

The Bulletin: The Newsletter of the Business & Finance Division

ISSUE 160

SPRING 2018

From the Chair-Elect

Betsy Clementson

Are you ready to “Bmore” in Baltimore? We are less than two months away from the annual conference, and the Business & Finance division has several great sessions planned, with topics that include blockchain, vendor negotiation strategies, and communicating with the c-suite. Be sure to join us for our section breakfasts, the division meeting and luncheon, and our reception and awards ceremony. For planning purposes, tickets are required for many of these, so to take note of the ticketed events. Also, SLA has secured a wonderful slate of keynote speakers.

In January, we welcomed several enthusiastic new volunteers to the B & F executive and advisory boards. Several of us attended SLA’s Leadership Symposium that month, where we learned more about creative thinking, change management, and professional development as they relate to leadership and management. The Business & Finance division offers many volunteer opportunities, and I encourage you to reach out to any of the division’s board members for more information about volunteering. In service to the division, you can learn new skills and enhance your leadership abilities.

Perhaps you’ll want to extend your visit to Baltimore to enjoy all that the Charm City has to offer. The Orioles have home games on June 11, 12, and 13. The city has many delicious dining opportunities, too. The [Visit Baltimore](#) site can point you in the right direction.

I look forward to seeing everyone in June!

Betsy Clementson

B&F Chair-Elect

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INSIDE THIS ISSUE:

From the Chair-Elect	1
From the Editor	2
B&F 2018 Conference Schedule	3
Poster Session Submission Information	6
Mentoring Information	6
Book Reviews	7

From the Editor

Shannon Flaherty

Welcome to the 2018 Spring issue of the Business & Finance Bulletin. I hope everyone is looking forward to the conference in Baltimore, as I am.

This issue of the bulletin includes a preview of the B&F Division programming for the upcoming conference, as well as information on poster submissions, and mentoring opportunities at the conference. As for the programming, personally, I'm excited to get a chance to learn a little more about blockchain during one of our sessions on the 11th. This issue also includes two great book reviews that focus on diversity and inclusion in the workplace.

For the conference, I've lived in Baltimore for 5 years now and have a few favorite spots I like to recommend to visitors. Since this is for the Special *Librarians* Association, I've tried to keep on theme:

[The George Peabody Library](#)

1.1 miles from the Baltimore Convention Center

One of the most beautiful libraries I've ever visited. Their hours are determined by any private events they may be hosting, so be sure to visit the website before walking over.

[Edgar Allen Poe House and Museum](#)

1.5 miles from the Baltimore Convention Center

Edgar Allen Poe's grave is also nearby, and a quick, free stop. It's easy to find online and only 1 mile away from the Baltimore Convention Center.

[The Horse You Came In On](#)

1.6 miles from the Baltimore Convention Center

Legend has it, this was the last location Edgar Allen Poe was seen on the night of his mysterious death. No matter its story, this is a fun little pub in the heart of one of Baltimore's historic neighborhoods, Fells Point. The pub has live music all day, every day. While you're there, be sure to order a Natty Boh, one of Baltimore's favorite beers.

Best,

Shannon Flaherty

B&F Bulletin Editor

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Thank you to everyone who submitted content for this issue of the bulletin.

The deadline for the next issue is August 20, 2018.

Please contact the editor with any questions.

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Business & Finance Division Programs and Events for the 2018 SLA Conference in Baltimore

Sunday, June 10, 2018

7:30 am to 8:30 am: Business & Finance Division Executive Board Meeting

Baltimore Hilton

The Executive Board meeting is open to all Business & Finance Division members.

Monday, June 11, 2018

7:30 am to 8:30 am: College and Universities Business Libraries (CUBL) Breakfast

Baltimore Hilton

Ticketed event. Information on purchasing tickets available on [SLA website](#).

7:30 am to 9:00 am: Corporate Information Centers (CIC) Section Breakfast

Baltimore Hilton

Ticketed event. Information on purchasing tickets available on [SLA website](#).

