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Joint Meeting Write-Up

Posted on May 18, 2016.

The [Internet Archive](#) is devoted to providing “Universal Access to All Knowledge.” Brewster Kahle, the Internet Archive’s founder, believes that “intellectual property” is a misnomer because, in his view, information cannot be owned. The presentation he gave to a room full of knowledge disseminators, i.e., librarians, was on how to further promote that access.



Brewster Kahle speaking at the SLA SF & SV, Joint Meeting Event, May 1st, 2016.

Brewster founded the archive in 1996, which in internet years, may be close to ancient. The archive and its associated programs run an operating budget of \$15 million, which comes from some of the following sources: subscriptions to Archive-It; donations, grants, and the Brewster-Austin foundation. Its headquarters are in San Francisco, with other working and storage locations around the globe.

Brewster focused much of the presentation on the [Wayback Machine](#), probably the most famous project spurred from the Internet Archive. Wayback acts as repository for internet – many sites are crawled and “captured” every few months. These are in turn posted for public viewing. The goal is to capture every website, which has ever existed.

He also discussed some lesser-known pieces of the Internet Archive, like [Openlibrary.org](#), which allows users to borrow eBooks,

stream music, listen to audio, and view moving images. These can range from the mundane to the quirky (think random work training videos). Other parts of the Internet Archive feature films, uploaded by persons wanting to share their personal or professional collections.

Another project from the Internet Archive, is Archive-it.org, a subscription web archiving service, designed to help organizations harvest, build, and preserve collections of digital content. Brewster refers to this as “cultural heritage.” This is a paid service and



generates revenue to the organization to keep it afloat.

As every librarian is aware, with the storage of information come issues of copyright. Brewster is a firm believer of acting now, and asking for forgiveness later. He actively encourages anyone to upload information, despite the uncertainty of copyright violation. He believes if someone is truly infringing, the rights owner will make an effort to contact the alleged infringer. The idea of being afraid to post information in any form due to copyright truncates the spread of information and ideas.

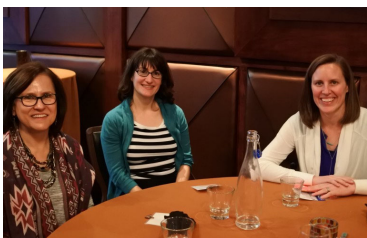
Brewster is currently trying to take the open source, or communal model, and apply it beyond the Internet. One example is the “[Foundation Housing](#)” project, to help the archive’s employees to better ride out the rising living costs of San Francisco. Another (unofficial) aim is to promote the use of digital currencies, like bitcoin, by encouraging their employees to use it, and even encouraging a near-by grocery store to accept such payment.

This was truly a great and informative event. We’re very grateful that Brewster wanted to spend time talking with us about this incredible project he has created. For more information you can visit Brewster’s [blog](#) or listen to a fantastic interview via [KQED’s Forum](#). Special thanks to Vault 164 for the beautiful venue and fantastic food.

Craig Cruz

Programming Director of SLA’s San Francisco Bay Region Chapter

Photos from the event, courtesy of Elisa Ewing, current SLA Silicon Valley Chapter President.





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

Event: Blackberries, iPhones and the Future of Libraries: Quick and Easy Library Mobile Services at Joint SLA Chapter, May 11, 2010

Posted on June 1, 2010. Tags: [Librarian in Black](#), [library services](#), [mobile services](#), [San Andreas Chapter](#), [Sarah Houghton-Jan](#)

Attendees of the joint SF Bay / San Andreas SLA chapter dinner meeting enjoyed a fast-paced presentation by Sarah Houghton-Jan, Digital Futures Manager, San Jose Public Library, who blogs at the Librarian in Black (<http://librarianinblack.net/librarianinblack/>).

Mobile devices change how we interact with our users and the services that can be provided. Mobile services are ubiquitous, and people are using them to do multiple things quickly and efficiently. According to a Morgan Stanley report (<http://mashable.com/2010/04/13/mobile-web-stats/>), 80% of American adults currently use mobile devices, and by 2015 two-thirds of them will be using smart phones.

