Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

www.georgia.sla.org

PRESIDENT'S LETTER

The Special Library Association (SLA)-Georgia Chapter kicked off 2012 by celebrating 60 years strong! Yes this is our Chapter's 60th anniversary! Our Chapter celebration year started by hosting SLA Leadership Summit in January, with inaugural program speaker the renown John Diligo, along other programs, our annual brown bag series, along with revising our Chapter's communication process. Whew! -- And that's just the first half of the year.

Communication updates are significant during our anniversary year. Sansanee Sermprungsuk is our Director of Communications; she, along with Lynda Larsen, Ernie Evangelista and Rod Bustos, are working diligently to incorporate all the latest technology and social media to keep our membership engaged. This is the final issue of the Peach State Update. Chapter communications and up-to-date activities will be shared through our website, as well as our listserv, wiki, LinkedIn, Facebook, Twitter, and Flickr accounts.

Our annual Brown Bag series, coordinated by Clara Williams, highlighted the Carter Center and several Georgia Institute of Technology information center services. Thanks Clara for keeping our members informed and connected.

The 2012 program season started with a joint workshop with the local Atlanta Law Libraries Association (ALLA) featuring John DiGilio 2010-2011 Chair, SLA Legal Division and past SLA annual conference presenter. John's presentation, entitled *Bubbling Under: Hot New Sites for Librarians*, was well attended and highlighted valuable websites for a research librarian's arsenal of research tools. Then Laura Weidig, formerly Chief Client Officer at Powell Goldstein (now Bryan Cave), now with Bloomberg Law, spoke on *CI - Assessing Needs, Getting Positioned*. Also, our Annual Luncheon speaker, our own Susan Klopper, SLA Fellow, presented *Has "Google in a Box" Replaced Critical Thinking?*

The major event to start this year in motion was the Georgia Chapter hosting the Special Libraries

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Association Annual Leadership Summit held at the Buckhead Intercontinental Hotel. The Chapter membership rallied to prepare for onsite registration and dinner buddies, as well as coordinated the local reception held at the Neiman Marcus Cafe. The Georgia Special thanks goes out to the following: Ernie Evangelista, Liz Bibby, Regina Cannon, Nancy Snell, and Mary-Frances Panettiere.

Additionally, we would like to thank all vendors and fellow chapters for their contributions and support so far this year: Dow Jones, Bloomberg BNA, SLA Eastern Canada Chapter, SLA Kentucky Chapter 40th Anniversary, SLA Physics-Astronomy-Mathematics (PAM) Division, SLA Southern California Chapter, Bloomberg Law and Gale Cengage Learning.

Looking ahead, our national annual 2012 conference is in Chicago, July 14-19. The remainder of this year, the Georgia Chapter Board is working to bring exciting networking opportunities, workshops and programs. Come join the camaraderie! Let the Board know how we can improve and encourage your participation.

Peace and Blessings,
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l-r Elisa Woods, Irene McMoreland, Regina Cannon, Ernie Evangelista, Sarah Mauldin, Nancy Snell

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SLA Leadership Summit 2012

View from the Summit

As the newly elected VP of the Georgia Chapter, I had the opportunity to attend the 2012 SLA Leadership Summit, held in Buckhead January 25-27 and hosted locally by our chapter.

The fun began with a shift at the registration desk and then Dinner Buddies on Wednesday evening. Many chapter volunteers served as hosts and guides to a great selection of local restaurants. I had the pleasure of serving as co-host with Randy Bell at the Buckhead Diner. While I have lived in Atlanta most of my life, it was my first visit to the Diner, and it was great to experience it with new friends representing a cross section of SLA leaders of chapters, divisions, and caucuses from across the US and around the world.

The work of the Summit began bright and early on Thursday morning with a welcome and introduction to our SLA Board, staff and Georgia Chapter members in attendance. We then had the opportunity to hear from President Brent Mai on his vision for SLA and for our work as leaders to help members of our units become Future Ready and succeed as an Association and as individual information professionals. We then got down to business with a practical discussion of running effective meetings. We then had a presentation and update from James Kane, a consultant engaged by SLA to work with chapters on the Loyalty Project.

