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## *Archive* | **Board News**

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### **New 2017 Officers**

Posted on February 7, 2017.

Three new officers will be joining the board of the Silicon Valley SLA Chapter.

**Stefanie Vartabedian** will be the new president elect.



Stefanie says: "I am very excited to serve as the President Elect of the SLA Silicon Valley Chapter. I am honored to have this role and grateful for the opportunity to work with great colleagues. I completed the MLIS program at iSchool at SJSU just this past month (December 2016). Additionally, I've worked in a variety of settings (legal, tech, music/recording arts) and will be starting a contract role at Pandora Music in their Curation/Metadata department in January 2017."

**Carlos Medina** will be the new communications committee chair.



Carlos says: “I got a job at my local library during high school and was hooked into the library world. From there I worked at an academic library and a law library, eventually enrolling in graduate school and earning my MLIS from San Jose State University in 2000. Since then I’ve been employed as a content and acquisitions specialist at Exponent Inc. obtaining literature and sometimes quite strange things for engineers and scientists in a staggering variety of technical fields.”

**Sara Brylowski** will be the new programming & tours chair.



Sara says: “I’m excited to serve the SLA-SV as the incoming Programming Chair. I’m currently an MLIS student at SJSU and recently started working as a Digital Asset Manager at UC Santa Cruz Extension in Santa Clara. My first career was in marketing & design, and I worked in that capacity for a local professional association for a number of years. I have always enjoyed planning events, and am looking forward to flexing the muscle again for the SLA. As a person who commutes over 17 every day and understands how painful it can be to get around our region, I hope to plan events based on the chapter’s geographic hot spots to make it easier for each of our members to attend chapter events. I welcome any ideas on events you would like to see this year or events from the past you would like to see again.”

In addition to the new officers, we welcome **Ray Pun** who will be assisting the communications committee by managing the chapter’s social media accounts.



Ray is a first year student success librarian at California State University, Fresno. He supports information literacy, student engagement and research services. Ray previously worked as an international librarian and public librarian. He also co-edited a book entitled “Career Transitions for Librarians: Proven Strategies for Moving to Another Type of Library.” He recently received the SLA’s Rising Star (2016) and Achieve in Academic Business Librarianship Award by SLA’s Business and Finance Division (2015).

In addition, President-Elect **Bridget Thrasher** has become the President; President **Elisa Ewing** has become the Past-President; and Past-President **Cory Laurence** will step down and become a president emeritas. Programming & Tours Chair **Chrystelle Browman** and Communications Committee Chair **Cybil Schroder** are stepping down.

Posted in [Board News](#), [Chapter News](#) 0 Comments

## **SLA SF and SLA SV to Explore Possible Chapter Merger**

Posted on October 13, 2016.

October 13, 2016

Dear SLA SF and SLA SV Members,

As SLA looks to reinvigorate itself, we are examining the welfare of the San Francisco (SF) and Silicon Valley (SV) Chapters. In reviewing our respective memberships, we have found that our Chapters serve many of the same information professionals from similar geographic regions, with a significant number of members belonging to both Chapters.

The SF and SV Chapters also share similar challenges, such as difficulty in finding volunteers for leadership roles; decreases in event attendance; and competition for financial assistance from the same program sponsors.

These circumstances have led the Executive Boards of both Chapters to wonder if combining forces would result in stronger service to Bay Area information professionals. Other SLA Chapters have merged successfully in recent years. For example, the Pacific Northwest and Oregon Chapters had their merger officially ratified by the SLA Board of Directors earlier this year. This activity follows other recent Chapter mergers: Boston and New England merged in 2010; Philadelphia and Central Pennsylvania merged in 2008.

As such, we wanted to inform all membership that the Executive Boards of each Chapter are beginning to explore a possible SLA SF and SV Chapter merger. We understand that an SF and SV Chapter merger has been a discussion topic for a while. Our current exploration is in its very early stages, with the bulk of activity scheduled to occur in 2017. From this effort, you can expect:

- Open and transparent communication, with the exact same messages sent to each set of Chapter members via SLA Connect and Chapter websites
- Regular requests for your feedback and ample opportunities to provide input
- Merger exploration activities led equally by the Executive Boards of each Chapter
- “Business as usual” for both Chapters—recruiting officers; producing programs; etc.—now and into 2017
- Draft merger proposal and webinar discussion in January 2017
- Timeframe with associated activities shared as they solidify

We value collaborating with such great members and look forward to continuing to serve you.

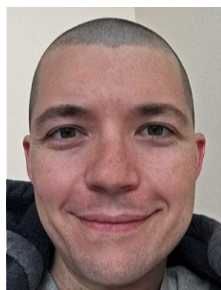
Thank you,

Elisa Ewing, 2016 SLA Silicon Valley Chapter President  
Hilary Schiraldi, 2016 SLA San Francisco Chapter President  
Bridget Thrasher, 2016 SLA Silicon Valley Chapter President-Elect  
Kendra Levine, 2016 SLA San Francisco Chapter President-Elect

Posted in [Board News](#), [Chapter News](#) 0 Comments

## Welcome Rory Dougan—SLA SV’s New Vendor Relations Chair

Posted on October 12, 2016.



Rory Dougan

“I am pleased to announce Rory Dougan as SLA Silicon Valley Chapter’s new Vendor Relations Chair. Rory, a newly-minted SJSU iSchool graduate, will work to maintain existing and foster new relationships with our program sponsors. He is already dedicated to this effort, with eloquent letters of thanks to vendors and prompt handling of the ever-fun paperwork involved.

In May 2016, Janice Cheng stepped down as Vendor Relations Chair. Our Chapter’s Executive Board extends warm gratitude to Janice for her years of service. While we worked to fill this role, we appreciated Rory proactively contacting us, wanting to help SLA SV members.

More leadership opportunities exist in our Chapter. We are actively recruiting for the positions below.

Please join us in welcoming Rory and consider volunteering yourself!”

