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PRATT SCHOOL OF INFORMATION AND LIBRARY SCIENCE  
STUDENT ASSOCIATION

KEYBORED

## ALA Says More Acronyms Needed To Maintain Professional Values

By Jennifer Poggiali

ALA representatives announced yesterday a radical new plan to ensure the growth of the LIS profession: The Initiative to Increase Acronym Use Among Information and Library Science Professionals (IIAUAILSP). The initiative provides support to all divisions and roundtables of ALA as well as any

related professional LIS organizations to further develop acronym use among their members.

"We see a real need for the continued use of near-incomprehensible acronyms in the jargon of library and information professionals," said one ALA rep. "The more enigmatic and abstruse we are as a group, the more we'll be seen

as a cohesive, professional unit. It's like a secret handshake, only not as silly."

ALA has raised \$100,000 in grant money, to be

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ALA IIAUAILSP Committee Chair Donald Parkerton endorses Professional Values, Acronyms

## McDonald's Archivist Takes the Heat Over Misplaced "Special Sauce" Recipe

By Gayle Snible

Oak Brook, IL - Cindy Spurlocken works at the McDonald's headquarters, but that doesn't mean that she knows the recipe for the sauce of the

fast food company's "special sauce." In fact, she'd rather not think about the special sauce; Cindy almost lost her job because of it.

Spurlocken has been the archivist for McDonald's USA for 6 1/2 years. Mostly, she tracks the company's history, catalogues the toy items in Happy Meals, and

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Tax Time	April 15

### Mark It Down!

- Mark your calendars for your upcoming events. That way, you won't forget.
- Keep your eyes peeled for those who went to the events you didn't mark down and therefore didn't go to. They can fill you in.
- We mean it. Really we do.



# ALA Says More Acronyms Needed To Maintain Professional Values

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awarded to groups and individual libraries in dire need of acronym development. The grants particularly encourage diversity in acronym use and more flexible definitions of acronyms in general.

“Some people follow a very strict view of what an acronym is and should be, but here at ALA we’re all about expanding that view and allowing a more liberal definition of acro-

nyms,” said a spokeswoman for IIAUAILSP. “For example, some people feel acronyms should only consist of the first letters of the component words, but groups like ARLIS [Art Library Society] are really stretching that boundary – I think for the better.”

However, not all library professionals support the IIAUAILSP. One irate librarian from Westchester County commented that the grants will be “taking food from the mouths of more worthy groups. How

can we continue to support critical professional values like Google Vilification (GOOVIL), Insecurity Over Professional Status (IOPS) and Librarians Against Sensible Shoes (LASS), if all the money is given to acronyms? This is very short-sighted on ALA’s part and may lead to the further decline of the profession.”

For more information or to apply for an IIAUAILSP grant, visit [www.ala.org/IIAUAILSP/ACRONYM/GRANT/APP](http://www.ala.org/IIAUAILSP/ACRONYM/GRANT/APP).

## McDonald's Archivist Takes the Heat Over Misplaced “Special Sauce” Recipe, Continued

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takes care of the company’s important papers. Her most recent

project was designing a display case that visually presented McDonald’s dedication to providing healthy food for its customers.

But years ago, unbeknownst to Spurlocken, she became the keeper of the “secret sauce recipe” when her predecessor hid a nondescript envelope among the archive’s hanging folders. A Vice President of Product Control came to get the secret sauce recipe after the mainframe storing the recipe

*“I’ve never seen the words ‘special sauce’ or ‘secret recipe’ anywhere.”*

for production broke down.

Spurlocken didn’t know that the archive housed the secret recipe, and she couldn’t

find it for the anxious Vice President. For a three-hour period, Spurlocken feared for her job as she desperately combed through the two-room archive.

“In some ways, I’m glad that I didn’t know that the secret sauce’s recipe was in the archive,” Spurlocken sighs. “That’s a big company secret, and I’m not sure that the archive is secure enough to be housing materials of that caliber. But once I realized that it

was indeed here, I had to find it. After all, I learned in library school that an archivist’s main job is to provide access to his or her materials, and the company was in a crisis.”

“Of course, it would’ve helped if my predecessor would’ve catalogued it more efficiently,” Spurlocken added. “I spent my first two years at McDonald’s USA creating our digital database.

The archivist before me was here for 23 years, and he didn’t like using computers, so everything



McDonald’s Archivist Cindy Spurlocken endorses both cataloging and databases!

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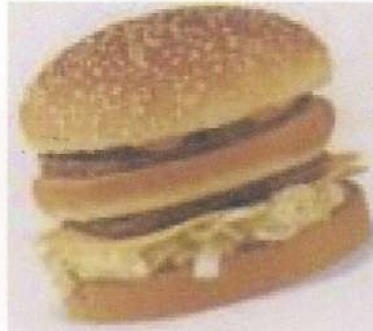
## McDonald's Archivist Takes the Heat Over Misplaced "Special Sauce" Recipe, Continued

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was written illegibly into notebooks. "I've never seen the words 'special sauce' or 'secret recipe' anywhere."

Spurlocken found the recipe just as the corporation's mainframe was resuscitated, but she still spent several hours explaining the archive's arrangement to her boss, who hadn't actually visited the archive in four years.

"The good thing to come out of this fiasco," says Spurlocken, "is that I now have a part-time assistant to help at the archives. They



*This hamburger was saved from the cruel fate of a special-sauce-less life!*

now realize that we can help the company." The secret sauce's

recipe is now fully catalogued and resides in the archive's safe.

Neither Spurlocken nor the new assistant have access to opening the small package that houses the recipe, nor do they want to see it. Is the secret sauce really salad dressing with a touch of relish? Spurlocken doesn't know; she hasn't eaten a Big Mac since she became a vegetarian eighteen years ago.

