Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

www.sla.org/chapter/cga/

PRESIDENT'S LETTER

Dear Georgia members:

Georgia has been selected once again to **host the Leadership Summit**. The January 2012 meeting will be in Atlanta and our Chapter is responsible to make sure it runs smoothly. **Please volunteer** to work on local arrangements, man booths, create a wiki, plan the opening reception, fundraising, and more! It is a good bit of responsibility, but with many hands pitching in, it will be fun! I look forward to working with many of you more closely. Contact me, Ernie Evangelista or anyone on the Board to offer your ideas and willingness to participate. Additional details will be forthcoming on the listserv.

SLA continues to offer program to aid professional growth and networking.

At the Georgia Chapter level:

Professional development

The slides of two of our recent past programs are posted on our website. Mary Ellen Bates' "What will the Iinformation Profession Look Like in Ten Years" is at http://www.batesinfo.com/extras/assets/10-years.pdf and Amy Bruckman's "How Wikipedia Really Works, and What this Means for the Nature of 'Truth'" is at http://units.sla.org/chapter/cga/special-libraries-apr11.ppt.

In an effort to make some of our programming available to members who are not in the immediate vicinity, we are planning to experiment with using Dimdim to offer our July program as a webinar. Check it out and let us know how **web-based programming** suits you compared to in-person programming. The July program will be with Lisa Macklin of Emory University and Elizabeth Winter of Georgia Tech talking about Negotiating Contracts for Electronic Resources.

(President's Letter, continued)

Social

For those of you going to the **annual conference** in Philadelphia in June, Olivia Blakemore will be arranging a **Dutch treat lunch** on June 13 from 11:30-1:00 for Georgia Chapter members. I hope many of you are able to gather and share a pleasant and informative meal.

Regina Cannon will also host a social gathering at Manual's Tavern here in Atlanta on August 11.

Service

Upcoming services projects include: helping Habitat for Humanity on Saturday, 9/17 from 8:00am to 4:00pm and accepting food donations to benefit Hosea's Feed the Hungry Food Drive in the fall.

Through Click U:

Past Click University courses are made available as recordings by logging in at www.sla.org and searching for "webinar replays." Additional recorded sessions since the last Peach State Update include:

How to Create a Marketing Plan

Social Business: Social Media Tools for Business and Competitive Research

Ask the Copyright Experts – The Year in Copyright Law & Spring Update

Creating Your Own ROI Dashboard

Research Businesses

Strategic Marketing for Corporate and Government Libraries (Part 2)

Patents 101 – A Basic Primer to Patent Information.

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

Volunteers…We all have what it takes!

Professional associations of all kinds thrive on the strength of the volunteers who step up to execute myriad tasks that align with organizational goals and provide meaningful member benefits. SLA certainly exemplifies this model with its largely volunteer contingent; this group runs chapters and divisions, contributes to conference planning and allows individuals to expand their skills in areas about which they are passionate.

What motivates someone to take on a volunteer position is about as unique as the person involved. For most, it is a genuine desire just to make a positive difference – in the life of an organization, a person, or both.

For example, one retired member stepped up to take on the huge task of organizing and managing the Chapter's archive material, which involved gathering materials to update the collection, cataloging the contents, and moving it to a new location.

The Georgia Chapter certainly cannot get its job done without other volunteers like this; their participation brings us closer to achieving SLA's purpose and creating a dynamic membership experience for our state.

The following opportunities exist for you to stand up and answer your personal motivation to volunteer. Consider sharing your expertise or begin building a new area of personal development as a:

- Photo Editor – assists the Communications Committee with preparing photographs for publishing

- Social Media Coordinator – manages the Chapter's social media outlets that communicate many important news items and events

If you are interested in either of these opportunities, please send an e-mail to slagachapter@gmail.com.

This fall, the Georgia Chapter also plans to extend its volunteer efforts to the community. On **September 17, 2011** we will participate on a housing project with **Habitat for Humanity** from 8:00am – 4:00pm.

The Chapter will also make a donation of canned goods to **Hosea Feed the Hungry and Homeless** with items collected at upcoming events in **October and November**. The items will be offered to support the organization's holiday meal celebrations. Stay tuned for more details on these exciting events.

If you have the desire to serve the Chapter, please let us know. We welcome your participation!

