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NOTE: Orange text is hyperlinked (Ctrl+Click)

From the IT Division Chair, Stacey Greenwell



Hello Everyone,

Where did the summer go? I'm sure many of us are asking that as the kids are back in school, it's time for the first round of exams this semester, and already the leaves are starting to turn. Fall is also the conference season for state and regional events, so many of us are occupied with those activities as well. Dare I even mention that not only are pumpkins arriving in local stores, the trees and trimmings are there, too?

Amid all this hustle and bustle, please do not forget to vote. The [SLA election](#) is open thru October 11 and a number of outstanding candidates have stepped up and need your support. I'm proud to say that as usual, several candidates are IT Division members. Please be sure to vote!

Like you I'm sure, the IT Board members have been busy with so many activities as summer draws to an end. We did take some time recently to gather in [Second Life](#) for an informal meeting and social event. This virtual world is such an interesting place to hold a meeting. The conversation typically takes place via chat, though interacting with the avatars of others and experiencing a setting together makes it far richer than the simple emailing and texting and chatting we do every day. While Second Life may not end up being the virtual world that ultimately catches on, I certainly believe that the Web is headed in the direction of an immersive 3-D experience like Second Life. I encourage you to give Second Life a try if you haven't already.



Buffy Alcott, Stacey's Second Life avatar; photo by Stacey Greenwell

No doubt some of you have heard about or experienced the IT Division open houses at Annual Conference. One of the things we have felt very strongly about is providing more to those members who can't get away every year for an annual meeting. To that end, we are planning an IT Division Open House in Second Life in the future. The event will be full of fun and dancing, of course, but it will also be an opportunity to network with counterparts and make new contacts in an albeit more unusual environment than Annual Conference. Watch our listserv and blogs in the coming months for more on this activity.

The IT Division blogs (the [Blogging Section](#) blog and the [IT Division blog](#)) continue to be abundant sources of news and commentary for our profession. On August 31 we celebrated Blog Day with a number of posts covering blogs new to the authors. We have been told by SLA HQ that the IT Division blogs get more traffic than the other unit blogs. Thank you for continuing to follow our blogs, and please consider writing for one or both blogs. Posting on a group blog is a terrific no-pressure way to get started in blogging. I strongly encourage you to consider it. Contact me and we'll get you started!

Finally, I realize I've encouraged you to do several things in this column (vote, try out Second Life, blog with the Division), but I do have one more. The [2008 SLA Leadership Summit](#) will be held in Louisville, Kentucky, on January 23-26. Let me emphasize that the Summit is not just focused on those who are currently in SLA leadership roles—it is for anyone with an interest in becoming a better leader—at work or in SLA, for anyone with an interest in knowing more about how SLA works and how to get involved at a much greater level. Leadership Summit is a terrific meeting and I often encourage people to attend. This year is even more special as it is in my home state. Some of you may be familiar with the [Kentucky Chapter](#). As a proud member of that group, let me tell you that we

are truly extending our Kentucky hospitality to our SLA colleagues. Join us in Kentucky this January for an educational and entertaining experience!

[Stacey](#)

2008 IT Division Seattle Conference Program Sponsors



Our thanks to our 2008 Seattle conference program sponsors!

Gold Level Sponsors

Thomson Scientific and Dialog
Elsevier

Silver Level Sponsors

IEEE
Springer

Bronze Level Sponsors

Access Innovations
EBSCO Information Services

Call for Sponsorship for Seattle Conference Programs

—[Stephanie H. Wical](#), 2007 Program Chair

All levels of sponsorship include:

- Acknowledgement at the IT Business Meeting and Awards Tea
- Certificate for display in sponsor's Exhibit Booth
- Listing on a Poster at the IT Open Houses and at the Business Meeting and Awards Tea
- Acknowledgement of sponsorship on the IT Division Website

- Acknowledgement of sponsorship in the IT Division publication, *b/ITe*

In addition to the benefits above, our levels of sponsorship include the following:

Silver **\$1,000**

- Name listed with one IT program in the preliminary and final printed conference programs*
- One ticket to the IT Business Meeting and Awards Tea

Gold **\$2,500**

- Name listed with one IT program in the preliminary and final printed conference programs*
- Sponsor may distribute information and/or giveaways before start of sponsored program**
- Two tickets to the IT Business Meeting and Awards Tea
- Sponsor may publish one article in *b/ITe* (specifically not advertising, which is at the discretion of the *b/ITe* editor)

Platinum **\$5,000**

- Name listed with two IT programs in the preliminary and final printed conference programs*
- When possible, sponsor-supplied logo will appear on promotional materials
- If PowerPoint is used, slide including sponsor-supplied logo displayed prior to sponsored programs **
- Sponsor may conduct a drawing for a sponsor-provided door prize at sponsored programs**
- Sponsor may distribute information and/or giveaways before start of sponsored program**
- Four tickets to the IT Business Meeting and Awards Tea
- Sponsor may publish one article in *b/ITe* (at the discretion of the *b/ITe* editor, but specifically not advertising)

*SLA Headquarters deadlines apply. Please contact the Division Program Planner for deadline information and changes.

