



# Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

[www.sla.org/chapter/cga/](http://www.sla.org/chapter/cga/)

## PRESIDENT'S LETTER

SLA's theme for 2011 is being Future Ready. It is an attitude and a call not just to think but to take action. We should focus on the positive and consider ways to adapt our skills that can carry us forward.

One of the most valuable benefits we get as members of SLA is opportunities for continuing professional development. Please participate in these programs and let us know what topics and/or speakers are of particular interest to you.

### At the Georgia Chapter level:

We have already had two Brown Bag lunches where we learned more about what our fellow special librarians do at the Auburn Avenue Research Library and at the Atlanta University Center Library this year. Additionally, Joelle Coachman presented a program called "You 2.0 Managing Your Brand on Social Media."

Along with several area information professional associations, the Chapter is sponsoring Mary Ellen Bates to come to Atlanta to present "What will the information Profession Look Like in Ten Years." This program will be at the Carter Center on May 8 at 5:30pm.

We expect to have our annual spring lunch in April, this time with Amy Bruckman, a professor in Georgia Tech's College of Computing, to give us a behind the scenes look at Wikipedia. We are also planning sessions on Negotiating Contracts for Electronic Resources, Mobile Applications and Virtual Libraries, and how an academic library presents a one-hour radio show each Friday afternoon.

On the more social side, along with our traditional Holiday Party, Regina Cannon is planning several gatherings:

- 3/18 Friday Jazz at the High Museum of Art, 5-10 pm
- 4/15 Friday Jazz at the High Museum of Art, 5-10 pm
- 5/13 Friday, No Mas! Hacienda & Cantina, 7-10 pm
- 8/11 Thursday, Manuel's Tavern, 5:30-8 pm

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(President's Letter, continued)

There are also service projects in the works. Among them is, Saturday, 9/17 from 8:00am to 4:00pm will be the SLA Georgia Chapter helping Habitat for Humanity. We will also accept food donations to benefit Hosea's Feed the Hungry Food Drive in the fall.

On another note, SLA Headquarters has asked the Chapters, Divisions and Caucuses to develop a more uniform look, so that we all appear to be a part of our parent, umbrella organization. One means to that end is for each of our units to move to Wordpress for hosting our websites. Rod Bustos has been hard at work moving our content to the new platform. I hope you all have the opportunity to look at the new site and that you will agree that it is a huge improvement. The logo for the Chapter may need to undergo a change as well, in keeping with Headquarters push for uniformity.

At the annual conference:

In Philadelphia this June, James Kane, a leading authority on loyalty in business relationships, will speak on building customer loyalty. Loyalty is far more than just the customer feeling satisfied with the service s/he got. It is that customer deliberately selecting to have that service repeatedly from that source. Not only will James Kane be the closing session keynote speaker, he will also work with one Chapter on building loyal business relationships. The fruits of that collaboration will be disseminated to all Chapters thereafter.

The opening keynote speaker this year will be Pulitzer Prize winner, Thomas Friedman.

A unique undertaking at the annual conference this year will be the Need to Know Forum. It is a networking event directed at local area managers to demonstrate to them the benefits of having a knowledge professional as a member of their teams to "...help organizations conduct competitive research, avoid lawsuits, improve internal collaboration, increase innovation, and more."

Through Click U:

Although the current economy is causing Headquarters to reduce the number of Click University programs offered this year to just 10, past ones are made available as recordings by logging in at [www.sla.org](http://www.sla.org) and searching for "webinar replays." Last year's recorded sessions include offerings on copyright, new technologies, return on investment, job hunting and public speaking.

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## *Peach State Update*

### **Newsletter of the Georgia Chapter 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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(President's Letter, continued)

Webinar replays from 2010:

- Ask the Copyright Experts: Licensing Tips - 10 Ways to Your Comfort Zone When Licensing E-Content
- Ask the Copyright Experts: Top 5 Things Librarians Need to Know about Fair Use
- Ask the Copyright Experts: What are the latest updates in the Google Books Settlement?
- Embedded Services for Solos and Small Info Centers: Strategies and Considerations
- How Digitizing Materials Can Increase Information Flow & Access
- Is There a Future for Special Libraries (and/or the Librarians Who Work in Them)? Session 1: Survival Lessons: The Corporate Library in Turbulent Times  
There a Future for Special Libraries (and/or the Librarians Who Work in Them)? Session 2: Sourcing, Planning and Alignment
- It's 2010: Technologies to Watch, and How to Cope
- Outsell & Springer Return on Investment Case Studies
- Seven Skills of Highly Successful Information Professionals
- Strategic Marketing for Corporate and Government Libraries (Part 1)
- Searching Public Records Online: Tips & Tricks  
Twitter for Librarians: More Than What You Are Doing Today
- U.S. Private Company Research: A Multitude of Sources and Search Techniques
- The Art of Delivery: Perfecting Your Communication Skills
- Battling Information Overload: Information Professional Skills to Help You Through (Parts 1 and 2)
- Locating Open Positions
- Maximizing Your SLA Membership Benefits
- Networking
- Pain-free Public Speaking
- Salary Negotiation
- What is a Special Library?

Please contact any member of the Board with suggestion, comments, or to volunteer your efforts to make 2011 a successful and future ready year.

Sincerely,  
Mary-Frances Panettiere | President  
Georgia Institute of Technology |  
[maryfrances.panettiere@library.gatech.edu](mailto:maryfrances.panettiere@library.gatech.edu)

### **Moving Towards Future Ready – Today!**

Wouldn't it be great to gaze into a crystal ball 10 - 20 years into the future to see what the world of information will look like? That observation would empower us to

effectively evaluate and enhance our skills to position ourselves to meet tomorrow's challenges.

As information professionals, we are highly adaptive and possess a genuine desire to maximize all available tools to provide our clients with the most thorough and actionable set of results. The tenet of effective customer service is an integral part of what we do.

But our 2011 SLA President, Cindy Romaine, has charged us with the goal to be *Future Ready*. What does that mean, and how can we incorporate that mantra into our daily activities? The first thought probably jumps to technology, but it really encompasses more than that.

So, what is *Future Ready*?<sup>1</sup> It's a focus on preparing ourselves for emerging opportunities in the information industry through:

- 1) Collaborating to accelerate the availability of useful information;
- 2) Forming an adaptable skill set that anticipates and responds to the evolving marketplace;
- 3) Aligning with the language and values of the community you serve; and
- 4) Building a community that connects stakeholders in mutually beneficial relationships

The variety of insights shared by our colleagues on the *Future Ready 365* blog (<http://futureready365.sla.org/>), coupled with the numerous benefits of SLA membership, will go a long way to help us embrace what the future holds for our profession, and our individual careers.

In keeping with this theme, Mary Ellen Bates will join us in Atlanta on March 8, 2011 to provide her view of what the information profession will look like in 10 years.

The Membership committee will work hard this year to build some collaborative relationships, keep us aware of new skills that will continually evolve the services we provide, and most importantly reinvigorate our statewide community which will benefit us all as we peer into the window of what tomorrow holds.

Lifelong learning remains important. However, as the subject matter is constantly shifting, we must also modify and adapt our professional priorities to keep our visionary roles at the forefront of our organizations.

If you've embraced the charge to be *Future Ready*, we'd love to hear from you!

Olivia Blakemore | Director, Membership Chair  
SLA, Georgia Chapter  
LOMA | [blakemore@loma.org](mailto:blakemore@loma.org)

<sup>1</sup>"What is Future Ready?", SLA, About Future Ready 365 (blog), n.d. [Online: <http://futureready365.sla.org/about>]

**Dow Jones  
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Atlanta Law Libraries Association (ALLA)  
Metro Atlanta Library Association (MALA)  
SLA-Alabama and Georgia Chapters and  
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## Mary Ellen Bates LIVE in Atlanta!

**Evite:** <http://new.evite.com/services/links/EO3Y2NVTUC>  
**When:** Tuesday, March 8, 2011, 5:30 - 7:00 pm  
**Where:** Jimmy Carter Library and Museum Auditorium B  
(Directions: <http://www.jimmycarterlibrary.gov/directions.phtml>)

### Topic: WHAT WILL THE INFORMATION PROFESSION LOOK LIKE IN TEN YEARS?

If you've attended library meetings, then you know how quickly Mary Ellen fills a room with overflow crowds spilling out onto hallways. We won't be able to do that at the Carter Library with its limited auditorium seating, so we encourage you to register early and "spread the word" to your colleagues promoting advanced registration. We are offering a discounted rate -- **\$10 per person, available until March 1** -- HALF off the day of event price -- \$20 per person.

