It’s hard to believe that it’s already the middle of October, and my next column is [over]due. It seems like only a week or so since we were all enjoying Seattle. For me, change has become the new normal (notice how I’m tying the 2013 and 2014 SWALL Annual Meeting themes together?). Change at work, with new fall associates, change at home with a 4th grader entering a new school (oh, the drama!), and slowly, summer in Houston is changing into fall (at last!).

In July, SWALL, HALL, DALL, and UNT hosted a joint reception during the AALL Annual Meeting. We had a great turnout, ran out of food (always a good sign), and plenty of convivial company. I met up with our two grant recipients — at least, we ran into each other in the hallway between sessions —and they were both very appreciative of the SWALL grant. SWALL and HALL shared a table in the Activities area, and it was a little “batty.” We had bat-motif pens and pencils advertising the 2014 meeting in Austin. Thank you, Barbara! And a great giveaway basket filled with items from all of the SWALL states.

On the Saturday before the conference began, several SWALL members and I attended the Leadership Training session. This session was designed for officers and committee chairs, from all AALL chapters and SIS’s. We had some very motivating speakers, and learned that many chapters are facing the same problems, especially with membership and attendance. It was great to be able to share experiences and learn how other groups handle their issues. I know I took away several things that I can use.
One thing that I’ve been remiss on this fall is getting my committees up and running. And I apologize. Remember that change issue? We’ve got a new organizational structure at work, fall associates, and I seem to have been busier than ever. I’ve started reaching out to committee chairs and the membership about the SWALL committees. If I haven’t contacted you, and you would like to serve on (or Chair) a committee, please get in touch with me, especially if you’d like to chair the Recruitment or Special Government Relations Committee.

Program submissions are now being taken for the 2014 Annual Meeting. Send your proposals to Kathleen Bransford (kathleen.bransford@dentoncounty.com). I’m looking forward to seeing everyone in March!

Headnotes: Report of the SWALL Grants Committee

W. David Gay, Chair, Grants Committee
Reference Librarian
Ross-Blakley Law Library
Arizona State University

News for Travel Grants

Considering SWALL in Austin in March or planning for AALL in San Antonio next summer?

The SWALL Board authorized two grants of $300 and one student grant of $500 from Mon Yin Lung for SWALL members to attend the SWALL Annual Meeting. The Board also approved two grants for $500 for SWALL members to attend the AALL Annual Meeting in San Antonio!

More information and deadlines for applications will be posted on the SWALL Listserv and homepage later in the Fall.
I have been a member of AALL since 2007 and each year that I have attended the Annual Meeting, I have had a unique experience. Of course, the changing venue contributes to this, and Seattle was no exception this year. However, I'm referring more to my changing roles from year to year. From presenter to Local Arrangement Hospitality Chair to AMPC member, each Annual Meeting has given me a different perspective on AALL and its fabulously dedicated membership. This past year, I was privileged to be a member of the Annual Meeting Program Committee, which ushered in some noticeable changes to the structure and format of the meeting. It definitely changed my expectations of the educational programming and gave me an insider's perspective that I did not previously have.

Seattle greeted me with some fabulous weather, and a much-needed respite from the searing Colorado July heat (which many of you may remember from 2010!). As a new chapter president, I took advantage of Saturday’s Leadership Training, which I found useful for both my new role in CoALL and as a somewhat-new library director. This year’s training combined leaders from chapters, SIS’s and committees, a change from previous years that I found particularly helpful. While our roles may be somewhat different, our challenges are very much the same and I always welcome the opportunity to learn directly from my colleagues. The speakers for the training were thought-provoking, energetic and engaging, a must for an all-day workshop.

