

Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

www.sla.org/chapter/cga/

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President's Letter

Many thanks to my predecessor Allison Evatt who served 18 months as president of SLA-Georgia during the chapter's switch to a calendar fiscal year.

January also signals the start of a new fiscal year and the annual SLA Leadership Summit for those who guide the chapters and divisions as well as the overall association. I represented our chapter during the three-day meeting in Reno, Nevada, where SLA leaders from around the globe met to share insights and best practices.

Leadership Summit

Chip Heath, a professor of organizational behavior at Stanford University Graduate School of Business, and author of *Made to Stick: Why Some Ideas Survive and Others Die*, outlined his methodology for increasing professional and personal communication in his keynote address: "Made To Stick - The Six Hooks Of Successful Ideas." Heath distilled his overall message using six criteria that communicators should use to fashion a message to better resonate with an intended audience.

S - Simple: Keep it simple, sweetheart - not just about the facts but what your message means

U - Unexpected: Rather than displaying common sense, shoot for "uncommon sense"

C - Concrete: Make intangibles concrete

C - Credible: aim for the underlying truth, not just "truthiness"

E - Emotional: Craft a message to appeal to an audience's identity

S - Stories: Show how using a story to demonstrate an idea instead of a definition

SLA president Rebecca Vargha provided attendees with a vision of what's ahead for 2007 within SLA. As many of you might have already noticed, the monthly *Information Outlook* sports a newly revised look and format designed to improve readability and appeal to a broader constituency. She also asked SLA members to contribute ideas on how the organization can celebrate its centennial celebration in 2009. Just email your suggestions to 100@sla.org.

While Vargha looked ahead, SLA's CEO Janice Lachance highlighted a noteworthy 2006.

- Membership growth rates have improved but their concerns about member retention rates persist.
- Current members report increased satisfaction with the responsiveness of the staff at SLA headquarters.
- The association held its first electronic vote for board members.
- The SLA website was again redesigned to increase usability.
- 2006 marked the fourth consecutive year that the association had an operating surplus.

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of the Special Libraries Association

Peach State Update is published four times a year: March, June, September, and November. Deadline for submissions is the 15th of the month prior to publication. Contributors should submit materials to the managing editor. Documents may be submitted as Word files or in Rich Text Format; graphics and pictures should be submitted as separate jpeg or tiff files. For advertising rates, contact the advertising editor.

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The CEO also said that SLA plans to hire a consulting firm to help reshape the future outlook of the organization and better align its focus and brand to the dynamic world we operate in. The winning firm will help identify the top industries where SLA should be positioned.

“The world is changing for SLA members and we’re trying to stay ahead of the curve,” said Lachance, “and reposition ourselves for a new reality.” The organization needs to look at what its members do and who they are so it can better realign itself for growth rather than continue a slow downward spiral into irrelevance, she explained. “This is a game change not a name change.”

But how will this affect me as individual SLA member? By combining the new research and positioning, individual information professionals will be better equipped to demonstrate the benefits and values that make us distinct to employers and the world at large.

There is a trend among chapters to hold virtual meetings and use asynchronous communication such as email, blogs and wikis, according to Lachance. She noted that SLA’s Click University is more than just a repository of live seminars. For example, SLA members can now use the Click U webcasts to earn SLA accreditation for competitive intelligence via the Click University Competitive Intelligence Certificates Program. By popular demand, Click U will also now feature quarterly updates from noted Web-search guru Gary Price for only \$15. Check out www.clickuniversity.com for details on accessing Gary Price’s Research Tool Box.

Recent member surveys reveal that SLA members value division membership more highly than geographic ones. Divisions have a greater depth of resources and inspire more commonality among members. Divisions also contain a mother lode of international experience and global connections one can tap into. Going forward, SLA headquarters will include more programming that is non-U.S. specific and offer chapters more programming resources such as a SLA-sponsored Speaker’s Bureau to spread costs and an Idea Bank to share successful ideas across chapters. One way to share ideas, concerns and job leads on a local level is to attend programming sponsored by SLA-Georgia.

