



June 2008

ISSN 0272-9644

Vol. 51, No. 2

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## President's Message

### Mid-Year's Vistas: Time to Measure the Distance We've Come and Plan to Go

by Maryhelen Jones

Building on the theme I introduced in my President's Message in the March Bulletin of "The Land, Sky, and All that is Within," I thought it would be appropriate to do a Chapter look back and look forward for this issue.

The first half of this year has been a busy one for Diana Daleo, our President-Elect who has done an outstanding job of programming! In February, members met at the Library Bar & Grill in downtown Albuquerque to socialize and network. March brought us together at the CNM-Montoya Campus, courtesy of Amiee Quinn, for the "Virtual Worlds: Libraries, Education and Museums" Conference and exposure to Second Life and two local avatars who frequent it. Thanks also to Julianne Hix, our Treasurer, for her work in getting a grant from Comcast to sponsor this event. In April, chapter members participated in the "Making Strides Against Breast Cancer Walk," a joint fundraising effort with NMLA and other librarians around the state. We also gathered for another adventure in the virtual world of Second Life, this time in an at-home session, hosted by Heather O'Daniel. In May, we had an excellent luncheon event at the Miller Stratvert Law Firm (Diana's employer) at which Dr. James Matarazzo spoke on "Demonstrating Value in Corporate Libraries" – it was truly an ROI for all attending.

SLA-RGC member Charlotte Walters worked with the chapter to publicize and coordinate the sponsorship of one attendee to register for the NM Digital Preservation (DigIn) Conference, June 5-6 in Albuquerque. June also brought Seattle and the chance for some chapter members to attend the SLA annual conference there. The Bulletin carries news of the conference in this issue and in subsequent ones.

As you will read in this issue, SLA is studying the development of ethics guidelines with the intent of developing an SLA Code of Ethics. Heather O'Daniel, Chapter Past-President, has taken on the responsibility to represent the chapter as one of the Ethics Ambassadors. Thanks to Heather for assuming this role. Thanks also to our new Bulletin Editor, Larry Compton. Please assist him whenever he calls for articles, book reviews, etc. Be creative, share, and have fun with your submissions!

A special note of appreciation to Donna Cromer who agreed to wear two hats for us this year, serving as both our Employment and Membership Chairs. Donna also hosts the SLA-RGC listserv for us – an invaluable means of communication.

We reluctantly say farewell to Judith Bernstein in her role as Chapter Archivist. Judith relinquished this position this spring. She has served the Chapter in this and a number of other capacities for many years.

## SLA Rio Grande Chapter Bulletin

Finally, a collaborative thank you to NMLA (Linda Morgan Davis), NMARL (James Caufield and Owen Ellard), and NMCAL (Ruben Aragon) representatives for cross-posting our programming announcements. One of New Mexico's librarian community strengths is its participants' willingness to cross association lines and share professional development opportunities willingly with their own members.

Now looking forward:

Plans are underway for a visit to the National Hispanic Cultural Library in Albuquerque later this month. In the fall, we look forward to a visit by SLA President Stephen Abram and the Annual Chapter Business Meeting. Also, we will be seeking nominations or volunteers for the chapter leadership in 2009.

As we move into the second half of 2008, please send your ideas, suggestions and concerns to me at [Maryhelen.jones@kirtland.af.mil](mailto:Maryhelen.jones@kirtland.af.mil). You are the chapter's strength and its future.

Thanks for your support,

*Maryhelen*



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## A Note from the President-Elect

by Diana Daleo Hunt

We've had a successful first half of the programming year with our blend of social, educational, technical, and outreach events. Here is a look at what's planned so far for the rest of 2008:

**July 25** - Tour of the National Hispanic Cultural Center.

**September** – Date and event still to be determined; I would like to assemble a panel of librarians and other informational professionals who have successfully stepped out of their roles in traditional libraries to talk about what “librarian” skills they feel that are especially transferable and how they have done it. A possible panel member would be someone who has created their own position within a company.

