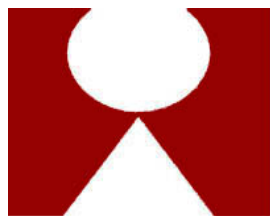


October 30, 2009

Volume 60, Issue 3



The Heart of America Chapter of the  
Special Libraries Association

# Bulletin

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## President's Letter

by Scott Curtis, Linda Hall Library of Science, Engineering, and Technology  
< curtiss@lindahall.org >

By the time you read this, the annual business meeting will be rolling around: Tuesday, November 3 at 6:00 pm at Johnson County Library's Central Library (9875 W. 87th Street in Overland Park). Please join me in welcoming our new officers!

President - Hilary Berndt  
President-Elect - Mary Odom  
Treasurer - Carl Smith  
Secretary - Jennifer Cook  
Membership - Lu Dayrit  
Blog Editor (Replacing Newsletter) - Hilary Berndt/Lu Dayrit  
Archivist - Ed Burgess  
Web Administrator - Ginger Shields  
Listserv Administrator - Lu Dayrit  
Past President/Nominations - Scott Curtis

I want to encourage you to become involved as an officer in our organization. While we have been blessed with a relatively stable group of officers over the past several years, an important part of any organization's vitality is providing leadership opportunities for its members. As the Nominations Chair for the next year, I would like to connect with you if you are interested in serving for the first time, as well as to re-connect with those who have been officers previously who would be interested in another go-round.

You have almost certainly heard about the upcoming vote on our name change. The proposed name for our organization is Association for Strategic Knowledge Professionals. This name proposal arose out of a multi-stage process known as *Alignment*. As our chapter's Alignment Ambassador, I serve as a communications channel for information on this process, both from our organization to you, and from you to the organization. I can tell you that many chapters have been rather actively discussing the pros and cons of this name. What is clear from the research is that a large part of our membership do not work in library positions, and a significant number of our employers do not place value upon our skills if expressed in the terminology associated with librarianship.

The new name represents a part of a larger effort to proactively change our association to be more inclusive to our members as well as to be better positioned to advocate for our profession in the marketplace. I hope that, whether you have concerns or kudos for this Alignment process, you will share your feedback with me so that we can grow together and make the organization stronger.

See you soon!

## 2009 SLA Annual Conference Highlights

by Jennifer Cook

< [JENNIFER.P.COOK@GMAIL.COM](mailto:JENNIFER.P.COOK@GMAIL.COM) >

The SLA Annual Conference in Washington D.C. presented many ideas for the future. Colin Powell was the keynote speaker for the occasion and many excellent information professionals presented on a wide span of topics. Here are a few highlights from a first-timer to the conference.

“Envisioning the Future of Museum, Arts, and Humanities Libraries”

(<http://www.slideshare.net/edsonm/michael-edson-the-smithsonian-commons-a-model-institution>) was presented by Michael Edson, Director of Web and New Media Strategy for the Smithsonian. He recounted his initial impression of the Smithsonian museums as the embodiment of democracy: sharing creativity, innovation, and information freely. The Smithsonian has joined Flickr commons and has found that the free sharing of images boosts the public opinion of the institution in polls.

He spoke about how freely sharing information can also lead to great financial returns, as discussed in the book *Wikinomics* (“free and open beats closed and proprietary”). The importance of an organization’s website was the focus of much of the talk and the lack of user differentiation between the physical and web presence of an organization was stressed (“both must be excellent for either to be excellent”). The Smithsonian is also playing with user added content and the transition from thinking of people as viewers to contributors.

The people behind Radical Reference (<http://www.radicalreference.info>) presented on the ideals, purpose, and history of their service. The librarians mentioned the various groups and publications that use their service to fact check and gain information. The site promotes freedom of information and fights censorship. Open source software was discussed as a way to inexpensively improve special library service capabilities.

