I am delighted taking over as Chair of the Section. The challenge is to continue the splendid work of the outgoing chair, Professor Sue McKnight, and her committee. A central part of this is organising a whole range of attractive sessions at the IFLA conference. To do so we actively develop links with other sections and we encourage new members, observers and participants. Publishing a good newsletter, maintaining an attractive web presence and undertaking special projects are also important to us. Our committee members hold senior positions in academic and research libraries around the world, and this gives us the wonderful skills and experience base necessary to make an even greater contribution to IFLA and the profession.

Here are highlights of my professional activities and experience:

My participation in IFLA conferences goes back to 1993. Before becoming chair of the Academic and Research Libraries Section, I had been a committee member for some three years, and I have continued my involvement with the Section on Buildings and Equipment, on which I sat for six years.

My international consultancy and training work in strategic management and planning new academic libraries has taken me to Barbados, Botswana, Egypt, India, Kuwait, Mexico, Portugal and Sudan, with international study tours taking me to China, Germany, Scandinavia and the USA. I have also directed several international short courses on strategic planning, distance learning, quality management, preservation, and library planning and design in several countries, including China, Crete, Lithuania, Southern Ireland and Taiwan.

A Fellow of the UK’s Chartered Institute of Library and Information Professionals (CILIP), I have served on CILIP Council and have chaired both its International Panel and its Academic & Research Libraries Section. A former member of the Executive of the Society of National, College and University Libraries (SCONUL), I chaired the Space Planning Working Group, leading the assessment of new buildings for the SCONUL Library Design Award. A member of the Higher Education Funding Council’s Space Management Group, I have been a new library consultant for a dozen universities and have assessed for several senior appointments in the UK. Research projects funded by the Joint Information Systems Committee have been concerned with digital archives, institutional repositories, managed learning environments, and with strategic ICT management.

Currently Director of Library and Learning Services at the University of East London, I was previously Director of Information Services and Professor of Information Management and Strategy at the University of Sunderland. Before then, I was Deputy Librarian at Newcastle University. I planned award-winning new libraries at these institutions with recognition to the quality of library services, not only through customer feedback and national audits, but also through several national awards from the Chartered Institute of Library and Information Professionals.

Papers presented at UK and international conferences (140), publications (68) and research projects (£2m) embrace partnerships for learning, library planning and design, digital libraries and archives, strategic planning, quality management, distance and lifelong learning, information skills and staff development.

Best wishes to all for a successful new year!
Mr. Kizito recently completed the Environmental System Research Certification in Arc Information Management with the ESRI Institute in Nairobi. He wants to specialize in web based geographical information systems.