As I look back over the sessions I attended, I definitely see a theme – eBooks and emerging technologies. It was a happy convergence that this year’s Annual Meeting was chock full of valuable technology programs and I was in need of some inspiration for new projects and services. A few of the programs really stood out for me, beginning with “Build It and They Will Come: Creating an eReader Device Display in Your Library.” This session was half “how to” and half technology petting zoo, giving attendees some insight into the process of designing and creating an eReader display, as well as the ability to try out various different devices. I came away from this session energized about the possibilities and will try to implement this kind of display in my library (even if said energy has become tempered by pesky budget realities).

I followed up this program with a complementary session entitled, “Implement an eBook Collection in Your Library.” The speakers recounted their experiences with introducing and
building eBook collections in both law firm and academic settings, from which I was able to
decide what I could and couldn’t do in my own library. While my court library hasn’t seen the rise
of eBooks as quickly as some settings have, this session gave me the information to be
prepared for the near future.

I was able to also spend some time at the Exhibit Hall, meeting with vendors, and discussing
technology upgrades and new services, in addition to attending two other insightful technology
sessions. “Do you Know Where Your iPad Is?” and “Emerging Technologies and Teaching for
the 21st Century Librarian” represented the courts well – two librarians from the U.S. Courts
Library for the 2nd Circuit were on the iPad panel, and the Emerging Technology Librarian from
my library was on the emerging technologies panel. It’s always useful to see how other law
libraries are leveraging technology. We do a lot of instruction for and with iPads and it was so
valuable to see different teaching techniques all in one place; that is one of the many ways in
which the Annual Meeting is such a benefit to the law library profession.

I rounded out my educational programming experience with a few management-related
sessions, one on practical methods to correct workplace behavior and the other on why change
stalls and what to do about it. The latter session was part of a new series at this year’s Annual
Meeting, called “Monday Morning Recharge” offering diverse topics such as the changing look of
leadership, creating captivating presentations, increasing your influence at your institution and
beyond, and finding work/life balance.

Of course, no Annual Meeting would be complete without the Opening General Session and the
closing Association Luncheon, both of which were well-attended. Opening Keynote speaker,
David Weinberger from the Harvard Library Innovation Lab, spoke about the transformative
nature of digitizing library resources, the collapsing boundaries around knowledge, and the
growth of sharing and networked ideas. Andy Hines was the speaker at the Association
Luncheon. I had heard him speak once before at the AALL Futures Summit and his take on the
future of libraries is always thought-provoking.

In between all of the sessions, I attended the Diversity Symposium, several business meetings,
and lunches and receptions for chapters, committees and special interest sections in which I’m
involved. And, of course, I would be remiss if I did not acknowledge the generosity of the
Southwestern Association of Law Libraries in awarding me an Annual Meeting grant. I had a
fabulous time attending the SWALL/HALL/DALL reception, catching up with colleagues I haven’t
seen since last year, and I was personally able to thank David Gay and the SWALL Executive
Board for the grant.
Saskia Mehlhorn  
Manager of Library Services  
Fulbright & Jaworski LLP (part of Norton Rose Fulbright)

SWALL Grant Recipient: 2013 AALL Annual Meeting Report

The 106th AALL Annual Meeting took place in Seattle, and I would like to thank SWALL for making this trip possible.

Upon arrival in Seattle I was pleasantly surprised by the weather (although compared to Houston in the summer, everything is a pleasant surprise) and fascinated by the scenery. I will definitely take my family to visit Seattle and Washington State to do some sightseeing and hiking.

While attending the Annual Meeting, my time was divided between FCIL and PLL meetings and some very interesting programs. One of the programs I would like to elaborate on was entitled “Fishbowl Fun! A closer look at four key licensing provisions.” Library directors from different types of law libraries discussed how they handled the four different provisions. The program started with a discussion on “confidentiality agreements,” and right away it became clear that the differences between the types of libraries are significant. Speakers from public and government libraries made it clear that they will not agree to such an agreement, mainly due to legal restrictions. If a vendor insists on confidentiality, it’s a deal breaker; they haven’t had any major problems getting it removed from contracts. Firm librarians, on the other hand, said the confidentiality provision is considered common practice.

