Dear Georgia SLA Members,

Hopefully, you have been able to take advantage of some of the great programs that our president-elect, Regina Cannon, put together. At the start of the year the Board expressed a desire to coordinate events that would be more accessible to members outside the perimeter of Atlanta. As a result, Regina offered two programs that took the Chapter to Fayetteville and Griffin.

The Board also expressed a desire to better document the best practices of the Chapter and create policies to improve the management of Chapter funds. In line with this goal, Nancy Snell and Irene McMorland created a new budget for the Chapter. This budget includes line items for the annual holiday party, spring luncheon, and supplemental travel funding, if needed, for the president or president-elect to SLA National events. New policy guidelines were also passed to help clarify questions regarding fundraising, funds for programming, and conference support for Chapter leadership. Efforts to further improve the Chapter governance documents will continue throughout the year.

Finally, the Communications Committee has been especially active. In addition to acquiring a new, professionally-designed Word template to improve the production of Peach State Update, the Committee began exploring additional avenues for communicating news and events to members. The result of these efforts is a SLA Georgia Chapter blog, which will be launched either in November or at the start of the new year depending on how quickly design issues can be addressed. This blog will be a way for the Board to communicate time-sensitive information that may be of interest to Chapter members. Types of posts to the blog will include: chapter event notices, volunteer opportunities, job announcements, member news (individual accomplishments, job changes, etc), and important news regarding national events that may impact members. The blog will serve as a supplement to the Peach State Update.

(continued on next page)
President’s Letter
(continued)

Update, which will continue to provide members with in-
depth news about chapter events, board activities, and
other noteworthy items that should be documented by the
Chapter. To help continue to improve our communication
avenues, I hope all members will consider volunteering to
serve on the Communications Committee. Last, the
Board has approved upgrading the non-voting position of
Chair, Communications Committee to the voting position
of Director, Communications so that this vital position is
on a par with the rest of the Board structure.

I hope you feel the SLA Georgia Chapter is serving as an
asset to your career. The Chapter is only as good as the
members make it, so if you have ideas or are willing to
volunteer your time in some capacity, I encourage you to
contact me or one of the other Board members. We are
here to help you develop the skills, knowledge, and
contacts you need to further your career.

Sincerely,

Casey Long | Georgia State University | 404-413-2864 | caseylong@gsu.edu

COMMITTEE UPDATES

Communications Committee
The Communications Committee welcomes Sansanee
Sermprungsuk, Research Librarian at McKenna Long &
Aldridge LLP, as Co-Production Editor for Peach State
Update. Our current Production Editor, Elisa Lewis, is
also Research Librarian at McKenna Long & Aldridge
LLP, so they will be able to be mutually supportive in the
production process. This arrangement also provides the
advantage of having two people who are familiar with the
production process.

Deanna Morrow Hall | Director, Communications | 404-297-5727 | dmhall@mindspring.com

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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Libraries Association. Acceptance of an advertisement does not imply
endorsement of the product by the Special Libraries Association.
The Handheld Librarian 2009: An online conference about mobile library services (http://www.handheldlibrarian.org/)

This conference, which ran from 11 am – 5:30pm on Thursday, July 30, was sponsored by the Alliance Library System and Learning Times, and hosted locally by SLA/ Georgia Chapter and the Georgia State University Library. It was made available to all members of the SLA/ Georgia Chapter, of which 12 members attended. The program is presented below. Three of the 12 attendees volunteered to provide reports on sessions of particular interest to them. Their names are highlighted in the title column, and you will find their reports in the same sequence on the following pages.