Chapter activities

On December 5 about 30 SLA members and their guests convened at the Resurgens Building in Buckhead for SLA-Georgia’s annual holiday event. The catered food, colorful decorations and opulent lobby setting helped put the attendees into the seasonal spirit.

Second Thursday networking gatherings continue to draw SLA members and their guests as well as other librarians and information professionals. Please take the detour on your way home after work to join the group for a lively discussion in an informal setting.

See the chapter calendar elsewhere in this issue for dates and locations of upcoming gatherings.

It should be noted that Allison’s predecessor as president, Gail Stahl, was recently named as a SLA Fellow for her tireless contributions to the SLA-Georgia and for advancing the overall profession.

That’s it for now. I look forward to seeing you soon or hearing from you by phone or email.

Brian McGreevy

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EOS *“EOS.Web saves me time & energy.”*
connecting people to knowledge - Marlene Vogelsang
Pacific Energy Center

EOS Record

Title: 1

Company: **EOS International**
Solution: **Web-based Library Automation**
Product: **EOS.Web**
Delivery: **Local or ASP-hosted Solution**
Comment: **Easy, Fast & Flexible**

 Copy: **EOS.Web**
Notes: **Join us for a no-cost Webinar every Wednesday at 10am PST / 1pm EST**

Check Us Out **Call Number: 800.876.5484**
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President-Elect's Letter

"Are you receiving me?"

Are you subscribed to the SLA-Georgia chapter's email list? If you're reading this issue of the *Peach State Update*, you probably are. Program announcements are always sent out to this list. If you have questions or suggestions, you can send them to the list. If you prefer not to share with the rest of the chapter, email or call the program organizers.

The same announcements are sent out in the form of Evite invitations. If you haven't been receiving these and you would like to, please send me your email address. Some members receive the message but their security won't let them access the Evite site. Let me know if that happens to you, and I'll remove your email address.

Like any other method of communication, the Evite invitations have pros and cons. Some people don't like having to click through to the invitation. It's also easy to RSVP on the Evite site, or to change a "Yes" to a "No", without reading all the words. In many cases there is a deadline for RSVPs, so please look for this. If you have responded with a "yes" when that deadline comes round, you are still responsible for any program fee, even if the Evite technology allows you to change your posted reply. Evite automatically provides maps and normalized addresses for many venues around town, which can make life easier. The ability to add brief comments can be useful: if you need some kind of help in getting to a program, try asking here. Organizers are cheered when people take the time to say "I'd love to come, but my goldfish is having surgery that day!" as well as "No." Please give it a try. It definitely beats folding 150 invitations, sealing 150 envelopes and sticking 150 stamps.

Look out for ClickU sessions, our traditional luncheon in the Spring and a festive get-together in December.

When you have nothing better to do, or, more likely, when you're trying to avoid doing the better thing, take a look at my blog, SLA-GA Programland. This is where I may remind you what we've been doing, or think out loud as we set up more programs. You'll find it at <sla-ga-programs.blogspot.com/>

Irene McMorland

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Treasurer's Report

I'm Skye Hardesty, the new SLA-GA Chapter Treasurer. I have been a science liaison librarian at Georgia State University Library for the past 3 1/2 years and am looking forward to my tenure as treasurer. Hopefully I can do as good a job as Ernie did. Below is our balance for 2005 and for 2006. Please let me know if you have any questions or ideas about our chapter's finances.

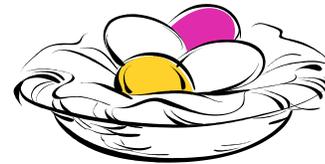
Total Assets

12/31/2005 Balance: \$10,059.57

12/31/2006 Balance: \$13,994.12

Skye Hardesty

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CHAPTER NEWS

Eyewitness exhibit: A Georgia Chapter Field Trip to the Carter Library and Museum

A group of 14 Chapter members from near and far spent Wednesday afternoon, February 28 at the Jimmy Carter Library and Museum to view the traveling exhibit "Eyewitness - American Originals from the National Archives", the museum's permanent collection, and the archives itself.

