

Colorado
Association
of
Law Libraries

Volume 22,
Issue 1

Spring 2012



Scuttle Newsletter

Inside this issue:

CoALL Travel Grant to AALL	3
AALL Announcements	4
Presentations at Denver Offices	6
Bios of Candidates	7
Cool Tools Cafe	8
Competitive intelligence	9
Copyright Law Websites	10
Board Meeting Minutes	13

Chapter Meeting on April 4th; Chapter Vis- itor

Please mark your calendars for our **April 4th** Chapter Meeting. We'll be meeting at **the Bryan Cave HRO** law offices and we will be hearing from Diane Rodriguez of AALL. She'll be giving us the latest AALL news and will be **answering your questions**.

She will be speaking at **5:30pm**. You are also invited to the Executive Board meeting which will begin at 4pm.

CoALL President's Message Spring 2012

In January, I had the honor of serving as a juror for the Federal District Court of Colorado. At 7:30 A.M. on the Tuesday following Martin Luther King, Jr. holiday, I was sitting with dozens of other potential jurors in the Alfred A. Arraj Courthouse Jury Selection Room. After a large group of us found our way to a Tenth Floor courtroom, I was delighted to be called to sit as one of the initial 13 jurors for questioning. I thought that given my education, occupation, and employer, I would certainly be dismissed. However, with each passing round of challenges, it became more apparent that neither attorney considered me a sufficient threat to their case to dismiss me, and so ultimately I was empaneled to serve as juror in a criminal matter involving possession of weapons and narcotics.

Sitting in the front row of the jury box, I had an excellent view of the proceedings. I watched as the prosecution built its case against the defendant, and along with the other jurors, wondered in silence what defense opposing counsel would mount. The prosecution called many witnesses, some of which were challenged by the defense. This chess match continued for three days, until without particular fanfare, the prosecution rested its case. On the morning of the fourth day, we heard closing arguments, reviewed the physical evidence arrayed before us on the display table, and retired to the jury deliberation room to do our part as triers of fact.

As we began our discussion, two observations were immediately apparent. First, not all of the jurors found the proceedings particularly interesting. Second, we were eager to break free of the silence to which we were bound and discuss what we had finished witnessing. After four days, we had gotten to know each other somewhat well. One juror was a high school social studies teacher and a second worked at an elementary school. Another juror prepared taxes. A fourth juror was a dentist and business owner. A fifth juror managed restaurants. A sixth juror worked with computer hardware

(Continued on page 2)



(Continued from page 1)

while a seventh was a software engineer. Some jurors were married with children while others had no children. Some jurors had experience with guns and another with drugs. Some had been victims of crime and some had previous experiences with the criminal justice system. But regardless of their yesterdays and todays, all twelve jurors sat together to review the elements of the various counts and discuss with appropriate intensity and passion the evidence to support their assertions. All jurors were given an opportunity to speak and some availed themselves of this opportunity more readily than others. But throughout the course of the deliberations, the recollection and contributions of all jurors were necessary to adequately consider the evidence and arrive at a fair conclusion. After several hours, within the confines set by the judge in his instructions to the jury, and under the oath that we swore to uphold, we agreed upon a verdict and in due course informed the court of our decision; and went our separate ways.

While the dynamics of jury deliberation are more readily apparent given the short time the jurors interact and the importance of their task, all groups including CoALL work best and achieve the most success when all members bring forth their collective experiences to accomplish the organization's objectives. Compared with other law library associations, CoALL is a fairly small organization at about 100 members. But our history is replete with an impressive record of accomplishment. In this fiscal year, we will have notched two more events including the sixth annual Spotlight on Your Career held on February 25th at the University of Denver. And on April 4th, our chapter will host a visit from Diane Rodriguez, AALL board member. And I appreciate your engagement in the various matters impacting our profession including encouraging the passage of the Uniform Electronic Legal Materials Act (UELMA).

But we could use your help as committee chairs, officers, and chapter members. We will once again put out a call for volunteers to chair CoALL committees. There are more opportunities for our chapter to pursue and more work to be done. Just as a group of jurors, we too can accomplish the important goals of our organization and profession when we each contribute our time and talents to make them so.

And about that verdict ... well, just say "No!" to drugs



Robert Linz, President
Associate Director & Head of Public Services
William A. Wise Law Library
University of Colorado Law School



CoALL Grants to AALL

For 2012, CoALL will be offering two grants in the amount of \$500 for attendance at the AALL Annual Meeting in Boston, July 2012.