Throughout the rest of the morning we heard about the successes, failures, and learning experiences of chapters piloting the project. There were excellent presentations by the Rocky Mountain chapter on establishing and maintaining relationships with chapter members, the Minnesota chapter on mentoring and developing new leaders while keeping current leaders engaged and active without burning out. Leaders from the Florida and Maryland chapters discussed the ways that they have worked to keep members spread across large geographic areas engaged and involved in chapter activities. Members of the Washington, DC chapters described their challenges and successes in the care and feeding of vendors as chapter members, funders, and partners in the work of chapters, divisions, and the Association as a whole. The afternoon ended with an excellent presentation from the Southern California chapter on engaging student members and prospects in the community by partnering with the local public library to show off a brand new branch and provide free food and networking opportunities for students.

Elisa Woods and Ernie Evangelista, Leadership Summit Reception

The evening was capped with a lovely reception at the Neiman Marcus Café at Lenox Square with sponsors, Summit attendees and Georgia chapter members. A special thanks goes to Ernie Evangelista for his tireless work to plan and obtain funding for this great networking opportunity.

The Summit continued on Friday with a morning of practical advice and discussion. Attendees had the opportunity to share strategies for putting on effective, enjoyable, and useful programs and keeping lines of communication with unit members open and effective. We also learned about the resources provided by SLA to leaders to help us work most effectively for unit members. To my surprise, the most useful presentation of the day was a discussion of Association and unit finances given by SLA Treasurer Dan Trefethan. I greatly enjoyed having the opportunity to see how things really work and how our chapter fits into the whole.

I am so glad that I had the opportunity to attend such an enlightening and helpful Summit. It was great to meet so many new friends and reconnect with some old ones. The Summit could not have been the great success it was without the help of so many Georgia chapter members. Throughout the meeting I heard nothing but

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(View from the Summit, continued from page 3)

compliments on the planning and Southern hospitality experienced by attendees from our amazing volunteers.

I extend my personal thanks to everyone who worked at the registration desk, hosted Dinner Buddies, helped with planning, or worked in any other capacity to show off the awesomeness of the Georgia chapter to leaders throughout SLA. I look forward to putting what I learned into practice as I work with you to continue our tradition of excellent programming and service to chapter members.

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MEMBER NEWS

Have ideas for chapter activities? Any news or photos to share? Is there an article you'd like to write for the chapter blog? We're always interested in contributions from our members, even more so now that we're going digital with our communications. Let us know - we'd love to hear from you!

Member Profile: Rod Bustos

Rod Bustos is the Automation Librarian at Augusta State University and the webmaster for the SLA-GA chapter website. He came to the profession after initially studying international business at the University of Georgia and then obtained an MBA at Georgia State University. Eventually he realized he did not want to pursue a business career. As he considered his options, his mother, a librarian, encouraged him to think about going to library school. In 1993 he earned his MLIS degree from the University of South Carolina-Columbia. While at USC, he focused his studies on technology classes and database searching. He also spent a lot of time as a student employee in the university computer labs.

Rod's first job in the profession was as a reference librarian at the Atlanta campus of Mercer University. His business education made him a fit for serving as liaison to the business school. There he says he "dabbled in any sort of tech things that [he] could get into."

Eventually he moved on to work as a systems librarian at Georgia State University. Initially his responsibilities were split between reference and providing computer support for the library departments. Then the librarian who provided systems support at the time left GSU for an internet startup. The university library was about to migrate to the Voyager system, a platform used by many academic institutions to manage library administrative processes. The library needed someone to guide that endeavor and Rod took on the task. He describes it as a "trial by fire" and had to teach himself on the job in order to accomplish that major transition. In addition, there were multiple systems to manage across the different departments in the library, and so his work increasingly involved network administration and IT support.

As Automation Librarian at Augusta State, he serves as the system administrator on the Voyager platform, manages EZproxy, used for remote user authentication for faculty, students, and staff, and also maintains ILLiad for the university's interlibrary loan functions. Network administration is mainly handled by the IT department so Rod also works in other capacities as a librarian. He provides research assistance on the reference desk, including individual consultations. He also works with professors in the business school and provides instruction sessions for the students.

Rod became involved with SLA as a member of the student chapter at USC and he has been involved ever since. He attended his first SLA conference while still in library school. Early on, when he joined the SLA-GA chapter, he became webmaster for the chapter website and eventually managed the migration to WordPress so it now has the uniform look and feel that SLA national required of chapter websites.

In addition to his work with the chapter, Rod attends association conferences and writes reviews of video materials for Library Journal, usually on various internet technologies or World War II subjects. Recently, Rod has been invited to be a member of SLA's Technology Advisory Council, a diverse group of members with interest in and knowledge of information technology for the profession. The council members will assist SLA's Chief Technology Officer by advising on and providing recommendations on resources that would be useful for the organization. The subgroup that Rod belongs to will evaluate current technology in use by SLA. He notes it is "a good opportunity to provide insight to the national organization" and he is pleased to be invited to participate. Congratulations, Rod!

