

# The Confluence

Newsletter of the Special Libraries Association - Pittsburgh Chapter

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## 2011 President's Message~ Haley Hodum

Setting goals is daunting. Looking back over 12 months at how you've performed against those goals is equally daunting. For that reason, my December usually ends up being the most productive month for me, so that come January 1<sup>st</sup> I can say, "Wow. I accomplished *a lot*."

This December, while preparing for our Chapter Annual Business Meeting and Awards Luncheon, I looked over my 12 months as President of the Pittsburgh Chapter with a little anxiety. As a board we set goals at the beginning of the year using the 2011 Membership Engagement Survey results—some goals were realistic, some stretch—and we aligned our activities with them, periodically checking in on their status over the year. When I sat down in December, I saw that we didn't reach all of our goals, but I was impressed with our progress.

### 2011 Chapter Strategic Goals

#### **Hold 2 meetings outside of Pittsburgh and one meeting with remote capabilities**

We held a student panel in Clarion, Pa. and a Professional Development event in Mt. Lebanon. We still have opportunity to grow in leveraging remote capabilities for membership in 2012 and beyond.

#### **Improve the membership journey through additional touch points and renewal**

#### **communications**

We incorporated two additional touch points in the on-boarding process of new members, as well as further developed our accessibility to the Clarion and Pittsburgh student chapters. Renewal communications continue to come from HQ, but there is still an opportunity to put a personal Pittsburgh touch to this.

#### **Implement a direct mail marketing campaign**

I was personally excited for this effort; however, after doing the research, with the help of our membership chair Amy Watson, the size of the opportunity was not as significant as I was anticipating. Targeted e-mail campaigns may be another opportunity in 2012.

#### **Increase committee participation to three members (excluding chair) per committee**

Our committee chairs and board put out calls throughout the year for additional committee participation. Despite these efforts, we were unable to reach our goal, but remain confident that the importance of this goal will continue into 2012.

### Indirect, But AWESOME, Successes That We Have Shared

#### **Improved relationships with student chapters**

Through a number of efforts and great student chapters, we held two student panels this

year (Clarion and Pitt); hosted library tours for the Clarion chapter at member locations; consulted with students on job searching, resumes, and person marketing (a number of members engaged students on this level); and presented to the Clarion Business Library Resources and Services online course.

#### **Increased meeting attendance**

Brian and the committee chairs worked hard to plan engaging monthly meetings. Our meeting attendance increased 15-20% from 2010!

#### **Reduced meeting costs**

Through careful planning and generous sponsorships throughout the year (Thank you Dow Jones and Dun & Bradstreet!), we were able to reduce our meeting costs for members significantly, and in most cases, provide free meetings to students.

This year we challenged standard practices in our chapter and we attempted to better our membership experience. At the end of 2011, when I look back, I am proud of our chapter, eager to continue as a member to better it, and grateful for the opportunity to serve.

I look forward to seeing you all in 2012—where I'm sure, Brian and Eve will have even loftier goals and more exciting opportunities for our chapter and its membership.

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## Incoming 2012 President's Message ~ Brian Steinmetz

Here we are again. It seems like yesterday I was giving my first incoming president's message back in 2003. A lot has changed since then: our Association and Chapter have gotten smaller, the economy is a little more sluggish, and we've seen some new faces in addition to more familiar ones. But some things stay the same: we have a strong, vibrant chapter, full of highly involved, skilled, friendly members.

I'd like to think we've had a successful 2011 from a programming standpoint. Overall, it was a year of programs filled with interesting topics, useful information, and networking opportunities.

Of course, it wouldn't have been a good year without lots of help from others during my tenure as president elect. I'd like to thank Haley Hodum for her leadership and support. It was easy being president elect with someone as enthusiastic and efficient as our President. I'd also like to thank

Denise Callihan, Lynn Berard, Rachel Callison, and Amy Watson for their invaluable assistance during the past year. Things wouldn't have gone as smoothly or successfully without you.

Now, this is the part where I tell you how I became president. I was asked to be our president because there was no one else able to serve this year. I felt obligated to help out an organization and group that has given me so much. Plus, I'd already done it before, so I was familiar with the role and its responsibilities. So I see myself more as a "caretaker" president. I see my role as someone who makes sure the chapter runs smoothly, keeps doing what we do well and solves problems as they come up. We have a great chapter and I will do my best to make sure we stay that way.

I don't really have any major goals or objectives covering mentorship, communication, or outreach. We already did a great survey last year.

