

**Amelia S. Kassel**  
**1364 Kathy Lane**  
**707 829-9421; Fax: 707 832-2713**  
**Sebastopol, CA 95472**  
[amelia@marketingbase.com](mailto:amelia@marketingbase.com)  
<http://www.marketingbase.com>

## **Curriculum Vitae**

### **I. Work Experience**

1981-Current

Online database searching – Dialog, LexisNexis, DataStar, Factiva, Internet, Burrelle's, Thomson Research, Alacra, CourtExpress, etc.

1982-Current

Information broker, researcher, trainer, educator, and consultant – business planning, research, management, marketing, etc.

1994-Current

Keynote speaker, presenter, or seminar provider at information industry conferences such as Online-Information UK, Internet Librarian, SLA, Information Online Sydney, Australia, WebSearch University, InfoToday, and Fee-Based Information Services in Libraries.

Taught two-day seminar courses about Internet research, online databases, and information brokering for University of California Extension between approximately 1986 and 2000.

1992-1996

Part-time faculty, School of Library and information Science.

1985

Napa Community College Project Director – Technology Transfer Program

1974-1984

Public Librarianship. Adult Reference Librarian and Reference Coordinator

1971-1974

Biomedical Librarianship – Acquisitions, cataloging, reference, serials control and automation, interlibrary loans, consulting and training for hospital librarians.

## II. Employment History

2004-Current: **Part-Time Faculty**, San Jose State University, SLIS. Courses: Online Searching, Advanced Online Searching, New and Alternative Careers.

1982-Current: **Self-Employed**. Owner and President of MarketingBase, a worldwide business and market research intelligence firm.

1994-Current: **The Mentor Program**. Year long, one-on-one, email-based training program for new independent information professionals, information brokers and business researchers.

1998-1999: **Instructor**. Information Professionals Institute. *The Information Brokering Business: How to Start an Information brokerage or Fee-based Information Center; Finding Clients: Marketing Strategies for Information Brokers and Fee-based Information Centers.*

1992: **Founder**. The Information Group International (IGI). An affiliation of independent information professionals advising, consulting, and creating libraries, databases and information products.

1992-1996: **Part-Time Faculty**. San Jose State University, School of Library and Information Science. Course taught: *Information Brokering*.

1987-2001: **Instructor**. University of California. Extension. Courses: 1) *An Introduction to Online Searching*; 2) *How to Find Clients: Marketing an Information Business*; 3) *Online Databases for Marketing Planning*; 4) *Professional Online Searching Strategies*; 5) *Information Brokering: Is This Career for You?* 6) *The Internet for Competitive and Market Intelligence Research*

1985-1988: **Consultant**. Human Rights Resource Center, San Rafael, California. Database searching to answer research questions for this nationwide information center/technical assistance clearinghouse. Developed the information center component including an in-house database using INMAGIC.

1984-1985: **Project Director**. Napa Valley College Technology Transfer Center. Developed and directed a pilot project in technology transfer using federally supported R&D and online database information retrieval for the local business and industry in order to increase business and industry economic viability and at the same time develop a supportive and cooperative relationship between the educational and business communities. The College Technology Transfer Center became a one-stop business center and aided local businesses in increasing productivity and profitability by providing technical and business information.

1982-1984: **Reference Coordinator.** North Bay Cooperative Library System, Santa Rosa, California. Program planning and budget management under the California Library Services Act (CLSA). Answered difficult reference questions for the 19-member library cooperative using online databases and coordinated staff development workshops for professional library staff. Supervised reference and interlibrary loan staff. Responsible for supervision of the North Bay Staff (approximately 30 employees) during a four-month period in the absence of an administrator.

1974-1982: **Adult Services Librarian.** Sonoma County Public Library, Santa Rosa, California. Dialog searching for Sonoma County Library and the North Bay Cooperative Library System, adult reference services, collection development, books-by-mail, interlibrary loan.

1972-1974: **Consulting And Training/Interlibrary Loan Librarian.** Pacific Southwest Regional Medical Library Service, Biomedical Library, University of California, Los Angeles. Consultant to hospital librarians and coordination of hospital library organization and management workshops. ILL Librarian, part time.

### **III. Education**

1970: Bachelor of Arts, Anthropology. Minor: French. California State University, Northridge.

1971: Master of Library Science. University of California, Los Angeles.

1972 Certificate of Specialization in Medical Librarianship, UCLA under the auspices of a National Institutes of Health Pre-Doctoral Fellowship.

### **IV. Continuing Education**

On an ongoing basis, have pursued continuing education workshops and seminars and attended professional meetings and conferences to keep abreast of new library trends and computer technology. Regularly monitor and read business and library literature. Belong to information professional and industry-specific Internet electronic discussion groups and mailing lists and associations.