Aided by Acoustiguides, our group toured the Eyewitness exhibit of photographs, documents and sound recordings covering three general themes from American history: Exploration, the U.S. Presidency and conflict.

Exploration

Exploration covered the country's expansion from colonial times through the mid-nineteenth century as well as our space missions and included August 1894 reflections from author Laura Ingalls Wilder and December 24, 1968 comments from astronaut Jim Lovell.

The U.S. Presidency

Panels related to American presidents included a May 16, 1865 statement from Abraham Lincoln's physician Robert King Stone; a July 17, 1945 diary entry from Harry Truman; and notes from Jimmy Carter's October 6, 1979 meeting with Pope John Paul II.

(Continue on page 5)

Conflict

“Conflict,” both at home and abroad, was reflected in such first hand accounts as John Boston’s January 12, 1862 letter to his wife on his freedom; Walter Schweiger’s May 7, 1915 diary entry on the sinking of the Lusitania (acquired by the U.S. Army’s military intelligence division); and edited transcripts and sound recordings of John Kennedy on the Cuban Missile Crisis on October 18, 1962.

After initially welcoming our group, Carter Library Director Dr. Jay Hakes returned to show us highlights from the museum’s permanent collection which included a replica of the Oval Office, an Octavio Ocampo painting (pictured below), the Campaign Room and exhibits on the Panama Canal and peace accord between Egypt and Israel.



With a university teaching background, Hakes held positions in the Carter and Clinton administrations. He led us through the museum, answered questions and was so engaging that members from another tour group joined ours!

Our visit ended at the archives itself which consists of nearly 27 million pages of White House materials and nearly 500,000 photographs from the Carter administration. Deputy Director Robert Bohanan and Polly Nodine, two of the Library’s fourteen staff members, escorted us through their work areas, stacks and a 50°F storage vault. While we did not enter the “below freezing” storage vault, we understood why coats were hung near the vault entrances.

For those who could not attend our outing, Eyewitness continues at the Carter Library through April 29. And in conjunction with the exhibit, the Center will host the lecture series, “Bearing Witness: Experiences of Captivity, Protest and Survival,” on Thursday afternoons from March 8 through March 29. Kim Distel, Public Services Librarian at Newnan Coweta Public Library, took Dr. Hakes’s advice to spread the word to others about this fascinating exhibit. Other out-of-town attendees included Blanchella Casey of the United States Air Force library at Warner Robins and Regina Cannon of the University of Georgia System library at Griffin.

Nine of the fourteen program attendees “continued” the meeting at Manuel’s Tavern just around the corner from the Carter Center. There, we continued to visit and enjoy drinks and an early meal while afternoon Atlanta traffic crept by. Thanks to those who attended and to Irene McMorland who expedited museum payment and entry. Additional information on the Carter Library can be found at <http://www.jimmycarterlibrary.gov/>.