Olivia Blakemore | Director, Membership Chair
SLA, Georgia Chapter
LOMA | blakemore@loma.org

> **Editor's Note:** Additionally, the Board has learned that Atlanta, and the Georgia Chapter, will host the 2012 Leadership Summit next January! Atlanta last hosted an SLA meeting in 1994. We've certainly grown since then so ALL HANDS ON DECK to show off our city! More details and volunteer opportunities will be forthcoming!

MEMBER NEWS

If you are going to the SLA Annual Conference in Philadelphia, then be sure to check out these events that fellow SLA-GA member Ilene Strongin-Garry (IHG) will be hosting or presenting at:

On Tuesday morning, June 14th, Ilene Strongin-Garry (IHG), Chairperson, will be hosting this year's Business & Finance Division's Hospitality and Tourism Roundtable's breakfast. The breakfast is from 8:00 – 9:30 a.m. Information about the speaker and topic for this ticketed event is as follows:

Speaker: J. Scott Sperling
Company: Tourism Economics / Oxford Economics
Topic Title: The Perils and Potential Facing the Travel Industry
"The travel sector has shown its resilience once again with increasing demand across most markets, even at a time when the global economy is facing headwinds including government debt, financial market volatility, and consumer caution. What is the rationale for tourism growth and why do its prospects remain bright in the midst of significant near term uncertainty?"

On Monday, June 13th, from 2:00 – 3:30 p.m., Ilene Strongin-Garry (IHG) and Chris Olson (Chris Olson & Associates) will be presenting the following session:

Title: Launching and Branding the Internal IHG Research Service and Web Portal
Abstract: iSite is a human-powered research service and Website portal operating inside the InterContinental Hotels Group (IHG). This presentation updates the case study presented at SLA 2010 and follows the journey of iSite as it matured during an economic slowdown, senior management transitions, and shifting product focus. Over the past 12 months, iSite staff began considering a mobile version of iSite, held an all-day event featuring iSite Research Partners, hosted numerous information sharing events, partnered with other companies and internal departments to sponsor speakers and launch
(continued on next page)

new products, and added new resources for the global IHG workforce to use. This presentation reviews a "work in progress" and highlights how iSite continues to deliver on its brand promise to give IHG the decision advantage. Best practices and lessons learned will be shared, including how the iSite brand and its position helped revise new management's traditional perceptions of libraries.

Suzannah Lipscomb (Equinox Software) gave a presentation titled: Introduction to Basic Reports in Evergreen at the 2011 Evergreen International Conference in Decatur, GA on April 29, 2011.

CHAPTER EVENT REPORTS

SLA Georgia has a new website!

Please check it out at: http://georgia.sla.org

The new site will be our portal to everything about the Georgia Chapter and includes all the information previously available on our old website and the Typepad blog. (Don't forget to update your bookmarks. A redirect will be added to the old site so anyone still going there will be automatically redirected to the new site.)

The impetus behind the new website is SLA's new web initiative dubbed "Operation Vitality" which intends to bring the organization's web presence into the 21st century.   As part of this effort, SLA has partnered with web host provider HostGator and has made Wordpress available to the units as their content management system.   More information about Operation Vitality is available here:
http://futureready365.sla.org/?s=operation+vitality&x=0&y=0

The Georgia Chapter took advantage of this new service and migrated to the new framework. We are hopeful everyone will find the new site much more dynamic, interactive, and visually appealing.   Additionally, as our social networking presence grows, we will be adding integration with these sites as well.

Thank you to Rod Bustos, Webmaster, for handling the migration and launch of our new website!

Mary Ellen Bates: What Will the Information Profession Look Like in Ten Years?

On March 8, 2011, Mary Ellen Bates gave a presentation at the Jimmy Carter Library and Museum in Atlanta. The presentation was sponsored by Dow Jones, the American Association of Law Libraries (AALL)/Bureau of National Affairs (BNA), the Atlanta Law Libraries Association (ALLA), Metro Atlanta Library Association (MALA), Equinox Software, and last, but certainly not least, the Special Libraries Association (SLA) - Alabama and Georgia Chapters.

The title of her presentation was: *Info Pros in 10 Years: Will IBM's Watson Replace Us?* Ms. Bates is the owner of the consultancy Bates Information Services, whose primary focus is business research. Her web site, http://www.batesinfo.com/index.html,   includes   a presentation archive among its many features. Mary-Frances Panettiere, of Georgia Tech Library and President of the SLA/GA chapter, and Will Haines, VP & President Elect of ALLA, introduced Ms. Bates.

