

**Happy
Holidays
from the
Arizona
Chapter of
the Special
Libraries
Association!**



**Have a safe
and Happy
New Year!**

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President's Message

Happy Holidays and here's to a great 2004! We may be midway through the chapter year, but the new year is just beginning. Thanks to our energetic President-elect and Program Chair, Martha Portree, the chapter already has some fantastic and useful new programs lined up. Mark your calendars for January 9, 2004, where we begin the new year with one of Dialog's quality programs. Our guest speaker is Heidi Porth, and the location will be the Main Library at the University of Arizona in Tucson. SIRLS students attend free! We are also tentatively planning a joint copyright program in the spring and Martha is working hard to plan a May program on conducting an information needs analysis for your organization. Our networking chair, Katherine Bertolucci of Isis

Information Services, is planning more entertaining and useful networking events.

It is also a new era for SLA as a whole, with new executive director Janice LaChance taking the position this past July and the upcoming shift of the Special Libraries Association headquarters to Alexandria, Virginia. Despite these changes, however, some things remain the same. The association continues to strive to offer quality programs of use to its membership, to provide leadership opportunities, to encourage new membership, and to offer a forum for discussion of relevant information issues and a chance to meet others in the profession.

If you are new to the Valley, welcome! It is a new chapter in your life, too.



Betsy Lazan-Young

And for everyone, now is your chance: if you have a great idea for a chapter program, or joint program with another related association of which you are a member, let us know. If you would like to help with chapter activities also please email one of the SLA chapter officers or me. We greatly welcome your help and your enthusiasm!

Happy 2004!

Betsy Lazan-Young

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Special Libraries Association (Arizona Chapter) presents
 “Leading the Way” sponsored by Dialog Quantum2 Program
 Guest Speaker: Heidi Porth

Friday, January 9, 2004
 10 a.m. – 12 p.m.
 Sign in and networking begin at 9:30 a.m.

University of Arizona Main Library
 Room A314
 Tucson, Arizona

In a working environment characterized by relentless change, leadership is a necessary ingredient for professional success. This session focuses on how information professionals can define and communicate their vision of their role, and the value of the information center to stakeholders within their organizations. The effective positioning of the value of the information service is not simply a marketing proposition. It is achieved through leadership.

Heidi Porth has over 14 years of experience in online information systems, research, and training. She has held the position of SLA Student Liaison to the Graduate School of Library and Information Science at The University of Texas at Austin for the last several years, and in that capacity she has provided networking and CE opportunities for students and area special librarians. Further information on Heidi can be found at:
<http://quantum.dialog.com/people/team/heidi.shtml>.

For those who are interested, the SLA Business meeting will be held after the program.

Pre-registration and payment are encouraged, although attendees will be able to register the day of the event. Complete the form below and mail it by **Friday, January 2, 2004**.

For questions regarding this program, contact Martha Portree at Martha.Portree@nau.edu or call (928) 523-5914.

“Leading the Way” Registration Form

Name _____ Organization _____

Work Phone _____ Email _____

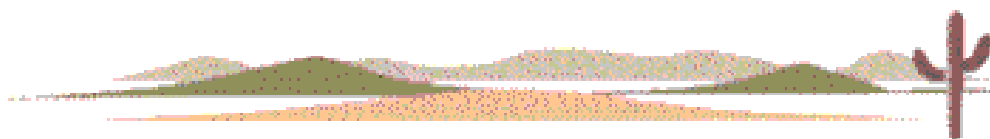
How did you find out about this program? _____

_____ SLA member (\$10 registration fee)

_____ Non-SLA Member (\$15 registration fee)

_____ Library Students (UA SIRLS Students) (Free)

Send check for appropriate amount (made out to **Special Libraries Association Arizona Chapter**) along with this registration form to: Cinda McClain, AZ SLA Treasurer, 9723 E. Wood Drive, Scottsdale, AZ 85260.



