Welcome to my first issue as the new editor of AIIP Connections. I am grateful to former editor Joann Wleklinski for all of the great work she has done to make the editor’s job more efficient and for her support and guidance during the transition process.

In this final issue for 2015, we are pleased to share the announcement of the winner of the AIIP Pam Wegmann International Award. Congratulations Judy Koren!

Cathy Chiba helps us as we plan for the conference introductions and to deal with the anxiety of public speaking.

Anja Chemnitz Thygesen introduces the value of a SWOT Analysis.

Barbara Pilvin shares her experiences as she transitions into retirement.

Jocelyn Sheppard talks to our stomachs with her best picks for restaurants and Pittsburgh cuisine during the AIIP 2016 Annual International Conference.

In the Coach’s Corner, Amelia Kassel talks to us about using GPO MetaLib to search multiple government databases simultaneously.

And if that’s not enough, find exciting member news in Toot! Toot! check out the Member Spotlight on Annette Lutnesky Perry and the Volunteer Spotlight on Cathy Chiba; and let Jane Langeman convince you of the importance of volunteers to the success of AIIP.

Enjoy the December 2015 issue.

AIIP Connections is your newsletter. Feel free to contact me with your ideas for future issues.

Phyllis Smith
Editor, AIIP Connections
ConnectionsEditor@aiip.org
Halton Hills, Ontario, Canada

In This Issue

W

President’s Message ........................................ 3
New Members ................................................. 4
Pam Wegmann International Award .................. 5
Member Spotlight: Annette Lutnesky Perry ........ 6
Volunteer Spotlight: Cathy Chiba .................... 7
Overcoming Stage Fright: Lessons from Center Stage 8
Handling Impending Retirement ....................... 11
An Introduction to the SWOT Analysis .............. 12
Toot! Toot! .................................................. 14
Step Up and Stand Out as an AIIP Volunteer ........ 15
#AIIP16: Start Exploring the Pittsburgh Food Scene...Right Near the Hotel! ............ 17
Coach’s Corner: GPO MetaLib: Federated Search for 64 United States Government Agency Databases . . 19
There is nothing like looking, if you want to find something. You certainly usually find something, if you look, but it is not always quite the something you were after.

- J.R.R. Tolkien, "The Hobbit"

I figured this quote might appeal to our AIIP Community. Close friends and family know I am a Tolkien geek from way back, and now all of you do as well. I was this way long before the Peter Jackson movies made everyone a fan-girl/boy. However, to be clear, I am not able to best Steven Colbert at any sort of Tolkien trivia quiz, nor am I able to speak Quenya fluently. It’s like any other foreign language: use it or lose it.

I noodle on his writings from time to time, as any devoted Tolkien geek does. One of his ever present themes is the reliance on loyal companions to succeed in one’s quest. In fact, his heroes who stubbornly went at it alone usually ended up in disastrous circumstances, along with their loved ones and loyal companions. When the hero agreed to accept help, the adventures took on less of a tragic tone.

While the burden in Tolkien’s stories was often placed on a singular hero, the companions played a part in (a) pledging their fealty; (b) advising the hero along the way; (c) supporting and protecting the hero from dangerous forces; (d) getting creative when the hero was waylaid by unforeseen challenges; (e) providing a little comic relief; and, (f) ultimately getting the hero to his destination. It was up to the hero ultimately to succeed in the quest, but the companions played a huge part in helping him get to that end point.

See where I’m going with this now? Good.

Most AIIP members are sole practitioners. The inclination is to go it alone, try to do everything ourselves, and not seek out help. The reason AIIP exists is so we don’t have to do that: the AIIP community is here to give us advice, support, and solutions, all so that we can be successful as business owners and achieve our goals. It’s up to us individually to do the actual hard work, but AIIP provides that much needed assistance along the way.

I’ve extolled the virtues of AIIP’s many benefits in previous messages, but I’d like to point out a few that particularly help us when we’re inclined to go it alone:

- Mentoring. Are you struggling with the quest of building your business? Currently available to Full members, the mentoring program matches experienced members with members who need advice and support in growing their businesses. Mentors and mentees can enter into a no-cost advisory relationship lasting up to one year. For more details see: www.aiip.org/Members-Only/Mentor-Program.

- Webinars. Do you need to learn from wise colleagues? AIIP offers frequent, free webinars to members on a wide range of topics relevant to independent info pros. Find a webinar schedule and an archive of past webinars at: www.aiip.org/Members-Only/Webinars.

- Conference. If you’re looking for loyal companionship, guidance, support, creative thinking, and camaraderie, the annual AIIP Conference is the place to be. It is a warm, welcoming gathering of like-minded independent info pros. Our 2016 Annual Conference takes place in Pittsburgh, Pennsylvania, USA, April 7–10. Register soon if you haven’t already! For more information, see www.aiip.org/Conference.

- Volunteering. You need to trust your companions. And they need to trust you, so getting to know one another is key. I urge you to seek out opportunities to volunteer in team environments within AIIP, and to get to know your fellow members who may one day be collaborators in client projects, or trusted advisors for your business. For more information see: www.aiip.org/Members-Only/Committees.

On the latter point of volunteering, I am reminded every day how I could not get anything done as AIIP President without our talented corps of AIIP volunteers. From our incredibly dedicated and energetic Board members who are marching forward on AIIP’s strategic goals, to our committee members who ensure the hard work gets done, to the many volunteers who pitch in to take on a quick project or task just because we ask. And of course I would be remiss for not mentioning the support of the AIIP staff at P&N Association Management. I could not go this alone, and I am incredibly grateful for all of your support.

As long as we avoid curses for oath-breaking and we accept help when it’s offered so readily, AIIP can continue to do great things for all of us.

And bless you all for your indulgence in allowing me to work a little Tolkien into my message! Don’t hesitate to reach out to me at june.boyle@cerco-research.com.

Namarie, for now!

June Boyle


Need Primary Research?

Sometimes secondary research alone isn’t enough to answer your clients’ questions. If you need primary research, work with a fellow AIIP member!