–President Elisa Ewing

### Calling All Leaders

SLA Silicon Valley Chapter seeks candidates now for the following open board positions. Any **SLA Silicon Valley Chapter members**, except for organization members and honorary members, are eligible to serve:

- **President-Elect (3 year term; 2017-2019)** — Head up our team and gain fabulous leadership experience!
  - o The primary responsibilities during year one of the three year term are to observe the workings of the board, especially the President, and to monitor and encourage membership in the chapter.
  - o Year two is serving as President. The President oversees the general operations of the Chapter, ensures that Chapter duties to the Association are fulfilled, presides over business meetings, and represents the Chapter at the Leadership Summit and the Annual Conference, if possible.
  - o The third year of service is as Past-President. The Past-President chairs the Awards committee, helps recruit new leadership and provides general “memory of past events” to the Board.
- **Treasurer (2 year term; 2017-2018)** — Candidate identified, but anyone still welcome to run. Report the fiscal condition of the Chapter to the Executive Board at each Board meeting, maintain all financial records of the Chapter and submit required

reports to the Association office accurately and on time. Collect, deposit, and expend funds for the Chapter. Prepare, sign, and submit an audited annual financial statement for each fiscal year, and prepare the budget with the President.

· **Communications Director (1 year term; 2017)** — Candidate identified, but anyone still welcome to run. Be our voice! You can write blog posts (or get others to write blog posts!), Tweet, start discussions on our new [SLA Connect](#) discussion boards – or whatever else you can think of to get this geographically-diverse Chapter talking!

· **Programming Director (2 year term; 2017-2018)** — Plan the fun stuff! In this position you get to drive the events that allow us to get together as a Chapter. Historically, this has been things like library tours, Meet and Greet events, speaker events, and dine arounds. Maybe you wish we could go to a winery tour with other Chapter members – if so, this is your chance to organize it!

· **Jobline Chair (our turn from SF Chapter; 1 year term; 2017)** — Candidate identified, but anyone still welcome to run. This virtual position serves as point of contact for employers wanting to post job announcements on our website.

· **Mentoring Chair (1 year term; 2017)** — Organize our successful mentoring program by matching mentors to mentees and organizing Chapter-sponsored opening and closing events.

Posted in [Board News0 Comments](#)

## SLA-SV 2016 Executive Board New Members

Posted on October 1, 2015.

I am excited to announce the appointment of our newest Executive Officers. Their nominations have been confirmed, and the officers will assume their respective roles in 2016 – apart from the Treasurer, who will finish the previous treasurer's term starting immediately. The officers are:

President-Elect (President-Elect/President/Past-President): Bridget Thrasher (3-year term)

Secretary: Valerie Sweeley (2-year term)

Treasurer: Kimberly Carle (remainder of 2015/2016)

President Elect: Bridget Thrasher



My name is Bridget Thrasher, and I am honored to serve as President-Elect of the SLA Silicon Valley chapter. I am currently an MLIS student at SJSU and expect to graduate in May 2016. I have a PhD in Earth & Planetary Science and am interested in scientific information organization, description, and analysis. I have worked in various related positions, most recently at Stanford University, and have board experience. I look forward to the challenge of helping to lead our chapter through the Association's transition towards a new direction, and I hope to be of meaningful support and service to our chapter and its members.

Secretary: Valerie Sweeley



My name is Valerie Sweeley and I'm excited to be Secretary of the SLA-SV chapter! I am a busy single mom working full time, but would like to become more involved in the chapter in order to help others become more involved as well, especially students and new graduates. I completed my MLIS in December 2007 at SJSU. I have worked at Applied Materials in Santa Clara for 7 years as a Librarian/Information Specialist.

Treasurer: Kimberly Carle



My name is Kimberly Carle and I'm looking forward to serving as Treasurer with the SLA-SV chapter. I am an MLIS student at SJSU and being a part of SLA while taking an entirely online course load has been an excellent way to meet people in person and see MLIS degrees in practice. I'm really interested in connecting mental health professionals and patients with the information and resources they need. Right now, I'm a library intern at a small private university in Sunnyvale, and am learning that I really enjoy an academic setting as well.

Thank you all volunteering to serve!

~Cory Laurence

President, Silicon Valley Chapter

[president@siliconvalley.sla1.org](mailto:president@siliconvalley.sla1.org)

Posted in [Board News](#), [Chapter News](#) 0 Comments

## **Changes Coming to SLA—Voice Your Opinion by June 16**

Posted on June 9, 2015.

### **Changes Coming to SLA—Voice Your Opinion by June 16**

By now, you probably noticed a flurry of communication around some dramatic, proposed shifts to SLA operations. We thought it might be helpful to summarize events and outline how they could impact our chapter.

### **What's Going On**



SLA's declining membership and revenues prompted significant cuts in expenses and conservative budgeting at the HQ level, including placing the HQ building for sale. Responding to serious financial challenges, SLA's Board of Directors engaged consultants Ulla de Stickler and Cindy Shamel to provide strategic direction for the future of our association.

Cory Laurence shared this announcement with us in her [January blog post](#). Since then, the consultants have reviewed hundreds of existing committee and task force reports, surveys, recent statistics from conferences and membership reports, minutes, and budget documents. The end-result: a 49-page [SLA Recommendations Report](#) filled with suggested improvement across 7 areas. Area 4 covers chapters like ours.

## **Possible Changes at the Chapter Level**

The Recommendations Report categorizes SLA as a collection of 80+ individual units that act independently from the association as a whole. The term "units" encompasses chapters. All units are run by volunteers, who devote considerable effort to managing their individual chapters and divisions. The change consultants think a better way exists to maximize volunteer efforts to benefit all members.

### **Rework Chapter Management**

- Focus on the strategic priority of developing and delivering high quality professional development, networking, and collaboration rather than unit administration, recruitment, and operations.
- The current unit structure requires significant volunteer effort: 55 chapter presidents, president elects, treasurers, programming chairs, etc. It is unclear if this effort delivers career value for members.

### **Merge Chapters When Necessary**

- Encourage geographic units—especially those in more rural areas with low membership, which SLA Silicon Valley is not—to become caucuses, reducing administrative work.

### **Enhance Educational Opportunities for All Members**

- Prioritize career development for SLA members, regardless of location or subject focus.
- Consider more virtual training options, which remain key to taking advantage of products and services for those in rural areas.

