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Travel Grant Winner 2017 Conference Recap

Posted on July 27, 2017.

2017 SLA Conference in Phoenix

By Kate Spaulding

Last month, I traveled to Phoenix for SLA's annual conference. You've probably heard by now that Phoenix was *hot*, but there was a lot more to the conference than just the temperature. As a first-timer, I wasn't entirely sure what to expect, but it was a pretty great experience. I am very grateful to the Silicon Valley Chapter for underwriting my adventure.

My first official event was the inaugural First Timers and New Member Orientation on Saturday, June 17. It was a nice introduction to both SLA and the conference. I made several new friends and generally began to feel more comfortable in the convention center. I also had the opportunity to meet up with a couple members of the San José State University SLA student chapter. We spent an enjoyable and productive afternoon getting to know each other better and discussing chapter events.

If Saturday was a gentle introduction, Sunday kicked off the marathon! I attended a breakfast for students and new professionals that helped us network and get to know each other and the association better, and it fueled me through the morning presentation and the Opening General Session. The keynote speaker was Lulu Miller of NPR and *Invisibilia*. She gave an excellent, tailored (which is not always the case with event speakers) address to a rapt audience. After an afternoon full of educational sessions and INFO-EXPO hall exploration, a First Timers and Fellows reception, and the Western States Chapter Reception, my brain was full of new information and my pocket was full of new business cards.

Monday morning, my research partner and I presented [our SLA contributed paper](#). After months of research, analysis, and preparation, it felt great to loose our work into the wider LIS world. The afternoon's sessions were followed by the famous (or infamous?) IT Dance Party, which was at least as full of awkward dancing as you might imagine.



Tuesday, the last day of the conference, was just as full – the day started with a networking breakfast hosted by the Military Libraries Division and was followed by more educational sessions, lunch, and the closing general session. The closing keynote speaker was Dr. Moriba Joh, who spoke about the thousands and thousands of pieces of “space debris” that need tracking. I’m pretty sure if he announced a cataloging job after that presentation, he would have been inundated by hundreds of resumes from extremely qualified applicants.

Overall, SLA 2017 was illuminating. [I learned a lot](#) about myself, my colleagues, and conferences. This was my first professional conference, and I wasn’t sure what to expect. However, I left Phoenix with a lot of information, a lot of business cards, and a lot of warm fuzzies.

In my application for the travel grant I [wrote](#),

“I’m sure there will be eye-opening sessions and inspiring speeches, but I know I will also come away with renewed understanding of and appreciation for the people who make up this profession. Attending will teach me a lot, presenting will teach me more, but the librarians there? They will teach me the most.”

And, not to toot my own horn, but I was right. It was the people who taught me the most at SLA’s conference. Three core truths stand out to me:

- **SLAers are generous.** Without exception, fellow conference attendees happily shared their knowledge, their time, their contact information, their insight, and their drink tickets. I didn’t have the opportunity to feel lost, as there was always someone ready to help me find my way.
- **SLAers want each other to succeed.** I have no doubt there are rivalries, but overall it felt as though everyone at the conference was rooting for everyone else’s success.
- **SLAers have the coolest jobs.** I met people who work at the International Monetary Fund, national parks, library vendors, Hershey (I am hoping for a scratch ‘n sniff business card next year), nonprofits, and themselves. It was really eye-opening to learn about all the places librarians are making a difference.

Two days after SLA ended, I flew to Chicago for ALA Annual. While both conferences were library related, they were worlds

apart, and I think attending ALA made me appreciate my experience at SLA even more. I'm not sure that I would recommend ALA for students or new professionals, but I would absolutely encourage those same groups to give SLA a try. For me, SLA was a wonderful introduction to professional conferences; it was accessible, welcoming, a manageable size, and chock full of great information and networking opportunities. I am very much looking forward to another worthwhile adventure in Baltimore next summer.

Posted in [Conferences0 Comments](#)

Pre-conference Interview Series-Bridget Thrasher and Geoscience Librarianship 101

Posted on November 22, 2016.



The SLA Silicon Valley Chapter in its mission to notify members of professional development opportunities has created a series of interviews with members about their personal experiences with pre-conference events. Pre-conference events are usually held a day before the general conference and are usually about a specific topic.

We hope that this interview series will help members assess the value of recurring pre-conference events that were helpful or unhelpful to attendees from differing skill levels.

If you would like to participate in this interview series, please contact: cybil.schroder@gmail.com.

Submissions can be anonymous.



Bridget Thrasher, recently graduated with an MLIS and is currently an Earth and Sciences Librarian at the Branner Library at Stanford University. She also is the President-Elect for the SLA Silicon Valley Chapter and soon to be President in 2017.

Bridget, the interview series second participant, has graciously submitted her response to a series of interview questions regarding a pre-conference event she attended at the annual Geoscience Information Society Meeting.

What Pre-Conference Event did you attend? What conference was it associated with?

[Geoscience Librarianship 101](#), which was part of the Geoscience Information Society's [annual meeting](#).

What was the workshop about? Did you find the workshop description correct in its depiction of the workshop's activities?

The workshop was intended for people new to the practice of geoscience librarianship. As listed on the [webpage](#), there were several talks given by seasoned professionals in the field, as well as opportunities for networking.

Did you walk away with actionable-knowledge? Have you used the knowledge you gained since the workshop ended?

I came away with the knowledge that I was well prepared to engage with my new position and that I already had a good understanding of the various resources and practices in the field. In other words, I didn't really come away with much in the way of new knowledge, but I did gain confidence that I am more prepared for my new job than I originally thought.

Did you feel the networking to be more in depth than your interactions at the conference?

I did not attend this particular conference, but based on other conference experiences I have had (primarily AGU, which,

admittedly, is much larger and therefore probably not a good basis of comparison), I would say that yes, the networking was much more in depth because there was a concerted effort by the experienced professionals to include and reach out to us new ones.

Do you usually attend pre-conference workshops? If yes, why?

No, because they usually either cost additional money or are too long. I made an exception in both cases because I suspected this might be worth the time and expense.

Do you find there is enough variety of pre-conference workshops? Are they specific enough for your needs?

I think there is, but then, the conference I attend annually (AGU) is huge, with over 20k participants in a wide variety of fields, so by definition there is variety. This particular conference (GSIS) is much smaller, but I would guess that it will be worth my while to attend in future years, both the pre-conference and the conference days themselves.

Where else do you go for knowledge intensive workshops or classes? Other conferences? Online?

I don't really actively seek out these opportunities, especially since I just finished school in May. That said, I know that there are organizations such as Library Juice Academy that I could turn to when the time comes.

Generally, what are the strengths and/or weaknesses of a pre-conference workshop over the general conference?

Workshops are generally more focused and attended by those who are motivated to learn more about a particular subject, but they are also more costly because they typically require additional fees (though not this one) and additional travel expense.

Generally, what are the strengths and/or weaknesses of a general conference over a pre-conference workshop?

A general conference is great for meeting lots of different types of professionals and learning about a variety of topics, but this feature can also be overwhelming if you are not experienced with or don't enjoy being in that type of environment.

Optional: Anything else you would like to discuss about this pre-conference experience?

Nope. However, I would definitely recommend it to anyone coming into the field of geoscience librarianship.

Posted in [Career Development](#), [Conferences0 Comments](#)

Pre-conference Interview Series-Rory Dougan and the Taxonomy Cafe

Posted on October 31, 2016.

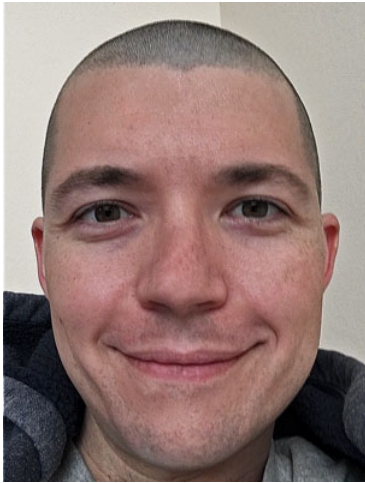


The SLA Silicon Valley Chapter in its mission to notify members of professional development opportunities has created a series of interviews with members about their personal experiences with pre-conference events. Pre-conference events are usually held a day before the general conference and are usually about a specific topic.