If you are interested in being on the panel or could recommend someone, I would love to hear from you – please email me at [dhunt@mstlaw.com](mailto:dhunt@mstlaw.com).

**November 13** – **Stephen Abram**, President of the Special Libraries Association, venue still to be determined, but most likely in Santa Fe. Event will be coupled with the Rio Grande Chapter Annual Meeting.

**December 13** – Annual Holiday Party, tentatively scheduled to be held at Diana Daleo's home. Come one, come all, for a gathering of holiday cheer and celebrating the season with your friends and peers.

## The News from Seattle

### Over 5,000 at SLA 2008 "Break Rules & Build Bridges" During Special Libraries Association Annual Conference in Seattle

(Following are excerpts from an SLA press release – *editor*) Exhibition and attendance figures for the Special Libraries Association's (SLA) Annual Conference and INFO-EXPO held in Seattle, June 15 -18, exceeded planners' expectations and included, for the second year in a row, SLA members from every chapter around the globe.

Final attendance figures for SLA 2008 totaled 5,011 individuals from six continents. Of that number, 845 participants were first-time SLA conference participants. SLA's INFO-EXPO featured 283 companies and organizations and 464 total booths. SLA welcomed 50 new exhibitors in 2008.

"SLA delivered yet another relevant and cutting-edge conference this year. Going by the positive feedback, inspired discussions, and the excitement I heard from attendees, I think it is safe to say SLA 2008 lived up to its theme of Breaking Rules and Building Bridges," said SLA Chief Executive Officer **Janice R. Lachance**.

The Opening General Session began with a description of SLA's new Innovation Laboratory by SLA President **Stephen Abram**. He described how the lab will allow SLA members to experiment with Enterprise 2.0 tools in a risk-free environment.

The session culminated with a keynote presentation featuring Google's Vice President and Chief Internet Evangelist, one of the "Fathers of the Internet," **Dr. Vint Cerf**, who was interviewed by award-winning journalist **Charlie Rose**. After being introduced, Rose told the audience, "what we do is dependent upon good information, and you are the masters of that." Both approachable and inspiring, Cerf provided a fascinating perspective on how the Internet started, where we are now, and the major issues we are facing.

**Seth Godin** is a best selling author, entrepreneur, and agent of change. Addressing the audience of librarians and information professionals during the Closing General Session, he shared a very powerful message. Taking a moment to compliment SLA members, Godin said, "It's hard for me to find smart audiences. I wanted to talk to this group because you get it - you understand opportunities. Every person in this room is a marketer. Librarians spread ideas - truth is meaningless if it doesn't spread - we need to figure out how to do that."

His advice to librarians and info pros, "Yelling and hoping to make enough money doesn't work. People won't be forced. When people know the story we want them to know, we've done a good job." He said, "Either keep pushing against the wind or change what you're doing and have the wind at your back. Tell your story."

**Annual Membership Meeting:** Following a well received report from SLA Treasurer **Sylvia James**, the membership heard from SLA CEO Janice R. Lachance, who delivered her annual State of the Association address. Lachance emphasized that SLA is undertaking an extensive, research-based examination of the profession, and of SLA's position in the evolving information economy.

The CEO's upbeat and inspirational speech touched on all of the innovations and enhancements the association has made in new products and services in the last year, as well as provided motivational words to the audience. Lachance said, "You are intelligent, caring, dedicated professionals who do not tend to call attention to yourselves but, rather let your work speak for itself. Applying old stereotypes...some may see you as passive. I KNOW you are passionate."

SLA members were then updated on the progress of the research-based project by members of the team from Fleishman-Hillard and Outsell, as well as given a brief preview of the plans for the SLA Centennial Celebration in 2009.

