

## ASIDIC Celebrates 20th Anniversary Dennis Auld Re-Elected President Fall Meeting Continues Pricing Discussion

The Fall 1988 ASIDIC Meeting was held in the delightful Claremont Resort Hotel in Oakland, CA on September 18-20. It was a special occasion for ASIDIC because it marked the 20th anniversary of its founding. A special commemorative reception and dinner were held on Sunday night; several past Presidents, officers, and long-time friends of ASIDIC were there.

The technical program for the meeting was entitled "Champagne Products and Beer Markets"; it continued the discussion of information pricing issues that was started at the Spring Meeting in San Antonio. The metaphor was well carried out by all the speakers, and several bottles of champagne, beer, and even bottled water appeared on the podium at various times. Both economics and chemistry lessons were presented by some speakers; as usual, a full description of the talks is included in the Newsletter. On Monday evening, attendees were treated to a dinner and dancing cruise on San Francisco Bay.

The meeting was the result of the hard work and dedication of many people, especially the ASIDIC members local to the San Francisco area. The technical program and local arrangements were under the direction of Randy Marcinko (Dynamic Information), ably assisted by Fran Spigai (Database Services), Morris Goldstein (Information Access Corp.), and Bob Lormand (Lawrence Livermore National Laboratory). The arrangements were superb; the meeting closed with a resounding vote of thanks to all involved.

### Committee Reports

*Treasurer* (Gloria Moline): ASIDIC is close to budget, even at the end of the year. Major sources of income are membership dues and interest on savings. Expenses are incurred for the meetings, committees, and the Secretariat.

*Finance* (Randy Marcinko): The Finance Committee has audited the Treasurer's report and the bank statements and agrees with them. The 1989 budget was reviewed; a copy was distributed at the meeting.

*Membership* (Taissa Kusma): Since the last meeting, four new members have joined ASIDIC; they are listed later in this Newsletter.

*Executive* (Dennis Auld): To make it easier for the Treasurer to assemble the data and prepare a report in time for each meeting, the reporting schedule has been changed. In the future, the Treasurer's report for the preceding year will be presented at the Spring meeting, along with a brief report of current bank balances. At the Fall Meeting, the data for the first half of the year plus the budget for the upcoming year will be presented.

The recent membership survey has been completed, and the data have been tallied. Most members ranked ASIDIC meetings as one of the most valuable benefits of membership. The process by which new members are admitted was formalized; applications will now be sent to the Chair of the Membership Committee for approval before being passed to the Executive Committee.

The dues structure for ASIDIC was discussed, and it was decided not to raise dues this year. However, to encourage early payment, a \$10 late charge will be assessed for payments received after January 1. Bills will go out in early October; consideration will be given to advancing this date a little to accommodate those organizations who must process purchase orders.

The procedures manual is still being worked on. It will be available to everyone; since ASIDIC is a volunteer organization, the hope is that new volunteers will be enticed to become involved in ASIDIC activities.

### **Future Meetings**

The Spring, 1989 meeting returns to Charleston, SC and the Sheraton Charleston, on March 19-21, 1989. Tours of the lovely gardens and of the historic district will be available, and the Old Exchange Building has been reserved for a dinner and dance. The site is delightful, so mark your calendar and plan now to attend! Further details regarding the topic, etc. will be available soon.

The Fall, 1989 meeting will be held in Bar Harbor, ME in September, 1989.

### **Elections**

As required by the ASIDIC Constitution and By-Laws, elections were held at the Fall meeting. The Nominating Committee presented Dennis Auld (UMI/Data Courier) for a second term as President and Bill Bartenbach (Foundation Center) for Member-At-Large. Since there were no additional nominations from the floor, the two candidates were unanimously elected. Congratulations to Dennis and Bill!

Bill Bartenbach was formerly Chair of the Program Committee; his election to the Executive Committee created an opening. The Chair positions of several of the Committees were therefore rotated; the changes are described by Dennis Auld in the President's Column of this Newsletter. An updated list of Executive Committee members and Committee Chairs is attached.