We hope that this interview series will help members assess the value of recurring pre-conference events that were helpful or unhelpful to attenders from differing skill levels.

If you would like to participate in this interview series, please contact: cybil.schroder@gmail.com.

Submissions can be anonymous.



Rory Dougan, recently graduated with an MLIS in June and is currently a public librarian at the MLK San Jose Public Library in downtown San Jose. He also is the Vendor Relations Representative for the SLA Silicon Valley Chapter. In the future, he hopes to work more closely with information organization as a taxonomist or cataloger.

Rory has graciously submitted his response to a series of interview questions regarding a pre-conference event he attended at SLA Annual in Philadelphia.

What Pre-Conference Event did you attend? What conference was it associated with?

The pre-conference event that I attended was the Taxonomy Cafe. It was associated with SLA's Annual Conference, taking place on June 11, which was the day before the conference officially began.

What was the workshop about? Did you find the workshop description correct in its depiction of the workshop's activities?

The workshop provided speakers with opportunities to discuss their careers and most recent professional projects, with opportunities for guests to speak with them directly during and after the workshop. I found that the description was accurate.

Did you walk away with actionable-knowledge?

Have you used the knowledge you gained since the workshop ended?

I cannot say that I left the workshop with knowledge that I could put into action right away for my original plan to develop a professional taxonomy, which entailed being a protege under a professional taxonomist, was placed on hold shortly after the conference. This coincided with an interview for a public librarian position, which I ended up receiving. It is unrelated to taxonomies, so I cannot say that I have used the knowledge that I have gained since the workshop ended. However, the workshop did open my eyes to a variety of principles related to taxonomies such as web usability and metadata, which remains moderately ambiguous to me. Taxonomies align more closely with my professional interests so even though I have not used the knowledge I have gained since the workshop, I plan to eventually. Since the workshops take place over the course of a day, it is difficult for people to gain all of the knowledge they may need and/or want for jobs they either have or are interested in pursuing so the workshops are great introductions to new concepts as that attendees can explore in greater detail later.

Did you feel the networking to be more in depth than your interactions at a conference?

Very much so. During the workshop you have the good fortune to hear from professionals talk about their work in areas that interest you which can help attendees establish rapport with professionals they might want to have in their network. Other interactions, such as those that might take place at receptions, may feel awkward by comparison; even though two people might belong to the same chapter or division, it might be difficult for the two to establish connections that would increase or enhance a person's network.

Do you usually attend pre-conference workshops? If yes, why?

I do attend pre-conference workshops. They are great introductions not only to people, but also concepts and knowledge that are new to attendees. Even if I don't immediately use the information gained, they may help me identify certain areas in my professional knowledge that I may want to improve upon. The nice thing about pre-conference workshops is that, depending on how big the conference is and how much is on your agenda over the course of the conference, the pre-conference time might mean that speakers and attendees aren't as temporally pressed as they might be when the conference is in full-swing which makes it more conducive to learning.

Do you find there is enough variety of pre-conference workshops?

Are they specific enough for your needs?

I think there is a enough variety in the pre-conference workshops; they usually cover enough major points for attendees prior to the actual conference. I usually find something I would like to attend, but specificity depends entirely on the workshop. I might prefer more introductory workshops since I'm a novice in the realm of taxonomies and other areas covered in the workshops.

Where else do you go for knowledge intensive workshops or classes?

Other conferences? Online?

For knowledge-intensive workshops or classes, I might refer to online resources be they Library Juice Academy or InfoPeople.

The length of time by which they unfold is enough for me to get a better grasp on new topics. Some graduate schools offer continuing education courses online or through Massive Open Online Courses, which are also wonderful. I also refer to the Library of Congress's website, particularly the page for its Association of Library Collections and Technical Services (ALCTS) division which has a number of great webinars that have been posted on YouTube, and other resources. Another great source is Lynda.com, which for a small fee, allows people to explore any area of web development they want. Online learning is the most convenient way to go, especially if it provides students' with opportunities to learn at their own paces. Other conferences may be helpful, but depending on how big they are, where they are located, and what they have to offer, I might not attend. I have found that the best way to make the most of your time at conferences is to limit yourself to just a couple of events for conferences can feel very overwhelming with all of the options attendees have.

Generally, what are the strengths of a pre-conference workshop over the general conference?

The strength of pre-conference workshops are that they allow speakers and attendees to spend more time together to disseminate and receive information that are specific to the workshop.

Generally, what are the strengths of a general conference over a pre-conference workshop?

The strength of a general conference are that they allow attendees additional venues by which they can converse with professionals who lead workshops and/or others in the same or different divisions, such as receptions, open houses, business meetings, and parties.

Posted in [Career Development](#), [Conferences0 Comments](#)

Full Summary of SLA Annual by 2016 Travel Grant Winner

Posted on September 21, 2016.

SLA Silicon Valley would like to share with you a more in-depth article from our 2016 Travel Grant Winner Stefanie Vertabedian. She shares her experiences as a newcomer to SLA annual in Philadelphia.

We hope her article gives a few tips to future conference attendees:

- **Support**– Find out whether any of your local chapter members will be in attendance at a conference.
- **Tools**– Find out about conference tools and networking events before you go
- **Serendipity**—Find some time to wander.

SLA Conference in Philadelphia

By Stefanie Vertabedian

While it's been 3 months since attending the annual SLA conference in Philadelphia, I continue to tap back into the experience for inspiration on a professional and personal level.

As a student in the midst of a career transition, I have found the conference and my involvement thus far in SLA extremely valuable. In looking back on my experience in Philadelphia, I benefited greatly from the networking and professional development opportunities and most importantly had a lot of fun meeting interesting new people.

I first would like to note that SLA in Philadelphia marked my first major library conference. I was extremely grateful to receive the SLA's SV Chapter travel grant, which allowed me to attend this year.

As someone who is curious about exploring various LIS career paths, I was delighted to learn about SLA chapter resources and most importantly the network of great people within this organization.

Membership for students is a great value and I soon discovered that in addition to excellent local events, many chapters offer travel grants to assist students or members in need so they may attend the annual conference wherever it may be. I understand next year will be in Phoenix, so for those of us on the West Coast, a grant could go very far in covering the costs!

I will admit that going into the experience, particularly the planning process (travel and lodging) for the conference was a bit overwhelming at first. I tried my best to take things one-step at a time. Also, it's never a bad idea to double/triple check the confirmation page before hitting send (sites also usually have a 24-hour cancellation period just in case). I realized at some point

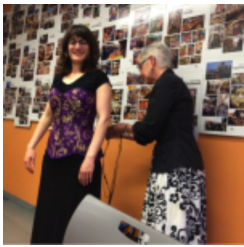
during this process that I would be traveling across the US without my family or a significant other (which I've never done before). In other words, I would be traveling all on my own which seemed at first very liberating but also a bit nerve-wracking! Luckily a number of members from the SV Chapter were attending and I enjoyed finding out which events they were attending and other professional development ideas in chatting between sessions.

I had also discovered within the main SLA site both a [scheduling tool](#) and an iPhone app, which made the actual conference much easier to plan out. I found that while it's nice to have a general plan of what you'd like to attend, it's never a bad idea to leave some open time for spontaneous networking and or exploring.

The conference site also had a [great page for new conference attendees](#), which helped me immensely. From this page I learned about the SLA Fellows and First-Timers Meet and greet event where the association's most seasoned members greeted first time conference attendees and many other helpful tips such as how to approach the exhibits which is where a lot of great networking can and does happen.

I attended a number of unique sessions, heard inspirational speakers on topics such as how to become "an indispensable librarian" and partook in a plethora social and networking opportunities with esteemed professionals. I thoroughly enjoyed meeting people near and far- from an information professional working at the Bank of Montreal, an information vendor based in England, to a science librarian working at Abbott, which is down the street from where I currently live in Silicon Valley.