The SLA Annual Conference and INFO EXPO celebrating 100 years of SLA will be held in Washington, DC, June 14 -17. The theme for the Centennial conference is: "Information to Inspiration: Knowledge & Vision Shaping the Future."

## The Value of Corporate Libraries

by Larry Compton

On Friday May 16 the SLA-RGC held a luncheon meeting with a guest speaker, **Dr. James Matarazzo**, Dean and Professor Emeritus at Simmons College and well-known corporate library consultant. His topic for us: **“Demonstrating Value in Corporate Libraries.”** It was held at the offices of President-Elect Diana Daleo Hunt’s employer, the Miller Stratvert law firm in downtown Albuquerque.

Dr. Matarazzo gave an entertaining pep talk on how corporate librarians must demonstrate value to their respective organizations. He began by asking, “what is the *value* of the library to the business?” He then argued that “corporate libraries only create value to the extent to which they contribute to the corporation’s strategic goals.” He feels that libraries can add value to businesses and have a long history of doing so. To illustrate, he noted that decades before the first public libraries in the U.S., there were *corporate* libraries.



Unfortunately for most corporate librarians it has been a “losing game.” Why? Librarians compete for internal funding on their knowledge of IT, records management, etc.; corporate libraries compete as a *facility*, rather than as a *service*. He added that, contrary to what many say or believe, information does not “flow freely” – it’s a commodity. Libraries and librarians may actually “dam up” the information by acting as gatekeepers.

Dr. Matarazzo asked “why have librarians been left behind in the Information Revolution?” He said it is because:

- we’re not part of the major organizational process for managing information
- we’re associated only with identifying and acquiring information
- we operate mostly on a storage-based model
- we’ve had little influence on information policy
- we’re professional employees in dead-end careers

He elaborated on this last point: librarians typically do not want to become head of the firm, thus we are viewed strangely by the other employees in the firm! (Lack of ambition does not usually fit in with the corporate subculture).

Dr. Matarazzo asserted that a librarian’s value is his or her expertise. A lot of librarians, however, are in the “fetch” business; yet “fetching” is not valued. Instead, librarians “should be champions, not custodians.” Corporate librarians must be a library *manager* by doing what other managers in the corporation do, and also by being the “chief evaluator.”

Company libraries need *connections* to: 1) the product, 2) the bottom line, and 3) the funders. Corporate librarians have a high degree of potential value to their organization because they know more about information than any other professional. They have potential value to projects and for effective information delivery.

Here is what is needed:

- less emphasis on the library as a *place*
- focus on getting information on desks and into briefcases
- small, local collections with professional staff
- an understanding of the value of information by interpreting its use
- a push to distribute information around the organization by using Lotus Notes or other technologies.

Dr. Matarazzo then discussed new management realities with lessons from the past. He gave illustrative examples from his experiences as a consultant for large corporations in Japan. Many of his anecdotes were quite amusing, as he had a difficult time adjusting to Japanese culture - the cuisine in particular. (He also told some amusing tales of what types of company gifts his wife exercises veto power over when he returns home from consulting trips, size being the main factor).



*Dr. Jim Matarazzo making his point*

According to him, in *excellent* corporate libraries: 1) customers understand the outstanding services; 2) library managers exhibit leadership and quality control; 3) management has a subjective belief in the value of information.

He asked us this question: “Do you go to your best customers twice a day and ask what they need?” This is the sort of activity he has observed in excellent corporate libraries. He concluded that “the library must be aligned with and allied to the most important activity of the organization.”

Throughout his talk he recommended sources for further reading on the subject:

Davenport, Thomas H., and Laurence Prusak. *Information Ecology: Mastering the Information and Knowledge Environment*. New York: Oxford University Press, 1997.

Davenport, Thomas H., and Laurence Prusak. "Blow Up the Corporate Library." *International Journal of Information Management* 13 (December 1993): 405-412.

Holsapple, Clyde W., ed. *Handbook on Knowledge Management*. Vol. 2, *Knowledge Directions*. Berlin and London: Springer, 2002.

