

The Confluence

Newsletter of the Special Libraries Association - Pittsburgh Chapter

Volume 72, Issue 1

April 2007

President's Message: When the Cookie Crumbles, the Future Looks Sweet - Rachel Callison

As people get to know me, they soon come to realize how much I enjoy eating – but my interest extends beyond the food (and the wine) to include the history and rituals of dining. One such common ritual in Chinese restaurants is receiving fortune cookies at the end of the meal. Unlike some, I happen to like the taste of these cookies - which have been described to me by some folks as akin to eating 'slightly sweetened cardboard'. I even tried to make fortune cookies in junior high school once - emphasis on once - which was a disaster. However, the part of the cookie that everyone looks forward to is the fortune tucked inside and the anticipation of the 'prophecy' about to be received.

Do I think that fortune cookies hold the key to us knowing or divining the future? Well, no - not exactly. But I do believe that these tiny sheets of paper with their pithy messages are a fun opportunity to create a reflective moment in a busy life. Sort of a mini 'time-out' to think about where you are and the direction you may, or may not be, headed. In tracking down the fortune cookie 'trivia' found at the end of this article, I came across a conference paper that surveyed people about the social ritual and meanings that surround their consumption of fortune cookies. The researchers questioned the marginal role

that a 'mere' cookie could play in someone's life, "So are these morsels trivial?" they asked, "No" it was determined, for their findings revealed that these little treats...express, writ small, our search for balance and meaning in life." (Foxman & Bradley, 2002).

What follows are three fortune cookie missives that I received, and some of the thoughts they've evoked, during these first months of becoming chapter president.

In late December 2006, Amy Watson (President Elect) and I started discussing what we felt the Chapter needed to get accomplished throughout the coming 2007 year. Our plans solidified during the many conversations we had while attending the January SLA Leadership Summit in Sparks, Nevada. The first of my three fortunes 'arrived' after we got back from the Summit and before our first Chapter Board meeting. It said:

Well begun is half done.

Great! Did this mean we could cruise on through the rest of the year, because we had just spent a lot of time and energy mapping out the Chapter's priorities? Well, no - not really. Although our planning activities were indeed important and 'well begun', I feel that the 'half done'

part is the crux of this saying. Yes, we definitely felt that we were off to a good start. What we'd discussed - combined with what we heard and learned at the Summit - prepared us well for our first Board meeting in February. But the feedback and input from the Executive Board and Team Leads - both at and since - is what is going to propel and progress our Chapter projects and activities. As an incoming president it has been reassuring to find that SLA (both local Chapter and headquarters) has a well-established structure to assist with chapter planning efforts. But the greatest asset SLA offers is the incredible dedication and support of the knowledgeable and capable members who get things done. Good planning may get us to the 'half done' mark - but it's the ongoing communication and collaboration of all our members that will get us to the finish.

When I got the next one, my first reaction was to laugh out loud. You can't get any shorter and still manage to have such a wonderful covers-all-the-bases bit of advice. It simply stated:

Don't Panic.

I immediately thought of Douglas Adams's, 'Hitchhiker's Guide to the Galaxy', since this saying is on the front cover of an

Continued on Page 2

Inside this issue:

| | |
|----------------------|----|
| Making It Stick | 3 |
| Chapter on Flickr | 4 |
| Archives Update | 4 |
| Library Profile | 5 |
| Event Recaps | 6 |
| Member Profiles | 8 |
| Student Group Update | 9 |
| Member News | 10 |
| On the (Back) Cover | 12 |

President's Message Continued

Continued from Page 1

'electronic guide book' contained in Adams's work. You could even say that one of the book's characters, 'Ford Prefect', is somewhat of a research librarian, as he is an information researcher for this 'Hitchhikers Guide' which "...tells you everything you need to know about anything." Adams's reluctant hero, 'Arthur Dent', sums up his feelings for the 'Hitchhikers Guide' by stating, "I like the cover... 'Don't Panic' ... It's the first helpful or intelligible thing anybody's said to me all day." This being the same day 'Arthur' escapes from earth just before it was blown-up in order to make way for an intergalactic highway. Perhaps you can understand my initial laughter. I was also reminded of something I'd read in a *Harvard Business Review* in which various CEO's were asked "What was the best advice (you've) ever received?" In this article Shelly Lazarus, a CEO of Ogilvy & Mather Worldwide, recounts a moment she experienced early in her career when a colleague, over a setback in preparing for a client meeting (the computers went down), began to become extremely panicked and being "almost hysterical, (she) began to run in circles and kept saying "What am I going to do?" over and over. During her frenzy, Lazarus relates that her boss at the time "got up, stood in the path (of the colleague), grabbed her by the shoulders, and shouted, "What are they going to do to you? Take your children away?" which snapped her out of 'chicken-little' mode and diffused the situation. Lazarus goes on to say that "not a week goes by when (she) doesn't recall this episode" that it often forces her to "stop, apply some real perspective, and then help the people around me do the same"...because "when (a) situation seems dire and desperate, people get scared. They focus on the crisis itself rather than on what needs to get done." Next time you find yourself in the midst of a scenario where "the sky is falling, the sky is falling" -- remember..."Don't Panic". Perhaps you can even be the one to disarm the situation by utilizing something similar to Lazarus's technique for

helping others to get their perspective back, and ask "Just to be clear, is anyone going to die a result of our action or inaction? Cause if that's true - I'll get significantly more agitated." After the laughter subsides and the tension abates, tackling the problem will be easier...and likely, more fun.

