

# FCC/SLA Bulletin

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## President's Message

Dear Colleagues,

Break out the champagne! Throw a party! No, not because this is my first President's letter for the Fairfield County Chapter. And, no, not for the Boston Red Sox - I may live in a New England state, but I confess that my sports allegiances remain with my home state of New York.

The reason for my ebullience is because we recently hit one of my favorite days of the year, a day that comes but once annually - the end of Daylight Savings Time. I love getting the gift of that hour back. I always feel that someone has taken those sixty seconds out of a sealed vault to give to me, as if each second were a precious pearl on a strand. I know many people hate this time of year because it gets dark earlier, and the dark is a harbinger of the cold winter days to come. But, on one October Sunday afternoon, the reappearance of that hour lost in the spring seems like a minor miracle.

Think about it. How often do we mutter imprecations under our breath because we never have enough time in the day? Even as technology morphs to give us new tools to make our jobs easier, faster, better, it's always necessary to invest additional time. Time to learn how the technology works. Time to compare the various vendors. Time to mull over what we've learned so that we can make truly informed decisions. Time to get all this done when the day-to-day pressure of our existing jobs already takes up more hours than we have.

Time also seems to be a theme in this edition of the newsletter. Our first chapter meeting was held at the Lockwood-Mathews Mansion Museum, a place dedicated to preserving the essence and artifacts of a time gone by. Our second meeting, a presentation on Blogs and RSS Feeds, touched on the ability of these technologies to help us do more with our time. Yet, the meeting came to a close before we fully discussed all the ramifications and pros and cons of these tools. Time had once again slipped away from us before we realized it.

The health and well-being of the Fairfield County Chapter also depends on the time we devote to it. This may mean that a small number of people donate a decent amount of time towards keeping the chapter running. Or it could mean that a larger number of people devote small chunks of time to contributing something. There are many things members can do to help that do not require great investments of time.

- ▶ Pass on ideas about potential topics or speakers. Susan Stramiello, our dynamic President-Elect, has done a fabulous job so far in putting together our meetings, but she always welcomes ideas from fellow chapter members.

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## *Blogs and RSS Feeds: What, Why & How?*

*By Marianne Cirrito, FCC/SLA President*

Our second chapter meeting, held on October 20, 2004 at The Water's Edge in Stamford, featured Steven M. Cohen as our guest speaker. Steven is Assistant Librarian at the law firm Rivkin & Radler LLP in Uniondale, New York. He is the creator of a well-regarded library weblog dedicated to resources for keeping current and professional development called Library Stuff. ([www.librarystuff.net](http://www.librarystuff.net)) In March 2004, Library Journal named Steven one of the library profession's 55 Movers and Shakers.



*FCC/SLA President-Elect Susan Stramiello and speaker Steven Cohen.*

We had a very good turnout of about 30 people for this program and we were all quickly swept up by Steven's abundant enthusiasm for his topic. Everyone in the room had heard of blogs and RSS feeds, but only one person was actually using them.

Steven started by talking about what a weblog is and its potential for use within libraries. In his speech, he conveyed that weblogs make it easy to distribute content. They can be used as communications tools within our organizations, and are great for library web pages. He demonstrated the ease of creating a blog, and stressed that blogs can be set up very cheaply, or at no cost at all. And, that there is no need to download software. He pointed out the importance and impact blogs are having in some organizations, and how numerous public and academic libraries have already adopted this technology. Steven also provided some representative links in his presentation.

The other part of the program focused on RSS (Real Simple Syndication) feeds. Steven is a firm proponent of linking to feeds that provide him material he needs. There are several advantages to this technology. It is cutting edge, which is where we all want to be within our organizations. It saves time by cutting down on the need to travel around the Internet linking to various sites and pulling information from them. RSS feeds push new information to the

searcher automatically. There are no ads or pop-ups. Some disadvantages to this technology are: inability to filter by keyword, and the potential for it to become unruly. A drawback is that, not everything out there can provide RSS feeds.

The end of the evening came too quickly. But, everyone left that evening with a clearer idea of how this technology works. The snippets of conversations that I heard at the end of the evening showed that many attendees were already pondering how to use it within their libraries and information centers, or for personal reasons.

Steven graciously gave a copy of his presentation to us and it is available on the chapter's website at: [www.sla.org/chapter/cffc/index.html](http://www.sla.org/chapter/cffc/index.html)

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## *Stepford Librarians?*

*By Marianne Cirrito, FCC/SLA President*



Our first meeting of the new chapter year, held on September 14, 2004, got us off to a stunning start. It was held at the Lockwood-Mathews Mansion Museum in Norwalk, Connecticut. Originally built in the 1860s for the banker and railroad tycoon LeGrand Lockwood, this building went through several owners and at one time was slated for demolition. Saved by local preservationists, the mansion was named a National Historic Landmark in 1971.