Linda Rink will help you choose the best methodology for your objectives, budget and schedule. RINK Consulting offers a full range of research services, including:

- Online Surveys
- Executive & Consumer Interviews
- Focus Groups
- Quantitative Surveys
- Mystery Shopping

“Marketing Intelligence for Business Success”

www.LindaRink.com
215.546.5863
lrink@LindaRink.com

Welcome AIIP’s Newest Members:

- Christine Kirkham
- Heidi Wood, Red Planet Media LLC
- Michael Jaron
- Marta Colon
- Terry Brainerd Chadwick, TBChadwick Information Services
- Timothy McAllister, Information Out Loud
- Elizabeth Grossman
- Michelle Mullenbach
- Alan Houser, Group Wellesley, Inc.
- Dylan Tuttle, Vulkan Forge
- Jennifer Wegman, Insight Information Solutions, LLC
- Michael Granger
- Matthew Cunningham, Functional Content Solutions (FCS)
- Sarah Lewis, Jurikos LLC
- Lisette Lacroix
- Dr. Richard Nicholas

AIIP Board of Directors

President
June Boyle • CeRCo Research & Consulting, LLC

President Elect
Jane Langeman • Langeman Consulting

Immediate Past President
Connie Clem • Clem Information Strategies

Secretary
Shelly Azar • Insight Researchers, LLC

Treasurer
Marilyn Harmacek • MHC Info Solutions

Director, Membership
Michelle Rawl, • Rawl Research, Inc.

Director, Marketing
Jennifer Burke, • Intellicraft Research, LLC

Director, Operations
Ken Watson • Watson Knowledge Services, LLC
AIIP’s Pam Wegmann International Award was presented this past October at the Internet Librarian 2015 International conference in London, England. This year’s winner is Judy Koren, Principal of ResearchWise Associates based in Haifa, Israel. Judy has contributed to the AIIP global community through her many volunteer efforts, most recently as the leader of AIIP’s mentoring team.

The Award, named in honor of AIIP Past President Pam Wegmann, is given to an AIIP member based outside of North America who has worked to promote AIIP to an international audience. The recipient is selected by the AIIP Board of Directors.

Judy was stunned to have won the award and humbly stated, “I feel I get so much more from AIIP than I give. I’m based in Israel but my work is almost entirely international. AIIP has proved essential for conducting a small independent information business in the international arena.”

In business since 1995, Judy Koren, Principal of ResearchWise Associates, specializes in supplying business intelligence and R&D information in the sci-tech/engineering/electronics and medical/pharma fields. Their global clientele ranges from independent professionals and start-ups to multinationals. Judy also has extensive experience in sci/tech, university, and special libraries.

Please visit AIIP’s awards page (www.aiip.org/about/awards) to learn more about the Pam Wegmann International Award.

---

**Call for AIIP Awards Nominations**

Now is your opportunity to nominate deserving AIIP colleagues who meet the requirements for three prestigious association recognitions.

Winners will be announced at the 2016 AIIP Annual Conference in Pittsburgh, Pennsylvania, April 7-10.

**Myra T Grenier Award**

www.aiip.org/About/Awards/Myra-T-Grenier

A $600 Stipend is awarded to a new or aspiring independent information professional to support his or her first attendance at an AIIP Annual Conference. Note: You can nominate yourself if you qualify.

**Roger Summit Conference Sponsorship**

www.aiip.org/About/Awards/Roger-Summit-Conference-Sponsorship

A free AIIP Conference registration plus $1,000 is awarded to this lucky winner, who has been an AIIP member for at least two years, in business for at least three years, and has not previously attended an AIIP Annual Conference. Note: You can nominate yourself if you qualify.

**Sue Rugge Memorial Fund**

www.aiip.org/About/Awards/Sue-Rugge-Memorial-Award

A $500 stipend is awarded to this Full member of AIIP who has significantly helped another member through formal or informal mentoring.

The deadline for nominations is the end of business on Friday, February 12, 2016.

Send your nominations or questions to Ellen Naylor, Awards Committee Chair, at awards@aiip.org.
I was all of five years of age when I first experienced the library environment. Mom brought me down to the local branch of the Los Angeles County library to choose some books and I was forever hooked. Seeing that, she asked with a big smile on her face, "Do you want to read all the books in here?" I had a quick comeback, "No, I want to work here!" Wow, that was to set the stage for life and set it, it did.

However, the road to getting that Master's degree had a few jigs in it. My subject love was history with a special interest in genealogy. I graduated from Cal Poly, San Luis Obispo, with a history degree and a couple of years later passed the exam with the Board for Certification of Genealogists to become a Certified Genealogical Records Specialist. The epic television production, Roots, had made its debut across the nation, and libraries were begging for professionals to help them with droves of patrons. While I did not have my MLS then, I had the right combination of education to be put on the reference desk to handle the public and their needs. I fielded reference questions, answered phones, taught courses, and conducted research trips to repositories and major libraries. Eventually, I began instructing a range of genealogical courses at different colleges. My experience was in demand, too, with system librarians who wanted to know the intricacies of serving a genealogical clientele. I authored the nationally known title, Branch-to-Branch: A Manual for Teachers of Genealogy (1992). But, it was time to get back to school.

What I learned about this particular type of reference work, which I am still doing, is that manual searching is superior to anything online. Surprised? This is one subject area that demands a hand search because of the nature of scholarships. Internet databases do not possess the "pliability" needed to produce custom results for individual students. "Profiles" on database search engines actually limit what anyone would be able to find. Old-fashioned reference work allows me to find good matches for all my clients. Time consuming? At first. However, time and experience have given me the ability to expertly handle key resources and manuals that benefit the individual client. And, this is really what these clients are looking for. I am now going into my 6th year in this business.

In addition to providing key results in scholarship reference work, my coaching of the students in how they interview, what they wear, and how they compete truly makes a package that parents are eager to purchase. Results vary amongst students. Commitment has to be high in order to be successful. Scholarship competition is just that—a competition. Because the work is labor intensive, I foresee a continued demand for this kind of reference work and guidance. With the costs of higher education always rising, parents are anxious about funding. A knowledgeable independent information professional who enjoys working with families of high school and college students will never run out of clients. Each school year produces its own opportunities and amazing results.