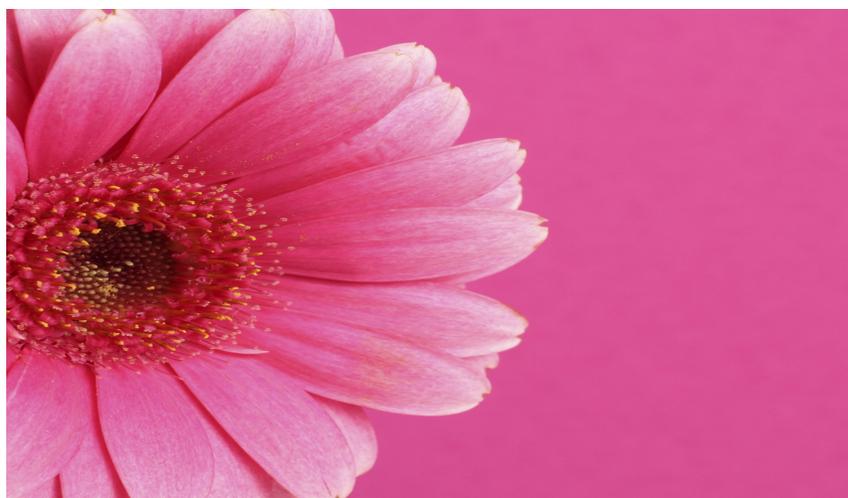
Ernie Evangelista

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**Special Libraries Association
Georgia Chapter
Calendar
2007**

Date	Day	Time	Cost	Location	Directions	Program	Speaker
12-Apr	Thursday	6pm – 8pm	Free (pay for what you consume)	Chocolate Pink Pastry Café - 905 Juniper St, Atlanta, GA 30309	Parking garage entrance off 8th St. and parking validate.	After-Work Networking	
10-May	Thursday	6pm – 8pm	Free (pay for what you consume)	Neighbors 752-C N. Highland Ave. Atlanta, GA 30306	On the corner of N. Highland and St. Charles Ave. Street parking available.	After-Work Networking	
May	?		?	?		Annual Luncheon	
14-Jun	Thursday	6pm – 8pm	Free (pay for what you consume)	Trader Vics 255 Courtland Street, NE Atlanta, GA 30303	Located on the lower level of the Hilton Atlanta. Complimentary Self-Park is available in the hotel parking garage	After-Work Networking	
12-Jul	Thursday	6pm – 8pm	Free (pay for what you consume)	The Grape 3500 Peachtree Road Suite 1096 B, Atlanta, GA 30326	Located on the Peachtree side of Phipps Plaza. Free parking.	After-Work Networking	
9-Aug	Thursday	6pm – 8pm	Free (pay for what you consume)	Apres Diem 931 Monroe Drive, Suite C-103, Atlanta, Georgia 30308	Located in the Midtown Plaza Shopping Center next to the Midtown Art movie theater. Free parking.	After-Work Networking	
13-Sep	Thursday	6pm – 8pm	Free (pay for what you consume)	La Madeleine West Paces Ferry N.W., Atlanta 30305, 404-812-9308	West of the intersection of Peachtree and West Paces Ferry Roads. Free Parking	After-Work Networking / Annual Fall	
Dec	?		?	?		Annual Holiday Party	



Eyewitness Exhibit: Field Trip Carter Library & Museum



Deputy Director Robert Bohanan discusses archives



(L-R) Patty Kenly, Joanne Tobin, Jake Newman and others examine Carter photo collections with Carter Center Staff



Polly Nodine explains photo policies



Dr. Jay Hakes, Carter Library Director tells us about the Ocampo portrait



(L-R) Regina Cannon, Ernie Evangelista, Julie Schein, Marilyn Pahr, Joan Tobin, Margo Surovik-Bohnert, Irene McMoreland, Jacob Newman, Marcia Abrams, June Hauck, Allen Bohnert, Blachella Casey, Kim Distel, Patricia Kenly



Dr. Jay Hakes, gives chapter members a unique tour

Networking at Manuel's



(L-R) Jacob Newman, Joan Tobin, Patricia Kenl, Kim Distel, Irene McMoreland, Blachella Casey,



VOLUNTEERS NEEDED!



Ever thought you'd like to volunteer to help with SLA Georgia Chapter events, but weren't sure what was needed - and didn't want to over-commit???

There are lots of tasks that don't require lots of time - such as:

- **Take photos at a meeting**
- **Write a summary of a program**
- **Suggest a topic or speaker**
- **Help to organize a program**
 - **Speak at a program**
 - **Host a program**

Yes, successful SLA programs need lots of people - but just a little time from each one.

**Contact Brian McGreevy, 404-504-4464
if you would like to know more.**



Special Libraries Association

Georgia Chapter
Atlanta, Georgia