Congratulations to our 2003 Member of the Year: Cinda McClain

The Member of the Year Award is an award given annually to recognize and reward the exemplary service to the chapter given by a member. A certificate and an engraved cup presented at the Annual Business Meeting are the tangible products of the award. The award has been a part of the Arizona Chapter for many years. Most recently, Beki Welsch, the 2001-2002 Chapter President, revived the Member of the Year Award and created the New Member of the Year Award.

This year the decision was especially difficult as there were many chapter members deserving of the award. Cinda McClain, the Chapter Treasurer, was chosen as Member of the Year because she not only performed her duties as treasurer, but also because she gave so much more of her time and talents to the chapter. As treasurer, she actively

pursued payment for advertising in the Bulletin. She was a key person in the planning and implementation of the 25th Anniversary celebration. She also was a key fundraiser for the chapter celebration and chapter programming. In addition, she volunteered to compare the chapter discussion list membership and the chapter membership. Chapter members who were not discussion list members were asked if they wanted to join and discussion list members who were not chapter members were asked if they wanted to join the chapter. This resulted in increases in membership to both the discussion list and the chapter membership. For these reasons and her cheerful willingness in taking on all these tasks, Cinda McClain deserves the 2002-2003 Member of the Year Award.

-Ann Eagan



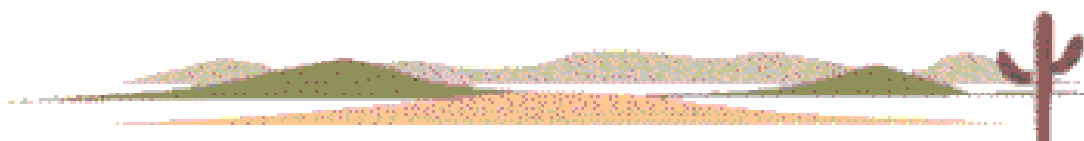
Cinda McClain

Working with so many Chapter members, particularly Betsy Lazan-Young, on the various activities during our 25th Anniversary Year certainly gave me a much greater appreciation for the amount of effort needed to keep a Chapter thriving! When I signed on as Treasurer, never did I imagine that I'd be tracking down former Chapter presidents across the United States or be chatting "up close and personal" with Mary Ellen Bates at the small pre-workshop dinner? just to mention a few of the "hats" that came my way last year. Fortunately Betsy didn't have me blowing up helium balloons for the 25th Anniversary Gala, since I'd failed so miserably at that task for my cousin's wedding several months before!

During my many years as an SLA member, the level of my participation may have fluctuated but my enthusiasm for the profession and for the organization has never waned. Both of my Arizona jobs resulted from leads provided by Chapter members, so I can't overemphasize the personal benefits I've gained from AZ SLA.

Joining SLA or renewing your membership can be the start of adventures, friendships, and opportunities for every member who takes an active role in the Arizona Chapter - as limitless as the horizon of this beautiful state in which we are so lucky to live! Thank you for the honor of selecting me Member of the Year for 2002-2003.

-Cinda McClain



Competitive Intelligence – The Link to Higher Intelligence

Terry Ladner

On Friday, October 24, 2003, Bonnie Hohhof gave a thought provoking and realistic presentation to a group of SLA and SCIP members at SRP in Tempe, graciously hosted by Barbara Orr. Bonnie's topic "Expanding into the Analyst Role" focused upon information professionals making the transition into analyst positions in corporate arenas.