Additional Grant Guidelines:

- Preference will be given, but will not be limited to, individuals who have been members of CoALL five years or less.
- Grants and scholarships generally are not awarded to prior recipients.
- Grants will be awarded on the basis of:
 - Proven or potential ability of the applicant
 - Promise of future usefulness and permanence in the law library field
 - Financial need
 - Contribution of the applicant to CoALL and/or the profession
 - Need for representation by a member of CoALL at the institute or meeting

Are you a CoALL member? If not, it's easy to join. Student membership is \$5 and regular membership is \$20 per year. To join, you can download the membership form from the CoALL website at: <http://www.aallnet.org/chapter/coall/about.htm>.

Please note that grant recipients are required to share their conference or workshop experiences with CoALL members through participating in a brownbag or panel discussion or by writing an article for the CoALL Scuttle newsletter.

Please send your application either by mail or e-mail to: Kathy Carlson, 911 E. 18th Street, Cheyenne, WY 82001. kathycarlson625@yahoo.com. The applications are online at the CoALL website: <http://www.aallnet.org/chapter/coall/> **Application Deadline is March 31, 2012.**

Learn How to Make Your Voice Heard in State Advocacy

In the midst of state budget cuts that threaten the very existence of public law libraries and a growing number of state governments looking to eliminate print legal resources in favor of online-only, now is a critical time for law librarians to speak up for the important issues that affect the profession.

Join the free webinar, [Making Your Voice Heard: Your Role in State Advocacy](#), on **March 20 at 11 a.m. CST**, to learn practical skills and strategies to make a difference in your state. You'll hear the latest and most effective ways to influence decision-makers and come away prepared to advocate for the enactment of the *Uniform Electronic Legal Material Act (UELMA)* to ensure authentication and preservation of electronic legal material in your state. [Register by March 13.](#)

This webinar is free for AALL members and chapter members.

(Calendar link: <http://www.aallnet.org/Home-page-contents/Events/Making-Your-Voice-Heard-Your-Role-in-State-Advocacy.html> Registration link: <https://www1.gotomeeting.com/register/680497345>)



Register Today for the 2012 AALL Annual Meeting

Designed by law librarians, for law librarians, the [AALL Annual Meeting](#) is an event you look forward to every year. Join nearly 2,000 of your colleagues from across the country to find out what they are doing in their libraries.

This year in Boston, July 21-24, you can look forward to:

[Keynote speaker Richard Suskind](#)

[Nearly 100 educational sessions](#)

[A bustling Exhibit Hall featuring about 100 vendors](#)

The return of the [Association Luncheon](#)

Connecting with the people who understand the issues you face every day

Make sure your plans for this summer include the No.1 educational conference for legal information professionals—you can't afford to miss it. [Registration today!](#)

Spread the word to your nonmember colleagues: **Nonmember Conference Registration packages include a complimentary one-year AALL membership.** By joining us in Boston, they'll be joining AALL!

AALL Members Receive Discounted Registration for 2012 LMA Annual Conference

AALL is an association partner for the upcoming [2012 Legal Marketing Association \(LMA\) Annual Conference](#). The LMA Annual Conference is the largest educational and networking event for legal marketing and business development professionals, attracting more than 1,000 attendees. The 2012 conference will take place **March 14-16 at the Gaylord Texan Resort in Grapevine, Texas (Dallas-Fort Worth)**.

Through the partnership, **AALL members can enjoy all the benefits and registration discounts that full LMA members receive**—simply reference your AALL membership when registering and receive the prevailing LMA member rate. Book online at www.LMAconference.com or call 877/562-7172.





Renew Your AALL Membership Early for a Chance to Win a Free 2012 AALL Annual Meeting Registration

In March, AALL dues invoices for 2012-2013 mail out to all library directors for their institutionally paid memberships and to all other individual members. The deadline for membership renewal is May 31.

When you renew early—by May 1—you will be entered in a drawing for a free 2012 AALL Annual Meeting and Conference registration. If you renew on time—by May 31—you'll be entered in a drawing for a free AALL webinar of your choice in 2012-2013. Following is the 2012 membership renewal schedule:

- **March:** First dues invoices mailed out.
- **May:** Second dues invoices mailed out.
- **June:** Final dues invoices mailed out.
- **July:** Expiration notices e-mailed to all members—individuals and those paid by institutions.
- **August 1:** Expired members deleted from the AALL membership database and access to the AALLNET members-only content and *Law Library Journal* and *AALL Spectrum* subscriptions discontinued.

