



Welcome to the virtual portfolio of Chris Olson & Associates. The following pages give examples of our newsletter design services. All graphics and text are copyrighted, protected by international copyright laws, and may not be copied or used in any other material.

The security on this file has been set to prevent any printing or changes to the file. You may view the file on your computer screen without any limitation. Just click on the thumbnail to view specific designs.

Enjoy browsing our samples!

chris@chrisolson.com
410.647.6708
fax 410.647.0415
www.ChrisOlson.com
www.LibraryClipArt.com

ART ON SCREEN

Spring/Summer 1995
Vol. 4, No.1

Inside

Program Notes Page 2

Framelines Page 3

Calendar Page 3

Art Museums Enter Multimedia Marketplace

At first, it was the interactive kiosk, in or near the exhibition — usually surrounded by a knot of computer-savvy kids. But with the market in consumer CD-ROMs booming, art museums are expanding their electronic reach. These days, museum multimedia productions are as likely to aim for the home computer as the exhibition hall.

As might be expected, approach and quality vary widely. Some museum CD-ROMs are intended as research tools for scholars, presenting hundreds of still images accompanied by extensive cataloguing data. Others, more complex, can function as virtual museums, offering an entertaining and informative learning experience.

Despite a range of subject matter, an effective, easy-to-use interface — the means of getting from one screen to the next — is one thing that the best of these programs have in common. Many also incorporate a brief introductory tutorial as part of the program, eliminating the need to read pages of small print in a manual. And they offer a number of different ways to access the material.

Among the several art museum CD-ROMs recently viewed by Program staff, three in particular stood out for their well-considered concepts and inventive executions. For sheer elegance of design, sophisticated graphics, and highly engaging range of information, *Le Louvre: Peintures & Palais* (Bertelsmann BMG Interactive Entertainment) is a winner. Not only does the program permit you to stroll a virtual Louvre gallery by gallery, it will deliver a short lecture on the composition of each painting (complete with animated diagram), visually compare its dimensions to those of masterpieces like the Mona Lisa, and provide a biography of the artist. Music is particularly well used throughout. Just one catch: for the time being at least, it's available only in French.

A Passion for Art (Corbis Publishing), the critically acclaimed CD-ROM of the Barnes Collection, concentrates on the Renoirs, Cézannes, and Matisses in the collection. This program also permits viewers to move through a virtual museum, in this case replicating Dr. Barnes' painstaking, highly personal arrangement of the works. It also offers a variety of "museum tours," each hosted by an art historian and focused on a different topic. The program features a section on the Barnes Collection archives, with correspondence, financial records, and other material related to the paintings, precisely reproduced as



Retrieving and Creating Market Research Reports

by Marydee Ojala

One of the hot topics today for business information professionals is market research reports. Partly spurred by increased availability, market research literature has suddenly become widely searchable on traditional online hosts. While these hosts compete by offering either special-access modes to essentially the same reports or exclusive access to selected reports, other companies are making a name for themselves by putting their report titles or portions of some of their reports directly onto the Internet. For older reports, CD-ROM databases are coming to the marketplace. Meanwhile, some market research firms offer only paper copies of their reports, leading to collection-building and maintenance questions for business librarians. The role of information professionals in regard to the entire field of market research, not limited to retrieving information from published reports, adds a new dimension to our job opportunities and responsibilities.

Primary and Secondary Research

Traditionally, market research is divided into primary research and secondary research. Primary research is done by professional market researchers and involves creating questionnaires, interviewing people, running focus groups, and gathering data from other types of primary sources such as government statistical data. Results are tabulated, analyzed, and evaluated.

Market research reports can be generated internally for a company by the company's own market researchers, creating proprietary information never made available outside the company. Sometimes its existence is unknown even inside the company. Alternatively, companies can hire an outside market research firm. If the firm produces a report for only one client, it will be just as proprietary as if the work were done by the company. Multi-client studies are done for more than one company and results are shared among them. These are still extremely difficult to obtain, unless your company is one of the participants.

When I said market research reports were becoming widely available, I meant pre-packaged reports, those written by a market research firm for sale. The firm makes its money from selling reports rather than from collecting fees. Even here, many firms do not put their reports into electronic form; in which case, print collections are mandated.

