Law Library Lights

10 Steps for Making a Reference Wiki Work for Your Library

Charlotte Osborn-Bensaada
Legislative Services Librarian, Thompson Coburn, LLP,
cosbornbensaada@thompsoncoburn.com

Providing print and electronic supports for using research materials and databases has long been one of the primary functions of a library. The advent of the Internet and wide-spread movement of many resources to electronic databases has required that libraries become more innovative in how they share that information with their patrons. At Thompson Coburn LLP, like many libraries we needed to enable self-service options for simpler tasks, provide just in time training options and information and enable our users to learn about a wide variety of electronic resources. When our firm implemented a Microsoft SharePoint 2007 platform and later upgraded to 2010 (other open source options exist like WikiSpaces) the library leveraged SharePoint's wiki design capacity to develop two wikis. The first wiki we designed was an internal Library Wiki which has become our internal procedures manual. Our second effort became a Reference Wiki designed for firm-wide application. It is this latter wiki that I will address in this article.

Table of Contents

What makes Wikipedia so effective is that it has a number of tools that allows for quick updating as information changes, it is easily searchable and enables cross listing. However, Wikipedia, like any solid wiki source, was not built overnight or without an organizational structure.   Here is how we have designed our Reference Wiki and some tips to consider if you decide to implement one in your firm.

The TC Reference Wiki assumes our users will come to the wiki with a question in mind such as "How do I find this corporate counsel or a legislative history for example?" Users have two options; they can select a square from a grid of introductory topics.   The selected topic links to a table of contents list of material related to the top level topic; alternatively they can use a search box and look for key terms.   Outside of very dominant databases, such as Westlaw, we don't organize these squares on the basis of products, but instead on broader research issues such as administrative law or business research or news or statutes. Using this method of organization enables the

wiki to address the fact that multiple resources may in fact be necessary to locate certain resources or that there might be different cost effective strategies for a specific research scenario.

An example of this strategy is our entry for a legislative history. The primary entry organizes the components of a history from conference reports

to the Congressional Record; however the entry also focuses on using USCAAN, Thomas.gov, Hein-Online and the Westlaw GAO Legislative history databases. Hyper-linked topics address specific sources of legislative reports,

Congressional Record and legislative terms. It is this capacity, to hyperlink more complex information in a wiki page that makes this a useful and powerful tool within a library. Often a user may need only the distilled information on the top page, but subpages with more detail enable librarians to share information with each other for more complex questions and challenges.   Thus a wiki-entry becomes not just a reference tool, but a knowledge management training tool within your library staff.

However easy wikis are to edit, an effective wiki requires planning in the implementation stage. Below are guidelines that the TC Library used to create and design the Reference Wiki.

10 Guidelines for Creating a Reference Wiki

1. Examine your other silos of information such as your ILS system, link lists and other print and electronic reference resources. Too many places to find information become

confusing to a user and difficult for the library to maintain.

2. Inventory top level concepts you need your wiki to explain or enable. If possible take silos of information you have identified from above and figure out how you would incorporate them in the outline. You may find at this point that some pieces of information just better lend themselves to a Google search, for example, and are not worth putting into the wiki.

3. Look for examples of library and corporate wikis for organizational ideas. This was the inspiration for the starting page grid for our wiki.

4. Create a style guide for how the information will be organized and listed to enable a user to have a consistent experience from page to page. Get detailed at this point focusing on font, size, bolding, location of reference back pages, how long you want an entry to scroll. Make sure to write some entries using this system, we made some edits after we found some of our initial assumptions to be unwieldy.

5. Consider who will be your audience. We determined that senior partners were unlikely to use this resource, but it would be instead targeted to new associates in their first several years at TC, brand new attorneys with the firm and support staff such as paralegals. Wikis of this type are particularly valuable if you are facing a firm merger or acquiring an office in another location. The wiki can provide a go to location for even basic information such as how billing is done in your Westlaw contract when a new person is in information overload.

6. Solicit ideas from outside the library, associates and paralegals will often have ideas about research topics that would be helpful in a wiki format.

