



Special Libraries Association – Arizona Chapter

BULLETIN

Volume 27, Issue 1

Spring 2004

ISSN 0162-9336

President's Message

Our very own Catherine Dimenstein of the IBM Library in Tucson has an article that appeared in the January issue of *Information Outlook* ... "Executing a Library Move." Congratulations, Catherine!

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This spring brings things both to grieve about and to rejoice at. With regret, I note that our chapter's founder, Richard Huleatt, passed away February 11, 2004—almost to the day of the chapter's 26th anniversary. The Arizona chapter of SLA will always be grateful for his dedication and his contributions to the chapter. Arizona's ideas and influences when Mr. Huleatt founded this chapter in 1978 were quite different than our fast-paced state a quarter of a century later, with its advanced communication systems and new modes of accessing information.

Today, we can provide our members virtual speakers as well as speakers who travel here. We have the chapter email discussion list that lets all members of the chapter learn of chapter, library, and information service related events, jobs available, and share their thoughts and accomplishments. Look to our chapter website for job postings, past

and upcoming events, and other chapter information. Through SLA, we can even choose to be a part of an international "community of practice" and share information about similar professional concerns and challenges. (See <http://www.sla.org/content/Community/index.cfm>)

Though SLA has a new logo, tagline and visual image, its substance remains and it will continue to provide, if not the same, better quality programs, networking and advocacy for its members.

As a chapter we are also excited to work in new ways and with new ideas. We are providing more joint programs with related organizations. This February, AZ SLA and CABL (Central Arizona Biomedical Libraries) were pleased to host a joint program on copyright with Dr. Jeremy Rowe. Congratulations to President-elect Martha Portree, Tammy Miller of Advance PCs and Kay Wellik of the Mayo Clinic for setting up an informative and thought-provoking program! Not



Betsy Lazan-Young

only did we learn how the changing copyright laws can affect us, members of both organizations had a chance to share common dilemmas with each other.

This May, look forward to another program that recognizes information requirements and situations do not stay the same and how best to ensure that we offer services to meet those changing needs with Factiva's "Conducting an Information Needs Analysis for Your Organization."

Wishing you a pleasant and successful spring!

--Betsy

Special Libraries Association Arizona Chapter presents:
“Conducting an Information Needs Analysis for Your Organization”
 Guest Speaker: Anne Caputo

Friday, May 14, 2004
 10:00 a.m – 12:00 p.m.

Sign in and networking begin at 9:30 a.m.

Chapter Business Meeting and Awards Ceremony with **FREE LUNCH** will follow after program
 (Members and Non-members welcome)

Arizona State Library Carnegie Center
 1101 W. Washington
 Phoenix, AZ 85007

Are you sensing an increased pace of activity in your workplace as your organization responds to competitive challenges in the global market place? How long has it been since you checked to make sure the information services provided by your library or Information Center are meeting the needs of your colleagues? This presentation of the InfoPro Resource Center will provide you with the tools to accurately evaluate the information needs of your organization. This presentation is aligned with Competency 1.5 of SLA's "Competencies for Special Librarians of the 21st Century

Anne Caputo is Director of Factiva's Information Professional and Academic Programs. Her responsibilities include: the strategic planning, marketing and professional development programs for information professionals and academic institutions; and management of the InfoPro Alliance Program, which provides outreach and professional services to assist knowledge workers increase their effectiveness in the workplace. Additionally, she is a part of the adjunct faculty at both The Catholic University of America in the School of Library and Information Science and the University of Maryland, College of Library and Information Services. She currently teaches basic and advanced online search courses and has taught introductory courses in computer literacy and information science.

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, May 7, 2004**.

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

“Conducting an Information Needs Analysis for Your Organization” Registration Form

Name _____ Organization _____

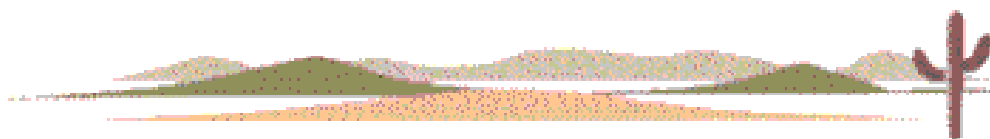
Work Phone _____ Email _____

How did you find out about this program? _____

- _____ SLA member (\$10 registration fee)
 _____ Non-SLA Member (\$15 registration fee)
 _____ UA SIRLS Student (\$5 registration fee)

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



Order the Directory on Amazon.com and eBay!