A print collection of market research reports raises some interesting questions. Libraries are generally prohibited from lending them outside the company. Some contracts specify that the reports will never even be viewed by outsiders. This means you can't integrate purchased market research reports with the rest of the collection. You must create a mini-col-

continued on page 4



In This Issue

Retrieving and Creating Market Research Reports	1
From the Editor	2
News & Trends	6
Librarian at Large	8
New Sources	10
Calendar	15
Review Finder	15
Vendors	15

RESEARCH ADVISOR

INFORMATION SOLUTIONS FOR TODAY'S LEGAL PROFESSIONALS

Issue 2 August/September 1995

Labor Law in the 1990s Issues & Research Tips from a Labor Lawyer

by Nina Wendt

Kristofer K. Strasser, a partner at Ogletree, Deakins, Nash, Smoak & Stewart, a 100-attorney general practice firm in Greenville, S.C., has been practicing labor and employment law for eight years. A litigator, Strasser handles such ERISA litigation as employee claims for benefits and enforcement of ERISA plans. He represents management in labor disputes involving the National Labor Relations Act, and deals with federal, state, and common law employee contract questions.

Strasser talked with Research Advisor about labor law practice today and its common research needs. He also discusses the key labor and employment issues he encounters.

"The law itself in the labor area is not all that hard—except for ERISA, which nobody understands. It is, however, a fact-intensive area of the law. You must always look for cases with fact situations similar to yours.

"This is where computerized research has been a boon. We always need to know if very specific phrasing has been used, which previously had been very difficult, if not downright impossible, to locate. Now we can quickly determine if the phrasing we are searching for has been used and approved by the courts.

"For example, with a supervisor conduct question, you need a case where a supervisor's discriminatory remarks are very similar to those in your case. Here is where the specific loose-

leaf services such as BNA and CCH are especially useful. BNA is good in the labor and employment field; CCH is good with wage and hour questions. Of course, with these services, you need to be able to get into the mind of the indexer in order to find what you need.

"Updating is particularly important with ERISA claims because the law is evolving so rapidly that the governing principles are not settled enough to go unquestioned. The ERISA law is like a rubber band that has stretched as far as it will go; everybody is wondering when it will start springing back.

"The best overall information source is, without doubt, the *Daily Labor Report* from BNA. While its primary focus is on federal labor issues, it does cover state news if the event, case, or issue is significant."

Labor Law Today

"In the traditional labor area, for the past several years there has been a general decline in union membership and activity," says Strasser. "Now we are seeing an increase in this activity; employers want to know what they can and can't say in union organizing situations. Clients who have unions want to know the consequences of bringing in replacement workers.

"With the many corporate mergers and buyouts we have today, all kinds of successorship questions arise, many of which can be 'deal-breaking.' It is very important to consider

continued on page 2

IN THIS ISSUE...

3 Research
Counsel

*Getting the Labor Facts:
All About BNA PLUS*

4 The Truth
and Nothing
But . . .

*Reviews of new publications
and products*

6 The
Virtual
Lawyer

*Travel the Superhighway
to Shepard's Law Town*

7 On The
Docket &
Q & A

*A calendar of events and
reader questions and answers*

Preventing Cancer: What Really Works?

Eat meat. Don't eat meat. Drink in moderation. Don't drink at all. This is just some of the flood of conflicting advice that has come from researchers in recent years regarding ways to improve your odds of not getting cancer.

In the face of such contradictory advice many people have simply begun to tune out, experts say. For instance, over 40 percent of the respondents to a recent survey by the Fred Hutchinson Cancer Research Center said that they are sick and tired of hearing about which foods they should or should not eat.

The consequences of tuning out, though, are high—cancer claimed 552,200 lives in the U.S. last year. So what should you do? The reality is that despite the conflicting reports we often hear, there are many concrete steps that you can take which researchers agree will improve your chances of not getting cancer, possibly by as much as 40 percent or more.

