

11-1-2005

The Queen City Brew, Library Newsletter, Vol. 2, Issue 3, November 2005

Johnson & Wales University - Charlotte

Follow this and additional works at: http://scholarsarchive.jwu.edu/clt_newsletter

Repository Citation

Johnson & Wales University - Charlotte, "The Queen City Brew, Library Newsletter, Vol. 2, Issue 3, November 2005" (2005). *JWU Library Newsletter - Charlotte Campus*. Paper 15.
http://scholarsarchive.jwu.edu/clt_newsletter/15

This Newsletter is brought to you for free and open access by the University Libraries at ScholarsArchive@JWU. It has been accepted for inclusion in JWU Library Newsletter - Charlotte Campus by an authorized administrator of ScholarsArchive@JWU. For more information, please contact egearing@jwu.edu.



The Queen City Brew

Volume 2, Issue 3

November 2005

Official Newsletter of
Johnson & Wales
University's
Charlotte Campus
Library

First Library Committee Meeting of the 2005/2006 Academic Year

Inside this issue:

First Library Committee Meeting of the Year	1
Freshman Goals for the First Year	1
Websites that Work!	3
How Safe is Your Password?	3
What's Your Personality Type?	4
Turn Down the Volume Please!	5
Culinary Book Review	6
New Arrivals	7

The Charlotte Campus Library Committee met for the first time during the 2005/2006 academic year on October 5th. While some committee members were returning there were many new faces as well. The committee consists of all full-time library staff and one faculty representative from each program/department. Faculty members



include Brian Mooney (Arts & Sciences), Frank Robinson (Business), Catherine Rabb (Culinary Arts), Ronald Pehoski (Baking & Pastry), and Joe Fisher (Hospitality). This committee serves as the main body for faculty involvement with the library and has substantial input into library services, especially with regard to collection development. Additionally, each member of the general library committee is also a de facto member of the Charlotte Information Literacy Committee. All in all, this represents a significant commitment on the part of these faculty representatives towards the improvement of the

Continued on page 2 >>>

Freshman Goals for the First Year

For the past few weeks, I have had the honor of interviewing three freshmen students here at Johnson & Wales University Charlotte. I asked these three students (all of whom I have never spoken with before this interview) the same questions:

- What is their goal they have set for themselves this year?
- How will they achieve these goals?
- What are the issues they have faced with living on their own, either in a dorm or an apartment, and living back home with their families?

Each of these students are from different majors offered here at Johnson & Wales Charlotte. The first student preferred to remain anonymous. She is majoring in Accounting this year, and I will call her Jane Doe for the sake of the interview and the respect of wishing to remain anonymous.

Continued on page 2 >>>

Freshman Goals for the First Year *(continued from page 1)*

Miss Doe's goal she set for herself this year is to pass her classes. A few of her classes are hard, but she is fortunate enough to "have teachers that are willing to help her out in any way they can." Miss Doe's roommate and suitemates are like any other roommate and suitemates -- they make noises while she tries to sleep or take naps, and they all like to have fun -- but she lucked out by getting three girls in which she gets along with day to day.

The next two students did not mind if their names were used in print. Lexi Karpinski is majoring in Sports/Entertainment Event Management this year. Her goal is to get good grades and to figure out a career goal for herself. Miss Karpinski is confident she will achieve these two goals by "studying and networking with the people around her", as well as the people she has yet to come in contact. The transition from home to college was somewhat difficult at first because of the "different personalities" of everyone around her.

Next, I had the chance to talk with Heather Smith who is majoring in Culinary Arts. Miss Smith's goal is to increase her knowledge of the culinary field. She promises she will achieve her goal, for Miss Smith "did not learn much at Vo-CATS school and Johnson & Wales has better teachers." Miss Smith was one of the lucky ones that did not find the transition from home to college "hard." She admits she misses her family, but she gets along with her roommate and "everything is all good."

Each of these students agreed to allow me to re-interview them in the Spring to see how they each have achieved their goals.

Cassandra Schliebener



Cassandra's column was selected as this month's student article

First Library Committee Meeting of the 2005/2006 Academic Year *(continued from page 1)*

library and towards facilitating ever-better communication between their respective faculty groups and the library staff.