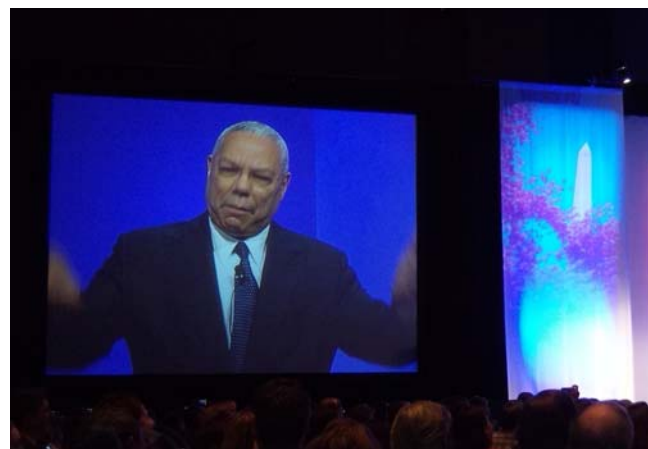
Attendees were encouraged to volunteer and information on how to contribute time to providing reference service is available at:

[HTTP://WWW.RADICALREFERENCE.INFO/VOLUNTEER](http://www.radicalreference.info/volunteer).

The main highlight of the conference was hearing Colin Powell speak. His speech was positive overall; he was optimistic about the future of America on the worldwide stage. He proposed that it is important to promote transparency of information up to the point of security, but to err on the side of transparency. He said that the Internet has taken away many of the previous barriers to information provision and so now he wants his website to be up to date on a transactional basis, like Walmart.

He told anecdotes about connecting with people at different levels of power. He visited with the parking lot attendants when he was Secretary of State about who gets the best parking spot; the people who make a personal connection do. He emphasized that the “human connection is key to how things work”. He talked about just being a regular guy now, no plane. A very humorous, humble speaker who closed stating that the strength of America was its openness to other cultures and people.

I would like to take this opportunity to thank SLA-HOA for providing me with the Student Travel Scholarship so that I could attend the conference. I was awarded a SLA Scholarship while attending the conference and enjoyed the whole experience greatly.



Former Secretary of State, Colin Powell

## SLA Membership Benefits – A Word from Ty Webb

by Ty Webb

< [TYWEBB75@HOTMAIL.COM](mailto:TYWEBB75@HOTMAIL.COM) >

The benefits of membership in SLA add up to much more than the amount we pay in annual dues. We have networking opportunities through chapter meetings and division events; professional development through CE courses, the Innovation Lab, 23-Things, and free seminars on ClickU; research results from the Alignment project that will help us communicate our value, and so much more, including a new dues tier of \$35 for members who earn less than \$18,000 per year.

As a member of SLA's Board of Directors, I have the privilege of serving as the liaison for the Heart of America Chapter. Lu Dayrit asked me to write a bio for this issue of your newsletter, but I think instead, I'd like to brag a little bit about our association. So here's some information in a nutshell about just a few of the benefits of membership.

Your membership automatically allows you to join one geographic chapter, and one subject division. For a few dollars more, you can choose to belong to additional units. SLA is an international association with chapters around the world. Recently, SLA created two new divisions, Academic and Taxonomy.

ClickU offers a wide spectrum of training opportunities, and this year, many of those are absolutely free for our members.

[HTTP://WWW.SLA.ORG/CONTENT/LEARN/MEMBERS/INDEX.CFM](http://www.sla.org/content/learn/members/index.cfm)

The Innovation Laboratory also offers an amazing number of training opportunities for you to learn new skills.

[HTTP://WWW.SLA.ORG/INNOVATE/](http://www.sla.org/innovate/)

And the alignment project will help us communicate our value to our employers by building effective messages based on recently released research results. Look for messages in the near future from your chapter's Alignment Ambassador, and for an Alignment Portal through SLA's website. Take a few minutes to review this:

[HTTP://WWW.SLA.ORG/PDFS/FH\\_POSITIONINGSLA0113090-NOTES.PDF](http://www.sla.org/pdfs/fh_positioningsla0113090-notes.pdf)

SLA offers several topical blogs in their Connections series. Public Policy Connections, for example, has offered several informative articles about the Google Books settlement. [HTTP://SLACONNECTIONS.TYPEPAD.COM/PUBLIC\\_POLICY\\_BLOG/](http://slaconnections.typepad.com/public_policy_blog/) Take a look to see what other blogs are available.

