



TRUDY KATZ, CANDIDATE DIVISION CABINET CHAIR-ELECT

Vice President, Marketing Intelligence Center
MasterCard International
SLA Member Since 1987

Past Employment:

Information Professional Consultant, LexisNexis (1995-1997)
Director of Information Resources, Kroll Associates (1992-1995)
Deloitte & Touche (1986-1992)
Social Sciences Index, H.W. Wilson Co. (1981-1986)
Technical Librarian, NCR Corporation (1981-1986)

Education

ML, University of South Carolina, (1976)
B.S., Temple University (1974);

SLA Chapter Activities

Hudson Valley Chapter, Director (2001/2003, 2003/2005)
New York Chapter, Co-Chair Career Day (1995/96),
Professional Development Chair (1994/95), Membership Chair
(1992/93, 1993/94)

SLA Division Activities

ITE Division, Chair (2000/2001), Conference Planner,
(1998/1999), Virtual Section Chair (1996/97), Networking Unit
Chair (1995/1996)
Business and Finance Division, Nominating Committee
(1994/1995)
Library Management Division, Marketing Unit, Chair Swap &
Shop (1995/1996)
and numerous Committees from 1990 to present.

Association-level Activities

Division Cabinet Chair-Elect Candidate (2003/2004)

Other Professional Activities

Adjunct Professor, Long Island University, Palmer School (2000
to present)

Awards and Honors and Publications

Fellow of the Special Libraries Association (2003)
"A Successful Intranet Move to the Extranet", Intranet
Professional, (2002)
Profiled in Information Outlook, (April 2001).
"Marketing Your Library", MLS (1998),
"The Internet in a One Person Library", chapter in The Internet
Librarian (1994),
and many presentations for Chapter and Division activities.

1) One of SLA's Core Values is: "Leadership: Strengthening our roles as information leaders in our organizations and in our communities, including shaping information policy." How would you move forward in accomplishing this?

To be recognized as information leaders in today's world is a most difficult task. Our competition is fierce and it's everywhere. To accomplish this task we are clarifying our mission, vision, goals and objectives at the Association level. Enabling our members to employ these tactics within their organizations is the next step.

At this important juncture in our profession, we should look at the competition and turn the threats into opportunities. We would benefit from partnerships with other information associations. Through the collective thought leadership and the diversity of the memberships we can accomplish our goals.

2) What has been your most significant contribution to SLA?

I have been an active member of SLA for a long time. At the beginning of my career, I absorbed knowledge and asked questions of more experienced professionals (they probably didn't know they were my mentors). I now enjoy mentoring our newer members in the association. Both Divisions and Chapters recycle active members in leadership positions. If we don't carefully mentor our new leaders, we ask too much too soon and turn them off from future leadership positions. I am proud to say I have been instrumental in keeping the "pipeline" full at both the Chapter and Division level. Recruiting new members and encouraging active membership is vital to the health and growth of our Association.

3) What has been your most significant accomplishment working in the information profession?

My most significant accomplishment is my contribution to the future of our profession. I have been an adjunct professor at Long Island University, Palmer School for several years. The first day of each semester (when teaching the introduction class), I ask each student to share the experiences that led to their decision to pursue this career. Everyone has a story and the stories are remarkable. For example, students have law backgrounds, degrees in linguistics and computer science, and they are teachers. I also get a chance to share my story, using personal experiences to emphasize issues and topics. During the semester we debate topics that transcend all different types of libraries. I often hear from students later in their careers and it's a wonderful feeling, knowing I had a small part in shaping a career.