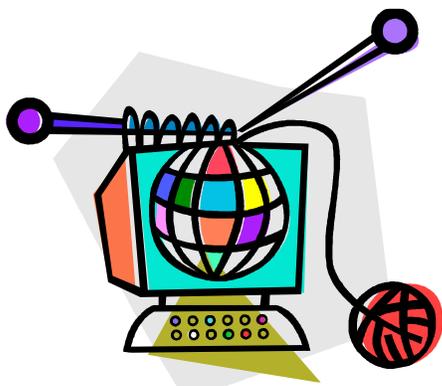
Much of the discussion in this first meeting involved the library's budget. After discussing how the budget is built we specifically discussed the current allocation of funds for library materials (set by last year's committee). One highlight of this was the enormous commitment we had made to increase materials for the business program. We also discussed the amounts we have left allocated towards collection development for the rest of this academic year. Specifically highlighted in this regard was a relatively large amount of funds remaining to facilitate further development of culinary-related collections.

Other topics of discussion included:

- Library marketing efforts and ideas
- Information Literacy initiatives and the increase in volume of IL/instruction sessions
- Increased borrowing (6 times as many items were checked out during September of this year compared to last)
- Instructor-sponsored book discussions which we are implementing this year
- Creative ways to get even more faculty involved in selecting materials for the library

Richard Moniz

Websites that Work!



Believe me, I know how tempting it can be to run straight to Google or Dogpile when you've got to do some research. There is so much information on the Web, there HAS to be something good on your topic, right? It's true that you are likely to find something online for most any topic. The problem is, you don't know if that information is reliable information from a reputable source.

Anyone with the right equipment can create a site!

The sites listed below will help you avoid falling into the bad information trap. Created by authoritative sources, these sites provide reliable, accurate information. Be sure and check the databases found at library.jwu.edu for the electronic versions of print resources!

www.foodtimeline.org: This site offers a food timeline with direct links to histories of most food items. If you scroll down below the timeline, there are recipes, food allergy alerts, research guides for dozens of culinary topics and information on historic food prices. The information on this site was compiled by a librarian, and has been confirmed with reputable print sources such as *The Oxford Encyclopedia of Food & Drink in America* and *The Cambridge World History of Food*.

www.responsible shopper.org: Responsible Shopper, a social and environmental responsibility resource provided by Co-Op America, provides company reports and industry profiles (including food, hospitality and retail). The company profiles provide a company rating, criticism, praise, general research, and the company's response. While it is important for you to note the "green" bias of the site, the information is clearly cited and the creators provide an explanation of the bias in their ratings.

www.hotelschool.edu/links/: Don't let the name fool you- this site is one-stop-shopping for all Hospitality topics, including Sports Management, Meeting Planning, Foodservice, Hotels, and Gaming. Many of the links lead to associations, which often provide the most accurate and current industry news. For many of the hospitality segments there are also links to job sites, industry statistics, and leading companies.

Christine Tran

How Safe is Your Password?

According to a survey done by The Information Security News Service, the most common e-mail password is, "password." If it is yours, too – change it quick. The experts say it is too easy to guess by people who want to snoop through your personal stuff. Here are some other random e-mail facts they discovered:



- The most popular category for a password was the person's own name, followed by their favorite sports team, and then their birthday.
- Men are more likely to reveal their password. Fully 95 percent of men handed it over when asked, compared to 85 percent of women.
- 75 percent said they knew their co-workers' passwords.
- 66 percent of people surveyed said they use a single password for everything – from the company computer to personal banking. This makes people more vulnerable to financial fraud and identity theft.
- 38 percent of people said that if they found a file with all their colleagues' salary information, they would pass it around the office.

Experts suggest not using a single password but rather a password PHRASE, and then replace some of the vowels with

Continued on page 3>>>

What's Your Personality Type?

Are you an independent thinker? If not, are you a natural organizer? Better yet, do you like to make the most of the moment and have fun at work and in life? Perhaps these personality characteristics describe either yourself or others that you may know. Understanding different personality types, including your own, can help you with daily activities like making better decisions and improving your interpersonal skills. Additionally, the benefits of understanding different personality “types” can carry over to the workplace as well. In the book, “Type Talk at Work”, the author Otto Kroeger writes that “...the workplace requires that you understand those around you – those above and below you as well as your colleagues, customers and suppliers – so that you may connect quickly and intensely to solve problems at hand.” Kroeger additionally writes that some of the direct benefits understanding personality types in the workplace include:

- the ability to conduct meetings more effectively,
- the ability to resolve conflicts more quickly, and
- a reduction in stress level.

So, how do you begin to understand different personality types? One way is by understanding and utilizing the Myers-Briggs Type Indicator. The Myers-Briggs Type Indicator is a personality profile questionnaire consisting of a variety of multiple choice questions. Answers se-



lected are grouped together by like characteristics. The results of the questionnaire provide the test taker with four personal preferences which detail the test taker's personality. Together, there are a total of 16 personality types all of which are broken out into the following four pairs:

- Extravert (E) and Introvert (I)
- Sensing (S) and Intuitive (N)
- Thinking (T) and Feeling (F)
- Judging (J) and Perceiving (P)

In the book, “*What Type Am I? Discover Who You Really Are*” the author Renee Baron explains the preferences (ie., personality “types”) at both the individual and group levels. Additionally, this author also explains how each of the 16 personality types operates at work, in relationships, and with leisure activities.

