizations we serve, and our penchant as a profession for providing what our requestors seek, the important question to ask

*Continued on page 12*

## THE PUBLIC RECORD RESEARCH TIPS BOOK

Michael Sankey, BRB Publications Inc., 2008, ISBN 1-889150-50-9

reviewed by Michael Ginsborg, Howard Rice Nemerovski Canady Falk & Rabkin, P.C., San Francisco

Because I am often asked to do public record research, *The Public Record Research TIPS BOOK* aroused my curiosity. I expected to learn about sources and methods of “people-finder” searches as well as commercial providers of related online data. To date, no one has published a comprehensive survey of people-finder services – AutoTrackXP, Accurint, Acxiom, WESTLAW’s People Finder, and LexisNexis’ SmartLinx – that assesses their strengths and weaknesses relative to the costs. Michael Sankey’s book does not address this issue; however it provides a helpful introduction to public record research.

The opening chapter, on the “fundamentals of public record searching,” covers “key elements to evaluating public record sources,” such as types of indexing, applications of subject identifiers, methods of access, and shortcomings of Internet consumer services. Sankey underscores three essential facts about public record research: 1) less than half of all public records can be found online; 2) most free public record websites will not confirm a subject match; and 3) such websites tend to have indexes rather than documents.

Other chapters cover criminal records, court records, liens and recorded documents, business records, motor vehicle records, and related search tips. In each of these chapters, Sankey explains the content of the records, the limitations of the sources, differences among states in access, and effective search strategies. The closing chapter has synopses of “key record topics in alphabetical order.” Appendices include summaries of privacy and public record laws and an extensive glossary of public record terms. A detailed index gives the reader quick access to specific topics.

The book’s 50-state surveys may interest law firm

librarians who specialize in public records searches. For example, in his summaries of state court systems (Chapter 3), Sankey identifies the availability of online state court records and provides court-specific search tips – information that is not available from comparable sources, such as [NCSC’s State Court Web Sites](#) and [Courtreference.com](#). In Sankey’s summaries of U.S. District and U.S. Bankruptcy Court records (Chapter 4), a law firm librarian will appreciate state-by-state snapshots of when the Courts archive case files. In his 50-state survey of recording offices (Chapter 5), Sankey also explains how such offices are organized, and identifies Internet sources of UCC filings, liens, and real estate records among his search tips.

Sankey makes a surprising observation on the limitations of CM/ECF in searching for federal court cases: “Be aware that some courts purge older, closed paper case files . . . making a search [in CM/ECF] incomplete after the purge date . . . **Some courts purge within a few months of a case closing**” (emphasis in original at page 96). He claims that CM/ECF has substantial gaps, from court “purgings,” and for cases that closed more than a year ago. If he is right, CM/ECF is far less comprehensive than many of its users would suppose.

Founder and CEO of BRB Publications, Sankey has “more than 25 years of experience in research and public record access.” He has distilled helpful insights from his experience and the experience of private investigators. At \$20, *The Public Record Research TIPS BOOK* will be a bargain for a library’s government documents reference collection.

Satellite Libraries, *continued from page 11*

is not really whether to set up a satellite library when we are asked to do so, but rather how can we establish the satellite in such a way as to make those materials as available as possible to everyone who might need them and to minimize collection management concerns. Additionally, we must consider how to maintain the materials located in the satellite so that we can keep them current with any pending filing, updates or supplements as soon as possible. As with most situations in the law library world the resolution of these issues will depend on the particular circumstances of your firm or institution. Hopefully, reframing the question from whether to have a satellite collection to what is the best way for the library to set up the requested satellite will save you from spending

unnecessary time, energy and political capital on a fight that you may not really need or want to have. As occurred in Mimi Greenwood’s firm, chances are the materials will eventually work their way back to the “main” library through moves, mergers, attorney attrition or just frustration with the inability to keep track of needed materials, and the satellites will eventually disappear again in the end. Or, alternatively, electronic access will become readily available for satellite resources and the problem will be solved - at least temporarily!

## UNLEASHING WEB 2.0: FROM CONCEPTS TO CREATIVITY

Gottfried Vossen and Stephan Hagemann, Elsevier, Inc., 2007, ISBN: 978-0-12-374034-2

reviewed by Deborah Rusin, Latham & Watkins LLP, Chicago, Illinois

This book review was very difficult to write. The publication states in its preface that the intended reader is not the “techie maintaining one of the many blogs on an almost daily basis . . . Instead the book is intended for readers who have a basic understanding of what the Web is about and who are interested in finding various facets of the present-day Web in one place.” However, a majority of the book is not written with the mission of fleshing out Web 2.0 and social networking sites (e.g. Facebook, LinkedIn and MySpace.com), what I mistakenly thought it was going to be about, although all of these sites are mentioned and briefly discussed in the book. Most of the book was written for those with either a technical background or at least a good understanding of the technology behind the web.

However, I did learn a few things. This book finally helped me to understand the difference between a blog and a wiki. I also found the history and the explanation of the “working components” of Wikipedia fascinating. For example, if someone wishes to delete a page from Wikipedia it must first be entered into a “votes for deletion” page, where users can object to its deletion. (What was not addressed was whether or not the deletion process was a democracy – how many ayes or nays does it take to have a page deleted or not deleted?)