Nutrition and Fitness

Scientific evidence suggests that up to one-third of all cancer deaths are related to poor nutrition or insufficient physical activity. While researchers don't always agree on

which specific foods are good or bad in the fight against cancer, there is a consensus that a low-fat diet, rich in fruits, vegetables and whole grains will help prevent it. Overall, experts recommend that you:

- limit fat intake to no more than 20 percent of your daily calories (Americans average 40 percent). Low-fat foods include lean meat, poultry, fish, and whole grain breads. Avoid added fat such as butter, margarine, and oil;
- consume at least 25 grams of fiber daily (Americans average 11 grams);
- avoid grilling, broiling, barbecuing or pan-frying meat. Doing so creates carcinogens called HCAs, which have been directly linked to a higher risk of breast and other forms of cancer. If you do barbecue, marinating the meat in a vinaigrette first can dramatically lower the amount of HCAs, experts say;
- eat five servings of fruits and vegetables a day. Apples, berries, carrots, potatoes and tomatoes are a few of the fruits and vegetables which have compounds that are known to help prevent cancer. For a more complete list visit the Memorial Sloan-Kettering Cancer Center's Web site at www.mskcc.org;
- include plant foods, such as breads, cereals, grain products, rice, pasta and dried beans in every meal. These foods are all excellent sources of the vitamins, minerals and fibers that have been proven to help combat cancer;
- stay within your healthy weight range. A recent study found that gaining more than 11 pounds in adulthood can significantly increase cancer risk.



- exercise at least 30 minutes a day, 4-5 times a week; and

Finally, if you smoke, stop. Smoking accounts for 173,000 cancer deaths a year, all of which are preventable, experts say.

Get Tested

Regular self-examinations and periodic medical tests can help catch cancers in their early stages when they can be more successfully treated. Physicians from Memorial Sloan-Kettering Cancer Center suggest the following tests:

For Women:

- a monthly breast self-exam and, after age 40, a mammogram every year;
- a gynecologic exam, including a pap smear and pelvic exam, every year after age 18;

For Men:

- a monthly testicular self-exam; and
- a yearly blood test for prostate-specific antigen after age 50. *...continued on p. 2*

... Preventing cancer continued

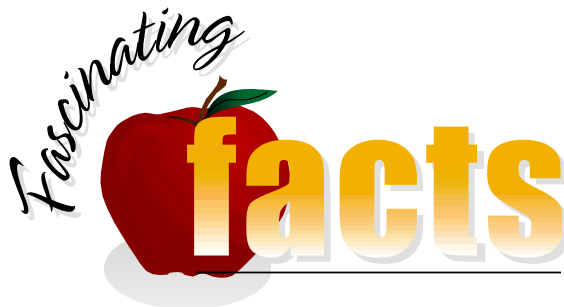
For Both:

- a yearly head-to-toe skin exam by your doctor. Periodic self-exams are also recommended;
- an annual rectal exam after age 40;
- a yearly test for occult blood in the stool after 50; and
- a sigmoidoscopy every five years and a colonoscopy every 10 years after 50.

If your ethnic or genetic background makes you more susceptible to a particular type of cancer you may want to start screening earlier. For example, there is a higher risk of prostate cancer among African-American men, so screening is often begun at 40. Talk to your doctor about your particular situation.

All of these tests have proven to be very effective in detecting precancerous cells and tumors that haven't yet produced symptoms. Don't assume that these tests are being done as part of your annual physical. Be sure to ask specifically for them. For more information on these tests and how to do self-exams visit Sloan-Kettering's Web site at www.mskcc.org.

Another site worth visiting is the Harvard Center for Cancer Prevention, www.yourcancerrisk.harvard.edu. It includes a free cancer risk assessment questionnaire that only takes a few minutes to complete and personalized suggestions on how to lower your risk. 🍎



Did You Know That. . .

The average American family of four eats 6,000 pounds of food per year.

The world's rarest disease is smallpox.

70 million Americans suffer from a sleeping problem.

The shortest woman in history was just two feet tall.

Blood travels 60,000 miles through your body every day.

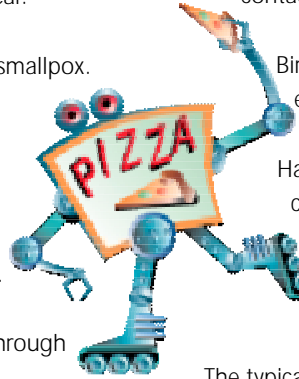
A Virginia park ranger holds the record for being struck by lightning. He was hit seven times.

120 million Americans wear eyeglasses or contact lenses.

Birds eat half their weight in food every day.