** IT division-led program only; IT division co-sponsored programs would not apply.

Sponsorship Application Form



Special Libraries Association (SLA)
Information Technology Division (IT)
2008 Annual Conference
Seattle, Washington, USA

Sponsor Information

Company Name _____

Address 1 _____

Address 2 _____

City _____ State _____ Zip _____

Website _____

Contact person* _____ Telephone _____

Email address _____ Fax number _____

Sponsorship level _____

Check enclosed Invoice me (Attn: _____)

*Please indicate who should be contacted for all correspondence (including logo for Platinum sponsors), and to whom your event tickets and other materials should be sent.

Return this form to:

Mary-Frances Panettiere
IT Division Treasurer
Asst. Head, Collection Acquisitions & Management
GA Institute of Technology
Library & Information Center
Atlanta GA, 30332-0900
Phone: 404-894-0401
E-mail: maryfrances.panettiere@library.gatech.edu
Or Fax to (404) 894-1723, and we will generate an invoice.

Denver Revisited



Al Gore at the 2007 SLA Conference with Ty Webb, a Past-Chair of IT and leader of SLA's 2007 Conference Committee. (Photo by The Photo Group.)

2008 Leadership Summit (Pt. 5): The Conference Location and 4th Street Live!

— [James E. Manasco](#), Chair-Elect

Hello again! This past week I attended the Kentucky Library Association's Fall Conference which, coincidentally enough was held at the same location as our upcoming Leadership Summit, the Louisville Marriott Downtown. It got me to thinking that I might want to spend a little time talking about the accommodations and nearby facilities that will greet you as you arrive for the Summit.



The [Louisville Marriott Downtown](#) has only been open for a little over two years. This brand new facility is part of the continuing revitalization of the downtown area. The Marriott is connected with the Hyatt, the Kentucky Convention Center, 4th Street Live! and other locations via a system of skywalks. This will be a big bonus should the weather turn cold or snowy during the conference. The Marriott has several meeting rooms, a very good restaurant (Blu) and a very decent sports bar (Champions), which makes a pretty decent margarita. The rooms are very nice and the beds are quite comfy. Most important, to some, is that there is a Starbucks in the hotel on the first floor.

My only beef with the Marriott is that it doesn't display any of the local character of the city. Go into other hotels, like the Brown, the Seelbach, the Galt House or 21C Museum Hotel, and you'll enjoy an experience unlike many other hotels, that you can instantly identify as being uniquely Louisville. Unfortunately, there isn't that air to the Marriott. Though, it's so darn nice and bright we'll give it a pass!

I mentioned [4th Street Live!](#) earlier, so I guess I better explain more about it. Once upon a time, this location was known as The Galleria, a shopping mall in downtown Louisville that opened in 1982. 4th Street in downtown Louisville was, for decades, THE place to go shopping. People dressed in their finest walked up and down the street shopping in various stores, getting their groceries, visiting the beauty salons, etc. With the move to the suburbs in the 60s and 70s, this area went into a decline. The Galleria was meant to draw people back to the downtown to do their shopping. While its success was admittedly limited, other developments on 4th street in the 90s helped to convince local leaders that perhaps The Galleria could be removed to allow more of the street to be open to traffic, since it sat on top of the thoroughfare. 4th Street Live! was the result of this movement. Traffic was opened up and a renovation of the area and the enticement of many new businesses has resulted in THE place to be in downtown Louisville. Restaurants/Bars include: Maker's Mark Bourbon House, the Red Star Tavern, Hard Rock Café Louisville and Sully's Restaurant Saloon. Entertainment venues include: Lucky Strike Lanes, Felt and Howl at the Moon (a karaoke bar). Also, several shops are also available for your purchasing pleasure including a large Border's bookstore and a Hallmark Gold Crown store. Many evenings and weekends, 4th Street is closed off to turn this area into a large pedestrian park and entertainment experience.

For further information about Louisville, take a gander at the [Visitor's Bureau](#) Web page. For more information about attractions in Kentucky, see the [Kentucky tourism Web site](#). See you next time!