And the last of these three fortunes was:

**If you don't have time to live
your life now, when will you?**

Keep putting off something that you'd like to do, learn or experience - but just don't seem to be able to squeeze it in? Well, there is no time like the present to get going or as one of my friends is fond of saying, "This isn't a dress rehearsal." An all too common habit for many of us is getting so wrapped up in thinking about what we SHOULD be doing, that we probably aren't focusing enough on what we ARE doing. "Wait, didn't she just tell us at the beginning of this article how important planning is? And that planning implies thinking about the future, so it's a good habit to cultivate?" Yes, but as voiceover in an episode of 'Scrubs' once stated, "(sometimes you need to) stop trying to figure out where you're going and just enjoy where you're at." So take a break, perhaps go for a walk and maybe get some fortune cookies of your own. I see great things in your future, or at the very least, some interesting things to think about.

Citations

Adams, Douglas. Hitchhikers Guide to the Galaxy 1979.

"The Best Advice I Ever Got". *Harvard Business Review*. Perspectives Column. January 2005.

Foxman, Ellen R and Bradley, Mary Stanfield. "To know is nothing; to imagine is everything - social ritual and meaning in the consumption of fortune cookies." *American Marketing Association, Conference Proceedings*. 2002. Vol. 13, pg. 98.

Upcoming Chapter Events

April: Emerging Ideas & Technologies in Search

Vivisimo 1710 Murray Avenue (3rd Flr)
Thursday April 12th, 6:00 p.m.

Presented by Raul Valdes-Perez, CEO of Vivisimo. Dinner immediately following at the Silk Elephant (1st Flr). RSVP by April 6th to Amy Watson. Dessert course generously sponsored by Safari Books Online.

May: Breaking out of the Box - Conference Preparation

Chelsea Grill, Tuesday May 15, 6:00 p.m.

Break the ice, brush up on your networking skills, develop your elevator speech, and have some fun! Door prizes generously sponsored by Ebsco. Additional details forthcoming.

June: Mile High Social

Location & date/time t.b.a.

Don't forget - Chapter members attending SLA Annual in Denver will get together one evening. Hope to see you there!

Fortune Cookie Trivia

- ~ One story of 'origin' has the fortune cookie first making its appearance in San Francisco around 1909 - Interestingly enough, the same year that SLA was founded.
- ~ 'Golden Bowl' in Queens, NY (a division of Wonton Food, Inc.- Brooklyn, NY) is the world's largest producer, supplier & exporter of fortune cookies. They make about 4 million cookies a day. Donald Lau, a VP with degrees in engineering and business from Columbia, is their primary 'fortune writer'. He was profiled in the June 2005 "Odd Jobs Dept." column for *The New Yorker*.
- ~ Actor Walter Matthau won the 1967 Oscar for Best Actor in a Supporting Role for a film titled "The Fortune Cookie" which has absolutely nothing to do with fortune cookies.

Leadership Summit Recap - Making Your Message Stick - Amy Watson

Why do some ideas survive and others die? An attempt at answering this question is the basis of the book "[Made to Stick](#)" by brothers Chip and Dan Heath. At this year's Leadership Summit in Reno, [Chip Heath](#) was a charismatic and engaging opening keynote speaker.

Early registrants at the summit received a pre-publication manuscript edition of "Made to Stick" - and it is a descriptive, engaging yet easy read. (I was able to finish it through the course of three waiting room visits at the doctor, dentist and chiropractor). It has been compared in more than one place to "[The Tipping Point](#)" Malcolm Gladwell's 2000 book explaining social epidemics. Having read "The Tipping Point" I will agree - both bring sociological concepts to life through demonstrative stories of social phenomena, and these stories "stick" with the reader.

The Heath brothers have a simple proposition - that in order to make an idea or message "stick" it must follow six key points - it should be simple, it should be unexpected, it should be concrete, it should be credible, it should be emotional, and it should be in story form. With some chagrin, Heath admitted that their formula spelled out SUCCESSs.

Simple

Avoid information overload. Do not try to compress your whole message into a quick sound bite, or dumb it

down. Instead, seek out the "core" of your idea and go from there. A proverb is the perfect example of a profound compact statement.

Unexpected

Common sense is an everyday thing - try to move beyond it into "uncommon" sense. You want your message to not only get the attention of your audience, but to keep it through surprise and interest.

Concrete

Professional language is not concrete - think of the current buzz words that are popular today. Do they actually mean anything? Language is abstract, but life is not. Try to get your point across with a concrete, tangible action, as opposed to an abstract phrase. An example here is Aesop's Fables - stories where actions speak louder than words, and have for centuries.

Credible

How do we get our audience to buy into our ideas or message? Through finding a credible source. Think about it - who are you more likely to believe when it comes to a health warning - the CDC, or an email forward from your cousin who has just discovered the internet? Granted, we can't all be

the CDC, but if you can give your audience a concrete example of a past success, you can prove that you are a credible source as well.

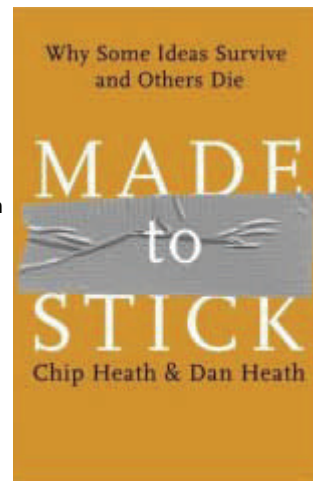
Emotional

Is your message appealing to your audience? Credibility helps people believe, but belief alone isn't enough - you need people to care. Your message should appeal to their self interest, to their identities, to who they are and who they want to be.