For more information or to renew your membership online, view the [application form](#) on AALLNET. If you have any questions about your membership renewal, contact AALL Headquarters at membership@aall.org or 312/205-8022.

AALL2go Pick of the Month

AALL's Continuing Professional Education Committee presents the AALL2go pick of the month: [The New Generation of Legal Research Databases: Eighteen Months Later](#).

In January 2010, WestlawNext and Lexis for Microsoft Office were unveiled at the Legal Tech trade show in New York. Both products, with their natural language and Google-like search capabilities, promised simplified research and workflow collaboration for attorneys, paralegals, law students, and law librarians.

At the 2011 AALL Annual Meeting, a panel of law librarians convened to discuss the results of their survey of WestlawNext users and share their experiences using the next generation of legal research databases (due to the delayed debut of Lexis for Microsoft Office and Lexis Advance, only WestlawNext was discussed). The panel used a "lessons learned" approach regarding database strengths and weaknesses, pricing, generational differences among users, and training. This session provides an excellent overview for any law library that is considering WestlawNext or already using it but wants to compare it with other database options.

Find this and more than 80 other free continuing education programs and webinars for AALL members on [AALL2go!](#)





Presentations at City and County of Denver Auditor's Office

By Andrea Hamilton

On Wednesday, February 29th, 2012 Robert Linz (University of Colorado School of Law), Anne Lucke (U.S. Courts, 10th Circuit), and Andrea Hamilton (Davis Graham & Stubbs LLP) participated in a training program at the City and County of Denver Auditor's Office entitled "ASD Research I". The session was geared toward the Audit Services Division and focused on the basics of legal research. Robert addressed Researching Colorado Authority, Anne presented on Researching Federal Authority, and Andrea provided an Introduction to Public Policy & Legal Research. The program--which also included a module specific to Researching Local Authority, presented by David Broadwell, Assistant City Attorney for the City and County of Denver--was an all day event good for 8 CPE credits.

The Audit Services Division conducts performance audits of City agencies and programs with the goal of identifying areas where the City can save money, run more efficiently, and deliver better services to the citizens. The Audit Services Division is run by a Director who has two Deputy Directors and 16 staff auditors. The auditors work in teams to conduct performance audits, which culminate in formal reports that make recommendations to audited entities regarding performance improvement. For each audit engagement, the audit team must identify relevant criteria against which to measure the audited agency or program. Criteria represent the laws, regulations, contracts, grant agreements, standards, defined governing practices, and benchmarks against which performance is compared or evaluated. ASD Research I was designed to address any knowledge gaps that may occur during the course of this audit process.



Articles by CoALL Members

We would like to update the listing of articles written by CoALL members published on the CoALL website. The current page can be found at <http://www.aallnet.org/chapter/coall/articles.asp>. If you have written an article, book, book review, etc., please follow the link - <https://docs.google.com/spreadsheet/viewform?formkey=dFk5YnNNa0FDU3VBNU00eW1Mb2puTGc6MQ#gid=0> - to add your achievement to the CoALL website.

New Law Librarianship Guide

Patty Wellinger completed a new guide on law librarianship! the link is <http://libguides.law.du.edu/law-librarianship>. It is freely accessible to the public and she thought it will be useful for those of us that get questions from students or others considering a career in law librarianship.



CoAll Board Meeting December 9, 2011

Present

Robert Linz, Alicia Brillon, Kristin Karr, Tamara Phalen, Matthew Elisha, Diane Bauersfeld, Andrea Hamilton, Alan Pannell

Meeting called to order

Minutes of the previous meeting were moved by Tamara, seconded by Kristin, and approved by all

Officer Reports

Robert Linz - President

Book event after the previous meeting had about 20 attendees + 2 online, considered successful

Holiday party preparation

Membership questions, need new chair

Matthew Elisha – Vice President - nothing to report

Tamara Phalen– Treasurer

Above forecasted budget for membership dues

CD renewal coming up, rates to be determined

Committee Reports

BRAG – Alan Pannell – committee will begin meeting and planning in January. Davis Graham and Stubbs will be the location for the event. Some people are interested in being on the committee.