Annette Perry is the principal of Annette Lutnesky Perry College Scholarship Coaching Services. Contact her at netsky@sbcglobal.net
Volunteer Spotlight: for Cathy Chiba

By Jane Langeman

People don’t volunteer for the applause. However, AIIP does love to recognize volunteers who stand out. It is with great pleasure that we pay tribute to Cathy Chiba in our Volunteer Spotlight for this issue of AIIP Connections. Since joining AIIP in 2010, Cathy has been—and continues to be—an active volunteer. Cathy is well-known at our conferences, on our discussion list, and through our webinars. She has spirit, wit, and generosity that never seem to fail.

“Cathy brings energy, enthusiasm, new ideas, and a big smile to the webinar team. She is creative, innovative and supportive of both AIIP and AIIP members. She has been a great asset to the webinar team, providing the backstage support that enables webinars to run smoothly. Cathy always brings a fresh perspective, sense of humor, and generous spirit.”

– Mary Ellen Bates

“Cathy has worked on the AIIP-L transition team, attempting to ‘break’ things while we moved services. She also helped with brainstorming and messaging to the list and membership during the transition—letting them know what was going on behind the scenes—in her indomitable, ‘Cathy’ way. She is simply one of the biggest and best brand advocates that AIIP has!”

– Jennifer Burke

“In Cathy’s words

“Whoa! I didn’t expect to be recognized! But thank you: it’s a delight and an honour.

I’ve taken a squirrel’s approach to volunteering within AIIP—hopping between various projects, doing okay at some, and not so well at others—but I’ve never regretted the decision to volunteer.

It’s been a great way to learn from and work with my fellow members, and it’s also helped me feel more connected to an organization and a network that has already given me a lot (yeah, that would be you, AIIP as a whole). I’ve learned a ton—particularly as part of the Webinar team and the AIIP-L transition team—but I think the primary reason I keep volunteering is because it’s so satisfying to do something that makes a difference to this wonderful community that is AIIP. We might be independent and often solo, but we’re not alone, and it’s AIIP that makes a difference. So I’m happy to pitch in.”

Cathy’s company, Dauratus Research helps technologists, innovators, and technology users create better, more engaging, and truthful conversations about science and technology.

Cathy Chiba

Cathy’s company, Dauratus Research (www.dauratus.com) helps technologists, innovators, and technology users create better, more engaging, and truthful conversations about science and technology.
One of the most memorable, valuable, and dreaded sessions of the AIIP Annual Conference is the Introductions session, in which each attendee comes to the front of the room and gives a very short elevator speech.

It’s an exercise in speaking up, standing out, and telling the world who we are and what we are about. It’s a valuable exercise. But it can still be acutely uncomfortable.

Are You Making Yourself Heard?

As business owners, we generally understand that public speaking can be an excellent way to showcase your expertise and connect with new clients. However, many of us find it a source of anxiety.

A certain amount of anxiety is natural. It keeps us alert, and drives us to stay aware. However, are you avoiding opportunities to stand out because of anxiety about public speaking? Could a fear of public speaking be reducing your ability to engage or perhaps even serve your clients? Stage fright can be extremely limiting. We don’t all have to want do speaking engagements, but we should feel comfortable speaking up in other situations. And stage fright can get in the way.

Flashback: The Debate Club Debacle

I blame the cream-colored pants.

When I was seventeen, I had my first brush with traumatic public speaking. I had joined the debating club, mostly because I had a crush on Marc, the debate club rock star. He and his partner were a joy to watch. They were quick witted, dynamic, devastatingly analytical. They made theatre out of index cards and structured argument.

I remember only parts of my first debate. I remember being in an unfamiliar classroom, uncomfortable in my tasteful white dress shirt and cream-colored polyester dress pants.

I fuss over the ideas scrawled on my index cards, scribbling notes up and around the corners of the cards. It’s almost time for my debate. I have trouble settling my brain down.

My mind is still buzzing with anxiety when it’s my turn to speak. I’m still thinking, even as I take my place at the podium.

And that’s where the memories turn to fuzz. I don’t remember much, only isolated images and feelings. A sudden dry hollow feeling in my mouth. A spreading weakness in my hands and fingers as I grasp my index cards, squinting at my scrawl. My voice, trailing off. A long, uncomfortable silence.

Cream colored pants? Never again.

I don’t do debates, either.

Public Speaking Can Be Traumatic

Putting yourself out there—whether you speak in public, write a blog, or speak up in a forum, in-person or virtual—is scary.

It’s not unlike choosing to run your own business.

You are taking a risk. You put your social self on the line. You take a stand. And you will generally make the most impact when you take a stand about something you care deeply about.

Michael Port, author of Book Yourself Solid and co-founder of Heroic Public Speaking (www.heroicpublicspeaking.com), has said that public speaking is an inherently traumatic activity. You are taking a risk, and doing so in public. It won’t always turn out the way you want it to. And because it will unfold in front of others, perhaps subject to the judgement of others, you may feel extraordinarily vulnerable.

Stage fright is a natural consequence of feeling so vulnerable. It’s completely normal, very common, and definitely something one can overcome—even accidentally.

I don’t suffer from debilitating stage fright today, despite being a naturally anxious person. In fact, over the past year, I’ve been devoting considerable energy and focus on developing as a public speaker. I’m now comfortable on stage. I enjoy it. And most of the time, it shows.

So why didn’t a traumatic public speaking debut translate into a permanent fear of public speaking?

Accidental Therapy

I believe the turning point was working as a science demonstrator.

Shortly after graduate school, I joined the science centre as an “exhibit facilitator.” As the job evolved, speaking became part of my daily routine. Two to three times a day, often on a platform called Centre Stage, I performed for audiences, blowing up zucchinis, putting marshmallows in vacuum chambers, or persuading small children to touch electrified devices. The work environment was fun and nurturing, and I
had plenty of colleagues as support.

In a way, my work turned into accidental therapy—a form of exposure therapy, in which I faced a fear repeatedly in a safe environment. In my first rehearsal of my first science show, I was terrified. My voice started to disappear, and the content I’d learned collapsed into a pile of mental clutter. But my colleagues were on my side. As a result, I got better.