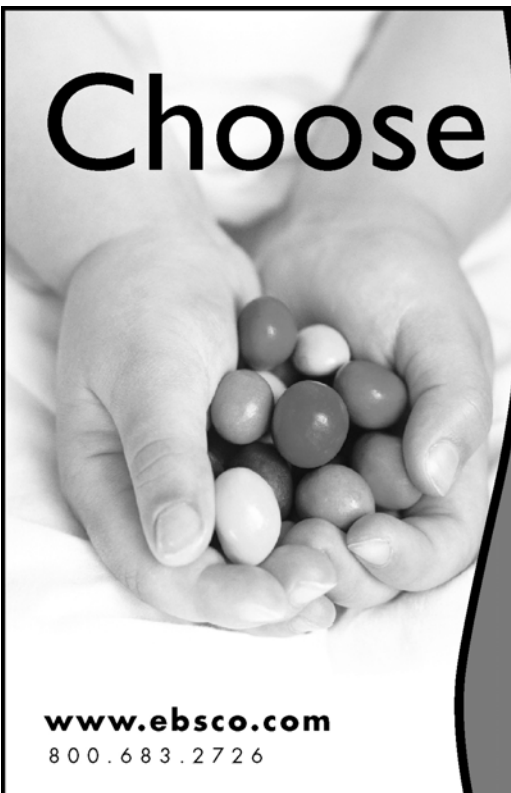
ARIZONA CHAPTER of the SPECIAL LIBRARIES ASSOCIATION
The Directory of Special Libraries and Collections in Arizona 1996
Edited by Laura J. Bender, Social Sciences Team Leader, University of Arizona Library

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.

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2003 Treasurer's Reports

Submitted by Cinda McClain

SLA Arizona Chapter Cash Flow Report January 1, 2003 – December 31, 2003

INCOME/EXPENSE**INCOME**

Bulletin Advertising Income	450.00
Directory Sales	60.00
Dues Allotment from SLA	1,284.00
Interest Income from CD	20.58
Meeting Income	4,601.36
Transfer in to checking from CD	800.00
Sponsorships	<u>1,550.00</u>

TOTAL INCOME 8,765.94

EXPENSES

Contribution Expenses	100.00
Meeting Expenses	5,636.90
Transfer out from CD to Checking	800.00
Officer Expense-Leadership Summit 2003	<u>1,300.00</u>

TOTAL EXPENSES 7,036.90

TOTAL INCOME/EXPENSE 1,729.04

SLA Arizona Chapter Balance Sheet As of December 31, 2003

Acct	12/31/'02 Balance	12/31/'03 Balance
ASSETS		
Cash and Bank Accounts		
AZSLA Checking	3,427.81	5,936.27
AZSLA CD	<u>3,818.05</u>	<u>3,038.63</u>
TOTAL Cash and Bank Accounts	7,245.86	8,974.90
TOTAL ASSETS	<u>7,245.86</u>	<u>8,974.90</u>
LIABILITIES & EQUITY		
LIABILITIES		
EQUITY	0.00	0.00
	<u>7,245.86</u>	<u>8,974.90</u>
TOTAL LIABILITIES & EQUITY	<u>7,245.86</u>	<u>8,974.90</u>

Copyright Planning Issues: Joint SLA/CABL Program with ASU's Dr. Jeremy Rowe

By Betsy Lazan-Young

The increasing restrictions of copyright law on the activities of libraries made this a topic of interest both to CABL (Central Arizona Biomedical Libraries) and the Special Libraries Association's Arizona Chapter. Members of both organizations joined Dr. Rowe at the Mayo Clinic for a spirited presentation and discussion about how these federal laws might affect their own actions and their access.

Dr. Rowe revealed his passion for the subject early on, when he portrayed the copyright law as a "high risk, low risk" continuum. He then reviewed copyright's increasingly strict restrictions in the face of new technologies, reactions against it, the "fair use" provisions, contrasting copyright requirements in other countries, and how one might handle some copyright situations.

With a high risk, low risk continuum, the library could choose what actions to take, based on what risks the institution felt comfortable taking. He first explained copyright's original idea of providing an incentive for doing work, and then showed how the law had evolved.

Dr. Rowe viewed copyright law as the tensions between two groups, like authors versus publishers, or film rights versus books, or musicians versus piano rolls. Then some new dynamic occurs that throws things out of balance. Now,

however, copyright laws are putting burdens on artists: for example, in the *Devil's Advocate's* production, a church used in the film sued the production company, saying it had a copyright of its facade.