But there are a few things I'd like to look at this year:

- \* I'd like to review our list of committee teams and see if there are opportunities for consolidation or reduction
- \* I'd like to explore reducing the number of events we have and/or the type of events
- \* I'd like to work on having a sponsor for every event, even if it's for a minimal amount. This may involve revising our current sponsorship levels.
- \* Increasing membership and member involvement is always a priority. We've tried addressing this in the past with mixed results. I'm open to any suggestions on new ways to attack this challenge.

I'm excited about this coming year as president of our fine Chapter. I look forward to what our Chapter can achieve in 2012. And of course, I welcome your suggestions, ideas, and feedback.

## Chapter Member News

Chapter Director **Mary Strife** (University of West Virginia), has been elected as Chair-Elect of the Aerospace Section of the SLA Engineering Division. Congratulations Mary!

**Mark Vrabel** (Oncology Nursing Society), presented the "Finding the Evidence" session and assisted the faculty of the "Group Work: Refining the Clinical Question" session during the ONS Foundation Institute for Evidence-Based Practice Change held on October 13-16, 2011, in Pittsburgh, PA. <http://www.ons.org/CNECentral/Conferences/IEBPC/IEBPC2011> In addition, Mark authored "Oncology Nurses' Pivotal Role in Establishing Best Practices for CML Therapy: A Workshop Symposium Based on National Survey Results" on pages 5-6 of the Spotlight on Symposia publication at <http://www.ons.org/media/ons/docs/publications/connect/spotlight2011full.pdf> Great work Mark!

After nearly 15 years at the Carnegie Library Downtown and Business branch (and after working at 3 different downtown locations!) **Esther Nathanson** has announced her retirement as of the end of 2011. Esther is this year's Lifetime Achievement Award winner for the chapter (please see award coverage on Page 5, and a note from Esther on Page 6, of this issue), but we fully expect her to remain a vital part of our group for many, many years. Enjoy your retirement Esther & Congratulations!

In great news for libraries in Pittsburgh, on November 8, 2011 Pittsburgh voters approved (by 70%!) a referendum to add 0.25 mills to the city real estate tax, designating this additional amount for the financially-challenged Carnegie Library of Pittsburgh. The levy could bring more than \$3 million a year to the library system for operations and maintenance. Way to go Pittsburgh!

## New Board Members Elected

The following nominees were officially voted into office at the Annual Business Meeting, December 10th, 2011.

Thank you to our newly elected board members. Volunteers like you are what make our Chapter a success!

### Office: President-Elect Eve Wider

Eve obtained her Masters of Library and Information Science from Drexel University 1996. She is currently employed as the Head of the Katz Graduate School of Business Library at the University of Pittsburgh. In 2007 she completed a Masters of Public Policy and Management in 2007 from GSPIA. Before coming to Pittsburgh in 1997, she worked in the libraries at Bryn Mawr College, University of Pennsylvania, and Swarthmore College. □

Eve joined SLA in 1996 as a student and has been a member of various divisions including Business & Finance, Social Science, and Academic. For the Pittsburgh Chapter, she currently serves as the Chair of the Student Relations Committee, and has previously served on the Nominations and Green Committees. She is also a member of ALA's RUSA and ACRL divisions.

Eve enjoys hiking, traveling, gardening and social justice activism with organizations like Amnesty International.

### Office: Treasurer Carolyn Biglow

Carolyn obtained a Masters of Library and Information Science from the University of Pittsburgh 2001, and is currently employed as Medical and Consumer Health Librarian at Children's Hospital of Pittsburgh. Previously, she was employed as Reference Librarian at the University of Pittsburgh, HSLS Falk Library; as Technical Librarian at CDC/NIOSH Bruceton Research Laboratory Library;

and as Library Assistant/Copy Cataloger/Data Editor at Carnegie Library of Pittsburgh.

In 2011, she completed the Certificate of Advanced Study in Health Sciences Librarianship at the University of Pittsburgh. Carolyn has a BA in Mathematics from Chatham College.

She is the current treasurer of the Pittsburgh Chapter/SLA. Carolyn is also a member of the Mid Atlantic Chapter of MLA, and has served for 2 years on MAC's Honors and Awards committee. She has also served 2 years as the secretary of Pitt's SIS Alumni Society. Carolyn has 10 years experience in medical librarianship. In her current position at Children's Hospital, she provides medical reference services to clinical staff as well as patients and family members.

### Office: Director Rachel Callison

Rachel Callison has been the Research & Reference Librarian at the Software Engineering Institute Library, Carnegie Mellon University since 2004, and was recently promoted to Senior Librarian. In addition to being a member of the University Libraries' Library Instruction Committee, where she served as chair (2005), she's a member of the Assessment Committee and was recently elected to Libraries Council. Prior to joining Carnegie Mellon, she was with the University of Pittsburgh since 1995 as a Reference & Public Services Librarian within the University Library System and as the Administrator of the Department of Library and Information Sciences, School of Information Sciences.