Matarazzo, James M., and Laurence Prusak. *The Value of Corporate Libraries: Findings from a 1995 Survey of Senior Management*. [Washington, D.C.]: Special Libraries Association in cooperation with Ernst & Young Center for Business Innovation, 1995.

As for my assessment of Dr. Matarazzo's presentation, I feel that much of what he had to say I have heard before. However, it's just the message you can never hear too often in our profession.

Perhaps it's just my bad luck, but virtually every library I have worked at has faced budget cuts, downsizing, and even elimination. One wonders if information, libraries, and librarians are truly valued. His talk gave us some useful – if general - ideas and strategies for becoming a valuable asset to our organizations.

Thanks again to Diana and her colleagues at Miller Stratvert P.A. for their hospitality. They made it a delicious, delightful and informative lunch.

## DigIn Disseminates Digital Preservation Information

by Mary Kurtz

The **DigIn Digital Preservation Conference** was held in Albuquerque on June 4-6. The conference was sponsored by the National Archives and Records Administration, the New Mexico State Records Center and Archives, the New Mexico State Library, University of New Mexico Libraries, New Mexico Department of Information Technology, Association of Records Managers and Administrators (ARMA) Northern New Mexico Chapter, Rio Grande ARMA Chapter, and the **Rio Grande Chapter of the Special Libraries Association**.

I was fortunate to be able to attend the conference through a scholarship generously provided by the RGC-SLA. The conference was attended by a variety of information professionals: librarians, IT personnel, software developers, record managers, archivists, and managers of information organizations.

Digital preservation is a critical issue that every organization is facing. It's a problem that is growing as the number of electronic communications and documents increase. Digital preservation is complicated by issues of system and software incompatibilities, by legal requirements for document preservation, by the time required for a human to read, categorize and determine the relevance of each individual e-document before disposal, and by the human propensity to seek out solutions that are familiar.

Conference speakers addressed different facets of these issues. Richard Pearce-Moses, Ken Thibodaux and Mark Conrad spoke about the sheer magnitude of the problem. For example, I was surprised to learn that all presidential documents are required by law to be preserved indefinitely. Since the 1970s the number of electronic documents (such as emails, IM, and chats) has increased exponentially until today there is almost insurmountable backlog of documents awaiting classification. State and corporate organizations face the same problem, although on a smaller scale.

Jason Baron addressed some of the legal requirement of e-discovery and the burdens it places on organizations. He also discussed the flaws in the current system of metadata labeling and some ways these flaws might be remediated. L. Reynolds Cahoon and Rosemary Pleva Flynn talked about approaches for dealing with the changes that will be required to handle the increasing volumes of digital documents. Organizations will need to be flexible and innovative in dealing with issues of digital preservations.

Solutions that have worked in the past may be counterproductive in the digital age. Jorge Ramon and Shelly Spearing presented research they are doing at Los Alamos National Laboratory that may some day lead to automating the classification of digital documents. They are using a combination of several open source and/or commercially available software programs to categorize, classify and label digital documents.

Digital preservation is a problem that has no easy answers. Since it is a problem that involves a variety of disciplines, solutions to the problem are going to require cooperation and coordination among the practitioners of those disciplines.

## SLA Tackles a Code of Ethics for Information Professionals

by Maryhelen Jones

At the Seattle Conference, SLA broke new association ground with its first "SLA Global Information Ethics Summit" on June 14. With the intent of creating a global conversation that will result in the formulation of a SLA Code of Ethics for Information Professionals, the SLA Public Relations Committee invited chapters and divisions that had appointed *Ethics Ambassadors (EA)* to meet and begin the process. RGC Past-President, Heather O'Daniel -- our chapter's EA -- could not make this meeting, but Maryhelen Jones attended it and provided this report.