7. Determine expertise and interest for topical sections. Use entries as an opportunity for mentoring within your organization with senior staff working with more junior staff to create sections of the wiki. One of the primary values of a wiki is when people share their strategies for locating hard to find information such as incorporation documents in Sweden or legislative histories for a particular state.

8. Decide on some goals and if possible allocate time, writing the basic wiki entry can take more time that you expect. One challenge we faced is that you often write entries on the topics you are working on at hand, which can be useful because the strategy is fresh in your mind but also means wide swaths of topics are neglected or not written.

9. Develop section editors so that one person is responsible for certain sections for refresh, link checks and updates say if you switch from Westlaw to Lexis or start a new product.

10. Finally, remember that if you build it they don't necessarily come. A wiki is an organic effort that requires new entries and ongoing updates. You need to market your efforts and continue building content. Use your email signature lines, introduce to all new attorneys and staff, and send answers back with a link to how you would do the research from the Wiki.

If you have made it thus far, you may be interested in starting a wiki. You may even find it therapeutic to realize how much you know after you write a few entries. In the fragmenting world of information and legal resources, a wiki may be your go to place to bring it all back together again. ■

From the Editor

New Year, New Opportunities in the Library

Ann Baum
Librarian, Anne Arundel County Public Law Library
abaum826@gmail.com

Welcome to 2014 and welcome back to a new issue of *Lights*. I hope everyone had a good new year and is working hard on keeping up with their resolutions. Whether it's work related or personal, the turn of the calendar gives us all a prime opportunity to take stock of how we are achieving our goals.

One of the goals that we all share as librarians is to make our libraries more accessible to patrons so that they can partake in the services that we provide. To that end, our theme this issue is "Advertising Your Library: Getting Patrons into the Library and onto the e-Library". We know that we need to work to bring users into the library, be they students, firm attorneys, or the public. And the articles that we have this issue share some of those strategies to provide better services to our users.

First, we have an article from Charlotte Osborn-Bensaada on building a wiki for use by a library's patrons. Charlotte reminds us that starting from the ground up, as one does when building an institution specific wiki, allows the page to be tailored to the users' needs. But she also cautions us to keep usability in mind - if the patrons can not use the page, it does not prove any benefit to the library.

Submission Information

If you would like to write for Law Library Lights, contact Ann Baum at abaum826@gmail.com. For information regarding submission deadlines and issue themes, visit the LLSDC website at www.llsdc.org.

From the Editor, Continued

Our other feature article in this issue comes to us from Melanie Oberlin. She tells us about the online resources offered by the law library at George Mason and how those resources are advertised to the students. By linking the resources that students regularly use with the library, they can build on the notion that the library provides necessary and convenient services even when students do not physically enter the library.

In this issue's columns, Roger Skalbeck's Tech Talk column is about the promotional presence of the library. The more user friendly the website, the more information provided by the blog, and the more services provided by the physical library, the more people will make use of all those resources. Sometimes even just providing something small can get patrons in the door and starting on the road to expanded library usership.

Dawn Bohl's current book review is about branding and its role in advertising. While we may want to think that being a library is enough of a brand, it is not any more. Libraries need to market just as much as anyone else, and creating a brand that patrons can feel attached to is an important part of making that work.

I hope you enjoy the articles in this winter's issue. Start thinking of articles that you want to submit for the spring issues. And have a happy new year. ■

Member Spotlight

Tracy Woodard

Tracy Woodard's article titled Statutory Research Conundrum: 11 U.S.C. § 507(a)(7) was published in the Summer 2013 issue of the International Journal of Legal Information. The article summarizes early bankruptcy laws to form a common background, traces the technical corrections and amendments of a bankruptcy code section, and analyzes the findings. The journal is available on HeinOnline, Westlaw, and Lexis.

On Friday, February 28, 2014, LLSDC members, sponsors, and friends will come together to mark 75 years as a professional community. This milestone event will celebrate the fellowship and support that law librarians in the DC area have relied upon since 1939. Through the help of many generous sponsors, the event is sure to be one to remember!

The event is free for members, so we hope you will encourage your information professional peers to join LLSDC in advance of the event. We also hope you'll invite other professionals, colleagues and friends, who are all welcome to attend the event for $25/person. Invitations will be sent to members at the end of January, so be on the lookout. See you in February!