Want to read more about Myers Briggs? Check out these library and web resources:

What Type Am I? Discover Who You Really Are by Renee Baron (BF698.3 .B37 1998)

Type Talk at Work: How the 16 Personality Types Determine Your Success on the Job by Otto Kroeger (BF698.9.O3 K68 2002)

<http://www.humanmetrics.com/cgi-win/JTypes1.htm>

Amy MacCabe

How Safe is Your Password? *(continued from page 3)*

numbers or symbols. For example, you could choose “Mary had a little lamb” and replace all the A’s with the “at sign” or replace the L’s with exclamation points. If you want to use a single word, make sure it has a minimum of 8 letters and contains numbers, symbols and punctuation. The BEST password is one that also requires you to use the “alt” key which can make a password virtually impossible to crack.

For more tips on choosing and protecting passwords check out the following websites:

<http://www.us-cert.gov/cas/tips/ST04-002.html>

<http://wolfram.org/writing/howto/password.html>

http://www.tinhat.com/internet_privacy/good_password_tips.html

Doreen Anglis

Turn Down the Volume Please!

As Internet use continues to rise and the volume of new information grows, everyone is overwhelmed. Librarians and information professionals continually try to guide users away from the noise of the Internet toward quality resources, but it is difficult to be heard. There is tremendous competition for people's attention from electronic information, but when mass media and other forms of communication are thrown into the mix the volume is staggering.

Approximately 31 billion emails are sent each day on the Internet and elsewhere, a figure which is expected to double by 2006 according to International Data Corporation (IDC). The average email is about 59 kilobytes in size, thus the annual flow of emails worldwide is 667,585 terabytes. Email ranks second behind the telephone as the largest information flow and accounts for over 35% of time spent on the Internet.

Disillusionment with the Internet and email was inevitable, as everyone values their time. With the average knowledge worker receiving over 100 email messages per day, the volume is just too high. How did this happen? In years past the sender bore the burden of time as it took considerable effort to write or type a letter, address an envelope, pay for postage, and get to the post office. With email, the burden of time has shifted to the receiver. Every passing thought and impulse becomes instant communication, and every email begs a response.

What can you do to help turn down the volume, both as a sender and a receiver? Try a few simple yet effective tips in your email communication:

- Use a subject line to summarize, not describe
- Make action requests clear
- When you copy a number of people mark out why each person should care
- Separate topics into separate e-mails

Once you have put these habits into practice and trained all the folks you correspond with to do likewise, shift your efforts toward a well-organized email archive. First of all, give yourself permission to weed as you read – in other words, you don't have to save everything. If a message does not request action or contain important information, let it go. Or let your sent file become your matter of record; if you respond to a message whatever was important will be in the body of that message.

For the emails you do want to save and organize, take a lesson from librarians and the good old card catalog. Remember the access points of author, title, and subject? Decide which of these access points is most likely to work for you, and set up a group of folders. Since topics can often overlap, many people find that sorting by sender (author) is best. So your folders may look something like this:

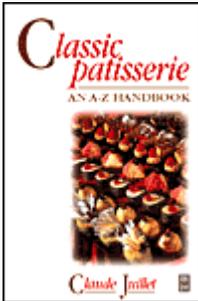
- one for every mailing list you are on
- one for coworkers
- one for your boss or team leader
- one for the family one for friends
- one for people you do not know but may want to contact in the future

Many email software programs offer their own tips and tools for organizing email. If you find you still need more direction, toss a few terms into any popular search engine and you'll find endless ideas. In the end, it's your computer and your time, so find a system that works and stick to it. If we all do our part to become more efficient email citizens, we will help turn down the volume.

Copyright 2005. This article is reproduced with the kind permission of Emerald Group Publishing and its Library Link service. (<http://www.emeraldinsight.com>)



Culinary Book Review



Classic Patisserie: An A-Z Handbook. Claude Juliet. Oxford: Butterworth-Heinemann, 1998. 236 pp. Reserve TX 773.J83 1998.

Imagine sitting in a baking and pastry class taking notes, the chef tells the class about a project to earn extra credit for this session. The project is to discover the history of two of the following desserts: Clafoutis, Trifle, Sacher Torte, Gingerbread, or Saint-Honoré Gâteau. The student must also include his/her interpretation of how this dessert relates to its particular person, place or event. The chef also tells the class that at least one source must be a book and only one Internet website can be used. Proper MLA citations need to be included with this one page minimum paper.