Check SLA's Career Center for job listings and to find a Virtual Advisor.

[HTTP://CAREERCENTER.SLA.ORG](http://careercenter.sla.org)

Benefits to members by bringing colleagues together to share information and experiences. In addition, members are using Facebook, Twitter and Second Life to improve communication on a global basis.

I have always been an advocate of continuous improvement, and one of the best ways to improve services is to listen to the people who use those services. I want to hear from you about SLA's membership services.

The Heart of America chapter has a special place in my heart. I am a past-president of your chapter (mid 1970s) as well as a past-president of both the San Diego and Rocky Mountain chapters. My career in special libraries started in Kansas City, as the Supervisor of Library Services for Chemagro/Mobay/Bayer Ag Chem. At that time, the library had a staff of three and we worked with other KC colleagues to start KCLN, KCMLN and AWOL. After moving to California, I was the Manager of Strategic Information for a biotech company, and in 2001, we relocated to Denver where my business, InfoWebb, uses library skills to turn information into knowledge for better strategic business decisions. Whenever I have faced new challenges in my career, I have found solutions through SLA networking and/or professional development opportunities.

I'm excited about the current state of SLA, about the alignment research results and about the future of our association. As your liaison, I will be communicating primarily with chapter president, Scott Curtis, but if you would like to continue this discussion, send me an email, or follow me on twitter ([twitter.com/tywebb75](https://twitter.com/tywebb75)).

## What Matters

### SO MYSTERIOUS THAT IT REQUIRES COVERAGE IN UNPUZZLING ITS MYSTERY

#### A feature story on an HOA Information Professional

by Lu Dayrit, Librarian, Federal Reserve Bank-Kansas City

< [LU.O.DAYRIT@KC.FRB.ORG](mailto:LU.O.DAYRIT@KC.FRB.ORG) >

**AD**, as popularly called, refers to Alzheimer's disease. Millions of people throughout the world are affected by this mysterious disease. So mysterious that families get emotionally drained. Like any other diseases, it could hit anyone, although research reflects that there are three possible causes of AD: genetic, environmental, and lifestyle factors.

In my hometown during my youth, when a neighbor was losing memory or experiencing physical and mental deterioration, I always heard people thought the cause would be senility. How I wished information on AD was available during those years. Today, there is strong support which is well organized and managed by a team of professionals who created an excellent public awareness resource. It is through this vehicle of the National Institute on Aging (NIA) that comprehensive information is presented.

With all its details, the ADEAR (Alzheimer's Disease Education and Referral) Center requires organization so users would come back. A service of NIA covering basic information to latest research, it is available to anyone. Users come from different levels, located anywhere. It is then significant that presentation of the information is easy and convenient. This is made possible by ADEAR's team.

#### Behind ADEAR Center is an information professional from HOA

I have known her since she was a student at Emporia State University (ESU). Those were the years when I frequented ESU classrooms and briefed students on what I do. My primary goal was to encourage them for SLA membership. I was pleased to see the outcome so I went back often. It was always a great feeling. HOA's membership heightened and one member who has been holding on to her membership is **Jill Chance**.

This story sparked after a brief review of HOA's membership. As HOA's Membership Chair, keeping up with the flow of members, knowing who the members are, and at the same time encouraging other information professionals to join SLA are my important activities.

It was interesting to see a Maryland address in HOA's directory. Jill works as a Medical Librarian for *JBS International* located in North Bethesda. Her story provides insights that as information professionals, we are making a difference in large and small ways. For Jill, one striking added value that she contributes is the information she manages helps millions of people, no matter where they are.

Jill is able to work anytime, even in her pajamas, when it comes to managing ADEAR databases. Although her employer is located in North Bethesda, she lives and works from her home, close to her family in Kansas.

*JBS International* is a women-owned consulting firm with solid performance in providing management and information technology services to public and private clients. NIA is one of its contracting government agencies. I am delighted to share Jill's story.

