



# NEWS



January 2009 - Issue 11



## The Online 2008 Experience

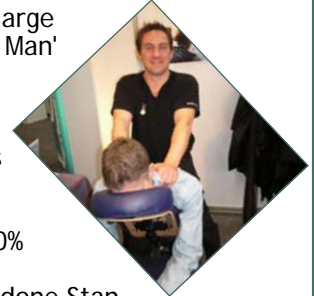
This year's Online Conference was a bustling affair from day one. The conference was well attended and the exhibition appeared full and busy.

Considering the economic downturn we are all experiencing, there didn't appear to be any noticeable absences within the exhibitors. Maybe this was because they considered attending Online a real necessity rather than a luxury.

Many thanks to all who attended the CLSIG stand, for your positive feedback, attendance and contributions. You made this years Online a real success.



Someone who deserves a large vote of thanks is 'Stan the Man' who worked tirelessly massaging the day's worries away from all who entrusted themselves to him. Every single comment I heard from his many 'customers' were 100% positive, what a great ad for the group and well done Stan.



I await the publication of the pictures of Stan at work at Online with interest, hopefully some interesting snaps of the good and great being subjected to a bit of human origami will be available soon for us to enjoy on the CLSIG website.

From my one day (Wednesday) at Online, I would say that CLSIG's presence there was a success, although more generally there was not much of real interest elsewhere in the exhibition.

I didn't attend the conference nor any of the free seminars. I did have some useful discussions with people on the EU/Europa stand, and also a discussion with the CILIP web editor about some of the shortcomings of the Content Management System!



Back to the CLSIG stand, my impression was that our stand attracted quite a lot of interest. Obviously, the free massage and the press event in the afternoon of Wednesday were real crowd-

pullers, but, aside from the novelty/free drinks, there was some real interest expressed in CLSIG and what it does. Also, talking to both CiG and SLA Europe when I visited their stands indicated an interest in some form of partial co-operation/co-ordination of events. On the basis of what I saw, I think that CLSIG can be proud of its representation at Online 2008.

David Griffiths

The Champagne Reception was a highlight. No, not because of the free drink, but because of the number of people in attendance. So many in fact that they overflowed the stand and filled the walkways around the stand. There was a really lively 'buzz' as the assembled throng networked with a passion - chatting, circulating and discussing all things information -



it was good to witness and for me at least was proof that all the hard work put in by so many to make the CLSIG stand a success was more than just that. It was a great success.



A final special mention must go to seeing Oriole presented with an award for her BIR article "Is There Intelligent Life Outside the City", it's so good to see people who work so hard for the group and in their career being recognised for the contribution they make, very well deserved and I'm very pleased I was there to witness the presentation.

Bert Washington

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People



Read all About It

New Chair - New Chair - New Chair - New Chair

So there you have it. Nothing like the anticipation of an important announcement to draw members, CLSIG friends, and others to the stand - or was it the promise of a massage and free drink? At the CLSIG press conference at Online, Chair Oriole Newgass, announced that the new Chair-Elect of CLSIG is Penny Bailey, founder, owner & MD of Bailey Solutions Ltd.

Penny is a chartered librarian who progressed from library jobs to designing & writing her own library management software system because she couldn't find one which suited her purposes; into library & KM consultancy and university teaching, and now runs an extremely successful award-winning business which provides tailor-made LMS for law firms and other organisations. We are extremely proud of having 'captured' Penny to lead CLSIG forward: she seems to us to embody everything we express in our name, Commercial Legal & Scientific Information – and above all she is someone who GETS THINGS DONE! Penny will take over the chair after the AGM in March.

For a more in-depth biography of our Chair-Elect please turn to page 5.