### **20th Anniversary Celebration**

*by Bob Lormand*

The Sunday night reception was a special event to commemorate the 20th anniversary of ASIDIC. The Program Committee made a special effort to locate and invite all of the organization's past presidents, and most of them accepted. Following a buffet supper, the past officers presented their reminiscences of the early days of the organization's history. Several of the speakers talked about the perceived needs and circumstances that caused ASIDIC to be founded and discussed the personalities and dedication of the founders. Many of the speakers also shared ASIDIC "lore", the anecdotes that shape an organization's culture and give it character. The anniversary celebration ended with an evening of dancing and the fantastic singing of Juanita Buick of Dynamic Information.

Recently, the following note was received by Dennis Auld, ASIDIC President, from J. Ron Smith (BIOSIS), a former officer in ASIDIC:

Dear Dennis,

I sincerely apologize for taking so long to write to thank you and, through you, the membership of ASIDIC for the very fine remembrance which Gail Hodge brought to me after the last meeting. I shall treasure it always, and it will bring back very pleasant memories of my long association with ASIDIC. It was, and has remained, my favorite organization at which I had so many opportunities to make friends and meet colleagues and have so many fruitful discussions.

Thank you again for your kindness and for the good wishes which accompanied it.

(Signed) J. Ron Smith

### Committee Column

Many ASIDIC members, particularly those joining recently, may not be aware of the substantial amount of work that goes on behind the scenes in the committees. Therefore, a new feature of the Newsletter will be a "Committee Column." Each column will describe the work of an ASIDIC committee and will be written by the Committee Chair. The first column appears in this Newsletter; it features the Executive Committee and is written by Dennis Auld.

### ASIDIC Members Active on UMI/Data Courier Award Committee; Hawkins Wins

The 7th annual UMI/Data Courier Award for excellence in published online papers was presented at the Online '88 Conference in New York on October 11, 1988. The following ASIDIC members served on the judging committee: Bill Bartenbach (Foundation Center), Bob Lormand (Lawrence Livermore Laboratory), Randy Marcinko (Dynamic Information), and Gloria Moline (Engineering Information). Don Hawkins (AT&T), ASIDIC Newsletter Editor, won the award for his two papers on artificial intelligence and online searching that appeared in the September 1987 and January 1988 issues of *Online*.

### Editorial Address Change

Don Hawkins, ASIDIC Newsletter Editor, has moved to a new location. His new address and telephone number are:

Donald T. Hawkins  
AT&T, Room 6233F3  
Basking Ridge, NJ 07920  
Phone: (201)-221-5370

### ARIST Call for Papers

Volume 24 of the *Annual Review of Information Science and Technology* (ARIST) will be published in October 1989. Anyone writing papers on the topics listed below is asked to send a copy of the paper to the chapter author as soon as possible. Contact Martha Williams, ARIST Editor, R.R. 1, Box 194, Monticello, IL, 61856 for the author's name and address. The topics are:

- Hypertext
- Education and Training for Information Science and Technology
- International Issues
- Computer-Readable Dictionaries
- Foundations of Information Science
- Japanese Technical Information
- Subject Analysis
- Chemical/Structure Information
- Information Systems and Services in Engineering
- Copyright
- Information Dissemination Techniques and Technologies in the Behavioral and Social Sciences
- Bibliometrics

**President's Column**  
*by Dennis Auld*

Can you believe...20 years! What is even more incredible is what has happened in those 20 years. (I admit, I pulled rank and twisted Taissa Kusma's arm to let me take a copy of her unfinished chronology.) It makes fascinating reading. For example:

*"It is felt that online would have little or no effect on batch systems, since online is much more expensive."*

(Spring Meeting, March 23-25, 1975, in New Orleans)

Who knows, with CDs and renewed interest in tape leasing, this statement, like fine wine, may in time bear out.

Speaking of wine, or rather champagne and beer, let me express a few thoughts about our last meeting. The hosts and program people did a terrific job! I thought that the hotel was super, and the staff were the most courteous that I have encountered. Thanks to the efforts of Taissa, Dan Wilde, and many other contributors, the 20th anniversary program was great fun. I especially enjoyed seeing and talking to former and current members who made ASIDIC's history. I am sure that the many new attendees in the audience that night got a flavor of the human side of the organization.