As we all know by now, IBM's computer Watson beat two former Jeopardy champions in an historic February show down. Not only did Watson win, Watson trounced the human competition. In light of this, Ms. Bates found herself asking a fundamental question: With artificial intelligence becoming so advanced, are librarians and information professionals still relevant and if so, how? Ultimately, she concluded the answer to this question is yes, but that librarians and information professionals will need to consider future trends so they can adapt and evolve to meet changing demands, while staying relevant.

Ms. Bates noted that one of the most important aspects of the human/Watson interaction was that computers can beat humans when it comes to raw data retrieval, but computers still cannot provide insight into the information that is retrieved. In other words, people still need librarians and information professionals to make sense of information. Ms. Bates used the Flash Crash on May 6, 2010 as an example of this observation. . The SEC (Securities and Exchange Commission) determined that the he stock market's 1,000 point drop in six hours on this date was casued by an automated execution algorithm (a "Sell Algorithm" - where customers can execute automatic trades). . In very basic terms, the Sell Algorithm did what it was supposed to, but because it was automatic there was no human oversight to prevent wild and unpredicted fluctuations in liquidity. What does this mean? Practically speaking, computers are excellent when it comes to running algorithms and retrieving data, but human beings are still required to make sense of and act upon the information. As a direct result of the events of May 6, the SEC instigated a circuit breaker pilot program to temporarily pause trading if a large price fluctuation occurs. Essentially, the "circuit breakers" are human beings, financial experts, who will review the activity to determine it is not the result of a Sell Algorithm causing the market to spin wildly out of control.

(L-R: William Haines, Vice President/President-Elect, ALLA; Mary-Frances Panettiere, SLA Chapter President; Mary Ellen Bates; Ernie Evangelista, SLA Director & Vendor Relations Chair – photo by Elisa Woods, SLA Chapter President-Elect & Program Chair)

Ms. Bates also talked about future trends that may affect everyone such as the increasing scarcity and cost of gasoline. This will likely result in more people working from home or locally in small groups. There will be more virtual spaces online, where people will meet and students will learn. Traditional brick and mortar buildings could become a relic of the past. Increasingly, information will migrate to the cloud and our devices will just be user interfaces designed to access our data stored in the cloud. Content will be device independent, meaning it can be accessed across a variety of platforms.

There will be other changes in the work place as well. Collaboration will be the norm. Information professionals will be expected to add to the content of the information they deliver, rather than just deliver it. Non-core jobs will continue to be outsourced to other countries where the service can be provided at lower costs. Ms. Bates also commented on the expansion of virtual libraries and suggested that a Watson-type computer may one day take the place of ready reference, because this type of computer is so good at pure data retrieval.

So, as librarians and information professionals, how do we prepare for these changes? One way is to remember that WE are far better at evaluating and assessing content than any computer. We can deliver quality information to our customers as opposed to just quantity, by assessing the authority, relevancy, and accuracy of the content. We can help our customers actually make sense of information as opposed to just providing them with tons of results. As Ms. Bates noted, this means we have to become Google & Watson-proof.

Ms. Bates concluded her presentation on an upbeat note by reminding the audience that Batgirl, the iconic superhero from the 1960's television show *Batman*, was a librarian by day. So, are we ready to become the superheroes of the future?

To view Ms. Bates's slide deck, go to: http://www.batesinfo.com/extras/assets/10-years.pdf.

Additional program photos available here: http://www.flickr.com/photos/sla-ga/sets/72157626461145267/

Suzannah Lipscomb,
Director of Communications
With assistance from Ernie Evangelista,
Director & Vendor Relations Chair

Annual Spring Luncheon Features Amy Bruckman Presentation on Wikipedia

On Wednesday, April 20, 2011, the Special Libraries Association Georgia Chapter held its annual Spring Luncheon meeting at the Gordon Biersch Brewery and Restaurant in Midtown Atlanta. Amy Bruckman, an Associate Professor at the College of Computing at Georgia Tech, and a member of the Graphics, Visualization, and Usability Center, presented on Wikipedia, *How Wikipedia Really Works, and What This Means for the Nature of Truth*. Her slide show can be viewed at: http://units.sla.org/chapter/cga/prog02.htm.

The chapter could not have selected a more knowledgeable speaker on Wikipedia. Besides spending time researching Wikipedia, Dr. Bruckman is also an editor and user of Wikipedia, a free, online encyclopedia that anyone can edit. In fact, she edits the Wikipedia page for her great uncle, Oscar Brodney, a former Hollywood screenwriter. To monitor editing activity for his page, she added it to her watch list, tools provided by Wikipedia to notify users of any changes to pages they are interested in.