Be sure to follow LLSDC on Facebook and Twitter for sneak peeks at the 75th anniversary event and all upcoming calendar updates!

Alicia Pappas
LLSDC Arrangements Chair
Senior Associate of Library Services, KPMG LLP, apappas@kpmg.com

Halftime

Ed O'Rourke

Manager of Library Services, Baker Botts LLP, edward.orourke@baker-botts.com

Before I go into events, goals attained and such I wish to acknowledge the recent passing of two of our colleagues: Harva Sheeler and Constance Dickson. Harva and Constance were both highly respected professionals who directed library operations at their respective firms of Jones Day and Gibson Dunn for many years. They were both very proactive in our society, having served in various positions. My sincerest condolences are extended to their families, friends, and former colleagues at this time.

Here we are at the halfway point ("halftime") of our 75th anniversary. Since my last column, we've had leadership changes in Private Law Libraries, Academic, and Foreign/International SISs. In addition, we are currently seeking a new chair for the Nominations committee. Volunteers are always welcome to apply for any of our SISs or Committees (or to volunteer to help with events). Any service you provide to the Society is encouraged and always appreciated. Our new website is up and running and is an improvement from its predecessor. We still have some updating to do in certain areas but be rest assured the website team is working very hard to eliminate any errors and to provide you with a robust site which should meet the needs of all society members.

On the events front, we recently hosted a very well attended Holiday Party at the Mayflower Hotel and there have been events held by various SISs during the course of the fall and more are planned for the spring. The recent membership bylaws changes were voted upon and passed and will take effect on June 1st of next year. Our social media (twitter account, blog, and Facebook page) provides regular updates about events and promotes our society to those who have interest in our chosen profession. Although I could follow LLSDC's tweets by visiting our website, I decided instead to sign up for a twitter account myself in order to follow the society on a more current basis (and besides, it is easier and quicker to click on the twitter app on my iPhone instead of going to the LLSDC site several times a day). If I need to tweet for the society I usually call upon our social media committee members to assist in posting the tweet on my behalf. Using social media is a great way to promote one's organization and services to their customer base.

Speaking of promoting one's space and services, this issue has many good insights and experiences from our colleagues who offer up their ideas and practices of what works best for them in ensuring that they and their spaces are well known and respected parts of the business or agency they work for as well as being the "go to" places for information services and business intelligence. I look forward to an exciting new year and the second half of our 75th anniversary. ■

Student Outreach by Providing and Advertising West Online Study Aids and ExpressO

Melanie Knapp
Head of Reference and Instructional Services, George Mason University Law Library
moberlin@gmu.edu

We try very hard to provide excellent service to our students. We use formal surveys and informal feedback to adjust services to meet student expectations. But we typically make our adjustments without fanfare, and this means that students may take for granted the many services provided to them by the library. We recently added two advertising campaigns to highlight valuable subscriptions we provide to them and to pique their interest in the library as more than just a place to study.

Our more typical outreach campaigns have included providing a blog, Facebook page, and Twitter feed aimed at student interests. Our Facebook page has been especially successful in providing time-critical news to students, such as a weather-related closing or a last minute change in class schedules. To encourage incoming students to subscribe to our feeds and like us on Facebook, our Outreach Services librarian partners with our vendors to offer giveaways at the beginning of the school year to students who follow us or like us. Our Outreach Services librarian also uses our website and social media outlets to highlight student achievements, such as paper publication. She has also worked with student groups on initiatives close to their hearts. For example, she worked with the Black Law Student Association to create a special display during Black History Month, and she worked with the SBA to get feedback to the University President about unused space in our building that the students would like to see converted to a student lounge and study area. Our

goal in these campaigns is to ensure students that we are paying attention to them, their interests are important to us, and the library will do all that it can to support students.

In the past two years, we've added an additional component to our advertising of library services. We've highlighted two extraordinarily helpful subscriptions that are provided by the library for the students: West Online Study Aids and ExpressO submission accounts (online submission of notes and comments for publication in law reviews). We've advertised and branded these subscriptions to make clear that they are provided by the library. Our goal is to communicate to students that we provide valuable resources aimed especially at students, including these subscriptions, which are slightly outside the normal database subscriptions that students have come to expect.

