



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

Since the March issue of PSU was posted to the Chapter's Web site, the average daily temperatures have risen along with the level of activity in the SLA world and we don't have Al Gore to blame for that!

Annual spring luncheon

On May 23, some two-dozen attendees dined together at the Goldfish restaurant at Perimeter Mall, where the Georgia Chapter hosted its annual spring luncheon. The private dining room provided an elegant location to hobnob with fellow SLA members. And while we lunched, we learned: John Lowery, Director of Professional Development for SLA, highlighted the new educational and professional development initiatives that SLA headquarters has begun to roll out. Chapter members located many miles away from the capitol of the largest state east of the Mississippi should take heart - distance education delivered via Click University is finally gaining traction as more members and chapters sign up for the "live" or pre-recorded WebEX sessions.

You asked for it and you got it: SLA members anywhere in the world can earn SLA-sponsored accreditation for Competitive Intelligence (C.I.) via the Click University C.I. Certificates Program. Other multiple-session certificate programs are in the works.

SLA's Click U also offers quarterly sessions with Web-search guru Gary Price for a measly \$15. Price covers new topics in searching and what's new on the Web. He is scheduled to give another 75-minute presentation followed by 15 minutes of Q&A on September 6 and December 6. Times: 2:00 p.m. - 3:30 p.m. Check out clickuniversity.com for details on accessing the next Research Tool Box update from Gary Price.

There's also a new member benefit - a free Click U Course of the Month, which offers you the opportunity to take part in a topical and valuable learning experience at no charge. The next course - "Effective Negotiation" - will be available for individual download from June 15 - July 14.

From Nuggets of Information to Pearls of Wisdom

Maybe it's just me, but it seems wherever you look, librarians and information professionals are mentioned in topical news stories.

An article titled "Seven Great Careers for 2007" (Kiplinger's, 6 April 2007) said "today's librarian is a high-tech information sleuth, a master of mining cool databases (well beyond Google) to unearth the desired nuggets."

But will employers appreciate and pay so-called "knowledge

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prospectors” for digging out what’s buried within the Deep Web? A Wall Street Journal story from 2 January 2007 makes one wonder: “The Changing Role of Librarians - As New Technologies Revolutionize Job, Low Pay Could Hinder Growth.” Although the WSJ story concentrated on public librarians, it said that aging librarians will soon have a lot more time for pleasure reading. Nearly half of 105,000 librarians in the US are expected to reach retirement age by 2019, according to the American Libraries Association. Private industry is where the action is now, said the WSJ. The FBI, Google and engineering firms routinely hire folks with MLIS skill-set. However, average starting pay is still relatively low: \$39K for public librarians and \$47.6K for those with a digital focus and those who work for law firms or commercial research companies.

One way to learn about job leads and industry trends on a local level is to attend programming sponsored by SLA-Georgia. For example, the Second Thursday series of after-work networking get-togethers continue to draw a diverse crowd of information professionals and non-SLA members.

Annual SLA Leadership Summit

On June 3 those charged with leading SLA - from an institutional, divisional or chapter perspective - met in Denver to assess where we are at as a profession and to chart new directions for the membership. Keynote speaker José-Marie Griffiths, who is the Dean of the School of Information & Library Science at the University of North Carolina at Chapel Hill, said that labor shortages now exist for those trained in library and information science. Those who earned their MLS/MLIS in the last century and don’t continue to hone new skills in the context of lifelong learning will go the way of buggy-whip manufacturers.

As echoed in the WSJ article cited above, Griffiths pointed out that non-traditional organizations are creating new roles for those with library-related expertise in research, organization and information technology. But there’s hope for the future of the profession, she said, and library schools that “get it” have changed their curricula in response to the rapidly changing world beyond the ivy towers. Budgeting skills and the need for fiscal smarts are now drilled into library students, Griffiths explained.

MLIS students now stand at the “intersection of information and end-user usage (usability),” she added, and they can best capitalize on that junction by learning about human-computer interaction and information system design before donning the mortarboard and logging onto Monster.com.

The profession has moved on from reference librarian to information analyst to knowledge interpreters, who must be close to the user to understand the context of the

be close to the user to understand the context of the question at hand

With information as a primary driver of the modern economy, Griffith would like to see librarians more concerned with informatics, which is loosely defined as a field of study that focuses on the use of technology for improving access to and utilization of information. Health informatics, for example, is the systematic study of information in the healthcare delivery system - how it is captured, retrieved, and used in making decisions - as well as the tools and methods used to manage this information and support decisions. When SLA president-elect Stephen Abrams spoke at Emory University Library last month, he mentioned how librarians at a hospital in Canada were able to lower the death rate at the medical center by 4% through the innovative pairing of technology and information: in this case, PDAs loaded with a drug database specifically tailored to the health professional’s role and learning style.

“Librarianship isn’t dying - it’s alive and kicking - we just need to get the word out,” said Griffiths.