As librarians we need to ask our users what devices they use and how they are accessing the library. Then we need to design our services based on what users need and the platforms they use. Improved mobile access can be provided in two major areas. The first is a mobile-friendly website which requires simplifying the traditional interface and which meets the needs of a wider number of users. The second is apps, which can be more sophisticated, but must be downloaded to a smart phone. Sarah recommends modifications to the library website so it is more usable by mobile devices before developing apps.

[Continue Reading](#)

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

Event: Quick and Easy Library Mobile Services, May 11, Tuesday, in San Mateo – Joint Chapter Meeting

Posted on April 18, 2010. Tags: [Librarian in Black](#), [mobile library](#), [San Andreas](#), [San Francisco](#), [San Jose Public Library](#), [Sarah](#)

SF Bay Region and San Andreas Chapters, Special Libraries Association

present

Quick and Easy Library Mobile Services

by Sarah Houghton-Jan, the Librarian in Black

Tuesday, May 11, 2010

Astaria Restaurant

50 East 3rd Avenue, San Mateo, CA 94401. (650) 344-9444

<http://www.astariasm.com>

Many libraries are trying to respond quickly to the proliferation of mobile devices and services. They are struggling to provide innovative mobile services with little resources to devote to staff, software or hardware. The buzz about ground-breaking mobile technology can sometimes seem impossible to implement in smaller, poorer, and under-technology-staffed libraries. But we, too, can offer excellent mobile services to our users! Take advantage of the quick and free services that any library can create with minimal time or expertise.

Sarah Houghton-Jan is the Digital Futures Manager for the San José Public Library, one of the first libraries to use downloadable mobile applications. She was named a 2009 Library Journal Mover & Shaker. Sarah is a well-traveled consultant, speaker, and technology instructor and has been published widely in both library and technology publications. Her first book, *Technology Training in Libraries*, was just published. She has applied for an LSTA grant using augmented reality technology and is an organizer for the Handheld Librarian Conference. Sarah also writes the award-winning blog about library technology, Librarian In Black (<http://librarianinblack.net/librarianinblack/>).

Agenda

5:30-6 p.m.	Registration and networking
6-7 p.m.	Dinner
7-8:30 p.m.	Program with Q&A following

[Continue Reading](#)

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

Silicon Valley Announces “Design A Program Challenge” Winners

Posted on March 4, 2010. Tags: [Design a Program Challenge](#), [San Andreas Chapter](#), [Silicon Valley Events](#)

Abby Dansiger, Gayle Pellizzer, Susie Quinn, Rowena Weger and Mia Jaeggli are the winners of the San Andreas Chapter SLA Design A Program Challenge. The award is sponsored by the local San Andreas chapter of the SLA.

The winning submission, "Creating Digital Exhibitions Using Open Source Solutions", was judged on creativity, feasibility of production, cost effectiveness, relevancy to the profession and level of interest to information professionals.

Winners receive free admission to the program of their design and two additional chapter events during the 2010 programming year. In addition, the chapter is sponsoring them for a full year SLA membership, including extra dues to cover one extra chapter in addition to San Andreas chapter membership. This will enable winners who don't live in the Bay Area to also join a chapter closer to their home base.

Please watch the [San Andreas SLA blog](#) for date and time of the award winning event presentation.

Posted in [Awards](#), [Chapter Events](#), [Student News](#), [Web/Tech0 Comments](#)

Event: Tools and Technologies for Distance Education at SJSU – Friday, February 26, 2010

Posted on March 3, 2010. Tags: [ANGEL](#), [distance education](#), [Elluminate](#), [library school](#), [SJSU](#)

Steven Kaye, Senior Researcher, Novarica and Cliff Mills

Debbie Faires, Assistant Director for Distance Learning at San Jose State University (SLIS '91) and Scott McCord, a current student, took twelve people through the distance learning tools available to SJSU's School of Library and Information Science (SLIS) students using [Elluminate Live](#) on February 26th, 2010. The Elluminate tool has a broad range of functionality including audio chat (without the need for dialing into a phone conference), file transfer, real-time polling and display of poll results, text chats, video and a whiteboard. Jean Bedord, San Andreas Chapter member and part-time instructor acted as host and began with an introduction to [the SLIS program](#), almost 3000 students participating *entirely* through distance learning.