*The Museum is one of the earliest Second Empire Style country houses built in the United States, and one of the finest surviving structures of its kind.*

Recently, Paramount Studios paid for some additional renovations in order to use the mansion in some scenes for the 2004 remake of *The Stepford Wives*. We were certainly a livelier bunch than those Stepfords, as chapter members seized the chance

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to catch up with old friends and share the latest buzz about events in our professional and personal lives. What a lovely setting to mingle and chat!



*The Drawing Room has been painstakingly restored to its original grandeur.*

The dedicated staff at the Mansion has done a marvelous job in recapturing the home's former splendor. We benefited greatly from the presence of one of the Museum's docents. She led our group on two organized tours, and then stayed to answer the many questions people had about the house and its owners. How else would we have known that those large silver urns were designed to store carving knives? Or that the two-foot high statues of Mr. and Mrs. Lockwood were examples of statuary that the landed gentry gave each other as party favors on special anniversaries?

If you have never been to the Lockwood-Mathews Mansion Museum, use this link to take a glimpse at what you've been missing: [www.lockwoodmathews.org/](http://www.lockwoodmathews.org/)

This meeting was sponsored by:



SWETS

## *My Path to Becoming an Information Scientist at Purdue Pharma*

*By Barbara Weissberger, Manager, Purdue Pharma L.P.*

As I think back to when I was very young, I was always fascinated with the atmosphere of a doctor's office or a hospital. When my world was still very limited, I thought I would surely be a nurse when I grew up. My favorite subjects in school were always math and science, and this interest continued into High School, when I discovered that I really loved studying biology and chemistry. As my horizons expanded and I explored the various

careers in the medical field, I decided that I would pursue a career as a Registered Medical Technologist.

My intended major in college was biology with a minor in chemistry, but since I went to a large university, I was able to take a course in microbiology. After only one semester, I realized that I stumbled on an area of science that I truly loved. The courses were fascinating and I loved the lab work even more.

After earning a B.S. degree in Microbiology, I found my first job as a Microbiologist in a major pharmaceutical company, where I was involved in the early development and testing of novel antibiotics. My career was a "dream come true": I found the work interesting and challenging. The projects I worked on provided many opportunities to learn and develop new techniques and procedures. I even published several scientific articles and presented papers at several national scientific meetings. I enjoyed my job so much that I never thought that I could be content if I gave up the laboratory work that gave me so much satisfaction.

However, after over 20 years as a laboratory scientist, I began to wonder whether I could still find the same enjoyment and satisfaction elsewhere. Surprisingly, I started to feel that I needed to move my career in a different direction. I definitely wanted to remain in the pharmaceutical industry, so I started to explore other job opportunities that would make use of my scientific background.

Then a great opportunity presented itself through the internal job posting system. I was hired to write entries to a corporate database that tracked the competitive agents in development in all the therapeutic classes of interest to the company. The sources used to provide the information were the peer-reviewed medical literature, pharmaceutical news publications, and the pipeline databases. The excitement of being at the cutting edge of new drug developments throughout the world more than replaced the enjoyment I previously had. An unexpected consequence was that I became very knowledgeable about the content contained in the pharmaceutical and medical literature. In addition, my job increasingly required on-line searches to obtain the most up to date information.

As time went on, on-line searching, especially with the pharmaceutical and medical literature, became one of my most marketable skills. Circumstances eventually led me to Purdue Pharma, where I have been a Senior Information Scientist for six years now. Searches in the medical and pharmaceutical literature are my primary responsibility, but I also serve as a resource for end-users of our pipeline databases and for other projects that require a strong science background.

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I thoroughly enjoy the challenge of being able to find the exact information a client has requested and I can honestly say that I still enjoy every day that I come to work. I don't miss the lab, as I once thought I would, but I think that is because I am still involved in the pharmaceutical industry, which has truly become a part of me.

## An Interview with Jonathan C. Stock

By Josephine Ndinyah

Jonathan Stock (Jon) is the Supervising Law Librarian at the State of Connecticut Judicial Branch Law Library in Stamford. He is that rare individual who, when asked for help on legal research, would drop everything to help you out.