Stories

When communicating your message, keep in mind that there is a difference between a definition and a story. A story puts knowledge into a framework that is lifelike, and allows our reference to be more true to our day to day experiences.

Throughout each chapter vivid examples are given to drive home the point of how to make your idea stick. During his presentation Chip Heath mentioned that he and his brother cross two "Generations" (one being a Gen-Xer and the other not), which helped them come up with examples are broad enough to have mass appeal. I would also recommend the authors' blog on their site madetostick.com, for further elaboration on the book's theory.



Conference News

Denver Conference Wiki Announced -

The Rocky Mountain Chapter has created a conference wiki to help with your trip planning. Information about travel, tourist sites, restaurant reviews and much more is available.

http://lib.colostate.edu/publicwiki/index.php?title=Special_Libraries_Association

2008 Conference Annual Conference & INFO EXPO Dates Changed -

It was announced on March 1st that the 2008 SLA Annual Conference in Seattle Washington will be held June 14-17, 2008, instead of the original stated dates of July 27-30. Moving the date back a month will allow SLA to remain on its regular schedule of holding the conference in June of each year.

Tag! You're It! ~ The Chapter on Flickr ~ Amy Watson

On a recent afternoon, I made a visit to the Chapter archives, hoping to uncover some old photographs of Chapter events. I left disappointed. Save for one or two photos of the 75th Anniversary Party at the History Center, there is a distinct lack of photographic history for our Chapter.

In a discussion while wearing our "webmaster" and "bulletin editor" hats, I pitched the idea of using [Flickr](#) as a means of organizing photos of Chapter events to Rachel. I have used Flickr as a means of sharing personal photos with friends and family around the world for years, and think very highly of it and its many features. Already being familiar with the site's ability to sort photos into sets, add descriptions and titles, and to catalogue and inventory the images by using tags, it struck me as being the perfect tool for our needs.

As of now, we are still testing this theory. As webmaster and bulletin editor, Rachel and I believed that we had the largest collection of images of recent Chapter events, and used those to

get started. A [Flickr profile](#) has been created for the Chapter, images have been uploaded to our profile from [2006](#) and [2007](#) - titles and descriptions have been created, and the photos have been tagged following a basic organizational structure. A screenshot of the available tags is above to the right.

The Chapter is currently taking advantage of the free features on Flickr. A paid account requires an annual subscription, but for the present time we believe that a free account best serves our needs. There are two key limitations to a free account - we are limited to three "sets" (what I would consider to be online organizational folders) and to 200 individual photos. We currently are making use of two sets (one for each year) and have uploaded 86 photos, spanning from June 2006 through February 2007.

altas animalfriends annualbusinessmeeting
awardsbanquet baltimore beck bower brady bright brungard callihan
callison chancey charles churchbrewworks conaway
december2006event deitch february2007event
flurycarlson gregory greipp holidaybanquet jablonski january2007
january2007event jones joranson june2006 labun lessa marsteller melloninstitute
mittchells mounts november2006event pollis rhodes richner scott
slaannualconference slaleadershipsummit steinmetz studentevent sullivan sussman
watson willowluncheon zelmanov

Our path forward takes into consideration both the limit of 200 photos, and the need to archive these images. The plan is that when we start to approach our image limit, to remove photos, starting with the oldest first, and to burn those to a CD. Print outs from the Flickr site will accompany these CDs to the archives, so that the titles and descriptions are preserved for posterity.

I encourage to check out the Chapter's presence on Flickr - <http://www.flickr.com/photos/slapittsburgh/sets/>. Do you see your name floating around in the list of tags above? Click on it and it should take you to a collection of photos with you in them. Do you have additional photos to share with us? Email them to slapittsburgh@yahoo.com - an account specifically set up for this project - and we'll add them. And any feedback that you would like to provide is most welcome!

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

Thursday Noontime Business Program Series 12:15 - 1:00 PM

- * Rethink IRA Rollovers:
Make Your Retirement Distribution
Work For You - April 5
- * Dining Etiquette: Polish Your
Silverware Knowledge & Your Table
Manners - April 12
- * 10 Keys to Healthy Aging - April 19
- * Independent Contractor vs.
Employee - April 26
- * Saving & Investing for
College - May 3
- * Conquer the Clutter Crisis
on Your Desk - May 10
- * Final Wishes - Legal Issues for
Caregivers and Older Adults - May 17
- * Speak Like a Leader - May 24
- * Doing Business With the Common-
wealth of Pennsylvania - May 31

Archives Reorganization Update ~ Rebecca Altes

When Sheila Rosenthal, Chapter Archivist, contacted Pitt for an intern, I stepped up to the challenge. Originally, the goal was to index items from the Confluence and files for easy reference. However, the state of the files demanded that clean up and reorganization come first. From there, my one-semester internship turned into two. In the process, Sheila and I have discovered some fascinating items, including the minutes from the first meeting in December of 1922, and a bill of lading for publication exchanges with Finland in the 1940's.

The backbone of the filing system developed in the 1960's has been retained with some necessary additions. Currently, Sheila and I are incorporating more recent items into the archives. One this reorganization is complete; SLA Pittsburgh will have a finding aid for the archives, as well as the start of a retention schedule. I have also begun to index company information from press clippings and the Confluence to fulfill my original mission. If you have any items for the archives, or suggestions for items you would like to see indexed, please contact Sheila.