#### .....in her own words.....

When I started in 2004, my primary job was to manage the clinical trials database: gather information from the scientists funded by NIA; put together a record in non-scientific language; and post it on *ClinicalTrials.gov* and on the ADEAR Web site.

As a result of legislation to make clinical trials more transparent, my job expanded greatly over the past few years. Currently, investigators are responsible for registering their own drug and device trials on *ClinicalTrials.gov*. I provide assistance to them, add their trials to the ADEAR database, and register trials and studies that are not FDA-regulated. I also look for other Alzheimer's related trials being

conducted by pharmaceutical companies and private or academic research centers, and these are added to the database.

When I register trials on *ClinicalTrials.gov*, I send a questionnaire to the researchers; request a copy of the study protocol, then reformat the information to fit the database. Typically, the descriptions are given in scientific or technical language so I have to reword them in plain language. I also search the R&D Web pages of pharmaceutical companies for any information which could be included.

In addition to management of ADEAR, there are other online databases which I maintain. These include *Health & Aging Organizations* database; *Article Bank* for Alzheimer's Disease Centers' Education Core; and a slide library.

### **"SLA is the best fit for what I do"**

I did not find my current job through SLA, although my student membership coupled with a good background in information management helped prepare me for a job which is more focused on content and information management. I tried to connect with the Medical Library Association (MLA) since we are a health-related clearinghouse, but that was not a good fit since most MLA members come from hospital or academic libraries. So I returned to SLA, which is the best fit for what I do.

### **In any endeavor, experience counts**

I worked for a clinical software development company (CCA, Inc.) as a Pharmacy Information Specialist prior to completing my MLS (Master of Library Science) and IMC (Information Management Certificate) in 2003 from Emporia State University. I was told by the JBS project director who interviewed and hired me that my internship at the Eisenhower Presidential Library was instrumental in landing this job. During this internship, I researched options for digitizing the presidential appointment books and designed a database for providing online access.

### **Balancing visibility and flexibility in long distance opportunities**

With casual attire and flexible hours, I am able to work in my own computer room, thus, saving my firm from providing me an office. This allows me

flexibility in balancing work and home. My colleagues and I meet via tele- or video conferences. I just make sure my hair looks okay. When weather in North Bethesda gets bad, it does not affect my ability to work when my colleagues are unable to get to the office.

Visibility is still very important. As a long distance staff member, I miss out on the impromptu brainstorming with my colleagues. I cannot just pop my head around the corner to ask someone a question anymore. I do not see people every day. Also, I feel I may have been overlooked for inclusion on special projects and promotions because I was not there in person.

### **What matters**

As an information professional, my most significant role is in the design and management of databases and online access. A well-laid out pathfinder for patients and their families, researchers, professionals in medical and other fields, and anyone, is what matters most so people find the information related to AD. It enhances un-puzzling the mysteries of this disease.

[ALZHEIMER'S DISEASE EDUCATION AND REFERRAL \(ADEAR\) CENTER](#)

[EISENHOWER PRESIDENTIAL LIBRARY & MUSEUM](#)

[EMPORIA STATE UNIVERSITY – SLIM PROGRAM](#)

[JBS INTERNATIONAL](#)



Jill Chance (in brown shirt). NIA exhibit booth at the PLA (Public Library Association) conference in Minneapolis, March 2009.

## New Members – Their Stories

by Lu Dayrit, Librarian, Federal Reserve Bank-Kansas City

< [LU.O.DAYRIT@KC.FRB.ORG](mailto:LU.O.DAYRIT@KC.FRB.ORG) >

The strength of any association rests on its members. In SLA Heart of America Chapter, our members play significant roles in making the Chapter alive.

I invited our 10 new members. Five of them took time in sharing their stories which I am pleased to present to you. Their diverse educational background and work experiences make HOA increasingly enriched.

