

The Confluence

Newsletter of the Special Libraries Association - Pittsburgh Chapter

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President's Message: Zen and the Art of Networking - Suzan Dolfi

As one of the 14.6 million people in this country forced into unemployment by the economic downturn, I've been spending a great deal of time attending workshops and seminars that were designed to assist the unemployed to become once again gainfully employed.

One of the most prevalent topics at these workshops and seminars is the importance of networking. Although I haven't researched the numbers myself, it has been indicated that less than 20% of the jobless who are finding jobs, do so through traditional methods. By traditional, I mean searching through venues such as newspaper employment listings and online job sites like Monster.com and Indeed.com. Even using the services of a recruiter, once a sure fire method for finding employment, isn't as effective as networking. According to the career professionals at the Career Development Center and the job counselors at Pennsylvania CareerLink, approximately 80% of the people currently finding jobs are doing so through their personal and professional networks.

Several weeks ago, I attended a lecture called "Acing the Interview" at the Downtown Business Branch of the Carnegie Library. The lecture (presented by Chris Posti of Chris Posti & Associates, Inc., a coaching,

outplacement, and HR consulting firm) had been promoted as an interviewing tool. Following is the description: "Does the thought of an interview make you break out in a sweat? Are you getting interviews but no job offers? Has it been a long time since your last interview? If you want to ace your interviews, get expert advice from job search expert Chris Posti, who also writes a Sunday "Career Coach" column for the Tribune-Review. She'll show you how to turn your interviews into job offers!"

However, at least half of the lecture was dedicated to the topic of networking. Also high on her list of essential skills, not just for job searchers, but for all professionals, was having a thoroughly thought out, memorized, and well rehearsed "elevator pitch" in place.

Back in December of 2008, I attended an event put on by the MIT Enterprise Forum, (<http://techburgher.pgtech.org/2008/11/>), which gave a group of technology entrepreneurs the opportunity to present their "elevator pitches" to a panel of high caliber executives from the technology industry in Pittsburgh. After hearing the "pitch", the panel would critique it and provide the presenter with feedback. This was the first time I had heard of an elevator pitch. So for those of you who may not be familiar

with the concept, following is the Wikipedia definition and explanation:

*An **elevator pitch** or elevator speech is an overview of a product, service, person, group or organization, or project and is often a part of a fundraising, marketing communications, brand, or public relations program.*

The name "elevator pitch" reflects the idea that it should be possible to deliver an elevator pitch in the time span of an elevator ride, or approximately thirty seconds to two minutes.

An elevator pitch is often used by an entrepreneur pitching an idea to a venture capitalist or angel investor to receive funding. Venture capitalists often judge the quality of an idea by the quality of its elevator pitch and will ask entrepreneurs for their elevator pitches in order to quickly weed out bad ideas and weak teams.

Elevator pitches are also used in many other situations. Personal uses include job interviewing, dating, and summarizing professional services. Proposals for a book, screenplay, blog, and other forms of publishing are often delivered via an elevator pitch.

A variety of people, including project managers, salespeople, evangelists, and policy-makers

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Conference Conclusions:

NOLA - New Opportunities Lurking About - Casey Sirochman

Attending a conference provides opportunities that can have a two second, or twenty year impact just lurking to be discovered. Whether during small or large sessions, talking with vendors, in the hallway, seeing the sights, shuttles, hotels, airports, trains, or planes, during this year's 2010 conference in New Orleans, conference goers searched for the best and brightest opportunities to discover and embrace. With multiple enticing opportunities, how does an information professional decide?

A strategy many professionals seemed to follow was attending sessions sponsored by their division. Sticking with the familiar can streamline decision making and ensure networking and contact connection building. Another strategy was following live tweets from the hash tag #SLA2010 on twitter about conference sessions and events, allowing conference goers to leave less stimulating sessions for better prospects. A third strategy was dictated by the time and location of opportunities and simply if a professional would like to see the sights instead of sitting through another freezing cold session. Following a strategy and focusing on your own topics of interest can be critical to conference success, especially to avoid walking around starry eyed wondering where to go next, who to meet, or what vendor to get your free t-shirt from after sitting through a demonstration.

My initial strategy of reviewing the online conference schedule ahead of time and carefully planning my every move for specific goals and objectives, was not helpful since after attending a few sessions, I quickly realized that their descriptions don't meet the actual opportunity. After realizing that the sessions did not match my objectives, I choose to follow the first strategy of attending sessions by certain divisions that would have more immediate and relevant impact in my current position.

The divisions and roundtable sessions to highlight for me were: Academic, Solo, and Food Agriculture Nutrition, and Hospitality and Tourism.