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<td>KEYNOTE: Current Mobile Trends in Libraries</td>
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<td>Alison Miller/ Altarama</td>
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<td>Greg Carpenter/ Boopsie (<a href="http://www.boopsie.com">http://www.boopsie.com</a>)</td>
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<td>Tom Peters/ TAP Information Services</td>
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<tr>
<td>Panelists: Sian Brannon/ Denton Public Library</td>
<td>Public Library Panel The members of the Academic Library Panel will discuss their experiences selecting the software, implementing it, training for staff, the users response, typical types of questions and any changes in staffing that it has necessitated.</td>
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<td>Valerie Forrestal/ Stevens Institute of Technology</td>
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<td>Linda Woods/ AT&amp;T Education Advocate</td>
<td>Mobile Technologies from a Telecom Perspective</td>
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Launching a Text a Librarian Service: Cornell’s Preliminary Experiences
Virginia Cole and Baseema Krkoska

Cole and Krkoska described their early experiences using Masio.com software to manage a new text a librarian service at Cornell University. The software manages the text questions in what sounds like a very similar way to how chat reference software manages chat sessions, including archiving the messages. Masio was able to suppress the phone numbers associated with messages to ensure user privacy. Masio also provided some promotional templates which were easily customized to advertise the service. Based on the early results from what they described as a “stealth” launch, they are planning a full roll out for the fall semester. Responding to the text messages will be added to the duties of the web chat librarians. Main challenges were similar to those encountered in email reference, especially the lack of a reference interview. They have found that text works best for directional questions, for example “What hours is the library open today?”

Gabriel Macias from Mosio.com described the product. It manages the text messages and archives them so you can use the search box to retrieve prior answers and modify or re-use them. One can set up auto responses to go out at specific time ranges when you’re not able to staff the service. It includes a “text speak” translator. Incoming messages can be claimed by the first available librarian, so the monitoring may be shared. Outgoing messages may have a footer that could be used for promotional messages or like a signature file. The product will soon be enhanced with Ref Start, providing one click access to other tools such as email, IM, or social media – it will enable searching across all these messages.

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Chapter News
The Handheld Librarian (continued from page 3)

Mobile Libraries: Mobility, Singularity, and The Future of Our Sense of Place
Tom Peters


Peters’ presentation involved “three big topics”:
1. Mobility
2. Technological singularity
3. Our sense of place

Mobility
Regarding this topic, Peters posed the following two questions:
 How are current and near-term future mobile library initiatives different from bookseller pushcarts and library bookmobiles?
 Is this a revolution, or just a gradual evolution, using current technologies?

He answers this by defining mobile library services as:
Any type of library content, service, or system that can be accessed by and delivered to mobile devices, such as mobile phones.

Technological singularity
Peters explains this by saying that “machine intelligence will suddenly “wake up”, i.e. become sentient. In this context, he referred to Vernor Vinge and Ray Kurzweil, but did not elaborate on their concepts. To satisfy my own curiosity, I found the 1993 article by Vernor Vinge (http://mindstalk.net/vinge/vinge-sing.html) in which this singularity is defined and elaborated. Kurzweil has published the following book: The Singularity is Near: When Humans Transcend Biology. Viking Press. 2005. 672 pages.

Our sense of place
The library is a popular “third place” (after home and workplace) but mobile devices permit content to be sent to the user, rather than the user having to go to the content.

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Twittering in Libraries
Valerie Forrestal

Hilary Clinton commented recently, “I wouldn’t know a Twitter from a Tweeter.” Do you? Recently, Twitter has become very high profile due to its wide adoption by electronic media like CNN and by people like Steve Jobs, Lance Armstrong and Oprah Winfrey. Actually, Twitter is about three years old, but it is new enough that we’re speculating on its usefulness for libraries.

Valerie Forrestal, Reference and Research Services Librarian at the Stevens Institute of Technology in Hoboken, New Jersey, welcomed us to the “Twitterverse.” Her presentation, “Getting Started and Making the Most of Your Library’s Twitter Presence” was basic Twitter and I found it enormously helpful.