### **Centralize Event Funding and Volunteer Efforts to Aid All Members**

- Concentrate funding from business partners at the national/international level, benefiting all members regardless of location or industry. Targeted and strategic allocation of resources to committees and councils maximizes the skills and contributions of volunteer energy as well.
- The accumulation of funds by SLA units does not contribute to the association's ability to serve its members broadly and equitably. It is time to reconsider how SLA units function and how they might best contribute broader value for all members.
- Strong units—which you could argue ours is—afford many opportunities for member engagement and value creation. These efforts should be encouraged when they are funded by the members in question instead of by HQ.

### **Ways to Explore More**

- Pursue the full [SLA Recommendations Report](#) (18 May 2015)

- Listen to the [SLA Virtual Town Hall meeting](#) (27 May 2015)
- Examine the [Board's Key Initiatives](#) to “move SLA forward”
- Take a look at alternative business models, like SLA Presidential Candidate [Dee Magolini's plan](#)—also mentioned in SLA SF Chapter President Jaye Lapac's [June blog post](#)

## Voice Your Opinion

The Recommendations Report outlines challenges and suggests changes—not a set-in-stone course of actions. We members have a small window of time to offer thoughtful feedback:

- Email remarks to [secretary@sla.org](mailto:secretary@sla.org) by 16 June 2015 at 5 pm ET
- Comments will be categorized and shared with the Board now until the start of the 2015 SLA Annual Conference
- The Board will then hold an open meeting on 24 June to consider the change consultants' recommendations in light of the questions and comments received

We will also try to keep you updated here!

Elisa Ewing, President-Elect of Silicon Valley SLA

Posted in [Board News](#), [Chapter News](#), [Member News](#), [Uncategorized0 Comments](#)

## Cory Laurence Appointed 2014 President-Elect

Posted on November 19, 2014.

Cory Laurence was recently appointed 2014 President-Elect (2015 President, 2016 Past-President) of the SLA Silicon Valley Chapter, filling the position that became vacant earlier this year. The board unanimously supported her nomination. Congratulations, Cory. We invited her to share her thoughts. Cory writes...



I am currently a student at SJSU's iSchool (graduating May 2015), and I work part-time as a Knowledge Coordinator at RocketFuel, Inc. Because the iSchool is all online, it can be a bit isolating. Getting involved with the Silicon Valley Chapter has definitely been one of the best experiences I've had. This chapter has helped me combat that feeling of isolation; I've found it to be an amazingly welcoming and helpful group. I participated in the mentoring program this year, and I found it was a wonderful way to get to know members in a smaller setting. I feel that I didn't gain just one mentor, but each mentor in the program offered their support to me. I organized a small book discussion group with the mentoring program, and after receiving several expressions of interest in seeing it continue, I'm looking into extending the program next year.

I volunteered for the role of President-Elect with a fair bit of trepidation, but also a lot of excitement. It's a role that I might never have considered for myself until I met some of the amazing members in this chapter who have encouraged and supported me. I hope to use my involvement with the chapter to help promote SLA to library school students. For students in an online program, having a community of professionals to turn to for advice and support is invaluable. Every member I have met has been willing to share their time and experience with me. I see my involvement with SLA as a great way for me to challenge myself, put my organizational and leadership skills to use, get more involved, and meet some great people.

Outside of the library world, I live in south San Jose with my husband and our three girls. A couple of years ago I got hooked on



triathlons, so I try to squeeze some running, swimming and cycling into my schedule. The SLA running group was a great find at the annual conference this year! – Cory

Thank you, Cory!

Mihoko Hosoi

SLA Silicon Valley Chapter, 2014 President

Posted in [Board News](#), [Chapter News](#), [President's Letter1 Comment](#)

## End of Year Holiday Meeting

Posted on December 23, 2009.

The end of year business meeting/holiday party at MacArthur Park Restaurant on December 8th had a sizeable turnout, with what your editor estimates as forty to fifty attendees. Absolutely Adina (Adina Magill) displayed jewelry during the networking portion of the evening, the incoming board members were announced and Leslie Fisher announced a number of awards. The new board members will be listed in a separate post.

Libby Trudell received the [Mark H. Baer](#) Award and Sonia Dorfman received the [Lucy Steelman Award](#). Other award recipients included Pam Gore (President's Award), Jean Bedord (Published Member Award), George Plosker on behalf of IEEE (Vendor Partner Award) and Gloria Elia (a new category, Outstanding Service Award). Gloria was awarded memberships to both the national association and to the San Andreas Chapter on behalf of her tireless work managing registration and payment for the Chapter's programs throughout the year.

[Roy Tennant](#) gave a brief presentation "[Three Things You Must Know About What Libraries Are Doing](#)" which discussed changes in the profession and how librarians need to react to them by making as much information available to users as possible, pushing support out to their users, pulling data from external sources (and mashing it up) to enrich services. There was a brief Q&A period with questions about open source versus proprietary information sources and how to allow access to a wider audience while still maintaining some restrictions over the visibility of private holdings.

Thanks to everyone who organized the event, to board members past and present and to the Chapter members for making our last meeting of 2009 a success!

Posted in [Awards](#), [Board News](#), [Chapter Events0 Comments](#)

## SLA Announces 2010 Board of Directors Candidates

Posted on March 3, 2009.

SLA has nominated eight candidates to run for election to the 2010 SLA Board of Directors. The candidates were identified by the SLA Nominating Committee, which annually solicits names of potential candidates from the membership, and is responsible for putting together a slate of candidates that has exceptional talent, is professionally diverse, and provides regionally balanced representation.

The candidates running for election to the 2010 SLA Board of Directors are:

### **For President-elect**

Agnes Mattis, Skadden, Arps, Slate, Meagher & Flom LLP, New York City

Cindy Romaine, Romainiacs Intelligence Research, Portland, Ore.

### **For Treasurer**

Karen Kreizman Reczek, Bureau Veritas, Buffalo, N.Y.

Dan Trefethen, The Boeing Company, Seattle

### **For Chapter Cabinet Chair-elect**

Elizabeth Blankson-Hemans, Dialog, London, U.K.

Debal C. Kar, The Energy and Resources Institute, New Delhi, India

### **For Division Cabinet Chair-elect**

Mary Ellen Bates, Bates Information Services, Longmont, Colo.