One of the more interesting and interactive sessions I attended was sponsored by the Academic division. The session was a roundtable discussion with different relevant current academic topics. The table that I joined tackled the issue of how to impress or "wow" demanding patrons, faculty, and/or donors. Some of the strategies that came from our discussion were creating policies and referring to them often; educating faculty on how to create library friendly assignments to encourage learning to love the library; and consider going outside of the norm - participating in game nights, film series, online information literacy gaming, writing courses, offer sessions in library during class down time, fun mixers/speed networking, give business cards to department with one free cup of coffee on the back of them, get a library mascot, create brochures for donors and hold donor days and invite them to the library for fun events, and library themed cartoons and comic strips. All of the different roundtable groups shared their discussion highlights with the entire group. If you are interested in reading the rest of these highlights, they can be found on the Academic division's wiki.

The Food Agriculture Nutrition division sessions were highly relevant for my current position at the Culinary Institute. The first session was a vendor update of food related



This year's Promising Professional Award winner Casey Sirochman and Chef Daniel Lima at the annual conference. Chef Lima is from Juan's Flying Burrito in New Orleans.

resources. The Food Industry Watch and Food Science Source database highlighted was one of the new resources provided by Ebsco. After the conference, I acquired a demonstration of the database to review and quickly found that it focused more on food science programs, provided less full text, and was heavily research based. This session also highlighted free food specific websites. I added these websites to the list of the Institute's culinary resources on the student portal. Another session I attended sponsored by this division titled the Science of Hot Sauce, featured a local Chef demonstrating how to make mango salsa. During this session, I met Hershey's information specialist. She was covering the session for the division's conference newsletter. Further, the session informed everyone about the Southern Food and Beverage museum (www.southernfood.org) located next door to the conference center in the River Walk. Conference goers received a discounted entry fee and I also made a deal for 20% off a few books that I purchased for the Institute from the museum gift shop.

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SLA-NOLA: an A to Z Summary of 2010 Annual - Rachel Callison

Academic Roundtable

I was asked to moderate a round table for the Academic Division on the topic of 'Collection Evaluation & Assessment', which had a good turn out and an interesting discussion on how politics permeates all aspects of collection decisions.

Board Candidate: speech themes

1. Letting 'go' of doing things the way we've always done them
2. More partnering with non-library and/or SLA groups & people
3. New models for conferences
4. Students...Students...Students

Carousel Bar

Located in the Hotel Monteleone in the French Quarter, this bar (much like the name implies) has been revolving since 1949. Hot tip to check it out came from Patrick Jones (Executive Director, LibLime)...so of course Lynn Berard, Bijan Esfahani, my husband Roy and myself went to see this unique, historic site that was designated an official literary landmark by the Friends of the Library Association. While seated, we conducted a (somewhat) scientific experiment regarding the time it took for one full revolution*. http://hotelmonteleone.com/media/docs/PressReleases/Monteleone_CarouselBar_PR.pdf [*approx. 15 minutes]

Demographics

During a discussion related to membership at Chapter Cabinet, someone suggested that SLA might want to determine "Who is SLA?"; i.e. what are our breakdowns by age, gender, etc. in order to understand the association.

Eating

I love to eat (See Oysters) and NOLA is definitely one of the top places in the world for a foodie. The weather did curb my appetite a bit (See Hot & Humid), but am happy to report that I managed to soldier on. If you're planning a NOLA trip, I highly recommend the following site that my husband found to help you decide where to eat. <http://www.nomenu.com/>



(L-R) Bijan Esfahani (Qatar Library Director, Carnegie Mellon University) joins colleagues Lynn Berard and Rachel Callison for a treat at the Café du Monde

Friends/Colleagues

Due to tight budgets (See Recession), I know many people from our chapter did not attend annual this year. CPIT was not unique in this regard, as overall attendance was low. Although it may seem like a cost cutting measure to not renew your membership... remember, this membership provides access to many resources, including an invaluable network of people. (See Philly, Idea Bank, Website & webinars)

Graciousness

I firmly believe in the concept of Southern Hospitality, if only because every time I head south of the Mason Dixon, the people have been unfailingly kind & gracious. This is especially true in NOLA, and is of particular note given the many trying events that have unfolded in the region over the past couple of years.

Hot & Humid

Yes - having been to NOLA in June before, I knew it could be a tad on the....let's say...warm-ish side. Mental strategy for when the morning weather report stated that it was already 85 degrees (actual temperature) at 7 am was to remind myself that the convention center was air-conditioned.

Idea Bank, Chapter

Wiki where chapter leaders go to share ideas, but all members are welcome. <http://wiki.sla.org/display/CIBWiki/Home+Page>

Jackson Square Park

Our pathological avoidance of puddles while walking around the French Quarter is justified when we see a carriage horse 'relieve' itself on a narrow side street bordering this park.