LIBRARY PROFILE

Heinz Corporate Information Center ~ Tim Gaus

H.J. Heinz can rightly be described as a visionary thinker in the annals of the founders of the global food industry. Well known for his knack for advertising (the "57 Varieties" slogan and the first electric advertising display in New York City) and his counter-culture paternalism towards employees (manicures and day trips for women factory workers), Heinz was also a leading figure in promoting modern food safety. Three years before the passage of the Pure Food and Drug Act in 1906, in which Heinz played a powerful role, his company established one of the first industrial quality control departments.

resources focusing on food science, nutrition and new food products. The OPAC (known as HOLLY for Heinz OnLine LibrarY) is available globally on the CIC's site on the Heinzweb intranet. A branch library of 1,000 volumes, with an emphasis on employee training and empowerment is maintained at the 57 Center in downtown Pittsburgh. Other company libraries are located at Heinz' seed facility in California and the Ore-Ida facility in Oregon. Our staff consists of one librarian and a research associate.

Heinz is unusual in that the library is run in a solo fashion. This dates from the time when the library serviced only the quality control staff, but as even the most global of corporations increasingly operate in a more centralized fashion, demand on the CIC's services are expected to grow.

The most popular library service among staff is listings of current articles and patent documents. Journals do not follow any routing sequence. The contents are made available to Heinz staff via a regularly published abstract from which staff may request articles. The abstract also contains links to items of interest on the Internet. A database is kept of requested articles as one way to learn about the changing research interests of staff, and to make sure that our collections reflect their needs. Patent document requests come from our regularly distributed list of patents and patent applications by US, European and international patent bodies in our areas of interest. Staff may request any and all documents.



Also among the CIC's responsibilities are a collection of company archives. In 1994, many items previously held by the library were transferred to the Historical Society of Western Pennsylvania and are now housed at the John Heinz Regional History Center. Retained here is a complete collection of company newspapers from 1897 to the mid-1980s, as well as some advertising materials and other company publications.

Research requests from global Heinz staff could probably be characterized as a 60/40 split between food science and business questions. Many librarians would probably agree that a wide diversity of questions keeps the workday interesting, and that is also the case at the CIC. A question about fat levels in various cooking oils can be immediately followed by an inquiry on the sales of a competitor, with that question followed by a call from someone who had a Heinz staff member as an ancestor and wants to know if there are any records related to that staffer. Thus, prioritization of requests is a key skill for CIC staff!

Tim Gaus is the Manager of Library Services for Heinz, and Tina Stuftt is the CIC's Research Associate.



One of the early acts of this department was the establishment of a library, the descendant of which is today's Heinz Corporate Information Center (CIC). The CIC occupies the central space on the second floor of the Heinz Innovation Center, the company's new (2005) research and development

facility in Marshall Township. The Innovation Center has a leading role among Heinz' global R&D centers, responsible for developing new food products that will appeal to the varying tastes of consumers in every country on the globe.

The CIC has a collection of 3,000 volumes and approximately 100 journals in the areas of food science, nutrition, quality control, packaging, and business. Database access is available to LexisNexis, in addition to several online

January Event ~ Networking Social ~ Amy Watson

It seems like it never fails - pick an evening for an event during the winter, and it's a guarantee that a snowstorm will make it's way through the city!

Despite the cold, snow, and iffy roads, over 20 members of the Chapter made plans to meet at the Church Brew Works in Lawrenceville to socialize and network - not just with each other, but with members of several other local professional organizations. Representatives from the [Pittsburgh Regional Knowledge Management Consortium](#), the [American Medical Writers Association](#), the [Pittsburgh E-Learning Society](#), and the [Society for Technical Communication](#) were all out in force - making the trip out in the cold well worthwhile!



(L-R) Denise Callihan and Bob Sullivan find that the offerings at Church Works are just the ticket to beat the chill!

Special thanks to Nicky Bleiel of PRKMC for her coordination of the five groups, as well as the creation of name tags for everyone.



Are you interested in helping Animal Friends, but don't have time to volunteer in the library?

Check out their wish list for everyday items to contribute!

<http://www.animal-friends.org/site/wshlst.jsp>

February Event ~ The Chapter Goes to the Dogs! ~ Amy Watson

As I got out of the car in the Animal Friends parking lot on the Saturday of our February Chapter event, I was almost immediately greeted by a beautiful dog named Grumpy. Far from having the personality she was named for, she was thrilled to be outside on a walk, and her enthusiasm on that chilly morning was contagious!

This spring marked a full year for Animal Friends at their new location - and as 26 Chapter members from as far as Clarion and Beaver Counties learned - their new location is fantastic! Their state of the art facility is nestled on more than 13 acres, and we were lucky

to have Outreach Director Joanne Moore give us the grand tour.

Our tour began with a walk past their classroom, where kids were learning to paint portraits of their pets,

into the lobby where Joanne gave us a history of Animal Friends. Due to the weather, we were unable to go out on the patio, where the "Chapter Brick" will soon be installed. However, as we moved out of the lobby, we came across a birthday party for a non-shelter dog named Alissa (where the presents are given to the shelter, not the birthday pet). During the tour of the cat, rabbit, and then dog sections of



Joanne Moore (center, in purple) educates Chapter members about the innovations used in the new facility to make the animals as at home as possible.

the facility, the importance of volunteers to the organization was brought home again and again. Our tour continued with the temporary quarantine area, as well as the on site medical facilities, before wrapping up in the LIBRARY!

In the library, Joanne, as well as several Chapter members who have been key volunteers, described the history of the library project and detailed the continuing path forward.

Continued on Page 7



(L-R) Brian & Marge Rhodes, Kim Gregory & Judy Lesso meet a house rabbit available for adoption.

