

BUSINESS REFERENCE SOURCES COMMITTEE

January 20, 2002

The meeting commenced at 2:00 p.m.

ATTENDANCE:

Members: Luise Weiss, Chair, Pinar Arcan, Pat Flanagan, David Flynn, Geraldine Foudy, Nels Gunderson, Doreen Harwood, Sylvia Ortiz, Colleen Seale, Irene Weiner, Eve Wider

Guests: Jennifer Bernadelli, Bobray Bordelon, Chet Bunnell, Carol Fang, Angela Jacobe, Curley Jones, Jason Martin, Glenn McGuigan, Jeffrey C. Riedel, Mark Wendt

1. Welcome and introductions were initiated by the Chair.
2. Doreen Harwood offered to take minutes.
3. An announcement was made for the BRASS dinner Monday at the French Bistro Royal Café in the French Quarter.
4. Anyone who has published something new should contact Judy Nixon at Purdue University. (e-mail: nixon@mgmt.purdue.edu)
5. Since RUSA is open to having some virtual members and committees, rules may change so that members of these committees might not have to attend both Midwinter and Annual meetings.
6. Flyers were distributed for Monday's Publishers Forum. The three presenters are Dainelle Kemmer from Morningstar, Reuben Greg Brewer from Value Line, and Doug Doremus from S&P. Bobray Bordelon suggested everyone come with a question to ask. Luise Weiss mentioned that the publishers written responses and oral outlines will be put on the BRASS web site.
7. Minutes from the June 17, 2001, meeting were approved with the following changes:
 - 1) Page 2, last paragraph, David Flynn reported not being aware of having on this web site a listing of presenters from previous BRASS Publishers Forums.
Action: The Chair offered to explore past minutes for this information so it can be posted on the BRASS website.
 - 2) Page 3, paragraph 3 should be Thomson Financial.

OLD BUSINESS

1. **Ebsco.** Doreen Harwood distributed copies of a handout she recently received from Ebsco representatives regarding their Elite and Premier products. She gave Sylvia Ortiz a listing of full text, PDF and peer reviewed sources in Ebsco's Elite and Premier products. She reported that Ebsco representatives said they will be working with interested librarians to improve their subjects over the next six months to be competitive with ABI.
Action: Sylvia Ortiz will do a follow up with Ebsco to find out more about their precise subjects and who will be involved in the process of improving them.
2. **ABI.** Bobray Bordelon received a letter from ABI responding to our letter about searches. The ABI representative present said he will see if he can find the letter and their response.
3. **Registered Agents.** Regarding finding a site or publication with registered agents: Luise Weiss went to the state site but it had few agents listed. *Sunbiz.org* provides information about private companies or small businesses. Although they list legal representatives of small companies, the question still remains whether there is an agent that coordinates all this or would a government agency be willing to do this?
Action: Luise Weiss will contact Commerce on this and look for a listing of foreign agents.

NEW BUSINESS

- 1. Global Trade Information Service.** Sylvia Ortiz said her faculty are interested in the database. No one on the committee was familiar with GTIS <gtis.com/ata>.
Action: Sylvia Ortiz offered to do an analysis of GTIS and share it with the committee.
- 2. Current Index to Statistics.** Jennifer Bernadelli inquired about this resource. No one on the committee uses it. Bobray Bordelon thought it may be an index to statistical literature and may contain good information but be difficult to use. The committee felt a letter should be sent regarding the importance of improving the interface.
Action: Eve Wider will find out who to contact. They're not a commercial publisher.
- 3. ABI.** Bobray Bordelon felt either there should be an upfront fee or a yearly access fee for ABI archives. He prefers little or no duplication with JSTOR. The ABI representative said the archive project is handled by their Archive Group and ABI did not originally cover titles in JSTOR; JSTOR expanded their coverage. Another problem is that text searching does not work for archives, and while title searching does work, some don't have titles. The committee expressed appreciation for the Historical Newspaper Project
Action: The ABI representative offered to raise the issue with their Archive Group about ABI archiving some titles carried by JSTOR. The purchase option is new, so the ABI representative will get back to the committee on a possible solution for this.
Action: Irene Weiner will send a letter to Roger Matuz regarding pricing models and a suggestion to do enhanced title searching (e.g., if title does not say what it is, use keyword).
- 4. Value Line.** There was discussion about Value Line's passwording not being resolved.
Action: Geraldine Foudy offered to write a letter saying we were pleased to hear from them but there are areas still needing improvement and asking for their plans in writing.
Action Note: At the Publishers Forum, Value Line announced it will be going to IP access but that the cost will increase considerably to reflect this. As a result, a letter may need to address the financial realities of public institutions and how our constituents are potential users of their product as professionals or business owners/advisors. The committee will revisit this issue in June.
- 5. Journal of Economic Literature.** During a discussion about the difficulty of using the index for *Journal of Economic Literature* and how helpful it would be to have the articles separate from the index, a committee member mentioned the index is now gone from the journal articles and that soon institutions will have access to electronic versions of AEA journals. However, with Ebsco Online there is IP recognition on campus but off campus users are linked to the publishers.
- 6. Accounting Literature.** Sylvia Ortiz said *Choice* does not do a good job of reviewing accounting literature and journal literature is late in reviewing the material. No one other than ABI and Ebsco indexes book reviews in accounting. It was decided that there is probably a limited market for accounting material. A suggestion was to check the Harvard Catalog or LC to see what is there.
- 7. Industrial Outlook.** The publication may be ceased again after just resuming. The committee felt continued publication is important.
Action: Pinar Arcane will write a letter to the U.S. Dept of Commerce to see if they will continue publishing online or in print, perhaps with a commercial publisher such as Bernan, and she will ask that they not reduce the number of industries.

8. **S&P.** Action: Pat Flanagan will write a letter asking S&P to add more industries to their Industry Surveys, to map to NAIC codes, and to provide an archive online. The pricing issue will also be raised. Eve Weider and Pat Flanagan will share information on the letter.

NEW SOURCES

Best Business Reference Sources

Action: Geraldine Foudy offered to compare Global Marketing database from Euromonitor with Kalorama.

There is the possibility of doing themes such as marketing demographics. Since electronic sources are always changing, “old” resources could be reviewed to see how they are doing and compare old and new resources.

It was mentioned that the number of pages in RSQ have been cut. ALA journals have been asked to cut pages due to budget cuts. RSQ might allow a page for a review. The committee needs to investigate deadlines.

A **working group** was formed for Best Business Reference Sources. **Initial members** include: Irene Weiner, Colleen Seale, David Flynn, Eve Wider, Nels Gunderson

Action: The Subcommittee will draft a first project guideline: do we pick a product first and then the theme? Define what a theme is, what “good” is, what constitutes a year.

Action: Luise Weiss will send reminders to the subcommittee on deadlines.

Action: Eve Wider will check with Buslib or BRASS for good business resources for reference.

PUBLISHERS FORUM 2003

Irene Weiner suggested marketing research as a theme and how imperative it is to create a product more affordable for academic and public libraries. Euromonitor, Forrester and Gartner were suggested.

Action: It was decided that next meeting we should bring up the importance of writing a letter to them.

Another theme suggested was inexpensive stock analyst reports such as Quicken.com or Netanalyst. The committee decided Investext and Multitext are available for this.

Accounting publishers were considered but the committee decided this would work better for a discussion group where the publishers could answer questions rather than present in a forum.

Action: To be considered at the next meeting: Simmons and Media Market Reports online products. The committee needs to determine questions and who to invite.

The meeting adjourned at 4:00 p.m.

Respectfully submitted,

Doreen Harwood