Knowledge Management Division

Attended a great KM sponsored program on 'Collaborative Technologies' presented by Adrienne-Jones Washburn. Video clip http://careertv.com/tv_show.php?episode_id=48&clip_id=346 provides an example of the type of collaborations discussed.

Library School, Louisiana State University

Beth Paskoff, Dean, announced at the Chapter Cabinet that LA's only degree program in library science is slated to be eliminated by budget cuts: <http://slis.lsu.edu/> (See Recession)

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Future of Libraries Panel Discussion – Kim Gregory

Dr. Sue Alman, Director of Online Education in the School of Information Sciences at the University of Pittsburgh, contacted a few of us at Westinghouse requesting our participation in a panel discussion during a class she is team-teaching with Dr. Chris Tomer. My other colleagues were unavailable, and since I like to talk about myself, I agreed to represent! In addition to me, the other panelists included:

- * Laverna Saunders, Duquesne University Library Director
- * Mary Frances Cooper, Carnegie Library of Pittsburgh, Deputy Director
- * Leslie Czechowski, University of Pittsburgh Health Sciences Library
- * D'Nis Lynch, former school librarian and current practicum placement coordinator for the University of Pittsburgh School Certification program

As you can see, Dr. Alman gathered together a well-rounded, experienced panel for the students, representing various institutions, specializations and areas of practice. We were introduced to the students alphabetically, but our choice of seats at the table determined the order in which we presented! I somehow managed to sit at the wrong end of the table and got last place, usually not something I would normally pick for myself. You know, get up, get done, get down and enjoy the other presenters! You can imagine my consternation when three of the five presenters had prepared PowerPoints! I need to thank D'Nis for her impromptu presentation, which is how I like to roll, especially in such an informal setting. As it turned out, presenting last was an advantage. I was able to take notes on the valuable points made by the others, and incorporate it all into what I had outlined originally. The other advantage was that I had more time to talk about myself since all the major points were previously covered, although I was concerned about not having enough time since some of the panelists took more than their allotted time! I know, shocking for librarians.....



Panelists L-R: Kim Gregory, Laverna Saunders, Dr. Sue Alman (in front), D'Nis Lynch, Mary Frances Cooper, and Leslie Czechowski,

The main topic for the panel was to address what the future librarian will look like. As I read through the articles Dr. Alman provided (literally the day before since her original email with the links got caught in our spam filter), I was blank. Most of the topics discussed in the literature did not seem to be an issue for me such as physical space, copyright, licensing, mobile users.....and then it hit me..... I am the future librarian!

As I started my presentation, I reiterated many of the key words and phrases mentioned by the presenters such as flexibility, strategic thinking, value-added, team player, embedded, partner, relationships, people component, multi-task, analyst, passionate, knowledge organizer, data interpreter and several others I probably missed. My original plan was to distinguish myself from the others – let's face it, I am a "special" librarian! However, all these qualities and attributes are necessary in our profession no matter which library setting we work in, and so I opened up stressing this point. I was, however, able to distinguish myself by being the only "embedded" librarian, never having worked in a traditional library setting and only having the "L" word in my job title for a short period of time during my twelve year career.

Common themes addressed and discussed by the panel members included the changing physical space of libraries. Many print collections have been downsized; space is needed for other uses (for instance, a temporary space for a chapel in the Health Sciences Library – like they're going to get THAT space back), and electronic resources have naturally contributed to ever dwindling space allocated. There is a need for contract and licensing knowledge and understanding due to the availability of electronic resources to a large number of individuals spread out over a large geographic area. The library computers are no longer the only access point. This leads into the need for copyright knowledge and how the information from a database can be used and the rules that apply when it is used in distributions and in presentations, both internal and external. The budget can be more of a factor in the public and academic settings, but affects all of us. Sometimes tough choices need to be made now, in order to properly prepare for tomorrow, and knowing what tomorrow brings is something we need to pay attention to. Having a specialized background was also addressed. Some of the panelists agreed that having an additional degree would be beneficial to landing a job,

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Click University:

Getting the Most from Your Certificate Program ~ Haley Hodum

In January I was fortunate enough to begin a Certificate program through SLA's Click University—just in time for an organizational move in my company! Click U's certificate programs are conducted primarily online through web-based lectures, discussion lists, and projects. Certificates are currently offered in the following areas: Competitive Intelligence, Knowledge Management, and Copyright Management.