Lessons from Accidental Therapy

Here are a few key things I learned at Centre Stage.

1. Be who you are.

We often worry that only certain types of people make good public speakers. It’s not true. You don’t have to be someone else to be engaging. Work with your strengths.

When I worked at the science centre, I often watched my colleagues do their shows, and watched the audiences watch them.

We were all different. Some of us were very, very good, but there wasn’t one way of being good. Some were flamboyant, some were polished, and some were just quietly, compellingly, odd.

Some used comedy and schtick to move their shows along; others made audiences fall silent and rapt, speaking with soft, measured tones and long, thoughtful pauses.

You don’t have to tell jokes if you don’t tell jokes. You don’t have to be a smooth talker, a salesman, or an actor with classical training. It’s okay to trip over words from time to time, or to blush when you’re just the tiniest bit flustered. One of my favorite performers blushed like a beacon, and he was absolutely loveable on stage.

When people come to see you speak, they come to see—and connect with—a real human being. They, like you, do not imagine making real connections with no-name salespeople or smooth-talking consultants. But if they see you, even a glimpse of you—vulnerabilities, idiosyncrasies, and all—you offer them a gift: the possibility of real connection, of empathy, discovery, and delight.

2. Make it a conversation.

A speaker and an audience are partners in a social transaction; it is a dance, a series of invitations to share and engage.

Don’t shut out your audience. They are your collaborators. They can help you succeed, and they want you to succeed, but you have to invite them in.

You can engage even if you are alone in a room, as you might be for a webinar or a podcast. Use your imagination; help your audience use theirs. Tell a story. Ask a question. Give folks time to think about their answers. Think about enjoying a phone conversation with a close friend. It doesn’t have to be that different.

3. Engage early.

At the science centre, we often chatted with audience members as we set up our shows. It was fun, and it helped us relax. It was a way to connect as human beings. And once we started the show, we already had at least a few connections in the audience.

Starting the engagement can be as small as a look, or a smile, or catching someone’s eye. Chat if you can, but the conversation can also be non-verbal, and still be enough.

4. Embrace the gaffe.

Don’t fear technical glitches and errors; look for their gifts.

At the science centre, we had a demo called “Burning Money”. We would coax an audience member to lend us a paper bill, place it in a jar of liquid to “launder” it, and then dry the bill by setting it on fire. The clear liquid was alcohol and water. The alcohol burned, the water absorbed the heat, and the money stayed intact.

It didn’t always happen right. I once watched, wide-eyed, as a large, flaming hole formed in a child’s five-dollar bill. Another colleague borrowed a hundred-dollar bill from an American tourist, and then converted the bill to a pile of Canadian ash. He had put the bill in kerosene.

Bloopers and gaffes create very real, very human moments. We get to see presentations as living performances, where the audience and the circumstances are as integral as the performers.

They don’t have to be comedic moments either. Last year, I was at a large international conference. The speaker had just taken to the stage when the power went out. His slides were useless. So instead, he came out from behind the podium and gave a casual talk about the story behind his slides. It was one of the most enjoyable presentations of the whole conference.

When mistakes happen, take it as your chance to relax and be human. Your audience will appreciate it.

Nothing takes the place of repetition and rehearsal. At the science centre, part of this repetition was built in; we did many of our shows daily, and many shows consisted of demonstrations we did consistently, even if they weren’t always part of a given show.

If you want to feel comfortable delivering a presentation, then recruit your entire self into it. Rehearse. Try things out. Try out your presentation in a space and a situation that mimics the actual presentation situation. Play with it.

Don’t just rehearse in your head. And don’t rehearse in the mirror—it will make you self-conscious and focussed on yourself instead of your content, or your audience.

Your whole body participates in your presentation, even when people hear only your voice. Allow your body to internalize your presentation as part of your muscle memory.

6. Laugh and Learn

Social support makes all the difference.

I wasn’t the only one doing daily science shows. I was part of a team. Some were actors, others teachers, and others students or permanent science geeks.

We watched each other’s shows. We gave each other feedback. We stole each other’s material. After shows and on breaks we would sit in the lunchroom and share our experiences. We laughed a lot.

It was a safe place to talk about demos gone wrong, broken equipment, nightmare audiences. Some people were gifted storytellers, spinning small personal humiliations into stories that made us laugh and love their tellers even more. It was a way to revisit even upsetting experiences in a place that was safe and supportive while also being lighthearted. The lunchroom was a perfect place for putting stage fright into perspective.

This last factor, I believe, is why I think my stint as a science demonstrator was so peculiarly effective in reducing my anxiety about being on stage.

If you want to become more comfortable with public speaking, try to create a network of supportive colleagues—those who would be willing to help you try out material so you can see what works, and what doesn’t. It could be something you do for each other.

Consider meeting via webcam if you can’t meet in person. A Skype call or a Google Hangout could work. Establish guidelines for giving gentle, nonjudgemental feedback, and remember to ask your support network about what works and what you do well. We all have our strengths, and the more we see them ourselves, the better we’ll be at showing them.

Final Thoughts

Stage fright is normal. It doesn’t have to be forever. It doesn’t have to be debilitating.

I haven’t changed my essential nature. I still dislike elevator speeches. I’m still a natural introvert, and I am inherently anxious.

And I’m not immune to gaffes and mishaps. I’ve fainted, fallen off stages, failed to prepare and suffered the consequences. Sometimes I still replay my mishaps, imagined and real, in my head, mortified all over again. But then I find ways to make light of them. In some ways, I’ve got an inner lunchroom now.

We may think that becoming comfortable with speaking in front of others is a matter of conquering fear and anxiety, but in fact I believe it’s the opposite. I believe, if anything, it’s about be-friending your fear and anxiety and finding a safe way to experience it until you adjust your perceptions to actual consequences. You might know intellectually that a bad public speaking experience will not be the end of your world, but you need to practice in order to feel it. And you need to feel safe.

We can, and must, all create safe places and safe ways for exploring the unknown, whether it’s in our personal lives or in business. As solo entrepreneurs, we may not have a lunchroom full of co-workers, but we do have our loved ones and we do have each other. Use whatever networks you have, including AIIP, and create the safe place and networks of trusted friends you need. Solo does not have to mean alone.