Brown Bags – Beth Mescall – two have occurred, more to come.

Government Relations – Matthew reporting for Madeline – the last event was very well attended.

Scholarships – scholarship money will be given out at tonight's holiday party. Discussion regarding possible future scholarships/grants to give before July 2012. Travel grants – either or 2 for \$500 – were approved. These will be given out in February/ March as the budget allows.

Research Corner – Andrea - articles are queued up for the near future.

Membership – Diane – we lost a number of people last year, mainly due to fellows leaving, but also job changes. Current membership

Present Committees and Chairs 2012

President	Robert Linz
Vice President / President-Elect	Matthew Elisah
Immediate Past President	Rachel Compton
Secretary	Amy Levine
Treasurer	Tamara Phalen
Members-At-Large	Alicia Brillon & Kristin Karr
Membership & Placement	Diane Forg Bauersfeld
Nominations	Rachel Compton
Program Coordinator	Matthew Elisha
Brown Bag Coordinator	Beth Mescall
Government Relations	Madeline Cohen
Newsletter	Amy Levine & Stephanie Noble
Webmaster & Listserv Manager	John Moss
Public Relations	
Grants & Scholarships	Kathy Carslon
BRAG	Alan Pannell
Legal Research Corner	Andrea Hamilton
Spotlight	Matthew Elisha



The 2012 CoALL Nominations and Elections

It's election time once again! Each winter and spring the CoALL Nominations Committee works hard to create a slate of candidates who are willing to serve as members of the executive board, and this year has been no exception.

The process begins by requesting nominations from the members of CoALL, and then reaching out to the nominated individuals to see if they are willing and able to serve for the amount of time required by that board position. The Vice President/President-Elect is the longest term, with that board member serving as Vice President, President, and then Immediate-Past President for three consecutive years. Ballots will be emailed to voting CoALL members by April 1, 2012, with paper ballots being mailed to those members who do not have email addresses. The candidates' bios will also be available shortly on the Members Only section of the CoALL website. While the deadline for nominations by petition has passed, members may include write-in candidates on the ballots during the voting process.

This year the members of the Nominations Committee are Rachel Compton, who as the Immediate Past President is serving as the Chair, Hannah Evans, and Bronwen Maxson.

Madeline Cohen

Madeline Cohen is the Circuit Librarian for U.S. Courts Library for the Tenth Circuit in Denver, CO. She received her B.A. in French and her M.A. in Library and Information Studies from the University of Wisconsin-Madison and her J.D. from the University of Denver Sturm College of Law.

Currently, Madeline serves as the Government Relations Chair for the Colorado Association of Law Libraries (CoALL) and is a member of the AALL Annual Meeting Planning Committee for 2013. Madeline is the Chair of the SCCLL-SIS Technology Committee and is also a former member of the AALL Government Relations Committee.

Prior to her employment with the U.S. Courts Library, Madeline worked as a Reference Librarian with the Westminster Law Library at the University of Denver Sturm College of Law, and as a Policy Associate with the National Conference of State Legislatures in Denver.

Margi Heinen

Since 2002 I have been the Manager of Library Services at Sherman & Howard LLC in Denver. Prior to moving to Denver in 2002 I spent much of my professional career in Detroit, MI. where I was the librarian at Jaffe Raitt Heuer & Weiss and one of several librarians at Honigman Miller Schwartz & Cohn. I was recruited to those law firm positions from my original position at the Arthur Neef Law Library at Wayne State University in Detroit. Once having experience law firm librarianship I had found my calling!

Loving law firm librarianship hasn't kept me from dipping my toes back in the academic pool, however. I very much enjoy teaching and have been able to teach library science courses at Wayne State University, the University of Michigan and University of Denver—always focusing on law librarianship, legal reference and legal research. Occasionally I have also done presentations for the Institute for Paralegal Education (IPE/NBI), for the BRAG program created by CoALL for law firm summer associates, and for the Colorado Association of Libraries.

I also enjoy writing about law librarianship and research. My colleague, Jan Bissett, and I have written a number of columns (*Reference from Coast to Coast*) for LLRX (Law Library Resource Exchange: www.llrx.com) and occasional articles for the Michigan Bar Journal—the latest; *Are you Occupied by Dodd-Frank?*, 91 Michigan Bar Journal, Issue 2, 50 (February, 2012).



