



Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

www.sla.org/chapter/cga/

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President's Letter

Gail Stahl

Hello all,

This issue of the *Peach State Update* is our first for the 2004-2005 association year, and we have lots of excellent plans for networking and learning.

Allison Evatt, President-Elect and Program Committee Chair, is beginning the year with two types of networking programs. By the time you receive this *Peach State Update*, we'll have had our first networking, dutch-treat event on August 31st and our visit by SLA's Executive Director, Janice Lachance, on September 28th. Janice is visiting chapters to get to know us and hear our opinions and suggestions. It's an excellent way to communicate with our Executive Director in person and hear first-hand about association-level plans.

About 30 Georgia Chapter members attended the SLA Annual Conference in Nashville. We met for a delicious dutch-treat dinner at the Macaroni Grill, and enjoyed seeing two former Georgia colleagues -- Paige Andrews and Paula Vaccariello.

As you see from the initial roster (elsewhere in this issue) of chapter officers and committee chairs, we have a great team this year! Please note that the committee names are provisional, due to the Board's review of the chapter's committee organization. Like all SLA units, we are in the process of replacing our chapter bylaws with new Chapter Governing Documents. I will have more to report to you in the next issue of *Peach State Update* as the Board completes this process.

Speaking personally, one of the most rewarding aspects of volunteering in SLA is the great people you get to know better. Please don't hesitate to contact me with your ideas, suggestions, comments - or to volunteer!

Thanks,
Gail Stahl

Peach State Update

Newsletter of the Georgia Chapter
of the Special Libraries Association

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Treasurer's Column Program Planning & Budgeting

Ernie Evangelista

For students and teachers, autumn represents a new beginning. After a break of a few months, we are reacquainted with those we last saw in May. We catch up and find out how the summer was and what new projects we have planned for the coming months.

As Treasurer, I would like the chapter to learn about the financial aspect of program planning. As you may know, the Program Committee has begun to meet earlier in our "SLA year" to consider and discuss upcoming events. Last year, this process resulted in a varied selection of chapter activities, from tapas and networking at Midtown's lively Loca Luna Restaurant to Ethel Salonen's guest appearance at our Annual Business Meeting at Anthony's to our program on blogging at Georgia State University last May.

This year, as the Program Committee builds on last year's progress, program planners and those interested in program planning should consider the following information (excerpted from SLA Headquarters' program budgeting link for unit treasurers):

1) Deposits: Don't forget that there may be deposits required or up-front costs associated with an event which need to be planned for to ensure that there is cash available to pay for these items.

2) Actual costs vs. projections: Sometimes, cost estimate packets for food, beverages and audio-visual equipment overlook the additional charges associated with these items. On meal functions, any taxes and gratuity charges (which are usually a percentage of the price) are often omitted. Program planners should be sure that these not-so-incidental expenses are covered in the program budget.

3) Event pricing: This is the number one cause of financially unsuccessful programs. Until you know all the costs associated with your event, you cannot set the price. Many times the price is set without knowledge of, or regard for the costs involved. This is a recipe for a budgetary disaster. A good rule of thumb is that the price of your event needs to cover all the costs of the event plus any profit margin desired. There is a misconception among many of the membership that because we are not-for-profit, we cannot make a profit on any event. This is incorrect. Not-for-profit is a tax status, not a mission statement. Any organization that does not make a profit will cease to exist.

While the source for the above information included additional factors for consideration, the items above were the most critical for ensuring a successful and well-budgeted program. The excerpted document from SLA headquarters also included a sample luncheon budget below:

Special Libraries Association
Leadership Development Institute
Sample Meal Function Budget

Annual Networking Luncheon

Income:

Registration Fees (40 Attendees x \$40*=\$1,600)

Total Income \$1,600

Expense:

Room Rental (may be an issue outside of conference)

\$ 0

Meal Cost (40 attendees x \$30) \$1,200

State Tax (8% of meal cost) \$ 96

Service Charge (20% of Meal Cost) \$ 240

Total Expense \$1,536

Net Income(loss) \$ 64

Source: <http://www.sla.org/documents/BreakEvenAnalysis.doc>

**The total cost of the event was \$1,536 or \$38.40/person assuming 40 people. The price was set slightly above this to cover any last minute cancellations. In most cases, you are required to give a guarantee for any meal function. This means you can go over the number of people guaranteed, but should you have fewer people you still have to pay for the number you guaranteed.*

I hope that all current and future program planners can use the above example as a tool to help me to better manage chapter finances. Please contact me with any questions or if you are interested in learning more about the treasurer function.