The publication is divided into and covers six large topical arenas: a brief history of the web, including the arrival of the browser, peer-to-peer networks and free file sharing, IP networking; a review of the technological stream, including scripting technologies, web feed formats, P2P file-sharing networks; enabling techniques and technologies, including XMLHttpRequest, the link needed for Ajax, mash-ups based on WPCs, Flickr and tagging, and Folksonomies; sample frameworks for Web

application development, including development of Zimlet using AjaxTK, creating Web applications for Rails, Flash versus Ajax; impacts of the next generation of the Web, including commission-based brokerage and merchants, the ASP model, and Second Life; the semantic Web and Web 2.0, including the structure of the Semantic Web, RDF Schema (RDFS), Web ontology language (OWL).

The reason I take the time to list all of these topics and subheadings is to point out why I think that the preface of this publication is mistaken in stating that the “intended reader” is one who has a basic understanding of the Web. On the contrary, I think that this book is most definitely geared toward the reader who has an intermediary if not in-depth understanding of the Web. That is not to say that this is a poor publication. Quite the contrary is true. This publication is indeed well written, but I think there needs to be a clarification as to who will most benefit from its reading. This publication is chock-full of references the authors cite to in writing this book; eight pages plus an index.

While this publication is well researched and written, I think that it is important for the reader to know who really the intended audience is before plopping down \$50.00. So, if phrases like P2P file-sharing networks, XMLHttpRequest, mash-ups based on WPCs, Folksonomies, and Zimlet using AjaxTK don’t scare you off, you can give *Unleashing Web 2.0 From Concepts to Creativity* a read. However, if you are like me and understand more about searching the Web than how the Web does what it does, I would suggest picking up something a little less technical and a little more manageable.

**PLL ACTIVITIES IN PORTLAND**

<b>Saturday, July 12</b>	
Noon-5:30 PM	W4: "So Now You're Conflicts"/"So Now You're Docket": The Evolving Law Firm Library Manager
<b>Sunday, July 13</b>	
7:00-8:45 AM	PLL-SIS Business Meeting and Breakfast (sponsored by LexisNexis)
Noon-1:30 PM	PLL-SIS Luncheon (sponsored by Thomson West) Luncheon Speaker: Kevin McMurdo
1:30-2:45 PM	A3: Educating the "C" People: Engage Your Decision Makers and Help Them to Evolve
3:00-4:00 PM	B3: Evolving Fair Use Policies in the Private Law Firm
4:15-5:15 PM	C2: Strategic Plans That Work: Creating a Strategic Plan for a Law Library
5:30-6:30 PM	PLL-SIS Executive Board Meeting
5:30-6:30 PM	PLL-SIS Program: Patent Information Vendors Panel Discussion
5:30-6:30 PM	PLL-SIS Best Practices for Corporate Librarians
6:30-8:00 PM	PLL-SIS Intellectual Property Group Reception (sponsored by Thomson Scientific)
<b>Monday, July 14</b>	
7:00-8:30 AM	PLL-SIS Education/Annual Business Meeting
8:45-9:30 AM	D4: Exploring Direct Results: Energizing Teaching Using Audience Response Tools
9:45-10:30 AM	E3: The Evolving Role of the Solo Librarian: How to Do It All without Losing Your Mind
10:45-11:45 AM	PLL-SIS Program: Explore Best Practices in the Small Law Library
10:45-11:45 AM	PLL-SIS Program: Litigation Support and the Role of the Law Librarian
Noon-1:15 PM	PLL-SIS Program: Using Consultants and Contractors (aka Outtaskers) to Tame Your Budget
Noon-1:15 PM	PLL-SIS Intellectual Property Group Business Meeting & Lunch (sponsored by Questel)
2:45-3:15 PM	PLL-SIS Program: Energize Your Presentations!
4:00-5:15 PM	G6: The Nuts and Bolts of Competitive Intelligence--Information Gathering
5:30-6:30 PM	PLL-SIS Education Regional Committee
5:30-6:30 PM	PLL-SIS Newsletter Committee
5:30-6:30 PM	PLL-SIS Public Relations Committee
<b>Tuesday, July 15</b>	
7:00-8:30 AM	PLL-SIS Records/Conflicts Management Group Business Meeting
7:00-8:45 AM	PLL-SIS Competitive Intelligence Caucus Business Meeting
7:00-8:45 AM	PLL-SIS Program: Who Moved My Pencils? Managing Change in the Technical Services Department
9:00-10:30 AM	H5: Patent Searching Demystified
10:45-11:45 AM	I3: The Nuts and Bolts of Competitive Intelligence—Deliverables
Noon-1:30 PM	Joint OBS/PLL User Roundtables

## PLL EXECUTIVE BOARD CHANGES

The votes are in and PLL has elected new executive board members for the 2008-09 association year.

Linda Will has been elected Vice-Chair/Chair-Elect. She is the Director of Information Resources at Dorsey & Whitney LLP in Minneapolis, Minnesota.

Karen W. Silber has been elected Secretary. She is a Senior Training and Product Support Specialist for BNA in Rockville, Maryland.

Jennifer Stephens has been elected as Board Member. She works as a Librarian (Attorney Services) at Haynes & Boone LLP in Dallas, Texas.

These new board members join Lucy Curci-Gonzalez as Past-Chair, Tina Dumas as Chair, Susan Skyzinski as Treasurer, and Byron C. Hill and Michele A. Lucero as Board Members.

Christine Graesser, Lynn Connor Merring, and Alanna Dalton White are ending their terms on the executive board. We thank them for their excellent service.

Congratulations to the new officers and thanks to all who stood for election!

### PLL PERSPECTIVES

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*Continued on page 18*