The program, with the topic and speaker lineup, had the potential of being a glass of Tattinger's. Instead, it fell short, tasting somewhat stale. I cannot fault the organizers who put together a great lineup. I cannot fault some of the speakers who had to cancel appearances for understandable reasons. I cannot fault those speakers who went to the heart of the issues from their perspective. I am disappointed, however, in those speakers whose sense of direction was like "Fred's Tour Bus." There existed an opportunity to discuss some critical issues facing our industry. As such, it was important that the speakers "lead" the audience. This didn't happen.

Some of the blame must be assumed by us, the audience. We did not do our part in raising the temperature by challenging the speakers and provoking discussion.

Maybe I'm wrong. It could be that the issues we addressed were not important enough to the membership to stir its blood...yet. As we heard from the speakers at the 20th anniversary program, the soul of ASIDIC lies in its special structure to air and debate crucial issues. I did note that there was a high percentage of new attendees. It could be that lack of familiarity with ASIDIC's meeting process also helped to calm a potentially exciting meeting.

Well, enough of this hangover. Let's cover some other items. Since it was a Fall meeting, elections were held. I am happy to say I will continue my position for one more year. This is good because I still have much work to do to finish what I started out to do in the first term. An opening on the Executive Committee was filled by Bill Bartenbach of the Foundation Center. Randy Marcinko of Dynamic Information moves to the Chair of the Program Committee. Randy was formerly the Chair of the Finance Committee; Debbie Hull of BRS Information Technologies will fill that position. Congratulations!

The Spring 1989 meeting will be held in Charleston, SC. The old pros, David Grooms (Patent & Trademark Office) and Harry Alcock (IFI/Plenum Data Corp.), are hosting it, so I know that the amenities will be fine. Jeff Foreman (Derwent Publications) will be the program host. He will be working with Randy Marcinko, who was a program host for our Fall meeting. I am sure these two will brew up a vintage session.

See you in Charleston.

**Committee Column**  
**The Executive Committee**  
*by Dennis Auld*

In my last President's Column, I spoke of the inner workings of the Association. I indicated that I would keep you apprised of the progress being made. As a kickoff to this endeavor, I will give you a

profile of the Executive Committee. I hope that in addition to informing you better, you will be influenced to join a committee and through your involvement, ensure that ASIDIC's next 20 years are as productive as the first 20.

The membership of the Executive Committee is pre-determined in the Constitution and includes the President, immediate Past President, and four Members-at-Large. The Members-at-Large are elected by the Full members; three are from Full Members and one from the Associate Members. Members-at-Large serve two-year terms and are eligible for an additional two-year term. Election to the Committee occurs at the Fall meetings.

Meetings of the Executive Committee are held at the Spring and Fall meetings and at other times of the year as needed. The Executive Committee is responsible to the full members for all actions taken on behalf of ASIDIC. Mandatory items for consideration are election of new members, membership status for new members, and Committee Reports. Also reviewed regularly are meeting sites, program themes, and special projects.

The Executive Committee is responsible for the procedures for financial management. It reviews, revises, and approves the annual budget at each Fall meeting. It determines the dues schedule and the prices for any items sold by ASIDIC. The Secretariat reports to and is administered by the Executive Committee.

In sum, the Executive Committee is the "eye of the storm." No less significant, however, are the other committees. Putting my "sales hat" back on, I urge you to volunteer your abilities to aid the Association in performing its function. To make it easy for you, a list of members of the Executive Committee and the Committee Chairs, along with their organizations and phone numbers, is attached to this Newsletter. All you have to do is call.

#### New Members

ASIDIC welcomes the following new members:

Database Services  
2685 Marine Way, no. 1305  
Mountain View, CA 94043  
Ms. Fran Spigai

Sociological Abstracts, Inc.  
P. O. Box 22206  
San Diego, CA 92122  
Ms. Miriam Chall

Baruch College  
Business Resource Center  
P. O. Box 262  
New York, NY 10010  
Mr. Thomas V. Atkins

Information Express  
3335 Birch St.  
Palo Alto, CA 94306  
Mr. Bruce Antelman

## TECHNICAL PROGRAM SUMMARY

### Session 1: Vendor Perspective

#### **Vendor Views of Champagne Products for Bull Markets.**

*Clifford S. Brahm, Mead Data Central (MDC)*

MDC is a service-oriented online service that began in the late 1960s and now serves many markets with a variety of products. Revenues for 1987 were \$230 million and are expected to grow to over \$300 million in 1988.

