

**BUSINESS REFERENCE AND SERVICES SECTION (BRASS)**

**2017**

**BIOGRAPHICAL NOTES**

Natasha Arguello

**Current Position:** Business Research Librarian II, University of Texas at San Antonio, San Antonio, Texas

**Type of Library:** Academic

**Previous Positions:**

Reference Librarian II, San Antonio Public Library, 2004-2008

**Degrees and Certificates:**

University of Texas at Austin, MLIS, 1997

State of Alaska Teacher Certificate 1994

Moscow State Linguistic University, postgraduate studies in Linguistics 1991-1992

Ulyanovsk State Pedagogical University, BA Education & Foreign Languages 1985

**Division Affiliation(s):** ACRL, RUSA

**To which Round Tables do you belong?**

Library Instruction Round Table (LIRT), Map and Geospatial Information (MAGIRT)

**ALA and/or ALA-APA Activities**

RUSA BRASS 2017 Program Planning Chair, 2015-2017

RUSA BRASS Education Committee Chair, 2012-2015, member 2010-2015

RUSA BRASS Discussion Group, 2009-2013

RUSA Professional Development Committee, 2013-2015

BRASS rep to RUSA Standards & Guidelines, 2015-2017

RUSA Publications and Communications, 2017-2019

**Honors and Awards (library and non-library, including DATES)**

San Antonio Public Library Innovator Award 2006

**Major Accomplishments**

After joining BRASS, I've been fortunate to work with amazing colleagues as a member and chair of several committees. Some of the efforts as BRASS Education Chair include coordinating four BRASS pre-conferences (major source of RUSA revenue); migrating former Best of the Best Business Websites and Selected Core Resources to BRASS Business Guides which involved updating content, developing and implementing best practices, and peer review; drafting procedures for the newly introduced RUSA webinars; and co-authoring the Business Reference

Essentials, the most visited guide on the BRASS LibGuides.

I am also proud to work for the UTSA Libraries which received several national awards for innovation and excellence. I support 5300 undergraduate, graduate and doctoral students and 100+ faculty at the College of Business. Since 2008, I've been closely involved with UTSA entrepreneurs, presenting at the Entrepreneurship Boot Camp and guiding hundreds of students in market research for \$100K Competition. In addition, I review license agreements for electronic resources, negotiate with vendors, serve as a copyright advisor and teach faculty workshops on measuring research impact.

**Publications:**

Arguello, N. & Green, D.: "You Mean I Can Use the Library, Too? Collaborating with Campus Human Resources to Develop a Library Class for University Professional and Administrative Staff," *College & Research Libraries News*, Volume 73, Issue 1, 14-17, 2012.

Arguello, N.: "Secondary Marketing Research Certificate: Library Collaboration with the College of Business and Marketing Faculty," *Journal of Business & Finance Librarianship*, Volume 18, Issue 4, 309-329, 2013.

Aagaard, P. & Arguello, N.: "Practical Approaches to Compliance for Entrepreneurial Uses of Licensed Databases in Libraries," *Reference Services Review*, Volume 43, Issue 3, 419-438, 2015.

**Links to further information:**

<http://orcid.org/0000-0002-8090-8478>

**Statement of Professional Concerns/Aspirations if Elected:**

BRASS has been my professional home since I became a business academic librarian in 2008. BRASS offers its members countless opportunities to learn, grow, and lead. What I value the most is meeting and collaborating with talented librarians across the U.S. and beyond. Together, we are able to address challenges facing our profession, exchange ideas, learn about new resources and innovative approaches, and, most importantly, take this experience back to our institutions to better serve our users. I see BRASS as a solid, well-run organization.

If elected, I will focus on continuing strong BRASS traditions of offering rich opportunities for professional growth to current members, and also on exploring how we may attract and retain new members.

**Number of Years as an ALA Member: 9**

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Patricia E. Kenly

**Current Position:** Business Reference Librarian & Government Documents Coordinator, Georgia Institute of Technology, Atlanta GA

**Type of Library:** Academic

**Previous Positions:**

Business Reference Librarian, Georgia Institute of Technology, Aug. 2001-Jan.2005

Business Reference Librarian, University of Central Florida, June 1991-July 2001

Business Reference Librarian, Tampa-Hillsborough County Public Library System, Sept. 1984-June 1991

**Degrees and Certificates:**

University of South Florida, MBA, 1990; Florida State University, MS Library Science, 1984; Florida State University, BS Government, 1980.

