

# Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

[www.sla.org/chapter/cga/](http://www.sla.org/chapter/cga/)

## PRESIDENT'S LETTER

The Georgia Chapter of Special Libraries Association/Georgia Chapter is on the move. Our Annual Luncheon held on April 13, 2010 with Janice Lachance/Chief Executive Officer of SLA, was an exciting welcome impacted by questions regarding alignment, value, and membership survival. She emphasized that, as we align not only the organization(s) that we represent, but our own value, we become ready for adaption and change. Janice used a *dog* and a *cat* as examples. A *dog* will worship you always whereby a *cat* will ignore you. In other words, as humans, we see things as we are...

In the *Alignment* process, there were some interesting "tools" outlined in the Click University at [www.sla.org](http://www.sla.org). Furthermore, the Webinar, *7 Skills of Highly Successful Information Professionals*, truly captured some interesting logistics. As a follow-up, the skills are:

1. You are creative and keen to innovate
2. You see the big picture
3. You show leadership
4. You can persuade others
5. You manage your time and use the magical word "no"
6. You know you can add value
7. You have effective presentation skills

### Professional Development Tools:

1. Georgia in GALILEO (selected databases about the state of Georgia) at [www.galileoingorgia.pdf](http://www.galileoingorgia.pdf)
2. GALILEO: New Sources at [www.galileonewsources.pdf](http://www.galileonewsources.pdf)
3. Click University at [www.sla.org](http://www.sla.org)

**Missed a Webinar?** You can view a Click University Webinar at REPLAY ([http://www.sla.org/content/learn/members/webinars/web\\_replays/index.cfm](http://www.sla.org/content/learn/members/webinars/web_replays/index.cfm)). These are 90-minute seminars from our Click University programs. They were recorded as as they occurred so that you will get the complete experience of the original session.

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### Educational Opportunities:

- **UNT/Georgia** Pursue your Master's of Library & Information Sciences through the UNT Web Institute and online at <http://lis.unt.edu>
- **SLA Headquarters:** If you'd still like to dialogue about SLA leadership, and you're not on the leadership list, continue to read the [Leadership Connections](#) blog and share your feedback. And dialogue on the [Chapter](#) and [Division](#) Idea Banks.

**Reminders:** There will not be any chapter activities during July and August unless someone wants to have a cook out!! Hint! Hint! However, please plan on more exciting programs beginning in September. Your ideas are always welcome!

**Volunteers are always needed!**

*Stay healthy, fit, and above all, safe.* Enjoy the activities at Centennial, Chastain, Piedmont Park and all of the many walks (Susan B. Komen, Peachtree Road Race, 5k, etc.), during the summer. I hope to see you on the rooftop in New Orleans working for Habitat as well as the Special Libraries Association Conference workshops or maybe just on Canal Street.

Regina W. Cannon, President



## Peach State Update

### Newsletter of the Georgia Chapter of the Special Libraries Association

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### COMMUNICATIONS COMMITTEE

#### Chair & Managing Editor, *Peach State Update*

Deanna Morrow Hall  
Corporate Information Resources, Inc.  
Stone Mountain, GA 30083  
Phone: 404-297-5727  
Email: [dmhall@mindspring.com](mailto:dmhall@mindspring.com)

#### Advertising Editor

Lori Critz  
Library & Information Center  
Georgia Institute of Technology  
Atlanta, GA 30332  
Phone: 404-385-4392  
Email: [lori.critz@library.gatech.edu](mailto:lori.critz@library.gatech.edu)

#### Events Editor

Lynda Larsen  
Business Research Solutions  
Atlanta, GA 30309-3788  
Phone: 404-387-3065  
Email: [llarsen@iqc.org](mailto:llarsen@iqc.org)

#### Photo Editor

[vacant]

#### Production Editor

Sansanee Sermprungsuk  
McKenna Long & Aldridge  
Atlanta, GA 30308  
Phone: 404-527-4059  
Email: [ssermprungsuk@mckennalong.com](mailto:ssermprungsuk@mckennalong.com)

#### Webmaster

Rod Bustos  
University Library, Georgia State University  
Atlanta, GA 30303-3202  
Phone: 404-413-2770  
Email: [rbustos@gsu.edu](mailto:rbustos@gsu.edu)

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## MEMBER NEWS

### **Launch of iSite at IHG: An Effective Portal Strategy in Action**

SLA Annual Conference, New Orleans LA  
Wednesday, June 16, 2010

InterContinental Hotels Group (IHG) will share a behind-the-scenes look at their new internal research resource, iSite, and their strategy to bring research resources to key stakeholders. Learn the background behind the initiative, the branding strategy, the portal development, the launch events, and more. Best practices and lessons learned will also be shared.