Half of U.S. senior citizens have cataracts.

Pizza is the favorite school lunch among U.S. kids.



The typical person has 19 tsps. of sugar a day.

Gingivitis is the most common noncontagious disease. 🍎

The sources for our fascinating facts may be found at www.knoll-pharma.com/news/hyhfacts.shtml.



Fruited Winter Pork Chops

- 4, 1" pork chops, trimmed
- 1/2 cup chopped dates
- 1/3 cup finely chopped onion
- 1/2 cup thawed pineapple juice concentrate
- 1/4 cup water
- 2 tbsp. white wine vinegar
- 1 tbsp. grated orange peel
- 1 tsp. dried basil leaves, crushed
- 1 tsp. chili powder
- 1 tsp. cornstarch
- 2 large garlic cloves, finely chopped
- 2 cups pineapple chunks
- 1 orange, peeled, sliced

Cut a slit in the side of each pork chop. Stuff with 1 tbsp. of dates. Brown chops in hot oil. Stir in remaining dates and onion. Cover, reduce to low heat, cook 10 mins. or until pork is no longer pink in center. In a separate bowl, stir together juice concentrate, water, vinegar, orange peel, basil, chili powder, cornstarch and garlic until blended. Stir into skillet. Cook, stirring, until sauce boils and thickens. Add pineapple and orange. Heat through.

Recipe reprinted with permission from Dole Food Company.

4 servings: Per serving: 369 calories, 9 g fat (3 g sat. fat), 62 mg cholesterol, 76 mg sodium, 52 g carbohydrate, 24 g protein.



New Rules Make It Easier To Fight Claim Denials

You can't fight city hall. In today's world that adage might apply equally well to health insurers. When an insurer refuses to authorize a medical treatment or to pay for one that has already been performed, there are ways to appeal the decision. But often the process is so time-consuming and stress-inducing as to make you sick all over again.

Now, though, there's hope on the horizon. The U.S. Department of Labor recently passed new guidelines, which go into effect next year, that are designed to speed up claims processing and appeals and provide

consumers with more information about why a claim is denied. The new rules will apply to approximately 130 million Americans, including virtually everyone covered under an employer-sponsored health plan.

The regulation will require plans to make available to patients detailed information on how to file a claim and an appeal.

Decisions on initial claims will need to be made within 72 hours for pre-authorization of urgent requests; within 15 calendar days for pre-authorization of nonurgent procedures; and within 30 calendar days for claims involving services already provided. The rules also will allow your doctor, not the insurer, to decide if a claim is urgent.


If you appeal a denied claim the insurer will be required to make a decision on the appeal within 72 hours for urgent care; 30 days for a pre-authorization claim; and 60 days for claims on procedures that have

already been done. Those timeframes are dramatically shorter than current ones. Patients will be able to file an appeal for up to 180 days after a claim is denied. Current rules only allow 60 days.

You will also have the right to request a specific reason for why your claim was denied and access to any documents, records, guidelines, rules or other information used in making the decision. In addition, you will be entitled to know the name of any medical professionals the insurer talked to as part of the claims process. Plans will not be allowed to impose any fees or costs as a condition of filing or appealing a claim.

If a plan fails to follow the new rules or does not meet the required

timelines for responding to a claim or appeal, patients will be allowed to sue to enforce their rights.

For more information about the new rules or how to file a claim or appeal, visit the Labor Department's Web site at www.dol.gov. 




Safe Scootering

Scooters were the "hot" gift of the holiday season. It was hard to go anywhere in a mall in December without seeing one for sale. Now, with spring fast approaching, thousands of kids across the country will be hopping aboard their scooters and hitting the streets and sidewalks...often literally. Last year, with the scooter craze still in its infancy, 30,000 people ended up in U.S. emergency rooms with scooter-related injuries. Doctors fear that number will rise dramatically this year.

Most injuries, though, could be prevented with a few common-sense precautions. Unfortunately, most scooter-riders don't take them, doctors say. Here is what they suggest:

- **Wear protective gear.** This is probably the most important advice and the most often ignored. A helmet is particularly

vital. Scrapes and bruises will heal, but a head injury can be very serious. Plastic knee and elbow pads and gloves are also recommended and some doctors suggest wrist guards. Nearly two-thirds of last year's injuries could have been avoided or lessened if the riders had worn protective gear, doctors say.

