



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,

This is a momentous year. SLA is celebrating its 100th anniversary. Given the current economic times, it is inspiring to know that our profession has weathered many economic changes and still plays an important role in the way people find, manage, and utilize information. In fact, in case you missed it, in December 2009 *U.S. News & World Report*, librarianship was listed as one of the best careers for 2009. The article even stated that the opportunities for special librarians are greater than academic or public librarians! Let's hope their research is correct.

To celebrate the 100th anniversary, SLA has many events planned. At the Leadership Summit in January, the Georgia Chapter helped kick off the year-long celebration by hosting a reception that was well-attended. To understand our past, the SLA Centennial Commission initiated an oral history project designed to capture the history of SLA through the eyes of a diverse selection of members. To dream about our future, the Commission hosted a video contest focused on the future of SLA and asked all members to send in their vision for SLA. At the national conference in June the results of these activities were displayed. To find out more, go to: <http://www.sla.org/centennial/>.

Though this is a year of celebration, SLA recognizes that it will be a difficult year for many of our members and understands that now more than ever members will need the services and support of SLA. As a result, they are waiving the Click U course fees for live and replay sessions to ensure all members are prepared for changes in the workforce and are as marketable as possible. The SLA Innovation Lab will also still be available for members who want to develop stronger technology skills through hands-on experience. SLA has even instituted a new membership level for individuals who are making less than \$18,000 to make SLA more affordable to members who may be going through a transition.

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MEMBER NEWS

Casey Long Named to *Library Journal's* Community Builders-2009 Movers & Shakers



When Casey Long, business liaison librarian at Georgia State University, observed that few seniors were familiar with the research tools she was teaching them, this sparked her “zealous pursuit of establishing an undergraduate information literacy program,” recalls Long. “My idea is to make sure the library is a component of at least three core business classes that are taken by all business school students.”

Long recently received a teaching award that was based on a study showing a “quantitative evidence of improvement in student information literacy skills,” she says. “Having proof of success is a powerful factor in gathering support.”

See the rest of the story at <http://www.libraryjournal.com/MS2009Inductee/2140336015.html>

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COMMITTEE UPDATES

Communications Committee

Changes to appearance and production of *Peach State Update*

This is a good news/ bad news message. First, I hope that you like the graphic design facelift which *Peach State Update* is displaying. Second, I am sorry that this March issue is being released in June. Here is the explanation for both messages. The 2001 September issue of *Peach State Update* marked the transition from paper to electronic distribution. At that time, the only way to produce a PDF file was with the Adobe InDesign software, which the Chapter purchased. It quickly became apparent that this software is intended for professional graphic designers who use it all day, every day as the primary tool for their work. Thus, features which represent sophistication for professional graphic designers represent a huge learning curve, plus continuous frustration, for someone who only uses it four times/ year to produce a small newsletter. To me, it was sort of like using an elephant gun to kill a mouse.

Since then, four Production Editors have endured using InDesign. But now that you can create a PDF file directly from a Word file, the obvious thing to do is to switch to Word, so that *Peach State Update* can be produced using the ordinary skills of any Chapter member. However, this raised the question of how to migrate the existing graphic design of *Peach State Update* from InDesign to Word. This proved to be beyond the available time and skills of either Elisa or I,

so I set out to find a professional graphic designer to do it for us. I called eight design firms before I finally found one which had both the InDesign skills and the Word skills to make the transition for us. (All the rest said that they only use InDesign, and do not use Word, and sort of implied the question "Why ever would you even want to use Word?!") As long as we were having the benefit of professional designers to make the transition, I asked them to also propose minor changes to the graphics, which would still be within the budget limits of the Chapter. So they expanded the use of the color scheme from the first page throughout the body of the newsletter, which, I think, gives it a little more visual appeal.

All of this activity was interrupted with various delays, so the final template was delivered on Friday, April 24. Then, due to various circumstances, Elisa was further delayed in compiling this issue. Consequently, the March issue has been combined with the June issue. We hope you will understand.

Now when you read *Peach State Update*, know that Elisa is much happier about devoting her time to its production!

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President's Letter
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Here in Georgia, the SLA Georgia Chapter Board has met twice and it has ambitious goals to reinvigorate participation in the Chapter. The Board wants more member involvement and is working on revising existing governing documents to make leadership roles within the Chapter more manageable for the busy schedules of our Chapter members. Detailed descriptions of each committee are being devised that outline position expectations, committee roles, and best practice guidelines. More information will be provided as this process evolves, but start thinking about how you can help make the Georgia Chapter a vital force in our professional lives.