This program also qualifies for **1.5 hours of continuing education credit**.

**Advanced ticket purchase options include:**

PayPal: Go to [paypal.com](http://paypal.com), select the send money tab, enter this email address: [slagachapter@gmail.com](mailto:slagachapter@gmail.com)

Check: Payable to SLA-Georgia Chapter and mail to: Nancy Snell, SLA GA Treasurer, c/o Kurt Salmon, 1355 Peachtree Street, Suite 900, Atlanta, GA 30309. Please email [slagachapter@gmail.com](mailto:slagachapter@gmail.com) notifying us of your check payment and plan to attend.

**Note:** Advanced registration is preferred, but if you need to pay at the door (cash or check only), please arrive **30 minutes early**, so that we may assist you. The program should begin promptly at 5:30 p.m., and we don't want you to miss a minute of Ms. Bates' presentation.

*This program is made possible, in part, by the AALL/BNA Continuing Education Grants Program.*

Please contact program coordinator Ernie Evangelista with questions. He can be reached at 404.498.8927 or [Ernie.M.Evangelista@atl.frb.org](mailto:Ernie.M.Evangelista@atl.frb.org).

Advanced thanks for your consideration. We look forward to seeing as many of you at the Carter Library and Museum to hear **Mary Ellen Bates LIVE** on March 8!

## MEMBER NEWS

**Good News!** Marie J. Vielot completed all the requirements for the MLIS degree from Drexel University.

### **Member Profile: Ashley Dupuy**

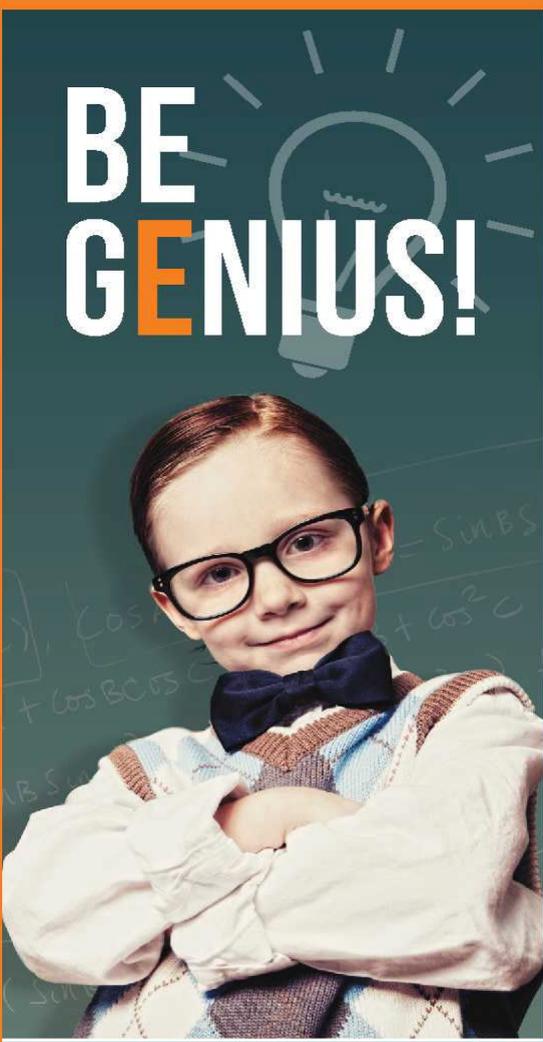
I recently interviewed Ashley Dupuy, Librarian and Coordinator of Undergraduate Library Instruction at the Horace W. Sturgis Library at Kennesaw State University. She earned her MLIS from the University of Alabama in August of 2009. She took me on a tour of the Sturgis Library. Some of the highlights included the Learning Commons and the Bentley Rare Book Gallery.

Ashley started out as a student member of SLA, while studying for her MLIS. She was able to take advantage of the great student membership rate SLA offers. She wanted to get more out of her membership so she started volunteering with SLA. If any of you attended the entertaining, joint SLA-ALLA holiday party this year, then you are already familiar with Ashley's excellent party planning skills as she was one of the organizers for both the 2010 and 2009 holiday parties. She also helped plan SLA-GA's 2009 networking events. Additionally, she helped organize the March 2010 joint program with SLA-GA and the Atlanta Emerging Librarians (AEL) which focused on library marketing. She encourages people to volunteer as it is a great way to meet people, give back and get more out of one's membership.