Here's to a productive year ahead!

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Treasurer's Report: August 2004

Ernie Evangelista

Beginning with this issue, I am following the suggestion made by Managing Editor, Deanna Hall, to provide to chapter members a statement of our financial condition in each issue of *Peach State Update*. This feature will supplement any articles that I may write about other finance-related subjects such as program planning. By sharing the following information with you, I hope to increase your knowledge of chapter finances and enable you to generate new ideas for fund-raising, program planning and advertising all of which have a financial impact on our unit. Please contact me with any questions or concerns!

Georgia Chapter - Balance Sheet As of 5/31/2004

	12/31/2003 Balance	5/31/2004 Balance
ASSETS		
Cash and Bank Accounts		
Operating account	5,616.48	7,502.58
Reserve account	<u>1,350.61</u>	<u>1,350.61</u>
TOTAL Cash and Bank Accounts	<u>6,967.09</u>	<u>8,853.19</u>
TOTAL ASSETS	6,967.09	8,853.19
LIABILITIES & EQUITY		
LIABILITIES	0.00	0.00
EQUITY	<u>6,967.09</u>	<u>8,853.19</u>
TOTAL LIABILITIES & EQUITY	6,967.09	8,853.19

Communications Committee Looking for a Volunteer

Deanna Morrow Hall

The Communications Committee would be interested in a survey of the on-line newsletters of the SLA chapters to identify unique features which would be relevant and meaningful and could be incorporated as regular features into *Peach State Update*. There are 58 chapters, and it would be sort of daunting to start at the top and work down through them. But the task could be done region-by-region, starting with the chapters in the southeastern US, then moving on to the mid-Atlantic, and so on, with a separate report of findings for each region.

If this sounds like something you would be interested in doing, please contact me at 678-502-4097 or dhall1@biolabinc.com so that we can work out the details.



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Members in the News

Barbara Frolik has been appointed to the new Atlanta Fulton Public Library Board by District 4 Commissioner Tom Lowe. Of the eleven member board, five have been replaced. Frolik is reportedly a patron of the Northside Branch, is an active member of the Northside Friends of the Library, and is retired from the library of the Federal Reserve Bank in Atlanta. She wants to hear what people want/need from AFPL and she will fight for it.

Rahn Huber has moved to Nashville, Tennessee. On July 26 she began working as the Business Information Services Librarian at the Walker Management Library at Vanderbilt University. Her role is basically to create and implement a business plan to sell library research services to alumni and the outside business community. She can be reached at rahn.huber@owen.vanderbilt.edu

Mark Your Calendars!

2004-2005

October 14

Art of Specialization: Focus on Our Diversity of Interests
www.sla.org/chapter/cal/supprtpages/F04_Program.pdf
Birmingham Museum of Art, Birmingham, Alabama

October 15

Deadline for November issue of *Peach State Update*

December TBD

Join chapter members for our annual Holiday Party. Always a great networking event!

January TBD

Brown Bag Library Tours

January 15

Deadline for February issue of *Peach State Update*

January 26-29

SLA 2005 Leadership Summit
Tampa, Florida

February TBD

Brown Bag Library Tours

March TBD

Brown Bag Library Tours

March 15

Deadline for April issue of *Peach State Update*

June 5-8

SLA Annual Conference
Toronto, Canada

August 15

Deadline for September issue of *Peach State Update*

September 28-October 1

SARC III: Experience a Timeless Information Journey
www.sla.org/conf/conf_sar/index.html
Williamsburg, Virginia

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SARC III Conference News

Save the Date!