Andrea McCullough

Andrea McCullough has been at Faegre Baker Daniels LLP since November 2010, first as the Information Resources Assistant and now as a Research Librarian since August. She previously worked as a circulation assistant for Jefferson County Public Libraries while pursuing her MLIS. Health program research, resource sharing facilitation for families of children with special needs and web content design and maintenance are Andrea's other previous work experiences. She is a member of Special Libraries Association, American Association of Law Libraries, Colorado Council of Medical Librarians and Colorado Association of Law Libraries. Andrea obtained her Bachelor of Fine Arts from Colorado State University in 1998 and her MLIS from Emporia State University in 2011.

Tamara Phalen

Tamara Phalen is a Reference Librarian at Holland & Hart LLP, in Denver, Colorado. Prior to joining the firm in September, 2011, she was the Catalog Librarian at Brownstein Hyatt Farber Schreck, LLP. She received her M.L.I.S. from the University of Denver in 2006. Tamara is a member of the American Library Association, and serves on the Continuing Education Committee, ALCTS Cataloging and Metadata Management Section. She has been a member of the American Association of Law Libraries and CoALL since 2008. In 2010, she served as the chair of Colleague Connection and also was the Final Banquet Chair, Local Arrangements Committee, for the AALL Annual Meeting & Conference in Denver. Tamara has been the CoALL Treasurer since 2010, and also moderates CoALL's group on LinkedIn.

Mariann Storck

For the past 12 years, Mariann Storck has been the Library & Legal Information Services Manager at the US Attorney's Office, Denver. Previously, she was the reference/cataloging librarian at Foley and Lardner's Milwaukee, WI office, manager of the Godfrey and Kahn libraries in Wisconsin and Stoel Rives libraries in Portland, OR. She received her masters of Library Science degree with a specialty in law librarianship about 24 years ago.

She is a member of the American Association of Law Libraries, Special Libraries Association and Colorado Association of Law Libraries. Mariann served as secretary of Law Librarians Association of Wisconsin from 1997-1999.

Currently she serves as a member of the Library Advisory Group for US Attorney Offices nationwide. In addition to managing her agency's library and library services, Mariann writes and edits daily and weekly electronic newsletters for her local agency and a monthly electronic newsletter for the USAO offices nationwide. She also assists several other USA offices with questions regarding management of library matters and provides reference assistance as needed.

Mariann initiated and chaired "The Legal Research Corner" committee for a number of years. "The Legal Research Corner" committee writes quarterly articles for *The Colorado Lawyer* on legal research. She was also a founding member of the group that initiated and held the annual Bridge the Research and Analysis Gap program for law students summer clerking in Colorado.

Mariann joined CoALL upon arriving in Colorado in 2000. She was a Member-at-Large in 2001, and its secretary in 2002.



Competitive intelligence an essential component Of better law firm decision-making

By Janet Ellen Raasch

Janet Ellen Raasch is a writer, ghostwriter and blogger (www.constantcontentblog.com) who works closely with professional services providers – especially lawyers, law firms, legal consultants and legal organizations – to help them achieve name recognition and new business through publication of keyword-rich content for the web and social media sites as well as articles and books for print. She can be reached at (303) 399-5041 or jeraasch@msn.com.

Important law firm decisions should never be made in a vacuum. Instead, they should be made with an abundance of the right information in hand. For many law firm decisions, “the right information” means competitive intelligence.

Competitive intelligence is defined as a systematic and ethical program for gathering, analyzing and managing information about the external business environment – information that can affect all of a law firm’s plans, decisions and operations.

Competitive intelligence can be information about **organizations** – like your clients, potential clients and adversaries. It can be information about **other law firms** – like collaborators, opposing counsel or even potential merger partners. It can be information about the legal needs in particular **industries or markets**.

Competitive intelligence can also be information about **people** – like the people you will meet in a pitch, in the boardroom, in the courtroom (like opposing counsel or an expert witness) or in a hiring interview.

In any of these settings, knowledge of companies and people is power.

“When gathering competitive intelligence, there is a wrong way and a right way to go about it,” said Wanda McDavid. “The wrong way is typified by computer hackers like Lisbeth Salander in *The Girl with the Dragon Tattoo*. As much as we enjoy the book and the movie, and want Lisbeth to succeed, we cannot condone her tactics. This kind of corporate espionage makes for good entertainment, but bad – and unethical – business.