Next up in the program was the discussion of fair-use and ILL, sometimes referred to as “permissible use.” These clauses are important and must be examined carefully no matter the type of institution. It’s important to examine the possible scenarios in which it might come up. Some librarians will add a clause that says something like “distribution permissible as governed by law” to ensure that they are able to use the information to its maximum.

The final point was the inclusion of the delivery of usage statistics from the vendor which are considered very beneficial during contract negotiations. Depending on the type of library, user privacy will be handled differently in the context of usage statistics included in the contract.

Other programs I attended discussed e-books (what is the hold-up in private law libraries), SharePoint installations (how to upgrade stress free), researching customary law (love those Library of Congress librarians!) and more. As always, I learned a lot and came back with more ideas than my boss and colleagues care to hear about. Thanks for making it possible!
Bob Hu, Director and Professor of Law of Sarita Kenedy East Law Library at St. Mary's University, attended the 3rd Bi-annual Conference of the Chinese and American Forum on Legal Information and Law Libraries (CAFLL), which was held from June 10-13, 2013, in Shanghai, China. The theme of the conference was: Collaboration - Information, Access, and Partnership. The conference had nearly 30 attendees from the United States, including the President of the AALL, and over 100 law librarians from China. As co-chairman of the Program Committee, Bob Hu planned for the program and served as a moderator at the conference. In July 2013, Bob Hu was elected co-chairman to the Executive Board of the Chinese and American Forum on Legal Information and Law Libraries (CAFLL), a non-profit organization incorporated in the state of Pennsylvania.

At many organizations, there is a huge initiative called Talent Management that asks all of us to develop ourselves and our staff as leaders - both inside and outside the organization. This program helps you think about opportunities for yourself and your staff. Ryan Saltz, Ann Fessenden, and Mark Estes present a program that gets participants to apply leadership concepts to their personal development and the development of their staff and organizations. Participants will discover that it is possible to have an influence at any level, whether you are a director, a middle manager, or new to an organization.

Find this and many other continuing education programs and webinars for AALL members at
Promoting the Stacks: Building Eye-Catching Book Displays in the Law Library

Liana Morales
Library Assistant
Sarita Kenedy East Law Library
St. Mary’s University School of Law

Promoting the Stacks:
Building Eye-Catching Book Displays in the Law Library

One of the most interesting and imaginative ways to help promote the books in a law school library’s collection is to create themed displays that feature certain books. In my time at Sarita Kenedy East Law Library at St. Mary’s University in San Antonio, I have worked on numerous displays that have garnered attention for both their designs and the subject matter. Having regular displays brings attention to books and other materials that library visitors may not have previously realized were in the collection.

The frequency of such displays can vary, as can the size of the display case. I work with a flat, single level display case with glass on each side and a large glass top. I change out the displays once every three to six months, but the schedule can easily be adjusted to once a month because of how many subject possibilities there are. It is helpful at first to brainstorm a list of themes and then develop a display plan and schedule from that point. I collaborate with a law librarian to come up with the best books and periodicals to display.

Drafting an additional handout featuring an introduction, history, trivia, and a small annotated bibliography also provides the opportunity for visitors to literally take something from the display to remember for later.

A few themes that have been put on display so far include:

- Abraham Lincoln: The Lawyer (to honor his 200th Birthday in 2009)
- The Law in Popular Culture and Film
- Women in the Profession of Law
- Restorative Justice
- The Law in China
- Animal Rights Law
- The Mind of a Lawyer
- Gov Docs
- The Law in Fiction (featuring our Law Fiction collection)
Our most recent display is about Ranching Law and History, which highlights a new collection we are currently developing for the library.