Kathy Walsh, former FCC/SLA President and Jon Stock, former FCC/SLA Treasurer

In May 2004, I needed resources for legislative history research I was working on. I was fortunate to have had the opportunity to meet Jon at the Stamford Law Library, where I had gone to do work on the project. After discussing my informational needs with Jon, he immediately gathered as many resources as he could lay his hands on for me. He even went above and beyond by calling other legal libraries in Connecticut for additional resources that he thought would help me.

His knowledge of legal librarianship is outstanding. His energy and enthusiasm are amazing.

To find out more about this extraordinary human being, I decided to interview him for this newsletter. I could not have picked a better time for this. At the time of this writing, we received news that The Regional Bar Association was honoring Jon with a plaque for his outstanding service as law librarian to the Stamford Superior court. (An article about his award can be found on page 7 under "congratulations" of this bulletin).

Please read on for answers to questions I posed to Jon during the interview.

Enjoy!

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### **Josephine: What prompted you to become a legal Librarian?**

**Jon:** *Initially, I had not planned to be a law librarian. Having come from a college teaching background, my initial focus was Academic Libraries. The first job opening available after obtaining my M.L.S., however, was at the New Haven Courthouse as Assistant Law Librarian. I enjoyed the field immensely and—since then—have never had a reason to look back. I became a law librarian by happy, fortunate accident.*

### **Josephine: How long have you been in this field?**

**Jon:** *28 years. I began my career at the New Haven Courthouse Law Library in October of 1976.*

### **Josephine: Where did you get your degree and what special or additional courses did you need to have this job?**

**Jon:** *My M.L.S. is from Southern Connecticut State University. The most important initial course that all law librarians need is Legal Research & Bibliography. Not having planned to be a law librarian initially, I did not take the course at Southern. In order to prepare for my job interview, I borrowed Effective Legal Research (Price & Bitner) from Fairfield Public Library. After taking the New Haven position, I took the course at a private university. Another helpful course to take—especially if you plan to run your own law library—is bookkeeping/accounting. It need not be fancy—my own version was a continuing education program at the local high school. You only need enough to understand the concepts. Microsoft Excel is a big help these days; but it is important to know the principles of consistent accounting for budgetary purposes. Finally, one has to take constant computer training courses in such areas as legal database searching, office software, and other applications.*

### **Josephine: What do you love most about your job?**

**Jon:** *The two most lovable aspects are intellectual stimulation and the ability to truly help people in need.*

### **Josephine: Did you work elsewhere before coming to the State of Connecticut Law library?**

**Jon:** *Yes. I was an Assistant Professor of English at Sacred Heart University from 1968 to 1975.*

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**Josephine: To what professional association do you belong, and what leadership positions have you held in any of these organizations?**

**Jon:** *My professional memberships are as follows: Special Libraries Association, (SLA); Special Law Libraries Association, (SLLA); Legal Division, Fairfield County Chapter and American Association of Law Libraries (AALL); State, Court and County Law Libraries Special Interest Section; Southern New England Law Librarians Association (SNELLA).*

*I was the first Treasurer of our Fairfield County Chapter of SLA. My service in this office was five years. For an additional year, I served as Professional Development Chair. In that capacity, I coordinated our annual program entitled "Legal Research for the Non-Law Librarian." It was offered at our library school: Southern Connecticut State University.*

**Josephine: What advice would you give to anyone considering Law librarianship?**

**Jon:** *I would advise anyone that Law Librarianship is a rewarding, endlessly fascinating area of specialization within our information science world. It should also be noted, however, that anyone entering the field must be prepared to work extremely hard and, at times, under considerable pressure. There must always be a willingness, indeed eagerness, to engage in updating skills through continuing education.*

**Josephine: What other interesting information would you like to share about you?**

**Jon:** *Perhaps the most interesting information for professionals contemplating this career path is that, on balance, it has made me a very busy happy person. Having chosen law librarianship (largely by good luck rather than planning), I have never found any reason to look back. This career choice has been a truly fortunate one indeed.*

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## *A Bit About Our New FCC/SLA President-Elect Susan Stramiello*

*By Josephine Ndinyah, FCC/SLA  
Bulletin Editor and Susan Stramiello,  
FCC/SLA President-Elect*



For us to get to know her better, I asked Susan to share information about herself; her educational background, her career aspirations, and how she became Senior Director - Research & Library Ser-

vices, in charge of global library services for META Group.

This is her write up. Read on...