Finally, many will be intrigued to know that soon the SLA Georgia Chapter will have a blog that will highlight up-coming events and announce important member achievements. This will replace the current Events section of the SLA Georgia Chapter website. The *Peach State Update* will continue to be produced since it provides an excellent way to archive Chapter events and activities. In addition, the listserv will still be active. The benefit of the blog is that it will enable the website events page to be updated more easily and offer a forum to post important news events when they happen. Members will be able to choose to subscribe to RSS feeds to stay abreast of the latest happenings or simply visit the website periodically to catch up with Chapter news.

Speaking of keeping up with what is happening in the Chapter. Two big events are already planned for the Fall. In September you'll have the opportunity to visit Intercontinental Hotel Group to see their redesigned web portal and find out about the strategy behind its design. Then in November the Chapter will have a Fall business meeting at Anthony's restaurant. Plans are currently in place to keep the Spring luncheon event. The Fall business meeting is an effort to realign the Chapter's calendar year with that of SLA national. I hope to see you at each of these events and more. See you in the Fall!

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

Member Relations Committee

Times are challenging – What do we do now?

The November issue of the *Peach State Update* provided an insightful look at the diversity of organizations that employ the skills of an information professional from the Georgia chapter of SLA. We represent government agencies, media companies, associations, universities, museums, and a host of other organizations.

As we face the challenges of the present economic climate, the diversity of our skills are even more important and more in-demand. It is quite easy in these times to “hunker down” and press on with the usual activities. But, our organizations are looking especially hard for efficiencies to help manage the bottom line, so it's our opportunity to shine [even brighter] to highlight the value we add to move initiatives forward.

Your SLA member benefits go a long way to increase your opportunities for professional development and growth. A few of which are listed below:

- Participate in Click University Courses -- which are now free-of-charge
- Enjoy a reduced membership fee if your salary is below \$18,000
- Increase your Web 2.0 skills by exploring the 23 Things initiative
- Advance your computing knowledge in the Innovation Labs
- Take advantage of news feeds from Factiva tailored to the information community
- Network with other Georgia chapter members at upcoming events
- Expand your abilities in one of the Georgia chapter's volunteer opportunities
- Offer ideas on our Chapter wiki or in the Communities of Practice

SLA is working hard to present a meaningful association with numerous opportunities for involvement and continuous learning, but what we gain from the affiliation is ultimately in our hands.

Do you have ideas to improve your local membership experience? What would help you become more involved? Do you need tips for locating information outside your industry/specialty? How can we recruit/retain members to increase the reach of the expertise we have? Do you have a special skill/information that make a good program offering?

These questions are just some that the Membership committee is evaluating to address its goal to improve engagement for **all** members. By doing so, we

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eventually help everyone form meaningful connections to valuable resources needed to advance our careers and our organizations. Share your ideas to help us!

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CHAPTER NEWS

BROWN BAG LIBRARY TOURS JUST KEEP COMING!!

Morehouse School of Medicine Library

Cynthia L. Henderson, Library Director
1/29/2009

Cynthia, along with her colleagues, hosted a pleasant brown bag. Colleagues included Xiomara Arango, Division Head for Technical Services, Darlene Parker-Kelly, Division Head for Information Services, Joe Swanson, Division Head for Computer Systems, and Roland Welmaker, Librarian III and Archivist. The outreach programs, in which the library is currently involved, were also discussed – disaster and emergency planning workshops with churches and teaching high school students how to use National Library of Medicine Databases. The Morehouse School of Medicine Library subscribes to the following digital databases: National Library of Medicine Databases (NLM), Consumer Health Databases, National Center for Biotechnology Information (NCBI) Entrez Databases, and Toxicology Databases of the NLM's Specialized Information Services. MSM Library features desktop access to over 250 full-text electronic books from: Access Medicine, Books@OVID, Bookshelf, MD Consult, and the Physician's Desk Reference Electronic Library, Rittenhouse, and STAT!Ref. The library features desktop access to more than 4,000 full-text electronic journals from sources such as American Society for Microbiology Journals, BioMed Central, Galileo, MD Consult, PubMed Central, and others.

Afterwards was a tour of the library. A good time was had by all!

