



Peach State Update

The Newsletter of the Georgia Chapter of the Special Libraries Association

www.sla.org/chapter/cga/

INSIDE THIS ISSUE —

PRESIDENT'S RAMBLINGS

Charles Shellabarger 2-3

CHAPTER NEWS

Treasurer's Report 3

Member News 3

2003 Annual Business Luncheon 3

Cadence Group Opens D.C. Office 11

ASSOCIATION NEWS

King Named Outstanding ERMD Member 6

SLA NYC 2003! 7-11

SARC III 11

DID YOU SEE...

Georgia's Old Records Have New Home 6

Word For Word [The Newton Project] 11

ADVERTISERS

Dialog 4

PRESIDENT'S RAMBLINGS

Charles Shellabarger, President

Greetings! As you read the temperature should be dropping, the leaves are changing and it is time to kick off the second half century of the Georgia Chapter. And maybe it has finally stopped raining! We enter the year with 156 members and look forward to a year as great and as interesting as the last.

What a great way to end the year! Did you go to NYC for the Annual Conference? Look inside for the reports from your fellow members. For me it was a conference that exceeded all expectations. While I was dubious of the travel distances from hotel to hotel I did not find that to be a problem. If I had, the number and depth of programs was so great, I was never at a loss for something to do. And there were seats for the popular programs. Yes, for all you shopping freaks, I did get to Bloomies but did not buy a thing.

On a serious note, I was proud of the Association's leadership in the way they promoted, informed and then held the vote on the name change. No matter what your view of the results, the fact that the Association could entertain and bring to fruition this idea speaks well of, and for, all of us. Rolling out soon will be a new branding and marketing campaign from the Association's offices.

Change is not just at the Association level. This year there will be a move to simplification of Chapter and Division Bylaws to be called Governing Documents. Stay "tuned" for further updates. To help with this, the Chapters and Division officers have been working on a document: *Recommended Practices and Association Policies* that should help clarify while allowing the units to simplify their respective structures. If you would like to be involved in working on the Georgia Chapter's implementation please contact me directly. We can use your expertise.

Your Program Committee, headed by President-Elect Gail Stahl, has been hard at work lining up great programs for the upcoming year. While not comprehensive, and there may be surprise or two still to come, this is what has been planned. Starting on September 23 we have a networking get together at Loca Luna featuring outstanding tapas.

On October 23 we will move to Buckhead and spend the late afternoon in a tour of the Atlanta History Center Research Center followed by Dutch treat dinners for those who want to stick around. In early December, the second, we will again travel to the Emory Conference Center Hotel for our Holiday party.

After the turn of the calendar year, you can then again expect to see the Brown Bag lunches. While not completely set, they will run from January through April. Also in January a program is

Continued On Next Page

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of the Special Libraries Association

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TREASURER'S REPORT

Ernie Evangelista, Treasurer

What a year it's been! When Terry Bennett, of the Goizueta Business Library at Emory University relocated to New Jersey last fall, I was appointed Treasurer of the Georgia chapter of the Special Libraries Association.

Since October, I have learned more about our chapter's finances and am happy to report that balances are still in the black. As we begin a new year of chapter programs, here's an update on our financial status (as of May 31, 2003):

Date	Assets
<u>June 30, 2000</u>	\$ 7,203.42
<u>June 30, 2001</u>	\$ 3,868.65
<u>June 30, 2002</u>	\$ 4,149.36
<u>May 31, 2003</u>	\$ 5,848.52

As many of you are aware, the nation is rebounding from a recession in the past few years. The Georgia chapter has been impacted in these ways:

- 1) Increased costs to implement programs (room rentals, food and beverages).
- 2) Fewer and/or reduced financial commitments from vendors (*Peach State Update* advertisements and program sponsorships).

Although the above table shows an increase in our account balances, our 2003 increase was derived from our annual allotment from SLA headquarters and our share from the South Atlantic Regional Conference (SARC) last year in Asheville.

I know that the Program Committee is planning a varied and cost-effective mix of events for the coming year. As Treasurer, I hope that you will support our activities and contact me with any questions or concerns about chapter finances.