*While the other kids were dreaming about being a fireman or a nurse, I never even entertained the thought of becoming a librarian. In fact, I never had a really great experience in my school libraries. I was the kid who talked during library instruction class, put the book back in the wrong spot and even tore articles out of Seventeen Magazine. I never gave much thought to how the public library operated. It was a place where I could get lost in my Cherry Ames books. No - I never thought about ever working in a library.*

*I entered Southern CT State University (SCSU) as a very young and sheltered freshman. I dabbled in education, nursing, gerontology, and finally just quit school altogether my sophomore year. I knew I was destined for greater things so I began my adult working career as a cashier at Ames department store. However, I quickly realized that retail was just not in the cards for me, mainly because it could not afford me the social life I had grown accustomed to in school!*

*My roommate at the time was completing her degree in library science and she asked me to help her with a presentation she was giving to one of her classes. I really got into it. I was hooked. The next day I went to see Nancy Disbrow at the Library School. I signed up for classes and got a job at the college library later that same day.*

*My job as a student worker really excited me. I found myself helping fellow students locate information and even build out their project ideas. My roommate went on to write romance novels. I went on to graduate school where I thrived. I co-founded the FCC/SLA Student Chapter under the direction of Elsie Okobi, worked as a graduate assistant and co-authored some of the initial Bibliomation user documentation for use within SCSU's circulation department.*

*One evening someone introduced me to Karen Rich from Aetna. She was a fellow student finishing up her MLS. Her corporate library was looking for an intern and she offered me an opportunity to interview. Marianne Cirrito and Dan Weinstein were part of my group interview. I worked at Aetna Life & Casualty for 1 1/2 years originally hired as an intern to do some original cataloging. Dan and Marianne exposed me to the world of financial libraries and real estate. The pace was crazy often beginning the day at 6:30 am and working until late in the day. I*

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loved it! Unfortunately, Aetna was not in a position to keep me on permanently. So I started to look elsewhere.

My then mother-in-law cut out a job ad in the Greenwich Advocate for a part-time librarian/editorial assistant. I was horrified. How could I take a job as an editorial assistant - after all - I had my MLS! After some careful ego stroking, she convinced me to at least apply for the job.

I knew as soon as I walked into META Group that I had to land this job. The president actually took the time to interview me for over an hour. He came from behind his desk and we just sat there and talked like regular people. He was really excited about getting a professionally trained librarian. In his true visionary style, he saw how integral my position would be to the success of META Group. We talked about knowledge management before it was a buzz word. We discussed the importance of taxonomies. It was truly a memorable moment for me.

So here I am, nearly 13 years later. I have gone from a part-time librarian to Senior Director in charge of global library services for META Group. I manage a team of some of the best people I have known in my life. They work hard at making me look good to my superiors. All work and no play... somehow we still manage to have fun at work. We typically do a group costume for Halloween usually winning first place at our company party. Our first year, we dressed as the characters from Gilligan's Island and another time we dressed as Snow White and the Seven Dwarfs. I originally reported into our Publishing department and then reported directly to the President. I did a brief stint reporting into our Product Management group and now I am happy to say - I am back under Research. I work hand-in-hand with our analysts and consultants crafting customized information solutions. We also work directly with our clients. In my spare time, I also manage our corporate taxonomy and work closely with our IT department at integrating it into our various content management databases. I am currently playing a more active role in the overall operations of our entire Research Organization.

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## What's In a Brand Name?

By Frances Trelease

A brand, simply put, is a name, design or symbol that identifies your goods as distinct from those of another seller. A simple concept, yet one that's critical to building customer awareness. Think 7Up, Coca-Cola, Xerox copiers and Kleenex tissue, to name a few of the heavy hitter brands that have achieved household recognition.

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Brand names and brand marks are protected by trademarks - legal designations given by the U.S. Patent and Trademark Office -- that give an owner exclusive use of that brand symbol. After all, we wouldn't expect Nike to allow others to borrow its "swoosh," or McDonald's to freely loan out its golden arches.

That's because brand identity is valuable and proprietary. It can give your marketing effort the zest and momentum it needs to attract customers and hold on to them. In this slow economy such momentum is critical. An effective brand message will "stick like a post-it in the mind," as I once heard someone say. And it will do its job - to create and nudge out of hibernation a customer need or desire, and then fulfill it.

Brands carry with them intangibles that go beyond a product's value and quality; their verbal and physical cues can capture a buyer's imagination. They can also be a means of self-expression, and status attainment. (Who among us doesn't want to be seen while motoring by in a 2005 Mercedes-Benz?)

Yet along with the experiential component of marketing, keep an eye trained on authenticity. Too many empty or clichéd promises:

- "The best in the business!"
- "9 out of 10 choose us!" or
- "Turn to the professionals!"

don't provide any meaningful specifics about your product. They also come across as insincere.