One highlight of the event was when I snuck away momentarily to the Reading Terminal Market to grab a bite to eat. As I was walking through this large market (located conveniently below the Philadelphia Convention Center), I discovered a group of people sitting in a room toward the back who all had the SLA red bags that had been passed out at registration. They noticed that I also was carrying such red bag and gestured and warmly welcomed me into their session. What I discovered by happenstance was a fascinating author talk (organized by the SLA MAH Division) featuring the local author Frances Biddle who discussed a number of interesting facets of the Victorian era in Philadelphia. I found her discussion very interesting in that she described in great detail what life would have been like for a young woman at such time in history. On that note, she pulled out a colorful corset so we could get a taste of a female fashion requirement of the era. I jumped at the opportunity and was fortunate to have this picture documenting this great experience.



Me getting a corset fitting experience by the author (luckily it wasn't too tight)!

In essence, attending SLA in Philadelphia was an experience I will never forget and allowed me to make many new friends near and far and learn more about how to utilize my LIS skills. Many thanks to the Silicon Valley Chapter for allowing me this opportunity to attend and share my experience.

Posted in [Conferences](#), [Uncategorized](#) 0 Comments

From the President: Recap of the SLA Annual Conference

Posted on July 24, 2016.



Our president Elisa Ewing's summary of SLA Annual Conference:

"SLA 2016 marked my first annual conference. From the opening keynote to the closing session and thought-provoking talks in between, I greatly enjoyed connecting with SLA SV and SF members as well as meeting special librarians across North America. From hours spent in the INFO-EXPO, I learned about brand-new and new-to-me knowledge management solutions and other research resources with direct applicability to my work.

This practical, actionable undercurrent stirred in my favorite presentations. They discussed overcoming challenges, which by their nature carry discomfort. Instead of getting downtrodden, I found it relieving to hear first-hand accounts of similar hardships from information professionals across industries. These collective stances and situations gave me strength.

From this position, I could gather many approachable recommendations for inciting change. Some were bigger—like information broker Mary Ellen Bates' inspiring advice on becoming indispensable. She urged for an overhaul of how librarians explain themselves to stakeholders. "We search premium databases" becomes "we bring in insights from the outside". And some of these solutions were smaller—like Ohio State University librarian Tina Franks' tips for building constituent loyalty. She put a wide-eyed yellow plastic goldfish in a glass bowl on her desk and business cards beside. Go fish for data! With a librarian as your guide.

Philly left hundreds energized. I count myself among them. For this memorable experience, I thank our chapter for helping stipend my attendance. Cybil Schroder and I represented Silicon Valley at the Chapter and Joint Division + Chapter Cabinet meetings during the conference as well.

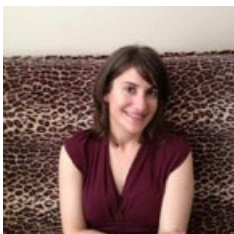
Just some of many bonuses of serving on the SLA SV Exec Board—beyond hanging out with cool peeps, of course. Hope these perks entice a few of you to volunteer for 2017. More on our chapter leadership recruitment efforts this fall!"

Thank you Elisa for a thorough recap of SLA Annual Conference in Philadelphia.

Posted in [Conferences0 Comments](#)

SLA Annual Travel Grant Winner's Conference Recap

Posted on July 20, 2016.



Stefanie Vartabedian, SLA Silicon Valley 2016 Travel Grant Winner, shares with us a summary of some of her experiences at SLA Annual in Philadelphia.

"I had a wonderful time attending the SLA conference in Philadelphia, which was my first major library conference.

I attended a number of unique sessions with inspirational speakers on topics such as how to become "an indispensable librarian". Also, I partook in a plethora of social and networking opportunities with esteemed professionals. I thoroughly enjoyed meeting new faces who work in the San Francisco Bay Area to those working in foreign countries—from an information professional working at the Bank of Montreal, to an information vendor based in England, to a science librarian working at Abbott Labs, a healthcare company, that is just 2 minutes from where I'm

interning this summer in Santa Clara!

One cultural highlight of the conference was when I snuck away momentarily to the Reading Central Market to grab a bite to eat. In the back of the Market, I discovered a fascinating author talk underway sponsored by the SLA Museum, Arts, and Humanities Division.

Frances Biddle, the author speaking, warmly welcomed me into her talk about the Victorian Era in Philadelphia. One of the highlights of her talk was her discussion of what it was like to be a young woman in the Victorian Era including the many antiquated female fashion requirements of the Victorian era. She even pulled out a colorful corset so we could see for ourselves an artifact of Victorian fashion.

The corset was so beautiful!! I had to volunteer for a corset fitting. Luckily, the corset was just about the right size for me and Ms. Biddle was careful not to pull the strings too tight!!



Stefanie Vartabedian being fitted for a corset by the author Frances Biddle.

The Silicon Valley Chapter's Travel Grant gave me the opportunity to attend informative sessions, make connections with other professionals, and have a great time too. Many thanks to the Silicon Valley Chapter for allowing me this opportunity to attend SLA Annual in Philadelphia and share some of my experiences. “

Thank you Stefanie for your summary of the conference and we are especially happy to hear about an event sponsored by a division of SLA that we rarely hear about in our chapter.

Posted in [Awards](#), [Conferences](#)0 Comments

SLA Silicon Valley Chapter announces Travel Grant

Posted on February 18, 2016.

The Silicon Valley Chapter is excited to announce a \$1000 travel grant for the [SLA Annual Conference](#), taking place June 12-14 2016, at the Pennsylvania Convention Center.

This travel grant may be awarded to a student chapter member or a chapter member needing financial assistance to attend the SLA Annual Conference. The grant—given to an applicant who demonstrates interest in and involvement with the SLA Silicon Valley chapter—will help stipend conference attendance. For more information: <http://siliconvalley.sla1.org/scholarshipsgrants>

Posted in [Awards](#), [Conferences](#)0 Comments

Update from Boston by SLA-SV's Travel Grant Winner, Kimberly Carle

Posted on September 10, 2015.

This year, the Silicon Valley Chapter awarded a [travel grant](#) for the annual conference to one lucky member. This was a \$1000 stipend to cover travel and other costs associated with the conference. It was open to both students and members requiring

financial assistance to attend.

The winner of our inaugural travel grant was Kimberly Carle, a student at San Jose State University's School of Information. She wrote a recap of her experience, encouraging other MLIS students to take advantage of the annual conference for its networking and learning opportunities.



Kimberly Carle (left) and another attendee at the annual SLA conference 2015.

“This past June, I had the incredible opportunity to attend the SLA conference in Boston thanks to a travel grant from the Silicon Valley chapter. I was most interested in attending in order to meet other people in the field and learn through one-on-one conversations the very unique and various ways LIS professionals apply their degrees. It has already been a rewarding and enriching experience being a part of the Silicon Valley SLA community, and I couldn't imagine a better way to build upon that than participating in a convergence of like-minded people.

The people I met in Boston were all eager to share about what they do and shed light on the details of LIS. The field is full of helpful people and that helpfulness doesn't stop when they get together with colleagues! Even a convention center staffer mentioned to me that the library conferences brought some of the friendliest and kindest people. It's honestly not surprising! I entered this field because I realized I love helping people find the information they are looking for. Any hint of confusion from someone sends out red flares of dire need. I'm pretty observant and find I often can provide a solution. Usually, whenever my husband can't find something of his, I remember seeing it recently and can direct him right to it.

As a student early on in the program, the vastness of the field has been somewhat of a puzzle and I'm fitting in pieces here and there of the larger picture. Attending session talks at the conference was a good way to check out different topics I'd heard about but didn't fully grasp. I left most sessions having a much better idea of certain LIS concepts that weren't as clear before.

I was able to plan in advance a number of different events using the conference app for my phone, and once I registered I received lots of emails with information about booths and products, invitations to receptions and announcements for session talks. I highly encourage attending the receptions because this is where you get to meet people and learn from them! I get really inspired learning about how someone is living their passion and helping others. While I kept track of events and sessions that appealed to me ahead of time, I still remained flexible. It's really important not to overwhelm yourself with a checklist of events to tick off. You'll end up meeting people who want to invite you to something else. And here's a little disclaimer. I am by no means an extrovert! I can be extremely reserved, but in the company of fellow librarians there is a lot less pressure, and more acceptance of one another all around.