Stage fright is normal. We’re all human. We’re not perfect. But we can all be in this together.

So go on out there. Take centre stage. And have fun.
Handing Impending Retirement

By Barbara Pilvin

In October I retired after 29 years as a reference librarian at the Free Library of Philadelphia, for many of those years in the Social Science and History Department. When I joined AIIP as an associate member about six years ago, my goal after retirement was to plunge full-time into my own business as an information professional, focusing on genealogy and consumer-health information and advocacy. In recent months, however, as the date of formal retirement from my long-time position approached, I’ve been thinking a lot about what I most want to do afterwards. One of my hopes in going to SLA 2015 in Boston last June was to get a clearer sense of what I really wanted to do after retirement; the conference and people I met there helped me do that.

I spent a lot of time informally chatting with other SLA members about my years at the Free Library and my passion for history, genealogy, and consumer-health information and advocacy. I told people that I’d been thinking about freelancing and consulting part-time instead of full-time (and even about volunteering); when they learned how long I’d been on the Free Library’s professional staff, their reaction was that I certainly had a right not to jump from one full-time schedule to another. As soon as I learned that Jennifer Burke, a fellow Philadelphia SLA chapter member and an independent info pro of recent vintage, would be giving a “Quick Take” talk on her work and life—15 minutes, followed by time for questions and answers—I decided to attend it and ask her and others in the room questions about their views on working part-time. They all agreed that I might like it immensely. So did the AIIP members who were staffing the organization’s table at the Info-Expo. Several of them, including Jennifer, suggested I meet with someone at SCORE, the Service Corps of Retired Executives, and I confessed that I had already scheduled such a meeting for immediately after SLA. A Philadelphia SCORE volunteer would help me clarify

the details of starting a part-time business, they said, and more than one of them told me that they themselves were working part-time as independent information professionals…something I had not been aware of.

The SCORE volunteer suggested that I make two lists, since I have two principal subject-area interests. She advised me to write down the types of organizations I’d like to help, and even specific associations and types of work I’d like to do with and for them; she suggested that I start “big” and narrow down my lists. Once I told her that I’d have a pension and other resources, so I wouldn’t have to work full-time, she liked my idea of working part-time and even volunteering at my library and other organizations. At her suggestion, I visited and registered with Elance, at www.elance.com, a resource for freelancers in many fields. When I told her I knew I’d need structure in my life, she reminded me that I didn’t have to super-structure it (my term, not hers). She also nodded, and smiled, when I mentioned the library patron who’d been retired for quite a while and had reminded me that I would probably be so, too, and would have to pace myself.

For those who are approaching retirement, I’d like to say that virtually everyone I know who has been there, including my normally tranquil stepmother, has been very nervous about it. It’s a typical response to one of the biggest changes in anyone’s life. I’m still pretty anxious, but I’m making plans and maintaining my network of fellow educators, librarians, and other info pros, genealogists, history lovers, people involved in consumer-health information and advocacy organizations, others who share my love of writing and languages (especially French), and fellow members of local and other associations like the synagogue I joined a few years ago. I’ve had very simple business cards made up by Vistaprint, indicating that I’m a librarian, genealogist, and consumer-health information and advocacy specialist, with my name, MLS and MA, Gmail address and home and cell phone numbers. I have a WordPress blog and may get a Vistaprint website as well.

So my plan to jump from one full-time job into another has changed, and that makes more sense to me now. I’ve gotten some good advice on how best to handle it, making use of my social media and other professional and personal contacts. I haven’t been a member of SLA and AIIP for very long, but I’ve gotten a lot out of the experience. I expect to continue doing so.

Barbara Pilvin is recently retired as reference librarian in the Social Science and History department of the Free Library of Philadelphia, in Philadelphia, Pennsylvania. You can reach her at willowsmom@ud.com.

Editor’s Note: AIIP members interested in pondering the practical, professional, and psychological issues of retirement are invited to attend the Tips session Redefining Retirement at the 2016 AIIP Conference in Pittsburgh: Partnering for Success.
As an information professional, knowing the most common management consulting frameworks and how to use them can help you to structure your research—and also provide a good way to present the results. An old and very useful framework is the SWOT analysis—Strengths, Weaknesses, Opportunities, and Threats analysis. The purpose of a SWOT analysis is to give a complete view of the current position of the target company, product, or market and to help plan a strategy for the future.

In this introduction to SWOT analysis, I will focus on definitions and on what the different parts of a SWOT analysis cover. I will illustrate this with examples from Nike, which I have researched with the use of a combination of sources: general Google searches, industry websites, the company website, analyst comments, Nike’s most recent investor presentations, and transcripts from the annual and quarterly presentations (especially the Q&A with analysts).

A SWOT analysis can be completed with information from many different sources, depending on the target.

- Company SWOT Analysis relies on company specific sources such as the company website, annual reports, and road show presentations. Other relevant sources include industry specific websites/magazines, and analyst comments.

- Product SWOT Analysis concerns a specific product. Sources for this include product descriptions/flyers, user ratings, web forums and comments, company websites, and annual reports. Roadshow presentations, industry specific websites/magazines, and analyst comments are also worth consulting.

- Market SWOT Analysis has a broader set of external sources. For this type of analysis, you can consult industry association reports and websites, industry-specific websites/magazines, and more general sources that cover the market.

A SWOT analysis looks at internal factors—strengths and weaknesses—that describe the current situation, and at external factors—opportunities and threats—that influence future directions. The different elements or factors are important to understand and although it may seem self-evident, it can be useful to understand how you interpret them.

### Defining strengths

When looking at company, product, or market strength you need to focus on the positive aspects of the current position. These aspects will be a bit different depending on what you are looking at but in all types of SWOT analyses, you look at the company, product, or market in terms of products/functions, consumer loyalty, brandings, margins, etc. Strengths can also include such factors as international representation, the organization, service, and other internal factors that give strength in the current position.