I asked Ashley what an average day or week is like for her as the Librarian and Coordinator of Undergraduate Library Instruction. She said her primary job responsibility is to coordinate and teach undergraduate library instruction classes. You are probably asking – what does that mean? It means a lot. Her responsibilities entail: teaching library instruction classes; working at the reference desk (reference service is provided via chat, email, phone and in person); working on LibGuides (online guides to library resources); and helping to develop the library FAQs. She is also the subject librarian for the Coles College of Business at Kennesaw State. In addition, she works closely with faculty as part of the library's outreach efforts and she handles collection development and database trials for business resources. She is also the coordinator of the Sturgis Library's LibQUAL survey (a web-based survey offered by the Association of Research Libraries to measure users' opinions of library service).

She is actively involved in a number of professional associations in addition to her full time job. She is currently serving as the Chair of the New Members Round Table (NMRT) for the Georgia Library Association (GLA). For those not familiar with NMRT,

*(continued on page 6)*



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*(Member News continued)*

they have a resource wiki, sponsor networking events, work to promote GLA to MLIS students, and sponsor programs at the annual Georgia Council of Media Organizations (GaCOMO) conference. In 2009, she was the Chair of the Atlanta Emerging Librarian's group.

I asked her what resources are helpful to her in her position at Kennesaw State. She listed a number of resources including: the SLA-GA list serve, the NMRT list serve, the GLA list serve, the Instruction Roundtable list serve for the Association of College and Research Libraries (ACRL). She also said she reads all of the library magazines from SLA, ALA, and GLA. Finally, she tries to work in continuing education and additional training as much as possible by attending training webinars for new database interfaces and other webinars, and library conferences. She noted that although all of these resources are very helpful, the professional relationships she has developed with other librarians, mainly through networking, have been invaluable.

Like so many librarians and information professionals, Ashley is a career changer. She previously worked in marketing. Also, like many career changers, she has been able to use her previous experience and knowledge to benefit her new position. For instance, her background in marketing is helping her to market the LibQUAL survey to students, so that hopefully, they will have a large number of completed surveys.

I also asked her about interesting trends and challenges on the horizon for academic libraries. One challenge many libraries are facing is keeping up with the fast, and sometimes expensive, pace of technology. One way she finds inspiration and good information about technology trends is by reading Jason Griffey's blog Perpetual Beta (available at:

<http://americanlibrariesmagazine.org/perpetualbeta>).

He spoke recently at the GLA midwinter conference about how libraries should focus on content, as opposed to the container. Information comes in many different forms now, like e-books for example, and it can be very challenging to determine the best way(s) to deliver the content to the user.

Another major challenge she sees is that librarians frequently have to take on multiple roles, like librarian and webmaster, and they often need to multi-task, for example providing reference service to a patron standing at the desk while, at the same time, providing reference service to an online user via chat. She also pointed out technology provides many advantages, such as how effective chat reference is when she can direct a user to an exact resource by sharing a URL with them.

Finally, she sees the need for librarians to network more and market themselves and their libraries better. Librarians & Information Professionals provide a valuable service but if they do not market themselves and their libraries or information centers, then users might not be aware of this value.

Suzannah Lipscomb,  
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## CHAPTER EVENT REPORTS

### Chapter Archives Update

Your archive committee has been hard at work weeding and organizing the chapter archival collection. The collection has been moved and its new home is the Georgia Tech Archives. In reviewing the collection, we noticed that many recent documents are missing. We are especially looking for records that Headquarters recommend we retain in our permanent collection. These include minutes of business meetings, publicity about the chapter, such as newspaper clippings, photos, directories of officers and committees, executive board minutes and reports, annual reports to the association, treasurers' reports, and publications. It is also recommended that we include the following kinds of materials from 2006 – present: Correspondence to or from chapter or division members, reports from chapter or division committees, committee reports and correspondence and information regarding special projects such as joint conferences and workshops. If you have other documents which you believe should be retained by the chapter archives please let us know.

The committee also found many references in the archive documents to the chapter Gavel Award. We are currently seeking to locate these gavels. If you have any information regarding their whereabouts please let us know.

If you are currently holding any documents that belong in the archives please contact Joanne Tobin at [jotobin@comcast.net](mailto:jotobin@comcast.net). We appreciate your help.