I had a great experience and recommend it to other students trying to figure out what they'd like to do with their degree. Special Libraries include an enormous variety-corporate, law, federal, medical, museums, newspapers, academic, nonprofit, military, banks, and even the US Geological Survey has a library, though it is sadly shutting down. I met a man in Boston who works for the State Transportation Library. My sister-in-law's boyfriend worked at a music library in Kansas City. Many of these “special libraries” don't even call themselves libraries, like with The San Francisco Center for Sex and Culture. There are many choices out there and many opportunities to blend your library degree with other interests!”

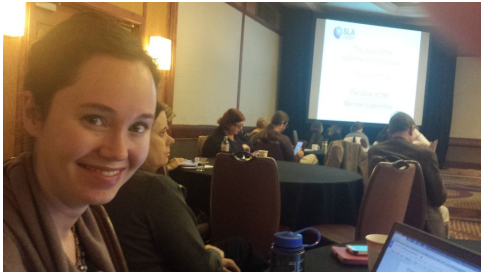
Thank you for the update, Kimberly, and we're glad you enjoyed the conference!

Posted in [Awards](#), [Conferences](#) [0 Comments](#)

SLA Leadership Summit: January 21-23, 2015

Posted on February 2, 2015. Tags: [leadership_summit](#), [Silicon Valley Chapter](#), [SLA](#), [Special Libraries Association](#), [updates](#)

Elisa Ewing (President-Elect) and I (Cory Laurence, President) flew to Baltimore, Maryland for our first SLA Leadership Summit last week. The Summit is an annual 'leadership boot camp'; anyone interested in leadership or in learning more about SLA can attend. It was a great way to learn about the structure of SLA, the current state of the association, the nuts-and-bolts of running the organization, and network with other SLA leaders and members.



Elisa taking notes at a session

I attended a Dine-Around on Wednesday night with librarians from all over, including England, Washington, D.C., San Diego, and New York. I was especially excited to meet my summer virtual internship supervisor, who was one of the co-hosts of the dinner. It was a lot of fun seeing her in person! Meeting librarians from all around the world was really fun for me. And, as an extra bonus, I even got to see some snow! All around, it was a great week.



Cory enjoying some snow at a break between sessions!

I took copious notes at all the sessions and have already passed on my recap to the Board, but I wanted to share a few highlights from the summit with everyone else at the Silicon Valley Chapter. If you have any questions or want to know more, please contact me!

My notes below are from four different sessions. The first was a presentation by Cindy Shamel and Ulla de Stricker about their new roles as Interim executives. The second was a presentation by James Manasco about the Member Preferences Task Force that he headed last year. The third presentation was by Paula Diaz, the SLA Director of Membership, about the state of membership at the association. Finally, I've included notes from a presentation by Bill Noorlander about seeking funding from vendors.

Change consultants introduced

Ulla de Stricker (Interim Strategic Director) & Cindy Shamel (Interim Executive Director)

You may have seen [the announcement](#) about this. CEO Janice Lachance stepped down at the end of 2014 after 11 years w/ the association. Ulla & Cindy have been hired on a one-year contract to take her place. They are both interim executives and change consultants. They plan to approach this like the executive board is a client. They will be reviewing 8 areas by collecting information and examining current situation and best practices:

1. Membership levels
2. Financial review
3. Revenue models & generating
4. Market viability – changes mean SLA has to think about viability
5. New products and services
6. Conference models – need to rethink summit and conference

7. Organizational review – look at other organizations and SLA history
8. Business partnerships

Members are encouraged to contact them with questions/suggestions/ideas: interim@sla.org

Member Preferences Task Force Summary Report

This task force was convened by 2014 Pres. Kate Arnold and headed by James Manasco. James reported on the task force's findings. The report was divided into three different areas: (1) Membership experience, (2) Value of SLA, and (3) Value of the information professional.

The final report highlighted four areas of focus:

1. Triage/gatekeeper staff member for all incoming communication
2. Member experience toolkit – help leaders more effectively recruit and retain volunteers
3. Adopt-a-Webinar
4. Conference schedule adjustment – return to longer schedule (Saturday – Wednesday) to increase networking opportunities

The next step is to form a committee to take on these four areas, hopefully this year.



SLA President Jill Strand speaking before a packed room at the Leadership Summit.

Managing Membership

Paula Diaz, SLA Director of Membership, spoke about changes coming this year, including improved membership reports on the ULAS site (coming in March), improved discussion lists (using HigherLogic), and an Adopt-a-webinar program. HQ will provide a list of webinars (from membership survey) and units or chapters can host one.

Paula spoke about the state of membership at the association. She told us that new members are hardest to retain, so the first two years are critical to retain new members. We should encourage members to participate in unit events, discussions lists, and connect.

Event Planning & Vendor relationships

Bill Noorlander spoke about asking money from vendors. He recommended that when asking for vendor funding, you first need to have a benefit package. This package should enumerate exactly how they'll have access to members – there should be rules about not contacting members by mail, whether it is ok to contact members through the website or at events, and so on. Finally, he talked about five different ways to ask for money:

1. Know what the **cost of the event** is, and ask to cover cost
2. **Value of the event:** Come up w/ a dollar value of the access to members (what would it cost to market to these people?); Works best
3. **Tiered levels**
4. **Supplier based:** Ask vendor how much they have to spend or what they think the event is worth; Show them the value first, then ask them to identify the dollar amount they'd put in; Works best; element of risk, but sometimes they offer more \$ than you would have asked
5. **Negotiated:** All vendors pay different amounts

Posted in [Conferences](#), [President's Letter](#)9 Comments

Library 2.011 Worldwide Virtual Conference for November 2-3, 2011

Posted on July 23, 2011.

Join the Global Conversation

The [Library 2.011](#) conference presents a unique chance to participate in a global conversation on the current and future state of libraries. The conference will be held online November 2-3, 2011, in multiple time zones and languages and is free to attend!

[Continue Reading](#)

Posted in [Conferences](#)0 Comments

Internet Librarian Discount

Posted on July 1, 2011.

Registration is now open for [Internet Librarian 2011!](#)

But don't touch those dials kiddos. The Silicon Valley Chapter is in the process of setting up the chapter discount.

Stay tuned for an announcement soon!

Posted in [Conferences](#)0 Comments

Save on registration for Internet Librarian!

Posted on July 21, 2010. Tags: [Internet Librarian 2010](#), [registration discount](#), [San Andreas Chapter](#)

Greetings All – Please find a registration form for Internet Librarian 2010 attached.

[Download IL 2010 Group Discount Reg_SLA_SA](#)

If you use this form to register you will be registering collectively through me as Past-President of San Andreas Chapter, SLA.

FYI – The chapter is being offered an incentive for coordinating registration as a group. The chapter will receive \$8 per individual registrant when we submit registration collectively. Last year the chapter received \$152 income for using the group registration process. So if you are planning to attend Internet Librarian 2010, please consider registering collectively via the attached form.

If you use this method to register, please complete the form and send back to me at the address provided, along with your registration fees or credit card info. If paying by check, the check should be made payable to Information Today, Inc..

[Continue Reading](#)

Posted in [Conferences](#), [Web/Tech](#)0 Comments

President's Letter – Preparing for the Annual Conference

Posted on May 29, 2010. Tags: [Cindy Hill](#), [Dale Stanley](#), [Derby Gisclair](#), [Helen Josephine](#), [Helen Losch](#), [Ken Haycock](#), [Libby Trudell](#), [Marlene Vogelsang](#), [Monica Ertel](#), [Ron Shaw](#), [Ron Swoboda](#)

Hi San Andreas Chapter Members!

The annual conference in New Orleans is just around the corner and hopefully some of you will be able to attend! The [Virtual Program Planner](#) is up and running and keep up with Conference happenings via the [Conference blog](#). Below are some of the events related to our Chapter, Chapter members or SLA members from the Bay Area which might be of interest.