“The ethical gathering of competitive intelligence complies with all applicable laws – domestic as well as international,” said McDavid. “It is obtained from legitimate online and print sources, in both public and subscription databases. When obtained by interviews (either with targeted competitor staff and customers or as general field research), the ethical interviewer discloses up front both her identity and the purpose of the interview.”

McDavid and her colleague Judy Goater discussed the ethical gathering and use of competitive intelligence by law firms at the monthly educational program of the Rocky Mountain Chapter of the Legal Marketing Association (www.legalmarketing.com/rockymountain). The program was held Jan. 10 at Maggiano’s Little Italy in downtown Denver.



McDavid is president and Goater is director of services development at Access Information (www.access-information.com), a Denver-based firm that specializes in the discovery and compilation of competitive intelligence for use by law firms. Both have master's degrees in librarianship and vast experience in the legal industry. The PowerPoint slides from this presentation have been made available on the company website, in the "training" section.

"Before starting any competitive research project," said McDavid, "it is essential that you have a plan. Thanks to the Internet, there are an almost unlimited number of resources out there. You can waste a lot of time and money searching them all. If we know your goals for a particular research project, we can help you concentrate your resources on the most likely, valid and reliable sources for your purpose."

Competitive intelligence on companies, competitors and adversaries

Some sources of competitive intelligence about companies, competitors and adversaries are paid and some are free to the public. Because of the nature of their work, many law firms and law librarians already have access to many of the paid resources. These include products offered by industry giants LexisNexis and Thomson West.

"For industry research, I also like to use a product called Profound, offered by MarketReserch.com," said McDavid. "They offer a wide range of reports for purchase. An entire report can be costly but, if you know exactly what you are looking for, you can order just part of a report for a lesser fee."

"And don't forget," said McDavid. "Many of these paid resources are available for you to use free of charge at the Denver Public Library."

Free resources for company research include www.llrx.com and Zimmerman's Research Guide (<http://law.lexisnexis.com/infopro/zimmermans>). In its database, Zimmerman's offers links to both company information and company personnel. "Both of these sites are great places to start if you are trying to get an overview of the kind of research that is out there," said McDavid.

The Virtual Chase product by Justia.com offers business research as well as county and municipal law resources. Information on companies can be found at Hoovers, Yahoo! Finance, Google Finance, Nexis company information and Valuation Resources.com.

"A lot of good research is available from Google," said McDavid. "We all know how to do a Google search, but much more refined searches and results are available via the Google Advanced General Search Page. Google Scholar and Google Advanced Scholar Search offer useful results that have been 'purged' of casual hits."

Court and government sites – especially the Secretary of State's office -- include public records and a wealth of useful information. "If you want to know where a company is headed," said McDavid, "check the U.S. Patent and Trademark Office Database."



Competitive intelligence profiles

When preparing to meet with a potential client, lawyers often ask marketers or librarians to prepare a profile of the client. “All too often,” said McDavid, “this is done just a few hours before the scheduled meeting – and we need to scramble.

“Even with very little lead time, you would be surprised at how much information you can turn up by simply visiting and mining the potential client’s website,” said McDavid. “You should also search company or firm pages on social media sites.”

When you have a little more lead time to prepare – like for a proposal or the resulting beauty contest – then you can delve more deeply into client background. Good sources for public companies include SEC filings. Good sources for private companies include Dun and Bradstreet reports.

A good profile addresses some or all (depending on your time and research skills) of these categories:

- Quick facts
- Company overview
- Business segments
- Products/services
- Business partners
- Board of Directors
- Key executives
- Key developments
- Representative clients
- Legal issues and litigation
- Locations
- Case studies
- Patent information
- Marketing strategy
- Competitors
- Sources
- News articles

Armed with this type of information, your lawyers and law firm are well-prepared to make good decisions about how to approach a potential client (or anyone else), and how to make a good impression once the contact takes place.



Competitive intelligence on people

Sometimes you need information about an individual rather than a company. This person could be a client, a prospective client, a competitor, opposing counsel, a potential hire or a potential merger partner. When you know something about the person you are meeting with, you can plan appropriately.

Sometimes, you need other kinds of information about people. For example, you might need to track down a former employee or a potential witness. “When such a person has gone ‘off the grid’ electronically, you might not have much to go on,” said Goater. “This is where creativity comes into play.