Moderated by: Chris Olson, Chris Olson & Associates  
Speaking: Ilene Strongin-Garry and Laura Stabler, Intercontinental Hotels Group

[**Editor's Note:** Please see *Peach State Update*, November 2009, p. 4 for a detailed report on this subject that Ilene presented to the Georgia Chapter on September 22, 2009.]

## CHAPTER EVENT REPORTS

### **ANOTHER YEAR OF SUCCESSFUL BROWN BAG LIBRARY TOURS!!**

Our Chapter members and affiliates continue to take time out of their busy schedules to volunteer with the Annual Brown Bag Series. This year three colleagues opened up their libraries to Chapter members from across the state. ***We salute you for your volunteer spirit!***

#### **Eddie Lacy, Library Director**

Piedmont Hospital  
Sauls Memorial Library  
January 15, 2010

**Eddie** mentioned what a delightful time she had with the attendees at the Piedmont Hospital Library lunch and tour. She indicated that the conversation was energizing and everyone was so receptive in sharing and participating. She also shared the history of the library and the database services used by staffers, such as PubMed and Medline.

#### **Stephen Sherman, Reference Librarian**

The Foundation Center  
February 19, 2010

**Stephen** indicated that he spoke about the Foundation Center's history and its services for nonprofits and individual grant seekers. He also reviewed the Center's free and fee-based training courses and the public lending service with books on nonprofit management

and fundraising topics. The Center maintains the Foundation Directory Online, research databases, and Ask Us reference service.

#### **Mary Antoine, Library Director**

DeVry University Library  
March 25, 2010

**Mary** shared information about the databases and resources available to faculty, students, and staff through the DeVry University library network. With computers inside the library for students' use, as well as computer labs throughout the campus, patrons have access to GALILEO and many other databases. She also discussed the popular library instruction classes sponsored by the library.

Clara R. Williams, Argosy University

### **SYSTEMATICALLY MARKETING YOUR LIBRARY**

Dr. Christie Koontz, Professor, Florida State University  
School of Library and Information Studies  
Chamblee Public Library, March 13, 2010  
Hosted by Atlanta Emerging Librarians (AEL) and Special Libraries Association, Georgia Chapter

The Atlanta Emerging Librarians' group inspired Koontz to come to Atlanta to present a program on library marketing. "Hopefully, we're all continuing to emerge: our skills are needed," she said. "We need to market our skills set." We also need to know the market for our library services. Koontz's techniques are appropriate primarily for public libraries, but the principles also apply more broadly.

Koontz described how she acquired a mentor at FLIS. His name was Persis Rockwood and he was a professor in the Marketing Department. She and Rockwood wrote a series of articles for publication that became the basis for the marketing class she has now taught for more than a decade. Dr. Koontz recommends Philip Kotler's Marketing for Non-Profit Organizations, 6<sup>th</sup> edition, as a marketing text.

She uses a Four-Step marketing model:

- market research (identifying potential and actual customers)
- market segmentation (grouping your customers)
- market mix (developing customer offerings that satisfy)
- market evaluation (were you successful?)

Handouts at the presentation included Four Step Marketing exercises and a tutorial for using the U.S. Public Library Geographic Database (GeoLib) (<http://www.geolib.org/PLGDB.cfm>) to develop and

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*(Chapter Event Reports, continued)*

identify a geographic market area. Dr. Koontz is also the Director of GeoLib, a program that offers digital geographic information and marketing solutions to public libraries.

One key point she made is that we're good at Step 3, creative ideas about marketing, but not so good at systematically laying the groundwork for a marketing plan by gathering relevant information about the customer base. "Organizations and their environments must be described as they are relevant to the goals and objectives of the organization in the current year" in order to plan effective promotional strategies for library services.

Lynda Larsen  
Research Solutions Consulting

#### **WHAT JANICE LACHANCE SAID...**

Janice Lachance, Chief Executive Officer, Special Libraries Association  
SLA Georgia Chapter Annual Luncheon  
Anthony's Fine Dining, 3109 Piedmont Road, NE  
Atlanta, Georgia 30305  
April 13, 2010

We were joined for our Annual Luncheon at historic Anthony's by Janice LaChance, our special guest, speaking on "Promoting Values." Between luscious mouthfuls of stuffed Georgia Mountain Trout and Pecan Triple Pleasure, attendees discussed issues regarding the defeat of the recent name change by the SLA membership.