Debbie took over and talked about distance learning generally and the various tools available with their uses. In general attendees were interested in the experience of younger students and how they could use the Elluminate technology in other settings. She asked participants when they received their MLS degrees and what kind of experience they had with the Internet in their schooling. The SJSU MLIS program is ALA-accredited and ranked by *U.S. News and World Report*, and includes a Master of Archives and Records Administration and Gateway Ph.D. programs.

School of Library and Information Science
San Jose State University

Behind the Curtain: Looking at How Online Courses Work

February 26, 2010

Tools used by students include ANGEL, Elluminate, and SLISLife (a closed social networking setup). Students are predominantly located in North America, but there are students in Europe, Asia and Oceania as well. People enjoy the flexibility of distance learning programs and Debbie cited a [U.S. Department of Education meta-analysis study](#) indicating that online teaching is more effective than purely face-to-face learning in terms of improving student results as well as several other studies pointing to widespread use of online learning.

Sl:

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

Event: SJSU Distance Education Tools and Technologies on February 26 – Webinar, Friday, February 26, 2010

Posted on February 10, 2010. Tags: [ANGEL](#), [distance education](#), [Elluminate](#), [library school](#), [SLSU](#)

Jean Bedord and Vicki Garlow

Interested in the technologies behind the very successful distance education program at San Jose State University? Join us for a noon-time event on February 26, at lunchtime, so you can experience the learning environment for students in the School of Library and Information Science (SLIS) program.

Tools and Technologies for Distance Education at SJSU

Friday, February 26, 12 – 1

Speaker: Debbie Faires

REGISTRATION URL: <http://www.surveymonkey.com/s/JDTPTCZ>

Our speaker will be Debbie Faires, Assistant Director for Distance Learning, who is responsible for ensuring faculty and staff have the tools and environment to be effective in this totally distance graduate program. Debbie was honored as Outstanding Lecturer in the College of Applied Sciences and Arts (not just the library school!) for 2007-2008. Debbie got her MLIS degree at SJSU in 2001, as the migration to online instruction was occurring. She was also librarian and instructor at Diablo Valley College in the Library and Information Technology program. You can see her profile at <http://slisweb.sjsu.edu/people/faculty/faired/fairesd.php>

We'll be exploring the ANGEL learning management system for instruction, as well as "attending" using the Elluminate web conferencing system for higher education. Debbie will show us some of the tools instructors utilize in communicating online without face-to-face interaction. New graduates will be familiar with these technologies, and through the SJSU intern program,

students are available to do projects.

There will be no charge for this webinar, but you will need to register to receive detailed instructions and the login information.

WHEN: Friday, February 26, 12-1 Noontime

LOCATION: Online, at your computer

REGISTRATION URL: <http://www.surveymonkey.com/s/JDTPTCZ>

DEADLINE: February 24, Wednesday

Get your headphones/speakers and microphone ready.....looking forward to "meeting" you online.

Jean Bedord

Vicki Garlow

Program Directors, San Andreas SLA

Posted in [Chapter Events](#), [Web/Tech0 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](#)

eBooks Hit Critical Mass

Posted on March 11, 2009.

The San Andreas Solo Librarians group met on January 22nd for a presentation by Jean Bedord entitled, "eBooks Hit Critical Mass: Where Do Libraries Fit with Oprah?" The meeting was hosted by Sonia Dorfman at Neuropace in Mountain View.

Jean is a lecturer at SJSU SLIS, a consultant in Findability and Search, and the author of *I've got a Domain Name—Now What? A Practical Guide to Building a Website and Web Presence*.