Project Spotlight

—[Sophia Guevara](#), Digital Content Chair-Elect

The IT Division has been working on a few exciting ideas that we expect to roll out next year. Here's a quick peek at what's in the works:

Innovation Challenge

This project is designed to draw upon the innovation of SLA members and challenge them to make their ideas a reality. Teams will use technology to create innovative solutions for utilization within the special library environment.

Information Resource Training Lab

The proposed lab will allow new professionals to familiarize themselves with popular electronic resources. The goal is to provide these members with the opportunity to build the knowledge and skills necessary for their career success.

Increasing Membership Value through Dollars and Cents

While everyone knows that an SLA membership is a tremendous value, we're looking to exceed your expectations. While your membership provides you with discounts on conferences and courses hosted with SLA partners, we're open to ideas on additional partnering opportunities that will increase your professional success without damaging your pocketbook. If you have any suggestions on partnerships that could provide members with valuable content at a discount, feel free to send me an [email](#).

Social Networking Tools: Let's Be Social

– [Jill Hurst-Wahl](#), Blogging Section Chair

When I talk about social networking tools, I talk about them in three categories. Some tools help you connect with other people. Others provide ways for you to share information with others. Finally, a growing number of tools facilitate collaborations. A trend is for a tool to work across these three categories, and several that I use do just that.

CONNECT

We are used to connecting face-to-face, on the phone, or via email. Social networking tools allow us to connect in ways that ensure that we are:

- Accessible
- Able to exchange information fast
- In the know and considered part of "the crowd"
- Not "missing in action"

In fact, these tools allow us to be "hyper-linked." You are linked to your colleagues not just one way, but many ways.

The tools you use to connect to your colleagues will depend on the tools they are using. The people with whom I want to connect are using [LinkedIn.com](#) and [Facebook.com](#). Some of us also connect as friends through various sharing services (below) including [Flickr.com](#).

LinkedIn describes itself as "a place to find and leverage professional opportunities, now and throughout your career." There are more than 14 million professionals on LinkedIn who:

- Present their professional capabilities
- Find and connect with colleagues

- Use their extended networks to find and reach potential partners, clients, or employees
- Discover business opportunities
- Locate information

A basic account on LinkedIn is free. Premium accounts are available for those who really want to work their networks in LinkedIn. As an example of a LinkedIn profile, you can view mine at <http://www.linkedin.com/in/jillhurstwahl>. Notice that others on LinkedIn can leave recommendations on your profile that are visible to everyone.

If you are using LinkedIn and want to learn more about using it effectively, read [LinkedIntelligence.com](http://www.linkedintelligence.com), a blog that focuses specifically on LinkedIn. The blog gives great advice for making LinkedIn work better for you. The author even reviews specific LinkedIn profiles and gives advice for making them better.

Facebook.com was originally a place for college students to connect. (Some of us may have memories of the printed facebook books given to us as college freshman.) Then Facebook was opened up to high school students, and then to business people. Facebook has replaced MySpace for some, because of its better features and functionality. Facebook describes itself as "a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet."

Here is a good place to talk about privacy as well as learning more about your colleagues. It is important to consider what information you do not want to disclose about yourself online and then be consistent in applying your rule with every social networking tool. For example, I am very honest about who I am and what I do, but I do not disclose my home address.

Since people often are willing to be more open about their lives in these social networking tools, you can often learn more about your colleagues through these tools rather than what you can learn from them face-to-face or via email. Someone can easily "buffalo" us in a quick face-to-face meeting, but may drop his/her guard online because the person sees these tools as both serious and fun (and we tend to disclose more when we're having fun).

There is a blog post in the IT Division Blogging Section blog on Facebook (<http://tinyurl.com/ypwg2z>). I'm on Facebook for a few minutes each day, updating my status (what I'm doing), checking on colleagues, and perhaps sending a message to someone else. Facebook has become an important tool for staying in contact with several specific people, especially some SLA colleagues.

I've also been able to use Facebook to teach my "friends" what I do in my consulting business, which I believe to be very valuable.

Friends? Many of these tools allow you to connect with "friends." Friends are those people that you want to be connected with, whether they are a friend, acquaintance, or someone you don't really know. Who you consider a friend is a very personal decision. Some people only will "friend" someone they have actually met face-to-face. My rule for who is a friend is different for each service I use and based on what I'm trying to achieve in a specific social networking tool.

SHARE

The power in using social networking tools for sharing is that you can share what you know AND you can benefit from what other people have shared. Tools that fall into this category include blogs, micro-blogs, wikis (discussed below), and photo, video and presentation sharing Web sites.

