

Editorial: A Dedication to Lisa Gebo

by Steve Marson, Ph.D.

Journal of Social Work Values and Ethics, Volume 7, Number 2 (2010)

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In the early 1990s, I met Lisa within her role of senior editor for Brooks/Cole publishers when I laid out a proposal for a textbook addressing the evaluation of generalist practice. Within our discussions, we became sidetracked into the



technological aspect of practice evaluation. Two sidetracks are particularly note-worthy.

First, using her technological resources at

Brooks/Cole, Lisa participated in at least six national conference presentations with the Association of Baccalaureate Social Work Program Directors (BPD) Technology Committee between the years 1996 and 2006. Faculty members learned what technological advances the commercial world had available, and Lisa learned what the professors liked--but more importantly, she learned what they needed.

Second, during this same timeframe, a subcommittee was discussing the development of an online journal for values and ethics. Lisa was part of these early discussions and wanted Brooks/Cole to be the publisher. During one of these early meetings, I mentioned that I was

envisioning a green tree to be the logo for the journal.

A tree would be a great symbol for an online journal, because we would



be saving paper! Within the following week, I received an e-mail from Lisa. The logo we currently use was attached. In the end, Brooks/Cole's lawyers vetoed the concept, but Lisa insisted that we retain the logo. She was relieved when she learned that White Hat Communications had accepted the *Journal of Social Work Values and Ethics*.

At the BPD conference of 2006, Lisa announced to me that she had been diagnosed with Stage IV breast cancer. She then started to ask me about some personal problems I was having. My problems were trivial compared to what she relayed to me, and *I was in a state of shock*. Since then, we communicated many times via e-mail -- mostly through <http://www.caringbridge.org>. She wanted to autograph my copy of the Shameless Blues Band's CD. I still have it.

Lisa passed away peacefully at home at 9:54 a.m. on Monday, June 14, 2010, with her loved ones close at hand. Her charisma is dearly missed by those of us who had the pleasure of working with her. Following are memorial statements made by her friends and colleagues:

Being part of Lisa's journey was, and is, a rich blessing and honor that is beyond words. She touched my professional life as

my book editor extraordinaire, and became a dear beloved friend. Her outer beauty first took my breath away and then later, the inner beauty astounded me by its sweetness and gentleness. Indeed it still does and really is a model of generosity that I will always hold close. I am so grateful for Lisa's deep love shared as with "shattered alabaster."

Kia J. Bentley, Ph.D., LCSW
Virginia Commonwealth University

Lisa was an incredibly supportive editor and friend who humanized the publishing business. Her kindness and warmth to both of us made working with her a dream. We miss her.

Grafton H. Hull, Jr. & Jannah J. Mather
University of Iowa

Lisa Gebo is credited, along with Marshall Smith and Bob Rivas, with starting a BPD institution and tradition, the Shameless Blues Band. The initial performance of the SBB included Lisa, Marshall, Bob, and Jim Wahlberg in San Diego in 1989. Since then, the band has performed at 39 dances and arts festivals in more than 30 cities, the most recent concert in Destin, FL in 2008. Lisa was a frequent performer with the band and was responsible for securing corporate sponsorship for the band from Cengage publishing (Brooks/Cole).

Marshall L. Smith
Professor Emeritus, Rochester Institute of Technology
Professor (Retired), University of Hawai'i @ Mānoa

and

Robert Rivas

Professor, Siena College

Lisa was our steadfast support throughout our writing *Social Work and the Web* for Brooks/Cole. She was a wonderful mentor and colleague, always cheerful, insightful, and very connected to the needs of social work. Her generosity, sensitivity, and warmth were so wonderful. We miss her voice, her humor, and her singing!

Darlene Lynch and Bob Vernon, Indiana University School of Social Work

Lisa was an inspiring, generous, and kind person. She was a true colleague and friend, always supportive and interested. I was extremely saddened by her passing. The Summer 2010 issue of *THE NEW SOCIAL WORKER* magazine was dedicated to Lisa, who will be missed by many in the social work community.

Linda May Grobman, ACSW, LSW,
Publisher/Editor, *THE NEW SOCIAL WORKER*, Publisher of the *Journal of Social Work Values and Ethics*