MDC develops sophisticated products, but if the market does not accept them, the customers will not buy. The key is to have a market focus and listen to customers. Learn what they need and what they would be willing to pay for, *then* develop products. Will people use and pay for new products? Will they use all the features the developers included? MDC now tries to avoid being product-driven except when technology is being advanced. Until 1984, MDC was product-driven; their development sequence was Lexis→Nexis→Lexpat→Medis. MDC's first online product was the extremely successful Lexis system; it was developed only after extensive tests with the Ohio Bar Association. Bolstered by the success of Lexis, MDC developed Nexis. They looked at available technology as well as the hardware and software, then produced Nexis with an initial offering of five newspapers and publications online in full text. Nexis' initial growth was slow—it was a champagne product in a beer market. Nexis began to grow and find market acceptance after MDC's marketing staff examined it and focused promotion on the markets where it was most likely to be accepted.

After Nexis, MDC developed Lexpat; it was totally product-driven. MDC thought they knew the market that would use Lexpat, but they were wrong. Growth did not occur until Lexpat was refocused on the market that found value in it.

Medis was also developed in a product-driven context. MDC convened an advisory board to solicit opinions, but took only what they wanted to hear from the results. When pilot tests were reasonably successful, Medis was introduced, but usage was low. Customers said the price was too high, the value was not there, and the product was too sophisticated for the intended market (medical professionals needing quick answers, such as doctors in emergency rooms). The intended market wanted a structured database with flat-rate pricing so they could get answers rapidly without having to worry about the cost. Medis was repositioned for the corporate and legal market and is now doing very well. The health care industry is being served by a new CD-ROM product, Micromedis. It is a market-driven product and has been extremely successful. It is a champagne product in a bull market.

As a result of these lessons, MDC has shifted from a product-driven to a market-driven company. Market managers were given more authority and power to make product decisions, and products are now developed based on customer requests. An example of a successful market-driven product is the Lexis Financial Information Service, which was introduced in February 1988 after an 18 month development period. It enjoys an 80% annual growth rate—the largest in MDC's history. In the development of this product, little was left to chance; extensive customer studies and beta tests were conducted.

Lessons that MDC has learned are:

- Target products for targeted markets.
- Try to hit the bull's eye.
- Don't develop products for nonexistent markets. Listen to market needs, then build products to fill those needs.
- Keep development costs down by not developing features unlikely to be used.
- Build champagne products for bull markets, not for beer markets!

#### **CD-ROM: Champagne in a Beer Bottle.**

*Ron Rietdyk, SilverPlatter Information Services*

SilverPlatter is heavily focused on CD-ROM products and feels optimistic about its future. Pricing is the most difficult issue in CD-ROM contract negotiations; it is a balancing act between the user and the

database producer. The producer wants information priced high, but the user wants it almost free. The vendor wants the best of both: get the information free and sell it at a high price (buy at beer prices and resell in the champagne catalog).

Many of the CD-ROM products introduced into the market so far are already available in print or online form. They are being introduced in a new medium because of the potential for additional sales, the low cost of doing so, and their greater flexibility. CD-ROMs store large amounts of information, are inexpensive, durable, non-erasable, and compact. Many publishers are moving cautiously into CD-ROM distribution of their products. Their main concerns are:

- The threat to existing products; the fear is that purchasers will buy CD-ROM products at the expense of online or print products. However, experience does not bear this out; total publishers' revenue has grown after introducing CD-ROM. The overall trend has been to price the CD-ROM product high.
- Piracy of data; distributing many years of data on a single disk increases the potential for illegal copying. Agreements are difficult to control, so publishers tend to set prices correspondingly higher.
- Unlimited usage; the fixed price of a CD-ROM is an advantage for users, but it may result in less revenue for the producers. There is an upward pressure on prices as a result.
- Multiple users; the potential for networking CD-ROMs together and making the databases on them available to many users is causing concerns of revenue losses. Since there are few networking arrangements at present, pricing policies are not yet established.
- Disk ownership; some users would like to retain the disk after their subscription to the database has expired; the producers take the view that CD-ROMs are only leased. Some producers would permit users to keep a year's data; the problem is that most CD-ROMs contain substantially more than a year's data which cannot be separated from the rest. It should be an important goal of information producers to explain and clarify their pricing structures. Renewal prices should be attractive enough so product loyalty is rewarded.