Here are some examples from Nike, one of the world’s leading sports brands. Two important strengths of the company are its dominant market position and brand recognition. These strengths create brand loyalty (recurring customers) and higher margins (customers are willing to pay more for Nike because they believe it offers a better product). Another strength can be found in its R&D function, which ensures new and constantly improved products. Low production costs, which help Nike improve its bottom line, are also a strength.

### Defining weaknesses

When looking at the target’s internal weaknesses you need to focus on the negative aspects of the company, product, or market. What makes them weak in terms of products/functions, consumer loyalty, brandings, margins, etc.? Other weaknesses can include such factors as international coverage, the organization, service, and other factors that are weakening the current position. When looking at the strengths and weaknesses we see that a strength can become a weakness at some point.
An Introduction to the SWOT Analysis

Nike’s high price point (due to the strong brand and customer loyalty) is a weakness as well as a strength. Having high prices is a problem in emerging markets; it puts the Nike products out of reach for many customers in these markets. Another weakness is the company’s dependence on footwear; although Nike has tried to gain market share in all types of sportswear, its main business and profits continue to be in footwear. Nike also continues to suffer from accusations of permitting poor working conditions, which damages its reputation and position.

**Opportunities and threats**

The lists of opportunities and threats can often become very long and requires some structure. You can do this by scoring the likeliness (low to high) and the economic impact (low to high) for each. In this way, you can create a 2X2 matrix to illustrate the opportunities and threats of greatest potential interest.

Those opportunities and threats that score highest on economic impact and likeliness (top right box) will be the ones that are most interesting to dig deeper into.

**Identifying opportunities**

Opportunities are often those factors that could become future strengths. These can be new markets (in terms of geography or product), possible new joint ventures or mergers/acquisitions, cheaper raw products, or new patents. Opportunities are external factors that may or may not become relevant at some point depending on the ability and strategic priority of bringing them into play.

Opportunities in our Nike example could be found in emerging markets and technology. Nike is already present in emerging markets, but it could develop an even stronger position if it continues to strengthen its brand and tailor its product portfolio to meet local preferences. These new markets have potential because they experience high growth rates and increased buying power. Technological developments in consumer products present another opportunity. For example, Nike has the opportunity to gain a strong position in the wearable technology market, which is an emerging market that is expected to explode in the coming years.

**Identifying threats**

Threats are often those factors that could become future weaknesses. Here are some examples: a new technology that will change the market completely, declining demand for the product, a new strong player entering the market, competitors that are consolidating the market and getting a stronger position, or shrinking supplies of needed raw material for the product (and related price increases). Any legal threats being discussed, or new patents being taken out that will threaten the current position are also of huge interest when defining threats. Threats are external factors that need to be taken into consideration and reacted upon in a timely manner to keep the current position.

Threats in our Nike example could be posed by the competition and by the strong dollar. The competition is a threat because other brands are learning from Nike and trying to build competing products and strong brands. These efforts could hurt Nike if customer loyalty decreases, possibly causing the company to lose market share or to lose margin (if it has to lower its prices.) The strong dollar presents a threat because the majority of Nike’s sales are generated outside of the US. The result of a strong dollar is lower earnings (because you cannot just increase local prices). Another (maybe less likely) threat is posed by potential changes in fashion. If running or sports become less fashionable, Nike could lose a huge part of its revenues.

These few tips on how to work with a SWOT analysis can be useful to keep in mind the next time you have to develop an overview of a company, product, or market. This kind of analysis can help you create a very tight and structured overview, which can help your research and frame the results in a way that will make further use easier for your client.

Anja Chemnitz Thygesen, an information researcher since 1998, started her company, ACT, in 2012. Having been involved in countless strategy project and commercial due diligence processes, she specializes in Scandinavian business research for local and international clients. She is a member of OneAnswer, the pan-European network of business researchers, and AIIP. Contact her at mail@actknow.dk.

Joann Wleklinksii is in the midst of a book project for a major university medical center.

Marilyn Harmacek has a new project publishing weekly blogs and newsletters.

Lynn Strand just landed her first five-figure client, she is to be published in Freepint, she is doing a webinar for the CI division of SLA, and she’s speaking with Mary Ellen Bates at Internet Librarian.

Marge King and Joann Wleklinksii have launched their publication, Prospect Research Review www.prospectresearchreview.com, and released four reviews—with a fifth in production—of products useful to prospect researchers.

Debbie Mack’s mystery series has a publisher and her first novel, Identity Crisis, has been optioned by a Maryland producer. Debbie has also written the screenplay, based on the novel, and her first feature-length screenplay, The Enemy Within, made the finals in the Creative World Awards screenplay contest.

Share your accomplishments, both business and personal, with your AIIP colleagues. Send a note to connectionseditor@aiip.org with your news.

Toot! Toot!

get more out of your search service.

ProQuest Dialog is the industry standard for pharmaceutical, engineering, and patents research. Find, organize, and share the right information using intuitive search and workflow tools, along with content from the world’s leading publishers.

AIIP members are eligible for special discounts on ProQuest Dialog. To learn more, contact us at customer@dialog.com or visit our website, proquest.com/go/pqd.
Step Up and Stand Out as an AIIP Volunteer

By Jane Langeman

As an association, we’re small but mighty. That “might” results from the efforts of our member volunteers who deliver key services to the AIIP info-entrepreneur community. You see AIIP’s volunteers in action every day. From our annual conference to our webinar series, volunteers provide professional development services that help us stay abreast of changes. They connect with new members, helping them join the AIIP community and make their voices known on our collaborative discussion list. Do you use and value AIIP’s vendor discounts? There is a team of volunteers making those discounts happen. Our volunteers enhance AIIP’s visibility in the larger ecosystem of information professionals by publicizing who we are and what we do—and by building relationships with colleagues in other associations. That’s a lot!

I know what you’re thinking: “I have a business to run. How can I possibly volunteer when I have other commitments?” Did you know volunteering is good for you? Really. A study by the UnitedHealth Group and the Optum Institute found that:

- 76% of people say they feel healthier when volunteering!
- 94% of people who volunteered in the last 12 months say it improves their mood.
- 87% of people say that volunteering improved their people and teamwork skills.
- Volunteering even helps with time management skills.