Bonnie, a charter member of SCIP, originally gave the presentation in 1999 when she was Information Manager at Motorola. The information within has grown stronger with time and the need for competitive information has grown exponentially. For her data, she found ten librarians who had made the transition to analysts and studied the reasons behind their winning moves. Patterns of knowledge and skills emerged. Characteristics of such analysts include, but are not limited to:

- Ability to present findings to client in recipient's preferred method
- Using time wisely – Two minute synopsis of primary recommendation
- Presentation skills are as crucial as content
- Maximization of intellectual activity surrounding data – making statements about data and clarification of data
- Reaching out and extending yourself with data – seeking client evaluations
- Elevation of deliverable content

In the analyst role, the information professional has to deeply understand that this is an environment of risk. There is no one answer to any question. The search for competitive intelligence is multi-layered and complex and often depends upon relationships rather than databases. The analyst may come across an article or research report that dances around the answer

territory. It is much more effective to call the author and ask direct questions and initiate a dialog; authors love discussing topics of their expertise and could potentially point to another relevant source. Risk taking is essential in collection and revealing competitive intelligence. Be visible and utilize your contacts. Be creative when seeking out sources. Value-added information is key to the analyst's role in successfully providing information to the client. Learn to identify trends and patterns within the data collected and interpret them. Say so if you haven't found the exact nugget of information that answers the query for your client. Tell them why it isn't available and then explain concisely what you did find and why you think that information was present.

Elevate your value to the organization. Take it upon yourself to expand your base to which you provide information. This will greatly improve your visibility by reaching out to your entire user community. You will be noticed! For example, target a small sales or marketing group, invite yourself to a staff meeting and make yourself available as a resource to their group. Understand their immediate needs, their frustrations and how you can solve their information drought. Make clients aware of your capabilities in a personal way. Make them successful!

Perform this exercise: List your key value-added responsibilities and eliminate the bottom three. Focus on your priorities, be up-front with every person you meet and think through every aspect of value-added for your clients. If you don't believe that what you do is of value, rethink your position and worth to the organization and ultimately your own professional merit. You are truly in a position of power to improve the quality and integrity of all your interactions – you can make a significant difference!

Share information! Proactively disseminate the information you discover networking. Of course, tap into your own vein of common sense and never write or email sensitive information. Some clients prefer to be verbally briefed for this reason. Develop your own network of primary sources. Leverage relationships with mutually shared information. The benefits of this are mutually enjoyed.

Make it your business to be informed of your client's preferences for deliverables. Learn their style by asking others who present and share information with them on a regular or a one-time basis. Ask how the meeting was conducted and how it was received. If they prefer fast verbal briefings to visual presentations, give them the method that works for them. Deliverables are all about the client, not the presenter. Find out everything you can about your organization, become facile (not indiscreet) so you can be comfortable discussing it and sharing it and you can become the company expert. People will come to rely on your expertise if you reach out, proactively, with your knowledge.

In summary, defining characteristics of smart analysts should include:

- Curiosity, self-motivational individuals
- Ability to focus on problem-solving in chaotic environment
- Non-adversarial relationship to, possible affinity for risk
- Possession of solid people-skills for positive interactions with all clients and sources
- Diplomatic, confident and able to tolerate criticism
- Understanding business issues, organizational and cultural

(Competitive Intelligence, continued)

- Ability to present analytical recommendations from position of intelligent consumer
- Strong, effective communicator and interviewer
- Comfortable questioning intelligence client to define scope of analysis
- Presents findings concisely and convincingly

Reach out and extend yourself. Volunteer to take on a project. Learn to become used to conversing about your findings and forming your own opinions about them. Develop an analytic style and succinct statements surrounding your data. Be open to all possibilities – explore gray areas, realize and accept the position that there is no one, clear cut, right answer.

Follow-up with every client and deliver more information for them on their topic. Utilize both push and pull interaction. Call them and ask if they have received the information, if they have read it and most important of all, was it of use? Do they have questions? If it was not useful, how can you alter your quest so it will be of use? What can you do to make it more so? What else do they need? If it was helpful, keep it coming!

Interaction with clients is the key to presenting meaningful data is of primary importance to the success of the analyst role and vital to your solidifying your value to the organization. Be of value, share value and discuss value! Enjoy and live up to the challenge. Bonnie enthusiastically believes that analysts have more fun and I could not concur more passionately!