Title: Discovering Opportunities for Truly Meaningful and Impactful Professional Development – Resources for Individuals and Managers

Description: In an increasingly competitive industry where Information Professionals strive to demonstrate impact and value, the practice of professional development can often take a back seat. However, regularly building our skillsets is critical to professional growth and allows for greater control of the trajectory of our careers.

Join our expert panel in an interactive discussion on how to identify these vital opportunities for ourselves and for our teams. Designed to appeal to information professionals at all stages of their careers, this program seeks to take the mystery out of professional development and recognize the critical role it plays in our careers.

Panelists:

Karen Reczek: Program Manager, Standards Coordination Office, National Institute of Standards and Technology (NIST)

Additional panelists being finalized

Moderator:

John Aubrey: Chair, SLA Corporate Information Center Section (B&F Division). Associate Director, Information Sciences, Vertex Pharmaceuticals, Inc.

Conference Schedule continued on next page...

Conference Schedule for Monday, June 11, 2018 Continued

2:15 pm to 3:30 pm: The New Kid on the Block: How Blockchain is Shaking up the Legal and Financial Services Global Neighborhood

Location TBD

Will you be ready to discuss blockchain knowledgeably when your c-suite leader approaches you for your insights and advice about this disruptive technology? While it might sound like just another buzzword to some, the potential uses of blockchain may have a profound effect on nearly every industry—from financial services to smart contracts to intellectual property management. The technology behind the Bitcoin cryptocurrency, blockchain essentially is a way to store pieces of information. Blockchains create a distributed ledger where data is recorded and verified in a transparent, secure and decentralized manner. This session will feature experts from the financial services and legal industries. The panelists will explain how blockchain works, speak to the evolution and significance of the technology (including possible economic, societal, legal and regulatory changes), and supply fascinating blockchain use cases and examples. They will then discuss the future of blockchain and what it could mean for you—both as a consumer and as an information professional.

Jointly sponsored by the Business & Finance Division and the Insurance & Employee Benefits Division

Tuesday, June 12, 2018

7:30 am to 9:00 am: Advertising and Marketing Roundtable

Baltimore Convention Center

Title: Best Practices for Stakeholder Management

Description: Best Practices for Stakeholder Management will tackle identifying, understanding, and prioritizing the various stakeholders in the ad/marketing and PR/communications industries. Our panelists will share their perspectives on the topic, as well as reveal practical information that you can implement in your role.

Panelists:

Christina Rawlins: Christina.Rawlins@interpublic.com

Heidi Crowe: heidi.crowe@kekst.com

11:30 am to 12:30 pm: Business & Finance Division Annual Business Meeting & Luncheon

Baltimore Convention Center

Information on purchasing tickets available on [SLA website](#).

11:30 am to 12:30 pm*: Business & Finance Division Poster Session

Baltimore Convention Center

*Tentative time

At the Tenth Annual B&F Poster Session, business librarians and information specialists will present case studies and practical applications related to revolutionizing knowledge management and sharing, the profession, work environment, practices, and many more areas.

Conference Schedule continued on next page...

Conference Schedule for Tuesday, June 12, 2018 Continued

3:30 pm to 5:00 pm: Best Practices and Strategies for Vendor Negotiation

Location TBD

Negotiation is happening all around you. You do it every day. In any negotiation, individuals aim to achieve the best possible outcome while avoiding argument and dispute. Panelists will share their experiences negotiating access to content, from the buyer's and the vendor's perspective. They will share best practices around pricing and services as well as negotiation techniques that attendees can use in every walk of life.

Jointly sponsored by the Business & Finance Division, Leadership & Management Division, and the Pharmaceutical & Technology Division

5:30 pm to 6:30 pm: SLA Annual Meeting

Baltimore Convention Center

7:30 pm to 9:00 pm: Business & Finance Division Reception and Awards Ceremony

Baltimore Hilton

Join the open house and reception honoring award recipients. This popular event offers great networking opportunities, food, and drinks. All Business & Finance Division members encouraged to attend. There is no charge to attend but members should buy a zero-dollar ticket on the [SLA website](#) so we can ensure adequate food.