[Continue Reading](#)

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

Event: West Coast Chapter Chapters Reception – Monday, June 14, 2010

Posted on March 19, 2010. Tags: [SLA Annual Conference 2010](#), [WCCR](#), [West Coast Chapters Receptions](#)

Are you attending SLA 2010 in New Orleans? If so, schedule to attend the annual West Coast Chapters Reception (WCCR):

- **Date:** Monday, June 14
- **Time:** 5:30-7:30 PM
- **Location:** Louisiana Supreme Court Building, The Law Library of Louisiana, 400 Royal Street – walking distance from the conference center

Thanks to Teresa Bailey and the SoCal Chapter, the organizers for the WCCR in 2010.



SLA West Coast Chapters Reception

New Orleans
2010

Monday, June 14th, 5:30-7:30pm – The Law Library of Louisiana, 400 Royal Street

Made possible by the generous support of



And your west coast chapters ...

Oregon, Pacific Northwest, San Diego, San Francisco, Sierra Nevada, and Southern California



Posted in [Chapter Events](#), [Conferences](#), [Other Events](#) 0 Comments

[Solo Librarians Will Discuss IL2009 at November Meeting](#)

Posted on October 16, 2009. Tags: [Internet Librarian 2009](#), [San Andreas Chapter SLA](#), [Solo Librarians](#)

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting at 6 p.m. on Wednesday, November 4. Anyone with an interest in libraries is welcome including students and recent grads of the MLIS programs.

Eric Kristofferson will be hosting the meeting at St. Jude Medical at 701 East Evelyn Avenue in Sunnyvale.

We will have a panel of librarians on hand who attended the [Internet Librarian](#) conference and will discuss their impressions and experiences. The Internet Librarian conference is taking place in Monterey from October 26 – 28.

You are welcome to bring a snack or dinner to the meeting. **Those who are planning to attend need to contact Sonia Dorfman by November 2** at (650) 237-2784 or sdorfman@neuropace.com.

St. Jude Medical is at 701 E. Evelyn Avenue, Sunnyvale, 94086-6527 — between Wolfe & Fair Oaks. Park near the first building and go into the lobby. A map showing the location can be found here: <http://tinyurl.com/ahgt97>

— Sonia Dorfman & Eric Kristofferson
San Andreas Solo Librarians

Posted in [Chapter Events](#), [Conferences](#) 0 Comments

Plan to Attend Internet Librarian

Posted on July 20, 2009.

Hello, San Andreas Chapter members. It's time to start planning to attend Internet Librarian!

This year, [Internet Librarian](#) will be held October 26-28 at the Monterey Conference Center in Monterey, California. Top-notch keynotes, over 100 speakers, free cybertours, "[Games and Gadgets Petting Zoo](#)," elegant opening networking reception, free evening sessions, what more could you ask for from one library conference?

Check out the [program](#) and [speakers](#)!

Join the [Internet Librarian wiki](#) discussion and network!

Internet Librarian has consistently been the *only* conference for librarians and information professionals who are using, developing, and embracing Internet, Intranet, and Web-based strategies. The conference theme this year is "Net Initiatives for Tough Times: Digital Publishing, Preservation, and Practices."

Once again our Chapter has received an offer from Information Today, Inc. for discounted registration prices for the full three-day Internet Librarian conference taking place Oct. 26-28, 2009, at the Monterey Conference Center. The conference web site is <http://www.infotoday.com/il2009/>.

This special group discount, which covers both members and "friends," is \$279 for the 3-day conference October 26-28. (The full price is \$459 before October 2.) There are no discounts for one-day registration or any of the workshops preceding the conference.

To qualify for the group discount, chapter registrations must be submitted together in a single batch. It is my turn this year to collect the registrations and submit them together to Information Today. In order to submit the registrations by the deadline, please send your registration with payment to me by **Friday, September 18**. Group registration is due to Information Today on Friday, September 25.

If you choose to take part in this offer

- Print out and complete the attached conference registration form ([Download IL09DiscountFormSLA_SA](#)) and then
- either fax your completed registration form to me at 650-725-1096, making sure that you have included your credit card information for billing purposes,
- or mail the completed registration to me via USPS using my work address, with payment by check made payable to Information Today, Inc. or with your credit card information. It would be especially helpful if you noted SLA in the lower left-hand corner of the envelope.

Please include your email address so that I can confirm with you that I received your registration. Should you have questions about this offer or process, or have not heard from me after you sent in your registration, please contact me.

Enjoy the rest of the summer!

Helen Josephine
helenj@stanford.edu
Past-President
San Andreas Chapter, SLA
Engineering Library, Room 231

Terman Engineering Center
380 Panama Mall, 4029
Stanford University
Stanford, CA 94305-4029
650-725-1012

Posted in [Conferences](#), [Web/Tech0 Comments](#)

SLA WEST COAST CHAPTERS RECEPTION

Posted on June 8, 2009.

The SLA WEST COAST CHAPTERS RECEPTION is only a week away!

For those attending the SLA Annual Conference in Washington, DC, be sure to attend your chapters' reception.

Monday, June 15, 2009
5:30 p.m. – 7:30 p.m.

National Press Club
529 14th Street, NW
Washington, DC 20045

<http://www.press.org/directions.cfm> (less than a mile from the convention center and conference hotels)

The reception will be held in the First Amendment Lounge. Enter the Press Club on 14th St., and take the elevator to the 13th Floor.

This reception wouldn't be possible without the generous support of our sponsors:

IEEE
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EOS INTERNATIONAL
REPRINTS DESK
CYBERTOOLS FOR LIBRARIES
DIALOG
OVID TECHNOLOGIES

[Download West Coast Chapters Reception invitation](#) for all this info and our sponsors' logos in beautiful color!

The San Diego Chapter is organizing this year's reception. Please direct questions to Kathy Quinn, quinn.kathy@yahoo.com, 619-825-5014.

Posted in [Chapter Events](#), [Conferences0 Comments](#)

SLA WEST COAST CHAPTERS RECEPTION

Posted on April 20, 2009.

- Oregon
- Pacific Northwest
- San Andreas
- San Diego
- San Francisco
- Sierra Nevada
- Southern California

SLA West Coast Chapter members and their guests are invited to the annual West Coast Chapters Reception in Washington, DC

Monday, June 15, 2009
5:30 p.m. – 7:30 p.m.

National Press Club
529 14th Street, NW
Washington, DC 20045
<http://www.press.org/directions.cfm>

Light appetizers and a complimentary beverage will be served.
Cash bar for additional beverages.

SPONSORS (as of April 8)
IEEE Infotrieve CyberTools Dialog Safari Books Online

The San Diego Chapter is organizing this year's reception. Please direct questions to Past President Kathy Quinn.
quinn.kathy@yahoo.com
619-825-5014

Hope to see you there!
Leslie R. Fisher
2009 President, San Andreas Chapter SLA
650-522-4299

Posted in [Chapter Events](#), [Chapter News](#), [Conferences0 Comments](#)

Certified Content Rights Manager Course

Posted on March 19, 2009.

SLA has joined with the Software & Information Industry Association (SIIA) to develop a new professional development course for librarians and information professionals entitled the Certified Content Rights Manager (CCRM) course in **San Francisco, CA!**

The CCRM course is designed to help an organization properly manage their content rights and to help mitigate any risk in terms of the copyright law.

The goal of content rights management is to lower costs and lower liability.

Topics covered in the CCRM course include:

- Understanding vital copyright law components and concepts, including the fair use defense and orphan works
- Evaluating and managing different types of content rights within license agreements to help lower liability and costs
- Discussion of key copyright cases and settlements
- Developing, communicating, and maintaining a content rights management plan within your organization

Who Should Attend: All professionals who purchase, manage or create content and are responsible for ensuring it's used appropriately and that the content rights are maximized at all levels of the organization.

See the CCRM [Information Page](#) and [Syllabus](#)

Register today @ [San Francisco, CA-CCRM-May 6, 2009!](#)

Price: \$395 for SLA members with "SLA08" promo code/ \$495 for non-members

*Group discount – send 3 attendees from your organization for the original price of 2 (\$495 * 2) – call LicenseLogic @ (202) 789-4445 to register groups*

Presenter: Adam Ayer, LicenseLogic

[LicenseLogic](#) is the leading content rights management training organization chosen by the SIIA and SLA to administer the CCRM course.