March Event - Wikis and Winging it ~ Amy Watson

Robert Burns is often misquoted as having said "The best laid plans of mice and men often go astray." Those words kept running through my mind during the March Chapter event.

With some technical difficulties waylaying the One Click Replay of "Fostering Online Collaboration Using Wikis" the consensus of attendees was to just wing it, and to have a discussion on Wikis. Despite its impromptu nature, a good discussion was had concerning this new collaborative technology, and it's potential applications in our libraries. Once things were back on track with the Replay Session, we were all able to sit back and learn from the previously planned webcast.

As this year's program planner it drove home several points - that you can never be too prepared, that technology that is new to SLA membership is also relatively new to SLA as an organization, and that we have a fantastic, and patient group of people in our Chapter.

Prior to the event, Donna Beck had solicited for volunteers for the "take a student to lunch" program. She announced that ten Chapter members had stepped forward, and after drawing names, five lucky students were paired with Lynn Berard, Neely Tang, Sallie Smith, Diane Gerber, and Barb Folb.

Deb Barker (USACE) and Alice Bright (CMU) were the lucky door prize winners!

Click University Course of the Month!

Click U has announced a new benefit of SLA membership - the [Course of the Month](#). Starting on March 15th, a new course will be offered each month, free of charge! Take advantage of this professional development opportunity and take part in a variety of self-paced learning experiences:

- * March 15 - April 14 - *Making Decisions, Weighing Risk*
- * April 15 - May 14 - *Fostering Online Collaboration with Wikis*
- * May 15 - June 14 - *Getting Ready for the Job Search*
- * June 14 - July 14 - *Effective Negotiation*

February Event Recap Continued

Continued from Page 6

After hearing so much about this project for so long, it was amazing to finally see it in person! We should all be very proud of the Chapter members who have made this possible.

After the tour, we moved up the road a bit to Willow, where a roaring fire and delicious food were waiting to warm us from the chill. Laura Greenlee (SIS Student - Pitt) and Ruth Williams (Michael Baker Jr., Inc.) were the lucky winners of the door-prizes!



The tour wrapped up in the library, where Joanne and several Chapter members discussed our service project.

Live Online Workshops Offered by Palinet

- * Yes, You Are Talking to a Real Person: Best Practices for Virtual Reference - April 10 & 12
- * Preparing for CONTENTdm - April 11 & 13
- * Incorporating a Wiki into Your Library Website - April 20
- * Roadmap to African American and Diversity Resources - April 30 & May 2 & 4
- * Metadata for CONTENTdm - May 1 & 3
- * Emerging Technologies for Library Managers - May 5 & 4
- * RSS and other Internet Feeds in the Library - May 3
- * Government Resources on the Web - May 8 & 10
- * Flickr for Libraries: Creating Community with Photographs - May 11
- * My Top 8 - How MySpace can Benefit Your Library - May 17
- * Advanced Google: Tools for the Reference Desk - May 21
- * Business & News Resources on the Web - May 23 & 24
- * Now that You've Found it, What Do You Do with it? Creating & Sharing Resources Online - May 30
- * Creating your Next Generation Library Website - June 4, 6 & 8
- * Interpreting Usage Statistics - E-Resources and More - June 4, 6 & 8
- * Technology Planning & Project Management for Library Managers - June 11, 13 & 15

EXECUTIVE BOARD PROFILE



Name: Marge Rhodes
Role on Board: Secretary
Education: Masters of Library Science (University of Pittsburgh), B. S. in Secondary Educa-

tion [Spanish] (Clarion State University)

Employment: Research Librarian, Seagate Technology

Member of SLA Since: 1993

First Library Job: Librarian, Tippins Inc. (engineering firm)

Favorite Part of Being an Information Professional: You learn a little bit about many different fields, and assisting people to find what they're looking for.

Least Favorite Part of My Job:

Rearranging print journals yearly

Being a Member of SLA Has

Helped Me: To keep abreast of trends in the profession and to exchange ideas with other professionals

Family/Pets: Husband Brian; 2 dogs (Beau and Jasper) and 3 cats (Jerry, Kit Kat, and Jessie)

Hobbies: Swimming, walking, cooking, gardening, reading, sewing, movies, dancing

Last Book Read: *Ghost map: the story of London's most terrifying epidemic – and how it changed science, cities, and the modern world* by Steven Johnson, 2006

Favorite Vacation Spot: Kiawah Island, South Carolina

Four Things I Never Leave the

House Without: Contact lenses/glasses, wallet, ID, hand cream

Favorite Movie: There are too many to choose from. My favorite this year was Charlotte's Web.

Three Words to Describe Me:

Down-to-earth, friendly, industrious

Spot in Pittsburgh I Take Out of

Town Visitors to: Phipps Conservatory

If you would like to be featured in an upcoming

PROFILE

contact [Amy Watson](#).

EXECUTIVE BOARD PROFILE



Name: Denise Callihan
Role on Board/Committee: Director & Consultations/Professional Development Chair
Education: BS Communications from Penn

State-The Behrend College & MLS, University of Pittsburgh

Employment: Carnegie Library of Pittsburgh Sci-Tech Dept; CONSOL Inc.; PPG Industries, Inc.

Member of SLA Since: 1992

First Library Job: Intern at Carnegie Library of Pittsburgh Sci-Tech Dept. I actually pulled together an index of government documents.

Favorite Part of Being an Information Professional: New information requests come in daily and that means that my job "changes" on a daily basis. I love looking for the proverbial needle in a haystack.

Being a Member of SLA has

Helped Me: Make connections with people who are doing the same types of tasks I am doing. It's an unbelievable secret society we belong to, whom I have had the privilege of working with, and asking for help.