The Ethics Summit drew about 50 attendees, about equally divided between chapters and divisions. The meeting began with a presentation and facilitated small group exercise by **Dr. Chris Bauer**, an expert on the impact of ethical behavior within organizations. Dr. Bauer asked the attendees to step back and first try to identify the *core values* that should guide our behavior as we deal with information. Eventually, these could then be synthesized into *value statements*. Such value statements can then

be used by us as reference points when we are faced with ethical information dilemmas so that we use our best thinking and decision-making when we face them.

Participants gathered in groups of five and the discussions began. Words and phrases such as “mutual respect,” “cultural awareness,” “cultural inclusiveness,” “transparency,” and “diversity” rippled from table to table, made their way to flip-charts and then were shared with the entire group.

Dr. Bauer was followed by **Barbie Keiser**, who has done considerable work on the topic of ethics and led SLA's first workshop on information ethics in Brighton (2000). She spoke on how the association's ethics code could help each of us establish an environment that assures ethical information management throughout our organizations.

The Ethics Summit is just the beginning. Obviously no document or statement could be collectively written during a single afternoon. What is exciting is that SLA is the first member-based, international information association to take on this daunting challenge. This fall, SLA will send to the entire membership a summary of the Summit's preliminary findings on values and invite member comment via a wiki, blog, or other communication tool.

Perhaps by 2009 we can say that we, as SLA members, have given ourselves our own global Info-Ethics Code.

## To Tweet or Not to Tweet? It's Really a Question of Value

by Heather O'Daniel

Twitter only took two weeks to build back in March of 2006. Two weeks to create an online social networking application that uses short text messages instantly accessible through cell phones and/or the Internet. Within a year there were 50,000 users posting 30,000 messages a day. At the 2008 SLA meeting about 300 members were part of a group following “tweets” (that's a Twitter message) about the conference.

Caught in Stephen Abram's enthusiasm for innovation and professional growth, I decided to become one those members, more as an observer than a participant. However, within a short period of time I was required to participate and actually saw some value. In the next few paragraphs I will share examples of where I thought there could be value, or not, to tweet.

At first there were many personal messages about travel and excitement of attending. I guess it helped fuel my anticipation; however, on a scale of 1 to 10 with 10 being the highest value, those 20-30 messages were a 2. One message said the highway traffic going downtown was clear, that ranked more of a 6 as I would soon be going on that road.

Then a critical event happened that required my input and immediate response. The folks that had worked on the intro we recorded in Second Life for the keynote found the

sound needed to be re-done and I was needed to be a part of that session. The team lead was calling all the conference hotels trying to leave me a message. However, rather than staying in the conference hotels I had chosen to stay with my son who lives in the area. Then came the tweet, "If anyone sees Heather O. tell her we need to talk to her right away." Now there was a 10 in value!

But as time went on there were more and more messages. Some gave review information on places where they were eating, okay maybe a 4 or 5. However the person who was compelled to tell everyone about sitting in the hotel room eating an orange to me was the epitome of self absorption. It would not even rank a 1. What value could there be in sharing that information? It wasn't even an offer of an orange to anyone that cared to come around. I guess if the person started to choke and quickly sent the word HELP, we could all inform EMTs of the location and that they would likely find an orange as source of the problem.

Finally, my attention to conference activities exceeded my ability to continually be aware of tweets. I tried limiting to a few people, which is possible, but that didn't seem to provide me with applicable items. So, alas, I turned Twitter off my phone and solely accessed via the web when I had time to quickly scan the list of messages. I may have missed some things that would have been useful, but for the most part that helped. However, I then found I kind of missed Twitter. So I began to use Twitter as an entertaining alternative for occasional downtime, or unexpectedly boring sessions. I would turn it on and off my phone depending on my ability to watch it.