Scholastica Chizoma Ukwoma, University of Nigeria

I am overwhelmed to be among the over 1,856 participants attending the 2009 WLIC and 75th IFLA General Conference in Milan Italy. I have to give a brief summary of the 8th World Conference on Continuing Professional Development &Workplace Learning section/ New Professional Discussion Group, which is a satellite conference in Bologna. The conference was well organised with paper presentations, workshops and poster presentations. It was a blend of young and old Librarians given a total of 83 Librarians in attendance. The satellite meeting opened a forum for young librarians to be mentored by the experienced professional colleagues. The section was rounded off with the closing keynote given by Tracie Hall. In her presentation titled “shall we not be as real as the things we see? Ten ways visionary librarianship can save our world and one reason why it must”. She outlined several ways we can package information to meet the needs of our target audience. She reiterated libraries are in the transformation business (Transformation,) noting information should be disseminated ruthlessly. The opening ceremony of declared the main conference open, the session was quite interesting; featuring a speech by the president, Claudia Lux. In her speech she said Milan is renowned as one of the world’s capitals of design and fashion, and I believe, this is what libraries need - worldwide. Libraries need not only newly designed buildings or newly designed catalogues, they also need fashion, meaning current styles reflect how libraries are developing along with their customer needs. The Keynote address was presented by Nicoletta Maraschio, President of Accademia della Crusca. The presentation, 5 tableaus on the book of books, traced Constantine and the tradition of the amanuenses’ also portrayed Italy and its cultural heritage. The tableaus are as follows: Roman civilization and the manuscript tradition: from the Empire to the work of the amanuensis monks. Invention of perspective: from the masterpiece of the Divine Comedy to the period of the Renaissance and the introduction of printing. The improvised Comedy (Goldoni). The birth of Gazettes and journalism. Singing (“il bel canto”) and the Italian tradition of opera, the development of the musical book industry (Ricordi’s editions). From the affirmation of the Italian style through 20th Century design and fashion, to the new digital technology of libraries. Other interesting events include; Newcomers section, first timers to IFLA were advised they should be part of both the formal IFLA (IFLA lectures and meetings), informal IFLA (IFLA at the corridor and café) and hidden IFLA congress (IFLA in the committees rooms)/ The exhibition section, was declared open by the new IFLA president Ellen Tise. The exhibition featured more than 800 exhibitors at their different stands. This gave us the opportunity to see many Library materials and equipment available and how the producers can be contacted. L’Scalne night was quite interesting part of the social night. The conference was very interesting and educational, the most prominent aspect was the networking section which gave me the opportunity to meet librarians across the globe most of whom I have been communicating with since I came back to Nigeria. The IFLA experience was quiet rewarding. I made some observations, the organization of the off-site events were so poor. I expected the organizers to make provision for transport and ask participants to not pay so these events could be attended in groups. The issue of asking participants to find their way to these events made the whole exercise uninteresting. However, I am grateful to the Academic and Research Library section for this wonderful opportunity given to me to participate in this 75th IFLA conference.
IFLA Conference Experience

The World Library and Information Congress 2009, 75th IFLA General Conference and Assembly in Milan, Italy, was an excellent conference and an eye-opening experience for me. I hope I will have other inspiring and educational opportunities such as this in the future. I want to thank the people in the Academic and Research Libraries Section for selecting me and Taylor’s College for making it possible for me to attend. I will always be grateful.

I was overwhelmed with the organization of the conference. Delegates were given a choice which sessions to attend many of which were conducted simultaneously. So I had to decide, with some difficulty, which ones to attend. I finally chose those which I was interested in and in keeping with my professional role and commitment to my institution.

I have never attended a conference as large as this before. At the opening ceremony, there were more than 3500 delegates from 136 countries. I could not help but feel a glow of pride and a sense of oneness with the global community. I felt a sense of rededication and commitment to my calling as a librarian.

I enjoyed the opening speeches given at the conference especially the speech on tips on attending an IFLA Annual Congress to newcomers such as “Plan your schedule”, they said, which I did. Talk to people, relax, see the city, enjoy yourself, etc. The welcome lunch at the Milano Convention Centre and the social evening at a city centre restaurant are indelibly etched in my memory. Apart from the sights and interesting people from all over the world, I got to drink and eat exotic food I have never taken before.

At the exhibition hall I was overwhelmed by the number of products displayed. It was a galore of ingenious book scanning devices, robotics, posters and a lot more.

The speakers for the one-day workshop on preservation of electronic media were very informative and were so enthusiastic in sharing with delegates their knowledge, experience and expertise. We also visited the RAI (Radiotelevisione Italiana) audio visual materials storage and film production studio. This was followed by another interesting session on preservation through the digitization of maps and cartographic materials and making them accessible online or through CDs.

One presentation how a library working in partnership with careers services helped students to use information more effectively in their resume writings and interviews was especially impressive. Another paper elaborated on how a library can work with academic departments to conduct curriculum-integrated information literacy programmes. I believe many libraries will consider offering these services so as to better serve the students and academia in their respective institutions. One session I followed closely relates to acquisition and collection management. It was a very practical session in developing the e-content collection in libraries. There were also sessions where so much technical jargon was bandied to make them near incomprehensible. I told myself there and then to be more careful in selection which future sessions to attend.