Terry Ladner has over 15 years of experience in corporate library management as a researcher, solo librarian and most recently as a CI analyst in the high-tech industry. Terry has independently consulted in the information field as well. Terry received her MLS from Simmons College in Boston, MA. She and her husband and their Maine Coon cat have just relocated to the Phoenix area. Terry is a volunteer at the Desert Botanical Garden at Phoenix and is learning about the desert environment. She is looking forward to finding challenging professional opportunities in the Valley.

-Terry Ladner

Help Sponsor a Chapter Event (and get a tax deduction, too!)

Martha Portree has some great events lined up for the Chapter the rest of 2003-2004, and our revised Strategic Plan outlines some exciting future directions. Our member allotment from SLA Headquarters only begins to cover all the anticipated costs, so we will continue to seek sponsorships. That's where YOU, oh AZ SLA Chapter member, come in!

As Chapter Treasurer, I want to remind you that donations to the Chapter to help support these activities can be deducted from your income tax return if you itemize deductions. I would be remiss in my duties if I didn't call your attention to this opportunity to "give back" to the Chapter in a way that can really make a difference!

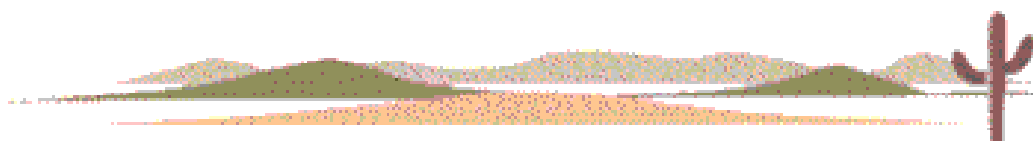
Several of the sponsorship levels we've established are:
Turquoise \$50
Copper \$100

Last year we had two chapter members who became anonymous Copper sponsors, and I'll bet we can do even better this year!!

Please send your check, payable to Special Libraries Association Arizona Chapter, to:
Cinda McClain
9723 E. Wood Drive
Scottsdale, AZ 85260

All member donations will be gratefully acknowledged - and kept confidential if you so choose.

Cinda McClain
AZ SLA Treasurer



Minutes of the October 24th, 2003 Arizona Chapter Business Meeting

Members present: Ann Eagan, Tina Adams, Kathee Rose, Martha Portree, Susan Pritchard, Cinda McClain, Carla Smith, Betsy Lazan-Young, Katherine Bertolucci, Dale Steele, Yu Su (UA Student), Mary Margaret Martin (UA Student), Terry Ladner

Call to Order - The meeting was called to order at 2 pm.

The May 30, 2003 meeting minutes were approved. It was noted that the meeting minutes were not sent to the list and were not published in the last issue of the Bulletin. Carla Smith will send the May 30th meeting minutes out to the discussion list.

Executive Board Reports
President: Betsy Lazan-Young read a letter from SLA Student Group President, Yu Su, thanking us for our support.

President-Elect/Program Chair: Martha Portree reported on preparations for the Oct. 24 joint program with SCIP. The program is "Expanding into the Analyst Role" with guest speaker Bonnie Hohoff. She worked with both Rahman Kahn and Barbara Orr of SCIP to make arrangements with the speaker and to have it be held at SRP. She also coordinated the publicity for this event by drafting an initial flyer and contacting appropriate individuals in SLA to promote the program. There are over 18 attendees at this point.

Martha also has communicated with Sarah Paciorek regarding inviting SLA members to the November 19th showing of a virtual SLA seminar that will be held at SRP. The chapter will invite other groups to this showing and will also charge a nominal fee to members that will help fund future events and meetings.

Tentative programs are set up next year with DIALOG and FACTIVA. The first one is January 9, 2004 from 10 a.m. - 12

p.m. It is "E-learning Q2: Leading the Way" with Heidi Porth. We do not have a venue set up yet for this. The next one is set up for some time in early to mid-May. This is the "Conducting an Information Needs Analysis for Your Organization" with Barbara Burton. There is not a specific date yet, but Martha will follow up on this and select a location.