(http://mashable.com/2014/05/30/volunteer-infographic-brandspeak/#6_pbCfWgPp4)

Are you wondering, “What would I do as a volunteer?” Perhaps you have expertise you would love to share with your colleagues. Or, maybe you want to learn from others and acquire new skills. Volunteering is also a great way to build relationships with your colleagues. You can show and grow leadership skills by heading up a team or a project. Volunteering provides a way for you to do all of these things. Whether your volunteer role is short and project-based—or whether you’re part of an ongoing team—there’s an AIIP opportunity that’s right for you.

Give me Five!

Step up and tell us what your volunteer interests are. Not sure? We have immediate needs in the roles below for approximately five hours a month. You can sign up for these positions (and others) online at the AIIP.org website under Members only → Volunteering. Or send us a
message at volunteers@aiip.org. Or contact Jane Langeman.

**Social Media Team:** Attention social media advocates on Twitter, Facebook, LinkedIn, and Instagram! Be the eyes and ears for newsworthy items for AIIP and/or help write the social media messages. Ken Watson is (eagerly) waiting for your call.

**Content Team:** If you know there’s more to the story than 140 characters but way less than an article or a novel ... we have a spot for you. Curate and write content that promotes AIIP and its members. Jennifer Burke can fill you in.

**New Member Outreach:** Remember what it was like being new to a group? Join the team that connects with new AIIP members to welcome and help them navigate member benefits. Michelle Rawl would love to talk with you.

“For a small time commitment, often less than five hours a month, I get to talk to people throughout Canada and the US. My team lead sends me contact information for new members so that I can call and welcome them to AIIP, answer any questions they have about their membership and best of all, get to know each other a little. For me, working from a home office without co-workers, getting to chat with my IP colleagues once in a while is a real pleasure.”

– Team member Mary-Doug Wright

**Shorter-term Roles**

Not everyone wants an ongoing volunteer position, so we also have short term projects with fixed end dates. Among them:

**AIIP Conference:** Help the 2016 conference team (from January – March, 2016) make a good impression on attendees by assisting with the creation of our printed program for the AIIP 2016 conference.

Again, to volunteer for (or enquire about) any AIIP volunteer opportunity, you can fill out our website’s volunteer form (Members only → Volunteering), send a message to volunteers@aiip.org, or contact me (Jane Langeman) directly.

__Jane Langeman (jane@langemanconsulting.com) provides project management and technology consulting services to help organizations effectively leverage people, process and technology. As an independent consultant since 2008, she works with non-profits, businesses and higher education on information-centric projects involving software selection and implementation, data analytics, citation analysis and information resource management. Prior to becoming a consultant, Ms. Langeman was a project and program manager in corporations implementing business and engineering application solutions.____
The 2016 AIIP Annual Conference, our 30th, is scheduled for April 7-10 at the Omni William Penn Hotel in Pittsburgh, PA, USA. The September 2015 issue of Connections featured helpful tips on getting there and getting around; see www.aiip.org/Resources/Documents/Connections/2015ConnectionsV29N3.pdf. To entice you with options for the lovely dinners you’ll be having with colleagues and friends, here is a brief glimpse of the local food scene.

The food scene in Pittsburgh just keeps getting better in quality and in variety of cuisines. While some might enjoy a bite from the hotdog cart parked across the street from the Omni William Penn on weekdays, others will want to explore the restaurants and shops lining Market Square (an eight- to ten-minute walk from the hotel). There you will find eateries at a variety of price points ranging from the very affordable Noodles & Company to the more upscale NOLA On The Square (New Orleans cuisine) and Sienna On The Square (Italian cuisine). Sienna Mercato, under the same ownership, is on Penn Avenue near our hotel; it features three Italian restaurants under one roof and a rooftop bar with a wide selection of craft beers on tap.

Closer to the conference hotel are Sonoma Grille and Grit & Grace featuring small plates and interesting beer and wine lists; they are excellent choices for groups. Nine on Nine has wonderful food and service and accommodates special food requests. Just a short cab or Uber ride away in the Oakland neighborhood, Legume has built a stellar reputation for farm-to-table vegetarian and non-vegetarian fare. A bit farther away is Soba, home to an innovative Pan-Asian menu.

By now you’re getting the idea: you’ll have great food options in Pittsburgh, so start thinking about where you’d like to meet up with your old and new AIIP friends.

**Links**

Market Square restaurants: [www.downtownpittsburgh.com/play/market-square/attractions](http://www.downtownpittsburgh.com/play/market-square/attractions)

Noodles & Company @ Market Square: [www.noodles.com/locations/731](http://www.noodles.com/locations/731)

NOLA On The Square: [www.nolaonthesquare.com](http://www.nolaonthesquare.com)

Sienna On The Square: [www.siennapgh.com/sulla](http://www.siennapgh.com/sulla)


Starbucks in hotel: [www.tinyurl.com/osd88vp](http://www.tinyurl.com/osd88vp)

Thin Man Sandwich Shop: [www.thinmansandwichshop.com](http://www.thinmansandwichshop.com)

Peace, Love & Little Donuts: [www.peaceloveandlittledonuts.com](http://www.peaceloveandlittledonuts.com)

Strip District Guide: [www.tinyurl.com/o5mdc8l](http://www.tinyurl.com/o5mdc8l)

21st Street Coffee & Tea: [www.21streetcoffee.com](http://www.21streetcoffee.com)

Mon Aimee Chocolat: [www.monaischechocolat.com](http://www.monaischechocolat.com)

Sonoma Grille: [www.thesonomagrille.com](http://www.thesonomagrille.com)

Grit & Grace: [www.gritandgracepgh.com](http://www.gritandgracepgh.com)

Nine on Nine: [www.nineonninepgh.com](http://www.nineonninepgh.com)

Legume: [www.legumebistro.com](http://www.legumebistro.com)

Soba: [www.sobapa.com](http://www.sobapa.com)

Joselyn Sheppard is the Principal Consultant at Red House Consulting, providing research, analysis and strategy for high-tech startups and nonprofits. She has been a member of AIIP since 2001.
Mark Your Calendar: Voting for AIIP Board of Directors

AIIP members will fill four Board positions in the February 2016 election:

- President-Elect
- Treasurer
- Two Directors-at-Large

**Election Timeline**

- January 4, 2016 – Elections Committee announces slate of candidates
- January 4-15, 2016 – Any additional nominations are accepted from the floor.
- January 18-29, 2016 – Members vote on final ballot.
- February 15, 2016 – Election results are announced.

