Welcome to the September Newsletter, 2010

The Georgia Chapter of Special Libraries Association is Rolling Along into the Fall…

The message module: Where are you? Where is your voice?

Imagine this scenario… [See Figure A, p. 2]

Perhaps you are nowhere but you are somewhere and the Georgia Chapter could use your expertise. We ask:

- What would you like to share with a fellow colleague and/or mentor?
- How would you like to address the “L” word?
- What marvels you in your profession? Do you see new challenges and waves ahead?

The answer: Your participation is IMPORTANT! Accepting responsibilities and meeting new challenges is sometimes hard. I am reminded of early school days and being enthused to know school is about to start. The Georgia Chapter’s Roll into Fall has begun. Are you ready to climb aboard? Just as the fall semester begins, we face “new” goals to reach and while searching, let’s continue to Embrace the Possibilities.

The Chapter has planned many programs and some of which will allow us to unleash the frills of the summer and really “Roll into Fall”. Hopefully these programs will continue to enrich us in our careers.

Chapter Events: Mark your calendars for these great library and info-pro related events!

Forthcoming: Hollywood’s Image of Librarians
- Competitive Intelligence
- Persuasive Speaking
- Chapter Elections, October, 2010
- Fall Business Meeting, November, 2010
- Holiday Party/ Social, December, 2010

(continued next page)
Figure A.

**Annual Conference:** Highlights from the Annual Conference held in New Orleans addressed the issues of Diversity, networking, living in the new normal, return on investment, making goals that empower, finding value in the profession, looking at the way SLA do conferences and learning to do more with less. The SLA membership is down 30% and there are plans to look at a different membership structure.

**Awards/ Recognitions:** Nancy Snell won the Diversity Award during the conference. Great job!! We are very proud of you!

Ilene Strongin Garry also presented during the Conference. [See Peach State Update, June 2010, page 3 for an abstract of Ilene’s paper]

The Georgia Chapter was well represented and several people were able to network. Kudos to Olivia Blakemore!

**Elections:** SLA Board of Directors election is less than a month away and will run September 8th to September 29th. I hope and trust you'll take the time to review the candidates' views and to cast your ballot.

Here's where you can find information about the candidates:
- Meet the Candidates
- 2010 Candidates Corner, an SLA Blog where the candidates posted advice for new professionals.
- SLA-TV Candidates Videos

**Click University:** SLA Online Learning to be Hosted Through Citrix GoToWebinar

**Georgia Public Library Service Archived Webinars:** The Wednesday Webinars are archived! [http://georgialibraries.org/events/wednesday_webinars_archives](http://georgialibraries.org/events/wednesday_webinars_archives) And check out the calendar for future sessions.

**Other scheduled conferences:**
LITA (Library and Information Technology Association) is a division of ALA. Their ANNUAL conference takes place in Atlanta Thursday, September 30 (pre-conferences) to Sunday, October 3 with information found at: [http://www.lita.org/ala/mgrps/divs/lita/litaevents/nationalforum/index.cfm](http://www.lita.org/ala/mgrps/divs/lita/litaevents/nationalforum/index.cfm)

Volunteers are always needed!

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(President’s Letter, continued)

**Monthly Quote:** Our imagination is the only limit to what we can hope to have in the future. Charles F. Kettering

Hop on… Let’s Roll along into Fall

Web Address: [http://www.sla.org/chapter/cga/index.cfn](http://www.sla.org/chapter/cga/index.cfn)

Subscription Address: [lists@lists.sla.org](mailto:lists@lists.sla.org)

List Address: [SLA-CGA@lists.sla.org](mailto:SLA-CGA@lists.sla.org)

- **SLA Headquarters:** If you’d still like to dialogue about SLA leadership, and you’re not on the leadership list, continue to read the Leadership Connections blog and share your feedback. And dialogue on the Chapter and Division Idea Banks.

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"I want to be out there on the firing line, helping, directing or doing something to make this a better world, a better place to live" John Hope Franklin

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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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Nancy Snell to Receive SLA 2010 Diversity Leadership Development Program Award
Atlanta-Based Info Pro to be Honored at SLA Annual Conference

Alexandria, Va., May 14, 2010--Nancy Snell, a hearing-impaired information professional at Kurt Salmon Associates in Atlanta, is the recipient of the 2010 Special Libraries Association (SLA) Diversity Leadership Development Program (DLDP) Award. The award, sponsored by EBSCO, includes a $1,000 travel stipend and complimentary registration to attend the 2010 SLA Annual Conference & INFO-EXPO (SLA 2010), which will be held June 13-16 in New Orleans.