The last event I'll share is while sitting in one boring session there were three young men (library school students) in the row right in front of me, all with phones in hand twittering away. I still needed a bit of training, so I tapped one on the shoulder and whispered a question. He took my phone and starting pressing all these buttons I had never even used. Had he studied my phone manual last night? He proceeded to give great impromptu training, but was interrupted by an older librarian sitting next to me with a great SHHHH! We each went back to our phones and I immediately saw the tweet: "I just got shushed by a librarian. LOL." For me I'd rate that tweet a 10, and others might give it a 2 for mild humor. But since that event the young man and I formed a professional connection that still continues after the conference. And since a major goal of attending conferences is to make those connections, I would say Twitter was very helpful in facilitating that goal.

Will I Twitter again? Sure, I can see how it can be useful. But I question how we get this up and coming generation with the behaviors of sharing everything through electronic tools to begin to assess what is shared for quality and value. Perhaps as it evolves the group behaviors will begin to set a standard the Twitter culture drives.

## Soar to New Heights with AIIP!

by Nora K. Stoecker

AIIP, the Association of Independent Information Professionals, will be bringing its annual conference to Albuquerque in March 2009, at the Marriott on Louisiana. You don't have to be an AIIP member, nor an independent researcher, nor even someone considering independent research as a career path to attend; anyone who engages in information research should find plenty to learn at an AIIP conference!

You'll find in-depth pre-conference sessions, vendor updates and training on various vendor products, and many different sessions. Plus the fun stuff! Best of all, it's a small conference – about 150 people, most likely. I've been told this makes it a very warm and special learning environment, with lots of networking too.

Speakers currently scheduled include:

**Mary Ellen Bates**

President and Founder, Bates Information Services, Inc.

When You See a Fork in the Road, Take It: Recognizing and Making Strategic Changes in Your Business

**Ulla de Stricker,**

President, de Stricker Associates

"So what do you do exactly?" Tips on Branding for Information Professionals

**Marcy Phelps**

President, Phelps Research

Pass the Microphone: Getting Things Done

**Amelia Kassel**

President and Owner, MarketingBase

U.S. Private Company Research: More Sources and Search Strategies Than You Think

**Martin Goffman**

Martin Goffman Associates

Patents 101: A Basic Introduction to the World of Patent Searching for Non-Patent Searchers

If information research is your thing, if traveling far to attend most conferences is out of your budget, or if you'd like to explore what AIIP has to offer – block the week of March 25-29, 2009, on your calendar. **Nora K. Stoecker**, Business Researcher, Government Relations, Sandia National Laboratories and also Independent Information Research Analyst, NKS Info Services. [nstoecker@nksinfo.com](mailto:nstoecker@nksinfo.com)

**P.S.** Unbelievably, I'm the only AIIP member in New Mexico. C'mon – there's got to be at least one other possible member – let me know who you are! I'm not very active right now, but I've been a member for seven years, and would be happy to chat about the group and what it has to offer. I'll be providing regular updates about the conference to the RGC e-list too.

**In Memoriam**

**Ruth LaVern Farley**

**1918-2008**

The Rio Grande Chapter recently heard the sad news of Ruth Farley's passing. Ruth died Friday, June 27, after a short bout of pneumonia. Ruth was surrounded by several friends and her brother when she passed away. She was 90 years old.

Ruth was an active member of the Rio Grande Chapter, including a term as president. She worked for more than 40 years, primarily as a librarian. Her last position was reference librarian at the Sandia National Laboratories Tech Library from 1967 to 1980. After Ruth's retirement in 1980, she spent many years as a dedicated library volunteer, at first in Silver City and then in Taos, where she moved to Plaza de Retiro in 1984.

Marjorie Hlava described Ruth as a "grand, wonderful, active lady," with ceaseless energy, and adds that Ruth served as a mentor to her and many others throughout the years.

There will be a celebration of Ruth's life on Saturday, August 2 at 2 p.m., in the Dining Room of the

Plaza de Retiro  
414 Camino de la Placita  
Taos, New Mexico

Marjorie Hlava will be driving up from Albuquerque if anyone wants to car pool (505-265-3591).

