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# connections

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# Inside Connections

## FROM THE EDITOR

President Scott Attenborough introduces this final issue of 2017 by mentioning the diversity we enjoy in AIIP. He reviews AIIP's diverse activities and successes throughout this past year and hints at what the future holds.

Diversity appears in this issue as we explore diverse styles of work. AIIP is made up of infopreneurs who incorporate a variety of styles of work into their businesses. We have several articles looking at some options for successful information-centric businesses.

Dan Odenwald examines teleworking and how to make it work. Marilyn Harmacek shares her experience working as a consultant who works for multiple clients within a single organization. Jan Knight opens up about her (not so) secret life as a part-time infopreneur. And Barbara van Veen looks into her crystal ball to help us envision a sustainable future for our industry.

What does the future hold? One thing we know for certain is that the next AIIP annual conference will be held on April 19–22, 2018. Is it on your 2018 schedule yet? Lynn Strand drops some hints about the program and introduces us to the host city, Minneapolis, MN.

Don't miss the Coach's Corner, where Mary Ellen Bates reviews that one essential activity for every infopreneur, no matter your style of business: communicating your value. Start now for a better future.

We open the December 2017 issue of *AIIP Connections* by remembering Barbara Quint, or bq to anyone who knew her or was influenced by her words. Marydee Ojala shares her experiences with bq and reminds us of the influence she had on the information industry.

*Phyllis Smith*

*Editor, AIIP Connections*

*Halton Hills, Ontario, Canada*



## AIIP Connections

[www.aiip.org/Discover/AIIP-Connections](http://www.aiip.org/Discover/AIIP-Connections)

AIIP 8550 United Plaza Blvd., Ste. 1001,  
Baton Rouge, LA 70809

United States, 225-408-4400

### Editor

Phyllis Smith

[ConnectionsEditor@aiip.org](mailto:ConnectionsEditor@aiip.org)

### Copy Editors

Susanne Bjørner, Bjørner & Associates

Robbie Marks, Marks Information

Nora Stoecker, NKS Info Services

### Sub-editors

Vikki Bell, Deirdre Black, Mary Ellen Bates,

Rhonda Kleiman

### Advertising Director

Cliff Kalibjan, Mr. Health Search

[kalib8@sbcglobal.net](mailto:kalib8@sbcglobal.net)

281-812-0273

### Design and Layout

Studio Fourteen

[studiofourteen.ca](http://studiofourteen.ca)

### Director of Marketing & Communications

Anne Hengehold,

Clarify Information Services

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# Internet Librarian International Conference

LONDON, OCTOBER 2017

By Birgit Bauer, Bauer Business Research, Austria

The ILI is an interesting international event for librarians and information professionals, with speakers and delegates from all over the world. With more than 300 participants from 26 countries and some 60 lectures and case studies on current developments, it was again a stimulating conference with food for thought and one of the rare opportunities in Europe to meet other AIIPer.

## Innovative libraries and library services

Kate Torney, CEO of the State Library of Victoria, Australia, was the keynote speaker, with “Making a Noise About a Quiet Revolution.” She presented her library, a beautiful, just renovated Victorian building dating back to 1854, and her concepts. For example, she discussed the library’s focus on outstanding design, private funding, marketing and PR, special services for individual user groups like children or entrepreneurs, and more. For inspiring examples of how inviting, beautiful, and lively a museum library can be, see [State Library Victoria](#), a series of YouTube videos.

Many of the case studies showed how modern libraries not only survive, but also work successfully. Representatives from British, Swedish, and American libraries described the makeover of their buildings, how ideas and experiences of users had been included in the concepts, the hurdles during execution, and finally the approval of their customers. Before-and-after photos illustrated the improvements. The Danish Allerød and the British De Montfort University library are always open, 24/7. After the challenges of the transition phase and staffing, nighttime self-service hours, early morning cleaning, and “noticing the small stuff” helped make the always-open library an asset.

## Advertising, advertising, advertising

One of the key takeaways of this conference for me was that librarians and information professionals need to be proactive and market their services—and that they do. A paradigm shift. Two tracks dealt with marketing and PR: “Content Creativity” and “Marketing the Library.”



One of the PR tools used by libraries, companies, and professionals is content curation—gathering information relevant to a particular topic, editing it, and publishing it. Deborah Kyburz, ETH Library, Switzerland, presented ETH’s multimedia storytelling and content-marketing platform Explora, launched two years ago to attract new user groups, and she addressed the whys, hows, and lessons learned. Andy Tattersall, University of Sheffield, Great Britain, presented his app hacks, discussed how he curates educational apps, and gave hands-on tips on how to create similar short videos yourself. Phil Bradley, Internet Consultant and ILI co-chair, Great Britain, as well as Arthur Weiss, Market Intelligence Consultant, Great Britain, shared curation tools, including Scoop.it, Nuzzle, Paper.li, Pearltrees, and Storify.com.

It was exciting to hear that a university library in Ireland and the Library Association of Ireland’s “Librarians Aloud” initiative broadcast a radio music show and podcasts reporting on the latest news from the libraries.

## Search and more...

As part of the search track, Marydee Ojala, editor-in-chief of *Online Searcher* and ILI co-chair, reminded us of professional search techniques. A panel discussion chaired by Terence Huwe, United States, addressed the post-fact information landscape and how internet librarians can deal with it. Ingeborg Hjorten, a researcher at the Norwegian Broadcasting Corporation, reported on her work at *Faktisk*, the joint fact-check initiative of several media during this year’s election campaign in Norway.

The last focus area I will cover concerns “New Scholarly Communications,” with lectures on the changing role of librarians, how modern research cycles can be supported, new university presses, reference management software, and more.



*Birgit Bauer is the owner of Bauer Business Research. She is a veteran Information Professional in Austria and a long-standing member of AIIIP.*