After class, two of the students head over to the library to work on this assignment. They stop at the reference desk to ask for help with the questions. After listening to their request, the librarian recommends the book, *Classic Patisserie: An A-Z Handbook*. The students find this book and their problems are partially solved. They are on their way to getting extra credit and to learning about more about classic pastries.

Claude Juliet in his book, *Classic Patisserie: An A-Z Handbook*, explains the origins of many classic patisserie recipes. He also provides a description of the patisserie plus detailed information about the included ingredients. Juliet states in the introduction that this book contains over three hundred entries. He gathered much of the information through his travels and his work in France and Scotland. This book shows the reader how the art of patisserie has evolved through the years involving numerous countries.

This reference book appeals not only to culinary professionals and students, but also to everyone who has an interest in this specialized subject of patisserie. While this book does not cover every possible patisserie, *Classic Patisserie: An A-Z Handbook* is a highly recommended resource to use when beginning research in this area.

Between the two students, they chose Trifle, Sacher Torte and Saint-Honoré Gâteau for their papers. Juliet's book, *Classic Patisserie: An A-Z Handbook*, provides the history and background for each of their desserts. Now they can move onto further research plus writing their personal interpretations about the different desserts.

Jean Moats

Want to see your name in print? WE DO!

It's a great way to showcase the written communication skills every employer wants to see! Each month, the Queen City Brew is going to feature a student article. So, if you've got the latest scoop on anything from campus activities to shopping secrets, fill us in! All you have to do is submit an article idea to Christine Tran via email (christine.tran@jwu.edu). We'll choose the best idea, help edit the masterpiece, and possibly put YOUR name in print!

New Arrivals: Books

Arts & Sciences

Active Liberty
 American Dreaming and Other Stories
 College Student Retention
 Copyright for Teachers and Librarians
 Death of Adam: Evolution and Its Impact on Western Thought
 Early Leaving (2 copies)
 Fortress America
 Joy School
 Never Change
 Open House
 Promise Land: A Farmer Remembers
 Remembering Reet and Shine
 Stress and the Crisis of Modern Life
 Talking Back...To Presidents, Dictators, and Assorted Scoundrels
 The Buffalo Soldier
 The Death of Adam
 The Slow Way Back
 True to Form



Business

12 Simple Steps to a Winning Marketing Plan
 Accounting for Business: What the Numbers Mean and How to Use Them
 Action Coaching: How to Leverage Individual Performance for Company Success
 Armchair Economist: Economics and Everyday Experience
 Avon: Building the World's Premier Company for Women
 Basic Economics: A Citizen's Guide to the Economy
 Ben Franklin's Twelve Rules of Management
 Building an Import/Export Business
 Business Planning: A Comprehensive Framework and Process
 Buzzmarketing: Get People to Talk about Your Stuff
 Charisma: Seven Keys to Developing the Magnetism That Leads to Success
 Communicate Clearly
 Communicating at Work

Communicating at Work: Principles and Practices for Business and the Professions
 Communicating in Organizations: A Casebook
 Companies and Markets
 Complete Idiot's Guide to Marketing
 Couture Culture: A Study in Modern Art and Fashion
 Cultural Crisis of the Firm
 Developing Business Strategies
 Different Games, Different Rules: Why Americans and Japanese Misunderstand Each Other
 DK Essential Manager's Manual
 Do Something Different: Proven Marketing Techniques to Transform Your Business
 Emotional Branding
 Entrepreneurship for Dummies
 Ethics in International Management
 Famous Fables of Economics: Myths of Market Failures
 Fashion Advertising and Promotion
 Fashion Entrepreneurship: Retail Business Planning
 Field Guide to the Global Economy
 George Soros on Globalization
 Globalization and Its Discontents
 Greenspan: The Man Behind Money
 Greenspan's Fraud: How Two Decades of His Policies Have Undermined the Global Economy
 Guide to Managerial Communication
 Harvard Business Review on Breakthrough Leadership
 Harvard Business Review on Breakthrough Thinking
 Harvard Business Review on Entrepreneurship
 How to Delegate
 How to Write a Business Plan
 In Their Time: The Greatest Business Leaders of the Twentieth Century
 International Business Negotiations
 Key Management Ratios: Master the Management Metrics That Drive and Control Your Business
 Kmart's Ten Deadly Sins: How Incompetence