When I began my program, I was familiar with online instruction and found it easy to jump in; however, I wasn't prepared for connecting the dots between my educational experience and my current position. After my first two classes, I realized I needed a plan for getting the most from my certificate program. Below are some steps I incorporated into my Click U experience:

Seek continual manager buy-in:

Getting manager approval for funding is important, but if you pay for all the courses up front, it's easy for your program to fall off your manager's radar. In order to create awareness of my program after the bill had been paid, I defined the program as a development objective for the fiscal year—which guarantees manager awareness at least twice a year—and provided key takeaways to my manager on a regular basis. Engaging my manager throughout the certificate program has benefited both me (and my performance review) and my manager who has been able to delegate work to me that coincides with my coursework.

Align each course with a company or personal objective:

One way to demonstrate value to your manager is to show how each course within the certificate program aligns with a performance objective or with your group's objectives. This also provides you with a rough framework of how this certificate will "fit" with your

current position and your career goals. This will also help with a later step, the "Post-Job Brief." Identifying these opportunities upfront ensures that what I am learning is on my horizon and not lost on my current workload.

Ask questions and engage with the instructor:

Just like my mom said when I went to college: "You only get back what you put in." (There are a number of student loan jokes that I can make at this point, but they are too depressing and too realistic.) Click U's certificate programs are taught by subject experts with real-life experience and struggles. They are available throughout the course via email and in some cases phone and are eager and willing to answer your questions and guide you. To not engage them as a resource is like not using WebMD to self-diagnose prior to going to the doctor's office (they love it when I do this)!

"Post-Job Brief": At my company, we perform "Pre-Job Briefs" and "Post-Job Briefs" where team members can discuss lessons learned, process improvements, recognition, etc. I incorporated this practice at the end of my first course. I sit down with my

materials, projects, and assessment and look closely at what I might have skimmed over, what I could incorporate into my job, and what could be used as templates. I then organize the materials (usually in a file on my computer) and type up a brief summary that I can pull out in the future if I need to locate something again or identify where I got something. This is also a great step to do prior to communicating key takeaways, which is discussed next.

Communicate key takeaways:

To show your manager and group what you are learning, communicate key takeaways at the end of each course. This demonstrates not only the value of the investment but also how your colleagues can expect to see it incorporated into your function, creating a sense of accountability!

My experience in the Click U certificate program has been very educational. I look forward to my remaining courses, and I hope that if you are completing a certificate or are thinking about one, these steps will help you get the most out of it!

Upcoming Programs at the Downtown & Business Branch of the Carnegie Library of Pittsburgh

Thursday Noontime Business Program Series

12:15 - 1:00 PM

- * Good Grief! It's Grammar! (and why it really matters) - August 5
- * Invest Wisely for Yourself and Your Children - August 12
- * Better Business Writing: The Key To Effective Email - August 19
- * Secrets of Self-Made Millionaires - August 26
- * Marketing on a Shoestring Budget Using Social Media - September 9
- * Leveraging Online Social Media to Avoid Burnout in Volunteer Organizations - September 16
- * Common Mistakes in Estate Planning and How to Avoid Them - September 23
- * The Great Squeeze - Surviving the Human Project - September 30

I LOVE Google, But... ~ Denise Callihan

Have you checked out BING's new super cool feature? Bing Maps Birds Eye View! <http://www.bing.com/maps/>.

I was on the phone with Bullitt Darlington (<http://www.we-buy-books.com/>) last week, talking about the recent SLA conference, when out-of-the-blue he tells me I need to try this new Bing feature. I did. It's great. And so now I'm doing my part and passing the word along. In addition to being a great feature, it confirms a business practice I am devoted to: the importance of networking and keeping an open mind.

Let me just say, I love Google. And I hadn't given Bing much of a chance after tinkering around with their first release. I noted them because our company is a Microsoft shop and I heard snippets about them here and there, but I just couldn't see a WOW factor! I allowed them to become for me, a "So what?" And to be honest I really am biased concerning Google;

their advanced searching techniques, save preferences, and what seems like an ability to honestly read my mind... it's enough to make a person stop looking for competition, let alone at the competition. Thankfully, networking is always there to keep us honest and in the loop!

So I want to thank Bullitt Darlington for keeping me in the loop and "Vowing" me with Bing. And in the spirit of networking and oddly enough—being true to Google—I'd like to pass along a nod towards their recent image view additions. Another WOW! If you haven't seen this yet, you really need to check it out. <http://www.google.com/images> The ability to sort for images by

color, clip art, line drawing or face, really is another amazing step forward.

Bing Maps Birds Eye View and Google's new Image search feature...give them a try and pass them along.