Jean discussed the broad topic of what an eBook is. She discussed the many types of eBook readers and how individual books are made available through eBooks. She then reviewed the various types of book databases and digital collections. Jean also discussed why libraries buy eBooks and the management of eBook collections. She finished her presentation with a discussion of critical mass in the publishing industry and led an audience discussion answering the question, Why Would You Buy eBooks?

You will find a PDF of Jean's presentation at <http://www.econtentstrategies.com/ebooks-solo-librarians.pdf>

Jean can be reached at her website: <http://www.econtentstrategies.com> .

Posted in [Chapter Events](#), [Web/Tech0 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](#)

[Looking for your feedback!](#)

Posted on July 11, 2008.

This is Steven Kaye, Editor on the Bulletin Committee for the San Andreas Chapter Blog. In part the blog takes the place of the Chapter newsletter, but the Bulletin Committee would like to see it become more than just a repository for event listings.

We just had the [annual SLA conference](#) in Seattle last month – What did you enjoy most? Did you take any photos you’d want to share? We can post photos as well as text to the blog, you know! We also have a [YouTube](#) account for video hosting and a [del.icio.us](#) account for sharing websites of interest! Solo Librarians, what will you have learned from your discussion of the SLA conference later this month?

What would you like to see discussed at [the upcoming Information Ethics meeting](#) on the 28th?

We’ve got a [new member reception](#) coming up. What are your fond memories from when you joined the Chapter? What would you want to tell the new members?

We’ve got members from industries ranging from management consulting to newspapers to investing. We have members who work with people with particle accelerators! What would you like to know about them?

What would you like to see on the blog that I haven’t thought of?

Post comments to this entry, or email them to sanandreaseditor@gmail.com

Posted in [Web/Tech2 Comments](#)

[Report on the Virtual Tour of the SLA Website](#)

Posted on April 22, 2008.

SLA Chapter Cabinet Chair Libby Trudell and San Andreas President-Elect Leslie Fisher gave a tour of the SLA website on March 17th, with a brief overview of the San Andreas Chapter blog by Bulletin Editor Steven Kaye. Thanks to Thomson Scientific for sponsoring the webinar.

People who were unable to attend can review the tour at the following sites:

[Note: If you do not have the webex viewer application already installed, you will be prompted to install it when you click on the first two links below.]

[stream recording](#) or [download recording](#)

[Continue Reading](#)

Posted in [Member News](#), [Resources](#), [Web/Tech0 Comments](#)

SJSU-SLIS March Colloquia Series

Posted on February 20, 2008.

The School of Library and Information Science at San Jose State University is pleased to invite you to attend our continuing Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Presentations are free, wheelchair-accessible and open to the public.

Our March 2008 speakers are listed below:

John G. Dove

Chief Executive Officer, Credo Reference

Title: "What Could Search Engine Designers Learn From the Reference Interview?"

Monday, 3 March 2008

Time: noon – 1:00 p.m.

Location: King Library, Room 255/57 – San Jose State University

David V. Loertscher Professor, School of Library & Information Science, San José State University

Title: "How Can Librarians Get Back in the Information Game?"

Friday, March 7, 2008

Time: noon – 1:00 p.m.

Location: SJSU campus, Clark Hall 322

Mengxiong Liu, Ph.D.

Librarian, San Jose State University King Library

Title: "My Fulbright Experience in Uruguay"

Wednesday, March 19, 2008

Time: noon – 1:00 p.m.

Location: SJSU campus, Clark Hall 322

More information about these presentations is posted on our Colloquia: Spring 2008 calendar at <http://slisweb.sjsu.edu/slis/colloquia/2008/colloquia08sp.htm>.

Maps and directions to the SJSU campus can be found at <http://slisweb.sjsu.edu/slis/maps.htm>.