**Division Affiliation(s):** ACRL, RUSA

**To which Round Tables do you belong?**

Government Documents (GODORT)

**ALA and/or ALA-APA Activities**

BRASS:

Member-at-Large, 2014-2017

Program Planning Committee, Chair, 2014

Program Planning Committee, Member, 2013

Gale Cengage Learning Award for Excellence in Business Librarianship Committee, Chair, 2011-2013

Morningstar Public Librarian Support Award Committee, Chair, 2010-2011 (Member, 2009-2011)

Member-at-Large, 2005-2008

BRASS Standard & Poor's Award for Outstanding Service to Minority Business Communities, Chair, 2008-2009

Dun & Bradstreet Award for Outstanding Service to Minority Business Communities, Member, 2007-2008

Co-mentor, with Chris LeBeau, to RUSA Emerging Leaders Group N (sponsored by BRASS), 2007-2008

Business Reference Sources Committee, Member, 2005-2009 (Selections Editor, 2006)

Program Planning Committee, Member, 2004

Gale Group Award for Excellence in Business Librarianship Committee, Chair, 2002-2003 (Member, 2001-2003)

Discussion Group Steering Committee, Member, 2001-2005

Discussion Group, Chair, 1995-1996

Education Committee, Member, 1992-1996

ACRL-STS

Government Information Committee, co-chair, 2015-2017

Nominating Committee, Member, 2013  
Government Information Committee, co-chair, 2011-2013 (Member, 2009-2013)

#### RASD

Finance Committee, Member, 1992-1994  
Council of State and Regional Groups, Chair, 1994-1995

#### **Offices held in state/regional library associations, and other associations (include DATES)**

Georgia Library Association (GLA):

Government Information Interest Group, Vice-Chair, 2016-2017  
Government Information Interest Group, Secretary, 2015-2016  
Membership Committee, Member, 2015-2017  
Governmental Relations Committee, Member, 2012-2014  
Reference Services Interest Group, Chair, 2010-2011  
Reference Services Interest Group, Vice-Chair, 2009-2010

Florida Library Association (FLA):

Reference Interest Group, Leader, 2000-2001  
Reference Interest Group, Vice-Leader, 1999-2000  
Public Relations Committee, Member, 1999-2001  
Charter, By-Laws, and Manual Committee, Chair, 1996-1997 (Member, 1992-1997)  
Investment Committee, Member, 1992  
Reference Caucus, Chair, 1991-1992  
Reference Caucus, Vice-Chair, 1990-1991

#### **Honors and Awards (library and non-library, including DATES)**

Georgia Tech - Provost Professional Development Grant, fall 2015

#### **Major Accomplishments**

Elected to Georgia Tech's Academic Senate; served from 2003-2006. Taught 1-credit class at Georgia Tech, PSYC 1000 - The Psychology of Adjustment to College Life - fall 2002 and fall 2003.

#### **Publications:**

Kenly, Patricia E. and Finn, Bette: "Ideas, Hints, and Tricks", Georgia Library Quarterly, Volume 49, Issue 3, Summer 2012.

#### **Links to further information:**

Conference presentation slides (8 from annual Georgia Library Assoc. "COMO" conferences (co-presenter, Bette Finn); 1 from FDLP's Depository Library Council meeting) are available at Georgia Tech's SMARTech Repository, at: <https://smartech.gatech.edu>

#### **Statement of Professional Concerns/Aspirations if Elected:**

I have learned much from my BRASS colleagues at our many programs and discussion group sessions. Their contributions have been instrumental in helping us to improve reference service to

users who need business information. Further, ALA conferences and BRASS activities allow us to meet and brainstorm with our peers nationwide - these networking opportunities add value to BRASS membership. I would seek to expanding leadership possibilities by establishing co-chairs for some committees.

Of particular professional concern is continued access to information online (including federal government information) so that we can serve the current as well as future research and reference needs of our users.

I would work to ensure that BRASS continues to meet the educational and professional needs of its members, and hope that all information professionals with an interest in business reference find that BRASS is the professional network that helps them achieve their goals.

**Number of Years as an ALA Member:** 32

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Julia A. Martin

**Current Position:** Business & Economics Librarian; Director of Reference & Instruction, University of Toledo, Toledo, Ohio

**Type of Library:** Academic

**Previous Positions:**

Business Instructor, Sino-Canadian Education Center, 2003-2005

Business Specialist, Murray State University Libraries, 1999-2001

Reference Librarian, Chandler Public Library, 1997-1999

**Degrees and Certificates:**

Cleveland State University, MBA, Marketing Concentration, 2002; Kent State University, MLS, Reference Concentration, 1992; Kent State University, BA, English major, 1991;

**Division Affiliation(s):** ACRL, RUSA

**To which Ethnic Affiliates do you belong?**

Chinese American Librarians Association

**ALA and/or ALA-APA Activities**

RUSA BRASS Academic Business Librarianship Travel Award, (Chair, July 2014-June 2016); Section Review (ad hoc) Committee, BRASS, (Member, January 2013-June 2014); Executive Committee, BRASS, (Secretary, July 2012-June 2014); Membership Committee, BRASS,(Member, July 2010-June 2013); Program Planning Committee for Anaheim Conference,

BRASS, (Member, June 2011-June 2012); Program Planning Committee for New Orleans Conference, BRASS, (Member, June 2010-June 2011); Executive Committee, BRASS, (Scheduling Coordinator, June 2006-June 2010); Program Planning Committee for Washington DC Conference, BRASS, (Member, January 2006-June 2007); Library Services to Aging Population Committee, Management and Operations of User Services Section, (Member, 1997-1999)