### **V. Memberships**

- Founded and lead the North Bay Online Users Group (1987 – 1992).
- Association of Independent Information Professionals
- Special Libraries Association. Member of the following:
  - San Francisco Bay Area Chapter
  - Advertising & Marketing Division
  - Business & Finance Division
  - Competitive Intelligence Division

- Information Technology Division
  - Legal Division
  - Leadership and Management Division
- Society of Competitive Intelligence Professionals
  - Leadership Santa Rosa Alumni Association

## **VI. Honors and Awards**

- 1969 Alpha Mu Gamma Foreign Language Honor Society
- 1970 Graduated Cum Laude
- 1971 Beta Phi Mu Library Science Honorary
- 1971 National Institutes of Health Pre-Doctoral Fellowship
- 1984 Awarded a position in the Santa Rosa Chamber of Commerce Leadership Program
- 2002 Sue Ruge Memorial Award from the Association of Independent Information Professionals
- 2003 Gale Writing Award from the Association of Independent Information Professionals

## **VII. Community & Professional Activities**

1980-1982 –Board of Directors of my religious affiliate

1982-1984 – Chairperson, Education Committee, Cooperative Association of Sonoma County, a food consumer cooperative.

1984 – Judging Coordinator, Sebastopol Business & Professional Women Top Hat Award for Area Employers who Promote and Support Women in the Workplace.

1984 – Awarded a scholarship and enrollment to "Leadership Santa Rosa," a program to develop potential community leaders sponsored by the Santa Rosa Chamber of Commerce.

1996-1998 – Board of Directors, Association of Independent Information Professionals

1999-2001 – Advisory Committee Member for the Online-Information Conference (UK)

2003 – 2004 – Conference Committee, Association of Independent Information Professionals

2005-2006 – Board of Directors, Association of Independent Information Professionals

2004-2005 – Advisory Board, Competitive Intelligence Division, Special Libraries Association

2005 – Advisory Committee Member for the Online-Information Conference (UK)

2005 – Judge for Online-Information Conference (UK) Technology Awards

### **VIII. Selected Speaking Engagements and Workshops**

- Alternative and Nontraditional Careers for Librarians
- 10 Techniques for Advanced Web Searching (Really A Baker's Dozen)
- Top Tips for Sourcing Information in China.
- CI Roundtable
- Information Discovery
- How to Find Clients: Market Planning and Marketing Strategies
- Establishing and Building a Successful Information Business: From A-Z
- Value-Added Research
- Getting Beyond "I'll Google that": Online Research for Reporting Science, Health, Environment and Technology
- Library Services in the Face of a Merger
- Using the Internet for Business, Competitive, and Market Intelligence
- Success Strategies from Super Searchers on Wall Street
- Cost Effective Online Research
- How to Write a Marketing Plan
- The Road Ahead: Tried and True Techniques for Marketing Your Business
- Business Information Workshop
- Going Beyond the Competitor's Web Site
- Getting the Best from the Web.
- Internet Power Searching: Find Pearls in A Zillion Grains of Sand.
- Finding Electronic Information on Private Companies.
- The Future of Information Professionals: Back To The Future
- Navigating the Web for Fun and Profit
- Handling the Unexpected: The Difficult Research Project
- Asking the Right Questions, Getting the Right Answers
- Evaluating and Using Online Databases: Who, What, How Much
- Traditional Online, Consumer Online and the Internet: Strategies for Blending the Old and the New
- The Use of Computer Research for Sales Planning
- Technology Transfer: A Business & Education Partnership
- How to Obtain Marketing Information from Secondary Literature
- For Librarians Only: Creating an Information Business
- Is Your Invention Marketable?
- The Effect and Implications of Electronic Information on the Library Market

## IX. Publication Credits for A Kassel

### Articles

Kassel, A. Mentoring independent information professionals: A case study (2005, September 29). *Free Pint*, 191, <http://www.freepint.com/issues/290905.htm> or <http://www.freepint.com/issues/290905.pdf>, 6-7.

Kassel, A. Alternative Careers (2005). *Info Career Trends* (2005, March) <http://www.lisjobs.com/newsletter/archives/mar05akassel.htm>.

Kassel, A. The many faces of EDGAR. (2005). *Online*, 29 (3), 37-40.

Kassel, A. Perspectives on change. (2004). *AIIP Connections*, 18, (1), 9-10.

Kassel, A. Text mining for reputations: SCOUG spring workshop (2004). *Searcher*, 12, (7), 58-61.

Kassel, A. Factiva.com. (2004). *Searcher*, 12, (3), 50-59.

Kassel, A. Euromonitor's GMID has it all. (2004). *Searcher*, 12, (2), 42-47.

Kassel, A and Kangiser, Angela. Client management and telephone research. (2002). *AIIP Connections*, 16, (3), 5-6.

Kassel, A. Market share and value add. (2002). *AIIP Connections* 16, (1), 16-18.

Kassel, A. Marketing: Realistic tips for planning and implementation in special libraries. (2002). *Information Outlook*, 6, (11), 6.

Kassel, A. Value-added deliverables: rungs on the info pro's ladder to success. (2002). *Searcher*, 10 (11), 42.

Kassel, A. Tales of a searcher's life: A comedy of errors or a test of patience? (2002). *Searcher*, 10, (8), 48.