Public Relations Committee: Diane Lamb, Karalyn Kavanaugh, Diane Foster, Sara Legins, Sara June McDavid, Donna Siebold, Lois Sill, Marilyn Pahr

The third South Atlantic Regional Conference (SARC) is fast approaching! The September 28-October 1, 2005 conference will be in Williamsburg, Virginia. With tight budgets, regional conferences offer great returns for your money.

Just a few of the attractions in the area include: Historic Williamsburg, Busch Gardens, Yorktown Battlefield, Williamsburg Pottery Factory, Historic Jamestowne, James River Plantations and the Mariners Museum.

“Colonial Williamsburg is the nation’s largest outdoor living history museum encompassing 173 acres including nearly 500 public buildings, homes, stores and taverns reconstructed and restored to their 18th-century appearances; tradesmen practicing 30 historic trades and domestic crafts; historical interpreters and character actors; and 90 acres of gardens and greens.” (Williamsburg Convention and Visitors Bureau)

The conference theme is “Experience a Timeless Information Journey: Revolution and Evolution ‘Continues’”. We’ll inform you about the workshops and keynote speakers as soon as those plans are finalized.

Mark the date and include the SARC III conference in your budget plans. We look forward to seeing you in 2005!

SARC III - Call for Participation

“Experience a Timeless Information Journey: Revolution and Evolution Continues”

The Program Committee of the South Atlantic Regional Conference (SARC III) of SLA invites you to participate by proposing a presentation at the Conference. In addition to the conference theme, we are interested in receiving proposed presentations in the following areas:

- Managing special libraries
- Education for special librarians
- Marketing special libraries
- Government information for special libraries
- Competitive intelligence
- Virtual reference and special libraries
- “Revolutions” in special libraries
- Integrated information specialist or separate special librarian: which works best?
- Special libraries in 2010 (1 year after SLA is 100 years old!)
- Evaluating and valuing special libraries
- Journal “culture” in special libraries
- Collaboration and cooperation between special libraries
- Archives and records management
- Strategic planning of special library services
- Blogs, RSS, etc. and special libraries

or

- Propose a topic of your choosing that you think will interest special libraries in the SARC region

Please send an abstract (not exceeding 250 words) of your proposed presentation to the Program Chair, Beth Blanton-Kent, blanton@virginia.edu by Jan. 15, 2005. You will be notified by March 1, 2005 if your presentation has been accepted. All accepted speakers will be paid an honorarium. Accepted presentations will be published on the SARC website following the conference.

The SARC III Conference is a popular event attended by many information professionals from the South Atlantic Region (VA, NC, SC, GA, FL), as well as other states and Canada. For more information: www.sla.org/sarc3

**Special Libraries Association Annual Conference
Nashville, TN; June 5-10, 2004
Chapter Member Briefings**

Making Diversity a “Way of Life”

IT co-sponsors Annual Diversity Breakfast with Diversity Leadership Development Committee (DLDC) and the Engineering Division (DENG)

Karalyn Kavanaugh

One of the sessions I attended in Nashville was the annual Diversity Leadership Development Breakfast. It's interesting to see the efforts members and corporations are going through to make diversity a habit, not an exception, in the workplace.

Again this year, Erma Dell'Aquila worked with the DLDC and DENG to honor the 2004 diversity award winners and recognize the efforts made by organizations to recognize diversity. This year the focus was on religious, cultural and ethnic issues.

Amidst a delicious hot breakfast of fresh fruit, bacon and eggs and apple cinnamon crepes, Bob Conrad, Acting Director of Research Libraries, and Cynthia Manley, Reference Librarian, both from Oak Ridge National Laboratories, reviewed the company objectives and the success they are achieving to make diversity work. Check out the Strategic Plan on their website <http://www.oakridge.doe.gov/diversity/diversity.html>. The title of the plan tells it all - "Achieving and Promoting a Workforce That Looks Like America: A Companion to Workforce I." Both speakers expressed how proud they were to be a part of an organization that honored individuals and their cultures.

Al Zink, Vice President Human Resources at Thomson Dialog, spoke then about the efforts Thomson is making to bring awareness to the issue. He was excited to be a part of the efforts and welcomed others to include of all types of diversity when hiring and managing staff.