Rachel joined SLA in 2004 and is a current member of the Academic Division (2009), Knowledge Management Division (2007), and Science & Technology Division (2006) and has been

elected to serve as Secretary for the Academic Division (2012-2014). She's served at the chapter level as president (2007) and is currently the web manager, Alignment Ambassador and chair of the Communications Committee. The Pittsburgh Chapter, SLA has awarded her the *Innovations in Technology Award* (2007), the *Publication/Author Award* (2008) and the *Leadership Award* (2010). Rachel is also active in the Association of College and Research Libraries, Western Pennsylvania/West Virginia Chapter and was asked to serve as 2011-12 Membership Chair, after serving as co-chair of the Program Committee (2008-2011) and as a member of Communications Committee (2002-2008).

An interest in learning environments, information fluency and the research process has led Rachel to design and teach numerous courses and workshops, including graduate courses for MLIS students at the University of Pittsburgh. She has authored several professional publications and the citations can be accessed via her web site: <http://www.andrew.cmu.edu/user/callison>. Rachel has a BFA in Graphic Design & Illustration from the Ohio University (1991) and an MLS from the University of Pittsburgh (1995).



(L-R) 2012 President Brian Steinmetz, Past-President Haley Hodum & President-Elect Eve Wider

## Serving Patrons Via Mobile Devices ~ Emily Stephens

Some of you may remember earlier this fall receiving my discussion list invitation to participate in an anonymous survey regarding the mobile initiatives of special libraries in Pennsylvania. I thank all of you who completed the survey and would to take this opportunity to report on my findings. First, a brief background on the impetus of the study. The Graduate School of Library and Information Studies at Queens College in New York, NY requires students to complete a Capstone research project before graduating with an MLS. As a soon to be graduate and new resident of Pittsburgh, I decided to conduct a study that would provide me with a chance to familiarize myself with one aspect of special libraries in my new home state while at the same time fulfilling the requirement to critically evaluate relevant research in the field in order to make a professional contribution.

Mobile technology is being adopted by the public at an exceptional rate and is quickly becoming the dominant mode of access for information needs. A Pew Internet survey of internet leaders, activists, and analysts states that the mobile device will be the primary connection to the internet for most of the world in 2020 (Raine and Anderson, 2008). Understanding what libraries are doing, and can do, to provide services and resources in this mobile environment is an integral step to meeting the expectations of today's information consumers. It is yet to be fully understood how important the availability of mobile services are to library users, but it is certain that in the future more users will access information via their mobile devices and libraries would be well advised to find ways to accommodate them.

As the ubiquity and improvement of mobile technology continues to increase, libraries are finding it difficult to ignore a constantly connected user base that now has access to information resources traditionally confined to desktop or laptop

computers. Compared to public and academic libraries, special libraries (with the exception of medical libraries), appear to be slower to explore this new way of connecting with users. My study set out to determine if this is indeed the case, and if so, why. A secondary, but equally important purpose of the study was to report on the experiences and insights particular to those special libraries attempting this new way of providing library services.

The survey was sent to the SLA-Pittsburgh and SLA-Philadelphia discussion lists and received a response of 20%. While this response rate is on the low end, I am happy to report I received responses from a well balanced verity of libraries and as a result, believe relevant conclusions can be drawn from the findings.

Corporate librarians accounted for 43% of respondents with medical librarians taking second place at 23%. The remainder of respondents were evenly split amongst law and special collections librarians. When asked if their library had taken the initiative to offer services via mobile devices such as through a dedicated app or website formatted for the mobile screen, the majority (71%) responded "no." Of the 29% who responded "yes" to this question, the types of libraries represented were equally split amongst, corporate, law, medical and special collections.

Out of those libraries that do offer mobile services, the most common services made available to patrons via their mobile phones are access to the library catalog and to internal library databases. There were a significant number of "other" responses, such as "the library's Facebook page" and "MDConsult, DynaMed, Diagnosaurus, some access to e-books via Stat!Ref, and AccessMed" from two medical libraries, "alerts" from a law library, "online exhibitions" from a historical society, and simply "news" from a corporate library.

In answer to the question, "If you do not currently offer services via mobile phone what are some of the reasons for this decision?" budgetary concerns, lack of technical resources and no interest from patrons all received fairly equal results at 32-39%. The choice of "other" received a 50% response. Other reasons consisted of a mix of either no time to investigate this mode of delivering service, concerns about security, staffing cuts which equates to lack of time to devote to a new project, and finally, that this mode of service would conflict with corporate standards.