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Leadership Summit Registration Table
l-r Elisa Woods, Mary-Frances Panettiere, Ernie Evangelista, Olivia Blakemore, Regina Cannon

Summit volunteers Ellen Cooper,
Regina Cannon, Lynda Larsen

Dinner Buddies visit
to Fat Matt's Rib Shack

Leadership Summit Attendee Bill Fisher, Liz Bibby

Regina Cannon, Irene McMoreland, Ernie Evangelista, Elisa Woods

Rebecca Gebhardt, June Houck, Cindy Adams, Sarah Mauldin

Brian McGreevy, Allison Evatt

ALLA member Lou Ellen Runyan

Olivia Blakemore

Member Profile, continued from page 4)

Originally from upstate New York, where his parents met in graduate school at the University of Rochester, Rod lived in Chile for several years as a small child when his father, a Fulbright scholar, moved the family there. In the early 1970s his family moved to Augusta and he has remained in the South since. He has been married to his wife Andrea for twenty years and they have three sons, Sergio (15), Alex (13), and Daniel (8).

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CHAPTER EVENT REPORTS

John DiGilio Discusses Hot New Sites for Librarians

l-r – Michael T. Davis, John DiGilio, Elisa Woods

The SLA-GA Chapter, along with the Atlanta Law Libraries Association (ALLA), helped members start their year 2012 with a very well-received program on January 24: "Bubbling Under: Hot New Sites for Librarians." The program was created and presented by dynamic guest speaker John DiGilio, National Manager of Research Services at Reed Smith LLP in Chicago, who traveled from Chicago to Atlanta for the day to generously share his insights with the two professional chapters. More than 35 SLA-GA and ALLA members and guests gathered at Gordon Biersch Brewery Restaurant in Midtown to add to their professional knowledge and skills, to network with others in the library/information field, and to share a good meal on a beautiful, spring-like day.

DiGilio set the context for his presentation by defining the "*knowledge* market" and explaining how the profession has moved to this point from the "*information* market." He distinguished knowledge as "actionable" information—that is, information put to use.

To introduce the websites being highlighted, DiGilio placed the sites in three categories: sites used for research purposes, those used to enhance productivity, and those used to further personal advancement. As an example of a site used for research, he described blekko (www.blekko.com), a search engine that emphasizes quality over quantity by relying on a community of users who judge the value of a particular website/resource before adding it to the blekko index. In the productivity category, one site, WatchThatPage (www.watchthatpage.com), sends alerts to users about any updates to the websites that those users follow. He noted that through WatchThatPage, users who manage their own websites can specify that their users receive email alerts about updates to those sites. In response to a question from the audience about WatchThatPage, DiGilio stated that the site can also be used to check the accuracy of URLs. In the category of personal advancement, the site Mindbloom (www.mindbloom.com) offers a simple way to set and track goals for various parts of the user's life. The complete set of examples that he shared may be viewed in his slide set and handouts.

In answering additional questions from the audience, DiGilio mentioned other useful websites and expressed his perspective on the value of librarians. To share large files with others, he recommends Dropbox (www.dropbox.com). To bookmark sites, he suggests using Evernote (www.evernote.com), Springpad (www.springpadit.com), and/or Mister Wong (www.mister-wong.com). When a member of the audience asked about the implications for librarians concerning the iPhone feature Siri, which provides information to its users, he emphasized the continuing, essential role for human beings to develop the answers.

DiGilio concluded his presentation by mentioning that some librarians on his staff now sit with the lawyers in their workspace rather than in the library. He noted the advantages of this arrangement in more effectively meeting information needs.

Several members of SLA-GA and ALLA dedicated their time and energy to bring this outstanding program to Atlanta, including 2012 SLA-GA Chapter members President Elisa Woods, Vendor Relationship chair Ernie Evangelista, and 2012 ALLA members President William Haines and President-elect Michael T. Davis.

Two Georgia-themed door prizes, created and donated by SLA-GA member Regina Cannon, were awarded to Olivia Blakemore and Lou Ellen Runyan through a drawing.