Marcia Laughrey

School of Library and Information Science

San Jose State University

Posted in [Career Development](#), [Other Events](#), [Web/Tech0 Comments](#)

Solo Librarians Meeting on January 16th

Posted on December 20, 2007.

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, January 16th. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

The Solo Librarians will be touring the Computer History Museum on Wednesday, January 16th at 6 P.M. The Computer History Museum will be providing a docent to lead the tour. There is no charge, but donations to the Museum are welcome.

The tour leaves at 6 P.M., so allow enough time to be ready to go at 6. Directions to the museum are below. There is a limit on the number of people who can tour, so please get your reservation in early.

Those who wish to share a dinner will be meeting at a nearby restaurant after the tour.

Those who are planning to attend need to contact Eric Kristofferson by **January 11th**.

Again, there is a limit on the number who can tour, so get your reservation in early.

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

Eric Kristofferson
Sonia Dorfman
San Andreas Solo Librarians

Maps and parking information:
<http://www.computerhistory.org/about/directions/>

General information about the Computer History Museum :
http://www.computerhistory.org/about_us.html

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

Creating Web Site A-Z Indexes

Posted on October 15, 2007.

Date: November 11, 2007, 2-4 pm
Speaker: Heather Hedden
Presented by the Golden Gate Chapter of the [American Society of Indexers](#)

A-Z indexes are the standard means of searching within books, manuals, and online help, but are often needlessly replaced by on-site search engines when it comes to web sites and intranets. This presentation shows the advantages of A-Z indexes for web sites and how and when to implement them.

In this program, Heather will present the following:

- * Examples of web site A-Z indexes
- * Benefits of A-Z indexes and the types of sites for which they are most suitable
- * Demonstrations of how to use two different web site indexing tools, HTML Indexer and XRefHT
- * Special considerations in indexing web sites
- * A discussion of other kinds of indexes, databases, and taxonomies

Location: San Mateo Main Library, 55 West Third Avenue, San Mateo, CA 94402
Parking is free in the underground garage. The library is fully accessible.

This event is free, but registration is requested. To register contact Margot Diltz, Cengage Corp., 650-413-2724 or margot.diltz@cengage.com.

About the Speaker: Heather Hedden is an information taxonomist with [Viziant Corporation](#) in Boston and also principal of [Hedden Information Management](#), through which she provides contract indexing services. Previously she worked on thesauri and taxonomies as senior vocabulary editor at Gale here in Belmont (previously Information Access Company in Foster City). She was a member of the Golden Gate Chapter of the American Society of Indexers (1994-1997) before moving back East and joining the New England Chapter, where she served as vice president (2005) and president (2006). She was also manager of the [Web Indexing SIG](#) of the American Society of Indexers for two years (2005-2006). In addition to giving conference workshops on web site indexing, Heather teaches an online course in web site indexing through the continuing education program of [Simmons College Graduate School of Library and Information Science](#), and she is the author of the book *Indexing Specialties: Web Sites* published by Information Today Inc. Heather can be reached at Heather@Hedden.net.

For more information, contact Roslyn Donald, Business Librarian, [San Mateo Main Library](#), 650-522-7815 or rdonald@cityofsanmateo.org.

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

San Andreas Solo Librarian Meeting Summary: HighWire Press

Posted on September 28, 2007.

By *Lee Pharis, Manager – Information Resources, Exponent*

On August 29, the Solo Librarians met at St. Jude Medical in Sunnyvale for a meeting hosted by Eric Kristofferson with guest speaker Bonnie Zavon from HighWire Press, a division of the Stanford University Libraries. <http://highwire.stanford.edu/>

Started in 1995, HighWire Press currently hosts the primary, definitive version of 1,065 sites from more than 130 scholarly publishers, typically independent societies, associations, university presses and other publishing houses which produce high-impact journals. The topical focus has generally been in the biosciences areas, but the subject matter is expanding.

Full-text articles, high-resolution images, data supplements, and back issue content are all available through HighWire. As soon as an article from one of the journals collections is published, it is available on HighWire (before or sometimes instead of the print copy).