Wednesday, June 13, 2018

10:15 am to 11:30 am: It's Not How Loudly You Speak—It's Who Listens: How to Get Your Voice Heard at the Top of Your Organization

Location TBD

How have successful information professionals made a lasting impression on their c-suite senior leaders? What does it take for the info pro's voice to be heard across an organization? What techniques have your peers used that led to meaningful, continuous impact for their information teams in their workplaces? In this session, learn how to cultivate a positive relationship with the c-suite, ensuring the rest of the organization knows what you offer and seeks out your support. A top-tier panel will also provide examples of how to do the following: refine your elevator speech, communicate the value that an info pro or information team brings to the organization, and identify the organization's priorities to develop creative, strategic ways to support its goals.

Sponsored by the Business & Finance Division

1:30 pm to 2:30 pm: Advertising & Marketing Section's Roundtable Database Discussion

Baltimore Convention Center

2018 SLA Conference Links

Registration: <https://www.sla.org/attend/sla-2018-annual-conference-2/>

Schedule: <https://www.sla.org/attend/sla-2018-annual-conference-2/sla-2018-annual-conference-schedule/>

Poster Session Deadline Extended through May 4th

Jean Clenney

The Business & Finance Division of SLA is providing an opportunity for business librarians to share ideas and develop research collaborations with our Poster Session in Baltimore this summer. This is great opportunity to share your ideas with your colleagues. We are looking for case studies or practical applications on how business librarians and information professionals are reinventing, revolutionizing, expanding, and creating new practices in business information, research and librarianship. We are also interested in practical studies or examples of business libraries or research functions or practices that have been remodeled or refashioned in order to better create, share, or transform business information or research. Examples include but are not limited to:

- Innovative methods in sharing business information with relevant patrons
- Inventing or promoting development of business intelligence in a profound and unique way
- Transforming the mission of your institution and the functional results of the transformation, such as social engagement, asset management, marketing and more
- Innovations of advancing the non-traditional role of librarianship or stepping out of the traditional librarianship position
- Initiatives in promoting a paperless library, electronic resources and embedding in an innovative environment
- Radical approaches to solving typical information needs or obstacles
- Reforming fiscal management in unexpected ways to deal with new budgetary objectives
- Inspirational, theoretical posters are considered this year if the proposal includes enough detail to justify a poster presentation. For instance, if you have an idea that fits the innovative theme that you have not been able to implement yet.

Guidelines for materials and layout of poster presentations are available on the SLA Business & Finance Division website; bf.sla.org/conferences/poster-guidelines

SUBMIT: Please submit your name, institution, email address, poster title, and description (250 words or less) by email to Jean Clenney at clenneyj@mailbox.sc.edu by May 4th, 2018.

B&F Mentoring Opportunities, Submit through May 1st

Breezy Silver

As professionals, it is important to build your networks whether you are new or have been in the field for many years. Are you a student or new to your job and trying to find your way? Are you solo in your employment? Are you a more “seasoned” professional who may want to expand your experiences, gain a fresh perspective, or share your expertise? If you said yes, then mentoring may be for you! We offer *Just Lunch!* and *Conference Buddies* mentoring opportunities to all B&F members, and they do not require a huge time commitment.

The annual SLA Conference is coming up in June. While this is the perfect opportunity to learn more, and meet other colleagues to build that network, first-time attendees may be a bit nervous to attend or confused on navigating it. Conference buddies to the rescue! We’ll match members with a buddy to make it easier. Please apply to be a conference buddy if you are a first-time attendee or an experienced attendee willing to help. This would be a great way to build your network in an easy way!

You can find more information about our mentoring options and applications on our web site: <http://bf.sla.org/resources/mentoring/>.

SUBMIT: Please submit a conference buddy application by May 1st if you are attending this year’s conference. Contact Breezy Silver at silverbr@msu.edu with any questions.