When asked to describe what challenges the library has experienced with their mobile initiative, the responses were quite varied. A librarian within a special collection stated "challenges include librarians having to field questions on technologies they do not personally own. Improvements could be the library purchasing new technologies to train staff on BEFORE offering access to users." A similar response came from a corporate librarian, "lack of equipment for staff in order to know how to use it and explain it to other users." One medical librarian reported compatibility of apps with the various types of smartphones being a challenge. Another medical librarian expressed frustration with the fact that their ILS and databases are not available in a mobile format, thus stymieing their individual library's efforts to move into the mobile realm in a way they would like. One law librarian responded, "We're presenting information to an audience that doesn't appear to be interested in it. I'm not certain if there's a way to make it more appealing to those already working with the firm, but think that presenting the information to new attorneys at orientation might increase usage."

When asked if patrons have requested mobile service 69% responded no, but when asked if they thought it was

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## September Event Recap: Enthusiasm in the Workplace - Brian Steinmetz

"Enthusiasm in the Workplace" was held on September 13, 2011 at the Mount Lebanon Public Library. Our guest speaker was Kathleen Himler from Dale Carnegie Training. We had 16 attendees (including 3 students).

Founded in 1912, Dale Carnegie Training has evolved from one man's belief in the power of self-improvement to a performance-based training company with offices worldwide. Their training emphasizes practical principles and processes.

Kathleen spoke about how an enthusiastic attitude is fundamental to success, happiness and personal growth and how it guides us to positive

thoughts and opportunities. In our work climates where the constant requirement is better, faster, with less, she stressed how it is imperative that energy is not wasted but maximized for results.

Kathleen explained that enthusiasm is a choice and an advantage for achievement and workplace satisfaction. She talked about how we can influence future outcomes with a positive, enthusiastic approach to the challenges of the present.

Finally, Kathleen reviewed 8 strategies for maintaining enthusiasm in our careers to accomplish more. She also had us participate in various fun

exercises and brought up numerous interesting discussion topics. Overall, it was a very fun evening enjoyed by all.

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Kathleen Himler is the North Pittsburgh Area Manager for John R. Rodgers & Associates, owners of the Pittsburgh area Dale Carnegie Franchise. She is responsible for business development and training sessions. Kathleen is a certified trainer for the Dale Carnegie Course: Effective Communications & Human Relations. She has industry experience in telecommunications, manufacturing, medical, government, financial, retail, and education.

## December Event Recap - Recognition Luncheon - Marge Rhodes

Awards chair Marge Rhodes presided over the recognition portion of the afternoon. Along with her, Deb Martin (2011 Promising Professional) and Bob Sullivan (2007 Lifetime Achievement) presented three awards - Publications / Authorship, Catalyst, and Lifetime Achievement.

**Lynn Berard** received the Publications / Authorship Award for co-authoring the book: *Science and Technology Resources: A Guide for Information Professionals and Researchers*, published in 2011. This book is a practical guide to science and technology resources, providing cutting

edge practices and tools in library and information science, as well as a historical perspective on science and technology resources. Once again, Lynn does her colleagues in the Pittsburgh Chapter proud—our Lifetime Achiever keeps achieving!



**Our "Lifetimers" (L-R):** Bob Sullivan, Esther Nathanson, Lynn Berard, & Ange Pollis

**Amy Yonick** received the Catalyst Award for founding the University of Pittsburgh's chapter of Operation Medical Libraries (OML). OML collects medical textbooks to send to U.S. troops in Afghanistan who then disperse much-needed medical literature to hospitals and other health centers in Afghanistan. More about her project is found in the April 2011 issue of the Confluence.

Long-time active chapter member, **Esther Nathanson**, received the Lifetime Achievement Award. Esther served as Pittsburgh Chapter Director from 2006-2007, and the Employment

Committee Chair from 1990-1996. She has been an enthusiastic advocate for special libraries and SLA, and has shared her expertise in business in both the public and corporate sectors. Esther recently announced her retirement from the Carnegie Library of Pittsburgh business branch, where she has worked for the past 15 years. Best wishes for an active and fulfilling retirement, Esther!

The door prize, a \$20 gift card to Mitchells', was won by **Natalie Sandretto**.



**Our "Catalyst":** Amy Yonick

## Continued from Page 4

important to offer this mode of service, 80% said yes. Librarians seem to agree it is important to provide mobile service, but they are hampered by budget and time. For those special librarians who believe it is an important service to offer, there are resources available to help guide one through the process. For example, the Smart Phone and Mobile Computing Special Interest Group within the Metropolitan New York Library Council, offers a plethora of material and guides to "explore innovative ways libraries can use these technologies to enhance staff work-flow, provide patron services, and support users." Regardless of staff, budget, or access to technology, the special librarian can position the library to connect professionals and patrons to relevant mobile resources and library services.