Future of Libraries Panel Discussion Continued ~ Kim Gregory

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however, I disagreed somewhat. Speaking from personal knowledge, I had no specialized qualifications that would have provided more insight into the financial world or the nuclear energy world. I stressed that having transferable skills and good research skills are the key, along with a willingness to learn. All of the panelists agreed that by volunteering, students can gain experience that can be added to their resumes. And I, of course, made a pitch for the Special Libraries Association, and the invaluable benefits it provides such as serving in leadership roles, working on projects and most importantly, networking. Trying to fill in the gaps in experience through these opportunities was definitely something we all agreed was critical, especially for a recent graduate with little or no work experience.

After I talked about the commonalities,

I then provided some specific things to prepare for and think about if the corporate library setting is where they want to be. Aspects of a corporate librarian or an embedded librarian are somewhat unique. We are affected by the common elements, however, an embedded librarian is one who must also develop strategic thinking methods by learning the corporate environment and what can affect it in the future (each company is the same and different in so many ways); the ability to synthesize and analyze information from the usual resources but also possess the ability to learn resources governing a particular industry, and competitive intelligence skills are needed in order to keep abreast of what is happening and how that may or may not affect your corporation in the future. I did not mention the knowledge management aspect that sometimes goes along with organizing and disbursing the information, however, this is related to our ability

to organize knowledge we gather from our resources within the company as we network. As librarians, our need to organize what we've learned is an instinct; I think someone out there was either bored or wanted to create a niche in knowledge management.

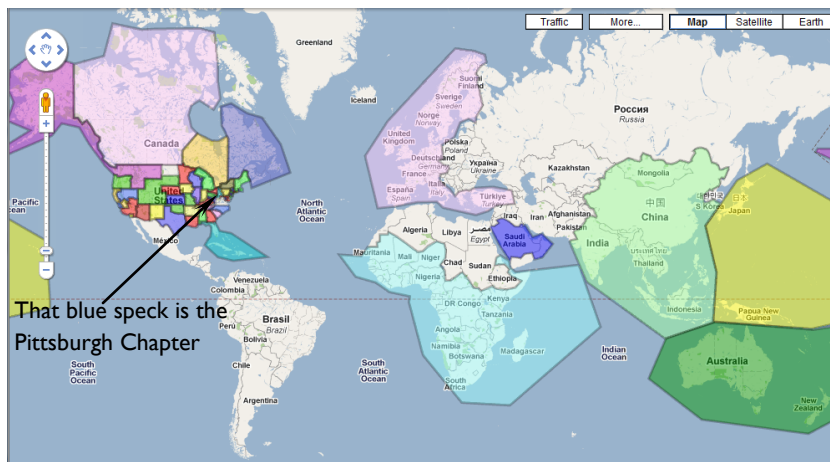
The students seemed very engaged and provided positive feedback about the panelists and the topics and advice provided. They certainly valued the real-world insight and the opportunity to network and ask questions, some of which included open access, additional skills needed and how to look for the non-traditional library jobs (this was specifically addressed to me). All in all, I think opportunities like these are beneficial in developing the next wave of librarians, as they truly are the future and we want them to be successful and have the same passion we all possess.

SLA-NOLA: an A to Z Continued - Rachel Callison

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Maps, Chapter

James King, Chapter President, DC with Sean Henry, Chapter President, Maryland – has been working on mapping out the geographical areas that chapters and divisions cover using Google: <http://tinyurl.com/slachaptermaps> (see map at right)



Nicholas Carr

As the closing speaker, Carr discussed the topic of his recent book, *The Shallows: What the Internet is Doing to Our Brains*. Whereas it's easy to blame/scapegoat the internet (insert any other technology) for a lot of things – the key to keeping the distractions that surround us (including non-tech ones) in their place is being mindful, aware & in the present moment.

Oysters

Love 'em. Although I would have enjoyed eating my weight in them - due to the BP Oil Spill - everywhere we went indicated that they only had about 10 days left of local product. Thus, I decided to balance my NOLA diet with several servings of beignets.

Philly

Location of next year's (2011) conference. Thomas L. Friedman will be the opening keynote and James Kane will be the closing speaker. *Future Ready* in the context of three areas: driving innovation, building collaboration and adding value will be the theme...and since it's in Philly, am hopeful that more chapter members will be able to attend. www.sla.org/philly2011

Qatar

At the time of the conference, Lynn Berard was almost half way through her semester at the Carnegie Mellon campus in Qatar working with our colleague, Bijan Esfahani (Qatar Library Director). Lynn and Bijan flew from Qatar to NOLA. It was great to finally meet Bijan (in person) and to catch up with Lynn & hear about her latest adventure. (See Friends/Colleagues)

Recession

Economy-wise, the past year was not a great one for most folks – including SLA, which did not meet its budget numbers and had a deficit at the end of the year. I urge you to read Dan Trefethen's (2010 Treasurer) report/speech regarding actions that SLA is taking to deal with these issues: <http://www.sla.org/content/SLA/governance/bodsection/ceocor-ner/10speeches/061610treasurer.cfm> (See Friends/Colleagues, Library School, Philly, Vendors)