Family/Pets: I have a wonderful husband, Dean and 2 kitty cats named Berger & Lucky. Berger, our eldest, is a fluffy gray kitty who likes to torment my many nieces & nephews when they come to visit, and Lucky is our very black kitty who likes to play fetch and eat. (Lucky was named because his parents are very superstitious people...)

Hobbies: Cooking

Last Book Read: *The Templar Legacy* by Steve Barry

Favorite Vacation Spot: anywhere with my husband

Four Things I Never Leave the House Without: wristwatch; debit card; eyeglasses; Kleenex

Favorite Movie: Twister

Three Words to Describe Me: Curious, Happy, Connected

Spot in Pittsburgh I Take Out of Town Visitors to: my house for dinner

STUDENT GROUP PROFILE



Name: Steve Ely
Role on Committee: President of SLA Pitt Student Group
Education: BA in History from Grove City College, 1998. MLIS from the University of Pittsburgh anticipated in

August 2007.

Employment: Hillman Library (part-time Reference Intern and Electronic Theses and Dissertations Support); Euro RSCG Magnet (part-time research support); full-time MLIS student

Member of SLA Since: October 2006

First Library Job: Student Assistant, Henry Buhl Library, Grove City College, 1995.

Favorite Part of Being an Information Professional: The satisfaction of finding and delivering to other people the answers they need probably just edges out learning new things myself.

Least Favorite Part of My Job: I enjoy all the aspects of the reference work so far. If we consider being a full-time student to be my job, my least favorite part may be the uncertainty of where I'll be in six months.

Being a Member of SLA has

Helped Me: To learn about library and information work in specialized settings and to meet experienced professionals who can offer perspective and wisdom.

Family/Pets: I'll probably own a dog before I have a wife or child, but those are all still hypothetical.

Hobbies: I like to travel and to read, of course, but I also spend way too much leisure time on the web, reading blogs and articles and managing my del.icio.us bookmarks. That might count as a hobby.

Last Book Read: *Sex, Drugs, and Cocoa Puffs* by Chuck Klosterman. Before that, *The Android's Dream* by John Scalzi. I'm working on several others, but they're only half-finished.

Favorite Vacation Spot: Chicago, or anywhere else I get to visit my three-year-old niece.

Four Things I Never Leave the House Without: purpose, determination, perspective, and hope.

Continued on Page 10

SLA Student Group Update - University of Pittsburgh - Steve Ely

The SLA Pitt Student Group (SLAPSG) began the semester with many goals. Some of those have been achieved, others are in progress, one seems thwarted, and others still await on the horizon.

One thing we were eager to do with the first general meeting of the semester was to acquaint LIS students not just with SLAPSG but, of course, with SLA itself and special libraries generally. In order to give people an idea of what special libraries really are and what SLA can do for us as LIS students and as librarians, we recruited SLA Pittsburgh Chapter Student Liaison Donna Beck to come explain these. The meeting had an encouragingly good turnout, Donna gave a terrific and helpful talk, and we caught it on video with the hope of posting it soon to our web site.

Varying technical obstacles have slowed the addition of that video to the site, but the improvement of the SLAPSG web site itself has been a goal of the SLAPSG board from the outset of the semester, and, though still a work in progress, the presentation and usefulness of the site is a considerable step forward from previously, thanks to the efforts and knowledge of Heather Yager. Early on in her tenure as webmaster, she installed WordPress, so that in addition to its other benefits and functions, the site also has a blog, allowing new and current content for the reference of anyone involved with SLAPSG. More improvements with it are on their way and are worth watching for. The URL is www.sis.pitt.edu/~sla.

After the visits last semester SLAPSG made to several local science-related libraries, we wanted to acquaint students this semester with some more libraries in other fields and arranged visits to and tours of the Frick Fine Arts Library and, in conjunction with the Western Pennsylvania Law Libraries Association, several downtown law libraries. The former was on a Wednesday afternoon late in February

and the latter a Friday afternoon in mid-March. Scheduling is consistently a challenge for people who want to attend, but each had an encouraging turnout. Weather in February kept many interested students from attending the Frick tour, and we're hoping to stage a second date for those who missed it. For the summer, we've got more tours in mind, so don't be surprised if you find us contacting you about your willingness to show us around a bit.

Not all the news is encouraging, though. One emerging issue at SIS that will likely be of interest to SLA members is the disappearance from the LIS curriculum of several specialized reference courses. LIS 2546 Business and Economics Resources and Services, LIS 2545 Science and Technology Resources and Services, and LIS 2555 Law Resources and Services, though still listed on the SIS web site, were absent from the 2007 schedule for the spring term and for the summer.

Ultimately, I visited Dr. Richard Cox, chairman of the LIS department, seeking some clarification. He confirmed that none of those three classes would be offered in 2007, nor does he anticipate them likely being offered in 2008. There was no active decision to actually cut them from the catalog, he clarified. Rather, the funding for the department was growing more constrained in general, and the funding for adjunct instructors for those courses is pretty much missing altogether. "There are limitations to hire adjuncts," he said, and "for the next academic year, there are greater restraints for adjuncts." As the department prioritized what courses warranted funding, these classes--which not only did much to draw me to Pitt but also surely did much more to prepare SIS graduates to be effective librarians--did not make the cut.

"Due to financial challenges," he said, "we need to make sure resources are used for classes with larger enrollments or that connect to a specialized

track." Currently, Pitt's MLIS students are not required to designate a specialization, or "track", but such tracks seem to be the trend within the department. There are presently seven official specializations, including such tracks as Archival Studies, School Library Certification, Preservation Management, and the new Academic Libraries track. "You may want to point out," Dr. Cox mentioned, "that there's not a specialized Special Libraries track."