Terri Brooks, Chair, Diversity Leadership Development Program Committee, recognized these 2004 DLDP Award Winners:

Mr. Innocent A. Awasom, Science Reference Librarian, University of Minnesota, USA

Mr. Praveen Kumar Jain, Assistant Librarian, Institute of Economic Growth, University of Delhi Enclave, India

Ms. Akram Sadeghi Pari, Cataloging Librarian, Cincinnati Law Library Association, USA

Ms. Cassandra M. Shieh, Information Specialist, Catholic News Service, Washington, DC, USA

The 2004 DLDC Mentors were also acknowledged:

Robert Conrad, Oakridge National Laboratory, Oak Ridge, TN, USA (Praveen Jain)

Neil Infield, Hermes Pension Management, Portsoken St., London, UK (Akram Pari)

Eleanor Maclean, Blacker Wood Library of Biology, McGill University, Montreal, CA (Innocent Awason)

Cindy Hill, Sun Library, Sun Microsystems, Santa Clara, CA, USA (Cassandra Shieh)

Dee Magnoni, Director, Olin College, Needham, MA, reminded everyone to move forward to embrace overall diversity as a way of life, not just race or cultural issues, but all different types of diversity. She handed out a resource list/bibliography listing the latest resources. Human resource management books were given as door prizes and Erma Dell'Aquila thanked everyone for their participation.

Links to Interesting Conference Presentations

Sara June McDavid

Several of the more interesting speakers at the Annual Conference have posted their presentations on the web. I have accumulated links from several sessions that I attended in Nashville and thought were really good. Looking through the PowerPoint presentation is not quite like being there, but each of these presentations has some nuggets of information that I think you will find useful.

Mining the Invisible Web for Competitive Intelligence, presented by Mary Ellen Bates.

Mary Ellen provides some creative suggestions on locating company information beyond what is found in the usual, obvious sources. <http://www.batesinfo.com/CI.ppt>

Legal Research for the Non-law Librarian, presented by Robyn Rebollo and Abigail Ellsworth Ross.

This presentation gives a very good overview of where to find information dealing with legislation, regulations and regulatory issues and court and judicial information. It provides sources for both national and state information.

<http://www.sla.org/Presentations/Nash2004/LegalResearchforthenon-lawlibrarian.ppt>

Gary's Resource List 2004, presented by Gary Price.

Web searching guru, Gary Price, offers some interesting web tools that help you track, archive, sort, and organize information you find on the web. <http://www.freepint.com/gary/webtools04.html>

60 Sites in 60 Minutes, presented by Jenny Kanji and Genie Tyburski.

This session was both educating and amusing. Jenny and Genie presented 30 useful sites for research purposes and 30 wacky sites for fun and games. <http://www.virtualchase.com/sla/60sites/60sites2004.htm> The presentation was a follow up to their popular program, presented at SLA in 2003, Around the World in 60 Minutes. In case you missed it, here is the link to the 2003 presentation. http://www.virtualchase.com/sla/60sites/world_60sites.html

Some sessions had a more specific industry focus.

Insurance Sources on the Web, <http://www.sla.org/division/dieb/SLAHAND3.pdf>, was presented by Rachel Kolsky and Nanette Johnson from AIG, Corporate R&D. It covers both free and fee-based source.

Finding Financial Services Information: On Target and On Budget,

http://www.sla.org/division/dieb/Finan_Serv_Info.pdf, was presented by Armig Adourian, Ernestine Chipman, Sasha Gilbert, and Julia Rosenthal, all from Ernst & Young. It provides a good annotated bibliography of free and fee-based sources for research on Banking, Capital Markets, Insurance, and Asset Management.

Did you See...

Steve Hamm's commentary on *BusinessWeek* online titled, "So Many Pages, Such Feeble Search"? The commentary began running on July 16, 2004, and can still be found at:

http://www.businessweek.com/technology/content/jul2004/tc20040716_2408_tc120.htm

Did you Know...

That your SLA membership provides you with access to news feeds through News Connection? Follow this link to subject-organized resources published on the SLA website that keep SLA members abreast of the latest industry and association news:

<http://www.sla.org/content/resources/lin/index.cfm>





Special Libraries Association

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