The importance of these campaigns is that the subscriptions are library branded. Our Outreach Services librarian worked with Thomson Reuters to ensure that all posters and other advertisements for the West Online Study Aids included the line "provided to you by the Library." She also scheduled special table days, when our Westlaw representative could highlight the online study aids. We highlight online Study Aids in research classes when we talk about valuable secondary sources, and we use in-class research exercises in librarian-taught research classes to familiarize the students with the Study Aids. Our circulation staff knows which Hornbooks, Nutshells, and other

Reserve items are available in the subscription. If a student requests a Reserve item that is currently checked out, the staff can remind the student that it is available online, too. The high cost of the Online Study Aids subscription was a motivating factor in our advertising campaign. Research course evaluations and library satisfaction surveys have indicated, though, that our students highly value and appreciate the Online Study Aids. Our usage statistics for the first semester of the Study Aids subscription indicated that 67% of our students had used the resource at least once.[1] We are getting a lot of bang for our buck, so to speak.

With ExpressO, we provide a subscription to all journal students, and our advertising happens in two ways. First, our Instructional Services librarian teaches a research session for all new journal members in their Scholarly Writing class. Here, she explains what ExpressO is and provides instructions for how students will set up their accounts once the library has added them to the institutional subscription. She also provides parameters to the students. That is, each student is asked to limit use of ExpressO to twenty-five submissions for one paper. If any student has reason to submit to more than twenty-five journals—for example, because the student is submitting more than one paper—the student must contact the librarian. In all such cases to date, the student has been given permission for additional submissions. Second, the librarians

meet individually with each journal student in research meetings. This meeting often leads to a relationship where the student returns to the same librarian throughout the paper-writing process. Librarians have the opportunity to remind motivated students about the ExpressO subscription and encourage them to try to publish their work.

Just yesterday, a recent graduate asked whether the ExpressO subscription that he heard about from his classmate was available to him. We don't currently have a subscription program that includes alumni, but this is something we could consider in the future, including other databases, too (for example, HeinOnLine's alumni subscription program). The good news is, though, that our investment is paying off. Our students value the service and have spread the word to other students about its benefits.

We care about students and take their feedback seriously. We try to serve them as best we can, in an era when books and study carrels just aren't enough. We've learned, though, that students (and administration) can overlook our efforts and take for granted the services we provide, unless we advertise what we do. We aren't employing gimmicks. We are communicating the substantive work and resources we provide to support students' well-being, studies, and scholarship.

Advertising the library takes time and effort, but it is essential. We are grateful to our Outreach Services librarian for the hard work she does to communicate our value, and we believe that the message reaches and impacts not only our current students, but alumni and administration, too. ■

Our goal is to communicate to students that we provide valuable resources aimed especially at students, including these subscriptions, which are slightly outside the normal database subscriptions that students have come to expect.

Notes
[1] Because we required all 1Ls to access the resource as part of a research assignment, this number is higher than it otherwise might have been.

Tech Talk

Tech Tips to Attract Attorneys and Lure Law Students

Roger V. Skalbeck

Associate Law Librarian for Electronic Resources & Services,
Georgetown Law Library, rvs5@law.georgetown.edu

Let's face it: Attorneys and law students are busy. Whether billed by the hour or charged by the credit, time is often a scarce commodity. Efficiency in learning or applying the law is essential. Recognizing this, law librarians have to be creative in providing resources that are engaging, useful and relevant. Oh, and we have to create things people can find and use quickly.

This issue of Law Library Lights looks at ways of "getting patrons into the library and onto the e-library." It's an important and necessary challenge. Because so much of a library's presence is online, advertising your library creates technical challenges and opportunities. Let's look at some tech tips to attract attorneys and lure law students. Though some examples are taken from academic law libraries, the ideas should be equally relevant for a law firm intranet or court library site.

Put Search Front and Center

People come to library websites to find things. Put a search form for your high-value sources directly on your home page. To highlight multiple sources, give people search controls, with clear separation of sources. Just try to limit confusion or clutter.