For questions or additional information, please feel free to contact LicenseLogic at (202) 789-4445 or via email at ccrminfo@licenselogic.com.

Stacey Bowers
Director of Business Development
SLA

sbowers@sla.org

www.sla.org

Celebrate SLA's Centennial at the

[SLA 2009 Annual Conference & INFO-EXPO](#)

14-17 June, Washington, D.C.

Posted in [Career Development](#), [Conferences](#), [Opportunities](#) 0 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 100th 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.

- "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

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

Last Day For SLA Annual Registration Discount!

Posted on January 30, 2009.

Greetings All – If you are planning to attend the Centennial year Annual Conference and haven't registered yet, don't wait any longer! The Association's "Stimulus Plan" incentive ends tomorrow.

"Register online through 31 January 2009 and you'll save US\$ 45 off the Member Early Bird rate*. Online registration is now open. Make your plans now to register early. Use the discount code below when you register online." (see more on the Assoc. website)

<http://www.sla.org/content/Events/conference/ac2009/registration/index.cfm>

Leslie R. Fisher

What is an 'Unconference'?

Posted on January 23, 2009.

[Greetings All San Andreas Chapter Members –](#)

At the SLA Leadership Conference last week the concept of the "Unconference" was bandied about and I was clueless. Perhaps you have been privy to this new concept on collective learning. But if not, the following item that was posted to the Information Futurists Caucus distribution list (of SLA) may be of interest.

**Leslie R.
Fisher
2009 President, San Andreas Chapter
SLA**

Pegasus Librarian

Learning in
Libraries and Loving It

What is an Unconference Anyway?

By Iris

Yesterday an enlightening thing happened in the comments on a [blog post by Steve Lawson](#) (a post which is positively ancient in blog years, by the way). Up until yesterday, I'd rather naively thought that even though the terms "unconference" and "library camp" are still in their toddlerhood, people generally had a common understanding of what those terms mean. In my head, this common definition went something like this: An informal, free or low cost, loosely structured gathering at which people share knowledge with each other. I would hear "unconference" and have an image of people gathering at the beginning of the day to figure out what they wanted to learn that day and which of them could lead sessions on those agreed-on topics.

Now I see that people may not, in fact, have a common understanding of the term "unconference." The comments on Steve's post point to at least three different interpretations: Unconferences are loosely structured conferences, Unconferences are grassroots gatherings, and Unconferences are a genre rather than a format. Here's what I mean...

- **Unconferences
as loosely structured conferences**

If you think of a conference, you know that there are all kinds of logistics that go into pulling one of those things off, most of which depend to a large degree on how many people you want to attend. Everything from spaces to staffing to the number of speakers to the relative rock-start status of your speakers to the rigidity of the schedule has to be geared

toward attracting and handling your target audience. If you plan for 100 people and only 40 show up, that's a huge waste of capital. Bring this mindset to an unconference and you end up with less worry about rock-star speakers (though a few recent unconferences have had Big Names give keynote addresses), but most of the same issues remain your primary concern. The major thing that changes, then, is that the unconference organizers spend little to no time planning out sessions topics, leaving that up to the attendees.

- **Unconferences as grassroots gatherings**

Other people, while still having to deal with logistics, consciously force those logistics into the background of the event. They still need space and people, obviously, but if they plan for 100 and 40 show up, those 40 might not even notice that you had enough room for more than twice their number. Those 40 would gather, decide what they want to learn and which of them can facilitate that learning, and then learn it, usually for free (with the space and other necessities paid for by donors or sponsors).

- **Unconferences as a genre rather than a format**

Still others (myself included) think of unconferences as a genre of gathering which may or may not include a keynote address, may or may not charge a small fee, and may or may not have an over-arching theme. This genre places the emphasis on attendee-driven content, but other than that, it no more dictates the size or cost or logistical complexity than does the parent term "conference." As Steve says, an unconference "can be whatever the attendees decide it is" ([citation](#)).

Luckily, the solution to all the muddled assumptions is transparency. So if I see an unconference coming up, and I see that it will charge me a small fee *and what that fee will go towards*, I can make my own decisions about the value of that unconference in my life. If I see that it will be of the loosely-structured-conference variety, and I'm ok with that, that's great. If I see that it'll be a completely unstructured day of serendipitous learning with other librarians, and I'm ok with that, that's great too. After all, not all conferences are like ALA Annual, so why must all unconferences be as diametrically opposed to Annual as possible?

Posted in [Conferences2 Comments](#)

KMWorld & Intranets 2008

Posted on October 22, 2008.

Another excellent KMWorld & Intranets Conference and Exhibition was held at the San Jose McEnery Convention Center on September 22-25, 2008. This worldwide gathering of information professionals and vendors examined many topics related to KM, including content management, intranets, portals, taxonomies and enterprise search. There were special programs provided by both an Enterprise Search Summit and a Taxonomy Boot Camp. All were superbly planned and executed, providing numerous multilevel learning opportunities.

The key coordinators were KMWorld & Intranet Program Chair Jane Dysart of Dysart & Jones Associates; KMWorld Co-Chair Hugh McKellar, Editor of KMWorld magazine; and Meeting Organizer Thomas H. Hogan, President of Information Today, Inc. In addition, Michelle Manafy coordinated the Enterprise Search Summit and Rebecca Jones coordinated the Taxonomy Boot Camp. These experienced professionals did an outstanding job. Some attendees even suggested that this conference should be considered among the best-managed multi-conferences of 2008.

Along with pre-conference workshops, there were many networking opportunities. Exhibits demonstrating products and new

features represented the top players in the KM, CM, search, taxonomy and intranets marketplace. In addition, both attendees and exhibit visitors had an opportunity to explore the latest products and services solutions. Conference announcements clearly suggested that these sessions would also offer attendees multiple opportunities to learn or add to their knowledge and skills on topics such as

- Driving enterprise innovation and achievement through user-focused tools
- Learning about leading edge KM practices
- Gaining insights for enterprise innovation
- Collaborating with colleagues
- Exploring social media in the Web 2.0 age
- Discovering ways to streamline information and knowledge flows
- Improving content and intranet management know-how

The kick-off session held on Monday evening was hosted by Dave Snowden, Founder and Chief Scientific Officer of Cognitive Edge Pte Ltd. This networking event was a “worst practice session” where participants shared their knowledge and experiences about KM initiatives that had failed. The focus was on what could be learned from these failures. Snowden skillfully managed the discussion so that participants learned how to achieve positive results in organizational knowledge sharing.

The opening keynote on Tuesday morning, “Innovation and Knowledge Management,” was presented by John Kao, widely acknowledged as the world’s leading authority on the future of business. The Economist has called him both “Mr. Creativity” and “a serial innovator.” His latest book, **Innovation Nation: How America Is Losing Its Innovation Edge, Why It Matters, and What We Can Do to Get It Back**, was published in 2007. A new book is planned for early 2009. Readers may remember his previous best seller, **Jamming: The Art and Discipline of Business Creativity**, which was published in 1996 by Harper Collins (ISBN: 08873077469). Kao is also considered a leading authority on innovation, organization change, and digital media. He taught innovation and entrepreneurship at Harvard Business School from 1982 to 1996.

[Continue Reading](#)

Posted in [Conferences](#), [Web/Tech0 Comments](#)

ASIDIC Announces its Spring 2008 Meeting

Posted on January 14, 2008.

The ASIDIC (Association of Information and Dissemination Centers) Spring Meeting is not your average event. It is your opportunity to be part of an intimate gathering of thought leaders from across the information industry. Join us as we take a closer look at major issues affecting the industry, challenge the way you think about these issues, and identify opportunities for future success.

**Save the dates and plan to attend the ASIDIC Spring Meeting
Wynn Hotel and Resort, Las Vegas, NV, March 16-18, 2008**

Below is an outline of the technical program. Please check the ASIDIC Web site at www.asidic.org/meetings/spring08.htm for details on the program and the local arrangements, and to register for the meeting. We look forward to seeing you in Las Vegas in March.

As Worlds Collide

The Information Universe is expanding at an exponential rate causing not one, but many worlds to collide. Each collision presents both opportunities and dangers to the marketplace. Will the collisions destroy individual worlds or fuse worlds together?