Sharepoint

Due to widespread implementations of Sharepoint, many info professionals are finding themselves being thrust into new roles dealing with age-old organizational concepts. (See Taxonomy)

Taxonomy...Taxonomy...and yet more Taxonomy

Recently established (2009) Taxonomy Division sponsored several useful programs that I attended. Of note were ones by Patrick Lambe & Heather Hedden, authors of the following recent books *Organising Knowledge: Taxonomies, Knowledge and Organisation Effectiveness* & *Accidental Taxonomist* (respectively) <http://wiki.sla.org/display/SLATAX/SLA+Taxonomy+Division>

Umbrella

Rained pretty hard several times while I was in NOLA, but I somehow managed

to be inside every time...but once. Bonus: we saw a double rainbow after a particularly heavy downpour.

Vendors

Seemed to be less vendor representation this year. (See Recession)

Website & webinars

If you weren't able to attend the conference, SLA conference website & webinars are one way to keep up with what's been going on -- presentation handouts: <http://s36.a2zinc.net/clients/sla/sla2010/public/Content.aspx?ID=108&sortMenu=101001> webinars: <http://www.sla.org/content/learn/members/webinars/index.cfm>

X, Y, Z

Xtreme Reference: Maryland Chapter is hosting this program this fall - you may have seen the postings from Ashley Conway (President Elect, Maryland Chapter) who was a member of Pittsburgh Chapter as a an MLIS student. <http://units.sla.org/chapter/cmd/xreference.htm>

Yay: I'm almost done with writing this, and finally....

Zydeco, Cajun (and Creole Tomato) Festival: was happening while we were in NOLA, looked like our kind of thing, & we *almost* went. Alas, full sun/90+ degree weather managed to dissuade us. (See Hot & Humid)

ALA 2010 Conference in DC: Lobbying for the Future of Libraries- Casey Sirochman

Since the 2010 American Library Association conference was held in Washington, D.C. the conference organizers planned an advocacy day at the White House on the last day of the conference. This event was well attended despite the obstacles involved for potential attendees. The difficulty that prevented me from being able to participate was echoed throughout many attendees, including scheduling issues, in addition to the lack of free transportation back to hotels.

Despite my inability to participate in a historic event, the key points I learned during this year's conference to lobby for the future of libraries include: think customer centric and hospitality focused; ensure everyone on your staff learns fundraising basics; and review and enhance your library's digital experience. These points were covered in three of the more interesting sessions that I attended.

First, the top library building trend session boasted a full house of attendees and a panel of expert speakers. The idea of creating inviting, friendly spaces was highlighted by every speaker. One speaker spoke of information bars that have multiple access points for charging laptop computer, cell phones, and other electronics. Being a culinary librarian, I was particularly taken by the comment of one of the speaker's ideas for libraries being like a kitchen for

cooking up ideas instead of a grocery store taking and going, not staying and playing. Instead the idea of creating more inviting places where multiple tasks can be accomplished, such as eating, working out, reading, or creating a home away from home was emphasized.

Another futuristic idea was portable shelves for easy access to subject areas, closer to tables for reading and writing. Mobility was also highlighted as key for library space, suggesting several ideas to increase flexibility such as: raised floors for easy access to cables; multipurpose rooms that were movable to create any type of dimension required; mobile computer labs; standard furnishings and color for interchangeability among branches; and smaller kiosks to increase interaction. If you are interested in learning more about these cutting edge speakers you can visit their websites: <http://indielibrarian.blogspot.com/>; <http://georgeandjoan.com/>; <http://www.libraryexperience.com/>.

Second, all librarians must learn fundraising basics and engage in the practice often. The fundraising 101 session offered several tips, such as the importance of connecting personally with donors and getting gifts with significant impact. Another suggestion was to create focus groups that provide networking and educational opportunities and/or giving circles. The

last suggestion was to make sure to have a strong vision and mission to appeal your case for support before engaging in any fundraising activities.

Lastly, all libraries need to think constantly about their user's digital experience. The session devoted to this concept identified the importance of creating a digital story about your library. The speaker suggested taking a click, touch, point journey through your current website and asking why certain links are labeled in a way only a librarian would understand. For example, most library websites label their databases from A-Z and most patrons don't understand this categorization. Another suggestion for the digital experience was to add conversational experiences through blogging to increase interaction. Finally, streamline everything and don't cram everything into one area to grow networks effectively.