The best part about making a display is adding things that would grab the attention of visitors. Acrylic book stands, colored butcher paper, photos, figurines, and other visual materials can all be useful tools when designing a display. For example, in the Law in Popular Culture display, I included some popcorn in the title display and used red felt to recreate a red carpet. For the Animal Rights Law display, I used green butcher paper and used a paw print stamp to intersperse prints throughout the display. The possibilities are endless. It’s easy and fun to get creative with book displays and it is a nice way to put focus on books that may otherwise be passed by on a shelf.
Display case featuring Abraham Lincoln: The Lawyer spread. Included a picture of the building where he practiced law, framed photo, several books, a feather pen and inkwell (for show) and a reproduction of one of his letters.

Close-up of The Law in Popular Culture and Film (apologies for the glare)
The Law in Popular Culture and Film display included several photos of courtroom scenes in film, printouts of famous quotes by on-screen lawyers, and scholarly books based on the law in film and other areas of popular culture.

Close-up of Women in the Profession of Law display
The Women in the Profession of Law display included a section for history of women as lawyers and a section for the women justices of the Supreme Court, as well as a magazine spread and scholarly books on the subject.

Restorative Justice display featuring books and information pamphlets on the subject
On any given day in law firms all across the country, board rooms are occupied by associates who are being told how to market their respective firms and services. Down the road, solo practitioners are trying to redesign their business cards or launch websites to attract more clients. All the while, law librarians are tracking usage statistics and eagerly anticipating the next chance to assist with a research question. Of course, before the attorney approaches the law librarian with the research question, the client must contact the attorney and the attorney must know that the law librarian can help. As such, continued use of the law library by practitioners depends on the marketing efforts of both professionals. In order to stack the deck in the law library’s favor, this article proposes the use of a recent *ABA Journal* cover story about marketing as both a guide for marketing existing services to practicing attorneys and as an icebreaker when talking to this patron group.

**Let the *ABA Journal* be your guide**

In its [July 2013 issue](#), the *ABA Journal* printed the cover story *50 Simple Ways You Can Market Your Practice* ("ABA Article"). As the title implies, the ABA Article contains 50 marketing tips for attorneys ranging from sending greeting cards on holidays other than Christmas to publishing a topical law blog. Although many ideas involve attending events or striking up conversations, there are at least thirteen that can be directly supported by three categories of services already offered in many law libraries. The categories are Current Awareness, Content Production/Course Preparation, and Non-Legal Research.

Making the connections between these services and the marketing ideas presented in the ABA Article as part of a law library marketing plan can be beneficial in two distinct ways with regard to patrons who are practicing attorneys. Primarily, showing that the law library can reduce the hurdles between attorneys and additional clients provides a positive financial incentive for attorneys to visit the law library rather than just the typical overhead-cost reduction associated with free legal research. Secondarily, attorneys who market themselves are likely to be busier, which can increase the legal research needs of attorneys who already use the law library.

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2 The author has identified ideas 4, 6, 9, 14, 15, 18, 19, 24, 27, 32, 36, 38, and 43 as the thirteen practices that law libraries can support with existing services.
Current awareness services

Current awareness services come very naturally for law librarians. From very basic efforts, such as collecting a local bar journal, to more advanced services, such as teaching classes on news alert features of subscription databases, every law library supports current awareness in some form. The ABA Article contains at least eight marketing ideas for which current awareness services could prove useful. One category of ideas involves the presentation of new information either using technology via blog posts and tweets, or in a more traditional context, such as serving as a CLE speaker. The marketing value of each activity depends highly on the currency of the information presented. As such, an attorney whose marketing efforts include providing industry news may need to know how to set up news alerts, news apps and RSS feeds. A private law library might offer programs and send email tips about news features included in the firm’s database subscription to attorneys who blog. Likewise, county law librarians could put together a short program or handout concerning free news feeds, such as CaseMail which sends alerts via email about new opinions and orders from Texas appellate courts. In each case, the law library can promote the information as a tool to help attorney marketing and reference the ABA Article to make the connection more concrete.

