



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,

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*

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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.

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Peach State Update

Newsletter of the Georgia Chapter of the Special Libraries Association

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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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CHAPTER NEWS

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.

Speakers	Presentation titles
Gerry McKiernan/ Iowa State University Library	<i>KEYNOTE: Current Mobile Trends in Libraries</i>
Alison Miller/ Altarama	<i>Infoquest Project</i>
Rene Erlandson/ University of Nebraska Omaha	<i>Everything We Know About Implementing a Kindle Loan Program</i>
Panelists: Rachel Erb/ University of Nebraska Omaha, Diane Lapsley/ Sparta Public Library (N.J.), Blaise Dierks/ River Forest Public Library (IL) and Joyce Neujahr/ University of Nebraska Omaha	
Toby Greenwalt/ Skokie Public Library	<i>Catalog Notices to Cell Phones:</i>
Virginia Cole/ Cornell University Co-presented with Baseema Banoo Krkoska and Gabriel Macias	<i>Launching a Text a Librarian Service: Cornell's Preliminary Experiences</i> [Reported by Liz Bibby]
Greg Carpenter/ Boopsie (http://www.boopsie.com)	<i>OCLC / Boopsie</i>
Panelists: Jim Hahn, Michael Twidale, Reza Farivar, Alejandro Gutierrez/ University of Illinois, Urbana-Champaign	<i>The Planning and User Needs for Applied Mobile Digital Library Research</i>
Charlotte Johnson/ Southern Illinois University and William Harroff/ McKendree University	<i>A Quick Review of EBook Devices: Are They Ready for Library Use Yet?</i>
Tom Peters/ TAP Information Services	<i>KEYNOTE: Mobile Libraries: Mobility, Singularity, and The Future of Our Sense of Place</i> [Reported by Deanna Morrow Hall]
Panelists: Alexa Pearce/ New York University; and Beth Stahr/ Southeastern Louisiana University	<i>Academic Library Panel</i> <i>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.</i>
Panelists: Sian Brannon/ Denton Public Library	<i>Public Library Panel</i> <i>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.</i>
Peg Burnette	<i>Mobile Medical Information: View from the Medical Library</i>
Joe Murphy/ Yale University Science Libraries	<i>Sending out an SMS</i>
Valerie Forrestal/ Stevens Institute of Technology	<i>Twittering in Libraries</i> [Reported by Lynda Larsen]
Linda Woods/ AT&T Education Advocate	<i>Mobile Technologies from a Telecom Perspective</i>

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

See Peters' 21 PowerPoint slides at
http://www.tapinformation.com/HHLtalkPeters_files/frame.htm

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/Tzjlru> 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 Tweepie, 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.or>
<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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Morningstar, a leading provider of independent investment research, acquired 10-K Wizard in December 2008. Now that 10-K Wizard is part of Morningstar, its SEC EDGAR filing research and alert services have been renamed Morningstar[®] Document ResearchSM.

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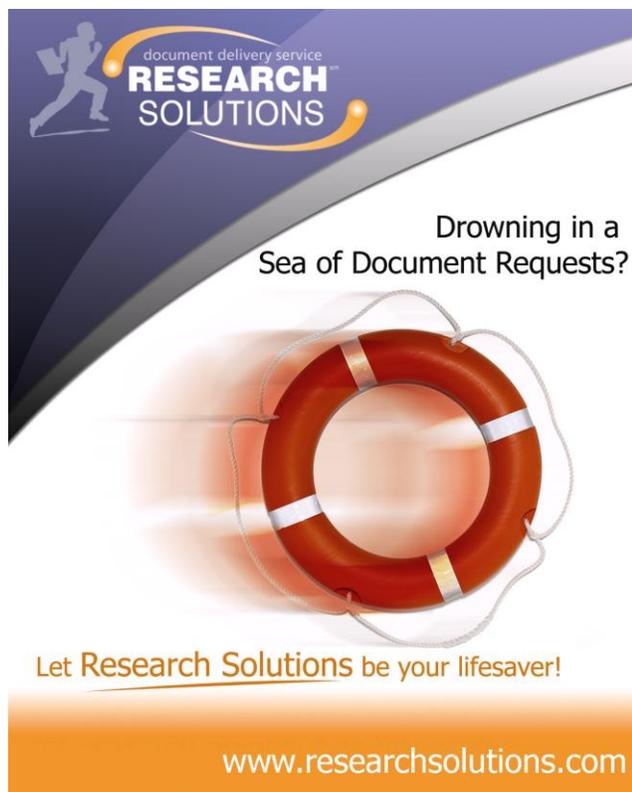
The Morningstar logo consists of the word "MORNINGSTAR" in a bold, red, sans-serif font. The letter "O" is replaced by a stylized red circle with a white outline, resembling a rising sun or a star.

Chapter News
Twittering in Libraries
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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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