

# Now-Gen Resources for Next-Gen Librarians

## You Don't Have to Know Jack

### Strong's North Carolina Index

#### What you need to know:

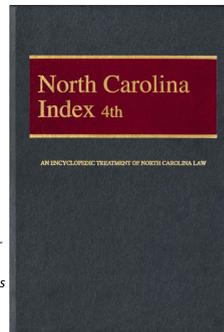
Fabulous bridge resource between North Carolina law and North Carolina cases. Includes:

- national background,
- pertinent North Carolina statutes
- illustrative cases.

#### How did you DO that?

Instead of unauthorized practice of law, guide your patron asking the question to Strong's:

- How do I know my marriage is legal if my officiant was a friend who was ordained by an internet church?*
- Has anybody gone to jail for this?*



### Great Events from History

#### What you need to know:

Concise summaries of historical turning points that pinpoint key figures and overall historical significance of said event.

Annotated bibliography of key texts.

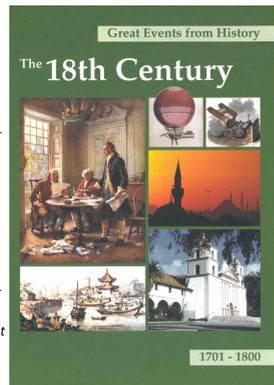
Thematic indexes (chronological, geographical, categorical, individuals, subjects)

#### How did you DO that?

Lifesaver for patrons who have the broadest of historical topics and have no additional information and no idea how to focus [narrow their topic].

Great for questions like:

- I need a first-person account of someone who failed in the Middle Ages.*
- I need current research articles on Chinese historical events that affected the human or physical geography of China between the years of 1901 and 1949.*



Available online via Salem Press

### Encyclopedia of American Industries

#### What you need to know:

One-stop shopping for an industry overview

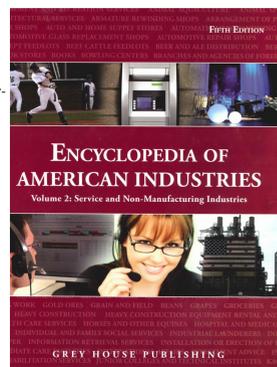
Find names of leading companies, industry trends, and the correct NAICS/SIC codes for further research.

Points users to the literature of the industry (if you want to start a printing business, you should be reading *Ink World*)

#### How did you DO that?

For the entrepreneur or market researcher who doesn't know where to start—and neither do you!

- I need to do an analysis of the fertilizer industry.*
- I want to start a blueberry farm—what should I know?*



Available online via Gale Virtual Reference Library

## Who Knew?

### Kirk-Othmer Encyclopedia of Chemical Technology

#### What you need to know:

Pip of a beginning place for patrons needing general information about specific technical topics—not just chemical ones.

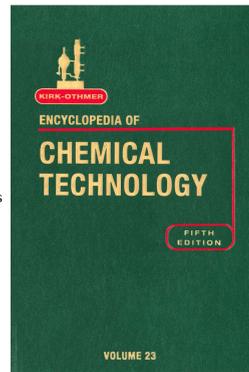
Each Entry:

- Provide background or historical context in layperson terms.
- Use illustrations (graphs, flow charts) to simplify and present complicated information.
- Have an extensive cited publications list that frequently includes keystone papers on a particular method, topic, or discovery.

#### How did you DO that?

*How do you brew beer?*

*The detectives on CSI identified a murderer based on his tire tracks. What would tire tracks tell a real forensic scientist?*



Available online via Wiley Online Library

### International Directory of Company Histories

#### What you need to know:

It's **so** more than a directory!

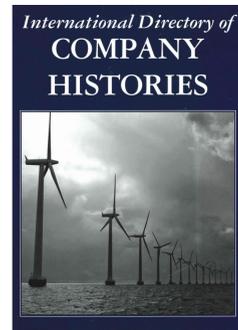
It's **so** not just companies!

Detailed write-ups on all kinds of organizations--

National Football League, Penguin Books, the *Washington Post*, the ASPCA (and, oh, yes, Walmart, BOA, Google)!

#### How did you DO that?

- I need to do a paper about a successful person. Got any ideas?*
- When did disposable diapers really take off?*
- What's the deal with the Tupperware seal?*
- Knopf wants to publish my book. Are they any good?*



Available online via Gale Virtual Reference Library

### Literature Resource Center

#### What you need to know:

Forget the literary criticism! This is a great biographical resource.