Oriole Newgass

Congratulations

Oriole Newgass was presented with the Emerald Citation of Excellence award at Online 2008 by Dan Scott, Emerald's regional sales manager for Europe for her winning article: 'IS THERE INTELLIGENT LIFE OUTSIDE THE CITY?: A personal view on some of the dos, don'ts and elephant traps in freelance consultancy', (Newgass, O., (2007) *Business Information Review*, 24(4), p.268 - 275. <http://bir.sagepub.com/cgi/content/abstract/24/4/268>)



A Contact from Online



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specializes in books, pocket guides and best practice reports around the areas of information security, business continuity, compliance, risk management and Green IT. Access their catalogue from:  
[http://www.itgovernance.co.uk/download/Catalogue\\_2008.pdf](http://www.itgovernance.co.uk/download/Catalogue_2008.pdf)

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Another Contact from Online

Tim Collins (National Archives) stopped by the CLSIG Stand at Online to publicise a new initiative - called the Digital Continuity Project. All the details are available here:  
<http://www.nationalarchives.gov.uk/electronicrecords/digitalcontinuity/suppliers.htm>

GOOD NEWS FROM CILIP

Members will be pleased to know that CLSIG has been awarded the CILIP Seal of Recognition for the Professional Development Club programme of training and update seminars. This award recognises the important contribution made by training providers in the information sector and the CLSIG programme was particularly praised for providing a valuable opportunity for CILIP members to benefit from the seminars and to share their knowledge and experience while developing new skills. Congratulations to the CLSIG committee members who put together the programme and entered CLSIG for the award.

CILIP Seal of Recognition  
<http://www.cilip.org.uk/seal>



CLSIG News is published 6 times a year: January, March, May, July, September, November

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As a first time speaker at Online my overwhelming memory will be the relief when people turned up to listen! I'd encourage everyone to think about putting in a speaking proposal. It's a great way to find other people who are interested in the same issues as yourself - and you get free entry to the rest of the conference!



Jennifer Smith

Despite the impending gloom of economic meltdown, I seemed to see an abundance of champagne around the stands. There was much to celebrate and this made it all the more pleasant to wander around the exhibition and visit the vendors stands, looking at new features, gathering goodies!! I am always surprised at how international Online is. I talked to people from India who were extremely enthusiastic about being at the conference; from Hungary reminiscing about their working time in the USA and from Los Angeles but now based in the Netherlands and seeking work somewhere in Europe! Bringing together people from around the world is always a great thing - even more so when there is a shared profession!



Sue Edgar

I thoroughly enjoyed my time on the CLSIG stand at Online. I met many people from around the world and had the opportunity to chat to individuals of the information profession which I only previously known by their impressive reputations. I got a real buzz from chatting about what CLSIG do and what we have planned for the future. It was a pleasure to be there when we had our announcements on Wednesday afternoon, there was a really friendly, welcoming and approachable atmosphere at the stand.



Joanna Hudson

Oriole manned the stand for most of Online:

...The CLSIG stand was highly visible, accessible, and spacious - people simply couldn't miss us!

...All our loyal and generous sponsors came up trumps again.

...Stan the ace masseur - the best freebie at Online for years, according to a lot of people who visited our stand.

...We seem to have become an integral part of

Cont....

**Our thanks to our wonderful Sponsors:**

Tribal - champagne, Sue Hill - Stan the masseur, 7Side - prize draw, Bailey Solutions Ltd - publicity postcards, and not forgetting Incisive, for our well placed stand.

Online, and are appreciated by the organisers as a real contribution to the show.

...Working with AUKML for the first time was valuable an experience - they were really nice and conscientious people - they helped man the stand all day on Tuesday and Thursday.

...Large numbers of members visited us, and we even had some signings of new members.

...The members came and enjoyed our press conference - and the presentation was quite nice too!



Oriole

Jennifer Smith a member of the CLSIG committee spoke at Online for the first time about the new opportunities for Information Professionals to work with small businesses.

She urged the audience to take a second look at the small business sector which has historically been mainly ignored by the Information Profession. Small businesses account for 99% of all businesses in the UK and many are knowledge and information intensive. However without expert guidance many are battling internally with information chaos which holds back the growth of their businesses. With better information management systems now accessible to small businesses, there's an increasing opportunity for Information Professionals to get involved with small businesses. Jennifer encouraged Information Professionals interested in working with small businesses to sign up to [www.ONEmarketplace.co.uk](http://www.ONEmarketplace.co.uk) a new online directory to help small businesses find Information Management and IT experts.