Emory University/MLIS Online Degree Program

Ceray Doss-Williams, MLIS Program Coordinator
Susan Klopper, Executive Director of the Goizueta Business Library
2/19/2009

Ceray talked about the MLIS program partnership between Emory, Atlanta University Center, University of North Texas (UNT) and Institute of Library and Museum



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Services (IMLS): how it emerged due to the absence of an accredited MLIS program in the Atlanta area. UNT provides the online curriculum. Dr. Martin Halbert, Director of Digital Innovations at Emory, and Katherine Skinner, Digital Projects Librarian at Emory, primarily wrote the grant, identifying the various components – mentoring, digital workshops, digital internships, etc. The program is funded by the IMLS. Additionally, Susan Klopper, Executive Director of the Goizueta Business Library at Emory University, shared the unique features of Emory's Library and responded to specific questions about librarianship, library school, and SLA. Susan took participants on a tour of Emory's Center for Interactive Teaching (ECIT) and the Matheson Reading Room. Participants were also able to see Kirtas, the BookScan system used for rare book digitization.

Columbia Theological Seminary Library

Sara Myers, Library Director
3/16/2009

On a bleak, rainy March day, several intrepid librarians assembled in the lobby of the John Bulow Campbell Library at Columbia Theological Seminar, an educational institution of the Presbyterian Church (USA), in Decatur, GA. Sara Myers, Director of the Library, gave them a tour of the facility, explaining the history of the school and the library and describing some of the unique features of a theological collection. The group visited the Griffith Children's Library which is housed on the third floor of the Campbell Library. They also had an opportunity to see the C. Benton Kline, Jr. Special Collections and Archives.

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Annual Spring Luncheon

Anthony's Fine Dining, 3109 Piedmont Road,
Atlanta GA
April 29, 2009

The topic: Vendors, technology and the economy. How vendors are dealing with the recession and how vendor practices, policies may need to change in the future? What is the impact for information professionals?

The speaker was Jodi Upton Kuehl, Account Services/EBSCO Manager and Supervisor of the Field support team in Birmingham, Alabama. In this role, Jodi handles many aspects of a customer's account including serials, implementation of products and training.

Indeed this was a loaded topic; however Jodi had no problem addressing the issues. It was a very lively discussion. As a matter of fact, Jodi informed the group that EBSCO only hires professional librarians. This was great news to many of us in attendance. They also use resources that are already out there and does not believe in inventing the wheel. Some of the newer features of the EBSCO products will include ERM and federated searching.

EBSCO strives to make its product easy to use, using people, web sites, listservs and integration of database technology. Furthermore, EBSCONET can be used to pull reports and even attaching "open access" journals to one's list or report. We no longer need to endure those long and cumbersome sheets. We can customize directly.

Jodi also reminded us that we are in a position to "prove" the importance of the library. She also said that we should utilize the EBSCO training and built in tutorials and continue to be responsive to end user needs. Even in tough times. We can bargain to keep costs down.

In conclusion, there is a great probability that libraries will see a 13%-18% increase in prices during this next year. We can still negotiate where there is concern about print vs. e-journals and on-line accessibility. There can be benefits if there is equality on the playing field.

Stay tuned...

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Community influence, successful program planning and economic tools for survival

Fayetteville Public Library, 1821 Heritage Park Way,
Fayetteville, GA 30214
Friday, April 17

The Georgia Chapter arranged this program, which was presented by Christeen Snell, head of the Fayette County Public Library. She has been noted in *The Atlanta Journal - Constitution* for her success in bringing community members together.

The President-Elect of the Georgia Chapter, Regina W. Cannon, UGA/ Griffin Campus Library introduced the speaker and quite frankly talked about how Chris connects people, places and makes activities work. She is not the typical librarian and it is evident in her professional demeanor. Chris has that flair for being out of the box, accepting challenges and moving on. I have watched her over the years and truly applaud how she manages to keep it positive. A reminder for me, as John Hope Franklin said, "I want to be out there on the firing line, helping, directing and doing something to make this a better world, a better place to live". Chris was asked by the Georgia Chapter/ SLA programming committee to share "how" she makes it all work in her Fayette community and service to others.

The program began with remarks from the County Administrator, Jack Krokeel. He said we should look at our constituents as customers and used a fire fighter example that we as librarians within the community must:

- 1) Be fast and have a quick response
- 2) Be professional (understand the issues and problems)
- 3) Be empathetic...have great customer service
 - a. Know who we serve...
 - b. Understand....
 - c. Take command of another language...
 - d. Use our power of sharing...
 - e. Have community spirit...