Lastly, Cinda McClain put Martha in touch with Tamra Miller of the Central Arizona Biomedical Libraries (CABL) regarding a possible joint program with SLA this coming February. They have a program already in mind - they would like to have Dr. Jeremy Rowe from Arizona State University speak about copyright issues.

Treasurer: Cinda McClain
Chapter finances are in good shape. We don't have a lot of programs that require front-end expenses. We will be sharing half the expenses of the Oct. 24th program with SCIP. Checking account balance = \$5,951.00
Certificate of Deposit = \$3,049.90
Total Chapter accounts = \$9,000.90

Secretary: Carla Smith - no formal report.

Committee Reports
Affirmative Action/Diversity Leadership: Vacant/inactive

Bulletin Editor: Sarah Paciorek
The next Bulletin will go out in November. Sarah asked that someone volunteer to take notes and write up a summary of the October 24th event.

Career Guidance: Ann Eagan
There has been little activity with career guidance.

Chapter Archivist: Joan Schlimgen - No report.

Employment: Betsy Lazan-Young
As employment chair, Betsy met

with Terry Ladner, who moved here from Massachusetts in September. June saw 1 job announcement emailed to the discussion list and one inquiry from an out-of-state librarian seeking work. In July, two jobs were posted to the discussion list, and notice of the Phoenix Library recruitment list was mailed to the out-of-state librarian. Two jobs were posted in August in addition to several new job listings online at the website. Webmaster Lisa Bunker also sent these directly to the list. Lisa also notified the list of new Arizona jobs posted to the chapter web page. Betsy welcomes further postings of future jobs and would also like to know if those who were seeking library science positions actually found positions.

Fundraising Co-chairs: Alma Christine Vathis Howell and Tina Adams
Tina reported that she received some files from Cinda McClain. She is working on rounding up new Bulletin sponsors and looking into novel fundraising ideas.

Government Relations - Cinda McClain has sent to the Chapter discussion list several pieces of SLA public policy information.

International Relations: VACANT

Membership: Susan Pritchard
The latest numbers for membership in AZ SLA is 113.

Networking, Northern AZ: Ann Eagan is planning activities for the Northern AZ contingent. Four of the six work at Cline Library at NAU.

Networking, Phoenix: Katherine Bertolucci. The Phoenix Networking Committee is having a great time finding restaurants all over the Valley. We recently met at Monti's La Casa Vieja in Tempe. Prior to that, we had a wonderful dinner at La Fontenella in Central Phoenix, which

(October 24th Minutes, Continued)

attracted members from as far away as Flagstaff. All members of the Arizona SLA are invited, along with a small group of "friends of SLA." In addition, an SLA member is distributing the invitation to librarians at the Phoenix Public Library. We are pleased to welcome everyone. A survey of addresses from the SLA membership directory indicates that the vast majority of our members are located in Central Phoenix. However we have small enclaves all over the Valley. Our efforts at having dinners throughout the Valley have resulted in a wider attendance. We are also becoming the first introduction to Arizona SLA for new members. We're looking forward to more great parties.

Networking, Tucson: VACANT

Professional Development: VACANT
Cathy Large was the Professional Development Chair, but Susan Pritchard noted that she did not renew her membership with SLA.

Publications: Laura Bender
The directory is now listed on both Amazon.com and ebay, and sells for \$25.00. The sale price was changed due to the charges required by both sites. Each vendor takes a small percentage of each sale, and ebay charges to list the item and small amounts for "extra" features such as bolding, etc. It will be interesting to see if opening up the sale to the Web changes the trickle of sales to more of a flow.