The DLDP Award was developed by SLA to promote the advancement and visibility of members who represent the diversity of the association by providing them with a structured mentoring program and a stipend to attend the SLA Annual Conference. Recipients must have an interest in and potential for leadership in SLA, have been a member of SLA for at least one year, and have between three and ten years of professional library and information experience.

"Face-to-face is my favorite social media. It's what I do best, especially one on one. It's also why I've gotten involved in SLA, and why attending SLA 2010 is so valuable to me. Not only does it provide me with the ability to network, expand and learn in my industry, it provides the opportunity to interact face-to-face in an increasingly digital world," said Snell in her award application.

Snell continued, "I am also interested in providing a perspective to SLA through a leadership role that can add a layer to the organization's depth," Snell wrote. "I offer a lifelong perspective on physical disability through my hearing loss, one that is always changing to adjust and adapt to changes in the profession and technology, just as SLA has over the years."

Snell is a research analyst for Kurt Salmon Associates, a global consulting firm. She works in research and knowledge management (KM), providing competitive intelligence, KM and research services. She worked in journalism and real estate market research before transitioning to a career that was more information-oriented.

An SLA member since 2006, Snell has been very active in the Georgia SLA Chapter, serving on its Board of Directors since 2007. She is currently the chapter's treasurer and previously served on the Host Committee for the SLA 2009 Leadership Summit and as the chapter's membership chair in 2008. Snell holds a master's degree in library and information studies (LIS) from Florida State University and another in technical and professional communications from Southern Polytechnic State University. She received her bachelor's degree in journalism from the University of Georgia.

Snell will be honored at the DLDP Breakfast on June 15 during SLA 2010. The breakfast is sponsored by Dialog & ProQuest, EBSCO and Morgan & Claypool Publishers and will feature Art Munin, an author, educator and consultant. Munin says his presentation, White Privilege 101, "will uncover how White Privilege has evolved, how it is perpetuated today, and what SLA members can do in their work and personal lives to unhinge its power."

Honoring Nancy Snell – Recipient of the 2010 SLA Diversity Leadership Development Program Award

Sometimes you know the moment you meet someone that they are destined for great things. This is how I felt when I met Nancy Snell, who is the 2010 recipient of the SLA Diversity Leadership Development Program Award. At the time we met in late 2006, Nancy had recently graduated from Florida State University with a Master’s Degree in Information Studies. Despite being a new SLA member, she was already a member of the fundraising committee for the SARC. During 2007 I remember seeing her at every SLA event and always full of ideas of how to make the organization more appealing to members. By the end of 2007 she was a member of the Chapter Board of Directors.

During my terms as Chapter President-Elect and Chapter President, I found Nancy to be an asset to the organization. She continually identified ways we could improve processes for serving and communicating with members. She also played a crucial role in planning and organizing events. Any task given to Nancy to do was always completed with perfection. Most importantly, Nancy’s positive, can-do attitude always pushes us a little harder.

It was at the Handheld Librarian Conference in 2009 that it became apparent that Nancy would be an ideal candidate for the Diversity Leadership Development Program Award. At that conference, Nancy became fascinated by the impact the ability to monitor Twitter feeds had on her level of engagement in the

(continued next page)
MEMBER NEWS

(Honoring Nancy Snell - continued)

presentations. As a person with hearing impairments, the twitter feeds enabled her to develop a stronger understanding of the presentation and participate more fully in the conversations being held amongst some of the audience members. She wondered excitedly if we could find a way to make this type of experience more common at both the national and chapter level.

The Diversity Leadership Development Program award is designed to recognize individuals from groups traditionally under-represented in the Association who have the potential to be leaders within the organization. In addition to receiving funding to attend the 2010 SLA Annual Conference, recipients are paired with a mentor who will help them strengthen their leadership ability and learn how to further their role as leaders within the association. Nancy is clearly a leader within the Chapter. Hopefully the support and mentorship from this award will help Nancy build the skills and contacts needed to make her ideas into a reality.

Casey Long
Past President

Nancy Snell Honored at SLA’s Diversity Program & Awards Breakfast

As you probably already know, Georgia Chapter member Nancy Snell received the 2010 Diversity Leadership Development Program (DLDP) Award. The Award includes a stipend to help defray the cost of attending the Annual Conference and was given to Nancy during the DLDP Breakfast on Tuesday, June 15, in New Orleans. Holly Bussey represented sponsor EBSCO Information Services and presented the Award. The breakfast was also sponsored by Proquest/Dialog and numerous SLA Divisions.