Here's an elegant example from the George Mason Law Library site.
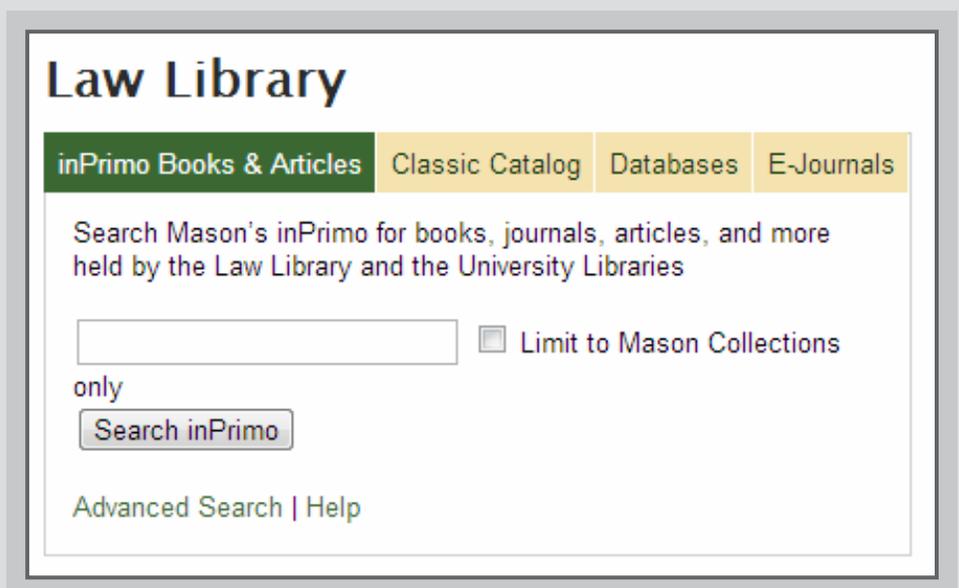
Tech Talk, Continued

Let People Judge a Book By Its Cover

If your users use books, include cover images if you can. People remember treatises, hornbooks and practice materials by their covers. The eye will usually process images faster than text. Even if people want electronic title access, many attorneys will recognize a source like Wright and Miller looks like. Also, spotting a hornbook is hopefully second nature for anybody who uses legal sources.

Here's the way one is displayed in Worldcat:

Land use planning and development regulation law
by Julian Conrad Juergensmeyer; Thomas E Roberts
Book
Language: English
Publisher: St. Paul, MN : Thomson/West, ©2007.
Database: WorldCat

Editions and formats »
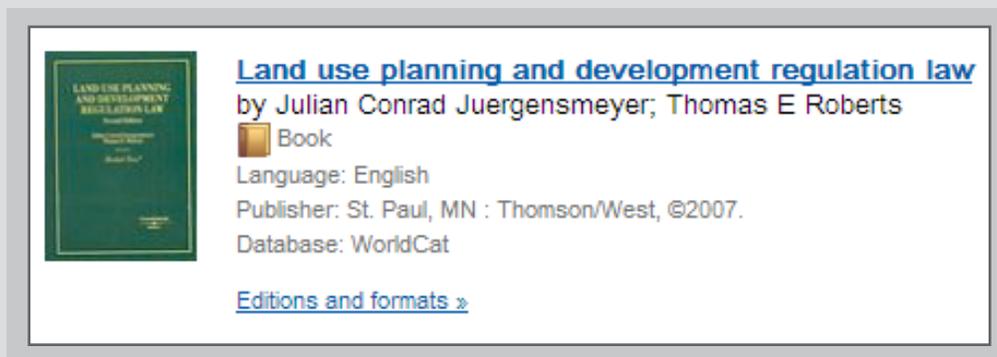
Services, such as Syndetics Solutions, license images to integrate with library catalogs and there are ways to integrate covers from Google Books using their automated tools.

If You've Written Something Once, Consider Using It Twice

Librarians love to publish blogs, write newsletters and post useful information. These are efficient ways to share updates, but people don't always look for content where you publish it. If your library writes a blog or posts to Twitter, add these updates in a place where people are already looking. Start with your home page.

Expand this to practice group pages and audience-specific destinations. Use post tags, key words or filters to show context-specific updates. For instance, you might only occasionally write about patents on your blog, but everybody looking to you for patent resources is likely to be interested in relevant news.