Stacey Greenwell, University of Kentucky, Lexington, KY.

The complete February 18, 2009, press release is posted at

<http://www.sla.org/content/SLA/pressroom/pressrelease/09pr/pr2901.cfm>

Posted in [Board News0 Comments](#)

## **SLA Alignment Presentations**

Posted on February 13, 2009.

SLA President Gloria Zamora and CEO Janice Lachance made a presentation at the Leadership Summit on the results of the research from the alignment project. We've posted this presentation on the Web site at <http://www.sla.org/content/SLA/alignment/index.cfm> We've also posted Janice and Gloria's presentation – a transcript of their conversation and the slide presentation. Here is that link <http://www.sla.org/content/SLA/governance/bodsection/ceocorner/index.cfm>

We hope that you will take this message forward and use these presentations for unit programming and continued dialogue. Then, let us hear from you.

Linda N. Broussard  
Chief Community Officer  
SLA

Posted in [Board News](#), [Member News0 Comments](#)

## **Report on the SLA Leadership Summit, January 14-16, Savannah, GA**

Posted on February 11, 2009.

### **High Level Innovations in the Association**

The SLA Leadership Summit, held this year in Savannah, GA, is an annual two-day event with a primary focus on bringing new leaders into the fold. The Chapter and Division Cabinets also have a chance to meet collectively at this event. There is some annual conference planning as well; and, of course, the Association Board meets.

A good chunk of the Summit is orientation to what unit leaders are responsible for. There are, of course, deadlines, and form and reports and responsibilities. The Summit is a good place to bone up on these matters and a great place to pose questions, quandaries, ideas, complaints and approval. And, by the way, the Summit is open to all. You do not have to be filling a unit leadership position to attend. The Summit is much more intimate than the annual conference. You really have a chance to network with lots of folks.

At this year's Summit, my second, there was a lot of buzz. Everyone was excited about the Association's 100<sup>th</sup> anniversary. We also heard a lot about the Association's "Alignment Initiative" which has taken some powerful strides since the report out at last year's Summit in Louisville, KY.

Last year in Louisville there was ice on the sidewalks. Brrr! Likewise there was a rather tepid response to the progress of the alignment efforts as reported at that event. Though the weather once again dipped below freezing at least one night of the Savannah event, the conference room was glowing with warm sentiments following the report out on progress from February 2008 to January 2009.

I wanted to share with you some of the keen stuff we heard at the Summit. I'll address several points of change in the Association and at HQ. I'll review the "Alignment Initiative" at a high level, sharing some of the tangible research efforts that have been executed. I'll toss out some bits and pieces from the Keynote Speaker's address. And of course, I'll highlight key Centennial news in the following article.

Here are bullet points of some major news, changes and innovation

coming from HQ. The Staff and Board are doing a great job of proactively meetings our uncertain times face-on. Go team!

- In case you hadn't heard, there is a new dues tier of \$35 annual membership fee for members earning under \$17,000. This is a full membership qualifying for all member benefits. Over 100 new, non-North American members have joined since this was instituted!

- SLA is now over 11,000 members strong with members in over 70 countries.

- Click-University is now FREE – all live and replay courses are available to members at no charge!!!

- HQ has taken measures to adapt to our uncertain economic era. There will be no salary increases at HQ this year. And staff will adopt a co-pay system to defray health care costs. These measures have enabled the organization to maintain the staffing that is in-place. Yea team!

- Again for costs containment, publication of *Information Outlook* will be reduced from 12 to 8 times per year.

- Once more, to control costs, there will be no Salary Survey in 2009, which is a very costly production.

- Association Board meetings will be run virtually to a significant degree. Face-to-face meetings will still happen at the Annual and Summit events.

## Alignment Initiative

My interpretation of the purpose of the Alignment Initiative is to bring cohesiveness of self-identity to the Association. Yes, we are many and diverse in professional purpose. But while the many variables we deliver as projects, tasks and responsibilities, what our specific skills and titles say about us may be enfolded into the description of our profession, those are not what we must "sell" to our organizations as our worth. With the Initiative, the Association is looking for, and facilitating, a shift in member self-reference. We are moving from an identity of a knowledge worker with XYZ skills and capabilities to that of a key corporate contributor who brings significant ROI to their organizations.

If your first thought on the above is to remark that we need our organizations' management-think to change, I challenge you to ponder how that is going to happen. If you think you can't do it alone, then consider what the alignment and integration across the members and an 11,000-strong professional association can do. With the Initiative we are being propelled toward a re-thinking of our meaning as professionals, that we may express an essential identity and core purpose in common. From this we will be empowered collectively to speak of a common framework for communicating our value.

From the Association's website:

"The need to generate a sharper focus on the perceived value of the Association and the profession is pressing ..."

"...SLA has embarked on a thorough examination to bring clarity and unity to the core identity and values of the Association and the profession. We are working with a multidisciplinary team of research and communication professionals, led by the international communication firm, [Fleishman-Hillard](#), and supported by futurist [Andy Hines](#) of Social Technologies and the information analytics firm, [Outsell Inc.](#)

Toward this end, a body of research has been executed. This global research has been conducted in the U.S., the U.K., Australia, and Canada. The following are two examples of research that have already been conducted that were presented at the Summit:

"Positioning Statements": In this exercise, statements about the profession and the association were evaluated by info pros and other professionals, including middle and upper management of some major organizations.

The results were arrayed using a typical quadrant rating with axes of Favorability (of perception of term) and Frequency (of use of term).

"Dial Sessions" were another form of testing in which statements about the profession and Association were recorded by Association staff and leadership. These were then analyzed by various listeners who ranked impressiveness or effectiveness of the statements. We were able to view various segments of dial rating overlaid on recorded sessions. Some of the results were predictable, but some were startling.

Next steps in the Alignment project are to determine how to re-focus our image. The membership is to steer this effort with support from the Association. There are no details at this time. Of note: While an ad campaign is anticipated, it will not be in a televised format. Think "virally," such as U-tube.

For more information on purpose, process and results about the Alignment project, see the Association's [website](#). A link to the Alignment project is found on the home page. Of note: new information has been added since the Summit.