Dr. Rowe also spoke more about the Digital Millennium Copyright Act, describing it as "locking" what materials are in the public domain and stopping the natural progression of these resources becoming available. Dr. Rowe also emphasized that even some creators were against the current state of the law, and there was the "Open Source" movement to post things to be accessed freely. Examples included a "blog" encyclopedia called the "Wikipedia" (see http://en.wikipedia.org/wiki/Main_Page) or the "Creative Commons" (see <http://creativecommons.org/>) both which allow people to post and to copy with some restrictions.

Dr. Rowe also considered the Fair Use conditions of usage. Under the "Fair Use" criteria, one admits one is infringing on a copyright, but it is an allowable intrusion.

Criteria for fair use, according to his power point slide, are:

- ▶ The purpose and character of the use
- ▶ The nature of the copyrighted work
- ▶ The amount and substantiality of the portion in relation to the whole work
- ▶ The effect on the potential market for, or value of

the copyrighted work.

While one can't claim that use is acceptable if the permission is outrageously expensive, people are banding together to challenge the rules. Educause and accrediting organizations are pushing to prevent further restrictions, and attorneys in intellectual property are helping with pro bono cases. It's the idea of equitable and fair use versus people's rights of having an investment. So, if one needs permission for something, perhaps you only need to get copyright permission for a small period of time.

In conclusion, he noted as far as the copyright system went, "It is broken, not a logical rational way to do things". His presentation raised several questions and concerns from the audience. One member was concerned that when we purchased a journal in 1983, we purchased it with very different expectations. Perhaps in response, Dr. Rowe points out the trend towards summarization and that Microsoft and others would like to see a system if microcharges in place, where one paid for one-time access. He noted Congress hears only from the copyright owners. Yet, if Congress took away the right of "first sale" libraries are gone.

A copy of this presentation may be found at: <http://www.public.asu.edu/~jeremy/NAWEBcopyright%20pres/NAWeb03copyrightpres.htm>

“Leading the Way” – A Presentation by Heidi Porth of Dialog

By Martha Portree

Heidi Porth of the DIALOG Graduate Education Program provided a presentation on leadership to Arizona Chapter SLA members on January 9, 2004. The first half of the presentation was devoted to how information professionals can define and communicate their vision of their role, and the value of the information center to stakeholders within their organizations. This is achieved not just through marketing but by leadership.

Leadership is discussed in two themes – strategic competencies and business competencies. Strategic competencies include doing an environmental analysis of your organization and their field, assess knowledge culture to determine how your organization values knowledge as an integral part of their services, evaluate how your services are perceived by your organization clients and stakeholders, build relationships with external and internal customers, and try to obtain management “buy in” by identifying stakeholders and communicating your vision to them. Business competencies involve initiating and continuing a service needs assessment,

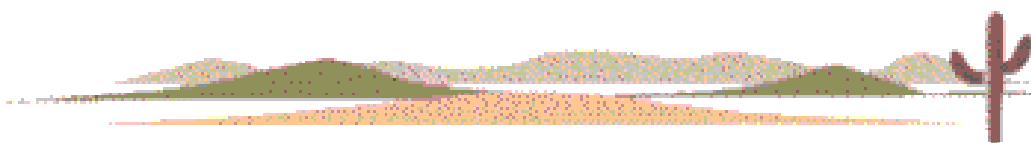
marketing, and measuring performance.

The second half of the presentation was devoted to linking information services to compelling business events. Heidi explained briefly how to look for compelling business events through your company internally, via the national news, and through clients. A key element to understanding how to link your services to these events is to identify who are your patrons or clients in terms of within the organization and outside the organization. Compelling business events are those events where action must be taken, sponsorship has been assigned, resources have been committed and there is attention in the outcome. Finally, to recognize a compelling business event that you can link to would be to determine whether your information center can help in demonstrable ways. An example may be that your company is merging with another company. This event can drive the need for information such as annual reports of both companies, industry newsletters, research and analyst reports, etc.

Heidi ended this session by

breaking participants into groups to work on an exercise that provided an example of a compelling business event and for the group to determine “best” case and “worst” case scenario outcomes and Information Center actions. My group’s exercise was a case where Yahoo! signed a deal with SBC Communications to offer co-branded DSL access in a 13 state market. Our actions depended on who we were – in this case, we were SBC Communications. Examples of good outcomes included better customer service while a poor outcome may have been losing customers due to no competition and higher pricing for services. Actions may include gathering demographic data within 13 state market to better promote the services.