**Offices held in state/regional library associations, and other associations (include DATES)**

Business and Economics Group, Cooperative Information Resources Management Committee, OhioLINK (Member, August 2005-present); Kiwanis International, West Toledo Chapter (Literacy Chair, January 2007-present; Board Member, October 2013-present; Programs Chair, October 2009-January 2013; Ohio District 2011 Convention Committee Member; October 2010-August 2011; Co-service Chair, October 2006-September 2007; President-elect, October 2007-September 2008; President, October 2008-September 2009); Kiwanis International, Ohio District, Division 1N (Lieutenant Governor, October 2013-September 2014)

**Honors and Awards (library and non-library, including DATES)**

Phi Kappa Phi, 2015; Kenneth Weeks Outstanding Kiwanian, 2014; Hixson Medal, 2009

**Major Accomplishments**

Recent promotion to the Director of Reference and Instruction while maintaining my business liaison duties. Start up and continued management of a literacy program that gives books to children in underprivileged preschools.

**Publications:**

Martin, J. A., Reaume, K. M., Reeves, E. M., & Wright, R. D. (2012, August). Relationship building with students and instructors of ESL: Bridging the gap for library instruction and services. *Reference Services Review*, 40(3), 352-367.

Sherman, M. D., & Martin, J. A. (2011, Spring/Fall). Using library resource materials to integrate deep information and externality impacts into semi-live finance case course analyses. *Journal of Instructional Techniques in Finance*, 3(1), 1-13.

Sherman, M. D., Martin, J. A., & An, X. (2011, December). The impact of library instruction on the quality of student project performance in an advanced financial management case class. *Journal of Business and Finance Librarianship*, 17(1), 51-76.

**Links to further information:**

<http://libguides.utoledo.edu/business>

**Statement of Professional Concerns/Aspirations if Elected:**

My primary interest is in the changing area of providing library services to students. The advantages and disadvantages of moving from traditional reference desk services, to consultation models, to using technology to reach students. Of long concern has been the increasing costs of collections, especially access to databases that the business world also uses. I would enjoy being a conduit for these and other topics within BRASS.

**Number of Years as an ALA Member: 25**

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Emily Anne Treptow

**Current Position:** Business & Economics Librarian for Instruction & Outreach,  
University of Chicago Library, Chicago, Illinois

**Type of Library:** Academic

**Previous Positions:**

Business Reference Librarian, Michigan State University, November 2012 - May 2015

Graduate Assistant, University of Illinois, August 2010 - August 2012

**Degrees and Certificates:**

University of Illinois, MSLIS, 2012; University of Illinois, BA Linguistics, 2009.

**Division Affiliation(s):** LLAMA, RUSA

**To which Round Tables do you belong? (check all that apply)**

Government Documents (GODORT)

**ALA and/or ALA-APA Activities**

RUSA BRASS Discussion Group Steering Committee, chair July 2014 - June 2016, member July 2013-June 2014

RUSA BRASS Program Planning Committee Chicago 2017, member September 2015 - June 2017

LLAMA Assessment Secretary, July 2016 - June 2018

LLAMA MAES Communications Committee, member July 2014 - June 2018

LLAMA NPS Connections Team, member May 2015 - February 2016

**Major Accomplishments**

I started my position at University of Chicago in June 2015. In the short time I have been here, I have taken over the Business & Economics New Site and launched social media accounts. I co-wrote a conference paper that will be published as a book chapter. I have expanded the instruction program and offered multiple new sessions. I am also embedded in two courses, one in the College and one in the Booth School of Business. In these courses, I have been able to help shape the syllabus in a few different ways, including reading selection, assignment scaffolding, and incorporating library instruction. In August 2016, I started serving as a mentor at the Polsky Exchange, providing research instruction and support to members of the incubator.

As chair of the BRASS Discussion Group Steering Committee, I organized and facilitated two in person and five virtual discussions a year for BRASS. I am currently on the BRASS Program Planning Committee for the 2017 Program and I also was elected Secretary for the Assessment

Section of LLAMA.

**Publications:**

Margolis, Deborah J. and Emily A. Treptow: "Reaching Your Community via Social Media: Academic Libraries and Librarians Using Facebook and Twitter for Outreach," (Springer), book chapter in press.

Emily Treptow: "Passport," Journal of Business & Finance Librarianship (Taylor & Francis), accepted review.

Emily Treptow: "Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean by Karen Berman and Joe Knight with John Case," Journal of Business & Finance Librarianship (Taylor & Francis), Volume 19, Issue 2, 2014.

**Statement of Professional Concerns/Aspirations if Elected:**

If elected, I will take the role of Member at Large very seriously. When I was chair of the BRASS Discussion Steering Committee, I learned a lot about different concerns BRASS members have and I will be able to bring this knowledge to the position. It would be an honor to be the elected as the next Member at Large.

**Number of Years as an ALA Member: 4**