At the closing session after speeches and presentations of various awards and prizes, delegates were entertained by a flashy video presentation of the event. The climax came when the venues for future IFLA conferences was announced. Delegates loudly cheered their joy, danced and shouted when their countries were selected. When it was all over, I left, resolved to somehow make it to the next conference.
This year’s IFLA, in a scorching Milan, was a huge success and a wonderful professional experience. A popular and truly international event, the conference attracted over 4,000 delegates from 127 different countries, with only one reported VISA problem! The UK retains a commendably strong interest in IFLA with some 125 delegates. There were a staggering 230 papers presented in English, French, Spanish, German, Russian, Arabic, Chinese and Italian, with simultaneous transactions.

I took part in four main activities. After an excellent pre-conference on library space in Turin, I followed the Academic and Research Libraries programme in particular, but took the opportunity to dip into some others. As well as the cultural events, I attended both committee meetings of the Academic and Research Libraries section where I was elected Chair for the coming period.

Entitled ‘Libraries as Place and Space’, the pre-conference was jointly organised by the Academic and Research Libraries, Library Theory and Practice and Public Libraries Sections. Blessed with numbers of good international speakers, we pursued five themes: new libraries, new spaces and new challenges; libraries as third places; theory to practice – some conceptual approaches; revitalising libraries as places and spaces; and finding new solutions. There was a particularly good paper by Professor Marco Muscogiuri, a famous Italian architect, on ‘Scenario and strategies for the libraries of the 21st Century’. One speaker reminded us of a memorable quote: information technology is now ‘fading into the foreground’.

The Academic and Research Libraries sessions in Milan attracted an impressive 1,600 participants in all. Once again our ‘Hot topics in academic and research libraries’ event was a great success: four short presentations from experts followed by table discussions amongst the participants. We covered developments in scholarly communication, library spaces, fund raising, workforce development and the ubiquitous Web 2.0.

We co-organised a great session on ‘Libraries of the future: where will we stand 10 year from now?’ with the Management and Marketing section. As well as four distinguished librarians, it was entertaining to hear the progressive views of the head of a library development centre in the Netherlands.

The much talked about Google books agreement in the US was the focus of the session we jointly organised with Copyright and Legal Matters (Libraries and mass digitisation: intellectual property challenges). The question posed was - is this unique settlement ‘genius or absurd’?

The fourth was an off site event on ‘Digital library futures: user perspective and institutional strategies’. Digital libraries are an important IFLA strand and the workshop concluded with a useful vision statement: Libraries, museums and archives should achieve seamless and open access to all types of information by employing digital technologies in partnership with users. It recognised technology is not enough confirming the importance of cooperation at an international level between cultural institutions and their users.

One of IFLA’s strengths is creating sessions with broad appeal utilising the expertise of two or three sections. Another benefit of the conference is the opportunity to drop in to a range of sessions. I was pleased to see the success of the Environmental Sustainability and Libraries Special Interest Group. They arranged a good range of presentations about the ways in which libraries can enhance environmental awareness as well as how libraries can pursue sustainable practices themselves. It was disappointing to learn that as yet the Group has no members from Asia, Africa and South America. Another session, organised by the Education and Training section, addressed the topical question of the role of library and cultural institutions professionals in cultural heritage. One speaker reminded us about the challenge of training new professionals – we are training people for roles that probably don’t yet exist!

There was a timely panel session on the effects of the financial crisis on libraries and library associations. Many libraries are facing painful cuts at a time when usage is increasing. Others are looking for new opportunities to remodel and develop services. Interesting ideas included migrating reference data to the internet, Web 3.0 applications, cloud computing and interlibrary cooperation. Whatever direction we follow, our responsibility to address the widening digital divide won’t go away.

The UK Caucus remains a good social opportunity, keeping UK participants in touch with Governing Board business and each other. The UK continues to make a significant contribution to IFLA and its activities.

New companies exhibited along side established ones, and one can only assume this continues to make economic sense for them. As an aside it was useful to learn about Elsevier’s grants for assisting library and information work in developing countries.

Conferences need to be challenging as well as reassuring. OCLC sparked debate about the architecture of information resources in the future, predicting distributed repositories and cloud computing. On the other hand one speaker talked about repository fatigue and unhelpful diversification in this area.