So the feedback from Online this year has been positive. CLSIG once again pulled out all the stops and record numbers were drawn to the stand. Will we be able to top Stan Rechcigl, our ace masseur next year - who knows? CLSIG will certainly be at Online 2009. Online comes but once a year...thank goodness, because my feet were killing me. For more photos see the CLSIG website:

[www.clsig.org.uk](http://www.clsig.org.uk)

Ed.

FreePint has produced an Online Information 2008 Special Report. You can request a copy via their website: <http://www.freepint.com/events/online-info-2008/rsvp.htm>



## Demystifying Chinese Guanxi Networks

Ben Chan, MSc MBCS FRSA  
Knowledge Collaboration  
Technologist



*The Chinese word Guanxi refers to the concept of drawing on connections in order to secure favors in personal relations. It is an intimate and pervasive relational network in which Chinese culture energetically, subtly, and imaginatively engage.* (Lua and Yandong)

Guanxi (pronounced "Gwan-Shee") referrals help identify potential business partners. Through guanxi networks, businesses can establish favourable and mutually beneficial relationships vital to business success. Guanxi also carries assumed knowledge of trust and facilitates business references. It is the construct of 'face', which underpins this trust. 'Face', in the context of this article, is simply vouching for someone's integrity and trustworthiness, by placing one's own reputation and honour on the line.

This article's case study features Sam Duong, age 33, Vietnamese Chinese, has lived in the UK since age 7. He is managing director of Ming Foods Ltd, a Chinese Pancake manufacturer in the UK. Sam's previous venture was as a shrimp importer for the UK Chinese catering trade.

### **Guanxi benefit: referral network and opportunities for mutual benefit**

The exchange of information amongst guanxi networks serve as a catalyst for opportunities. Opportunities abound for savvy wholesalers serving the catering trade for the Chinese community in the UK. Sam Duong, a business graduate, was strategically positioned through the knowledge of his guanxi network, for success in this niche market. Guanxi links amongst the Chinese diaspora, communities overseas, serve as a hub for global business opportunities. Sam Duong's father's friend in Geneva, who is Vietnamese Chinese also and who Sam calls his "uncle", identified an opportunity to supply shrimps in the UK, so needed someone in the UK with local knowledge of the Chinese restaurant trade, in particular, shrimps. Within this area, a contact was identified by Sam's Geneva contact with local knowledge, Mr Minh. Minh was a friend in Sam's father's social circle, both of whom belonged to the same community network of Vietnamese Chinese in London. Furthermore, Minh and Sam's father originated from the same

region in Vietnam - Hai Phong, and had the same Chinese dialect group - Cantonese. The assumed knowledge established from the guanxi relationship was that Minh was a trustworthy and capable businessman. Minh also brought relevant knowledge as he had contacts of restaurant buyers for shrimps in the UK.

In essence this new guanxi partnership between Sam and Minh contained complementary skills and knowledge for mutual benefit: Minh had the contacts and knew the market; while Sam could manage staff, sustained by his drive to develop his first business. The introduction would benefit not only Sam, but the introducer, Sam's uncle also. By recommending a capable business partner and the opportunity to Minh, the guanxi relationship between the Geneva contact and Minh was further enhanced.

### **Guanxi benefit: trust = creditworthiness**

Through a combination of Sam's Geneva contact and Minh's guanxi network, Sam and Minh gained local introductions of trustworthy suppliers of shrimps. Since the local suppliers were guanxi introductions, they offered favourable deals and credit facility. The assumed knowledge was that, as a guanxi referral, Sam and Minh were trustworthy customers, which would guarantee a reliable

stream of future income. Guanxi, in this instance, minimised uncertainty of the trustworthiness of the newly acquainted customer and suppliers, and therefore, the newly formed supplier and customers could focus on conducting business, without hesitation. Because of guanxi, a form of credit was given, which was not afforded to suppliers without guanxi, which significantly freed up cash flow. Instead of paying upfront for the shrimps (as usual), Sam was able to pay when he received the shipment or even later if he wanted to.