“In one such case, a former executive had been gone from a company for five years,” said Goater. “He had a common name, which made the search even more difficult. Someone recalled him saying that he wanted to take over his family’s farm. By using the farm subsidy database and narrowing the search by general geographic area and the man’s age, we were able to locate him for our client.”

Another reason to search for people is to acquire their contact information for use in a marketing database. Good sources of contact information include telephone directories, professional directories and professional licensing agencies (if you know a person’s profession). Online sources include a search on Yahoo! People.

Many of the commercial and general resources mentioned in the “companies” research section in this article work just as well for people.

“We often use a site called Jigsaw, owned by Salesforce” said Goater. “It is a business-to-business contract database populated by marketers and salespeople around the country. By contributing their contacts, users gain access to the database. It includes 30 million contacts. It is an especially good source for the contact information of individuals below the usual c-level executives that show up in most directories.”

If you know a person’s location, you can search local and regional media for mentions of their names and activities. Social media – like Martindale Hubbell, LinkedIn, Facebook, Google+, Twitter and YouTube -- are also good resources. So are blog searches. Social media include contact information, but they also broaden your research with less formal “chat” about people, their activities and the companies they work for.

“In gathering information about people,” said Goater, “you want to use a wide variety of sources – and you want to be very careful to validate any information you find before you act on it. There is a lot of faulty information out there. There are also privacy concerns.”

Today, information about companies and individuals is widely available. In fact, you could easily drown in all the data. The trick is to focus your search in light of your business goals. With this information in hand, you are well-positioned to make good decisions about the future of your law firm – and its work.

**Scuttle Newsletter,
Volume 21, Issue 3
Page 14**



stands at 101 members.

Newsletter – no report

Nominations – nothing new to report

Programs – Matthew – the 2012 Spotlight program will be called *Capitalizing on Change*. Mary Ellen Bates will be the speaker and speak for half of the program. The other half will be a panel discussion with people about what did/didn't work for them in navigating change. It will be held at Denver University on February 25, 2012. He is actively seeking sponsorships. Mary Ellen charges \$1000 for a speaking fee, but we should still be ok if we get Westlaw and others to provide sponsorships. A *Save The Date* email will go out in early January. Registration cost is undetermined at this point. The committee will meet again in one week. There are six people on the committee: Rachel Compton, Esti Shay, Matthew Elisha, Kelly Fanning and someone from RSLA.

Public Relations – Tawnya – nothing to report

Webmaster – John Moss – nothing to report

New Business

Election of Life Members – a few people have been brought up for possible life memberships. What is required for it? What is the process to nominate someone? The Bylaws contain a provision, which Robert read to the board. The five current life members were listed. An extensive discussion on how to nominate possible people and next steps ensued. Since the CoAll archive is at DU, it was suggested that Patty Wellinger be contacted by Andrea to investigate the identity of past board members. It was decided that an email will be sent to the CoAll listserv naming possible nominees along with their bios, and to allow members to nominate additional people. A deadline to respond will be set for mid-February. The board will then contact the nominees, vote on the nominees by mid-March, announce the results to the membership, notify the approved people, and invite them to the chapter visit meeting. A motion was made, seconded and approved.

Chapter Visit – April 4, 2012 – AALL Vice President, Jean Wenger. Robert will email the CoAll membership for ideas about what Jean should speak about. The chapter visit will be at 4pm when Jean speaking, with the board meeting to follow.

Free membership limits for unemployed members – Diane – she is not sure if she should just take people's word for being unemployed, when it's a recurring membership. She circulated an example of a former law librarian who is disabled and hasn't worked in two years, and another who was uninterested in being on any committees but still wanted a free membership. It was decided that going forward, the benefit will be limited to existing paying CoAll members who lose their jobs, upon approval of the board. When membership renewal emails go out, language saying that "if you've lost your job, contact the board and we will discuss the membership." The motion was approved. On a related issue, the board determined that a vendor can be on the listserv as long as they are a paying member.

Membership Ownership – a lot of job changes have occurred. If the main contact leaves an institution, the membership should stay with the institution, but some people think it should stay with the person, and the institution often doesn't know that they have the membership, etc. What should be done? Does the membership chair pick up the phone and call the institution? No – each year the membership roll gets cleaned up. However if an institution contacts the membership chair to notify them of a change, then the membership chair will act accordingly.