### **Keynote Speaker**

Stephen Garvey was our keynote speaker, addressing us on the fundamentals of "Influence." He invoked the adage that "perception = reality" and invited us to take ownership of that matter in any given circumstance. To understand a current state is to give possibility to a future state and to begin to speak to a future state. Language is our key form of influence in the professional sphere. And Stephen's invocation was to the effect that positive communication has the highest degree of influence, especially in a volunteer organization. To influence behavior, influence imagination. Get beyond facts and stimulate the imagination using the "story factor."

To test this yourself, check out the following art communication. I'll be interested to hear if – regardless of ideology – you don't find the communication gets through to your heart. (-; You've got to use the down arrow button underneath the visible "Hot on Dipdive" list. "Yes We Can Song" is about 11 clicks down. <http://dipdive.com/>.)

There was a lot more to this presentation. Garvey's presentation is to be posted to the Association website.

*Want to review a few of the references Garvey cited?*

- Fleming, Coffman & Harter. "Manage your Human Sigma." *Harvard Business Review* Jul-Aug 2005. Free at [http://qep.nova.edu/gallup/forms/human\\_sigma.pdf](http://qep.nova.edu/gallup/forms/human_sigma.pdf) .

- "What the Bleep Do We Know?" [documentary; available on CD] See <http://www.whatthebleep.com/> .

- Zaltman, Gerald. *How Customers Think*. Harvard Business School

Press, 2003

•Author John C Maxwell writes on leadership  
["read anything of his."]

### **Centennial Activities**

A really lovely display has been designed in honor of the Centennial. It reflects our legacy and our future. It is a mini replica archive of events and publications, people and accomplishments. It will be traveling, so keep your fingers crossed SA and SF will be able to get on the travel calendar.

A centennial tool kit is being developed with useful resources for units. It is an ever aggregating source of "then & now" info, digital photo archive, factoids, stump speeches for us to use, sponsorship proposals, etc. The centennial toolkit will be relocated to the PR wiki after the centennial year.

This tool kit can be found in the wiki space under the "SLA Community" drop-down list on the main page of the Association website <<http://www.sla.org>>. Check out the wiki labeled "Centennial Celebration Ideas." [You will need to log in as a member to get to the wiki spaces.]

Never been to the SLA wiki space? Check out the wiki "sandbox" – a place for getting your feet wet [dry? (-; ] in "wiki-land" <http://www.sla.org/content/community/wikis/index.cfm>.

In honor of the Centennial, an oral history project is underway. Budget for this year's activities was approved by the Centennial Commission. A core body of work already exists, courtesy of work done in the 1990's by none other than San Andreas Chapter! Doreen Cohen's work includes interviews with four members of the Chapter. These, and a projected five new interviews, are expected to be available in transcript form – perhaps with some sound bites – by the 2009 Annual Conference.

The PR Council will outreach to all units during 2009. There will be an international centennial event in the fall. No details on this yet.

Going to DC? Keep your eyes on the Centennial year wiki at <http://wiki.sla.org/display/SLA2009/>

OR not? Check out what the Centennial Commission is up to at <http://wiki.sla.org/display/CentCel/Centennial+Commission>

Or simply visit the Association's Centennial website: <http://www.sla.org/centennial/>

**Here's to a super-charged Centennial year!**

Leslie R. Fisher

President, San Andreas Chapter

[Leslie.fisher@gilead.com](mailto:Leslie.fisher@gilead.com)

Posted in [Board News](#), [Conferences](#), [Member News](#), [President's Letter](#)0 Comments

## **2009 Officers, Board Members & Committees**

Posted on January 5, 2009.

President: Leslie Fisher ([leslie.fisher@gilead.com](mailto:leslie.fisher@gilead.com) )  
President-Elect: Helen Keil Losch ([losch\\_helen@gsb.stanford.edu](mailto:losch_helen@gsb.stanford.edu) )  
Secretary: Alison Finch ([alison.finch@allstate.com](mailto:alison.finch@allstate.com) )  
Treasurer: Luisa Tosi Claeys ([Luisa@LuisaTosiClaeys.com](mailto:Luisa@LuisaTosiClaeys.com) )  
Program Director: Patricia Parsons ([patricia.p63@gmail.com](mailto:patricia.p63@gmail.com) )  
Program Director, Incoming: Jean Bedord ([Jean@bedord.com](mailto:Jean@bedord.com) )  
Past President: Joe Langdon ([jlangdon@usgs.gov](mailto:jlangdon@usgs.gov) )

### **Advisory Board and Committee Chairs**

Awards Committee, Past-Past President – Helen Josephine ([helenj@stanford.edu](mailto:helenj@stanford.edu) )  
Bulletin Committee, Editor – Steven Kaye ([box\\_nine@ix.netcom.com](mailto:box_nine@ix.netcom.com) )  
– Committee Members: Sandy Tao ([cactus\\_st@yahoo.com](mailto:cactus_st@yahoo.com) ), Wynne Dobyns ([wdobyns@netgate.net](mailto:wdobyns@netgate.net) )  
Communications Committee, Leslie Fisher ([leslie.fisher@gilead.com](mailto:leslie.fisher@gilead.com) )  
– Committee Members: Steven Kaye ([box\\_nine@ix.netcom.com](mailto:box_nine@ix.netcom.com) ), Eric Kristofferson ([ekristofferson@sjm.com](mailto:ekristofferson@sjm.com) )  
Discussion List, Lorna Beich ([lorna.beich@thomson.com](mailto:lorna.beich@thomson.com) )  
Events Coordinator, Marie Bojnowski ([marievarr@gmail.com](mailto:marievarr@gmail.com) )  
Hospitality Committee, Helen Josephine ([helenj@stanford.edu](mailto:helenj@stanford.edu) )  
– Committee Members: Gloria Elia ([gelia@aimusa.com](mailto:gelia@aimusa.com) )  
Governance Committee, Past-Past President – Helen Josephine ([helenj@stanford.edu](mailto:helenj@stanford.edu) )  
Membership Committee, President-Elect – Helen Keil Losch ([losch\\_helen@gsb.stanford.edu](mailto:losch_helen@gsb.stanford.edu) )  
Nominations Committee, Leslie Fisher ([leslie.fisher@gilead.com](mailto:leslie.fisher@gilead.com) )  
– Committee Members: Marie Bojnowski ([marievarr@gmail.com](mailto:marievarr@gmail.com) )  
Professional Development Committee, Lee Pharis ([lpharis@exponent.com](mailto:lpharis@exponent.com) )  
Public Relations, Libby Trudell ([Libby.Trudell@dialog.com](mailto:Libby.Trudell@dialog.com) )  
Solo Librarians Committee, Sonia Dorfman ([sonia-d@comcast.net](mailto:sonia-d@comcast.net) )  
– Committee Members: Eric Kristofferson ([ekristofferson@sjm.com](mailto:ekristofferson@sjm.com) )  
Strategic Planning, George Plosker ([gplosker@comcast.net](mailto:gplosker@comcast.net) )  
Student Relations Liaison, [empty]  
Tours Committee, [empty]  
Vendor Relations Committee, [empty]  
Website Committee, Pam Gore ([pamela\\_gore@yahoo.com](mailto:pamela_gore@yahoo.com) )  
  