Public Relations - Carla Smith and Kathee Rose With the help of various AZ SLA members, the PR committee sent out announcements about the Oct. 24th meeting to the following groups: AZ SLA discussion group and website SAIL - State of Arizona Interagency Libraries SIRLS students discussion group
AzASIS&T - Arizona Chapter American Society for Information Science and Technology UA librarians ARLA - Area Reference Librarians Association CABL - Central Arizona Biomedical Libraries SABL - Southern Arizona Biomedical Librarians AzALL - Arizona Association of Law Libraries AzLA -

Arizona Library Association W.L. Gore librarians (Flagstaff) Betsy Lazan created a very helpful document that lists relevant AZ associations we can target and the appropriate contact person.

Strategic Planning: Ann Eagan will have a draft of the strategic plan ready for the November business meeting.

Student Chapter Liaison: Sheila Merrigan The University of Arizona student group sponsored one library tour this Fall to the Arizona Health Sciences Library (AHSL). A second tour is planned for October 29th at the Career Center in the UA Student Union. The group held their 2nd Non-traditional Librarian brown bag lunch. Jan Knight, Owner of Bancroft Information Services, discussed her life as an independent information specialist. The title of her presentation was "Why Should I Pay You When I Can Find Everything on the Internet?" Approximately 15 students attended the presentation. There was a great deal of discussion following the presentation. Many thanks to Jan for her time and willingness to share her expertise. Elections for new student officers will take place in November. The offices of President and Secretary will be open, along with an ad hoc position of tour coordinator. The student group is also very appreciative of the SLA state chapter for their continued monetary support of the UA SLA student group. The \$100 is greatly appreciated and will likely be used for the Internship Fair in the Spring.

Webmaster: Lisa Bunker - No report.

Old Business

Networking Chair in Tucson Needed!
We are again in need of Networking Chair for Tucson. Former AZ SLA president Ann reports that Tucson area members may prefer networking lunches to dinners and that it's important to make sure the activity is well-publicized. Members of the student chapter are welcome to volunteer. Duties: Coordinate networking activities, these can be

informal get-togethers, hikes, breakfasts, lunches, dinners or other activities. Benefits: You get to meet a lot of different people and learn about a variety of libraries. You get to put a useful activity on your resume. Please contact Betsy Lazan-Young if you are interested. Betsy will send another appeal out to the AZ SLA discussion list.

New Business

President-elect Martha Portree summarized the upcoming programs: November event at SRP, event in January which probably will be in Tucson, a February event with CABL in Phoenix and a May program on "Information Needs Analysis."

Other New Business

Funding for scholarships/funding for attendance at national meetings Since many organizations and universities are no longer providing funding for travel, Ann Eagan mentioned that the chapter might need to support officers at a higher level of funding than we have had in the past. If the chapter has enough funds, we could also consider a student scholarship to help defray the cost of attending a national SLA conference.

Announcements

Betsy updated the group on SLA news:

- SLA headquarters is considering relocating to Alexandria, Virginia
- Diversity Leadership Development Program Deadline for application is December 5, 2003
- SLA Membership Campaign: <http://www.sla.org/content/memberservice/Recruit.cfm>
- Patricia Watkins wrote the following letter to Library Journal:

Trophy speakers at SLA

Blaise Cronin's "The Trouble with Trophy Speakers" <http://libraryjournal.reviewsnews.com/index.asp?layout=article&articleId=CA302400> " (The Dean's List, LJ 6/15/03, p. 46) mirrored my thoughts after hearing two high-profile keynote speakers at the Special Libraries

(October 24th Minutes, Continued)

Association (SLA) conference in New York City this June. Not only is the size of the remuneration for speakers an important issue but also the tone and topic of their speeches at library conferences. Neither speaker is from the library profession, but the difference between the presentations of Pulitzer Prize-winning history author David G. McCullough and Madeleine Albright, Clinton administration Secretary of State, was stark. McCullough's opening remarks included a quote from Jane Austen's *Northanger Abbey* that grabbed readers/librarians' attention: "History, real solemn history, I cannot be interested in...it tells me nothing that does not either vex or weary me. The quarrels of popes and kings, with wars and pestilences in every page; the men

all so good for nothing, and hardly any women at all-it is very tiresome." [Obviously] McCullough had researched the SLA audience and prepared his remarks to address our interests.