HighWire-hosted publishers have collectively made almost 2 million scholarly articles free, the largest repository of free, peer-reviewed full-text content on the web. (Publishers determine which articles are free, and which require payment, not HighWire.)

About 300 of the journals on HighWire offer some form of free access to full text, often after only a year, thanks to the business policies of the various publishers.

Using the HighWire search engine portal to publisher web sites is free; you can register for free with HighWire, and customize your free account. It is easy to access and to navigate.

[Continue Reading](#)

Posted in [Career Development](#), [Chapter Events](#), [Resources](#), [Web/Tech0 Comments](#)

The Big Blog To Do List Still Needs Some Doing

Posted on September 21, 2007.

The 'new' website has been up since January. It looks great, but with some fine-tuning it can look even better. If you're interested in using or enhancing your tech skills – and helping the Chapter – please click on the original Big Blog To Do List:

http://sla-divisions.typepad.com/sanandreas/2007/03/the_big_blog_to.html#more

And let me or [Mary-Lynn Bragg \(marylynn@gmail.com\)](mailto:marylynn@gmail.com) know which Q3 and/or Q4 tasks you'd like to work on.

Claudia Cohen
Bulletin Committee
Claudiarp02@yahoo.com

Posted in [Career Development](#), [Opportunities](#), [Web/Tech0 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...

[Continue Reading](#)

Posted in [Career Development](#), [Conferences](#), [Opportunities](#), [Resources](#), [Web/Tech0 Comments](#)

We Welcome Your Comments to the Blog!

Posted on August 16, 2007.

Did you know now you can post comments to the Chapter blog? You can! Comments enable you to interact with Chapter members and make the blog a more dynamic means of communication. You can create comments to answer a question posted on the blog, initiate a discussion, or share your input and knowledge with the Chapter.

Click [here](#) for an example of comments currently on our blog.

Posting a comment to the blog is really easy! Just follow the three simple steps below:

1. Click on the "Comments (n)" link for the post where you want to add a comment. The "n" might be 0 if there are no comments or, if someone has already commented it will show the number of comments posted. This is also where you'd click to read on the comments.
2. Fill in the required information that identifies you. Name and Email Address are required, but we will only display your name. If you enter a URL (for your own website or blog) it will be hyperlinked to your name. You can use your full name, which we encourage on a professional blog like this one – or use a nickname. And you can choose to have the site remember this information when the next time you comment.
3. Enter your comment in the big text box. Click on the "Preview" button to see how your comment will be displayed and (remember to do this!!) – click on "Post" to send your comment to the site.

Claudia Cohen
Bulletin Committee
claudiarp02@yahoo.com

Posted in [Chapter News](#), [Resources](#), [Web/Tech3 Comments](#)

Event: Solo Librarians Meeting At Ricoh Innovations – May 15, 2007

Posted on April 30, 2007.

The Solo Librarians of the San Andreas Chapter of SLA invite you to their next meeting on **Tuesday, May 15th, 2007 at 6 P.M.** Anyone with an interest in small libraries is welcome, including students and recent grads in the MLIS programs.

The meeting will be held at Ricoh Innovations on Page Mill Road near Highway 280 in Palo Alto. (See directions below)

Rowan Fairgrove, the librarian at Ricoh, will be both hosting the meeting and doing a presentation of Second Life as it relates to libraries.

Below you will find a link to Second Life as it is being used at SJSU SLIS:
<http://www.youtube.com/watch?v=j-9zt3Sd7oc>

As usual, we will be starting with a light meal—probably pizza/ salad. The food will be purchased with your attendance in mind, so if you are planning to attend please notify Eric Kristofferson at ekristofferson@sjm.com or (408) 522-6697 no later than Friday the 11th of May.

Please note that May 15th is just a little more than two weeks away, so you need to make a quick decision if you wish to attend.