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MEMBER NEWS

Deanna Morrow Hall has been named the 2003 Outstanding Member of the Year by the Georgia Chapter of the Special Libraries Association. This award is given to a member who has provided outstanding leadership and notable service to the chapter. Ms. Hall received her award during the chapter's Annual Business Luncheon and meeting on May 19, 2003 at the Marriott Century Center. Ms. Hall has been a member of SLA since 1977. She became Production Editor of the Chapter's quarterly newsletter *Peach State Update* in 1997, and became Chair of the Communications Committee and Managing Editor in 2002. Ms. Hall is employed as Knowledge Center Manager for Bio-Lab, Inc. in Lawrenceville.

Robbie King has received the 2003 Outstanding Member Award from the Environment and Resource

Management Division of SLA. See the feature article in the Association News section.

Lashondra Parham, on staff as a library assistant with Cadence Group®, has been awarded a \$1,000 scholarship by the Atlanta Law Libraries Association. Ms. Parham will be attending the School of Library and Information Studies at Clark Atlanta University beginning this fall as a candidate for the Master of Science in Library Science with a concentration in special libraries.

Joanne Tobin has volunteered for the newly-created position of Photo Editor for the Chapter newsletter, *Peach State Update*. The Photo Editor is responsible for taking pictures at Chapter events, and selecting, editing, and captioning them for the newsletter.

Continued From Previous Page

being developed entitled 'A Day in the Life.' It should offer great insights for the novice as well as experienced practitioner. On a lighter note February will bring another late afternoon program: 'Librarians in the Movies.' While I have not seen the program I have

been told it is well worth seeing. And yes, there will be popcorn! It should provide some lively discussion and reflection.

We end the year with the Annual Business luncheon.

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2003 ANNUAL BUSINESS LUNCHEON RECAP

Gail Stahl President-Elect

The Georgia Chapter's Annual Business Luncheon and meeting was held on Monday, May 19th. Over 40 attendees enjoyed the presentation of the guest speaker, Victoria Albee. Ms. Albee, from the executive office of the Georgia Technology Authority, spoke about "Herding Heffalumps: Adventures in Technology-based Knowledge Management."

She used the following examples from *Pooh's Little Instruction Book* to explain the processes involved in planning and implementing knowledge management:



Victoria Albee at the Annual Business Luncheon

- Before beginning a Hunt, it is wise to ask someone what you are looking for before you begin looking for it.
- When checking your Heffalump Trap for Heffalumps, be sure to bring along a piece of string to lead them home with.
- It's always useful to know where a friend-and-relation is, whether you want him or whether

you don't.

- When going around a spinney of larch trees tracking something, be sure it isn't your own footprints you are following.
- Always watch where you are going. Otherwise you may step on a piece of the Forest that was left out by mistake.

During the brief business meeting, these new officers were elected:

Gail Stahl as President-Elect;

Russ Singletary as Director;

Heather Turnbull, as Secretary.

Charles Shellabarger, 2002-2003 President-Elect, thanked **Joanne Tobin**, President, for an excellent SLA year and presented her with a bottle of fine wine.

Deanna Hall, Chair of the Communications Committee and Managing Editor of the Chapter's newsletter *Peach State Update*, received the 2003 Outstanding Member Award.



Deanna Hall reacts to receiving the Outstanding Member Award

KING NAMED ERMD'S OUTSTANDING MEMBER

Linda Vida

On behalf of the Environment & Resource Management Division (ERMD), I would like to congratulate Robbie King, ERMD newsletter co-editor, as the 2002-2003 Outstanding Member. Each year, the ERM Division recognizes a division member who has made notable and enduring contributions to the division and the profession. These accomplishments can be made through outstanding leadership in a variety of roles: as officer or committee chair, organizing conference activities, contributing to or editing publications, or for mentoring and extracurricular activities. We are pleased to recognize Robbie King as this year's recipient of the award.

Robbie joined SLA/ERMD and the Georgia Chapter in '95 while a library school student at the University of South Carolina. She also attended her first SLA conference that year in Boston. After joining ERMD, Robbie frequently contributed conference wrap-up articles to ERMD News. In 1999, Robbie volunteered to co-edit the newsletter and the following year she became sole editor. She made great efforts to increase the number of committee members contributing to the newsletter, improved the content through theme-oriented issues, and completely redesigned the newsletter's layout. As editor, Robbie has created an excellent publication that serves the information needs of the division as a whole as well as benefiting each member. It is also a publication that attracts new members to join ERMD. In 2001, Robbie recruited Cynthia Bennington to assist as co-editor and continues to work with Cynthia to publish four issues of the newsletter each year.