I was elected Chair of the Academic and Research Libraries section. Although daunted by the prospect of following Sue McKnight, I hope I can continue her great work in organising successful sessions, developing good links with other sections, motivating committee members to participate and encouraging new observers. Our business largely relies to aligning our strategic plan with that of IFLA, reflecting on past conference sessions and organising new sessions for forthcoming conferences. With twenty members holding senior positions in important libraries around the world, we have a considerable skills base upon which to call. In preparation for the role, I attended new officers training and a leadership forum.

Milan 2009 will be remembered for the quality of the papers, generally good organisation and pleasant cultural events. It was privilege to see the performance in La Scala and ‘the book of books – five tableaux vivants’ made for an interesting opening ceremony. Bob McKee’s eloquent address in fluent Italian was a high-light of the closing ceremony at which the President Elect outlined her theme for the coming year of improving access to knowledge at some length. The President elect’s themes are convergence, digital libraries and diversity. An international football match was an IFLA first, won inevitably by Germany, or rather, by the Bavarian State Library!

Conference venues in the future might improve the logistics in a few areas. Free wi-fi is essential (this was put right half way through the conference). Rooms need to be the right size and have enough chairs. More casual seating and more eating outlets are crucial. One frustration remains – too many presenters don’t post their papers on the web site beforehand. Some disappointment remained about the change of venue of the next conference from Brisbane to Gothenburg, but we have to trust IFLA to act in the best interests of the organisation and its members.
Kumaree Ramtahal, Librarian, University of the West Indies, St. Augustine, Trinidad and Tobago

A wonderful opportunity came my way when I entered the Academic and Research Libraries (ARL) Essay contest and emerged the Latin American/Caribbean region winner! I was fortunate to experience this international and cultural milieu which brought together a myriad of library and information professionals from over 125 different countries of the world. Not only was I able to attend the conference as a delegate but I also presented in the poster sessions. My poster entitled “Preserving our cultural heritage: a peek at the Caribbean Indo Museum of Trinidad and Tobago” was one out of the 103 posters accepted to display at the conference. So it was indeed an added benefit to receive help to facilitate my attendance at the conference and also take part in the international poster presentation.

This year’s theme “Libraries create futures: building on cultural heritage” was well represented in both the paper and poster presentations. I must admit planning my daily schedule was quite a challenge because the content of all the presentations were very interesting. Since it was impossible to attend all the sessions, I had to restrict my attendance in areas of special interest to me. The use of the five “Tableaux Vivants” to highlight the different parts of Italian history made it worth the while to be part of this experience. As a first time attendee, I made it a must to attend the “New Comers” session which set the tone for first timers to understand how to experience the IFLA conference. All the various aspects of what the conference offered were well articulated by the speakers and served as the launching pad to plan forward for the rest of the conference. Mr. Aldo Pirola’s session on “Introducing Italy and Milan in a nutshell” was brilliant and he encouraged us to take time out and enjoy the “informal” aspects of the conference by sampling the rich culture, fashion, sightseeing and shopping Milan offered. I certainly took his advice but somehow often ended up in the magnificent Duomo area on most afternoons. I attended sessions specifically relating to academic libraries, reference services, cataloguing and classification, information literacy and information technology. I also visited the Exhibition Booths and established contact with vendors and publishers on their new products and services. I believe my IFLA experience in Milan was very enriching as it gave me insights into what were some of the best practices and research other librarians across the world were involved in and I was able to establish contact with some of them. My heartfelt thanks to the ARL Committee for this award which gave me the opportunity to attend my first IFLA conference. A special thanks must also be extended to Mr. Stephen Marvin who maintained communication with me and provided the relevant information I needed to make this trip possible.
The Academic and Research Libraries Section appreciates support from IFLA to study library consortia in Latin America. Awilda Reyes, recently elected Secretary of the section and Stephen Marvin, former Secretary are working together to visit and conduct workshops in Argentina, Chile, Costa Rica and Guatemala. Perú announced, during the IFLA Conference in Milan, they were conducting a program on library consortia in cooperation with Brazil. The material presented will be posted on a blog (http://www.wcupa.edu/consorcios) to benefit others who are in search for content in Spanish related to consortia development. The cooperation among libraries, either of the same type or serving a variety of user populations, may benefit from this form of economy by sharing not only resources but also talent. Please add any information or make comments to the blog regarding consortia. If you have other related projects in the Latin America region, please feel free to post to the blog or send to Stephen Marvin (smarvin@wcupa.edu) or Awilda Reyes (areyes@wcupa.edu). We sincerely appreciate the previous workshops, satellite meetings, and conferences conducted on behalf of consortia development by IFLA over the years as well as other associations who have shared their expertise including eIFL, INASP, Nelinet, OhioLink, Lyrasis, Palinet, and the information available on the ICOLC web site.