A blog is a Web site where entries are written in chronological order and commonly displayed in reverse chronological order. Think of each blog entry (post) as a short article. Most blogs allow for comments, which means that readers can add information or feedback on specific posts. Business blogs are often focused on specific topics where the authors share information that they have with their readers. Since a blog can have a tremendous amount of content, blogs often rank well in search engine results. If you are trying to establish yourself as an expert, a blog can help you do that. I used my blog (<http://www.digitization101.com>) to establish an international reputation in digitization. That reputation did not come overnight, but was built by consistently adding to my blog and then marketing my blog constantly. The IT Division has two blogs which have helped it grow its reputation in SLA. The blogs have allowed the division to "touch" more people more often.

There are several places where you can build a blog for free including Blogger.com (owned by Google), WordPress.com and Vox.com. There are actually many Web sites where blogs can be built. Please think about what functionality you want in order to decide what site or software is best for you.

Micro-blogs are places where you can send and receive short messages (under 140 characters) with a group of people. They are different from instant messenger services because you are broadcasting your messages to a group of people, not just to one person. Micro-blogs are an interesting way of sharing information with people you know. I'll admit that you can't really understand a micro-blog unless you use one. The one I'm using is [Twitter.com](http://twitter.com/jahurst/with_friends) (see http://twitter.com/jahurst/with_friends). I don't use Twitter every day, but I

have found it a great way of feeling connected with others, and of exchanging information. I do receive useful information from colleagues via Twitter that I know I would not have received otherwise.

There are many sites for sharing photos, videos and presentations. Photos can be shared at Flickr.com, PhotoBucket.com, and KoffeePhoto.com. I use Flickr because I have colleagues that use Flickr, including several people in SLA. Most photo sharing sites are free, but may charge once you get above a specific number of photos. (Some people have thousands of photos online!) Although I began using Flickr as a way of sharing fun photos, I quickly found business uses for the service:

- Post screen shots of presentations
- Post information that you want people to review or comment on
- Post photos to use for instruction (formally or informally)
- Store photos that you want to use on your organization's web site, then use a widget to display those photos
- Search photos for ideas

For more information on these five uses, go to <http://tinyurl.com/28mmv9>.

When we think of videos, many of us think of YouTube.com, but there are actually other services for sharing videos (e.g., Yahoo! and Google). Although you may not have video to share, think of searching these sites for videos on business topics that are of interest to you (e.g., 7 Behaviors of Business Success). Many reputable organizations are placing their videos in these services as a way of spreading their message or sharing important information. I now incorporate YouTube videos into several of my workshops because they do an excellent job of illustrating key points.

I put my presentations on my Web site, but I could place them in a presentation sharing service like SlideShare.net. (Actually one presentation is there at <http://tinyurl.com/yqnswg>.) This service allows people to upload and share presentations for free. If you don't have presentations to share (or don't want to share them in this way), you can still use SlideShare to find presentations that interest you. There are presentations on many business topics.

If you need to share your bookmarks (or favorites) from your Internet browser, there are tools for that, too. This can be useful if you are collecting bookmarks on a specific topic and then need to share them with your clients or partners. One site for sharing bookmarks is del.icio.us. I have found del.icio.us important in working with one specific client. (I've since gotten additional mileage out of

those bookmarks with other colleagues.) No need to worry about emailing URLs and having them "break"; I just tell people my del.icio.us account information. To see my bookmarks on podcasting, go to <http://del.icio.us/jahurst/podcast>.

COLLABORATE

I am writing this article using [Google Docs](#). Google provides software that allows you to create documents, spreadsheets and presentations on its Web site, with many of the features or functionality that you are already familiar. The files are password protected, but I would not place anything in them that was proprietary or confidential. Google Docs allows you to create and edit a file with a group of collaborators, whom you select. Multiple people can edit the files at the same time. Google keeps track of the changes (revisions) and the person who makes them. (That information is viewable, if necessary.) I find Google Docs and [Zoho](#), which provides even more tools, to be great tools when working at a distance with a colleague. There is no need to email files back-n-forth and worry about which person has the correct version. In one instance, a group of more than a dozen people edited a procedures manual in Google Docs. We were able to make changes effortlessly, leave comments, and mark text that needed to be discussed. This allowed the group to work faster and more accurately.

At their core, wikis are a way of collaborating or allowing a group to share what they know on a specific subject. The most famous wiki is wikipedia.org, which is an encyclopedia being built by thousands of people. Wikis are a great way of building and maintaining manuals, since they often require input from several people and need to be maintained by several people. Many wiki web sites allow wikis to be built for free, but your wiki will likely have ads in it. To eliminate the ads, you may need a fee-based account. To find a wiki that suits your needs, check the wiki matrix at <http://www.wikimatrix.org>.