Dr. Bruckman was a great supporter of Wikipedia. She noted that it is the 8th most popular website as of April 18, 2011 based on Google's page rank algorithm. Ideally, it aims to have no point of view and that all entries should contain verifiable references. If not, they should be quickly deleted. She went on to discuss a study by Jim Giles, published in *Nature,* which compared Wikipedia and Encyclopedia Britannica. Giles found the average Wikipedia article contained four errors, while Britannica's average error rate was three. Dr. Bruckman also discussed how Wikipedia can vary depending on which language is selected. For example, the German language Wikipedia only allows non-logged in users to see reviewed changes. Users who want to see non-reviewed changes must be logged in. Regardless of

Wikipedia language, it is more difficult to become an administrator based on the varied requirements based on language. Dr. Bruckman pointed out that if a user makes three revisions, that user can be banned from editing Wikipedia pages. She shared another interesting trend - the use of wikis in the classroom and how this can be a powerful learning tool. She referred to the PhD work of Andrea Forte, a Professor at Drexel University, who worked with high school students to create a wiki focused on science. (Dr. Forte also has an MLIS degree from the University of Texas at Austin.)

With so many people using and editing Wikipedia, Dr. Bruckman raised fundamental, epistemological questions about the nature of knowledge and truth. Wikipedia challenges us to ask questions like what is truth and how is it determined? One way to prove something is true is through the peer review process, something librarians and information professionals are well acquainted with. Interestingly, Dr. Bruckman pointed out that popular articles on Wikipedia receive far more and ongoing scrutiny than some peer reviewed articles. Dr. Bruckman observed that we should not be questioning the validity of Wikipedia itself, but rather the accuracy of a Wikipedia article. Users can determine the accuracy of an article through its references and the number of users who edited or watched the page. As an example, she suggested that we check out Wikipedia pages for recently appointed Supreme Court justices such as Elena Kagan and Sonia Sotomayor.

Wikipedia, like anything else, is changing and evolving. Accuracy, relevancy, completeness, and timeliness of information are topics of fundamental interest to information professionals. This is another area where we, as information professionals, can and should use our specialized knowledge, training, and education to lead the debate and, ultimately, guide and advise our library customers.

For more information on Dr. Bruckman, you can visit her blog at: http://nextbison.wordpress.com or her website at: http://www.cc.gatech.edu/~asb/

Suzannah Lipscomb,
Director of Communications
With assistance from Ernie Evangelista,
Director and Vendor Relations Chair

Marie Kaddell Presentation – Becoming Future Ready

SLA's Marie Kaddell presented an overview of the technologies and accompanying challenges librarians now face to become future ready on May 12, 2011 at the John Marshall Law School in Midtown. Marie is Chair of SLA's Government Information Division and editor of "Best Practices in Government Libraries."

Marie's view is that social media, which includes Facebook, Twitter, Linkedin, as well as blogs, podcasts, videosharing, community Q&A and virtual worlds, is not going away.

Marie illustrated how organizations are adapting to these evolving technologies by showing us statistics on user communication preferences, data on ebooks sold, and web pages from the Library of Congress and the Atlanta Fulton Public Library. "Is Your Mom On Twitter" was another web page displayed during her presentation. This is a site used to facilitate adoptions.

A takeaway from the session is to check out the SLA blog at http://futureready365.sla.org and the Future Ready Toolkit, a set of best practices derived from the SLA Alignment Project.

The ALLA and SLA attendees enjoyed excellent food contributed by LexisNexis. Thanks to Ernie Evangelista, LexisNexis and everyone at the John Marshall School of Law.

Lynda Larsen,
Events Editor

Program photos available here:
http://flic.kr/s/aHsjuNA2N9

Help Wanted: Cybrarian, Knowledge Architect, Wired for Youth Librarian

SLA-GA member Deanna Hall, Corporate Information Resources, Inc., submitted this list of job titles for librarians. The list was compiled by Michelle Mach and is titled: Real Job Titles for Library and Information Science Professionals. You can view the entire list at the following link:
http://www.michellemach.com/jobtitles/realjobs.html

You might be surprised by how extensive the list is and by some of the titles included on the list.

ADVERTISING RATES

Page Unit	Width (inches)	Height (inches)	Cost (/year)
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Half page	7	4 1/2	$75
Quarter page	3 1/2	4 1/2	$50
Business card	3 1/2	2	$25