Contributions in Ruth's memory may be made to:

Taos Public Library  
402 Camino de la Placita  
Taos, NM 87571-6192

## Professional Glimpses

In the SLA-RGC 's March 2008 *Bulletin*, Maryhelen Jones asked chapter members to respond to three questions for the next bulletin:

- What professional listservs do you follow on a regular basis and why?
- What journal articles from any source have you read that made an impact on the way that you think about your work or your life?
- What three books would you put on your “to buy” list in the next three months – and why?

Maryhelen herself is starting the *Bulletin* ball rolling with these responses:

### Listservs:

**LIBLICENS-L** <http://www.library.yale.edu/~license/mailling-list.shtml>

This list covers electronic content licensing for academic and research libraries. It's a moderated list managed by Ann Okerson, Assistant University Librarian at Yale University. It's a great way to follow developments and get answers on all aspects of license agreements, domestic and international copyright law, and industry developments.

### COLLDV-L

As its name suggests, this list is all things related to collection development issues and initiatives. One of the most interesting postings to date has been a call for libraries to help with identifying the location of publications connected with American Modernism through 1922 so that these can be digitized cover to cover including the advertising pages which were routinely discarded during binding. Called the “Modernist Journals Project,” this effort is being undertaken by Brown University and the University of Tulsa. The best way to subscribe is to Google “COLLDV-L.”

### Journal Article:

“The Existential Necessity of Midlife Change.” *Harvard Business Review* (February 2008): 82-90.

Don't be dissuaded by the phrase “existential necessity” – the tag line for this article is “Roll up your sleeves –midlife is your best and last chance to become the real you.” I think the authors have something here for all of us.

**Books:**

With the increasing price of gas, I'm down to just one to buy but it looks really good! *Deluxe – How Luxury Lost its Luster* by Dana Thomas (New York: Penguin Press, 2007). Dana Thomas is a cultural and fashion who has covered the luxury business (think Prada, Gucci, Burberry) for *The Washington Post*, *Newsweek*, and *The New York Times Magazine*. For anyone interested in the luxury industry and how its products are now becoming mass marketed and why, this appears to be a good summer tell-all.

As the new Bulletin Editor, Larry Compton felt that he should contribute to Maryhelen's article. Besides, he enjoys these sorts of exercises:

**Listserv:**

**State Data Center listserv <sdcm\_list.lists.berkeley.edu>**

At present I do not subscribe to a lot of library-oriented listservs (although I know I should) but rather to those related to my organization's research work. This is the list serve for the U.S. Census Bureau State Data Centers; the BBER Data Bank library is a State Data Center, a Coordinating Agency for the data centers in New Mexico. A variety of institutions comprise the Census State Data Center network. Most are academic institutions, but it also includes state government agencies (usually labor departments or economic development agencies) and a few libraries. The New Mexico State Library in Santa Fe and the reference department at New Mexico State University Libraries are State Data Centers. At times the questions and discussions are a bit technical for me, but it certainly keeps me up to speed on Census Bureau data and its uses, as well as informed on Census Bureau politics. Additional information can be found at: <http://www.sdcbidc.iupui.edu/html/listserve.html>

**Journal Article:**

Curran, Charles. "Let's Face It: Librarians are Wimps." *American Libraries* 18 (September 1987): 687.

At the risk of sounding flippant, this is one article (written by a library school professor) in a library periodical I will never forget. At one level it's simply a humorous, satirical look at librarians and their quirks. But this article also started me off, early in my career, thinking about how we librarians act, how others are likely to see us, and how we just might unwittingly contribute to a poor public image.