### Events You Don't Want to Miss

#### Shades of Greatness Exhibit

The "Shades of Greatness" exhibit is on display now through March 20, 2011 at Georgia Tech Library's Neely Gallery. The Society of Georgia Archivists has the following description of the exhibit on their website (more information available at: <http://soga.org/events>):

*(continued on page 7)*

*This traveling exhibition was originated by the Negro Leagues Baseball Museum (NLBM) in Kansas City, MO, and features artworks inspired by Negro Leagues Baseball. The NLBM drafted a select group of artists and gave them a detailed orientation to Negro Leagues history. "Shades of Greatness" is the final result of their research and creativity.*

A symposium on March 3 will feature a keynote speaker and panel discussion on the subject of the Negro leagues.

The exhibit runs from February 12 through March 20 in the Library's Neely Gallery.

**Upcoming SLA/Georgia Chapter Networking Events**

Please join us for these exciting networking events!

March 2011

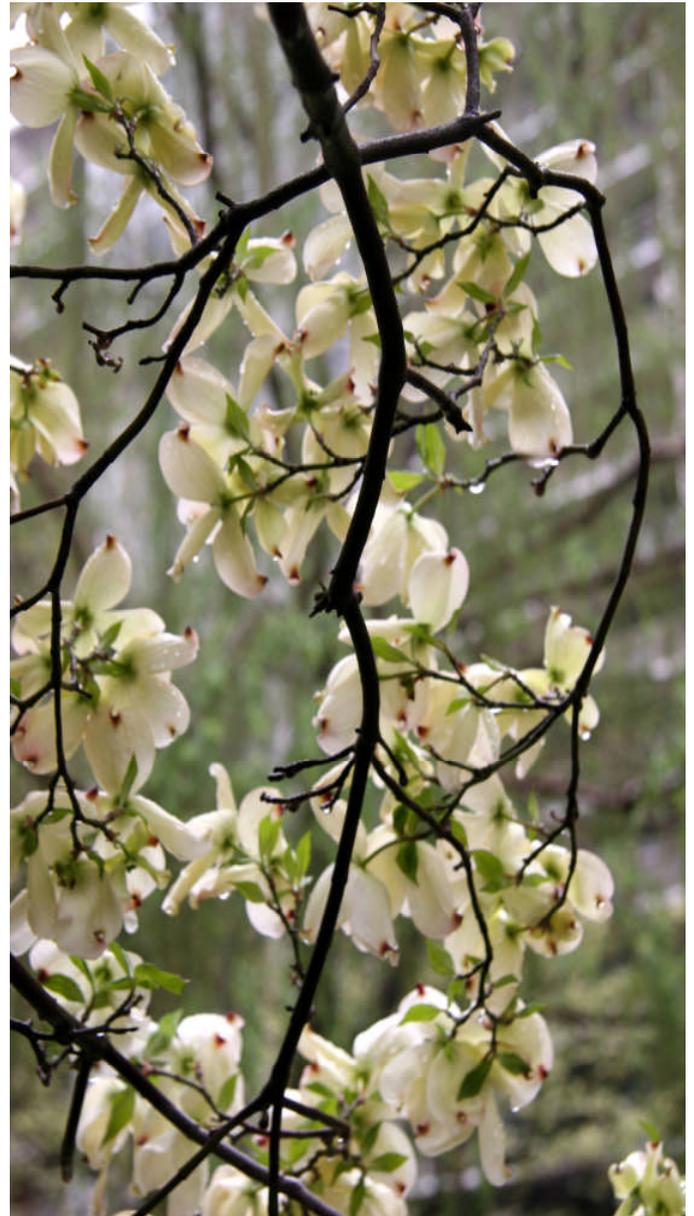
What: Friday Jazz  
 Where: High Museum of Art in Atlanta  
 1280 Peachtree Street, NE  
 Atlanta, GA  
 404-733-4400  
 When: March 18 from 5 – 10pm  
 Cost: \$18.00

April 2011

What: Friday Jazz  
 Where: High Museum of Art in Atlanta  
 1280 Peachtree Street, NE  
 Atlanta, GA  
 404-733-4400  
 When: April 15 from 5 – 10pm  
 Cost: \$18.00

May 2011

What: Networking at No Mas! Hacienda & Cantina  
 Where: 180 Walker Street, SW  
 Atlanta, GA 30313  
 404-574-5678  
 When: Friday, May 13 from 7 – 10pm



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