

Dear Editor,

As a retired Special Librarian I was delighted to catch up with the current Special Libraries' scene in your August issue which is devoted to this sector of the library and information world. However, I was disappointed to see that no librarian from the geosciences, my old area of work, got around to contributing to this issue.

I hope Deanne Barrett and Cathy Brady have been able to get geoscience librarians interested in participating in the Special Libraries Stream at ALIA Access 2010. I am sure they have a lot to offer as they operate many major library-based services which, along with agricultural libraries, represent two of the most important industries in Australia. We did a lot of effective work in delivering value-added services and the creation of a national database at the erstwhile Australian Mineral Foundation, Adelaide, in the 70s to 90s, in conjunction with Federal, State, and industry organisations. There has been much development since then and I hope that geoscience librarians will also strut their stuff and give the rest of their colleagues the benefit of their considerable knowledge, experience, and innovative developments at ALIA Access 2010.

And best wishes for a very successful Special Libraries Stream at the National Conference.

Des Tellis
Brighton, SA
datellis@adam.com.au

ALIA National Library & Information Technicians 2011 Conference

Back to Basics – Perth 2011
12–16 September 2011
Sheraton Hotel, Perth WA



Sponsorship & Exhibition Opportunities Now Available

The Conference Organising Committee is delighted to advise that the Sponsorship & Exhibition Prospectus is now available. The Committee have developed a range of fantastic packages to promote your organisation at the Conference, and, for the first time, ALIA is offering special rates for organisations wishing to sponsor more than one ALIA Conference.

An exciting exhibition is planned for Libtech 2011, but places are limited – so don't miss out!

If you would like to receive a copy of the Sponsorship & Exhibition Prospectus, please email libtech2011@iceaustralia.com – today!

Preliminary Program Now Available

Keen to know how the program planning is coming along? A preliminary program for the Conference has now been uploaded onto the website at <http://conferences.alia.org.au/libtec2011/program.html>

Staying in Touch with Libtech 2011

There are plenty of ways to keep in touch with what is happening in the planning and preparation of Libtech 2011 'Back to Basics' Perth 2011.

Conference Website: <http://conferences.alia.org.au/libtec2011/>

Facebook: search ALIA National Library & Information Technicians 2011 Conference

Twitter: <http://twitter.com/ALIALibtec>

Email: libtech2011@iceaustralia.com

Usability vs Sustainability

Sol Trujillo when running Telstra a few years ago optimistically valued the Sensis website at about six billion dollars. I doubted this valuation at the time. Now it would be absolutely nonsensical. Whatever Sensis does these days, it's completely given up providing a real telephone directory online.

Two recent experiences make clear to me that libraries abandoning paper in favour of Sensis are probably betraying the customers. My search last week for Westpac in NSW – I hadn't narrowed the search in any way – produced two responses. They were identical, and gave the only Westpac facility of any kind in that state as being at Cherrybrook, on the outskirts of Sydney. A phone book consulted at a shop nearby gave the full list.

Similarly, recent hunts for Sydney bookshops and locksmiths gave incomplete lists. Unlike paper lists, which allow perhaps hundreds of entries to any single page, the Sensis system shows about 15 entries to a page. There is no alphabetisation, and there are multiple entries for one small business. The Cherrybrook duplication is Patsy's. A few locksmith shops had more than half a dozen entries. Put that together with the lack of alphabetisation (and geographical restriction within states and territories) and the small number of entries to a page, and you have a carelessly designed system that, in my experience, means that using Sensis typically can cost the user ten or twenty times as much time and effort as that needed for using the old-fashioned system: learn the alphabet, use it, run your eye or fingers down a page.

I know a full set of telephone directories takes a lot of shelf space. Sensis doesn't replace them; or try to. Please don't vanish the paper directories from your shelves.

Paul Lynch
Sydney
paullynch@gmail.com

Save The Date – 5th ALIA New Librarians Symposium

16–18 September 2011
Sheraton Hotel
Perth WA



Conference Website

The ALIA 5th New Librarians Symposium website has now been launched. Keep up to date with the progress of the Conference and important dates by visiting the Conference website at <http://conference.alia.org.au/NLS5/>

Sponsorship & Exhibition Opportunities Now Available

The Organising Committee is pleased to inform that Sponsorship and Exhibition Opportunities are now available! Select from a range of packages available or ask about tailoring a package to meet the needs of your Company.

If you would like to receive a copy of the Sponsorship & Exhibition Prospectus, please email nls5@iceaustralia.com

Call for Abstracts Opening Soon!

Call for Abstracts opens Wednesday 29 September 2011. To submit your abstract visit the Conference website <http://conferences.alia.org.au/nls5/> after this date and submit online.

We'll keep you up to date with more information as the planning of the ALIA 5th New Librarians Symposium takes shape.

ALIA Information Online Conference and Exhibition 2011

1-3 February 2011

Sydney Convention and Exhibition Centre, Sydney NSW

Calling all Delegates

The ALIA Information Online Conference and Exhibition is the most important and informative conference and exhibition for the Online Information Industry in the Asia-Pacific.

Registrations now open!

<http://www.information-online.com.au>

Our conference program is packed with innovative papers, local and international speakers, and vendor presentations.

The Exhibition will provide access to an extensive array of our favourite and new Australian and overseas library and information suppliers.

Our pre and post workshops will provide you with an opportunity to extend the conference experience. Don't forget workshop places are limited.

Do you want your conference brochure right now?

Download 2011 e-brochure from <http://www.information-online.com.au>

Follow us and keep up to date with all things IO via:

Our blog from our website

<http://www.information-online.com.au>

Facebook

<http://www.facebook.com/pages/>

ALIA-Information-Online-Group/107887822586150

Twitter

<http://www.twitter.com/iogau> Don't forget the conference hashtag #aliaioc

LinkedIn

[http://www.linkedin.com/groups/?](http://www.linkedin.com/groups?/)

home=&gid=1697997&trk=anet-ug-hm

Delicious

<http://www.delicious.com/iogau>

The 2009 papers have been bookmarked and tagged.

ALIA ACCESS 2010
WISHES TO THANK THE
FOLLOWING CONFERENCE SPONSORS