**Reference:** Raine, L. & Anderson, J. (2008, December). *The future of the internet III*. Washington, D.C.: Pew Internet.

Emily Stephens – MLS expected February 2012 from Queens College

## Lifetime Award Winner Esther Nathanson:

I am greatly honored to be the recipient of this year's Lifetime Achievement Award. This occasion prompted me to review the course of my library career. I have formally noted elsewhere that I have been a librarian for "over 25 years," although I was aware that it was actually a bit longer. I checked with SLA last week and learned that I had officially joined the association in 1960!

Oops—that was fifty years ago. Xerox copiers were just replacing Photostat machines. Dialog became available in the late 1960's, available on a dedicated networked terminal akin to a teletype machine. There were no personal computers—these appeared in the



1970's. There was no Internet until the 1980's.

Today, we librarians are exhorted to keep ourselves open to change. I suggest that we take a moment to recognize that special librarians have already been successfully meeting challenges throughout our careers—and that our members will continue to do so!

## Welcome New Chapter Members!

### August

Krystal Mitchell

### September

Heather Guenther  
Carrie Wardzinski

### October

Renee Pieschke  
Rebecca Potance

### November

Renae Baldovski  
Tallie Casucci  
Eleanor Gehman  
Lauren Reiter  
Christine Solymossy

### December

Matthew Hynes  
Megan McCormick

## Upcoming Programs at the Downtown & Business Branch of the Carnegie Library of Pittsburgh Thursday Noontime Business Program Series 12:15 - 1:00 PM

- \* What's New in Taxes for 2011/2012  
January 5th
- \* A Guide to Public Benefits  
January 12th
- \* Build Your Business Using "Every  
Door Direct Mail" - An Exciting  
Shipping Solution from the US Postal  
Service - January 19th
- \* Getting Started with eBooks and  
eReaders - January 26th

The deadline for nominations for the **2012 Promising Professional Award** is February 1st, so there is still time nominate a colleague or yourself. This is awarded to a new information professional to encourage participation in SLA and Chapter activities. Nominees must be a member in good standing, for 5 years or less, of **both** the *Special Libraries Association* and the *Pittsburgh Chapter*. The award is to be used to defray costs associated with attending either the Annual (summer) or Leadership (winter) Conference of the Special Libraries Association. The recipient receives a stipend up to \$1000 and an award certificate. Please refer to the [nomination criteria](#) for more information. Submit nomination materials by February 1 to Awards Chair Marge Rhodes via email, [rhodems@westinghouse.com](mailto:rhodems@westinghouse.com). The committee will announce the winner by March 1. Take this opportunity to share your story!

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*. For future issues, please contact Amy Yonick, editor, with any submissions, or issues or concerns relating to the newsletter.



# Happy Holidays

## Saying Farewell & Welcoming the New - Amy Watson

As I sit to write this, it is very hard for me to believe that six years have passed, and that together we've published 18 newsletters. It is a bittersweet time, in that I've truly enjoyed my time as editor, and everything I've learned in this role, but term limits are a blessing in that it is time for a change. Indulge me a bit, as I've never actually written from the point of view of "the editor" before, and now as I step away from several chapter leadership roles in one fell swoop, I would like to offer my thanks.

There are many people who deserve thanks for the success of the newsletter under my time as editor - starting with the Past-Presidents, Presidents, and Presidents-Elect (Jan Deitch, Earl Mounts, Rachel Callison, Donna Beck, Suzan Dolfi, Haley Hodum & Brian Steinmetz) for their regular columns and words (and acts) of leadership.

Two of my favorite columns were the library profiles and the member profiles - so for those of you who contributed to those, I thank you truly. The communications team, past and present, are valuable resources (and photographers) without whom this publication would be less attractive and pretty boring. I'm indebted to their contributions. And finally, a shout out to the chapter's "ghost editor" - my husband - who has faithfully provided a second set of eyes to everything I've done during my time in chapter leadership.

As the chapter moves forward to 2012, it is with great delight that I welcome **Amy Yonick** as the new bulletin editor for the chapter. I hope that all of you who have fostered a network of collaboration and generosity will continue to do so under her leadership. One of the best parts of the newsletter for me was the freedom and creativity it allowed, and I'm extremely excited to see the changes Amy makes as she turns the publication into her own. **GOOD LUCK AMY!** You'll be fantastic!



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