As a vendor of CD-ROM products, SilverPlatter has found that users like CD-ROMs; so far, the renewal rate is over 95% after the initial obstacles of high prices and equipment have been overcome. Name recognition is important; products that are copied from print and online databases sell better than others because they are known.

There is no easy formula for deriving CD-ROM prices. A recent survey found that, on average, CD-ROM databases cost about twice as much as the equivalent printed product. Not being able to keep the disks indefinitely is a major problem for users. Support and training are high costs to the producers. The hardest thing to determine is the value of the information; we must learn what people are willing to pay.

#### **Views on the Information Pricing Dilemma.**

*Roger Summit, Dialog Information Services.*

Revenues should be increased through increasing value, not just by increasing prices; otherwise a negative market could develop. There may be a short-term benefit to price increases in terms of sales and profit increases, but in the long term, slowing of growth and usage will occur. It is important not to forget that when volume decreases, word of mouth advertising also decreases. Increasing revenue by simply increasing prices has a seductive effect; it can have an immediate benefit and may seem like an easy road to success.

Consider the model of a database with a 25% annual growth rate and selling for \$100/hour. If the price is increased to \$120/hour and the growth rate slows to 15%, what will be the result? There will be an immediate growth in sales and hence profits. However, after about three to four years, the lower priced database will be bringing more profits because of its higher growth rate. This example shows that single year analyses do not show long term trends well.

Dialog has found that cutting prices does not bring customers back; once they have made their decision, they do not return. The online industry may not have recognized this. In a growing market, prices should be kept as low as possible so as not to shoulder out demand—don't turn away new users. Any price increases should be reserved for real and uncontrollable costs and for perceived increases in value by users.

## **Session 2: Publisher Perspective**

### **Beer Products for Champagne Markets.**

*Jim Seals, Chemical Abstracts Service.*

To understand markets, it is necessary to consider the manufacturing and supply process. Beer and champagne are made in similar ways. Both begin with a natural product (barley or grapes) which is then processed and treated with yeast to induce fermentation. A clear sparkling beverage is the result. Although the manufacturing process is similar, with comparable costs, the markets are different.

Why is champagne more expensive than beer? Why do people pay more? Champagne manufacturing costs and know-how are about the same as for beer. The difference is in the marketing and in the wider variety in champagnes. Champagne has a mystique and appeal that beer does not have. The champagne industry is worried that they will suffer the same fate as the beer market; mass marketing will spoil the business by reducing variety in product lines. People want variety and are not willing to accept the offerings of large homogeneous producers, so specialty marketers are appearing. These observations can be applied equally well to the information industry.

### **Views on Champagne Products and Beer Markets.**

*Morris Goldstein, Information Access Corp.*

Price is the amount of money at which a producer sells information and is happy; it is not just putting a cost figure on a product. Is there equilibrium in the information marketplace? We do not have an open market and have never reached equilibrium. Pricing should be approached as a series of equilibrium points; every market is composed of a series of niches. We must apprise willingness to pay, the value-added features of each niche, and deliver a set of products with features tailored to the niches. (For example, a user can buy *Magazine Index* in 12 different ways.)

Pricing can be approached in several ways:

- It can be ignored.
- Passively (set the price and see what happens).
- Aggressively (establish a range of products).
- Greedily (charge what the market will bear).

To identify market niches, users must be characterized by size, type, or requirements. The money they can spend must be known, as well as their information needs and timeliness requirements.

IAC has 12 databases and 49 products; they can tailor a product to satisfy many diverse needs. It does not matter which way the customer wants the product; all bring revenue to the producer. If producers are not happy with their products, they have not understood their markets.