Goals of the Project
(1) Call for libraries participating in Consortia to share their activities;
(2) Call for Consortia to share tools used to provide services;
(3) Guidelines; and
(4) Review, evaluate and terminate over time.
**Customer Loyalty Tips**

*From Phyllis Smith, In the Know Research and Information Consulting psmith@in-the-know.com*

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1. **Thrill, Delight, and Exceed Expectations**
   You already provide excellent service. Adding the “wow” factor will depend on the services you offer and the clients you attract.

2. **Communicate with Your Clients**
   Relationship building with clients is based on good communication. Clients appreciate openness, basic courtesy, respect, and professionalism.

3. **Be Responsive**
   Send a confirmation of any requests, restate the question before you reply to be sure you both understand what is being sought.

4. **Be Indispensable**
   Provide insights and recommendations even if they don’t specifically request them. Be the solution to problems even if you can’t solve them personally.

5. **Take Ownership of Problems**
   Own up to errors and go to whatever lengths to fix it. Don’t expect your clients to accommodate you. Be accountable and clients will see only the positive.

6. **Follow the Client’s Business**
   Approach your work like a dog with a bone. Send new articles or reports of interest even after the project is over. Not only shows you share their interests, but gives you an opportunity to learn about their current needs and suggest services they may have undervalued.

7. **Offer Free Information**
   Newsletters and blogs remind your current—and past—clients. Keep track of information clients ask for repeatedly and provide quick answers. Goodwill earns loyal clients.

8. **Stay in Touch**
   Solicit feedback on previous projects, chat about what is new in the client’s business, and offer free advice, suggest resources, or make referrals. They will forget you unless you remind them you can help with a variety of information challenges.

9. **Accept Loyalty in All Forms**
   Loyalty doesn’t always mean repeat business. A client with the power to influence others can be as valuable as one who brings in new projects.

10. **Repeat!**
    You don’t earn loyalty in a day. You earn loyalty day-by-day. Your client loyalty program can’t be a special project. It has to be a process evolving over time. Every single client contact and project is another opportunity to create a loyal fan.

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**short TOPICS**

The SLA Business and Finance Division, with the sponsorship of ISI Emerging Markets™, is offering ONE (1) award in the amount of US$2,000, plus a complimentary CE course registration for a course offered by the Business and Finance Division, to a business information professional from a developing country to help cover expenses at the 2010 SLA Annual Conference, to be held in New Orleans, Louisiana, USA from June 13-16, 2010. For information about this award go to: http://units.sla.org/division/dbf/awards/index.html

**Compact for Open-Access Publishing Equity.**

Columbia University, Cornell University, Dartmouth College, Harvard University, Massachusetts Institute of Technology, and the University of California at Berkeley have joined a mechanisms for underwriting publication fees for open access journal articles authored by researchers. As a result of discussions within the university community about providing sustainable, efficient, and effective business models for journal publishing, the Compact was created. “The growth of this new strategy for support for high quality scholarly communication in the expanding number of open access journals requires our participation and support,” said Jim Neal, Columbia’s Vice President for Information Services and University Librarian. In today’s scholarly publishing environment, financial strain is motivating libraries to seek means other than traditional subscription journals for providing access to intellectual content. Open Access journals offer an alternative, and keeping with the peer-review process, filtering, production, and distribution.
RELATO DE PARTICIPAÇÃO NO CONGRESSO DA IFLA EM MILÃO, Rozanne Denes, Brasil