Additionally, current awareness services can help disseminate community news. Three ideas in the ABA Article require the attorney to be aware of events in the local community. First, attorneys who want more business are guided to bar association events as a way to meet other attorneys who might refer business. Second, attorneys are encouraged to stay aware of the legal issues currently facing clients for whom they want to work. Third, reading local business publications is proposed as a way to stay on top of opportunities that might present themselves. In each instance, the law library can support these activities by making local legal and business publications accessible and well known to the attorneys they serve. This can take many forms from special shelving for periodicals to newsletters, whether presented as an email newsletter, PDF or blog. Newsletters might include local bar association news as well as local case law updates to alert attorneys to the legal needs of potential clients. When advertising these resources to practicing attorneys, law librarians can highlight the connection between staying current with local legal news and attracting new clients.

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4 The folks at the Denton County Law Library put out a great email newsletter. Contact the staff to be added to their list (http://dentoncounty.com/dept/main.asp?Dept=18).
5 The author publishes a newsletter that he and a couple of other people think is good enough to mention here, which is available at http://www.fortbendbar.org/Members/law-library.
6 The Maricopa County Superior Court Law Library publishes a great blog at http://maricopacountysuperiorcourtlibrary.wordpress.com/
Content production and course preparation

The next category of law library services that relate well to marketing a legal practice involves support for content production and course preparation. This is a category most typically associated with academic law librarians, who assist law professors with research for scholarly articles, course packets, classes and seminars. In the ABA Article, practicing attorneys are encouraged to publish a variety of content, such as blog posts, which requires the use of accurate, authoritative information.

Additionally, presenting at a CLE and serving as an adjunct professor are proffered as marketing suggestions. Preparation for a class can involve both production of course materials and review of the subject matter by the speaker. Law firm librarians could promote these services by encouraging partners and associates to pursue teaching and speaking opportunities and offer law library services as a way to ease the burden while emphasizing the marketing value of taking on the project. Similarly, county law librarians could do the same for solo and small firm attorneys, and in doing so, increase the pool of talented attorneys who are sharing their experiences at the local level, whether as CLE presenters or adjunct professors for paralegal programs. In each case, the law library increases its interaction with a target audience and, thereby, increases the number of opportunities those patrons have to learn about services that can be beneficial in other areas of their practice.

Non-legal research assistance

Several suggested marketing ideas require attorneys to engage in non-legal research. Perhaps, most apparent are the technology-driven ideas. Encouraging attorneys to maintain a blog or use analytics on their website necessarily implies that many attorneys will need to find answers to the questions “What is a blog?” and “What are analytics?”

At a more complex level, research into target industries and clients is required to implement several suggestions. Law librarians often find themselves at this boundary between the legal and non-legal research. While this regularly takes the form of helping students or pro se litigants understand the complexities of legal research, it also involves helping legal researchers understand the organization of non-legal resources. Offering assistance to attorneys who must tread beyond the map provided in law school in order to carry on the business of law is a great way to build goodwill between the law library and greater legal community.

In practice, marketing non-legal research assistance might involve offering tutorials on business research databases, such as Hoovers or D&B, as well as making these resources accessible. Also, law librarians who use a technology touched on in the ABA Article, such as blogs or analytics, can share their expertise in an online guide, a brownbag course, or informally at the reference desk. Attorneys who are interested in setting up a blog or researching industry
Information might also be interested in the current awareness or course preparation services discussed above, so interactions that begin with non-legal research assistance are also the perfect time to cross-sell other services offered by the law library.

The ABA Article as an icebreaker

In addition to providing marketing tips that can be related to existing law library services, the ABA Article also provides a natural icebreaker for marketing to the target audience. It is axiomatic that practicing attorneys would like more business. Even attorneys who have enough clients to keep them busy need to make referrals to ensure that they will receive the same courtesy in the future. As such, asking “How’s business?” will elicit either a positive or negative response, both of which can be followed with “Well, if you’d like to do a little marketing for some more clients, the ABA Journal put together some great tips and we can help with a few of them.” Admittedly, selling this will take a little natural talent, but referencing the ABA Article allows law librarians to talk about legal resources (something we’re good at) as a way to do a little marketing (something we’re a little less good at). Making the marketing strategy easier on the people who will have to carry it out (i.e. law librarians) is both intuitively good planning and encouraged by tip number nine. Using the ABA Article is a great way to jumpstart these efforts.