## How informed are you?

By Gayle Snible

Below are nine true news stories obtained from LIS-News.com's mailing list, which is lovingly compiled by Blake Carver. For more information, go to LIS-News.com .

In the meantime, please pick the story that isn't true (the answer can be found on page 4):

1. The Information & Communication Technology Literacy Assessment is a new test created for college students and currently in "pilot" mode.
2. Yahoo! bought online photo management website

Flickr as part of its plan to create online communities.

3. A Christian Science Monitor article states, "There are roughly 500 bookstores in Mexico, which translates into one for every 200,000 Mexicans, compared to a ratio of one to 35,000 in the U.S., and one to 12,000 in Spain...Canada's ratio is approximately one bookstore to every 185,000 people."

4. A stuffed bald eagle, estimated at approximately 100 years of age, was stolen from Newport, Vermont's Goodrich Memorial Library.

*"In Japan, cell phones are being used to read books."*

5. Archival experts are worried about the possible loss of Alexander Graham Bell's telephone patent, due to the merger of SBC Communications and AT & T. Some are afraid that the patent will be thrown away with AT & T's archives.
6. Proctor & Gamble donated 14,000 rolls of toilet paper to a Pennsylvania college when the company learned of the college's budget problems.
7. In Japan, cell phones are being used to read books.

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## How informed are you?

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8. "Why are textbooks so expensive?" Because students sell back a lot of their textbooks, creating a prosperous used book market. This idea was the subject of a column by Henry L. Roediger, III, a James McDonnell Distinguished University Professor of Psychology at Washington University in St. Louis, Missouri.

9. A part-time professional sold a book stolen from a public library in Oregon via Ebay to a college president in Illinois, who noticed the library markings and turned him in.

10. Ex-New Jersey Governor James McGreevey was a big supporter of county and municipal government archives and records programs; New Jersey's Public Archives and Records Infrastructure Support (PARIS) program is "one of the largest programs of its kind" in the United States."



*Nope, the bald eagle story was true. The question of "why?" has not been answered as of press time.*

3 is the false statement: the Canadian statistic after the ellipsis is made up.

## PMC Security Blotter

*By Roseann Hara Polashek*

March 28 — In an effort to recruit more users to the PMC Library, officials have consulted a psychic on how to entice them. The resulting tearing down of the wall between the library and new vending machines to incorporate a new "eat drink & read" policy caused chaos this past Monday. After removing the chainsaw from officials' hands, the Security guards were able to calm the chainsaw-wielding officials down.

March 29 — Medics were called to revive students who, after learning that internet was working on every computer on the 6th floor, swooned in disbelief. Luckily, the resilient students, having previously lived through dealings with financial aid, proved hardy enough to survive.

March 29 — Protesting teachers who scroll too quickly down screens while forcing students to watch them do so through overhead projectors until they get a headache, students attacked the overhead machines with baseball bats and spray paint. Damage to property: \$14,000; Damage to students: priceless.

March 30 — Pratt Manhattan students were arrested for protesting the recently revealed alliance of the Pratt-SILS department with IBM after learning that library students' brains are being harvested to test for Subject Heading deficiencies in specially-ordered Library of Congress insta-cataloguing computers. Protesters, who hurled pigs brains and copies of labor law at faculty, felt the students should be paid more than \$10.15 per hour for such difficult and important governmental work.

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March 31 — Shocked by the inability of Pratt teachers to properly recover dry-erase markers after each use, thus leaving fellow faculty "Hi & Dry" thereafter, soon-to-be Pratt alums have developed a prototype electro-shock therapy program to train faculty with the proper procedures. Police were called when an errant machine was found to have "buzzed" several SILS professors into bouts of hysterics.

March 31 — All hands were on deck when Pratt SILS students, frustrated by scheduling conflicts causing the inability to take all the courses they wanted to take while at Pratt, established a weekend of courses called "the Free Teach Us" in which students who received As in various classes gave a totally Free super-condensed course overview of some classes to eager fellow classmates last weekend. Problems arose when too many faculty filled seats reserved for the course called 'Advisement Made Simple & other things you wish you knew before you came to Pratt."

*By Roseann Hara Polashek*

**Who knew that...**

... Patience & Prudence are on the prowl again after their make-over on that famous show "What Not To Wear". With renewed complexions and banished cracked skin, they can take Manhattan.

And with the Big Apple Circus in town, there's no telling what bestial things may occur. Celebrity sleaze reporter Kaura Gale, however, did notice that both lions lacked the attributes of their names when partying with a flock of pigeons Tuesday, after hours in Bryant Park.

...In an effort to remake her bad girl image, Lizzie Grubman, recently seen canoodling with certain unnamed Pratt Professors at Le Cirque, has confirmed her enrollment in the Masters Program for Library Science at Pratt.

Apparently the transition from "Lush" to "Shush" is something she has contemplated in the past!

...Speaking of Shhushh!!  
Nancy Pearl of "Shush Doll"

fame has decided to leave librarianship permanently in order to pursue her new passion, useless toy design.

She is collaborating on a project with "Survivor" Richard Hatch to produce the overweight, sunburned and overly opinionated "Talking 15-Minutes of Fame" doll bearing a Hatch likeness...another useless toy!

...Demand for the Shush doll among librarians was so high that Ms. Pearl has been unable to meet demand. Entrepreneur Donald Trump has come to her rescue with a prosthetic hand in "Shush" formation that is easily placed over the partially cupped hand of any Barbie Doll, thereby turning the average Barbie into our favorite librarian-wannabee. (Blue dress sold separately!)



*Patience (certainly it couldn't be Prudence, could it?!) tarts it up in Bryant Park*