Sam and Minh could now be sure that they would get what they paid for, in terms of the quality required of the shrimps, as it can be very easy to tamper with the quality of shrimps among large shipments. So; in addition to the credit facility, the Guanxi network ensured essential quality control of product. Within the food industry, a brand's reputation and generation of business rely on maintaining quality and standards. The shrimp business thrived for its 3 years of trading and imported over 200 tonnes.

### **Implications for Information Professionals**

Valuable lessons derived from this guanxi case study can be applied to any business sector.

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In summary:

- ... For competitive intelligence, identify key players of influence within your industry sector.
  - ... Determine the business and personal interests of the key players to focus your approach.
  - ... Establish direct communication and initiate business relationships directly or with any subsidiaries, or major partners of the key players.
  - ... Gain referrals through business dealings within the business network to increase influence and reputation.
- Strengthen relations through the sharing of highly valued information such as opportunities in business and the introduction of potential business partners.

**References:**

- ... Lua, Y. (1997). "Guanxi: Principles, Philosophies, and Implications". *Human Systems Management*, 16, p2.
- ... Ming Foods <http://www.Mingfoods.co.uk/>

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Disclaimer: This paper has been published in *Business Information Review*. Vol. 25, No. 3, 2008. © 2008 Sage Publications Ltd, All rights reserved. <http://bir.sagepub.com/cgi/content/abstract/25/3/183>

**Editor's comment:** An interesting article, and quite different from items we have had previously. I await the stimulating discussion it should produce on the use of knowledge and networking in business, and how these skills can be translated into the world of the information professional.

### What Would An Intranet Be Like If It Was Designed By A Librarian?

Thursday 19th February 2.30 – 4.30 p.m.

LAWRENCE GRAHAM LLP, 4 More London Riverside, London, SE1 2AU

Free informal Intranets Forum meeting for UKeIG members.

There will be two presentations: Janet Corcoran will present, a survey of Imperial College London Library staff intranet: process and result, and Jennifer Smith will demonstrate the OneIS IT system she has developed.

Location: A map and directions are available at: [http://www.lg-legal.com/contact\\_us/london.html](http://www.lg-legal.com/contact_us/london.html)  
To book and for more details please contact: Janet Corcoran, Imperial College London  
[j.m.corcoran@imperial.ac.uk](mailto:j.m.corcoran@imperial.ac.uk)



### Introducing Penny Bailey - CLSIG Chair-Elect

Penny Bailey qualified as a Chartered Librarian in 1986 and worked first in academic libraries, including Roehampton and Manchester Metropolitan Universities and later in law firm libraries. In 1991 Penny worked as a freelance librarian and self-employed consultant, where she was involved in a significant number of projects to set up, trouble shoot or run library and information units in law firms, barristers' chambers and business enterprises. During this period Penny taught herself programming in order to write her own library management system for workplace libraries. In 1998 Penny swapped to freelance programming and worked on bespoke projects for local businesses. Around 2002 the 'penny dropped' as Penny realised that she could sell her library management system over and over again and earn money easier than writing code that she could sell only once. In 2002 Penny incorporated Bailey Solutions to sell her original **PenLib** library system which was soon followed by two other library systems called **KnowAll** and **LookUp**. Today Bailey Solutions Ltd has over 180 library clients globally and according to *Legal Technology Insider* is the 'clear market leader' in the top 250 law firms.



In addition to running her company Penny has been web editor of the website for *The British and Irish Association of Law Libraries* and in 2006 won the *BIALL / Lexis Nexis Butterworths Awards for Excellence* with Brian Thomas for *Best use of Technology in a Library Project for the BIALL web site*. No longer on the BIALL web committee Penny is the incoming-chair for the *Commercial, Legal and Science Information Group* (CLSIG) for CILIP from March 2009. Penny is a *SEEDA Women's Enterprise Advocate*, i.e. to encourage more women into business and has an active interest in encouraging women into the computing industry by talking to young people in schools and colleges.