Here is a summary of Janice's major points:

1. Don't ignore alignment research results, despite the name change fiasco. Use the term "knowledge" instead of "information." Separate the name change issue from the overall research results.
2. Part of the difficulty some of the membership had with the name change is an inability to separate the professional organizational entity from individuals' titles.
3. It is more difficult for Janice as CEO to be our advocate without the name change. In general, professionals who are hitting "the glass ceiling" were FOR the name change. The younger generation didn't get it. The average age of membership in SLA is 46 or 47.
4. The information services sector is changing practically by the hour. Libraries in the for-profit sector are dwindling—there is no doubt about it.
5. It is difficult for SLA to intercede in plans for library closures in the corporate environment, as SLA did when the Environmental Protection Agency came close to closing their libraries.

Attendees were heartened to hear directly from Janice about the challenges and strengths of our profession and her personal efforts on our behalf at top levels of leadership.

Lynda Larsen  
Research Solutions Consulting

#### **JOB SEARCH WORKSHOP: THE INSIDE SCOOP**

Tucker-Reid H. Cofer Library, Tucker GA (DeKalb County), Sponsored by the Metro Atlanta Library Association  
April 17, 2010

The more than three dozen attendees at the Job Hunting Workshop at the new Tucker-Reid H. Cofer Library were well-rewarded. The program included a tour of the new building and notable speakers such as John Szabo, Atlanta-Fulton County Library Director; Diane Smith, Director of Development and Human Resources, Emory University Libraries; and Lesley Barber, Toco Hills-Avis G. Williams Library Manager. Christian Steinmetz, Creative Manager of Communications at Georgia State University and a Georgia State University panel, consisting of Joe Hurley, GSU Data Services Librarian and Kat Hart, GSU Continuing Resources Librarian, were also scheduled speakers.

John Szabo gave his advice for entry-level candidates. The candidate should be able to see the whole picture, understand the use of public libraries and the myriad ways of library service. "Be conversational, but not informal," he said. Libraries today are more about content creation, organizing local content and about community history. While today the future role of the reference librarian is questioned by some, Szabo's advice is to find content, make it available, and then promote it. Today, public service desks are a thing of the past. Today librarians go out to the community.

Diane Smith advised knowing your audience, taking qualifications listings for positions seriously, and specifically addressing the suitability of your qualifications. Think about transferable qualifications you may have and how you might close the gap to satisfy all the requirements of the position. Emory libraries have search committees which follow a set of guidelines to evaluate candidates. She suggests that applicants emphasize the cover letter, using it to connect your resume to the desired job. The cover letter must be substantive for academic library job seekers because the search committee is looking for a clear picture of the candidate in relation to the job advertisement. Candidate pools number less than 20 for specialized positions. A full day interview is scheduled only for the strong candidates.

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(Chapter Event Reports, continued)

Lesley Barber discussed the Optimal Resume Database and how to create an account at Dekalb County Libraries. The database assists in resume and cover letter creation and interview preparation. Christian Steinmetz delivered his expert advice on presentations for interviews. He suggested that you use what you have in common with your audience. Give them a road map, he said. Tell them your main ideas and then as you go through the talk, let the audience know where you are in your presentation. The introduction is the most important part of your "job talk." At the conclusion, repeat the thesis statement and introduction to signal the end.

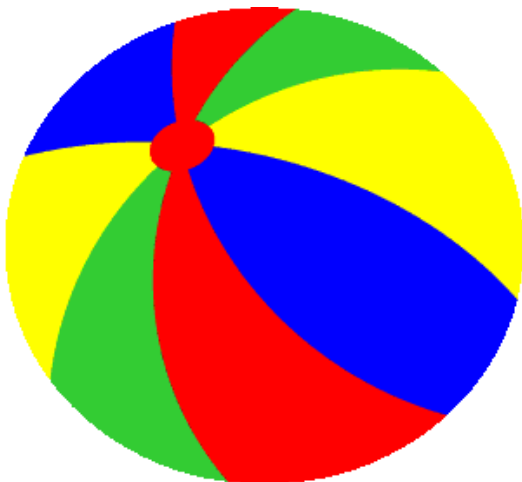
The program concluded with a panel discussion of tips for professional job seekers at Georgia State University.

Lynda Larsen  
Research Solutions Consulting

**DID YOU SEE--?**

Fletcher, Dan: Building the Web's Biggest, Smartest, Scariest Article Machine.  
*TIME*, March 22, 2010, pp. 61-62.

This article describes Demand Media (<http://www.demandmedia.com/>), "the content-provider start-up that has quickly become the Web's least understood and most vilified juggernaut". Read the whole article at <http://www.time.com/time/magazine/article/0,9171,1971409,00.html>



*Happy  
Summer!*

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