



Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

www.sla.org/chapter/cga/

PRESIDENT'S LETTER

Dear Georgia SLA Members,

As the year draws to an end it is time to start thinking about the future. What did SLA Georgia Chapter do well this year? What do you think it should try to do in the future to truly be a benefit to its members? We need your feedback and we need your help to make the Chapter as dynamic as possible. Please consider volunteering your time in some capacity in 2010.

One of the most pressing roles that need to be filled is that of Newsletter editor. After countless years of service as the Newsletter editor, Deanna Hall is interested in stepping down. She has done an amazing job setting up systems and building a strong committee structure. She is willing to mentor someone in this position, so please let her know if you are willing to tackle the task. If you find that role intimidating, but are interested in communications then consider just joining the Communications Committee. There are many smaller roles one can take and still contribute greatly to the Chapter.

Another significant role we are looking to fill is that of Chapter Archivist. With the composition of the board changing each year it is important to have someone who can gather and organize the documents created each year. Without an Archivist much of the Chapter history gets lost and the Board spends time debating issues that were discussed only a few years before.

Finally, we are looking to establish a strong programming committee. More members on this committee means less work for each committee member and better programs. This Fall several exciting programs were planned. Members learned

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how to build a strategic corporate knowledge portal; engaged in intense discussions about the Alignment project and the proposed name change; and network with members of the Atlanta Law Librarians Association. What is most exciting about the Fall line up of programs is that nearly all of the events were planned and organized by chapter members who are not on the Board. Thank you to Illene Strogin-Gerry, Liz Bibby, Gail Stahl, Ashley Dupuy, and Suzannah Lipscomb for taking the initiative to ensure the Chapter offers interesting program opportunities. We hope you will follow in their footsteps and share your time with the Chapter.

Please contact any of the Board members to learn more about volunteer opportunities. By engaging more members in the Chapter we hope 2010 will be an amazing year.

Sincerely,

Casey Long | Agnes Scott College | 404-471-6343 | clong@agnesscott.edu



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CHAPTER NEWS

Align in '09

Federal Reserve Bank of Atlanta
1000 Peachtree St NE Atlanta GA 30309-4470
2009 October 14

Liz Bibby (Federal Reserve Bank of Atlanta) and Gail Stahl (Boston Consulting Group) (both SLA Fellows) were invited to discuss the SLA Alignment project which is designed to bring clarity and unity to the core identity and values of the Association and the profession. They used some of the PowerPoint slides from the alignment presentation given by SLA President Gloria Zamora and SLA President-Elect Anne Caputo at the Washington, D.C. chapter meeting on May 21, 2009 (<http://www.sla.org/content/SLA/alignment/index.cfm>) using as handouts the slides titled Most Important Attributes of Information Resources and Role of Information Professionals (slides 17 and 18). Following their presentation, Chapter President Casey Long discussed the ways in which the Chapter Board is trying to realign with the Association and led a discussion with the 27 attendees to gather additional ideas for how the Chapter can become more aligned with the Association (see sidebar (Actions to Improve Alignment)). The program was followed by afternoon tea and an opportunity to sit at the table in the Board Room and watch a video presentation about the decision-making process of the Board.

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Actions to Improve Alignment

- Host a student career day
- Find outlets for promoting new name
- Organize workshop on public speaking and how to talk about promoting value
- Create opportunities to practice public speaking skills. For instance, have members practice sample elevator speeches during Chapter meetings
- Set up workshop to review resumes and ensure the language used fits the recommended terminology identified in the Fleischman Hillard research.
- Track down jobs that fit our skills but seem to be in a different field
- Create a web presence that provides how to...Twitter, branding, personal information management.
- Encourage members to bring laptops to technology trainings to enable hands on learning.
- Coordinate showcase of best practices
- Reach out to students in online programs.
- Contact Garrison Keillor to have a *Ruth Harrison, Librarian* episode focused on "special libraries"

MEMBER NEWS

In September, Melissa Ribuoli joined the Federal Reserve Bank of Atlanta's Library & Information Services unit as Technical & Operations Librarian, a newly created position. Melissa is responsible for Serials Management and Delivery, ILS, ILL, Reference and supporting the library's role for the banks' strategic plan. She will be a key member of the Library & Information Services (LIS) team.

Melissa's background before joining the Fed had been in academic libraries. Most recently, she was a supervisor for the Digital Media Center at Florida State University's Strozier Library. Before that, she worked at Florida Atlantic University in the Media Center. She obtained her MLIS from Florida State University, concentrating in Information Architecture, this past April.

CHAPTER NEWS

Developing an Effective Portal Strategy

InterContinental Hotels Group
Three Ravinia Drive Atlanta GA 30346
2009 September 22

IHG (InterContinental Hotels Group) hosted the SLA GA Chapter for a session on how IHG developed and launched iSite, their new information portal. Speaking at the event was Ilene Strongin-Garry, Manager: Information, Research & Trends. Despite the really rainy weather, 11 members attended.

Ilene talked about the history of the previous portal managed by her department and the impetus for change as the department changed over the past several years. A description of the complete branding effort was discussed: Introduction, background, the sub-brand, the portal, the launch,

lessons learned, best practices discovered, and the future. Within these topics, naming the brand, selecting a logo and tagline, were included. Ilene also discussed the efforts made by Laura Stabler, Analyst: Consumer Information & Trends to manage the creation and launch of the actual website portal. A highlight of the session was Ilene's talk about the launch iSite received throughout IHG. The biggest launch was held in Atlanta, complete with research partners. She also talked about her trips to the UK, Singapore, and Shanghai to bring the iSite brand to the regional teams. Ilene finished up the session by talking about lessons learned throughout the branding project and some future ideas of where Ilene and Laura want to take iSite.

Ilene Strongin-Garry | InterContinental Hotels Group | 770-605-5814 | ilenesg@earthlink.net

SLA-GA Chapter & ALLA Holiday Party

Wednesday, December 9, 2009 - 6-9 PM

Gordon Biersch Restaurant (Buckhead location)
3242 Peachtree Road NE
Atlanta, GA 30305

Cost: \$10.00/member or guest - Please RSVP by December 1st.

Join colleagues from the SLA-GA chapter and the Atlanta Law Librarians Association for food, music, trivia, prizes and cheer at our annual holiday party.

This event is generously sponsored by West, a Thomson Reuters Business.

For information or volunteer opportunities please contact Ashley Dupuy at adupuy@bellsouth.net

holiday cheer

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