Kassel, A. Practical tips to help you prove your value. (2002). *MLS (Marketing Library Services)*, 16, (4), 1

Kassel, A. 'Un-same' data: Using analysts reports for hard-to-find public company data. (2002). *Searcher*, 10, (4), 8.

Kassel, A. Researcha for information professionals: Free (well, almost) reports, white papers, and more. (2001). *Searcher*. 9, (8), 64.

Kassel, A. Power searching strategies for success. (2001) *Searcher*, 9, (4) 36.

Kassel, A. The last word on web monitoring and clipping services. (2000). *Searcher*, 8, (8), 24.

Kassel, A. Web monitoring and clipping services round-up. (2000), *Searcher*. 8, (7), 26.

Kassel, A. D&B's million dollar directory on the Internet (MDDI) and aggregator alternatives. (2000). *Searcher*, 8, (6), 10.

Kassel, A. Computer industry market information: Tabular market data, statistics, and forecasts. (2000). *Searcher*, 8, (5), 71.

Kassel, A. IPOs *Online*: Featuring IPO Express. (2000). *Searcher*. 8, (4), 53.

Kassel, A. Pow0erize: If it's free, it's for me, But. (2000), *Searcher*. 8, (3), 10.

Kassel, A. Life online in the new millennium: absent friends? (2000), *Searcher*. 8, (1), 104.

Kassel, A. How to how to write a marketing plan (1999). *MLS (Marketing Library Services)*, 13, (5), <http://www.infoday.com/mls/jun99/how-to.htm>

Kassel, A. The Internet for competitive intelligence. (1999, April 1). *Free Pint*, 35. <http://www.freepint.com/issues/010499.htm>.

Kassel, A. Internet power searching: Finding pearls in a zillion grains of sand (1999). *Information Outlook*, 3, (4), 8.

Kassel, A. OneSource Information Services, Inc. soars with CorpTech under wing. (1999), *Information Today*, 16, (9), 60.

Kassel, A. NTIS on the Web: Northern Light versus Dialog et al. (1999), *Searcher*, 7, (8), 10.

- Kassel, A. Disclosure, the SEC, and LIVEDGAR: Some musings and elucidations. (1999). *Searcher*, 7, (7), 10.
- Kassel, A. Industry and market research: A how-to guide with key resources and tips. (1999). *Searcher*. 7, (5), 30.
- Kassel, A. OneSource tools to use. (1999). *Searcher*, 7, 27.
- Kassel, A. OneSource: The ready-to-use business information system for 'hungry' end users. (1999). *Searcher*, 7, (3), 54.
- Kassel, A. LEXIS-NEXIS brings you the universe. (1999). *Searcher*, 7, (1), 71.
- Kassel, A. VISTA Information Solutions, environmental risk assessment, and more. (1998). *Searcher*, 6, (10), 27.
- Kassel, A. Research Bank from the Investext Group. (1998). *Searcher*, 6, (9), 26.
- Kassel, A. Media directories (1998). *Online*. Database Magazine. 21, (4), 42.
- Kassel, A. Internet access by satellite. (1998). *Online*, 22, (4), 30.
- Kassel, A. Bartering: Can it work for research services? *Information Broker*, (1998, September/October).
- Kassel, A. How to market information brokering services nationally & globally. (1998, May/June). *Information Broker*.
- Kassel, A, and Drebes, K A. Dialog alternatives: A power *Searcher's* checklist. (1998). *Searcher*, 6, (8), 31.
- Kassel, A. Grow your business as a subcontractor or contractor. (1998, January/February). *Information Broker*.
- Kassel, A. Controlling demands from prospects and new clients. (1997, September October). *Information Broker*.
- Kassel, A. Here they come! Database producers on the Web. (1997). *Searcher*, 5, (7), 26.
- Kassel, A. Government contract resources: Affordable and now easy to get. (1996). *Searcher*, 4 (8), 32.

Kassel, A. Fast & affordable. (1996). *Database Magazine*, 19, (1), 21.

Elkind, F, and Kassel, A. A marketer's guide for navigating the information superhighway. (1995). *Marketing News*, 29, (16), 2.

Kassel, A. Researching business markets on short timelines & small budgets. (1995). *Database*, 18, (4), 48.

## **Books**

Kassel, A, and Basch, R. (Ed.). (2000). *Super Searchers on Wall Street*, NJ, Cyberage Books.

Kassel, A. 1000 questions and answers for small information companies: A's adventures in teaching the business of research and online information retrieval, (In progress), Self-published.

Kassel, A. Information brokers and research consultants guide: A professional service business from home (1999). Update in progress. Self-published.

## **Tapes**

Kassel, A, and Burkhardt, K. (2004). Value added research. *AIIP Conference Tape*.

Kassel, A, and Bates, M.E. Make money by opening your mouth. (2004). *AIIP Conference Tape*.

Kassel, A, and Gregory, J. Teaming up for CI. (2002). *AIIP Conference Tape*.