SLA Ethics Ambassador, Wynne Dobyns ([wdobyns@netgate.net](mailto:wdobyns@netgate.net) )

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## **2008 Board Members & Committees**

Posted on January 7, 2008.

### **Executive Board**

President: Joe Langdon ([jlangdon@usgs.gov](mailto:jlangdon@usgs.gov))  
President-Elect: Leslie Fisher ([leslie.fisher@gilead.com](mailto:leslie.fisher@gilead.com))  
Secretary: Alison Finch ([alison.finch@allstate.com](mailto:alison.finch@allstate.com))  
Treasurer: Helen Keil Losch ([losch\\_helen@gsb.stanford.edu](mailto:losch_helen@gsb.stanford.edu))  
Program Director: Lisa Sammon ([lisa.sammon@intel.com](mailto:lisa.sammon@intel.com))  
Program Director: Patricia Parsons ([patricia.p63@gmail.com](mailto:patricia.p63@gmail.com))  
Past President: Helen Josephine ([helenj@stanford.edu](mailto:helenj@stanford.edu))

### **Advisory Board and Committee Chairs**

Archives Committee, Lee Pharis ([lpharis@exponent.com](mailto:lpharis@exponent.com))  
Awards Committee, Past President – Helen Josephine ([helenj@stanford.edu](mailto:helenj@stanford.edu))



Bulletin Committee, Editor –Steven Kaye ([box\\_nine@ix.netcom.com](mailto:box_nine@ix.netcom.com))  
– Committee Members: Sandy Tao ([cactus\\_st@yahoo.com](mailto:cactus_st@yahoo.com)) and Wynne Dobyns ([wdobyns@netgate.net](mailto:wdobyns@netgate.net))  
Directory Committee, Belinda Beardt ([bbeardt@aimusa.com](mailto:bbeardt@aimusa.com))  
Discussion List, Lorna Beich ([lorna.beich@thomson.com](mailto:lorna.beich@thomson.com))  
Hospitality Committee- Judith Votisek ([jvotisek@hotmail.com](mailto:jvotisek@hotmail.com))  
– Committee Members: Gloria Elia ([gelia@aimusa.com](mailto:gelia@aimusa.com)) and Jane Ibl ([jibl@exponent.com](mailto:jibl@exponent.com))  
Governance Committee, Past President – Helen Josephine ([helenj@stanford.edu](mailto:helenj@stanford.edu))  
Jobline Committee, Lorna Beich ([lorna.beich@thomson.com](mailto:lorna.beich@thomson.com))  
Mailing Committee, Linda Yamamoto ([linday@stanford.edu](mailto:linday@stanford.edu))  
Membership Committee, President-Elect – Leslie Fisher ([leslie.fisher@gilead.com](mailto:leslie.fisher@gilead.com))  
Nominations Committee – Leslie Fisher ([leslie.fisher@gilead.com](mailto:leslie.fisher@gilead.com)), Marie Bojnowski ([marievarr@gmail.com](mailto:marievarr@gmail.com))  
Professional Development Committee, Cindy Hill ([cindyvhill@yahoo.com](mailto:cindyvhill@yahoo.com))  
Solo Librarians Committee, Eric Kristofferson ([ekristofferson@sjm.com](mailto:ekristofferson@sjm.com)) and Sonia Dorfman ([sonia-d@comcast.net](mailto:sonia-d@comcast.net))  
Student Relations Liaison, Jane Rice ([jrice@slis.sjsu.edu](mailto:jrice@slis.sjsu.edu))  
Tours Committee, Sandy Tao ([cactus\\_st@yahoo.com](mailto:cactus_st@yahoo.com))  
Vendor Relations Committee – vacant  
Website Committee, Pam Gore ([pamela\\_gore@yahoo.com](mailto:pamela_gore@yahoo.com))

SLA Ethics Ambassador, Wynne Dobyns ([wdobyns@netgate.net](mailto:wdobyns@netgate.net))

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## **2007 SLA San Andreas Chapter Report**

Posted on January 7, 2008.

Happy New Year!

I have enjoyed my year as President of the San Andreas Chapter—thanks to all of you. Listed below are the highlights of our events and activities in 2007. This year was successful due to the support and teamwork of the Executive Board, the Advisory Board and all of the committee chairs. My personal thanks to Lee Pharis for her guidance and mentoring over the past two years.

If our Chapter is to continue to develop quality programming and events, we need more volunteers. We still need committee chairs for the Nominations Committee and the Vendor Relations Committee. Please continue to contribute to the blog and share information with your colleagues in articles about your professional development experiences at conferences and reviews of books you have found useful. I encourage you to become an active member; our Chapter has many opportunities.

Thanks again for a great year!

Helen Josephine  
[helenj@stanford.edu](mailto:helenj@stanford.edu)

Posted in [Board News0 Comments](#)

## **A Note from the Editor**

Posted on October 31, 2007.

It's been quite a year for the San Andreas Chapter! The Chapter website has a radically different look and feel, and the blog has replaced the online bulletin as the information resource and communication forum for Chapter members.