### **Of Vineyards, Vintages, Bottling, and Labels.**

*Fran Spigai, Database Services.*

A view of information in the 21st century may help us bring our information pricing dilemmas into focus. The following are some major issues:

- Pricing policies and costs are not clear to the user. The same information received from different vendors in different packages has widely varying costs.
- Information products have basic characteristics and values on which to price; day-old stock quotes are as flat as day-old champagne, but 60 year old legal precedents are as valuable as

vintage port. Pricing should be able to reflect these values for different databases.

- The competitive environment is complex, with pricing levels reflecting cost structure and charters of governmental and professional organizations as well as the goals of commercial companies seeking profits. Also, the quickly changing technological scene has provided a battlefield of diverse media, distributors, and contracts competing *within* a given product line.
- Electronic information products still have *not* made a transition to pricing for products subsidized with advertising.
- We have spent 15 to 20 years building a market for electronic information products. Now that consumers are educated to request what is technologically available, we must seek a fair and simple way to price information that is distributed at the user's convenience. Custom information products are our next challenge; since there are no technological barriers, users will find a way to obtain and use customized output, whether pirated, temporarily borrowed, or purchased. The choice is up to the information industry.

#### Question and Answer Session

- The storm over Chemical Abstracts Service's new pricing policies blew over quickly. The vendors were able to change their programming by the time the new pricing went into effect. CAS has seen no usage reduction. They are trying to change searchers' behavior and want them to be comfortable sitting and looking at the screen without interacting with the system. They want to encourage more thinking offline, and more downloading and uploading.
- Site licensing has caused large increases in usage where it has been tried.
- How can vendors simplify pricing structures? Antitrust laws forbid a cooperative effort. Complicated pricing can be a barrier to users.
- Online products are champagne sold to a champagne-sized market. We have forgotten where we have come from and how much it costs to produce information. It is hard to get users to realize that they are getting champagne and should pay for it.
- Prices themselves are not a problem, but price increases are. Information is the best bargain around, and prices will increase.
- Users are being pressed to increase their productivity and want vendors to do the same and pass the savings to the users. We must not confuse prices and costs.
- The major competitor to the industry is *information non-use*. Many users are doing without information; this is a major challenge to the industry.

#### Session 3: User Perspective

*Reva Basch*, Aubergine Information Services.

Information brokers work with users who are less information-literate than they are, and think information should be free; it is a milk market that has not grown up yet. Brokers work in a low overhead situation and need access to products and services that don't get in their way but let the broker add value for their clients. They won't buy premium products with poor packaging, such as systems and databases with undocumented pitfalls or poor search protocols. They also won't buy private labels that have monthly minimum surcharges or strange interfaces and delivery mechanisms. Brokers want command-driven systems because they are expert users. They are willing to pay for unique, high quality, well designed products, and they are even willing to pay high prices if nothing else is available.

*Miriam Drake*, Georgia Institute of Technology.

Georgia Tech has 11,700 students, 70% of which are engineering majors. They are computer-literate; the campus is fully wired, and every faculty member or student has access to a PC. They

have an internal online system using the BRS Search software. There is no friendly interface, but a substantial amount of training is provided. Some of the databases available are INSPEC, the IAC databases, and the Georgia State University union catalog. The system costs about \$1 million/year to run; there were over 1 million searches done in 1987. Database producers could help users by making it easy to use their information legally and by helping system managers do marketing for vendors and producers.

*George McGregor, Cetus Corp.*

Cetus is a pharmaceutical corporation spending about \$10,000/month on online searching. Their management is constantly looking for justification for this budget expenditure, so the costs of each search are reported to requesters. Although the cost is reported, it is not charged back; chargebacks will start in 1989. Most of the searching is done on medical and life sciences databases; they have Dialog's Medline on CD-ROM. The following are some relevant concerns:

- Information value should be examined closely, including the cost of the searcher's time. There is a large demand for searches and for the delivery of information to new customers, so the producers are getting more volume.
- People are sensitive to costs. STN's academic discounts are influencing demand because newly hired employees from universities have learned the power of searching.
- Many people use large databases because of the wealth of information in them. One way to price access might be cost/byte.
- Many small databases seldom give high recall because there is not enough information in them.
- Vendors and producers should realize that online retrieval is a market-driven industry. They should consult with their large users before implementing changes. Users should have input to core decisions; they will then become more like shareholders who have a vested interest in the vendor's future.