Robbie worked as a librarian at Dames & Moore while in Library School. After receiving her MLIS she joined NewFields, an environmental engineering consulting firm, where she was director of Information &



Robbie King holds her award from ERMD

Research. She also co-authored the entry "Environmental Databases" in the *Encyclopedia of Library and Information Science*, 2nd edition, published by Marcel Dekker, Inc., in 2003.

Robbie's talents as an editor were honed during 18 years of teaching English composition and literature courses at Samford University, Marymount College of Virginia, DeKalb College, and Mercer University in Atlanta. She was also the educational program coordinator for Emory University's Soviet and East European Studies Center for over eight years.

Linda Vida is affiliated with the Water Resources Center Archives at the University of California - Berkeley.

GEORGIA'S OLD RECORDS HAVE NEW HOME

Hendricks, Gary

The Atlanta Journal-Constitution, Tuesday, May 6, 2003, pp. D1, D9

The Georgia Archives has moved from Capitol Avenue in Atlanta to a new building at the entrance of Clayton College & State University on Jonesboro Road in Morrow. The National Archives & Records Administration, now housed in East Point, also will move onto the site in summer 2004. Moving the two facilities to the Southside of Atlanta is part of the planned multi-million-dollar Gateway Village Project in Lake City and Morrow. The two-archives complex will be the first of its kind in the nation.

PUTTING KNOWLEDGE TO WORK®

SPECIAL LIBRARIES ASSN. ANNUAL CONFERENCE

NEW YORK, NEW YORK JUNE 7-12, 2003

Incoming President Charles Shellabarger requested that each member of the Georgia Chapter who attended the Annual Conference should share their observations about the Conference through *Peach State Update*. Here are the reports from the five individuals who responded. Some of the divisions have posted their presentations to the Web and they can be accessed at <http://www.sla.org/content/Events/03confpresentations.cfm>.

...SLA, Broadway and Food

Ernie Evangelista

Federal Reserve Bank of Atlanta, Atlanta GA

A song from Leonard Bernstein's play "West Side Story" claims "New York is a helluva town." I certainly felt the city's energy during this year's annual SLA conference which included these challenges:

- A layout involving THREE Midtown Manhattan hotels
- A wide array of New York diversions and distractions such as the Puerto Rican Day Parade on Sunday, June 8 and a Museum Mile Celebration on Tuesday, June 10.

Nonetheless, it was a productive and informative meeting, which, for me, consisted of these highlights:

- The Georgia chapter dinner in SOHO on Sunday, June 8 which included a celebrity sighting.
- A Gary Price session in which he shared tips and tricks from new Web sites.
- A visit to the Museo del Barrio on Tuesday, June 10.
- Madeline Albright's closing session on Wednesday, June 11.
- A meeting of Federal Reserve librarians at the New York Fed.
- A field trip to the Metropolitan Museum of Art's conservation unit.

And lastly, my bite of the Big Apple included a taste of cuisines from Portugal, Thailand, the Philippines, Turkey and the Dominican Republic. My trip also included watching these Broadway plays: "Man of La Mancha," "Long Day's Journey Into Night" and "Take Me Out."

While I'm glad to no longer be living in the city that never sleeps, I will ALWAYS LOVE New York – so much food, so much culture, so much of EVERYTHING!

...**Review of Information Technology Division (ITE)**
Karalyn Kavanaugh, Chair, ITE, 2002-03
EBSCO Information Services, Atlanta GA

A variety of programs and events sponsored by ITE and other Divisions contributed to the success of the 2003 SLA Conference in NYC. Thanks to the many corporate sponsors who were generous with their support of programs and events and Georgia Higley, ITE Program Planner, who made it all happen.

I've listed below the ITE classes and programs but my favorite events were the morning and evening meetings and open houses such as the "Diversity & Mentoring Breakfast" with a panel of librarians from diverse occupations talking about their work. New librarians had an opportunity to talk with seasoned veterans and interview for a couple of jobs that were offered.

The nightly Open Houses, each with a theme and activity for networking were terrific:

- "Live From New York, ITE's Saturday Night" with Dick Albin as host;
- "Discover ITE" with active members of the ITE Sections, and SLA unveiled the new Communities of Practice software that evening;
- "The Future is Just Out of Reach - A Science Fiction Evening" with Paul Levinson;
- "Mystery Night" with Jane Kelly

were quite popular with attendees. Participants seemed to really enjoy the fun and games each night. The ITE Division is going to continue to have a theme at each Open House next year.