- **Wear durable, sturdy shoes.** Most athletic shoes are good for scootering. Sandals are not.
- **Keep a straight stance when riding.** If your stance is too far forward you will lose steering control.
- **Don't ride double.** Most scooters are designed for one rider only and aren't safe with two.
- **Avoid abrupt turns.** Quick turns accounted for many of last year's scooter injuries, doctors say. 

Tips for healthy living

Staying Healthy During Career Transitions

Going through a career transition creates many challenges. One that many of us often don't pay enough attention to is the potential impact on our health.

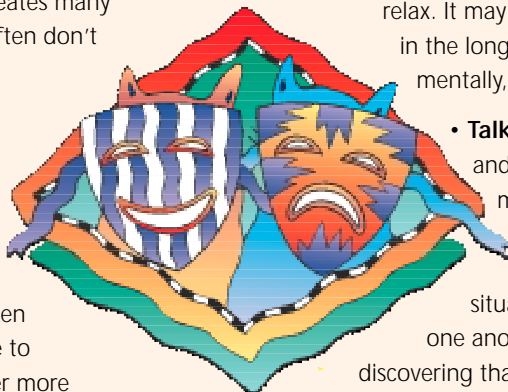
Typically, transitions mean increased stress, juggling multiple responsibilities and often abandoning our usual eating and exercise routines. That is a dangerous combination which can weaken our bodies, making us much more prone to viruses, migraines, aches, pains and other more serious health problems.

So how do you avoid those dire outcomes? Here are some tips from medical experts:

- **Acknowledge that you're in a time of transition.** Don't coast along and simply hope for the best. Assess your physical and mental strengths and make the most of them. Use your faith, insight and sense of humor for all they are

worth. These intangible qualities play a huge role in your ability to stay healthy in stressful times.

- **Keep an optimistic outlook.** It can sometimes be hard to appreciate the benefits of a career transition, but there are usually more good things to come out of change than we initially perceive. Don't dwell on the negatives at the expense of seeing the positives.
- **Stay in balance with the rest of your life.** The natural response during a transition is to focus exclusively on our work life to the detriment of everything else. That is the quickest route to bad health. It is important to exercise regularly, get enough sleep, eat right and take time to relax. It may feel like you can't spare the time, but in the long run you will be much better off mentally, physically and emotionally.



- **Talk about it.** Discuss your feelings, fears and concerns with a friend or family member you trust. You may also want to consider forming an informal support group with co-workers in a similar situation. "Very often when people talk to one another, there is an enormous relief in discovering that the feelings they're experiencing are normal," said University of California, San Francisco mental health counselor Lois Goodwill. She advises avoiding people, though, who are chronic complainers and can only see the negatives in a situation.

- **Be proactive.** Learn as much about the issues affecting your situation as you can. Understanding your situation and the possible outcomes will help you better plan for them and can go a long way toward relieving stress. 🍏



From asthma to zits-dealing with the wide range of health problems that afflict the typical child presents a never-ending challenge for parents. These web sites can help with timely, useful information on a variety of children's health issues.

The International Food Information Council Foundation: www.ificinfo.health.org site offers practical tips for making sure kids eat right and stay physically fit from infancy through adolescence. Topics addressed include the nutritional content of baby food and dealing with eating disorders.

- *Inter. Food Information Council*
- *Kids Health*
- *American Academy of Pediatrics*

Kids Health: www.kidshealth.org has a great section targeted at children, which discusses health problems and common childhood illnesses in kid-friendly terms. There is a similar section for teens. Adults can head to the parent section, which has information on just about every health issue you might face from conception through adulthood.

American Academy of Pediatrics: www.aap.org has an excellent family section with numerous parent resources, including a pediatrician referral service and updates on safety and medical research developments.

Signs of Stress

It is important to pay attention to the outward signs of stress, experts say. If you see these symptoms, it's time to take a few deep breaths and relax.

Muscle tightness. Tension in the face, neck or back is a key stress indicator, as is jaw-clenching.

Cold, sweaty hands. If you're feeling relaxed your hands will be warm and dry. If they aren't, you are probably stressed.

Negative self-talk. Constant negative thoughts can be a sign of stress and a contributor to it. Focus on thinking positive!