To illustrate, one of the "wimpy" attributes of librarians mentioned in the article has long been a peeve of mine: what is it about (most) librarians that they must have separate checks when dining out? Even a group of 15? Whenever I have dined with other professionals or businesspeople, we usually just split the check; the bill is settled in under a minute. Thus, when bemoaning how long it takes a group of librarians to settle a restaurant bill, I cannot help but think: how much is your *time* worth? How do you expect to be taken seriously in the business world when you worry about a dollar or two?

Did this article resonate with me? Let me put it this way: I used LISTA to look up the complete citation; twenty-one years later I remembered the exact title, word for word.

**Books:**

1. Levitt, Steven D., and Stephen J. Dubner. *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*. New York: William Morrow, 2005.

This book has been on my “must read” list since I first heard about it a couple of years ago. In my present position I deal with economic statistics every day, which is interesting enough for me. But these authors take economic theories and laws and apply them to unusual questions and subjects, with some very controversial outcomes (e.g., does abortion reduce crime?)

2. Tufte, Edward R. *Envisioning Information*. Cheshire, Conn.: Graphics Press, 1990.

Sadly, this volume has been sitting on my desk unread for some time. But as I look through it for this article, I know it will not be long before I become immersed in it. It is a history of graphics and all visual representations of data and information: charts, tables, maps, symbols, and illustrations, written by an expert from Yale. It may sound rather geeky and dull, even to those of us in the information business, but when you look at its text and colorful graphics I think you’ll agree that it’s a beautiful book. It has become a modern academic “classic.”

3. Phillips, Judith. *New Mexico Gardener’s Guide*. Rev. ed. Nashville: Cool Springs Press, 2005.

My wife and I had a complete “makeover” of our property, which was just completed by the landscapers. It’s a xeriscape that mainly uses native, regional, or other low-water use plants. But as many landscape designers say, “low maintenance does not mean ‘no’ maintenance.” Thus we need a text on plant care to refer to; Judith Phillips is considered the queen of local gardening, so we will make good use of this book.

## Rio Grande Chapter Member News

**Diana Daleo** (private law librarian at Miller Stratvert P.A. and SLA-RGC President-Elect) was married to Warren Hunt on June 29 in a small ceremony at the UNM Alumni Chapel. It was a beautiful day and a wonderful time was had by all!

She now prefers to be called **Diana Daleo Hunt**. Congratulations and best wishes to the happy couple!

**Heather O'Daniel** plays harp and percussion in a local band called CumuloNimbus (I love that name - *editor*). They will be performing July 19 at Elena Gallegos Park as part of the Open Space Summer Series concerts:

<http://www.cabq.gov/openspace/SummerSeries2008.html>

**Larry Compton** wrote an article for his department's monthly newsletter on the Economic Census:

"Coming Soon to a Business Near You: The 2007 Economic Census." *New Mexico Business: Current Economic Report 28* (November 2007): 1-8.

Larry also enjoys playing music, especially traditional Celtic music. He plays the guitar, bodhran, and tin whistle. Larry's not in a band, but can usually be seen in the Irish jam sessions at the Two Fools Tavern, on the second and fourth (fifth if there is a fifth) Sundays of the month from 3 to 6 p.m.:

<http://www.2foolstavern.com/>

## Contribute to the Next Issue of the Bulletin!

Do you part to help your local SLA chapter. If you have any professional or personal news you wish to share with your fellow members, if you have the details of an upcoming event of interest, or if you have a review of an interesting article, book, conversation, data source, meeting, or Web site, put it in writing. Tell us how you spent your summer vacation!

You too can be a “friend” of the Rio Grande Chapter Bulletin; just email your content to the editor, Larry Compton, at

[lcompton@unm.edu](mailto:lcompton@unm.edu)

The deadline for the September issue is **Friday, September 5, 2008**. Thanks!

The Rio Grande Chapter of the Special Libraries Association publishes the Rio Grande Chapter Bulletin quarterly and is provided to members as a benefit of membership. SLA Headquarters address is: SLA, 331 South Patrick Street, Alexandria, VA 22314-3501; telephone (703) 647-4900.

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