AIIP Full, Emeritus, and qualified Supporting members are eligible and encouraged to vote in the Board election.

Questions?

Contact any Elections Committee member, email the Committee at elections@aiip.org, or visit www.aiip.org/Members-Only/Governance/Election-2016, to learn more about the open positions and the qualifications for Board service.

Thank you for helping create AIIP’s future!

Connie Clem, Elections Committee Chair
Cynthia Lesky, Marge King, and Marcy Phelps, Committee Members

---

Go Beyond Google to Mine Big Data and Social Media

“Search engines have seemingly turned everyone into information retrieval experts. Berkman shows us that while we may think we all have search superpowers, the tools themselves may be mere mortals’ kryptonite. A must-read for anyone interested in how to find their way through an increasingly unknowable digital future.”

—Stefan Weitz, author, *Search: How the Data Explosion Makes Us Smarter*

Business research guru Robert Berkman gives expert advice on how to locate the best information sources, how to find and utilize the professionals behind those sources, and how to combine expert techniques to do fast and effective research on any subject. This fully updated 6th edition explains how to search beyond Google, leverage Big Data, and use the social web for research. Whether you are looking for consumer information, data for a job or project, facts for starting a new business, or an answer to an obscure question, *Find It Fast* will help you find it. Fast!

For more information or to order, visit infotoday.com.
Dozens of United States government agencies produce extensive websites and databases with content in the form of reports, articles, documents, statistics, data tools, and more. Often, you can simply search Google and add site:gov to your search words to uncover easily available government information in the public domain. Many government agencies, however, offer huge, information-rich internal databases, and sometimes better search capabilities than Google. Some provide data tools for extracting and exporting information into Excel. Results from many government agency databases are not available from a site:gov search, which if relied upon alone, misses critical information. Google search results are not necessarily complete, even when crawling some of these sites, compared to the specific search strategies you can use in a government agency’s database. Importantly, results from a government database are considered dynamic content. That means that results are tailored to your request and assembled at the time of your query; as a consequence, the results disappear when you leave the website and therefore are not available to Google’s crawler.

To supplement Google results and as an alternative to searching one agency at a time, you can expedite your research using GPO MetaLib (metalib.gpo.gov/), produced by the U.S. Government Printing Office (www.gpo.gov/). GPO MetaLib provides federated search technology for searching 64 government databases; it is described as a “library portal providing end users with an easy and personalized interface which can search simultaneously for information in a variety of electronic resources, such as catalogs, reference databases, digital repositories or subject-based Web gateways.” You can customize a list using up to ten databases and save these at the site for future searches. Alternatively use Quick Sets, which are predefined groups of up to ten databases for the following broad categories: General Resources; GPO Resources; Agriculture; Business and Economy; Catalogs; Defense and Military; Education; Environment; Freedom of Information Act (FOIA); Health and Safety; History; Politics and Law; Recreation, Travel, and Transportation; Reference; and Science and Technology.

Three interfaces are offered: Basic, Advanced, and Expert. Quick Sets are searchable from the Advanced and Expert search screens; names of the databases within a Quick Set are shown prior to the search. An A-Z List of Resources is available from a tab at the top of the main page. It contains an alphabetical list of the names of all available databases, or you can locate specific databases using key words. An information (i) button next to each database name provides a brief description.

GPO MetaLib has been around for some time but it was recently brought to my attention by Gary Price, who highlighted the following two developments at Infodocket.com (www.infodocket.com/2015/10/16/).
1. A new MetaLib QuickSet called “Freedom of Information Act (FOIA),” available in the Advanced and Expert Search interfaces, includes:
   • Air Force Freedom of Information Act Electronic Reading Room
   • Central Intelligence Agency Freedom of Information Act Electronic Reading Room
   • Federal Bureau of Investigation Vault
   • www.FOIA.gov
   • U.S. Department of State Freedom of Information Act Electronic Reading Room

2. Eight new databases are available:
   • Air Force Freedom of Information Act Electronic Reading Room
   • Central Intelligence Agency Freedom of Information Act Electronic Reading Room
   • Department of Energy OpenNet
   • www.FOIA.gov
   • National Oceanic and Atmospheric Administration Historical Maps and Charts
   • Office of Minority Health Resource Center Catalog
   • U.S. Department of State Freedom of Information Act Electronic Reading Room
   • U.S. Fire Administration Library Catalog

Cautionary Note

While the inclusion of 64 databases is a good number, and searching ten at once can save time, it is worth noting that some of the databases I use for business research are not part of this system and must be searched at each site individually. Examples that quickly come to mind are:
   • Bureau of Economic Analysis (BEA) www.bea.gov/
   • Bureau of Labor Statistics (BLS) www.bls.gov/data/
   • Center for Disease Control & Prevention (CDC) www.cdc.gov/
   • Federal Communications Commission (FCC) www.fcc.gov/
   • Food and Drug Administration (FDA) www.fda.gov/
   • National Center for Education Statistics (NCES) https://nces.ed.gov/
   • Small Business Administration (SBA) www.sba.gov/
   • U.S. Census Bureau www.census.gov/
   • U.S. Securities and Exchange Commission (SEC) www.sec.gov/
   • USASpending.gov www.usaspending.gov/Pages/AdvancedSearch.aspx

For more about GPO MetaLib and a brief tour of the site, you can watch a 17-minute web recording, Getting to Know MetaLib Resources. A link is available from the Federal Depository Library Program page at www.fdlp.gov/news-and-events/2076-webcast-getting-to-know-metalib-resources.


Amelia Kassel is President of MarketingBase, a global firm specializing in industry, company, and competitive and market intelligence research. Amelia operates The Mentor Program for new research professionals and those wishing to expand. Contact Amelia at amelia@marketingbase.com or www.marketingbase.com.