*Barry Champany, CLASS.*

CLASS is a nationwide bibliographic utility like OCLC or RLIN; they have 1,100 members, of which 60% are special libraries. One of their services is contracting with vendors for discount service which is then resold to members at reduced prices and re-billed. Vendors should realize that although CLASS is a nonprofit organization, it must be self-supporting; margins are small. Sometimes, CLASS finds that vendors approach a CLASS member organization directly, and CLASS must compete with the same vendor with whom they already have a relationship, hurting their ability to do business. Many different pricing arrangements and rapid price changes create problems for resellers because they are hard pressed to keep up with the accounting and servicing problems.

*Richard Williams, RJR/Nabisco, Inc.*

Libraries have financial and space requirements which are met by using microforms and electronic storage. In many libraries, 40% of the space is devoted to hard copy storage. Scientists have little time to browse online, so they usually delegate their information retrieval tasks to information professionals. In RJR's information center, all searchers have advanced degrees, and the manager also does searching. All staff are cross-trained and can access all systems, even though they specialize in one or two. There is still a need for old literature (even back 100 years); information must be preserved for future use.

*Leonard Fisher, Lawrence Livermore National Laboratory (LLNL).*

LLNL is a monopoly with a limited market for its product (nuclear weapons). In 1972, their library began online searching with a \$2500 budget and one vendor, Dialog. Now the budget is \$450,000 a year, and there are 13 professionals searching. The searching environment is like a mix of academic,

corporate, and broker environments; all costs are charged back to requesters. Some observations made over the years are:

- End users want to do their own searching, but not on databases as they appear now. They like using databases customized to their needs (perhaps downloaded and prepared by a professional searcher). They are willing to pay for their search arrangements but need a focal point— one person to contact.
- There should be a better way to do conceptual searching; many requesters want "the best 200 references."
- More and better numeric databases are needed in the sci/tech area. Much data is buried in the text of articles.
- Hardware enhancements and more flexible terminals would make the searcher's job much easier.
- Databases should be used to their full potential; everybody should *want* to search.
- The defense industry is a huge market that is not well served by today's online information companies. Many DoD searchers use only the DoD service and are not well aware of what is available to them commercially.
- Corporate training programs for information professionals should be recognized as part of the formal continuing education process.
- The areas of waste disposal and hazard management are not well covered by today's databases and should be further developed.

*Randy Marcinko, Dynamic Information.*

Information brokers mainly specialize in document delivery and searching for information. Dynamic Information concentrates on business and the sciences; they have 42 employees in California and have just opened a Washington, DC office. They have arrangements with 18 database producers to supply the full text of documents in their databases.

All parts of the information chain must be rewarded. Many people still think brokers are an evil, not realizing that they educate the crowds of uninformed end users. In doing so, brokers incur marketing costs and must find ways to be more efficient. Overhead costs therefore become important; some brokers use time management systems to control them.

## ASIDIC Executive Committee

	Name	Affiliation	Telephone
President	Dennis Auld	UMI/Data Courier	(502)-582-4111
Past President	Marjorie Hlava	Access Innovations	(505)-265-3591
Sec./Treas.	Gloria Moline	Engineering Information	(212)-705-7624
Member-at-Large	Scott Kostenbauder	IBM	(914)-742-5905
Member-at-Large	Betty Unruh	NFAIS	(215)-563-2406
Member-at-Large	Bill Bartenbach	Foundation Center	(212)-620-4230

## ASIDIC Committee Chairs

Committee	Chair	Affiliation	Telephone
Standards	Maureen Kelly	BIOSIS	(215)-587-4811
Nominations	Marjorie Hlava	Access Innovations	(505)-265-3591
Membership	Taissa Kusma	American Mathematical Society	(401)-272-9500
Publications	Donald Hawkins	AT&T	(201)-221-5370
Planning	David Grooms	U.S. Patent & Trademark Office	(703)-557-6154
Program	Randy Marcinko	Dynamic Information	(415)-591-5900
Finance	Debbie Hull	BRS Information Technologies	(215)-526-0120

## ASIDIC Secretariat

Jeanette Webb    University of Georgia    (404)-542-6820