Albright, on the other hand, made no such effort to connect with us as professionals or otherwise. Not once did she utter the words library or librarians. Instead, she read, from the Teleprompter the text of a speech that was primarily political in tone about her time in the White House and the current state of world affairs. Although conference planners cannot possibly know what kind of presentation a speaker might deliver, it is my sincere

hope that more care might be taken in choosing speakers who have something to share with the audience that affects library associations and their members.

-Patricia Watkins, MLIS,
Thunderbird American Graduate
Sch., Intl. Business
Information Ctr. Lib., Glendale, AZ

Carla Smith made a motion to adjourn the meeting. Ann Eagan seconded.

Meeting adjourned at 2:33 pm.

Order the Directory on Amazon.com and eBay!

ARIZONA CHAPTER of the SPECIAL LIBRARIES ASSOCIATION

The Directory of Special Libraries and Collections in Arizona 1996

Edited by Laura J. Bender, Social Sciences Team Leader, University of Arizona Library

Remaining print copies now available through Amazon.com and eBay. All proceeds will go toward the online version of the Directory.

Buy yours today and spread the word: **\$25.00 per copy.**

The Directory is 173 pages long and features 261 special libraries and collections; information on addresses, access, holdings, services, subjects and staff. It also boasts three separate indexes: Library Name Index, Personal Name Index, and Subject Index.

Mentoring, Funding, & Advocating for Library Professionals

The University of Arizona School of Information Resources & Library Science is pleased to announce the formation of an Alumni & Friends Council and invites you to become a charter member.

Why become a Council Member?

- Support the growth of library and information professionals
- Insure the success of library education in Arizona
- Link with past and future students
- Relate the accomplishments of librarians and libraries
- Share continuing education opportunities

Council members...

- Serve as advocates for professional library education
- Receive regular mailings about school events
- Conduct an annual award program for distinguished alumni
- Share library experiences by mentoring students. <http://www.sir.arizona.edu/alumni/mentor.html>
- Network at state, regional, and national professional meetings
- Endow SIRLS scholarships
- Participate in continuing professional seminars
- Stay in touch with other Alumni. Update your entry in the Directory <http://www.sir.arizona.edu/alumni/index.html>

Membership is open to UA SIRLS Alumni & all interested in the success of library education.

.....

Clip and send to:

**University of Arizona
School of Information Resources & Library Science
1515 E. First Street
Tucson, Arizona 85719**

Phone: (520) 621-3565 Fax: (520) 621-3279

_____ Register me as a lifetime member for \$200 (Half of this amount goes to the SIRLS Scholarship Fund)

_____ Register me as a annual member for \$10.00/year (Half of this amount goes to the SIRLS Scholarship Fund)

_____ Enclosed is an additional contribution to the tax-deductible SIRLS Scholarship Fund in the amount of _____

Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ (home) Phone _____ (office) Email _____

Degree _____ Year of UA Graduation _____

2003-2004 Arizona Chapter Officers

President

Betsy Lazan-Young
Research Library
Arizona State Library, Archives and Public Records
1700 W. Washington, 3rd Floor
Phoenix, AZ 85007
(602) 364-0275
blazan@lib.az.us

President-Elect

Martha Portree
Cline Library
Northern Arizona University
PO Box 6022
Flagstaff, AZ 86011
(928) 523-5914
martha.portree@nau.edu

Secretary

Carla Smith
Maricopa Integrated Health System
2601 East Roosevelt Street
Phoenix, AZ 85008
(602) 344-5197
FAX: (602)344-1944
carla.smith@hcs.maricopa.gov

Treasurer

Cinda McClain
Del E. Webb Memorial Library
14502 W. Meeker Blvd.
Sun City West, AZ 85375
(623) 214-4223
cinda.mcclain@earthlink.net

