

# THE B&F BULLETIN



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## LETTER FROM THE EDITORS

The Business & Finance Communications Committee is excited to bring you the Spring issue of the B&F Bulletin. In this issue, we focus on the core of our B&F Community: our members. We will share Member Spotlight profiles of two of our longtime members. We are also pleased to publish articles from two of our 2021 Professional Grant recipients, who will share how learning experiences from the 2021 Annual Conference have impacted their professional lives.

Our next issue will focus on the upcoming 2022 SLA annual conference, including a list of all business and finance related programming. [Please join the conversation on Twitter by using the hashtag #bizref and tagging our official account, @slabf.](#)

On behalf of the Business and Finance Communications Committee  
-Jennifer Boettcher, Kelly LaVoice, Erin Wachowicz, Jennifer Zimmer

## Membership Spotlight

The B&F Membership Spotlight Series highlights B&F members' accomplishments and activities. If you would like to nominate a B&F member, please email Kathleen Berger, SLA B&F Membership Chair, [bergerkm@bu.edu](mailto:bergerkm@bu.edu).

**Member Spotlight:** Willow Fuchs

**Member since:** 2014 (I joined soon after starting my current position)

**Which communities do you belong to?** As well as belonging to B&F, I belong to B&F's College & University Business Libraries (CUBL), the Education community, the Iowa community, and the Diversity, Inclusion, Community, & Equity community.

**Position title/ where do you work?** I work at the University of Iowa (in Iowa City) as the Business Reference & Instruction Librarian

**Explain your job:** My focus really is on reference and instruction. I work with our Entrepreneurial classes a lot and I also teach a 1-credit online class called "Searching for Business Information". I work on a variety of committees at The Library, Business School, and University level.



In the last few years I have been fairly focused on my own personal DEI development and have also been working with groups on campus and in the Library to move DEI work forward.

**Hobbies:** My main hobby is definitely running. I was signed up to do a trail 50K this year but that was of course cancelled. I'm hoping I get to run it next year. I also have 2 boys at home (ages 4 and 8), so I don't have much time for anything else.

**How you benefit from being a member of SLA?** SLA has definitely become my professional "home" over the last few years. I really love going to the annual conference. I realize it is not great that membership has shrunk in recent years, but I actually really enjoy how small and intimate the conference has become. It makes networking and connecting with other colleagues so easy. I also really like how we have an Iowa community. The Iowa group meets up yearly and it has helped me build relationships with information professionals outside my subject area. SLA has also given me plenty of leadership opportunities. I have been the president of the Iowa community, have chaired CUBL, and have acted as the editor-in-chief for the Education community's journal.

**Who have been your mentors in SLA?** My immediate supervisor, Kimberly Bloedel, has been my main mentor in SLA. She has encouraged my involvement in SLA at all levels and leads by example, with her ongoing involvement and leadership within the organization. I was also lucky enough to be matched with a mentor, Leslie Reynolds, after I received an SLA Rising Star Award. I really valued having Leslie as a mentor, as she was outside my organization and in a senior leadership position. She helped me think a lot about my short and long-term career goals.

**What is your favorite SLA memory?** My favorite SLA memories all come from the annual conferences, and include the Midwest Meetups/Happy Hours and the B&F Receptions, although the educational sessions and key notes are always good too.

**Name something that most other members don't know about you:** I have both Canadian and American citizenship. I was born in and grew up in Canada and also spent a few years living in the UK. I have only lived in the US since 2012.



**Member Spotlight:** Karen I. MacDonald

**Member since** 2004 / Nashville Annual Conference

**Which communities do you belong to?** Business & Finance Division, College & University Business Libraries Section, Economic Development & Entrepreneurship Caucus

**Position title/ where do you work?** Associate Professor Business & Entrepreneurship & Outreach Librarian, Kent State University

**Explain your job.** Essentially, I'm a Subject Specialist Librarian working in support of the College of Business Administration. I also promote library resources in support of Innovation, Entrepreneurship and Technology Commercialization initiatives on campus and throughout Northeast Ohio (NEO).

**Hobbies:** Walking (new puppy), hiking, ballroom dancing, murder mystery movies

**How you benefit from being a member of SLA?** The network of people I've met through SLA is my most valuable professional resource. These people have answered tough questions, helped with unexpected challenges and provide support through every twist and turn in my career.

Who have been your mentors in SLA? Judy Field, Terri Brooks, Toby Pearlstein, Hal Kirkwood

What is your favorite SLA memory? Denver Annual Conference (2007). I did a presentation for the College & Business Libraries (CUBL) breakfast. The topic, Supporting Technology Commercialization Initiatives: A New Role for the Academic Business Library, got several people interested and led to co-editing a special issue of the Journal of Business & Finance Librarianship. This opened several more doors throughout my career.

Name something that most other members don't know about you. Heart attack Survivor / Triple Bypass (2006)

## Reports from the Field: Award Recipients

The Business & Finance Division offers several awards to individual members each year, including Professional Grants and Student Stipends. You can find more information on our [website](#). Two of our 2021 award winners will share their experiences participating in SLA's 2021 annual conference.