Above all, to ensure the future of libraries, librarians must manage mobility, having fun raising funds, and become technological titans. Marketing these services and keeping a thumb on the pulse of users could one day lead libraries to the White House not just on the lawn but inside the oval office. Go forth and advocate your services more effectively today!!

Promising Professional Recap Continued from Page 2

In addition to the free giveaways from the vendors, the Solo Librarian division's informational session offered free appetizers, drinks, and gift bags. This event proved an opportunity to network with other solo librarians and brainstorm about challenges and successes of our positions. This event was intended as a way to recruit new members for the division. I noticed

several of the divisions exerted a lot of time and energy in marketing their need for members. I have not decided on a division to join even though I was recruited for the Hospitality and Tourism roundtable during the opening session. The roundtable chair was lobbying to increase the number of members to increase their status to become a division. The session that I attended sponsored by the roundtable was very helpful when redesigning the Institute's library website.

Overall, without the generosity of the chapter and the Promising Professionals Award funds, I would not be able to have these many wonderful opportunities during the conference. The information, materials, and networking were well worth the money, effort, and trip. I highly recommend all members embrace future conference opportunities in person or online, because opportunity can always be lurking around the next session.

CHAPTER MEMBER PROFILE

**Name:**

Mary L.
Strife

Education:

BA, Biology,
SUNY
Potsdam;
MLS,
University of
Buffalo

Employment: Since 2002, Director of Evansdale Library at WVU; arrived at WVU in 1995. Other places of employment include: Cornell, United Technologies, Syracuse University, University of Rochester, SUNY Utica/Rome

Member of SLA Since: 1986

First Library Job: Reference librarian at Cornell University

Favorite Part of Being an Information Professional: Learning all the time; teaching all the time.

Least Favorite Part of My Job:

Anything out of my control.

Being a Member of SLA has

Helped Me: Develop as a professional; meet and maintain relationships with so many outstanding information professionals.

Family/Pets: Just me; but am doting aunt of 17 year old girl, almost 6 year old girl, and almost 3 year old boy—all siblings.

Hobbies: Logic puzzles, Sudoku, cryptograms, cryptoquizzes, occasional sewing, some reading.

Last Book Read: John Maxwell's *The Difference Maker*

Favorite Vacation Spot: Anywhere woodsy in the fall.

Four Things I Never Leave the

House Without: Purse, sunscreen, sunglasses, keys

Favorite Movie: Safe Passage with Susan Sarandon and Sam Shepard

Three Words to Describe Me:

Cluttered, thoughtful, loyal

Spot in Pittsburgh I Take Out of

Town Visitors to: Carnegie Science Center

Chapter Member News & Highlights

Barb Folb received a Masters of Public Health (MPH) from the University of Pittsburgh's Graduate school of Public Health. In recognition of her work, Barb was awarded the Dean's Service Award, which is presented to a graduating student "in recognition of leadership and service to the School through volunteer activities." She also earned an added certificate in Evaluation of Public Health Promotion and Health Education Programs. A paper based on her master's thesis was accepted for the ASIST annual conference, which will be in Pittsburgh this October. The paper is entitled "Information Practices of Disaster Preparedness Professionals in Multidisciplinary Groups." Amazing work Barb - Congratulations!!

Congratulations to **Carolyn Biglow**, who has recently started as the Medical and Consumer Health Librarian at Children's Hospital. In addition, Carolyn has enrolled in the Health Sciences Librarianship post-MLIS Certificate of Advanced Study at the University of Pittsburgh's iSchool. Congratulations Carolyn, and we hope to hear more about your certificate in the future!

The **Chapter's April Event** was mentioned on speaker Bruce Rosenstein's Blog, referencing his time as a first time author and his travel in support of his book. <http://brucerosenstein.com/blog/2010/08/the-first-time-author-experience-one-year-on/>

A group of students from the **University of Pittsburgh's School of Information Science** made up the first place winning team (Night of the Living Librarians) at the sixth annual Library Book Cart Drill Team Championship at this year's ALA conference. Video of their performance can be viewed here: <http://www.youtube.com/watch?v=NUIVQm0Whc4> and photos here: http://www.flickr.com/photos/ala_members/sets/72157624247117907/ Their performance was inspired by "The Graveyard Book" by author Neil Gaiman (honorary chair of NLW 2010). How fun!

It is never too early to start thinking about NOMINATIONS!

For 2011 our executive board will be seeking volunteers to fill the roles of president-elect, secretary, and one director. A formal call for nominations will be coming in the early fall, but it is never too early to start thinking about becoming a chapter leader. Brian Steinmetz (bsteinmetz@reedsmith.com) will be serving as this year's Nominations Chair, and can be contacted for any questions.

And MORE NOMINATIONS!