Classes:

"Give Me Strength: the How's and Why's of E-Journals", Holly Bussey and Leslie Burke, EBSCO Information Services

"Newsletter Production: Getting the Word Out", Chris Olson of Chris Olson & Associates.

"Tech Storm: Technology Brainstorm & Environmental Scan - A Strategic Planning Facilitated Workshop", Stephen Abrams, Micromedia/Proquest and Jane Dysart, Dysart Jones.

Continued On Next Page

Continued From Previous Page

Programs:

“*Digital From Birth*” with Greta Marlatt, Navel Postgraduate School, co-sponsored with the Military Division

“*Web Accessibility: Promoting Usability for People with Disabilities*”, Matt May from W3C

“*Metadata Standards: What’s New and How It Will Impact Your Work*”, Marcia Zeng, Kent State University, Jerome McDonough, New York University, Rebecca Guenther, Library of Congress

“*Managing Technology Centers*” with Robert Swann, CAS

“*Distance Services: Libraries Without Walls*”, co-sponsored with the Research Committee. Carla Lillvik, Harvard University and Liz Bibby, Harvard Business School

“*Gender and the Information Technology Professional*”, Sharyn Ladner, U. of Miami & Florida State University.

Be sure to watch for the Information Technology Division events in Nashville; they’re sure to be worth your time.

...The Price is Right

Brian McGreevy

SpencerStuart, Atlanta, GA

Attending the SLA’s annual conference is a great place to network and socialize with one’s peers as well as check out the latest vendor offerings. More importantly, however, the yearly Librarian Love-fest offers a chance to attend learning sessions given by the profession’s top thought leaders.

As someone who works as a research analyst in my daily role for SpencerStuart, my choice of speakers typically center on Web-search gurus. This year was no different and some of my favorite sessions were given by Gary Price, who many may know as the source of “Price’s List of Lists.” For those unable to attend the convention in New York or those unable to make it to Gary’s presentations, I contacted him to get the hotlinks to his presentations, which offer much insight and many tips ‘n’ tricks whether you attended his sessions or not. Please see below for Gary Price’s URLs:

- “You Can Search What You Can’t See”
<http://www.freepint.com/gary/sla03biz.htm>
- “Keeping & Staying Current: Gary’s Resource List”
<http://www.freepint.com/gary/slanews03.htm>
- “WebTools with Genie and Gary”
<http://www.freepint.com/gary/sla03.htm>

He also personally invited information professionals to visit his daily update of library news, search tips, new resources and more at the ResourceShelf: <http://www.resourceshelf.com>. The site offers a free email alert that supplies registered users with weekly highlights of his most recent postings.

Gary provides many helpful links for those who must



From the lights of NASDAQ...

slog through the trenches on a daily basis searching for high-quality information in an online environment. For a view of the changing information landscape from a 50,000-foot perspective, I sought out a session by Stephen K. Abram, who was honored earlier this year by the SLA with The John Cotton Dana Award for exceptional service to special librarianship.

Continued On Next Page

Continued From Previous Page

Abram is currently Vice President - Corporate Development with Micromedia ProQuest in Canada. His speaking topic this year drew scores of attendees: "What's Sizzle & What's Fizzle." He included a .pdf hotlink to the slide presentation: <http://www.micromedia.ca/presentations/SLANY-Sizzle->



... To the lights of Broadway!

[Fizzle.pdf](#)

Among the highlights of his session:

We are now coming through a slow period of technological change with the Internet. There will be a ten-fold increase in the size of the Internet within a very short time. In the near future, he sees some positive developments in the online world. "Context is king, certainly not content," he emphasized. The Internet will help

create and unite virtual communities while providing an enhanced means of collaboration between individuals and groups.

Special librarians aren't information professionals, said Abram, because information professionals create information. Rather, our mission should be to create a learning environment. Be a catalyst in the Information Age: provide information to spur knowledge creation to inspire good behavior.

Abram touched on Dr. Thomas Davenport's Information Engagement Levels [from the bottom up]: Read/View to Act On/Discuss to Argue/Defend to Present/Teach to Stimulate/Live. Abram sees a time in the near future when non-text formats will predominate. Video games are a good example of problem-solving in an interactive engaging environment. Librarians must adapt to the individual learners we serve and build on their skills; it's not about replacing their skills with ours. We need to learn to learn.