Will “Free Content” knock “For Fee Content” out of geosynchronous orbit?

Is User Generated Content a super nova or a new galaxy?

Will Open Access warp the space-time continuum of Traditional Publishing?

Will Full Text Searching rocket past Abstracting and Indexing Services?

Is Google-Yahoo-Microsoft (GYM) The Evil Empire or part of The Federation?

Will Web 2.0 technology become the new propulsion system for content providers?

Join the leaders in the publishing industry who wrestle with these issues and collaborate with them on insights that will drive

your business plans forward and your business relationships into profitable new directions.

Early Registration and Group Discounts

Early registration discounts are available. Register on or before February 14, 2008 at www.asidic.org and receive a 20% discount!

Groups of 3 or more registering at the same time also receive a 20% discount.

Posted in [Conferences0 Comments](#)

Opening Keynote Speaker for SLA 2008

Posted on December 12, 2007.

Headline from SLA headquarters:

"Google's Vice President and Chief Internet Evangelist, Dr. Vinton G. Cerf, to Deliver Opening Keynote Address at SLA 2008. Charlie Rose to Interview 'Father of the Internet' Live on Stage at 2008 Annual Conference and INFO-EXPO in Seattle"

For further information please [click here](#) for the full article.

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

Notes on KMWorld 2007 San Jose Conference

Posted on December 10, 2007.

By [Karen Takle Quinn, Ph.D.](#)

KMWorld 2007 in San Jose this Fall was an extremely well-organized and well-managed conference by Information Today, Inc. These conferences deliver high value to sponsors, vendors and attendees. Hugh McKellar, Editor in Chief, for KMWorld provided (on page 3 of *The Buyer's Guide* publication) an excellent introduction to and current perspectives on the field. This 35-paged publication was made available to attendees providing contact, background and highlight information on over 60 participants. In the introduction Hugh pointed out that many businesses and other organizations have made innovative changes over the years that go far beyond just assessing their technology needs or investing in their infrastructures. The factors influencing these enhancements appear to go beyond a simple focus on service-oriented architecture. Some may be as a result of vendor consolidations, which in turn may have contributed to new products and services across broad industry segments. For example, business intelligence software may better address user needs across complex industries or global enterprise markets by simply adding graphic desktop functions to better facilitate rapid decision making in real time environments or by providing user-friendly reports thus making information readily available at a glance.

Hugh reminds us that "Knowledge Management" is currently seen as an attitude more than a technical application. In addition, content management has become recognized as the organization's agile knowledge resource pool...thereby enhancing the value and usefulness of multiple interrelated resources now often relying on new navigational tools which are interlinked with user friendly essential taxonomies.

Karen Takle Quinn, Ph.D. can be reached at ktq@ndnu.edu

Posted in [Career Development](#), [Conferences](#), [Other Events0 Comments](#)

Dutch-Treat Dinner at Internet Librarian

Posted on October 26, 2007.

Are you going to Internet Librarian and interested in networking with your fellow SLA San Andreas Chapter librarians? Dutch-Treat Dinners are a simple way to make dinner plans, especially if you don't know the neighborhood, and are looking for dinner buddies. How about Rosine's, which doesn't require

reservations and is within walking distance of the Convention Center?
Please let me know if you're interested.

For a family-style restaurant in downtown Monterey, Rosine's is tried and true." – *The New York Times*

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Posted in [Conferences](#), [Opportunities](#) 0 Comments

SJSU-SLIS Reception at Internet Librarian Conference in Monterey, CA

Posted on September 21, 2007.

Gearing up for the 2007 Internet Librarian Conference sounds, sights and people? Be sure to save the date for San Jose State University's School of Library and Information Science Alumni Reception on Tuesday, October 30th, 6:00 pm – 8:00 pm, in the Los Angeles Room of the Monterey Marriott Hotel. It will be a great opportunity to say hello to SLIS Director Ken Haycock, to touch bases with alumni, faculty and students, and even to munch a bit. Let us know if you can make it by sending your RSVP at <http://slisweb.sjsu.edu/faculty/conferences/il/ilrsvp2007.htm> before October 23rd. We're looking forward to seeing you there!

We also invite you to take a break from the busy conference and drop by our SLIS Booth #223 in the Exhibit Hall. Say "hi" to Rhonda Dahlgren, our Events Coordinator, and chat with a few of the SLIS students who have volunteered to help at the booth.

And don't forget, the ARMA Conference is coming up October 5-10th in Baltimore, MD.

Posted in [Conferences](#), [Other Events](#), [Student News](#) 0 Comments

SJSU-SLIS Reception at CLA-Long Beach Conference

Posted on September 21, 2007.

Save the Date! We're hosting a SJSU-SLIS Alumni Reception at the California Library Conference in Long Beach on Saturday, October 27th, 6:00 pm – 8:00 pm. We'd like to invite you to come join us and socialize a bit with SLIS Director Ken Haycock, alumni, faculty and fellow students. We'll be emailing details about where the reception will be held later on. But for now, if you'd like to come, please RSVP online at <http://slisweb.sjsu.edu/faculty/conferences/cla/clarsvp07.htm>.

We will also be having a special SLIS booth in the Exhibit Hall during the conference. Be sure and stop by to chat when you get a chance and relax with friends. Look us up at Booth #617!

And for those interested, this is just a reminder that the ARMA Conference is coming up October 5-10 in Baltimore, MD.

Posted in [Conferences](#), [Other Events](#), [Student News](#) 0 Comments

Internet Librarian 2007 – Registration DISCOUNT FINAL Notice

Posted on September 6, 2007.

This is the absolutely last reminder for those planning to attend Internet Librarian next month. Registration is due on **Friday, Sept. 14**.

Our Chapter has received an offer from Information Today, Inc. for greatly discounted registration prices for the full 3-day Internet Librarian conference taking place **Oct. 29-31, 2007** at the Monterey Conference Center. The conference web site is <http://www.infotoday.com/il2007/>.

Read more here:

<http://sla-divisions.typepad.com/sanandreas/2007/08/this-is-a-remin.html>

Posted in [Conferences](#), [Other Events](#)0 Comments

Notes from Search Engine Strategies (SES) Conference 20-23 August 2007 San Jose, CA Conference & Expo

Posted on September 4, 2007.

By Dr. Karen Takle Quinn , Ph.D.

Why Attend This Event in the Future?

The San Jose, California, Search Engine Strategies Conference & Expo held August 20-23, 2007—one in a series of global conferences—featured presentations and panel discussions covering all aspects of search engine-related use and promotion. It provided a unique setting for attendees to network with search engine industry professionals, newbies, entrepreneurs and marketers. This setting offered the rare opportunity to discuss current, as well as future, trends in search engines and their marketing, analytical and other performance improvement techniques, in addition to participants' past experiences. With a reputation as a lively forum where people learn as much from colleagues as experts, SES San Jose always draws an interesting and enlightening crowd. This year's meeting environment offered many opportunities to learn the ins-and-outs of search engine marketing not only from top experts but, at times, from the search engines themselves. This popular conference included over 60 panels and sessions on timely topics including video search, link baiting, click fraud, and mobile search.

Please read on for the complete report on SES San Jose '07 and a list of the sponsors' Web sites...

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Posted in [Career Development](#), [Conferences](#), [Opportunities](#), [Resources](#), [Web/Tech](#)0 Comments

Internet Librarian 2007 Conference Discount

Posted on August 25, 2007.

This is a reminder for those considering attending the **Internet Librarian** conference this year; it's not too soon to start planning.

Once more, our Chapter has received an offer from Information Today, Inc. for discounted registration prices for the full 3-day Internet Librarian conference taking place Oct. 29-31, 2007 at the Monterey Conference Center. The conference web site is <http://www.infotoday.com/il2007/>.

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Notes from the Solo Librarians Meeting – July 11, 2007

Posted on August 5, 2007.