Bulletin Editor

Sarah Paciorek
Salt River Project
MS ISB552
1600 N. Priest Dr.
Tempe, AZ 85281
(602) 236-5676
FAX: (602) 220-1191
sepacior@srpnet.com

Career Guidance Chair

Ann Eagan
Northern Arizona University Library
PO Box 6022
Flagstaff, AZ 86011-6022
(928) 523-0340
FAX: (928) 523-3770
Ann.Eagan@nau.edu

Chapter Archivist

Joan Schlimgen
Access Services
Arizona Health Sciences Library
University of Arizona
1501 N. Campbell Ave.
PO Box 245079
Tucson, AZ 85724-5079
(520) 626-6140
FAX: (520) 626-2922
joan@ahsl.arizona.edu

Employment Chair

Betsy Lazan
Research Library
Arizona State Library, Archives and Public Records
1700 W. Washington, 3rd Floor
Phoenix, AZ 85007
(602) 364-0275
blazan@lib.az.us

Fund-Raising Co-Chairs

Tina Adams
Cline Library
Northern Arizona University
PO Box 6022
Flagstaff, AZ 86011-6022
(928) 523-6849
FAX: (928) 523-3770
Tina.Adams@nau.edu

Alma Christine Vathis Howell

Intel Library
5000 W. Chandler Blvd.
MS CH7-301
Chandler, AZ 85226
(480) 554-8474
alma.c.vathus@intel.com

Government Relations Chair

Cinda McClain
Del E. Webb Memorial Library
14502 W. Meeker Blvd.
Sun City West, AZ 85375
(623) 214-4223
cinda.mcclain@earthlink.net

International Relations Chair

Martha Portree
Cline Library
Northern Arizona University
PO Box 6022
Flagstaff, AZ 86011
(928) 523-5914
martha.portree@nau.edu

Membership Chair

Susan Pritchard
DeVry University, Library
2149 W Dunlap Ave
Phoenix, AZ 85021-2995
(602) 870-9222
spritchard@devry-phx.edu

Networking Chair-Phoenix

Katherine Bertolucci
Isis Information Services
P O Box 627
Phoenix, AZ 85001
(602) 258-2035
isisinform@aol.com

Networking Chair-Tucson

Linda Yaeger

Networking Chair-Northern Arizona

Ann Eagan
Northern Arizona University Library
PO Box 6022
Flagstaff, AZ 86011-6022
(928) 523-0340
FAX: (928) 523-3770
Ann.Eagan@nau.edu

Professional Development Chair

VACANT

Public Relations Co-Chairs

Carla Smith
Maricopa Integrated Health System
2601 East Roosevelt Street
Phoenix, AZ 85008
(602) 344-5197
FAX: (602)344-1944
carla.smith@hcs.maricopa.gov

Kathee Rose

Cline Library
Northern Arizona University
PO Box 6022
Flagstaff, AZ 86011-6022
(928) 523-6831
FAX: (928) 523-3770
Kathryn.Rose@nau.edu

Publications/Directory Chair

Laura Bender
Social Sciences Team, Main Library
University of Arizona
1510 East University
PO Box 210055
Tucson, AZ 85721-0055
520-621-4865
FAX: 520-621-9733
benderl@u.library.arizona.edu

Strategic Planning Chair/Past President

Ann Eagan
Northern Arizona University Library
PO Box 6022
Flagstaff, AZ 86011-6022
(928) 523-0340
FAX: (928) 523-3770
Ann.Eagan@nau.edu

Student Chapter Liaison

Sheila Merrigan
University of Arizona
College of Agriculture and Life Sciences
Cooperative Extension
301 Forbes Building
Tucson, AZ 85721-0036
520-626-6543
FAX: 520-621-1314
merrigan@ag.arizona.edu

Webmaster

Lisa Waite Bunker
Mutabilis Web Design
lisa@mutabilisdesign.com