Given that the material in each of these three are of such use to corporate or law libraries, it is understandable how someone might be inclined to consign them to a "Special Libraries track," which, of course, doesn't exist. Various librarians I've spoken to, though, have emphasized that each of these, though particularly the business and science classes, are of great value in becoming a knowledgeable and prepared public service librarian in public and academic settings as well. One person, suggested as well that it would make good sense, if tracks are essential, to attach each of these three to the Academic Libraries track.

Given the funding constraints, though, Dr. Cox indicated that there's a daunting uphill battle for any one of these courses to return to the schedule. Among other factors, some full-time faculty member would need to really champion its cause, make its case, and fight for its funding. "It sounds," I said, "like you're not ruling out the possibility they'll be offered again someday, but the way present trends are going, there's no reason to expect it," and unfortunately, this captured it.

Field placements, only more important in such circumstances, are already something that students know the value of. Consequently, SLAPSG is currently working to offer in conjunction with the Student Chapter of the

Continued on Page 10

Chapter Member News

On February 8th, the 2008 SLA Nominating Committee announced potential candidates for the SLA Board of Directors. We are thrilled as colleagues to announce that Chapter member **Lynn Berard** (CMU) will be running for President-Elect. Candidates will speak at the Annual Conference in Denver, and elections will be held electronically in September of this year. Let's all come out and show Lynn our support! Good luck Lynn!

Donna Beck (CMU) has been announced as the winner of the 2007 IEEE Continuing Education Stipend. The stipend is given to the SLA Engineering Division Member who submits the best essay on how the applicant will benefit professionally from a continuing education course. The \$1,000 stipend covers expenses while attending any CE course offered at the annual conference. Donna will be honored at the Engineering Division Business Meeting & Luncheon on Tuesday June 5th in Denver. Congratulations Donna!

The February 2007 (V.11 N.02) of *Information Outlook* featured our own **Denise Callihan** (PPG Industries) as the SLA Member Profile. "PPG Info Pro Recalls Past, Looks to Future" by Forrest Glenn Spencer speaks not only of Denise's career as an information professional, but also details her active involvement in our Chapter. Looking good Denise!

Elaine Zelmanov's (Vivisimo) article "What's New at Clusty" from the Winter 2006 issue of *The Confluence* (V.71 N.03) was republished in the *Winter 2007* (#134) issue of the Business & Finance Division's bulletin. The *SLABF Bulletin* features an "Out of the Box" column which features talents outside of the division. Way to go Elaine!

SLA members who recruit new members during the annual membership campaign become members of the SLA President's Club. As you can see from the next page, the Chapter has four members of the club for 2006 - **Steve Ely** (SIS-Pitt Student), **Kim Gregory** (Federated Investors), **Esther Nathanson** (Carnegie Library of Pittsburgh), and **Betsey Tuttle** (University of Pittsburgh). Keep up the good work!

Do you have news that you would like the Chapter to know about? A promotion, a new job, a new publication, or a professional appointment? For inclusion in the next issue of the *Confluence*, contact [Amy Watson](#) by July 30th so that we can offer congratulations and update our network!

Student Group Update Continued from Page 9

ALA (SCALA) a panel on field placements so that students who have had or presently have one can share their experience and insights with those of us for whom this awaits in the coming semester. Naturally, if any members of the Pittsburgh SLA chapter want to make known the opportunity for SIS students to do a field placement in their libraries, we do welcome that. The address sla@sis.pitt.edu should

work, as well as contacting me directly at steve.ely@gmail.com or through Donna.

We're pleased with much that we've accomplished this semester, although there's much remaining we hope to do. As notable as that, though, is our appreciation for the support and encouragement of the SLA members providing mentorship for us.

Welcome New Chapter Members!

December 2006

Arlene Alleyne-Regis

January 2007

Elaine Bruno
Dorothy Fornof
Lareese Hall
Alexis McAvoy
Jason Reuscher
Heather Scott
John Stack
Heather Yager
John Yanchak

February 2007

John Davis
Dianne Chambers

March 2007

Jennifer Gelman
Angela Griffin
Justin Hargrave

Ely Profile Continued from Page 8

Favorite Movie: 12 Monkeys
Three Words to Describe Me:

This was a bit tricky, so I solicited input from some friends, and I think the best three I've got here are gregarious, inquisitive, and resourceful.

Spot in Pittsburgh I Take Out of Town Visitors to: I'm pretty much a visitor here myself. I've been to a few museums, the conservatory, Carson Street, the Aviary, and the Mt. Washington Incline, but I definitely need to explore the city more before I finish the MLIS program and likely need to depart.



SLA President's Club

SLA members who recruit new members during the annual membership campaign.

SLA is stronger today because of their efforts.