Some other tools/ skills that were shared:

Always be in a position to learn something
We can become a public servant...
The "library" is more than a building

The outline of the program highlighted:

- I. Know your community so they can know you - community influence
- II. Stimulus - Economic tools for survival
- III. It takes a village - Fundraising
- IV. Stone Soup - Recruiting
- V. Tell your story - Public Relations
- VI. Griot - If I found a wistful unicorn

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Other participants shared a story about how her grandfather owned a store and within that store was (1) one shelf labeled "library". It is those humble beginnings that makes us who we are.

Libraries are where senses can be met: (1) heart (2) smell (3) visual (4) hearing (5) seeing (6) friendship. Patrons can find within the library's environment solutions from a negative embrace into a workable positive. Policies are to be embraced and you get what you get and you don't pitch a fit.

Libraries are also known to push back Alzheimer's. When you are busy learning, there is no time NOT to think and the brain is being fed.

Librarians wear who we are: aprons, scrubs, heels, slides and we often make adjustments for our patrons. We clean up after them whether it's mopping the floor or sweeping, we do it all. We don't always look the part because our roles change. We learn to be flexible. Our patrons remember who we are. The library is in trouble when the community does not lend its support.

We instill confidence...The library is an ever learning environment.

Volunteers share their gifts and talents. The Friends of the Library says everybody needs a friend. 85% of all funds raised goes back into the community.

- 1) They talk up the library
- 2) Advertise for free
- 3) Offer incentives for membership
- 4) Recruit, engage community

They step forward because they believe the "library" is the glue for economic survival. The Friends group gives back to the community. They say it's just as easy as Sunday morning; doing what they do best in style.

The sharing was real, positive and challenging. Libraries must endeavor to tell their story just as Chris does at Fayette County.

We also had a catered meal prepared by Joanne Bishop, "A touch of New Orleans" and entertained by Bertha Hightower, Flutist.

Thanks to Christeen Snell and her gracious staff and volunteers for telling their story at Fayette County Public Library. This was truly an awesome event, just as I knew it would be.

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SLA NEWS

SLA's Leadership Summit
Hyatt Regency Savannah GA 14 - 17 January
2009

Georgia Chapter hosts the Summit

The Georgia Chapter had the privilege of serving as Host Chapter for the Leadership Summit in SLA's centennial year. We set up a wiki with local information to help travel planning. Casey Long (President- Elect) led this project, and she got extra mileage by using it as the basis for the chapter's Virtual Program (Wiki Webcast November 17, 2008). We assisted with onsite registration, which was a great way to put names to faces for leaders from all SLA units, as well as to work with some of SLA's wonderful staff.

Leadership Summit isn't all work: Casey set up dine-arounds; Nancy Snell and I organized a Welcome reception. This was held in Savannah's Bryson Hall, formerly one of the oldest car dealerships in the US and now an event venue. The specially designed cake (you can find a few pictures among the SLA100 postings on Flickr as well as on Facebook) by local bakers Art Cakes was the hit of the evening. The reception was funded by SLA, the Georgia Chapter, and Dialog.

I would like to thank Casey Long, Nancy Snell, Regina Cannon and everyone else who contributed.

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President's report from the Summit

One of the best ways to understand the benefits of SLA is by attending the SLA Leadership Summit. It is there that members can learn about the strategic initiatives of the organization and receive practical, inspiring leadership advice. This year attendees learned about the SLA Alignment project, shared ideas on how to celebrate the SLA Centennial, and developed an understanding of how SLA is positioning itself to be a valuable resource for all members during this difficult time. Those who attended the Summit also learned effective leadership techniques from Stephen Garvey and shared ideas for developing programs for Chapters and Divisions.

The greatest take-away from the Leadership Summit was the information provided on the SLA Alignment Project. Working with Fleishman-Hillard, SLA set out in 2008 to understand how information professionals can promote the value of their services more effectively and reshape the way the profession is perceived. They interviewed SLA members, competitors, and information services users to understand differences in the perceived value of information professionals. One surprising result was that while 42% of the information professionals identified "conducting research on the user's behalf" as one of the most valuable roles of an information professional, only 19% of the users felt the same." In general, the roles of information professionals perceived to be most valuable to users varied, but the strongest categories were: "making information available to the desktop" and providing training on search/use of information." This study also identified language that had a stronger effect on users. This project intends to help information professionals understand how to better position themselves in their organizations and enable SLA to better define its mission and vision.

To learn more about this project or other presentations from the Leadership Summit go to: <http://www.sla.org/content/resources/leadcenter/LeadershipSummit/09leadsummit/handouts.cfm>

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