Why am I using Google Docs for writing this article? I'm on my laptop and don't want to have to transfer the file to my desktop to edit later. With this document in Google Docs, I can work on it from either machine, or from another location, as I tweak my wording. In this case, I'm using Google Docs as my word processor instead of MS Word. (By the way, you can export documents created in Google Docs using several common formats, including MS Word, which I'll do before emailing the file to our newsletter editor.)

Both Google Docs and Zoho are free. I should note that Google has taken some criticism recently of their licensing agreement on Google Docs (see <http://tinyurl.com/yqr9r4>). At the moment, I don't see a need for concern, but we should all remember that we're using a service that we don't ultimately control.

CUT DOWN YOUR PHONE BILL

We have heard of voice over Internet protocol (VOIP) or broadband phones. If you are not using a broadband phone service (e.g., Time Warner), you can still take advantage of the technology using services such as Skype.com. I decided to use Skype in January 2007, when I realized that I was going to be on many long distance conversations with clients this year. For \$30/year (plus a \$25 headset), I can use Skype to call any telephone in the U.S. or Canada. Yes, unlimited phone calls for \$30/year. Calling international is also very inexpensive. The call quality is very good and I have definitely received my money's worth. You can also send and receive instant messages through Skype, as well as exchange video.

ONE MORE TOOL

Likely you've noticed that some of the URLs in this article are from tinyURL.com. Instead of emailing or printing long URLs, you can use tools such as tinyURL.com or DigBig.com to create short, easy to type URLs. Both services are free and very easy to use.

EVERY DAY & EVERY WEEK

I use at least two social networking tools every day. Besides blogging every day, during a typical week, I'm on instant messenger, Skype, Facebook, Twitter, and Flickr. Depending on what I'm doing, I'll also be on YouTube and spending time in a virtual world (SecondLife.com). Over the last year, I've dropped some tools (e.g., MySpace) and adopted others (e.g., Twitter). The tools I'm using now are useful to me and are easy to use. I know that in the next year, the tools I use will continue to change. I keep an eye on my colleagues and see what they are using, as well as trial tools that sound of interest. However, I won't adopt a tool unless I know that there are others in my network who use the same tool. Social networking tools are meant to be learned and used socially. So I'll learn the new tools with my friends and adopt what the group adopts.



IT Division in Second Life; photo by Jill Hurst-Wahl

JUMP IN

Now that you know more about these tools, I hope you'll jump in and try them out. Keep in mind that there are other members of the IT Division using these tools, so you already have friends who can help you adapt to these tools and help you build a larger circle of influence as you connect, share and collaborate.

Calendar of Events

January 23-26, 2008 [SLA Leadership Summit](#), Louisville, Kentucky

June 15-18, 2008 [SLA Annual Conference](#), Seattle, Washington

[Information Today, Inc., Calendar of national conferences](#)

IT Division Virtual Space

[IT Division Blog](#)

[IT Blogging Section](#)

[IT Division Facebook](#)

IT Division Website RSS Feeds

RSS feeds have been added to the following IT Division Web pages:

What's New?

<http://units.sla.org/division/dite/new.html>

IT Division Officers & Chairs

http://units.sla.org/division/dite/officers_new.html

b/ITe

http://units.sla.org/division/dite/bite/bite_new.html

Click University

Course of the Month – Free to SLA members

Financial Basics for Non-Financial Managers	15 September - 14 October
Building Strong Customer Relationships	15 October - 14 November
Writing for Publication	15 November - 14 December

ClickU Live!:



9 October 2007

Web Searching: Advanced Techniques for Google

Presenter: Greg R. Notess, Columnist for *ONLINE*

23 October 2007

Project Profile: The Hub of Clear Project Communication

Presenter: Bernice I. Rocque, PMP, Three Houses Consulting LLC

8 & 15 November 2007

Managing Digitization Projects (2 parts)

Presenter: Oya Y. Reiger, Director of Digital library and Information Technologies (DLIT), Cornell University Library

6 December 2007

Gary Price's Research Tool Box

5 & 12 December 2007

90 Minutes to a Great Taxonomy: Basics & Advanced (2 parts)

Presenter: Jay Ven Eman, Ph.D., Access Innovations

2007 IT Division Executive Board Members

Chair: [Stacey Greenwell](#)

Chair-Elect: [James Manasco](#)

Past chair: [Holly Chong-Williams](#)

Secretary: [Michael Kim](#)

Treasurer: [Mary-Frances Panettiere](#)

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