### *In their own words...*

**Regina Beard**, Business & Economics Librarian, Kansas State University

**Linda Elgin**, Library Coordinator, Celgene Corporation

**Annie Moots**, Government Documents Librarian, Reference Services Division, Missouri State Library

**Deng Pan**, Senior Librarian, Federal Reserve Bank of Kansas City

**Vince Shawver**, Librarian, Environmental Protection Agency, Region 7

### *Regina Beard*

Regina has been a SLA member since 2003. In July of this year, she started her HOA membership. The results of a Myers-Briggs questionnaire took her to librarianship.

#### *From banking to librarianship*

After seventeen years in banking, I decided that a career change (facilitated by an impending layoff) was in order and pursued a library science degree. My first post graduate position as a resident librarian at K-State Libraries resulted in a tenure-track position two years later and I am currently the Business and Economics Librarian.

I decided that if I wanted to change careers, I would have to return to school. My employer sponsored a career workshop featuring an external consultant and the chance to take the Myers-Briggs questionnaire. The result of a

questionnaire suggested that librarianship was a good fit, along with law and insurance. I had been in the profession for six years now.

My undergraduate is from University of Kansas, then MLIS from Clark Atlanta University. My research interests include collection management and I particularly like working with graduate students.

As a business and economics librarian for K-State, there are challenges and opportunities.

I think our experiences probably mirror what's occurring at other libraries: shrinking budgets, the need to shift collection focus from print to electronic access; investigating new ways of teaching students how to use the resources; developing and growing relationships with departmental faculty, just to name a few.

My expectation as a member of SLA is that membership will open doors to my participation in committees, project work, and other opportunities where I could meet and work with colleagues from other libraries. Distance may factor into my HOA participation, although I am hoping to contribute in some way. I look forward to being an active member of the profession.



Regina Beard, Kansas State University

### *Linda Elgin*

Linda is the Library Coordinator at Knowledge Services of the Celgene Corporation, a multinational biopharmaceutical company with headquarters in Summit, New Jersey; and a branch office in Overland Park, Kansas where Linda works.

As a novice in librarianship, Linda has been working on rounding her skill sets. During our conversations, we discussed about conferences or meetings that will enhance her knowledge as an information professional. Three months have passed since she became a SLA member in July.

#### *From business to librarianship*

Last year, Pharmion Corporation, based out of Boulder, Colorado, was purchased by Celgene Corporation. I was the Library Coordinator at Pharmion and I helped build the virtual library and associated resources for the past 6 years. In Celgene, the users of the virtual library are medical writers, researchers, executives, physicians, pharmacists who stay on top of the latest medical issues and treatments.

My educational training is in business, but I very much enjoy the library environment. In 1986, I started at Marion Laboratories and worked for them through 3 mergers until most manufacturing functions moved to New Jersey in 2001. I was part of the last group that closed the Marion doors. It is a good industry to be in; and I feel that in my small way, I may have contributed to improving quality of life or longevity for someone with a difficult disease. Celgene tackles some of the toughest conditions, and each year we get closer to improving the outcome of some diseases.

As a solo in the Library here in Overland Park, I have some specific items I handle unique for the Summit office. My entire group is in Summit, although we manage with *Webex* meetings and conference calls. I find challenges in being a business person in a library function. I see things in terms of "opportunity costs" or bottom line percentage. But this also brings a different perspective to our function and could help.

As a member of SLA/SLA HOA, my expectation is to be part of a community and find some common interests, but more, to gain experience

and knowledge in a field that I am relatively new. Until I was part of a larger function, the entire sphere of knowledge that Librarians hold was unknown to me. I had my function as a Pharmion employee and, as a one-man-show, it was difficult to look up, so it is a positive environment to be exposed to other activities.

I am a new in librarianship. After Elementary Education courses, I continued with my education at both Missouri and Illinois colleges and completed it with a BA from Ottawa. I love economics and finance, so it is a bit odd that I would end up in this field, but circumstances at Pharmion provided this path.



Linda Elgin, Celgene Corporation

### ***Annie Moots***

Annie joined SLA in January of this year.