Forget the keyword search! The person search allows you to browse by occupation, nationality, ethnicity, time period, and more.

Scope goes beyond "literary" and includes *any* type of writer: activists, athletes, bankers, clergy, educators, musicians, politicians, scientists—even taxi drivers, card players, and prostitutes!

#### How did you DO that?

- I need a reliable source about my favorite [rapper, football player, talk show host]*
- I need to find a novel by a Puerto Rican author.*



## Freeze-Frame

### New York Times Index

#### What you need to know:

Still essential, even if you have the digital version of the paper. Why?

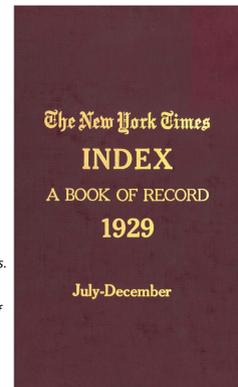
No worries about matching today's keywords with yesterday's headlines.

Browse a broad category to find out what was happening--without knowing any details at all.

And count on boldface type to spot the *biggest* events of the year.

#### How did you DO that?

- I need some real-life stories of rebellious teenagers in the 1960s.*
- What was the workplace like in the roaring Twenties?*
- What else was happening in education when Brown v. Board of Education hit?*



### Statistical Abstract of the United States

#### What you need to know:

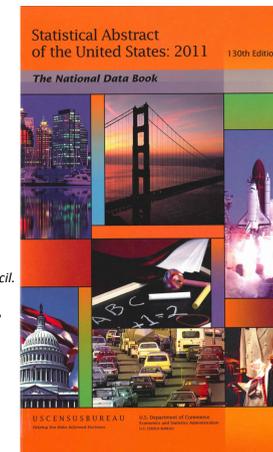
Corrals crucial statistics about the United States—from 1878-2011!

Serves as a guide to who collects statistics on a topic and leads you to the original source.

Has key international statistics, too.

#### How did you DO that?

- Is the US really the world's energy hog?*
- Who can tell me about the business end of Broadway?*
- Just how dangerous is a trampoline? (National Safety Council. Injury Facts.)*
- Who smokes more dope? North Carolinians? Or Virginians?*



Available online via [www.census.gov/compendia/statab/](http://www.census.gov/compendia/statab/)

## Regional All Star

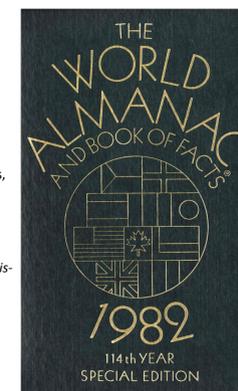
### Encyclopedia of North Carolina

#### What you need to know:

- Quick reference for all things N.C.—key people, places (every county), and events.
- Entries cover N.C. newspapers, colleges, court cases, associations, museums, crafts, textile mills, and much more—there's even an entry on kudzu!
- Selected bibliographies point to the best sources (often the *only* sources) on the topic.

#### How did you DO that?

- I need a primary source about the Battle of the Bees.*
- When did whitewater rafting become an industry in the mountains?*
- When did they start calling it the Research Triangle?*



### World Almanac (WA)

#### What you need to know:

Consistent! You can count on it!

**Will Always** include country profiles.

**Will Always** have lots of statistics.

**Will Always** identify key legislation of the year.

**Will Always** pick out only the *most* important—books, disasters, people, awards.

#### How did you DO that?

- I'm writing a novel set in 1950. What were grounds for divorce then? And what national parks could my fictional family have visited?*
- Has the Atlantic Ocean gotten deeper over the last 50 years?*
- What books were people reading during World War II?*

The best librarians know the best sources and use them in ways that go far beyond the original intent.

Our expertise is what separates excellent reference librarians from even the most skilled Googler and enables us to lead patrons to information they would never have found on their own.

This poster highlights eleven remarkable resources and shows you how to turn them into "How did you do that!?" reference.

Krista Schmidt, Research & Instruction Librarian  
Heidi Buchanan, Head of Research & Instruction Services  
Becky Kornegay, Research & Instruction Librarian  
Hunter Library  
Western Carolina University  
Cullowhee, NC