New Arrivals: Books

- Tainted an American Icon
 Learning to Lead
 Macroeconomic Essentials
 Make Their Day!: Employee Recognition That Works
 Management Teams: Why They Succeed to Fail
 Managing Across Cultures
 Managing for Excellence
 Managing the Change Process: A Field Book for Change Agents, Team Leaders, and Reengineering Managers
 Managing Transitions: Making the Most of Change
 Marketing Plans That Work
 Marx for Beginners
 Marxian Economics: The New Palgrave
 MBA in a Box: Practical Ideas from the Best Brains in Business
 Meeting Customer Needs
 More Team Games for Trainers
 Morningstar Guide to Mutual Funds: Five Star Strategies for Success
 Naked Economics: Undressing the Dismal Science
 Negotiating Skills
 New Ideas from Dead Economists: An Introduction to Modern Economic Thought
 Organizational Strategy, Structure, and Process
 Organizing for the Creative Person: Right-Brain Styles for Conquering Clutter, Mastering Time, and Reaching Your Goals
 Powerful Leadership: How to Unleash the Potential in Others and Simplify Your Own Life
 Reefer Madness: Sex, Drugs, and Cheap Labor in the American Black Market
 Retail Desire: Design, Display and the Art of the Visual Merchandiser
 Seven Secrets of Successful Women
 Sex, Drugs & Economics: An Unconventional Introduction to Economics
 Steps to Small Business Start-Up: Everything You Need to Know to Turn Your Idea Into a Successful Business
 Stores and Retail Spaces 6
 Strategic Business Planning: A Dynamic System for Improving Performance & Competitive Advantage
 Success Secrets to Maximize Business in Australia
 Taking Charge of Change: 10 Principles for Managing People and Performance
 The 108 Skills of Natural Born Leaders
 The 21st Century Executive: Innovative Practices for Building Leadership at the Top
 The Art of High Stakes Decision Making Tough Calls in a Speed Driven World
 The Art of Innovation: Lessons in Creativity from Ideo, America's Leading Design Firm
 The Black Book of Outsourcing: How to Manage the Changes, Challenges, and Opportunities
 The Complete E-Commerce Book: Design, Build and Maintain a Successful Web-Based Business
 The Complete Idiot's Guide to Consulting
 The Complete Idiot's Guide to Starting Your Own Business
 The Direct Marketing Cookbook: A Recipe for Getting and Keeping Customers
 The Diversity Training Handbook: A Practical Guide to Understanding and Changing Attitudes
 The Experience Economy: Work is Theatre & Every Business a Stage
 The International Business Environment: Diversity and the Global Economy
 The Little Black Book of Project Management
 The Market Planning Guide: Creating a Plan to Successfully Market Your Business, Product, or Service
 The McDonalidization of Society
 The New Economy: And What It Means for America's Future
 The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term
 The Origins of Cultural Differences and Their Impact on Management
 The Perfect Store: Inside Ebay
 The Portable MBA in Strategy
 The Tobacco Wars
 The Ultimate Guide to Electronic Marketing for Small Business: Low-Cost/High Return Tools and Techniques That Really Work
 The Wealth of Nations

New Arrivals: Books & Video/DVDs

Thinking Creatively

Time Management from the Inside Out: The Fool-proof System for Taking Control of Your Schedule-And Your Life

Tips for Teams: A Ready Reference for Solving Common Team Problems

Up Against the Wal-Marts: How Your Business Can Prosper in the Shadow of the Retail Giants

Visual Merchandising 4

When Affirmative Action Was White: An Untold History of Racial Inequality in Twentieth-Century America

When Corporations Rule the World

Working with Difficult People Revised Writing Effective Letters, Memos, and E-mail

Writing a Convincing Business Plan

Writing That Works: How to Communicate Effectively in Business

Culinary

All American Cheese and Wine Book

Become a Personal Chef

Chef's Book of Formulas, Yields, & Sizes (2 copies)

Classic Patisserie: An A - Z Handbook

Cooking Free

Emeril's Delmonico

Foods of the Americas

Last Chance to Eat

New World Kitchen

Nourishing Traditions

Scotch Whiskey A Liquid History

Special Foods for Special Kids

The Best Recipes in the World

The Kid-Friendly Food Allergy Cookbook

The Taste Makers

The Ultimate Uncheese Cookbook

Tru A Cookbook from the Legendary Chicago Restaurant

Turning the Tables: Restaurants from the Inside Out

What Einstein Told His Cook 2: Further Adventures in Kitchen Science

Why Do Donuts Have Holes?

Hospitality

How to Work With the Media

Sport Facility Planning and Management

New Arrivals: Video/DVDs

Making Schools Work

The Trials of Life (12 videos series)