Thank you and congratulations to the 2006 President's Club members:

Rosalyn Alleman
Rebecca Austin
Jeannie Bail
Robert Ballard
Rebecca Barber
Anne Barker
Danielle Barney
Jacqueline Bartolotta
Lorraine Bell
Jennifer Bennett
Isabelle Bourgey*
Susan Bramow
Susan Brewsaugh
Roberta Brody
Katharine Bryce
Aaron Buchanan
Sybil Bullock
Regina Cannon
David Cappoli
Anne Caputo*
Tracey Carmichael
Yvonne Chandler*
Jennifer Chase
Janice Chindlund
Pamela Doffek
Susan Edgar
Mohamed Elewa
Steve Ely
Cheryl Erenberg
Mark Estes
Allison Evatt
Amanda Fair
Thomas Fearon
Kathie Fennell
Judith Field
Jean Fisher
Linda Ford
Susan Fournier
Luanne Frey
Brian Gannon
Roberta Goering
Michael Golden
Armando Gonzales
Deborah Grealy
Kimberly Gregory
Anne Hall
Christine Hamilton-Pennell
Terri Meador Hammons
Mary Jo Hansen*

Jan Heagy
Frederik Heller
Susan Hendrickson
Sue Hill
Barbara Holt
Marianne Howald Purzycki
Joann Huddleston
Barbara Janis
Karen Jensen
Stephanie Jordan
Monice Kaczorowski
Rafal Kasprowski
Hal Kirkwood
Mindy Klein
Rachel Kolsky
Jeanne Korman
Gail Kouril
Beatrice Kovacs
Nancy Kozlowski
Jennifer Lafleur
Courtney Lavery
Susan Lerdal
Dany Lessard
Anthony Lin
Shirley Loo*
Wilma Macfarlane
Judith Marley*
Mirjana Martic
James Matarazzo*
Tamika McCollough*
Kristin McDonough
Tiera McPherson
Joseph Miller*
Karen Mirabile
Tanya Mollenauer
Tim Murray
Esther Nathanson
Josephine Ndinyah
Wilda Newman
Nanette O'Connor
Rosemary O'Donnell
Susanna Ohlstrom
Joanie Olivier
Maureen O'Riordan
Pamela Osborne
Phoebe Owens
Julia Parker
Amy Pennington
Lynn Perry
Nancy Picchi

Cory Pike
Leslie Reynolds
Davenport (Dav) Robertson
Mary Ryan
Athena Salaba
Martha Santoro
Krista Schmidt
Mary Schwartz
Maqsood Shaheen
David Shumaker*
Nancy Simpson
Amy Smith
Jacqueline Snider
Antoinette Somoff
Sharon Srodin
Karen Stauber
Nora Stoecker
Elizabeth Sucher-Jacobson
Beth Tillinghast
Marie Tilson
Betsey Tuttle
Laura Tyler
Elisabeth Unger
Linda Van Wert
Rebecca Vargha
Susan Walker
Jennifer Walker*
Merrill Walsh
Pamela Weaver
Trish Webster
Heidi Weinkam
Janet Weiss
Sylvia Welsh
Mary Westermann Cicio
Janice Westman
Gary White
Lynn Williams
Robert Williams*
Samara Wilson
Ruth Wolfish
Jennifer Wood
Mary Wood
Linda Yamamoto
Susan Yoo*
Paul Ziegler

*Recruited multiple members.

**GRAND PRIZE:
TOP SLA NEW
MEMBER RECRUITER**
James Matarazzo, recruited
4 new members

CHAPTER AND DIVISION WINNERS

Chapter
Most New Members:
New York Chapter
Largest Percentage
Increase:
Omaha Area Chapter

Division
Most New Members:
Knowledge Management
Division
Largest Percentage
Increase:
Government Information
Division



Next Member-Get-A-Member campaign starts 1 October 2007

www.sla.org/recruit

SLA-CPIT
Special Libraries
Association-
Pittsburgh Chapter

[http://www.sla.org/
chapter/cpit/
index.html](http://www.sla.org/chapter/cpit/index.html)

The Confluence is the newsletter of the *Special Libraries Association - Pittsburgh Chapter*. The next issue will be published August 13th, 2007. Article submission deadline is July 30th 2007. Please contact Amy Watson at amywatson@ppg.com with any submissions, or issues or concerns relating to the newsletter.



On The (Back) Cover ~ Amy Watson



The above cover is from Volume 25, Number 3 of the Chapter Bulletin, originally published in March of 1958.

The cover image shows "the rising new Pittsburgh at the 'Point.' This famous area at the confluence of the Allegheny and Monongahela

Rivers is the site of many new and beautiful skyscrapers - a symbol of Pittsburgh's renaissance. In the middle right is the extension of the Penn-Lincoln Parkway, a modern high-speed thoroughfare. It will pass through the hill in the immediate foreground by means of the new Fort Pitt tunnels now under construction."

Among the meetings reported on were "The Science Writer and the Library", a presentation from John Troan, science writer for the Post-Gazette. A dinner was held at the Women's City Club, and cost \$3.50. Other events included a tour of the new Falk Library (University of Pittsburgh), a trip to the Pittsburgh Playhouse, and a Christmas Shopper's Luncheon.

Feature articles included "Documentation - Some Questions" and "Scientific and Technical Indexing and Abstracting." A "Pittsburgh Profile" was written introducing Dan Pfoutz, the head of the Carnegie Library's Technology Department. Other coverage included the Pittsburgh meeting of the American Chemical Society, and a column called "Reading Through the Chapters" which updated the Chapter on the activities of other SLA chapters around the country.

In the Chapter member news column, entitled "In and Out of Town with the Membership," retirements, weddings, engagements, births and new jobs were reported, as well as the coverage of the Chapter President being snowbound in Philadelphia after the SLA Executive Board meeting in February.

Special Libraries Association - Pittsburgh Chapter assumes no responsibility for the statements and opinions advanced by contributors to the Association's publications. Editorial views do not necessarily represent the official position of Special Libraries Association - Pittsburgh Chapter.

© 2007 by Special Libraries Association - Pittsburgh Chapter. Material protected by this copyright may be photocopied for the non-commercial purpose of scholarship or research.