Our awards committee will be accepting nominations for the seven chapter awards after October 1st. Now is the time to start thinking about recognizing fellow chapter members for a job well done. Information about the awards are on the chapter website: <http://units.sla.org/chapter/cpit/awards.htm> and if you have any questions about the awards, or to submit nominations, please contact Awards Chair Ange Pollis (arpollis@verizon.net).

May Event Recap: Iron Mountain Tour ~ Haley Hodum

On May 22nd, eighteen chapter members and guests travelled to Boyers, PA for a tour of the Iron Mountain Underground facility. "The Underground" is a secure information storage facility that lies 220 feet below ground in a massive, naturally protected former limestone mine. The Underground is the trusted repository for vital records of all types, including some of the world's most valuable information.

The tour groups viewed a variety of film, fiche, library, and customer-specific vaults throughout the underground roads. Member Nancy Carlson said about the tour, "I'm not sure what was more interesting and fun - seeing the archives and control room, or riding around on the golf cart through the labyrinth underground."

Engineer Jason Wright enjoyed learning about the methods used to transform the underground mine into an underground city and said "I felt like I was touching history!"

It was a great afternoon with colleagues, getting excited about things that only librarians could get excited about.

Thank you to Iron Mountain for their generosity and willingness to work on a Saturday to offer our chapter this opportunity!

Photo: Chapter members (L-R) Ann Ferrari and Haley Hodum wait for the rest of the tour guests to arrive. Sadly our cameras were not allowed inside the mine, but trust us - it was a site to be seen!



President's Message Continued

Continued from Page 1

commonly use elevator pitches to get their point across quickly.

An elevator pitch may be presented in oral, written, and video formats.

The Wikipedia entry also included several websites that you might find fun and enlightening:

<http://www.alumni.hbs.edu/careers/pitch/>
<http://www.youtube.com/watch?v=Tq0tan49rmc>

Initially, I didn't think there was much credibility to the elevator pitch concept, but the telephone interview, (essentially an elevator pitch), has become a widely accepted and utilized tool to help perspective employers sift through the multitude of applicants for any given job, there by narrowing the scope of prime candidates down to a handful, who are then scheduled for personal interviews.

Getting back to the topic of networking, I had already created a [LinkedIn](#) account, but didn't really

know much about its capabilities, or how to utilize the different functions of the database, so I signed up for a workshop that was specifically designed to teach people how to fine tune their LinkedIn profiles. One of the LinkedIn tools discussed was the extensive list of logos available to be downloaded onto your LinkedIn page showcasing your affiliations. There were hundreds of businesses and organizations listed. Two of the logos that might be of particular interest to our membership are the ones for SLA and Pitt's School of Information Sciences.

Some of you, especially those who are currently employed, may be wondering why I would choose this topic for the President's Message. I believe that mastering these concepts and putting them into practice are essential for job seekers, but are equally important for all professional in today's constantly and rapidly changing business environment.

Perhaps these could be topics of interest for future SLA events: the "The Fine Art of Networking" and "Elevator Pitches 101" (last held by the

Welcome New Chapter Members!

April 2010

Robyn Reed

May 2010

Sarah LaMoy
Sarah Young

June 2010

Robert Kevin Ray
Ann Ferrari

July 2010

Tricia Connell

Chapter in May 2007). Your feedback and comments are encouraged.

Have a great summer!

WVU Students & Faculty Use Evansdale Library's New Display Areas ~ Mary Strife



One of the changes made to the first floor during the library's renovation was to add additional display cases and open up more floor space for displays. Display areas for projects was one of the things students asked for during the focus group sessions. The students and faculty from the Davis College's Fashion Design and Merchandising Division made good use of the space during the spring semester. Noel Kopriya, the librarian for this area, was instrumental in making the arrangements for these displays. Senior Amanda Gill was the first to use the areas to display her senior projects. Her first display featured articles of clothing from the 1970's, including bell bottoms and platform shoes. Her second display was for 1930's clothing that included

gowns and Amanda's sketches. In March, Professor Barnes several of her colleagues did a display on dresses they designed and made from different eras. From the middle of April through finals week, Professor Barnes' class of 8 students made exhibits of clothing covering different areas. Topics for the displays included military clothing, ancient Grecian clothing, and equestrian clothing. The main instructor, Lynn Barnes, is pleased that she and her students have this



space for their three dimensional displays. Librarians fill the display cases when there is nothing else is in the space.

We judge this to be a successful spring and will make the offer to students from the creative arts, education, and engineering departments too.



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The Confluence is the newsletter of the *Special Libraries Association - Pittsburgh Chapter*. The next issue will be published in December. Article submission deadline is December 6th, 2010. Please contact Amy Watson at with any submissions, or issues or concerns relating to the newsletter.