Posted in [Chapter Events](#), [Resources](#), [Web/Tech0 Comments](#)

Notes from the San Andreas Chapter Blog Launch Party – March 28, 2007

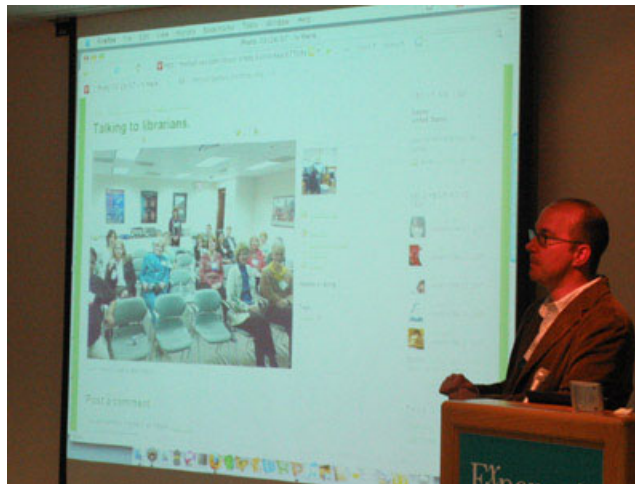
Posted on April 18, 2007.

By Alpidia Barraza, MLIS, President, Synergized Info

Wednesday evening's San Andreas SLA Chapter meeting entitled, "San Andreas Chapter Blog Launch Party" was hugely informative.

The meeting began with brief presentations by blog co-editors Mary-Lynn Bragg and Claudia Cohen. The co-editors reviewed the Chapter's new blog, touting the fact that the San Andreas Chapter is only one of a handful of SLA chapters incorporating blog technology into their communications strategy. Of the 58 SLA chapters, only seven or eight chapters have blogs.

The highlight of the evening was speaker Michael Sippey, Vice President of SixApart.



While Sippey's presentation gave an overview of SixApart's four blogging products, Sippey spent a significant portion of his presentation addressing the unique functions and benefits of blogging.

SixApart has four blogging products categorized by market focus:

- (1) [Typepad](#) and (2) [Movabletype](#) are geared towards the professional and business users; while
- (3) [Live Journal](#) and (4) [Vox](#) are geared towards the consumer market.

To learn more about each product see SixApart's website at <http://www.sixapart.com/>

Sippey defined blogging as the "next generation website." A few of the features unique to blogs that Sippey mentioned included:

1. Blogs are easy to update.
2. Blogs are automatically categorized and archived.
3. Blogs enable conversation with your audience.
4. Blogs get the message out via web, RSS feeds and email.

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San Andreas Chapter Solo Librarians Upcoming Meetings

Posted on April 14, 2007.

We are looking for topics for upcoming meetings that would be of interest to Solo Librarians. We were fortunate to have Nancy

Blachman speak to us at our last meeting about her Google Guide. If you have suggestions about a topic or a speaker, please contact us. If you have experience with a new service or technology (such as RSS feeds), and would be willing to make an informal presentation, that would be even better!

This is your organization and here is an opportunity for you to let us know what you would be interested in seeing in terms of networking, general meetings, vendor presentations, facility visits, sharing of experiences from national SLA meetings, etc. Anyone with an interest in the small library environment is welcome to attend.

Call Eric at (408) 522-6697 or email him at ekristofferson@sjm.com.

Eric Kristofferson
Patricia Parsons

Posted in [Chapter Events](#), [Opportunities](#), [Web/Tech0 Comments](#)

Online Program about Web 2.0 Technologies

Posted on February 24, 2007.

Many of us have heard about and some of us are using [Web 2.0](#) technologies in our libraries.

[Learning 2.0](#) is an innovative online program about Web 2.0 technologies developed by [Helene Blowers](#), Public Services Technology Director at the [Public Library of Charlotte and Mecklenburg County](#). The design of this online program was completely built on Web 2.0 technologies that are freely available on the Internet. These sites include [Blogger](#), [Flickr](#), [Odeo](#), [YouTube](#), [PBWiki](#) & [Bloglines](#).