Tell People When You're Open For Business

People can't visit when you're not open and they can't talk to you when you're not there. Don't hide these details. Provide updates to service hours and your preferred form of contact in an obvious place. Make it useful and accurate.

Here's the way Colorado's Wise Law Library wisely provides these details. Using labels like "today" and "tomorrow" suggest that these are current. In a perfect world, hours are updated with a calendar tool, and there may be context-sensitive icons when online help is (or isn't) available. Also, consider adding this to page templates, such as in the footer or header, so it's always available (see next page).

Wise Law Library Information

Library Hours

Today
Law Library: 7:30am to midnight

Reference: 9:00am to 5:00pm

Tomorrow
Law Library: 7:30am to midnight

Reference: 9:00am to 5:00pm

Contact Us

Reference Desk: 303-492-3522
Email: lawref@colorado.edu

Circulation Desk: 303-492-7534
Interlibrary Loan: 303-492-7534

Maps and Directions

Library Calendar

Promote Qualitative Metrics, Not Just Quantitative Data

In justifying why your library exists, metrics are almost mandatory. Whether you're tracking hours billed or questions answered, it's always important to know the numbers. However, it's equally important to know the qualitative context to the services or resources you provide. Nobody outside the library cares about gate counts or items processed. It's somewhat meaningless to report that 400 documents were obtained in a week. It's a critical success story to say all materials were obtained to meet a tight filing deadline. When selecting or creating tools to track metrics, consider if there's a way to capture qualitative aspects of certain activities.

Provide Useful Resources, Even If They Are Not "Books"

Some of the most popular items students can check out of the Georgetown Law Library are not books. We provide laptop charger cables, video cables, phone adapters and many items we advertise as "cool stuff." You can buy a lot of useful things for far less than the cost of a looseleaf set or database subscription. Students like these and it gets them in the door. While people are physically here, we hope people use other resources and services. At a minimum, a student with a fully-charged Macbook is happier and can usually study longer.

Conclusion

Some of these ideas may be obvious, and hopefully most libraries are already doing these and more. As you think about how to attract attorneys and lure law students to resources they need, think about some small technical changes that can make a big difference. ■

Book Review

Ted Matthews, *Brand: It Aint' the Logo* (*It's What People Think of You™)*
([Sudbury, MA]: eBookIt.com, 2012)

Dawn Bohls
Reference Librarian, Bingham McCutchen LLP
dawn.bohls@bingham.com

I chose this issue's Book Review selection because I liked the title. I tend to get aggravated by discussions of how we need to "market" our Library services because I'm one of those people who thinks the quality of our work should speak for itself — sort of an "if you build it, they will come" kind of philosophy. So Ted Matthews's idea that one's "Brand" reflects one's reputation definitely appealed to me. His approach is one that libraries can embrace; the main ingredients of a Brand aren't fancy marketing and clever logo, but rather a unified message and a commitment to the product.

The typical understanding of the term "Brand" is that it consists "mostly of a logo and advertising" [p. 1] along with a "core idea" — a recurring theme like the lonely Maytag man or the Energizer bunny. Matthews, on the other hand, emphasizes the role of the customer: "How the customer views the Brand is in fact what the Brand is" [p. 3]. He says that entrepreneurs are much better than business school-trained executives in understanding "that their Brand was the sum of every experience ever had, by anyone, with their organization, their product or their service" [p. 3]. The B-school execs, on the other hand, tend to think of their Brand purely in marketing and advertising terms [p. 4].

To survive and prosper, an organization must be able to communicate its Brand not only to its customers, but also to its current and potential employees [p. 10]. Matthews offers three Tools and three Rules that summarize his conception of Branding:

Tools for Branding [p. 11]

1. Be remark-able — "Have a brand worth talking about"
2. Own a position — "Establish and own a unique, honest, meaningful and clear difference"

Book Review, Continued

3. Deliver great experiences —
"Every stakeholder interaction either adds to or detracts from your Brand"

Rules for Branding [p. 11]

1. Consistency — "Changing your message means that stakeholders won't be able to figure out who you are"

2. Management— The CEO must also be the organization's "CBO (the Chief Brand Officer) and assume ultimate responsibility for ingraining a Brand Foundation into the organizational culture"