Valerie’s presentation was studded with great websites for new Tweeps. Here are two:

THE BASICS
http://delicious.com/vforrestal/WhatIsTwitter

WHY TWEET
http://delicious.com/vforrestal/WhyTweet

Forrestal’s concept is that tweeting is not just about pushing information; it’s about conversation, interaction, fostering community and advocacy.

While attending the presentations at Handheld, I checked what participants were Twittering. After I left the conference I checked again to see what participants were Twittering using the # sign and topic name HHLIB. Now the Tweets I saw posted were suddenly interesting, subject related and relevant. By noting key posters, I picked several people “to follow.” All I had to do was select their name, and then click Follow. A few people also asked to follow me.

I initially dropped out of Twitter because of the difficulty of selecting a group of people with whom I wanted to converse. In fact, a Nielsen study showed that three out of five new users drop out by the second month. The reasons are skepticism about the usefulness of Twitter, social networking overload or difficulty in managing and following the exchanges you want. (See http://burnurl.com/Tzjru to read about the study.)

Forrestal recommends directories such as Twellow, WeFollowTwibes, and compiled lists to locate people you’re interested in. Based on her guidance, I looked at Tweeple, which is essentially a yellow pages arranged by subject. I checked Forrestal’s compiled lists. Per her suggestion, I asked myself why I want to Tweet. I reviewed my presence on Twitter, updated my biography, changed my user name for better peer recognition and also changed my design. Then I added about 40 people to the list I now follow.

Forrestal also posted a follow-up for her presentation the day after the conference. She reported that one of the biggest concerns people had was: what should libraries be Tweeting about? She indicated that she had tried to make it clear that what you Twitter really depends on your audience and what they find interesting, helpful and informative. She provided a post by Andy Burkhardt at http://andyburkhardt.com/2009/07/27/six-things-libraries-should-tweet/.

Burkhardt lists these as Tweetable content:

1. Library events
2. Links to articles, videos
3. Questions about library services
4. New additions to your library
5. Marketing your library
6. Respond to questions

Another major question Forrestal addressed in her post presentation comments was the use of hashtags for finding a topic or event. You can search possible hashtags by guessing, asking the twittersphere, or by using a hashtag directory. Here are three topical directories:

http://hashtags.org
http://tagal.us/
http://www.hashdictionary.com/

I’m convinced that use of the topical search is critical to understanding how Twitter functions. During the Iran elections, a time when media was uniformly blocked out of that country, Iranians utilized Twitter to get information out to more traditional media. It was during this time that I began following #Iranelection to see what was going on. To my amazement, the Tweets were coming in at such a volume I could not possibly keep up with them. Meanwhile, lacking other news sources, CNN broadcasted these Tweets!

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10-K Wizard is now Morningstar® Document Research™

Streamlined Company Research
Comprehensive Coverage
Robust Data Extraction Tools

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™.

Trusted resource for company research
While the name has changed, Document Research continues to provide the full-text search capabilities, real-time alerts, and robust data extraction tools that are a vital resource for clients who conduct in-depth company research. More than 30,000 licensed users across 1,400 firms rely on our services for peer analysis, benchmarking, and business development. Outstanding client service is still a top priority, and our dedicated training staff and experienced customer support team remain in place.

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Leveraging Morningstar’s comprehensive database and research resources, we’re broadening Document Research’s capabilities to make them truly global in scope. In the coming months, we’ll incorporate international documents, fundamental company data, and proprietary valuation research into our Web-based service.

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Chapter News
Twittering in Libraries
(continued from page 5)

Excitement is on the rise around the capabilities of “real time” news searches on Twitter Search. In August, 2009, Facebook also launched a real time search engine. It can search status updates, photos, notes and videos. How well will it compete with Twitter Search? Information Centers are accustomed to concepts of pushing information and finding information. How can we use developments in social technology to enhance library services?

In the future we will likely hear more about Twitter and its integration with blogs and other social media. Forward thinkers see Twitter becoming huge, despite the recent “denial of service” attacks and they see Twitter as the bridge between SMS and web-based library services.

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