From Back In Black To A Green Future

SLA Board member Libby Trudell said that SLA finances were in good shape. With nearly \$100K in the bank, the association will generously fund the SLA’s Centennial Committee as the group prepares for the 2009 celebration. SLA plans to use its 100-year anniversary as a key component of a campaign to highlight past accomplishments, build current awareness and chart future growth opportunities. Outside consulting firms are making proposals and submitting bids to aid in this effort, which will culminate with the annual conference in Washington, D.C.

Factoid: SLA’s total membership tops more than 11,000. The Denver conference drew more than 5,000 attendees.

Seems like every one of the Denver attendees convened in a huge ballroom to hear former Vice President Al Gore deliver an impassioned speech on global warming and bemoan the lack of informed public discourse in this country. When asked if he would run for president in 2008, Gore said he feels he can be more effective outside the political arena though.

I look forward to connecting with you soon at a Chapter event or hearing from you by phone or email. Please don’t hesitate to share your ideas, concerns and questions.

That’s all for now,

Brian McGreevy

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Treasurer's Report

For the period 4/26/07 - 7/15/07

Income: \$2,336.14

Balance: \$14,937.98

PayPal is now up and running. Some members used it to pay for our Spring Luncheon this year and everything went smoothly. PayPal will be available for other events in the future. Please feel free to contact me with any treasurer-related questions.

Thanks,

Skye Hardesty

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CHAPTER NEWS

BROWN BAGS - ANOTHER HOT ITEM THIS YEAR

Many Chapter members and some non-members came out again this year to support the Chapter Brown Bag Library Tours. A recap of some of the happenings follows:

The **Coca Cola Company's** The InfoSource was featured in the well-attended brown bag tour on January 24th. Senior Research Analyst, Heather Turnbull, hosted members to an information services tour of the Business Services Center, where

The InfoSource (the company's info services function) staff operates. InfoSource staff and guests then retired to a conference room to eat lunch and enjoy cookies, and of course, drink cold, refreshing complimentary beverages! Heather provided a presentation on The InfoSource services, describing typical research requests and some on-going projects, as well as a review of electronic subscription services. The InfoSource also procures for the enterprise. Afterwards, discussion ensued as host and participants described challenges common to working in large corporate environments.

DeVry University's Decatur Campus Library staff enjoyed a great time in fellowship with attendees. Mary Antoine, Library Director, welcomed an eager group on February 20th. Also on hand were Clara Williams, Associate Library Director for the De Vry Alpharetta Campus Library, and Scott Craft, Reference and Instruction Librarian for the Decatur Campus. Much conversation focused on the beautiful and accessible library facility and the numerous resources available to faculty, students, and staff. The Dean of Arts and Sciences, Dale Burgess, also dropped by to welcome the group.

King & Spalding LLP had a good group of members in attendance on March 7, 2007. King & Spalding LLP had a good group of members in attendance on March 7, 2007. Joan Houghton-Theall, Associate Director of Library and Records, and Michael Matuszek, Library Manager, served as hosts. Attendees were interested to learn about the structure of the Library and Records department. This discussion included a description of how King & Spalding's Library and Records (Conflicts) Department reports to one Director and then to the COO. The discussion also described the advantages of this structure: to strategically leverage external and internal resources in the organization. After a question and answer period on personnel and resources, Michael Matuszek gave a tour of the Library and Joan Houghton-Theall gave a tour of the Records Department.

Kilpatrick Stockton LLP Law Library staff welcomed SLA Georgia Chapter members to a tour of their facilities located in Midtown Atlanta, on March 13, 2007. Reference Librarian, Louise Adams, began the tour with a brief history of the firm and its libraries and provided an overview of some of the research and administrative services library personnel offers to each of its nine United States and foreign locations. During a tour of the main print collection, reading room and staff offices, attendees were provided information about the library's automated reference request system, document retrieval services and practice specific satellite libraries. Despite several firm renovation projects that required the downsizing of some areas of the library since its relocation to the 1100 Peachtree Building in 1992, the firm continues to support a large variety of electronic subscriptions and print services to meet the legal research needs of its attorneys and clients. The tour concluded with a visit to the library's technical services department where Coordinator Mateeka Hines answered questions regarding the library's routing, serial check-in and firm wide cataloging systems. Chapter members participating in the tour included representatives from the libraries of the Federal Reserve Bank of Atlanta, Georgia Institute of Technology, AFLAC, and Georgia Perimeter College

Clara R. Williams

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SLA Annual Conference Denver - Cadence Group Reception



(L-R) Joanne Tobin, Julie Schein, Nancy Snell, Irene McMoreland, Rahn Huber, Sara June McDavid, Ellen Cooper



(L-R) Julie Schein and Irene McMoreland

SLA / Georgia Chapter - Annual Luncheon at Goldfish Restaurant



(L-R) Ernie Evangelista, Ellen Cooper and Lauren Benevich



(L-R) Julie Schein, Loraine Laurino, Deanna Hall (with back to camera), talking with two SLA members from University of Georgia, Athens, Marcia Abrams, Gail Stahl and Nancy Snell

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