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Carter Center Brown Bag Lunch Session

The Carter Center hosted the March 16, 2012, brownbag lunch, with Janet DeForest providing a thoughtful overview of the Carter Center programs and the ways in which she, as a solo librarian, fulfills the program needs. Janet is the Coordinator of Research Information Services at the Carter Center, and as such her mission is to assure that people affiliated with the center have the information they need to do their jobs.

The Carter Center was founded in 1982, in partnership with Emory University, and it seeks generally to alleviate pain and suffering worldwide through its program activities. For those who have not had the opportunity to visit, the Carter Center is separate from the presidential library and museum on the same site. Though the program activities may change, the Carter Center is guided by five principles.

There are five principles guiding the programs of the Carter Center: 1) emphasis on action and results; 2) pursuing work that other nongovernmental organizations (NGOs) are not; 3) addressing difficult problems while accepting the possibility of failure; 4) commitment to nonpartisanship and neutrality in conflict resolution activities; and 5) belief that people can improve their lives when provided with necessary skills, knowledge, and access to resources. The Carter Center website provides more information about the principles, including some video content.

The Carter Center has a variety of programs that align with the principles. The programs include health programs and peace programs. The health programs are generally disease based, such as the program to eradicate Guinea worm, or mental health based. The peace programs include both an Americas program and a China program.

Typical questions from the peace program may be biographical in nature, such as "Who is Abdullah Abdullah?" statistical, such as "How much military aid does this country receive from the United States?" historical, such as "Why did the peace process in this country fail?" or based on political analysis, such as "How unstable is Somaliland?" Janet said she sometimes gets quick reference questions as well, such as "How do you address an ambassador?"

Janet noted that the number of questions she answers has plateaued, but that the she is answering increasingly complex questions.

The Resource Room is a relatively small space, so Janet must closely monitor her collection. She has 184 linear feet of shelving, so she is generally very selective with the resources she acquires and weeds regularly. The print collection includes publications received from other NGOs as well as about 30 print magazine or journal subscriptions.

Supplementing the collection physically located at the Carter Center are Emory University resources. Because of the partnership with Emory, the Carter Center employees are able to access online resources including LexisNexis Academic, Factiva, Political Science Complete, Academic Search Complete, and Columbia International Affairs Online (CIAO). Librarians at the Emory libraries may also be called upon for research assistance as needed.

Although library users may bring their question sot the Resource Room, Janet also performs outreach. She maintains a web site for the Resource Room, posts regularly to a blog for the research room, and she conducts departmental visits—putting a face to the services she provides. She also provides orientation and training for the approximately 35 interns who work for the Carter Center in three separate sessions each year.

Following a terrific description of the Resource Room and its services, the brown bag attendees were invited to participate in a tour of the Carter Center. Docent Bob Givens, a retired minister, showed folks around the facility, describing the offices, ceremonial spaces, and more. The artwork in the space is noteworthy, ranging from many paintings completed by President Carter to the work of Andy Warhol.

Visit the Carter Center website (www.cartercenter.org) for more detailed information about the Carter Center and its mission.

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CI - Assessing Needs, Getting Positioned

On May 9, at a chapter meeting held at Smith, Gambrell and Russell, Laura Weidig was the featured speaker and discussed how to partner with the competitive intelligence (CI) needs of your organization in her presentation "CI - Assessing Needs, Getting Positioned." She was the Chief Client Officer at Powell Goldstein (now Bryan Cave) and described the process of setting up a CI initiative that was aligned with the firm's strategic plans for client development. Weidig, who holds an MLIS degree, worked for BNA prior to her fourteen years at Powell Goldstein, and now works at Bloomberg Law.

Weidig began the presentation by talking about an SLA "unconference" she attended several years ago. There

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was no set agenda; participants could propose their own topics of interest. Competitive intelligence and knowledge management (KM) came up during the course of discussion, mainly what these concepts actually mean in practice. One determination she noted was that competitive intelligence is information that is "only important if your organization thinks it's important."

Back in 2001, Weidig was the Director of Information Services at Powell Goldstein, and at that time she was also given the role of being the firm's Knowledge Manager. To get started on her mission, she contacted the chairman of the firm and requested a meeting to discuss the firm's intelligence needs and find out what she could do in this new capacity.

One big issue that emerged from Weidig's discussion with the firm's chairman was information overload - too much to review and not necessarily relevant. The chairman's primary concerns that he expressed to Weidig were to solve problems, get more clients, cross-sell to existing clients, and to identify other law firms as merger/acquisition targets. Weidig pointed out in the presentation that the challenge for law firms is that there is only so much time and cost that can be billed to clients, and the only responses are to increase revenue and to reduce expenses. In terms of generating further revenue, it is easier to keep existing clients than finding new ones. Client development requires maintaining current clients as well as pursuing new business.