I have enjoyed serving as Editor on the Bulletin Committee this year. I initially signed up expecting to work on an online bulletin. Instead, I wound up as Content Manager of the new Chapter blog. What a way to improve upon my tech / Web 2.0 skills! Volunteering for the position also enabled me to get to know more Chapter members and to contribute to a Chapter and an association from which I have benefited in numerous ways.

I could not have done the work on the Bulletin Committee alone. I would like to thank **Mary-Lynn Bragg** of the Website Committee (and the 2007 winner of the Mark H. Baer Award) – Mary-Lynn spearheaded the idea of the blog, created the new Chapter website, and patiently answered my countless tech-help questions; **Wynne Dobyns** and **Sandy Tao**, who provided

invaluable guidance and assistance as fellow proofreaders and blog “posters”; and the **Chapter board and members** for your encouragement and support in this key transition.

At the end of this year I will step down from the Bulletin Committee. Working part-time on projects (and scanning the horizon for future projects) and chasing after my 15-month old son (who needs gym membership when you have a toddler!) are taking up most of my energies for the time being. At a future time I will volunteer again. In the meantime, I have immensely enjoyed this past year as Editor. I will definitely be around at Chapter meetings and events, and I look forward to seeing you then.

Claudia Cohen can be reached at [claudiarp02@yahoo.com](mailto:claudiarp02@yahoo.com)

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## **Bio: Helen Josephine – President**

Posted on June 6, 2007.



**Helen Josephine** joined Stanford University Libraries & Academic Information Resources (SULAIR) as Head Librarian for Engineering in March 2007. Helen has more than 25 years experience as an information professional, including six years at Intel, where she was Manager of the Information Management Group and a member of the library management team responsible for long-term library services strategy and program planning. Prior to joining Intel, Helen served as Account Development Manager for the Corporate Division of the Gale Group, Business and Collection Development Librarian at Menlo College, Manager of the External Services Program at the University of Hawaii, Manager of FIRST (Fee-based Information and Research Services Team) at Arizona State University, and Director of Research for Information on Demand in Berkeley.

Helen has an MLS from the University of California, Berkeley. She is currently serving as President of the San Andreas chapter of SLA and was the Program Director for 2003-2005, and a member of SLA since 1999. She has also been active in many regional, state and national library groups, including the Arizona Online Users Group, California Academic and Research Libraries, and ALA. Helen also served as editor of RQ (official publication of the Reference and Adult Services Division of ALA) from 1978-1979.

Posted in [Board News](#), [Member News](#) 0 Comments

## **San Andreas Chapter Photo Policy**

Posted on May 26, 2007. Tags: [photos](#), [policy](#)

*The San Andreas Chapter Board has recently approved a photo policy for use with this blog. The policy is listed below and will be linked from the sidebar of the blog for future reference.*

### **San Andreas Chapter Photo Policy**

The Board of the San Andreas Chapter would like members to be fully aware of a photo policy we have adopted pertaining the use of photos, videos and other recordings that may be made at various chapter events. We would like to encourage members to make recordings of our events in all media and ask that you share your results where feasible. In addition, our own members serving on our committees who are taking photos, recording video and/or sound at events for use on our website, blog and/or promotional materials will abide by the following and we ask that all members take these guidelines into consideration as well.

Any and all members at an event may have their photo taken, or be recorded under these guidelines:

- If you’re at an event you may be recorded in a crowd photo. By this we mean a photo that shows people listening to a speaker or mingling with each other but is not posed nor specifically identifying. These would be the sort of things with a generic title like “San Andreas Members Enjoy a Discussion on New Technologies”.
- If we take a posed photograph of someone we will tell you, identify the purpose of the photo and ask your verbal permission. You have the right to say no. If you do, your photo will not be taken or, if already taken, used. If you say yes we will make every attempt to identify you properly whenever/wherever the photo is used.
- Any photo used will only be used for activities related to the chapter – Faultline, blog, website informational postings or

promotions. Anyone identified in a posed photo will have the right to later ask the photo be removed from use.

– We will not use a photo in any advertisement without your explicit permission however, please note that your photo may appear alongside advertisements in the blog/website/Faultline as a consequence of general placement, not specific endorsement.

– We'll do our best to choose a good photo but this is a very subjective decision.

– We will always try to get photos of any speakers. In this case, we will approach them ahead of time for a posed photo and determine if they have any problems with action photos taken while they speak or of the materials they're presenting.

– In any cases of photo, video or sound recording we will do our best to remain unobtrusive and not disrupt any presentation.

*Please direct any questions about the policy to the members of the board. Thank you.*

Posted in [Board News0 Comments](#)

## **San Andreas Chapter Copyright Policy**

Posted on May 26, 2007. Tags: [copyright](#), [policy](#)

*The San Andreas Chapter Board has recently approved the following policy about copyright of items written for the blog. This will be linked in the sidebar for future reference.*

### **Copyright for articles, book reviews, etc. on the San Andreas Chapter blog:**

1. Author's copyright automatically applies to all content. While this is assumed, to be on the safe side, authors who want to retain copyright should add a copyright statement to the end of their work (© 2007 Helen Josephine All Rights Reserved).

2. To clarify the rights reserved under the copyright, it is strongly encouraged that authors apply for a free Creative Commons License for their individual works. These licenses have several levels of restriction including: no commercial reuse, no remix or changing of content, and sharing only with attribution of the creative commons license.

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In the tools section there is a link to a plug in for Microsoft Office to automatically add a Creative Commons License to a document created in MSWord: [http://wiki.creativecommons.org/Microsoft\\_Office\\_Addin](http://wiki.creativecommons.org/Microsoft_Office_Addin)

*Please direct any questions with respect to this policy to the board. Thank you.*

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## **Bio: Eli Edwards – Director**

Posted on March 7, 2007.

**Eli Edwards** is a graduate of the School of Library and Information Science at San Jose State University and is a law student at Santa Clara University School of Law. Eli has worked in public (Los Angeles Public Library), academic (Stanford University Libraries) and special (Atlanta Journal-Constitution, News Research Unit and the Internet Archive) libraries. She has been a member of ALA and SLA since 2001; within SLA, she is a member of the San Andreas Chapter, the News Division, and the Archiving/Preservation Caucus.

