

Minutes

**Business Reference Sources Committee (BRSC)
Business Reference and Services Section (BRASS)
Reference and User Services Association (RUSA)
American Library Association (ALA)**

**ALA Midwinter Conference, January 11, 2004
San Diego Marriott, New York Room**

Members Present: Pinar Arcan, David Bickford, Linda Dausch, David Flynn (Chair), Mary Gilles (recorder), Doreen Harwood, Chris LeBeau, Elisabeth Leonard, Kathy Shelfer

Guests present: Mark Anderson, Kevin Harwell, Linda Heichman, Todd Hines, Curley Jones, Jeongmin Lee, Stacey Marien

Agenda

1. Welcome and Introductions

David Flynn, Chair, called the meeting to order at 2:05pm. Members and guests introduced themselves. Flynn noted an agenda change: the RUSQ column will be discussed after the 2005 Publishers Open Forum.

2. Approval of Minutes for June 22, 2003

The minutes were approved as distributed.

3. BRASS Announcements

Flynn announced the BRASS dinner on Monday, January 12, 2004 at 6:00pm at the Fish Market. He also announced that Nancy Cunningham has resigned from the Committee. He reminded those present that their recent publications should be reported to Judy Nixon.

4. Chair's Report

Flynn thanked members for their work. He reported that the Committee had completed the first round of reviews for the new RUSQ column and that the first column had been held to the Spring 2004 issue. Flynn commented that topic assignments had been made for the next column. He also noted that work had been completed for the 2004 Publishers Open Forum.

5. 2004 Publishers Open Forum

Flynn noted that the forum title is Product Development for Industry Information and will feature Francine Krasowska - International Trade Administration, Jay Reingold - Standard & Poor's, Curt Bulloch - Mergent, and Brian Rogers - U.S. Business Reporter. Flynn reported that a short set of questions was provided to each panelist. These are to

serve as a guide for each panelist's initial presentation. There will be time for questions after the presentations. Questions asked at the session will be recorded. Flynn will serve as emcee and moderator.

6. 2005 Publishers Open Forum

Flynn asked for ideas for next year's Forum. They included: entrepreneur/small business, insurance, biotechnology, company dossier information, and SEC document provision. The committee will discuss these and other ideas via e-mail and select a topic at the ALA Annual Conference meeting.

7. RUSQ Column

Flynn reported that the RUSQ editors were happy with the idea of the column. Flynn suggested an alternative to the "outstanding business reference books" theme, but the editors liked the familiar "outstanding" approach. Flynn reviewed the current subject assignments for the column: Pinar Arcan - general management, insurance; David Flynn - accounting/tax, economics, MIS/KM; Mary Gilles - American corporations, e-commerce; Doreen Harwood - Business ethics, small business; Elisabeth Leonard - advertising/marketing, international business; Stacy Marien - financial markets and investments, real estate. Elisabeth Leonard will coordinate submissions of nominations. Flynn reminded members of the guidelines document for the column which includes the criteria for consideration. He will send the document to current committee members.

8. Ongoing Communications with Publishers

It was reported that there has been a general erosion of the Gale Business and Industry database. It is currently undergoing changes.

The wide variations in subscription prices for MergentOnline were noted. This issue will be addressed with Curt Bulloch at the Forum.

9. Discussion of Needs for New (or Improved) Reference Sources

Flynn noted that David Bickford, Linda Dausch, Chris LeBeau, Katherine Shelfer and Hillary Stevenson had been asked to focus their efforts towards identification of needs for new or improved reference sources. The needs included: a directory of socially responsible companies; businesses with office locations in other countries; Asia/European equivalent to RMA and other industry ratio publications; industry surveys that are updated more frequently than quarterly, include more industries and include service industries; stock quotes information; lack of responsiveness from Factiva and a reduction in features; the value of special issues of publications and how to find them; availability of at least ten years of downloadable data; elimination of the fee for the dead file in Mergent; and forecasting. These will be dealt with following the Midwinter meeting.

10. Other Business

There was no other business.

11. Adjournment

Flynn adjourned the meeting at approximately 3:30pm.