At this time the firm also hired a chief marketing officer. Weidig began to work closely with that person, developing a good working relationship through regular meetings and communications. Now that she understood the chairman's perspective of the firm's interests, she continued to focus on defining KM in actual practice. She realized then that the firm did not actually understand knowledge management. It would involve gathering competitive intelligence for the firm, but for what purpose? What she determined was that knowledge management from a competitive intelligence perspective meant increasing revenue for the firm, and that what was needed was to join this purpose with the firm's strategic plan.

Over the course of a year, Weidig made assessments and developed a plan for a CI initiative. She added two staff members to serve as competitive intelligence analysts, who would work in coordination with the research analysts of her Information Services department. Part of that plan would be tracking their CI initiatives in order to evaluate and report on her progress to the designated board committee. It was a challenge to balance the department's existing reference services and knowledge management/competitive

(Sarah Mauldin and speaker Laura Weidig)

intelligence tasks. A big concern was the library being viewed as an expense center - a cost to the firm, as opposed to a revenue-generating department. This expansion of the library's scope was part of Weidig's goal to demonstrate the department's value in supporting the firm's strategic plan.

As part of developing a CI initiative for the firm, to better understand their clients, businesses, industries and issues, Weidig needed to assess the firm's internal resources. She conducted an information audit, meeting with every department in the firm to find out what kind of internal information they handled and determining how it could be useful in other contexts. For example, expense report information from accounting, indicating the names of people an attorney met with for a lunch meeting, was useful, valuable information. She prepared a spreadsheet, identifying the key information that was obtained during the audit that essentially mapped out where different kinds of information was located within the firm. One challenge that emerged was with the attorneys, who were resistant to sharing information, such as business contacts. It was important to demonstrate the value of making this kind of information more widely available - Weidig stressed the importance of having buy-in from all levels of the firm in order for the CI initiative to work.

She also conducted a review of the firm's external databases and resources. She interviewed information vendors to find out what their products contained that would support the firm's CI initiative. Where research requests were not client confidential, she would share that material as examples of the kind of information the firm needed in the course of their intelligence needs.

Weidig also met with partners from different practice groups and teams within the firm, asking what did they need to know, what kind of information was useful for

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(Attendees at the CI presentation - clockwise: Brian McGreevy, Allison Evatt, Rebecca Gebhardt)

their particular practice? The answers varied, so this was important to understand.

As part of this process, it was vital to have coordination between the information services/KM, marketing, and conflicts departments. A reference database was developed so there would be information sharing between these different departments. Tracking time was important; the library still needed to balance their reference services and CI research. A designated list of clients was developed so that in-depth profile requests could only be requested in relation to the list. Because the CI work was time and labor-intensive, it could not be done every time someone wanted to research a company, so the list focused the workload. More limited prospecting profiles were conducted as requested, after it was determined that requests met certain criteria for the firm's or practice group's strategic initiatives.

The competitive intelligence work was a challenge to Weidig's information services staff. The difference between conducting pure reference and competitive intelligence analysis required shifts in thinking and practice. She said that paralegals and secretaries were trained to do easy research tasks which allowed the librarians time to focus on higher level analytical research, to gather the "low-hanging fruit" along with more obscure information, to "use our brains" and "tie things together." Primary research, such as client interviews, was handled by the marketing department.

The final component of making the CI initiative work was for Weidig to get feedback with metrics. Tracking requests, finding out whether the firm obtained new business from current or new clients were part of having a feedback loop in order to get continued buy-in from the firm. She would meet every six months with a designated board committee including the chairman, the COO, the CFO, and the CMO, to provide concrete, measurable updates on her department's activities as well as to obtain feedback on how the department was doing and to assess the quality of work product. She noted that the firm or a practice group's mission could change every couple of months, so providing and receiving regular feedback was vital.

The presentation was an extremely valuable case analysis into how Laura Weidig developed a working competitive intelligence initiative at her law firm, as well as providing insight into what is important for putting CI into practice in our own organizations. Many thanks to Laura for her presentation, and for Bloomberg Law for providing lunch during the chapter meeting. Thanks also to Sarah Mauldin, chapter Vice President and head librarian at Smith, Gambrell and Russell, for hosting this event.

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