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Susan Wolf Neilson
Reference Librarian for Management and Economics
North Carolina State University

Steve Cramer
Business Librarian
University of North Carolina at Greensboro

"Wanted: Regional business librarians interested in networking and sharing information. Public, academic, special, school -- all types are encouraged to reply."

--BLINC (Business Librarians in North Carolina)

BLINC of an Eye - Business Librarians in North Carolina: an easy model for developing local interest groups

In the Beginning

of one newly-relocated business librarian to connect with others in her state. Business librarians love to network, talk, and meet. So where was the group for business librarians here in NC? Nowhere to be found. With some simple advice from I MFi00480(m)-3(e)6si5(m)-3(pl)6IC? ness librarians

Getting Started

How did we plan a business interest group? Using a simple market style plan, we developed our product BLINC (many chuckles between us until we found a *proper* acronym!) and a logo. We

We would get some money back from NCLA for BLINC activities;
Being a formal group should give us more staying power than we would have as an informal group;
It would be easier to communicate with groups and librarians outside of BLINC;
We would enjoy better name recognition;
With BLINC as a unit of NCLA, it will be easier for some to justify going to the meetings.

However, if BLINC does become a section of NCLA, we will continue to have free and open meetings and open membership to our Blackboard communication site. The membership feels strongly about that.

Based on our first-hand knowledge of the business needs of our patrons, BLINC is also going to provide suggestions to our statewide database consortium, NCLIVE (<http://www.nclive.org/index.phtml>), on electronic resources for business. We are ranking what we consider to be the most important categories of databases (ex. company directories, articles, investment information, etc.) as well as ranking preferred databases within each category. Of course, in this time of limited state budgets, whether NCLIVE will have the budget to respond to our suggestions, or whether certain vendors would entertain statewide access to their products, is another issue. However, we hope our suggestions at least provide a blueprint for future community.

We are discussing having a special BLINC meeting to focus on library instruction for business instruction and information literacy *in general* title out there on how teach business research skills to business students. This proposed half-day BLINC workshop would be a team effort, in which interested librarians would gather to share tips, strategies, and experiences (ex. "effective group exercises when teaching company or industry research" or "how to organize a session on secondary market research".)

The highlight at the January meeting, to be held at the Greensboro Public Library, will be a presentation on accessing and using state census data by Michele Haslett, Demographics Specialist from the State Library of North Carolina.

Conclusion

It proved easy to get BLINC started, given the enthusiasm of its members, our use of electronic Some of the benefits of BLINC were immediate (ex. networking and continuing education), but the longer-term projects BLINC is pursuing should also prove worthwhile. We encourage business librarians in other states or regions who feel a need to collaborate with area colleagues to consider creating their own versions of BLINC!

For copies of minutes, our flyer, other information, or to join BLINC, please contact Steve Cramer at smcramer@uncg.edu.