Book Reviews

By Rita Ormsby and Nanette Johnson

Introduction to Book Reviews for Spring 2018:

The two reviews in this issue will provide readers with different views on the need for diverse and inclusive workplaces and how they may be improved. I welcome the review by Nanette Johnson of author Norman P. Fleming's fictionalized account of his experiences as a Person of Color in corporate America. The second book reviewed is *The Diversity Bonus* by Scott E. Page, a noted social scientist and author. —Rita Ormsby



Make America Hope Again: A Plan to Win in Diversity & Inclusion for Corporate America

Review by Nanette Johnson

Reference Librarian, Assistant Professor
Brooklyn College Library, CUNY, New York

Who should read the book *Make America Hope Again: A Plan to Win in Diversity & Inclusion for Corporate America*? This book may appeal to a person who wants a view of corporate America from the perspective of a Person of Color (POC) and/or a human resources representative who wants insight into the experience of POCs in the workplace. “POC” in the book is defined as “people of all races; White, LGBTQs, Disabled, African American, Hispanic, Asian, Native Indian, and Bi-Racial or Other.” This fictionalized chronology of ten years of Fleming's experiences as a POC in newspaper sales and IT details his career highs and lows. The account shows how a people can experience growth, great accolades, salary increases and still not reach their full potential in title or salary. Norman boils down his stalled career and low salary to ingrained discrimination and a lackluster Diversity & Inclusion (D&I) program at Sankofa Times Company (a fictional Fortune 100 publication company). Throughout his tenure at Sankofa, POCs did not progress beyond a certain management level and in many instances were the first people to be pushed out of the company. The lack of diversity at the highest levels of management and the subtle discrimination that POC employees faced versus their white counterparts, created a poor working environment for all employees at Sankofa Times. *Make America Hope Again* gives 10 D&I practices to improve Diversity & Inclusion within a company. It also gives POC practices on how to be successful in corporate America. For example, practice number 5: Ensure your company's leadership development programs are open to all employees and lead by example. Lead with “inclusion” as a weighted acceptance criterion for White and POCs. He encourages POCs to volunteer to facilitate an internal training program. Other advice offered by Fleming is make sure inclusion is always your focus area. Fleming has over 30 years of work experience at companies like MillerCoors USA, Astellas Pharma, *The New York Times*, Deloitte Consulting, and is the founder and president of Fleming Consulting LLC.

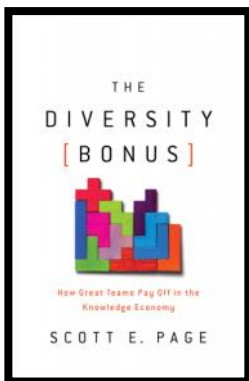
The story may be fictitious, but the frustrations and stymied growth detailed in the story ring true. The reader will gain valuable insights about the importance of D & I in business. Human resources representatives or high-level managers may not be able to recognize whether or not there are discriminatory practices happening at their company, but this story shows the subtleness of discrimination and implores companies to start a D&I

Book Reviews continued on next page...

Book Reviews (continued)

program to combat discrimination. Fleming shows the fortitude it takes for a POC to navigate in a subtly discriminatory corporate environment and then gives D&I related end of year “conclusions - lessons learned” to improve one’s experience and corporate management processes. This book is not required reading, but if you would like ideas for group discussion, or to create a lesson on “what would you have done?” in this situation, this book may be useful.

Norman P. Fleming. *Make America Hope Again: A Plan to Win in Diversity & Inclusion for Corporate America*. Denver: Outskirts Press, 2017, 146 pages, ISBN 978-1-4327 7114-0, \$17.95 (paperback).



The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy

Review by Rita Ormsby, Book Review Editor

Associate Professor

The William & Anita Newman Library, Baruch College, CUNY, New York

The book is the second in the Our Compelling Interests series, an initiative of The Andrew Mellon Foundation. An excerpt is available at <https://mellon.org/initiatives/our-compelling-interests/excerpts/people-and-profits/>. Series editors Earl Lewis and

Nancy Cantor state in the introduction that the core argument is the proposition that “diversity is to be valued; that welcoming, inclusive communities are strong communities.” (xiii)

Known for his research on and modeling of diversity and complexity in the social sciences, author Page is the Leonid Hurwicz Collegiate Professor of Complex Systems, Political Science, and Economics at the University of Michigan-Ann Arbor. A commentary in the book, by Katherine W. Phillips, the Paul Caelello Professor of Leadership and Ethics at Columbia Business School, whose research focuses on information sharing, diversity, status, minority influence, decision-making, and performance in work groups, might be used independently for an undergraduate or graduate course or a professional workshop reading.