The DLDP breakfast also included a very interesting session called WHITE PRIVILEGE led by Art Munin. Art grew up on the south side of Chicago in a neighborhood of mostly policemen and firefighters. Although Chicago is a multicultural city, there are pockets of intense segregation. Art came to realize how much privilege he took for granted, while people living only a few blocks away in a non-white neighborhood (in almost identical housing) were experiencing something completely different. He began to research this phenomenon and to try to understand how this privilege had come about and been sustained. Art is now an educator specializing in social justice. He has two master’s degrees, one in communication and one in counseling, and a PhD from Loyola University of Chicago. In addition to running his consulting firm and speaking frequently and leading seminars on this topic, Art is a counselor at DePaul University.

Art, a dynamic speaker with an engaging and personal delivery, spent a considerable portion of the presentation going over his White Privilege 101 timeline which he begins in the early 1600s with the small group of wealthy Englishman who founded a colony in Virginia. He acknowledged that there are many different types of privilege and most people have been on the short end of the equation regarding some form or another – but that those of us who are white may be largely unaware of just how extensive white privilege is. If you are interested in learning more, go to www.artmunin.com.

The session was enthusiastically received and attracted a much larger audience than other recent DLDP programs. The Committee is working to move its program to an afternoon session next year, in order to expand the conversation about diversity and inclusion to a broader group of SLA members.

Nancy’s Award is a timely reminder that there are many forms of diversity (she is the first recipient with a physical disability) and that, if we are to succeed both as an organization (SLA) and within our employer organizations, we need to embrace all forms of diversity and engage the very best talent. Congratulations, Nancy!

Liz Bibby, Chair
SLA Diversity Leadership Development Program Committee

Left to right: Regina Cannon (President, Georgia Chapter), Nancy Snell (DLDP honoree and Treasurer, Georgia Chapter), Julie Schein (Georgia Chapter member), Irene McMorland (former President, Georgia Chapter) at the DLDP Breakfast.
MEMBER NEWS

Susan DiMattia (Nancy’s DLDP mentor) and Nancy Snell at the DLDP Breakfast.


The paper poses three questions:
1. Why do some corporations have corporate libraries, while others do not?
2. Can iSchools recruit or produce more students whose subject competencies match the core competencies of their potential corporate employers?
3. Can library/information science and records management be integrated to create a seamless experience of information management for knowledge workers?

Have you seen--?
The Magazines, The Power of Print campaign ads?

Here are excerpts from the Official Press Release for this campaign

MAGAZINE PUBLISHERS UNITE & UNVEIL INDUSTRY-WIDE AD CAMPAIGN PROMOTING STRENGTH OF—AND CONSUMER COMMITMENT TO—MAZINES

"Magazines, The Power of Print" Campaign to Launch in Nearly 100 Magazines, Reaching 112 Million Readers Per Month [for 7 months]

SAN FRANCISCO, March 1, 2010, 8 a.m. ET /PRNewswire/ — The leaders of five major magazine companies—Charles H. Townsend, Condé Nast; Cathie Black, Hearst Magazines; Jack Griffin, Meredith Corporation; Ann Moore, Time Inc.; and Jann Wenner, Wenner Media—today jointly announced the launch of one of the largest print advertising campaigns ever created to promote the vitality of magazines as a medium. The announcement was made at the opening day of the 2010 4A’s Leadership/Media Conference in San Francisco.

With the full support of the Magazine Publishers of America (MPA), the campaign targets advertisers, shareholders and industry influencers, and seeks to reshape the broader conversation about magazines, challenge misperceptions about the medium’s relevancy and longevity, and reinforce magazines’ important cultural role. [–]

Metrics supporting the campaign’s message include:
1. Magazine readership has risen 4.3% over the past five years (Source: MRI Fall 2009, Fall 2005 data)
2. Average paid subscriptions reached nearly 300 million in 2009 (Source: MPA estimates based on ABC first half 2009 and second half 2009 data)
3. Adults 18-34 are avid magazine readers. They read more issues and spend more time per issue than their over-34 counterparts (Source: MRI Fall 2009 data)
4. During the 12-year life of Google, magazine readership increased 11% (Source: MRI Fall 2009 data)
5. Magazine effectiveness is growing. Ad recall has increased 13% over the past five years. Action-taking—based on readers recalling specific ads—increased by 10%. (Source: Affinity’s VISTA Print Effectiveness Rating Service, 2005-2009)
6. Magazines outperform other media in driving positive shifts in purchase consideration/intent. (Source: Dynamic Logic) [–]


ADVERTISING RATES

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10-K Wizard is now Morningstar® Document Research

Morningstar, a leading provider of independent investment research, acquired 10-K Wizard in December 2009. Now that 10-K Wizard is part of Morningstar, its SEC EDGAR filing research and alert services have been renamed Morningstar® Document Research™.

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