In her spare time Penny likes relaxing with yoga, walking, reading, cooking, photography and listening to music.

## ESDS - What's in it for Librarians?

Friday 13 February 2009, 10.00 - 15.00  
Royal Statistical Society, London



This event, hosted by the Economic and Social Data Service (ESDS), is aimed at UK librarians from across the academic, public, private and voluntary sectors whose role involves advising members of their organisation, researchers, teachers or students, about how to access economic and social data. The ESDS is a national data service providing access and support for an extensive range of key economic and social data, spanning many disciplines and themes, including health-related data.

Participants will learn about the data and user support materials and resources provided by the ESDS and its affiliated data services (including [census.ac.uk](http://census.ac.uk) and History Data Service) and have the chance to evaluate services and provide feedback.

Delegates will have the opportunity to network, and will be invited to join the ESDS's Social Science Data Resources (SSDR) site representatives' network, whose members help promote the ESDS at their institution. SSDR representatives are currently restricted to librarians at academic institutions, but the ESDS is keen to extend membership to librarians from other sectors. This event will act as a forum for SSDR representatives and other interested parties to express their views on how they wish to see the network develop.

The detailed objectives of the event are to:

- ... Raise awareness of the ESDS's range of datasets, which includes both quantitative and qualitative data.
- ... Demonstrate how data can be searched, browsed and analysed online using a variety of resource discovery and data analysis tools.
- ... Highlight the latest innovations on the ESDS web site (including theme-based pages), designed to help users find and analyse the data more efficiently.
- ... Showcase the wide variety of data support materials produced by the ESDS, including learning and teaching materials, newsletters, etc. advise delegates of training events that ESDS organise, potentially at the delegates' own institutions.

The meeting will consist of oral presentations and demonstrations on ESDS and its affiliated data services, a syndicate session and invited talks by Jude England of the British Library and Stuart Macdonald of Edinburgh University Data Library.

The meeting is free to attend, but places are limited so booking is essential. If demand is high, places may be restricted to one participant per institution. Lunch is provided.

To view the programme and book a place: <http://www.esds.ac.uk/news/eventdetail.asp?id=2125>

A flyer for the event is available here: <http://www.esds.ac.uk/news/eventdocs/SSDRflyer.pdf>

## City Business Library Tours

We offer tours of the City Business Library to people who might find our facilities useful, or who want an in depth look at our stock and services. Here are the dates of future tours:

- ... Thursday, 15th January 2009 @ 10 – 11.30 am
- ... Thursday, 12th February 2009 @ 2.30 – 4 pm
- ... Tuesday, 3rd March 2009 @ 2.30 – 4 pm
- ... Tuesday, 24th March 2009 @ 10 – 11.30 am
- ... Wednesday, 15th April 2009 @ 2.30 – 4 pm
- ... Thursday, 30th April 2009 @ 10 – 11.30 am

The tours consist of an overview of the services provided, a look at our electronic sources and a tour of the Library. We also provide refreshments. Please contact Helen Armstrong for more details and to book your place: Email: [helen.armstrong@cityoflondon.gov.uk](mailto:helen.armstrong@cityoflondon.gov.uk), or Telephone: 0207 332 1240.



## CLSIG Professional Development Club

6.30pm - 8.00pm (registration from 6.00pm, seminar followed by a networking reception)

### ***CREDIT CRUNCH OR CLIMATE CRUNCH?***

#### ***Developing a sustainable information service during an economic downturn***

**Tuesday, 20th January** Hammonds LLP, 7 Devonshire Square, London EC2M 4YH.

Is *being green* a luxury we can only afford in good times? In fact, implementing sustainable practices saves money by eliminating wasted resources, and future-proofs organisations by establishing sustainable business practices. At a time when many organisations need to pay careful attention to their resources and business practices, this is an ideal opportunity to be learning about sustainable development.