SLA's 2021 Annual Conference Participating Experience SLA annual conference is one of the most prominent conferences in the Library and Information Science profession where special information professionals explore the latest trends in information, gain the knowledge and applied wisdom through their skills gained by the annual conference through networking and interactive educational sessions. SLA is an international special library association in the USA representing the interests of thousands of information professional specialists worldwide belonging to any part of the globe. SLA promotes and strengthens its members through learning and networking. SLA 2021 annual conference has touched new boundaries with going virtual and reaching to each member who wishes to enhance/upgrade their skills through online connection with experts, leaders, publishers and vendors. The annual conference was named with the theme in all spirits as DESTINATION EVERYWHERE. It is not only a virtual conference but a knowledgeable community coming together for virtual conversation/dialogue and providing new opportunities especially to its new members through online connection, live networking, interactive educational sessions and on demand contents. I have been associated with SLA for the past ten years and this time I was one of the award winners of Professional Grant 2021, SLA and got an opportunity to attend the SLA conference on virtual mode for the first time. The way the SLA annual conference was organized is different from other conferences. I have attended many conferences but no conference has organized as SLA organized its annual conference. It is a platform to provide equal opportunity to the members who belong to any country or continent. Any SLA member who belongs to any part of the world could participate. To attract more and more participation, SLA offers to its attendees to collect points by visiting different educational videos, scrolling presentations, listening lectures, viewing informational posters and visiting the publishers' counters for discussion. Attractive prizes were announced for the winners in the form of waiving the conference fee or free accommodation for the next year's annual conference. I also got the opportunity to attend the virtual annual conference of SLA 2021. It was an amazing experience and I gained a wonderful insight of knowledge and information in library science. SLA annual conference through online mode had more than 100 plus educational sessions, business meetings, social events as well as hands-on opportunities to learn about the new information products and services through the best and renowned publisher and vendors. The SLA bestowed upon me and I had gained several benefits like vast outlook on information topics, an understanding of new trends and current topics of information, ideas which we can put in our job directly, new connections with international colleagues, awareness of the latest information resources. At the end I would like to pay my heartiest thanks to SLA for providing me an opportunity to attend virtual annual conference- Destination Everywhere, where I learned a lot and wish to attend the 2022 annual conference of the SLA.

Shweta Dhingra

Winner of Professional Grant 2021

The world has seen hazardous impacts during the last three years because the pandemic situation arrived due to the covid. The post-pandemic period was an opportunity to improve and the major focus was on redesigning and reengineering as far as the service domain is concerned. The libraries and information centers being service industries were also not exceptional for that. The nature of the provision of library services completely changed from manual to online base. The physical visits were arrested completely in the earlier pandemic situation; which has initiated an innovative service delivery approach towards the clientele including the provision of expanded and free resources for remote teaching, learning, and research-related activities, designing step by step library guides for the usage of e-resources for the students and researchers, redesigning the library portals, library websites, effective usage of social media, accessibility to the digital learning platforms like MOONCS to the

academic fraternity to broaden their vision; apart from the virtual delivery the physical provisions were following the COVID security norms on the library campus, relaxation in the library fine, effective support for information retrieval and customized packaged services to the research scholars through print and non-print ones, organizing the virtual events like book talks, e-book reviews, and virtual conferences.

The most effective International Virtual Conference of SLA attended was “Destination Everywhere-2021”!!! SLA is a dynamic platform for library science professionals around the globe especially to share innovative concepts of information delivery. The focused virtual sessions on effective service provision, utilization of social media like linked in for the professionals, library services & research integrity were the major topic of attraction. The posters section was a major attraction of the program. Each of the posters was scrutinized systematically and the selection showed the growth of the LIS profession on the global landscape. The dynamism of the SLA platform lies in the live case studies discussed during the entire program days of the conference 2021. It had diminished the physical boundaries in a real sense to make this world much more knowledgeable through effective service provision through the sound and more capable information professionals than ever before!!!

The post-pandemic situation has opened more opportunities for the LIS professionals to work, as the user is much more accustomed to the virtual there is a scope to extend and continue the virtual effectivity of the library services in a focused manner for retaining the service impact and necessity!

Prof. Dr. Mrs. Meenal Oak

MES's Institute of Management & Career Courses

Pune, India

### Sneak Preview: SLA 2022 Annual Conference



SLA's 2022 Annual Conference: Source Forward is the premier industry event for librarians in business, legal, medical, military, government, academic and other “specialized” information environments. Featuring 100-plus education sessions, business meetings, and social events as well as opportunities to learn about the newest information products and services, the conference will provide you with—

- fresh perspectives on core information management topics;
- a better understanding of developing trends and hot topics;
- ideas and insights you can put to immediate use in your job;
- new and stronger connections with key industry colleagues; and
- greater awareness of the latest information resources on the market.

## **In Person and Virtual Options**

SLA 2022 is being presented in person and on demand (virtually) to allow information professionals to choose the format that best suits their learning preference and budget. The in-person conference will take place in Charlotte, North Carolina, U.S.A., while the virtual component will feature a mix of pre-recorded and live-streamed sessions. The pricing for the conference reflects the different nature of the in-person and on-demand experiences. Attendees who register for the in-person format will also receive access to the virtual content!

## **Schedule of Events**

A complete conference schedule, with education sessions, meetings, networking events, and other activities, will be available soon.