By diversity, Page means cognitive diversity, differences in how people interpret, reason and solve, with a focus on differences in how people think. Page distinguishes cognitive diversity from identity diversity (differences in gender, race, age, physical capabilities and sexual orientation), although identity diversity may often make significant contributions to cognitive diversity. Page does not conclude that diversity always improves performance, and states that on simple tasks, it likely has no effect. Throughout the book, Page presents frameworks, constructs models, evaluates empirical evidence and provides case examples where diversity bonuses occur more often within teams of cognitive workers engaged in non-routine tasks, as is required in today’s knowledge economy, where “we apply our brains more than our shoulders.” (51)

However, Page cautions in the introductory chapter “we cannot convene a random collection of diverse people and expect diversity bonuses.” (2-3) Chapter 2 explores the fact that groups have larger repertoires than the people who compose them, which enables groups to produce diversity bonuses. In an extensive third chapter, Page builds models to show how the logical case for diversity bonuses may be constructed by

Book Reviews continued on next page...

Book Reviews (continued)

connecting repertoires to outcomes on specific tasks. As a librarian/information professional, I found his statement “Diverse information and knowledge improve a group’s ability to verify the truth,” (131) memorable. As for teams, Page finds, “Most often, the best team will balance individual ability and collective diversity.” (131). To face many of today’s complex challenges, diversity spanning disciplines is needed.

In Chapter 4 Page examines the question of the extent that identity differences contribute to relevant cognitive diversity. To the extent that they do, identity differences contribute to cognitive diversity bonuses. To explain that identity diversity consists of multiple dimensions, Pages offers three analogies: some dimensions we observe and others we do not (the iceberg); some attributes cannot be separated out because they connect (the timber-framed house); and within any category, there is a diverse group of people (the cloud). He also provides three examples of different innovators who created diversity and new opportunities because in their diverse ways of looking at situations, the three recognized dimensions that others had overlooked. Page concludes the chapter with “The decision about what problems we address, which is itself a complex question, therefore requires an identity-diverse team. We must be inclusive in deciding our goals if we want to create effective inclusive groups and teams to achieve them.” (161)

The fifth chapter offers empirical evidence on the benefits of cognitive and identity diversity; the growth and success of teams in work places and academic communities; and concludes that in the future, guided by theory and evidence, diverse teams should produce larger bonuses. (183). In chapter 6, Page states “Diversity bonuses can lead to higher profits, larger market shares, and faster rates of innovation. That potential creates an incentive to hire, support and promote people with diverse cognitive repertoires.” (184)

The focus of chapter 7 is that practice is needed to make progress toward creating productive inclusion, and that effort is required. To achieve diversity bonuses, environments must be created and exist in which everyone has an opportunity to contribute and to thrive. This requires that individuals and organizations eliminate conscious, unconscious and structural biases. Page concludes on a hopeful note—he believes that people are getting better at creating effective diverse teams and those who belong to teams and groups that produce diversity bonuses see the “synergy between the normative ideal of an optimal mean. They see inclusion as necessary to our collective success.” (222)

In the appendix, Page provides more details of the diversity prediction theorem. An extensive bibliography and chapter notes will aid readers wanting to explore the various topics in more detail.

This book is highly recommended for all as commentator Phillips notes, “Each of us as a role” in making diversity bonuses happen. (245). If you do not have time to read the entire book, Phillips’s commentary entitled, “What is the real value of diversity in organizations? Questioning our assumptions” provides an excellent explanation and summary of Page’s work with Phillips’s additional insights. Phillips outlines 15 assumptions that one should make to help diversity bonuses emerge, and notes that there are many others. I am assuming that we all have something to gain in our understanding of the benefits of diversity by reading this work and applying our new knowledge to helping create and maintain diverse and inclusive work places to provide benefits for all.

Scott E. Page. *The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy*. Princeton & Oxford: Princeton University Press and The Andrew W. Mellon Foundation, 2017, 302 pages, ISBN 978-0-691-17688-8, \$27.95 (hardcover, ebook also available.)

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