Many of the participants enjoyed the exercises since it allowed them to have actual practice in linking a “real life” business event to a change in their information services. This program provided a great deal of information in a small amount of time and represented a great learning opportunity on strategic planning and leadership issues.



Minutes of the January 9th, 2004 Arizona Chapter Business Meeting

Submitted by Carla Smith

Members present: Sheila Merrigan, Ann Eagan, Tina Adams, Kathee Rose, Martha Portree, Carla Smith, Betsy Lazan-Young, Cheaney Seth, Sandy Kramer, Catherine Dimenstein, Laura Bender, Joan Schimngen, Olivia Olivares and Heidi Porth.

Call to Order - The meeting was called to order at 12:40 pm.

Approve meeting minutes from October 24 meeting. Carla Smith made the motion to approve the meeting minutes. Ann Eagan seconded. Minutes approved.

Executive Board Reports

President-Elect/Program Chair: Martha Portree

Our next program will be on Friday, February 13th. This is a co-sponsored event with Central Arizona Biomedical Libraries (CABL). The topic will be Copyright and the speaker is a professor at Arizona State University. Location and time details are still being discussed. Martha will send out the information as soon as the details are confirmed.

Treasurer: Cinda McClain

Checking Account

- *Balance forward from last report (10/23/03) \$5,951.00
- *Expenses paid since last report \$289.73
- *Income since last report \$404.00
- *Current balance (01/07/04) \$6,065.27

Expenditures since last report

- *AZ SLA 50% share of expenses for 10/24 joint meeting with SCIP (Hohhof transportation, lunch, gift; refreshments) \$289.73

Income since last report

- *\$ 59.00 - Registrations for attendees at

October 24 program

*\$170.00 - Registrations for 16 attendees at November 19 program

*\$125.00 - Registrations for attendees at January 9 program

*\$ 50.00 - Sponsorship donation from chapter member

Additional anticipated expenses FY 03-04

*Officer attendance at Leadership Summit and Annual Conferences

*Activities associated with Strategic Plan

Additional anticipated income FY 03-04

*Remainder January 9 program registrations

*2004 membership allotment from SLA Headquarters

*AZ SLA share of defunct AZ Online Users Group treasury ~ \$700.00

Certificate Of Deposit

*Current balance \$3,049.90

TOTAL CHAPTER ACCOUNTS \$9,115.17

Secretary: Carla Smith

No report.

Committee Reports

Affirmative Action/Diversity Leadership - inactive

Bulletin Editor: Sarah Paciorek

The December issue is posted at members.cox.net/sarah_hertel/december_2003_bulletin.pdf until Lisa Bunker can get it posted on the Chapter Web site.

Sarah forwarded Betsy an email about an opportunity to be a mentor with SIRLS. If the chapter would like to be involved in this, Sarah has volunteered to contact SIRLS and help get the process started. After some

(January 9th Minutes, Continued)

discussion, Sheila Merrigan said she will contact Sarah about the mentoring project.

Career Guidance: Ann Eagan
Ann has had no new contacts for career guidance since our last meeting. She will be sending out another message to the student list next week.

Chapter Archivist: Joan Schlimgen
Joan is still getting up to speed on what items need to go in the archives and she is going to make an appointment to physically visit the archives soon.

Employment: Betsy Lazan-Young
For those members of the chapter new or relatively new to the Valley and seeking employment, please feel free to submit your new member profile to the Bulletin editor Sarah Paciorek. Examples of the paragraph long bio that tells the chapter a little bit about you can be found in prior bulletins.

Fundraising Co-chairs: Alma Christine Vathis Howell and Tina Adams
Tina has sent out a mailing to solicit advertising for the online bulletin. Sarah and Cinda should know whether any vendors responded. Recently, she sent out an extensive mailing to vendors covered in the SLA Info Expo Guide to obtain sponsorship for programs beginning next Fall, since this year's programming is covered. It is too soon to have heard back. She also plans to begin soliciting larger vendors to see if any have an interest in becoming a named sponsor for our proposed AZ SLA student scholarship.

Government Relations: Cinda McClain
Nothing to report

International Relations: VACANT

Membership: Susan Pritchard
Membership for our SLA Arizona Chapter stands at 113 paid members. A reminder to all who have not renewed for 2004, please do so as soon as possible.

Networking, Northern AZ: Ann Eagan
It is winter in Flagstaff, so the outdoorsy networking activities have been put on hold. But since most of the members work together at NAU, they are always networking.