Sustainability, or corporate social responsibility, aims to make an organisation's environmental, economic and social impacts sustainable and viable for the long-term. This seminar introduces delegates to the concepts of sustainability including an interactive session on developing a sustainable information service.

- What is corporate social responsibility?
- What role does your information service have in the sustainability of your organisation?
- What are the metrics used to assess environmental, economic and social impact?
- Learn how to cut your costs at the same time as improving your reputation with users
- Understand the legal and regulatory framework for sustainability

#### **ABOUT THE SPEAKER**

Duncan Gordon is a sustainability expert well-known for running lively and engaging seminars. Duncan is Group Sustainable Development Manager for SABMiller plc, responsible for internal and external sustainability communications, including reporting. Prior to joining SABMiller he spent several years with a sustainable development consultancy advising organisations on their sustainability strategy, management and communications. His clients included Rio Tinto, InterContinental Hotels Group, InBev and Intel Corporation. Duncan has a business management background with the Boots Group and an MSc in Environmental Technology from Imperial College London.

**Would you like to attend for free? Host a seminar and CLSIG will give you a free place!**

**Members: £10, Non-Members: £15.** Refreshments provided.

For further details please contact the CLSIG Events Team: [events@clsig.org.uk](mailto:events@clsig.org.uk)

Cheques should be made payable to CLSIG, and sent to Joanna Hudson, Information Services Officer, Hammonds, 7 Devonshire Square, London EC2M 4YH.

## FUTURE SEMINARS

### **February 2009**

#### *Redundancy*

Coping with redundancy from the employee and the managers perspective

### **April 2009**

#### *Your Information Service Under Review: How to Build a Persuasive Business Case*

From a consultants and a librarian's perspective

### **June 2009**

#### *Managing Stress*

Managing stress in the workplace

### **October 2009**

Hot topic to be confirmed

**CLSIG Officers & Committee 2007 - 2008**

Chair-Elect	Penny Bailey	<a href="mailto:chair@clsig.org.uk">chair@clsig.org.uk</a>
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**Future Events**

- ... **CLSIG AGM:** March 2009 @ Macfarlanes, 10 Norwich Street, London, EC4A 1BD. Date TBC. Focusing on entrepreneurship and the Professional Development Club (PDC) seminars
- ... **National Archives Trip:** May 2009 - details TBC
- ... **AUKML/CLSIG Open Day:** October 2009 - details TBC

**CLSIG 2009 PDC Seminars**

- February - Redundancy.** Coping with redundancy from the employee and the managers perspective
  - April - Your Information Service Under Review: How to Build a Persuasive Business Case.** From a consultants and a librarian's perspective
  - June - Managing Stress.** Managing stress in the workplace
- Seminar Flyer: <http://www.cilip.org.uk/NR/rdonlyres/C5D89681-A82C-46D2-89B3-94A5F16486CA/0/profdevclub20092.pdf>

**Joint ISG L&SE & CLSIG Trip**

**Wednesday February 18th and/or Tuesday March 24th @ 2.30pm (tbc)**

ISG L&SE (London & SE) Committee has opened an invitation to CLSIG members to participate in an arranged visit to Baker Tilly Services Ltd. Details are as follows:

This is an opportunity to visit the information service of one of Britain's top five accountancy firms. The firm has thirty offices throughout the UK and is a member of Baker Tilly International, which has 138 member firms spread across 104 countries.

Two dates have been offered, please indicate which one you would like to attend.

The tour will look at the work of the firm and how the Library provides support, which may be especially pertinent in these times of financial difficulty. Please note that the offices are in Bromley, so travel time may need to be factored in. Information about the firm can be found at: <http://www.bakertilly.co.uk/>

For more information on the visit, or to book a place, please contact Alan Power (ISG L&SE Programme Secretary)  
Tel: 08452 30 31 32, or  
email: [apower@buckscc.gov.uk](mailto:apower@buckscc.gov.uk)



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