In his mind, the Information Highway has failed. Rather, he prefers to see the future of the Internet as an Information Ocean that provides an immersive experience for users. Abram thinks instant messaging applications provide a glimpse of the future. Those under age 21 are already well-acquainted with the various services and can juggle more than one conversation at a time. Soon people will be using I.M. capabilities for webcam-enabled video interaction. This capability is already provided with the latest versions of free I.M. software. He sees a future where there will be many more online reference interviews rather than the traditional face-to-face variety. The upside: More pictures equal better information transfer and retention.

For Abram, "Web searching is so last century" because it relies on text that offers little in the way of context. For one search-engine company's vision of the future, check out this Google link: <http://labs.google.com>.

<u>Old World</u>	<u>New World</u>
Search	Find
Explore	Discover
Navigate	Maps & Models
Educate	Learn
Information	Inform
Offer	Qualify, Select, & Filter Content
Service	Empower
Deliver	Collaborate & Learning Activities
Physical Access	Intellectual Access
Limits	Opportunity

Continued On Next Page

Continued From Previous Page

Abram sees a world few can imagine. But he gladly shares his view of the future in the hope that special librarians can act as change agents to shape the future of civilization.

... the Neon Ticker Lights Shine Bright on Broadway

Marilyn Pahr

Emory University, Atlanta GA

While the neon lights of Broadway have long shone with major advertisers' logos and light-bulb studded theater marquees, "Wall Street" is making a noticeable presence in Time Square. From the 100-cube video wall that displays the Nasdaq MarketSite to the Morgan Stanley building, whose face displays the day's headlines and stock quotes and an electronic screen on one side flashes foreign stock indexes and currency prices, the glitter of midtown Manhattan is showing its financial colors. While the Nasdaq presence has been felt in Times Square since 1997, the World Trade Center attack has accelerated the increased financial presence in midtown. Besides Nasdaq and Morgan Stanley, J.P. Morgan Chase, Citigroup, Bear Stearns, Credit Suisse First Boston, Cantor Fitzgerald and Lehman Brothers have moved to Midtown.

My New York SLA experience started on Saturday night with the Business & Finance Division's Open House at the new Lehman Brothers headquarters building on 7th Avenue. Lehman bought the office tower from Morgan Stanley post 9/11 when Morgan Stanley decided to decentralize their offices. The concierge told us "you can't miss it – you'll see it before you get there" and he was right. Blazoned across the front of the building was a bright blue neon ticker at least 50 feet high – its reflection on the shiny steel building across the way giving the street a bright, blue glow. Once we entered the 32-story tower, however, we were immediately thrust back into corporate mode. Our tour guide for the Research Library was Marty Cullen, former B&F Chair, who explained how the recent Sarbanes/Oxley ruling divides the research arms of investment banks separating the analysts from the brokers. This "invisible wall" was also the topic of discussion at the B&F Division's keynote address, "State of Wall Street" with Lawrence Cudlow of Cudlow & Krammer, the CNBC business news talk show. The B&F/LMD joint program "Accounting 101" also touched on this subject.

During one of the program breaks, I wandered into the "Investment Center" of the Morgan Stanley building on the corner of 48th & Broadway. A digital ticker stream flowing through the floor tiles and floor-to-ceiling windows looking across to the Hershey store, with its mas-

sive colorful display of Hershey products, let me know I wasn't in a staid broker's office. I struck up a conversation with a young broker who was pulling Information Desk duty for the day – junior brokers are "encouraged" to put in time at least once every two months. He relished the opportunity for it got him away from his office, not in this location, but in another Morgan Stanley location near Penn Station, which he described as the "armpit of New York". He lamented the unavoidable move from Wall Street – he specifically chose Morgan Stanley for its reputation and the opportunity to work in the World Trade Centers. Now, instead of mingling with other "Wall Streeters", most of the clientele in his area were sports-related – Madison Square Garden is across the street. Their attire tended to be less 3-piece suit and more Reebok. It was hard not to notice though that he was wearing a pink shirt with his suit and tie – the neon influence?