By Wynne Dobyns

Sonia Dorfman hosted the Solo Librarians meeting at NeuroPace on July 11, where the fourteen attendees heard reports about the SLA annual conference in Denver from Sonia, **Joe Langdon**, **Lee Pharis**, **Cindy Hill**, and **Patricia Parsons**. All those who attended this year's conference agreed that it was one of the best SLA conferences they had attended. The energy level at the conference was high, the sessions were very good, the exhibit hall was sold out, and the speeches by Al Gore and Scott Adams were excellent. They also really liked the fact that all sessions were in the conference center rather than spread over several locations.

Joe attended two pre-conference sessions which he found well worth the extra cost: calculating return on investment (ROI) for special libraries and copyright in the digital age. As Chapter president-elect, he also attended the SLA Leadership meeting and

found it very useful.

Sonia reported on some of the sessions she attended on Tuesday, June 5. The session, "Collection Development in the Digital Age," was a panel discussion by three academic librarians and one from NIST (National Institute of Science and Technology) about guidelines for building an electronic library. The librarian from the University of Auckland mentioned that they are cataloging more e-books than print and that their students "shun" the databases without full-text resources. The librarian from Linda Hall Library stated that they are committed to collecting print materials because they are an archival collection and there are uncertainties about the archival properties of electronic collections; however, they are digitizing some of their out-of-copyright materials and making them available on the Web. LHL is also seeking donations of print materials from libraries that are transitioning from print to electronic collections. The NIST librarian commented that they are beginning to transition to electronic resources.

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SLA Denver – Ideas Showcase

Posted on July 29, 2007.

As part of the Info Expo at the SLA Conference in Denver, chapters and divisions were invited to prepare a poster to highlight an activity to share with the membership. Called the Ideas Showcase, the best practices of SLA's units were featured in an area within the Exhibit Hall. The San Andreas Chapter submitted a poster to graphically explain the creation of the blog as a communication tool within the Chapter. The photo below shows the poster at the Ideas Showcase.



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

SLA Denver—the Power

Posted on July 11, 2007.

Al Gore's keynote speech at the opening General Session of SLA was powerful. Greeted with a standing ovation, Gore bounded on stage to the music of "Won't Get Fooled Again" by The Who. The opening act was a series of self-deprecating jokes about life after the White House followed by musings on the information profession. (Hmmm was it Al Gore or Scott Adams who proclaimed, "Librarians are Hot!" ?) Global warming was the theme of the final act. The question from the audience about Al Gore for the presidency in 2008 focused Gore directly on the issue he has made his life. His power and dedication to this issue were overwhelming forces in the convention hall. He reiterated that his commitment to this issue is the most important work for him at this time—he said the global warming issue is "burning up in me." He would like to be President, but he thinks he could do more to solve the global warming crisis for the entire world with his presentations and the work of the Climate Project

(<http://www.theclimateproject.org/>) rather than from Washington DC. He challenged each of us to think about how we would be able to answer the question of the next generation when they ask, "Did we help or ignore the global climate crisis?"

Photos and other reports of the speech are on the SLA Blog at <http://slablogger.typepad.com/>.

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Posted in [Conferences0 Comments](#)

Scitopia at SLA Denver

Posted on June 21, 2007.

Big announcement and buzz at SLA Denver about [Scitopia.org](http://www.scitopia.org) . A FREE federated vertical search portal for 15 professional scholarly societies (Acoustical Society of America, American Geophysical Union, American Institute of Aeronautics and Astronautics, American Institute of Physics, American Physical Society, American Society of Civil Engineers, American Society of Mechanical Engineers, American Vacuum Society, The Electrochemical Society, The Institute of Electrical and Electronics Engineers, Institute of Physics Publishing, Optical Society of America, Society of Automotive Engineers, Society for Industrial and Applied Mathematics and SPIE). More professional scholarly societies will be joining this venture.

Content sources include:

- three million articles and conference proceedings
- 50 million patents from the world's major patent offices
- full-text documents from the US Dept of Energy Information Bridge site

The developers of this project are continuing to evolve search tools and functions. They welcome your comments and feedback. www.scitopia.org

Helen Josephine can be reached at helenj@stanford.edu

Posted in [Conferences](#), [Resources0 Comments](#)

Solo Librarians Meeting on July 11th

Posted on June 18, 2007.

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them for their next meeting on July 11th. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Sonia Dorfman will be hosting the meeting at **6 P.M. on Wednesday, July 11th** at Neuropace, 1375 Shorebird Way, Mt. View. Below is a map link.

We will have a panel of librarians that attended SLA 2007 in Denver to share their impressions and "best" experiences.

We will be serving a light meal prior to the presentation.

It is also likely that the San Andreas chapter will be having a series of neighborhood dinners on the days surrounding the 11th. Their topics will also be the Denver meeting.

Those who are planning to attend need to contact Eric Kristofferson by July 9th.

Contact Eric at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Patricia Parsons

San Andreas Solo Librarians

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Rocky Mountain ‘Hi’!

Posted on May 21, 2007.

By Ty Webb, SLA 2007 Conference Co-Chair & RMSLA Past-President

Would you like to see what downtown Denver looks like and see pictures of the conference center and the 16th Street Mall?

Members of the [Rocky Mountain Chapter](#) took pictures for you to see. Kathleen Rainwater, our local arrangements chair, has loaded them onto Flickr. The links are:

<http://flickr.com/photos/8284999@N02/>

<http://flickr.com/photos/8257763@N05/>

Kathleen says they will soon be searchable with the tag “sla2007.”

The cool conference shirts that you see in the pictures, complete with the conference logo, will be available for \$25 at the Denver booth. RMSLA is excited about serving as the host chapter for the 2007 SLA Conference. We’ll see you soon!

Ty Webb can be reached at tywebb75@hotmail.com

Posted in [Conferences](#), [Other Events](#)0 Comments

Local Presenters at SLA 2007

Posted on May 19, 2007.

By Lee Pharis, Manager – Information Resources, Exponent

For those attending the SLA Conference next month in Denver, please be apprised that several of our locals are either moderating or speaking at various sessions, and if the sessions are of interest to you or you’re curious about them, please give a show of support by filling in the audience! Briefly in quasi-chronological order, we have:

Dale Stanley co-teaches a class on **Saturday** on Leadership and Knowledge Services, and also speaks as part of a panel on **Monday, 4:00-5:30pm**, on the three stages of knowledge management.

Libby Trudell, SLA Chapter Cabinet Chair-Elect, leads some of the sessions at the Leadership Development Institute on **Sunday, 7:30am-12noon**, and again on **Tuesday, 5:30-6:30pm**, at the Chapter Cabinet Meeting.

These SLA sessions are not just for the chapter Presidential and other Board positions, but also for interested members to learn leadership techniques with and from colleagues in leadership positions throughout the SLA organization. If you are interested in further developing some of your leadership skills, and in networking with other SLA members from across the globe, you would probably be interested in coming to the Leadership Development Institute and the Chapter Cabinet Meeting.

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Notes and Impressions from the SLA Leadership Summit in Reno, January 24 – 26, 2007

Posted on February 28, 2007.

By Helen Josephine, President, San Andreas Chapter

I was expecting some snow or at least cold weather, but Reno was having a mild winter. The conference hotel, John Ascuaga's Nugget, was also host to attendees for the [SCI](#) (Safari Club International) conference for big game hunters, which made for some interesting elevator conversations.

The San Andreas Chapter was well represented at the Leadership Summit. Attending from the San Andreas Chapter Board were Lee Pharis, Joe Langdon, Helen Losch, and Helen Josephine. Libby Trudell attended as Chapter Cabinet Vice-President and George Plosker attended as the vendor rep for IEEE.

This annual gathering is a working meeting for the SLA Leadership, which includes the SLA Board of Directors, SLA Chapter Presidents and President-Elects, and SLA Division Chairs and Chair-Elects. The Annual Conference Program Planning Committee meets with the Division Program Planning Chairs, and the SLA Nominating Committee and the SLA Finance Committee also meet at this time. Several divisions held board meetings. Attendance is open to all, and several members attended because of interest in the program or due to other division or chapter leadership responsibilities.

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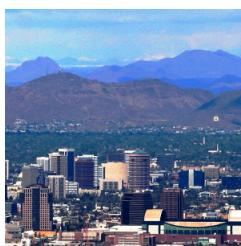


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Volunteers Needed!



SLA 2017 Phoenix

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