Conclusion

Marketing is not easy. If it were, another topic would have made the cover of the July 2013 ABA Journal. However, the continued use of law library services depends on the law librarian’s ability to communicate the availability and usefulness of her services to the intended audience. As such, marketing is necessary in all types of law libraries. However, it does not require reinventing the wheel. Law libraries can find inspiration and guidance in publications like the ABA Journal that feature information of interest to the same target audience. In the case of the ABA Article, the focus is on marketing legal services to clients, and law libraries can help with that. Because the ABA Journal spends a great deal of time and effort ensuring that the content published is of interest to attorneys, using the content for guidance and as an icebreaker is likely to succeed. Attorneys who are attracted to the law library for help with their own marketing can learn about and use other services and tell other attorneys about their positive experience. By fostering an environment in which practicing attorneys use our services not only for the legal research facing them today, but also to generate future business, law libraries can ensure their continued use for years to come.
SWALL Officers and Committee Chairs

President
Caren Luckie
Librarian
Jackson Walker L.L.P.
cluckie@jw.com

Vice-President/President-Elect
Kathleen Bransford
Law Librarian
Denton County Law Library
kathleen.bransford@dentoncounty.com

Secretary
Stacy Fowler
Technical Services Librarian and Assistant Professor
Sarita Kenedy East Law Library
St. Mary’s University School of Law
sfowler@stmarytx.edu

Treasurer
Jennifer L. Laws
Electronic Resources Coordinator
University of New Mexico Law Library
laws@law.unm.edu

Immediate Past President
Robert Hu
Library Director and Professor of Law
Sarita Kenedy East Law Library
St. Mary’s University School of Law
rhu@stmarytx.edu

Archives Chair
Heather Kushnerick
South Texas College of Law Library
hkushnerick@stcl.edu

Constitution & Bylaws Chair
Katy Stein Badeaux
University of Houston Law Center Library
kastein@central.uh.edu

Finance Chair
Jennifer L. Laws
University of New Mexico Law Library
laws@law.unm.edu

Grants Chair
W. David Gay
Arizona State University Law Library
William.Gay@asu.edu

Legal Information Services to the Public Co-Chair
Jill Henderson
Taylor County Law Library
hendersj@taylorcountytexas.org

Legal Information Services to the Public Co-Chair
Mike Martinez
St. Mary’s University Law Library
mmartinez17@stmarytx.edu
**Nominations Committee**
Michelle Rigual  
University of New Mexico Law Library  
mlung@central.uh.edu

**Private Law Libraries Chair**
Saskia Mehlhorn  
Fulbright & Jaworski L.L.P.  
smehlhorn@fulbright.com

**Program Chair**
Kathleen Bransford  
Denton County Law Library  
kathleen.bransford@dentoncounty.com

**Public Relations Co-Chair**
Fang Wang  
St. Mary’s University Law Library  
fwang@stmarytx.edu

**Recruitment Chair**
Chair pending

**Special Government Relations Chair**
Chair pending

**Public Relations Co-Chair**
Jeffery Woodmansee  
University of Arkansas Law Library  
jbwoodmansee@ualr.edu

**Publications Chair**
Elizabeth Caulfield  
Texas Tech University Law Library  
elizabeth.caulfield@ttu.edu

**State, Court, County Law Libraries Chair**
Kathleen Bransford  
Denton County Law Library  
kathleen.bransford@dentoncounty.com

**Webmaster**
Emily Lawson  
University of Houston Law Center Library  
ewoolard@central.uh.edu

If you are interested in writing for the SWALL Bulletin, please contact Publications Chair, Elizabeth Caulfield at elizabeth.caulfield@ttu.edu.