Eli's SLIS degree has

Arnold Schwarzenegger's signature on it; there is the faint hope that with 20 years' appreciation, it will fetch a good price on eBay and will be an auspicious addition to her retirement portfolio, despite the

fact that the signature is computer-generated. She is a Director with the San Andreas chapter.

Posted in [Board News](#), [Member News0 Comments](#)

## **Bio: Lisa Sammon – Director**

Posted on March 6, 2007.

**Lisa Sammon** is currently a Research Analyst with the Intel Library at Intel Corp. in Santa Clara. Lisa handles all research and reference requests that come into the Intel Library. She also publishes a daily Executive Newsletter. Prior to joining Intel in 1992, Lisa worked in the corporate library at GTE Government Systems (now General Dynamics) in Mountain View.

Lisa earned her MLIS from San Jose State University and holds a BA in English from Santa Clara University. She has been an SLA member since 1994. She is a Director with the San Andreas chapter.

Posted in [Board News](#), [Member News0 Comments](#)

## **Bio: Lee Pharis – Past President**

Posted on March 5, 2007.



**Lee Pharis** is Manager of Information Resources, Exponent, Inc. Lee works with clients to assess and facilitate relevant, timely responses to their research inquiries, and also provides research expertise, including resource evaluation. She conducts research in peer-reviewed and authoritative technical literature using both online and manual indexing services available from leading commercial publishers. As appropriate, this secondary research may also be supplemented with primary research, including contacting government trade experts or other known practitioners within a field.

Prior to joining Exponent, Lee managed research teams at Price Waterhouse Technology Centre, Acurex Corp. and BA Investment Management Corp. and was also a researcher at Questor Associates and Xerox Corp. Through conducting research in various industry sectors such as engineering, defense, information technology, and securities portfolio management, Lee has acquired a broad industry perspective that provides insight into the cross-relationships between specific technical matters and their environments.

Lee earned her MLS from the University of California, Los Angeles. She has a BA with Distinction in Liberal Studies and a minor in Biology from California State University, Chico.

Lee is a member of both the San Andreas and San Francisco SLA chapters and has served on a variety of committees, including Tours, Jobline, Nominations, and Hospitality. She is the Past President of the San Andreas chapter.

Posted in [Board News](#), [Member News](#)0 Comments

## **Bio: Joe Langdon – President-Elect**

Posted on March 4, 2007.

**Joe Langdon** is Chief of Science Information and Library Services (SILS), Western Region at the U.S. Geological Survey in Menlo Park. The SILS group was formed in 2005 with the merging of the former Library staff and the Earth Science Information Center (map sales and public information) staff. He supervises a staff of 18 civil servants and contractors comprised of Librarians, Cartographers, Geographers, and Education Coordinators. SILS staff are located at Menlo Park and Flagstaff, Arizona. Joe works closely with information professionals, researchers and managers at other USGS locations though-out nine Western states, responding to their needs and advocating for resources from USGS /HQ.

Prior to working for the USGS, Joe worked over 21 years for the National Aeronautics and Space Administration at the Goddard Space Flight Center, NASA Headquarters, and recently at the Ames Research Center in Mountain View. He was a reference librarian at GSFC and head of the HQ Library. At Ames, he eventually moved into the Branch Chief's position, with responsibility for managing the Library, Publications, and Records Management. Before becoming a government grunt, Joe worked as a librarian for Computer Sciences Corporation (at GSFC/Landsat project) and as an editor/indexer for the American Geological Institute (GeoRef).

Joe received degrees in Education/Library Science and Geology from Slippery Rock State College, Pennsylvania.

Joe has been a member of SLA since 1997, served on the Directory Committee, and was Treasurer of the San Andreas Chapter from 2002-2004. He is the current President-Elect of the San Andreas chapter.

Posted in [Board News](#), [Member News](#)0 Comments

## **2007 Board Members & Committee Leads**

Posted on January 7, 2007.

*We have vacancies in the Nominations, Hospitality and Vendor Relations committees – [email us](#) to volunteer!*

### **Executive Board**

President: Helen Josephine (helenj@stanford.edu)  
President-Elect: Joe Langdon (jlangdon@ix.netcom.com)  
Secretary: Marie Bojnowski (bojnowski.marie@gene.com)  
Treasurer: Helen Keil Losch (Losch\_Helen@GSB.Stanford.EDU)  
Senior Director: Eli Edwards (misseli@mac.com)  
Junior Director: Lisa Sammon (lisa.sammon@intel.com)  
Past President: Lee Pharis (lpharis@exponent.com)

### **Advisory Board**

Archives Committee  
Past President – Lee Pharis (lpharis@exponent.com)

Awards Committee  
Past President – Lee Pharis (lpharis@exponent.com)

Bulletin Committee  
Claudia Cohen (claudiarp02@yahoo.com)

Directory Committee  
Belinda Beardt (bbeardt@aimusa.com)

Discussion List  
Lorna Beich (lorna.beich@thomson.com)

Hospitality Committee  
– vacant

Governance Committee  
Past President – Lee Pharis (lpharis@exponent.com)

Jobline Committee  
Lorna Beich (lorna.beich@thomson.com)

Mailing Committee  
Linda Yamamoto (linday@stanford.edu)

Membership Committee  
President-Elect – Joe Langdon (jlangdon@ix.netcom.com)

Nominations Committee  
– vacant

Professional Development Committee  
Cindy Hill (cindyvhill@yahoo.com)

Solo Librarians Committee  
Eric Kristofferson (ekristofferson@sjm.com)  
Patricia Parsons (spike9@netcom.com)

Student Relations Liaison  
Beverly McLeod (ReadingResource@aol.com)

Tours Committee  
Leslie Fisher (LFisher7@ALZUS.JNJ.COM)

Vendor Relations Committee  
– vacant

Website Committee  
Mary-Lynn Bragg (marylynn@reviews.com)

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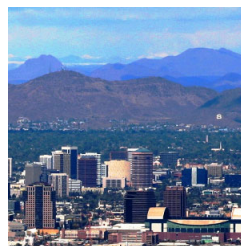


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## Volunteers Needed!



## SLA 2017 Phoenix

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