3. Time — "Branding must be understood as a process, not as an overnight event"

Before applying these Tools and Rules, you need to know what your Brand is currently, and whether you want it to be something else. How your customers think of you may not be the same as what you think of yourself, but that may not necessarily be a bad thing. Staples — the office supply store — found that its most loyal customers were small business owners looking not necessarily for the lowest possible price, but for a quick, easy shopping experience. Capitalizing on this realization, Staples reorganized its stores and its website to better cater to those customers, and its profits and revenues rose markedly [p. 17]. The Staples example of adapting to what your customers like about you made me think of our Library training efforts. With the exception of new hires and summer associates, most of the training I do tends to be of the "one off" variety — when someone needs a quick tutorial on finding old Federal Register citations in HeinOnline or locating dockets in PACER, I show them how

to get the information they need on the spot. Meanwhile, organized training sessions go unattended, even with enticements of food and prizes. Should we continue trying to find new bribes to try to get attorneys to come to the organized sessions, or should we perhaps focus on better ways to cater to attorneys' desire to learn new skills when they discover they have a need for them?

To figure out where your Brand stands, you need to find out what your customers think of you. To do that, you conduct what Matthews calls a ThinkAudit. In a formal ThinkAudit, employees, customers, and strategic partners/other stakeholders are interviewed by impartial Brand Coaches, who then analyze the responses for common elements [p. 86]. Obviously, your Library isn't likely to have the funds for a formal ThinkAudit assessment, but the key here is to get input from all sides (library staff, attorneys and paralegals, and firm management), and then identify the elements where the different groups' impressions intersect to determine your Brand within your organization. The point of the ThinkAudit is to "give you clarity on what your Brand really is, and how to make it what you want it to be" [p. 86]. If you find that you have a favorable Brand (even if it wasn't what you might have thought it was!), you may very well choose to build on that Brand rather than try to change it.

When you do want to change how your customers view you, or you want to reach new customers, marketing comes into play. Viewing marketing in the context of Matthews' concept of Brand helps crystallize its purpose: "Your marketing communications are simply manifestations of what you want your Brand

to be" [p. 18]. Figuring out what you want your Brand to be requires some work. You need to formalize it by crafting a Brand Foundation. As Matthews asserts, "A written and unchangeable Brand Foundation communicates clearly to all stakeholders — potential and actual employees, customers, investors, strategic partners, acquisition targets and suitors, the media, everyone — what the Brand stands for" [p. 49]. Both management and staff need to be involved so that all levels of the organization have ownership of and responsibility for maintaining and promoting the Brand.

In developing your Brand Foundation, you're figuring out why you exist, what you want to accomplish, how your daily tasks can get you there, your values, how you're different and how you want to express your difference to the world, and the character you want to embody and project [p. 49]. Once you've got your Brand Foundation, you can design a marketing program consistent with that Brand. And then keep in mind a point that Matthews reiterates time and time again: "Consistency is the number one rule of Branding" [p. 101]. Resist the urge to change just because you think you should, or just because you're bored with your marketing plan. If your Brand is succeeding, do you really want to change it and risk alienating your stakeholders?

For librarians, Matthews' emphasis on delivering "great experiences" to build Brand loyalty is especially relevant since we typically deal directly with our customers, whether in person, by e-mail, or on the phone. He observes that "Every time someone comes into contact with your Brand, one of two things happens;" Brand equity is either created or destroyed

[p. 104]. But not only do customers encounter our Brand though our research services, they are also influenced by our intranet site, our communications, the functionality of our catalog and online materials, and whether we have (or can quickly obtain) the print and online resources they need. Delivering great experiences is the most effective way to market your brand [p. 114].

The last third of the book is devoted to chapters on instilling and enhancing your Brand — covering topics like using stories to illustrate what your Brand stands for, naming your Brand, inspiring your employees ("building your Brand from the inside out"), upholding the integrity of your Brand, dealing with adversity, and attracting the right employees to enhance and carry on the Brand. All of these chapters develop Matthew's assertion that "The only synonym for 'Brand' is 'culture'" [p. 16], a point that he makes repeatedly throughout the book.