This was my first time participating in the IFLA Congress. I took advantage of the opportunity to volunteer prior to opening and it became a very valuable addition to my experience. I consider the experience extremely valuable as much as my participation and learning opportunities related to the many questions surrounding the actual involvement of library economics and the science of information. The sum experience certainly contributes for the future of my actual profession in particular with relation of exchange of information and construction of new knowledge.

It is not possible to create or to be competent alone. I believe, through the participation of social networks, today a strategy can be made to overcome the innumerable barriers between the professionals. Events such as this conference create opportunities to make new friendships generating new chances and learning to encourage a new beginning. I also face new challenges.

The fact I mostly appreciated from this event was actually the contact with qualified professionals who are working with large projects and the transmission and involvement of their profession.

This experience certainly will make an impact in my professional life not only due to the participation in the Congress of Milan but also for the changes that have begun to occur with my work as, for example, to implement and use new tools for auxiliary and perfect or attending to any community.

In relation to the meetings, I had the opportunity to assist or participate in the following topics: Academic librarians and research of education and information; Strategies of best practices in libraries of science and technology; Free Access to information; Experience and reflection of the Education process; International cooperation; Digital libraries; Library 2.0 and a host of other activities also contributing to evaluate and innovate my work climate beyond to reflect about my participation as a citizen to construct a better world.

I must not leave without saying participation in these types of events is always a benefit to broaden our horizons with respect to culture and personal knowledge or cultural and social events parallel with a powerful congress with many children, grandchildren, networks, colleagues, and friends. This was a learning experience I will treasure with great pride. Italy, my second country, influenced cultural and social development of Europe and the world and I had the opportunity to touch the history of my ancestors again.

I lament I have little knowledge of English language which unhappily generated a barrier in communicating with many professionals as well as limiting my participation. As a suggestion, for next events, I recommend the continuation of the satellite projects with participants and a form for proportioning the younger professionals to the opportunities amplifying their horizons and awakening the desire to participate with projects contributing to the improvements toward educating the persons who most need. One more time, I wish to express my gratitude to Stephen Marvin for being able to select me to participate in this event.

Bibliotecária CRB 9/1243, FACEL, Curitiba, Brasil
The Academic and Research Libraries is again offering THREE (3) free Registrations/Bursaries to an information professional from Africa, Latin America and the Asia/Pacific region to cover the registration/bursary expenses at the 2010 IFLA Conference, to be held in Gothenberg, Sweden. Applicants must be able to attend the conference and will be responsible for all other costs associated with conference attendance. The Essay Contest only covers the expense of registration to the conference! All other expenses for hotel and travel are NOT covered. To apply: Prepare a written statement, in English, of approximately 500 words. Place your complete contact information on a separate page. Describe your general current and future interests and activities and specifics on why attending IFLA would benefit you. Your essay must be received by April 9, 2010. POST AWARD REQUIREMENTS Recipients will write a brief article (approximately 500 words) for publication in the December 2009 issue of the Academic and Research Libraries Newsletter on their conference experience. NOTIFICATION All applicants will receive notification of award status no later than May 1, 2010. All essays will be acknowledged upon receipt. Please send your essay with your address, telephone number, and email address no later than April 9, 2010 to: Awilda Reyes via attachment in email – areyes@wcupa.edu or via facsimile – Attn: Awilda Reyes – 610-436-2251 or via Post – Attn: Awilda Reyes, FH Green Library, West Chester University, 25 Rosedale Avenue, West Chester, PA 19383, U.S.A. (Please be sure to include your return address or other contact information). We humbly request your support to encourage applicants to respond by forwarding the information to other list managers, colleagues, or other associations. Any translation of this request is also appreciated particularly for the Asia/Pacific region, Africa and Latin America.