#### *Preserving Missouri's documents*

I am Annie Moots. For 3 ½ years now, I have been the government documents librarian for the Reference Services division, Missouri State Library in Jefferson City. The State Library is part of the Secretary of State's office, and the primary patrons of the Reference Services division are other state employees and state officials. I handle both federal and state government documents.

My biggest challenge as a government documents librarian is building the digital repository of Missouri state government publications using OCLC's CONTENTdm software.

I am a graduate of the University of Missouri – Columbia, School of Information Science and Learning Technologies. I worked in Special Collections at Ellis Library when I was a graduate student.

### ***Deng Pan***

After eight months in Kansas City, Deng Pan, Senior Librarian at the Federal Reserve Bank of Kansas City, could say *I've been really enjoying my life in Kansas City and at the Federal Reserve Bank.*

Deng has been a member of SLA Boston Chapter since 2005. Her membership in HOA started in July.

#### *From academic librarianship to special librarianship*

In the past four years, I worked as a Cataloging Librarian, then as Head of Technical Services/Assistant Professor at Keene State College Library in Keene, New Hampshire.

Prior to that, I was an Information Specialist at Pfizer Research Center in Ann Arbor, Michigan; and a Cataloging Librarian at University of Alabama. I obtained a masters degree in library science from University of Alabama, and MBA from Plymouth State University.

As a librarian, reading and finding information has been part of my life. I enjoy navigating through various resources to find, evaluate, and

synthesize information. I feel much rewarded in helping people get what they need.

SLA is a wonderful association. It supports people by providing directions and opportunities for librarians to share practical strategies when facing the challenges of emerging technologies and economic downturn. It is also a place where we meet and network.

I am looking forward in meeting most of you!



Deng Pan, Federal Reserve Bank of Kansas City

### *Vince Shawver*

Vince has been a SLA member since July.

#### *From education to librarianship*

Hello, SLA members!

I'm Vince Shawver. I began my new position as Librarian at the Environmental Protection Agency Region 7 Library in Kansas City, Kansas last June. As a Solo Librarian, I will be resuscitating a library that was closed by the Bush Administration in 2006, but reinstated by Congress before his departure. Most of my time will be spent serving the science/technical and business reference needs of the 600 staff members here. The library is open to the public, however, most reference inquiries are forwarded to staff members with expertise in the areas of inquiry.

For the past 6 years, I worked as an Archives Technician at the National Archives & Records Administration in Lenexa and as a part-time Information Specialist at the Oak Park branch of the Johnson County Library. I'm still working at Oak Park because it's a fun neighborhood branch and I need the extra dough to pay my veterinarian bills.

I was a classroom teacher for 20 years. I taught 5th & 6th graders for 15 of those years (14 in Olathe Public) and 5 years as Grade 7-12 social studies teacher at Perry, St. Joseph Catholic Grade School, and Schlagle High in KCK.

I have a Doctor of Education degree (EdD) in Elementary-Secondary Education Administration from KU; MLS from Mizzou; MA in Secondary Education: Social Studies from KU; and a BS in Secondary Education: Social Studies from KU. I have non-degree licenses to teach Elementary Education and English as a Second Language.

I grew up in Roeland Park, Kansas, and played on the football, basketball, and track teams of Shawnee Mission North High School where Dr. Phil McGraw and I anchored the right side of our state champ defensive line. Yes, that Dr. Phil! I had a good fastball and curve ball in my younger days while pitching for the KU Jayhawks.

I avoid cameras like Howard Hughes did, but I dug up a not so flattering image of myself walking my pretty dogs for your pleasure. You can also

catch a glimpse of me as an extra in the 1975 movie, *Midway*. I'm the tall guy with hands on hips and squinting in the sun in the orange

flowery shirt, standing between Henry Fonda and Hal Holbrook in the final salute scene where Fonda says, "Were we really better than the Japanese, or were we just luckier?" My appearance hasn't changed a bit since my Navy flight school days, just a few added pounds around the waist.

I look forward to talking to you via HOA Listserv.



Vince Shawver, EPA Region 7



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Dole Institute of Politics Tour, September 10, 2009



World War I Museum and Liberty Memorial Tour, July 11, 2009