Networking, Phoenix: Katherine Bertolucci
The Phoenix Networking Committee arranged a delightful autumn dinner at Monti's La Casa Vieja in Tempe. It's a historic building and we enjoyed figuring where our table was in the old photos. Took a networking break for the Winter Holiday and hope to start having more dinner parties soon.

Networking, Tucson: We are pleased to announce our new Tucson Networking chair, Sandy Kramer. She is the new Head of Information Services at the Arizona Health Sciences Library. She can be reached at skramer@ahsl.arizona.edu <<mailto:skramer@ahsl.arizona.edu>>.

Professional Development: Cathy Large
Publications: Laura Bender
The Directory is now for sale on eBay and Amazon.com as a Buy It Now item. There is no bidding involved. We have not sold any yet, but Laura is confident that the extra exposure will help. Because of the added costs associated with listing the item, the price was raised to \$25.00. Proceeds of the sale will be put toward a web version of the directory, if the chapter decides to go in that direction.

Public Relations: Carla Smith and Kathee Rose
The PR committee sent out the program announcement to the following groups/organizations: AZ SLA discussion list and web site, SLA Online Calendar, School of Information Resources & Library Science, University of Arizona Library, University of Arizona Health Sciences Library, WL Gore librarians in Flagstaff, Arizona Association of Law Libraries (AZALL), Area Reference Librarians Association (ARLA), Society of Competitive Intelligence Professionals (SCIP),

(January 9th Minutes, Continued)

Arizona Library Association (AzLA), Arizona Chapter of American Society for Information Science and Technology (AzASIS&T), Central Arizona Biomedical Libraries (CABL), Southern Arizona Biomedical Librarians (SABL), Regional Medical Library for Pacific Southwest Region of the National Network of Libraries of Medicine (PSRML), Arizona Area Health Education Centers System Calendar of Continuing Education Events (CECAL).

Strategic Planning: Ann Eagan

The revised draft of the strategic plan was discussed. We agreed that it was reasonable and doable. For those items that require member input, the expectation was that the owner of the item would send out a draft of the wording/proposal and get feedback from members. Please take a look at the plan and send Ann Eagan any suggestions or comments.

Student Chapter Liaison: Sheila Merrigan

Two library tours were held the later part of the semester; one to the UA Career Services Center Library and a second tour to the Arizona Historical Society. New officers were elected for the Spring/Summer semesters:

President, Richard Prouty
VP/Treasurer, Mary Margaret Martin
Secretary, Sara Zapotocky

Ad hoc positions: Webmaster, Erin Chadd; Tour Coordinator, Ted Liebler

Plans for the spring semester include more tours, another brown bag luncheon speaker and the Internship Fair.

Webmaster: Lisa Bunker

Lisa needs to hear from the SLA national webmaster before she can upload program information or newsletters.

Old Business

Duties of President-Elect/Program Chair
We clarified that the duties of President-Elect/Program Chair include:

1. Securing volunteers to write up summaries of a program for the Bulletin. This can be as informal as asking someone before the program starts or contacting people as they register for the program.

2. Creating evaluation forms for each program and tallying the results

3. Getting a gift for guest speakers. In the past, the speaker's gift has been one SLA mug (usually filled with something sweet) which we have ordered from the national SLA website.

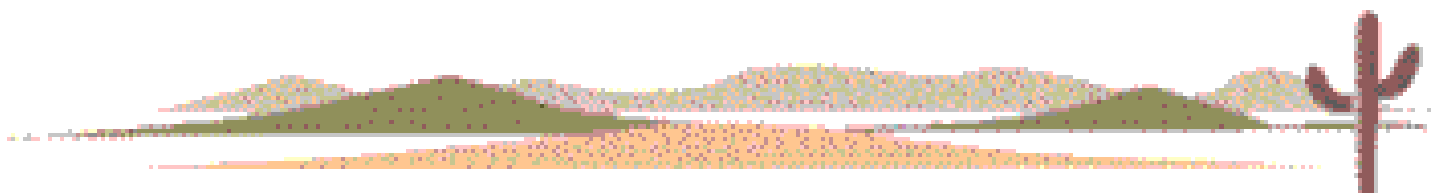
New Business

Gifts for speakers - this item was discussed under Old Business - Duties of President-Elect/Program-Chair.

Announcements

Just a reminder: it may be January, but May will be here soon enough! It's not too soon to be considering running for President-elect.

Ann Eagan moved that the meeting be adjourned. Catherine Dimenstein seconded. Meeting adjourned at 1:15 pm.



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 _____

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VACANT

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