...Marketing Library Services

Joanne Tobin

Georgia Institute of Technology, Atlanta

Guerilla Marketing: Strategy Sharing for Agile Action, a program presented by the Engineering Division, offered excellent tips for marketing a new or existing library. Speakers included our own Amanda Kindall (EMS Technologies), along with Betty Lou Hicks (Hanson Professional Services), Thomas (Tom) Nielsen (Hazen and Sawyer), Marilyn Redmond (International SEMATECH, Inc.), and Randall (Randy) Reichardt (University of Alberta, Sci Tech Library).

Amanda shared the trials and tribulations of creating and marketing a new library. She offered six "BE" tips for the audience to take away with them. 1. "Be accessible and approachable." 2. "Be curious". 3. "Be careful" 4. "Be flexible" 5. "Be Realistic." And 6. "Be confident". She suggests that running "search agents" on topics of interest to your clients, and surprising them with the resulting information, may lead to new projects and new library champions.

Randy's tips to university Engineering Librarians include staying in touch with the faculty, grads and researchers, but cautions against sending them too many emails. He entices students to be proficient in library and research skills, telling them that it will help their future company's profitability.

Tom shared his marketing ideas, which include sending welcome letters to new employees, emailing an electronic bi-monthly newsletter, and holding training

Continued On Next Page

SOUTH ATLANTIC REGIONAL CONFERENCE PLANS ANNOUNCED FOR FALL OF 2005

Karalyn Kavanaugh

Plans are underway for the SLA sponsored 3rd *South Atlantic Regional Conference (SARC-III)* to be held in the Fall of 2005 in Williamsburg, VA. I agreed to be on the SARC-III Steering Committee and now I'm looking for your ideas and participation.

A few years ago some of our wise SLA colleagues created a regional conference to meet the needs of those who might not travel to an annual SLA conference and/or wish to find quality programs closer to home in places that are great for sightseeing, too. SARC-I was held in Charleston, SC and SARC-II in Asheville, NC. Both were very successful small regional conferences. This is a great opportunity to attend programs, workshops and classes, meet new people and network with other librarians and information professionals from the 5 southeastern states, Florida, Georgia, North Carolina, South Carolina and Virginia, in the process. Rebecca Vargha, NC; Cynthia Barrancotti, FL; Helen Ivy, SC; Lynn Downing, VA; and me, your Georgia

WORD FOR WORD

Dizikes, Peter

The New York Times, June 12, 2003, Late Edition – Final, Section G, Page 5, Column 1

The Newton Project, based at the University of London, plans to post all of Sir Isaac Newton's previously unpublished work on a website (<http://www.newtonproject.ic.ac.uk>). Much of this work was about alchemy and theology. To put it all on the Web, an estimated 2.7 million words must be transcribed from Newton's handwriting, which may require 15 to 20 years.

Continued From Previous Page

classes via telephone using VNC software.

Several other speakers spoke of the ups and downs they experienced when their company closed their libraries. One told us a wonderful success story. She had successfully weathered the storm and was proud to announce that her company library was now back in business.

rep are on the Steering Committee.

Fall of 2005 seems like a long way off but plans for such an event start early. We'd like at least one person from the Georgia/SLA Chapter to be on each of the five planning committees. I'm asking you to consider being one of the committee members:

Budget
Fund Raising
Logistics
Program
Public Relations

Please contact me by September 30, 2003 with your ideas and questions...that won't obligate you to volunteer. I'm hoping you'll be as excited as I am to be a part of SARC-III. It is going to be terrific.

CADENCE ANNOUNCES OPENING OF D.C. OFFICE

The Board of Directors of Cadence Group® has announced the opening of their Washington, D.C. office on July 1st, 2003. The new office will be managed by K. Matthew Dames, who also will help direct Cadence Group's legal information strategy initiatives.

"The D.C. office allows us to leverage our experience in the Federal government and our client base in the legal community more effectively in the Northeast", notes Tina Baker, President and CEO of Cadence Group. "We are well-positioned to help corporations and agencies based in D.C. acquire, organize, and disseminate information which is the business challenge every organization faces."

"The Library of Congress, the concentration of technology and media businesses, and the federal government in D.C. offers us many opportunities to extend our services," said Dames. "I look forward to working with the Cadence Group team so we can better serve our existing and future clients." Dames, who has extensive experience working in law, media, and librarianship, is a graduate of the Syracuse University School of Information Studies and the Northeastern University School of Law. He returns to Cadence Group consulting work after completing a post-graduate fellowship at Georgetown University's Edward Bennett Williams Law Library in Washington, D.C.



Special Libraries Association

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