I found this book to be a very refreshing way of looking at how we ought to be thinking about and marketing ourselves and our services. After reading it, I've shifted a bit from my previous view that our work should just speak for itself; now I think we need to do more to promote that quality and ensure that our Brand reflects that quality in all aspects of our services, products, and reputation. I think that conducting a basic ThinkAudit-type analysis of our current Brand and developing a Brand Foundation would both be worthwhile projects. One of the great things about Matthews' ideas is that they don't require fancy marketing strategies, logos, or slogans. In fact, quite the opposite! Remember: "It ain't the logo* (*It's what people think of you)." ■

LLSDC Law Librarians' Society of Washington, DC
A Chapter of the American Association of Law Libraries

EXECUTIVE BOARD

President
Ed O'Rourke
202/639-7967
edward.orourke@bakerbotts.com

Vice President/President-Elect
Mary Kate Hunter
202/994-5914
mhunter@law.gwu.edu

Corresponding Secretary
Laura Moorer
202/824-2409
lmoorer@pdsdc.org

Recording Secretary
Pamela Lipscomb
202/857-6269
lipscomb.pamela@arentfox.com

Treasurer
Jeff Bird
202/350-5186
Jeffrey.bird@lw.com

Assistant Treasurer
Doug Tirpak
202/973-2734
Doug.Tirpak@ThompsonHine.com

Immediate Past President
Scott Bailey
202/626-6708
scott.bailey@squiresanders.com

BOARD MEMBERS

Alicia Pappas
202/533-4943
apappas@kpmg.com

Alyssa Altshuler
202/508-4639
alyssa.altshuler@ropesgray.com

Yumi Blackwell
202/887-1542
eblackwell@mofo.com

COMMITTEE CHAIRPERSONS

Arrangements
Alicia Pappas
202/533-4943
apappas@kpmg.com

Bylaws Revisions
William H. Grady
202/551-1258
williamgrady@paulhastings.com

Education
Arlene Fletcher
202/457-6008
afletcher@pattonboggs.com

Elections
Pamela Lipscomb
202/857-6269
lipscomb.pamela@arentfox.com

General Legal Publications

Union List
Keith Gabel
202/466-1267
kgabel@stewartlaw.com

Joint Spring Workshop
Abigail Ross
202/434-4148
ross@khlaw.com

Law Library Lights
Ann Baum
410/878-1988
abaum826@gmail.com

Membership
Emily Black
202/319-6253
blacke@law.edu

Mentoring
Alicia Pappas
202/533-4943
apappas@kpmg.com

Nominations
Cameron Gowan
202/879-3964
cgowan@jonesday.com

Placement
Dawn Sobol
202/319-5956
sobol@law.edu

Public Relations
Louis Abramovitz
202/383-3420
labramovitz@wbklaw.com

Scholarships & Grants
Edward O'Rourke
202/637-7967
edward.orourke@bakerbotts.com

Website
Pamela Lipscomb
202/857-6269
lipscomb.pamela@arentfox.com

SPECIAL INTEREST SECTIONS

Academic
Nicholas Stark
202/994-8546
nstark@law.gwu.edu

Federal
Emily Carr
202/707-3790
ecarr@loc.gov

Foreign & International Law
Heather Casey
202/661-6573
hec29@law.georgetown.edu

Interlibrary Loan
Y. Renee Talley-Cuthbert
202/274-4327
cuthbert@acl.american.edu

Legislative Research
Tomasz Kolodziej
tomasz.kolodziej@
hoganlovells.com

Private Law Libraries
Emily Florio
202/216-5374
emily.florio@finnegan.com

LAW LIBRARY LIGHTS

Editor
Ann Baum
410/878-1988
abaum826@gmail.com

Assistant Editor
Judy Gaskell
202/271-4143
jgaskell248@gmail.com

Book Review
Dawn Bohls
202/373-6008
dawn.bohls@bingham.com

Tech Talk
Roger Skalbeck
202/662-9158
rvs5@law.georgetown.edu

Member News
Ann Baum
410/878-1988
abaum826@gmail.com

Publisher/Graphic Designer
Catherine Walter
847/708-4047
cswalter@gmail.com