A good brand is both distinct and memorable; without one, after all, shoppers' choices would essentially be arbitrary. A great deal more falls under the branding umbrella, including co-branding, brand licensing and brand equity. But our brief message is to stay focused on brand loyalty. If your customer:

- has a favorable attitude toward your specific brand;
- reaches for your product before others;
- insists on your product and will accept no substitute;

then, you've conquered a major challenge facing marketers today. And you've helped your organization achieve a sustainable competitive advantage.

*Frances Trelease provides business writing and marketing support for corporate clients through BenComm, a Connecticut-based business. A featured writer in business publications, she also leads on-site training workshops in business writing and public speaking. Frances contributed an article on "Communicate Effectively Across Cultures" in the Fall issue 2003 of FCC/SLA bulletin. More information: e-mail - [fran@thewebwriter.com](mailto:fran@thewebwriter.com), [fjtrelease@aol.com](mailto:fjtrelease@aol.com); Website: [www.thewebwriter.com](http://www.thewebwriter.com). Phone/fax - 203-849-9453.*

## *Congratulations!*

Congratulations are in order for **Jonathan Stock** who was honored by The Regional Bar Association on Monday, November 8, 2004. The association presented Jon with a plaque that read, "with deepest appreciation for 25 years of outstanding service to the bench, bar and public as law librarian to the Stamford Superior Court".

Jon was surprised when several lawyers, judges and colleagues from around the state gathered around the library in the Stamford courthouse to honor him. "I am obviously taken aback and grateful... it's a great honor", said Jon in his speech to show his appreciation.

All had nothing but good things to say about Jon. Judge John Kavanewsky referred to Jon as "very helpful to everybody, whether you're pro se or a judge or anyone in between". Andrea Wilson, an Assistant Librarian made this remark; "I think he's probably the most devoted state worker I've ever known".

Jon holds a bachelor's degree in English from Bowdoin College; a Master's in English from Trinity College, and a second Master's in Library Science from Southern Connecticut State University.

An article about this tribute was featured in the Stamford Advocate; 11/9/04; Page A11.

Congratulations and best wishes to Jon!



## *Editor's Corner*

I am back!

In the last issue (Spring 2004), I wrote that it was my last column as editor of the bulletin. No sooner had I written my "farewell" note, than the next day I changed my mind. I just couldn't let go for the very life of me. I felt as if I was abandoning my "baby". Having been the editor for the past two years, I have grown accustomed to it. So, without much hesitation, I decided to stay on for one more year. It's a pleasure to be back, and I am looking forward to another great year.



We will continue to publish the bulletin electronically; three times a year: Fall, winter and spring. For those of you reading this because you got paper copies at a chapter meeting, I would encourage you to subscribe to the ListServ. Instructions for subscribing are available via our website:  
<http://www.sla.org/chapter/cffc/listserv.htm#2>

We have an exciting and busy year planned for the Bulletin. We plan to make the Bulletin more eye-catching, interesting and fun. Starting with this issue, we are introducing "biographical/data" or short "resume" column with lots of pictures. In this issue, we are featuring information on our President-Elect,

Susan Stramiello of META Group, and Jonathan Stock of the Law Library in Stamford Courthouse. Many thanks to Susan and Jonathan for their willingness to share information about themselves.

My thanks also go to others who have contributed to this issue. Names worth mentioning are, Barbara Weissberger and Frances Trelease for their articles on; "My Path to Becoming an Information Scientist at Purdue Pharma", and "What's in a Brand Name?" respectively.

'Tis the season to say "thanks". Thanksgiving is around the corner, and I would like to take this opportunity to thank you all for your support, and wish you a Happy Thanksgiving.

I hope you enjoy this issue.

Again, your comments and suggestions are always welcome.

Thank you.

Josephine Ndinyah

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*President's Message (continued from page one)*

- ▶ Volunteer to provide a site to hold a chapter meeting. Our thanks go to David Breiner for hosting our November 16, 2004 meeting at Cytex Industries.

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- ▶ Contribute a story to the Bulletin. Many thanks to Jonathan Stock, Barbara Weissberger, Frances Trelease and Susan Stramiello for taking the time to share their thoughts, views and news in this edition of the newsletter.
- ▶ Talk to your vendors about providing meeting sponsorships. If there is any interest, pass on your contact information to Diane Spinato, our Business Manager.

If you have other ideas or if you would like to get more involved but aren't sure what you can contribute, please don't hesitate to contact me. I'll find the time to talk to you. I've got that whole extra hour just waiting to be put to good use.

Best regards,  
Marianne Cirrito

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*We are pleased to introduce the new Fairfield County Chapter/SLA Board 2004-2005*

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