A [team](#) from the merged libraries of [SJSU King Library](#) and [San Jose Public Library](#) adapted the Blowers model and launched the [SJSU/SJPL Learning 2.0](#) program for employees at the joint library. Participants are learning about RSS, podcasts, YouTube, Del.icio.us, Wikis, and other technologies having an impact on our professional and personal lives. The joint library has received hits from around the world, according to a cluster map on its blog as well as a few individuals not affiliated with either library who wish to participate in the program.

SJSU/SJPL hopes that other libraries in California and elsewhere consider offering this program to their staff. Libraries interested in adapting the learning program are encouraged to contact [Helene Blowers](#) or visit the [About Page](#) of the PLCMC Learning 2.0 program she designed.

Questions or comments regarding the SJSU/SJPL Learning 2.0 program may be sent to the following email address: sj_learning@yahoo.com.

Christine Holmes
Strategic Planning & Outreach
Dr. Martin Luther King Jr., Library
Christine.Holmes@sjsu.edu

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

Webcast: The Catalog of the Future: Learning, Teaching, and Research – Friday, March 9, 2007

Posted on February 20, 2007.

This [Infopeople](#) webcast will be held from **12:00 p.m. to 1:00 p.m. PST on Friday, March 9, 2007**. The speaker is [Karen Calhoun](#), Senior Associate University Librarian for Information Technology and Technical Services at Cornell University Library.

From the [Infopeople](#) website:

“The web has made sweeping changes in where and how information seekers discover and obtain what they need to

learn, work, teach, do research, and create new knowledge. Today, many users routinely bypass library catalogs in favor of other discovery tools, especially popular search engines such as Google. How might library catalogs—and the collections they describe—recapture the role they have played in learning, teaching, and research?”

This webcast is free of charge. For further information on how to participate in the webcast, please visit http://www.infopeople.org/training/webcasts/webcast_data/173/index.html

Please note that Infopeople’s funding limits attendance at live webcasts to anyone in the California library community. If you are outside California, please do not attend the live event. However, you are welcome to see the archived version at <http://www.infopeople.org/training/webcasts/list/archived> the day following the webcast.

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

March of the Librarians

Posted on February 16, 2007.

The following video [March of the Librarians](#) is now playing on [YouTube](#). Created and narrated by Nick Baker, it was shot on location at the [ALA Midwinter Conference](#) in Seattle. This is a wonderful spin on the movie [March of the Penguins](#). Sourced on the [CARL-IT North blog](#), it should provide some humor just in time for the upcoming three-day weekend.



Posted in [Web/Tech0 Comments](#)

Gary at a Great Price!

Posted on January 31, 2007.

Register today for **Gary Price’s Research Tool Box**. Via [Click U Live!](#) you’ll have a front row seat at a great price of only \$15 to a presentation which is usually standing room only at conference. The **one hour presentation** will take place on **13 February 2007**. Find out more here <http://sla.learn.com/learncenter.asp?id=178409&sessionid=3-58F6E7F1-50E4-4497-BDF4-FB00F80F3764&page=199>

Posted in [Web/Tech0 Comments](#)

SLA + Newsgator = Customized RSS Feeds

Posted on January 7, 2007.

From [Headquarters](#):

We want your input! Through a recent partnership with NewsGator, SLA is now offering members a [customized RSS feed service](#). The categories of pre-selected feeds are based on subjects of interest to SLA divisions, and these feeds are a great way to keep up with recent developments in your industry. To maximize the value of this service, we encourage you and the members of your units to submit suggestions for feeds of all types—blogs, journals, news—that can be added to the categories, thereby sharing them with your colleagues across SLA.

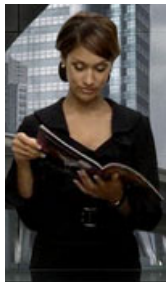
Please send along any suggestions!

What are RSS feeds? Here's about the simplest explanation there is: [How to Explain RSS the Oprah Way](#) (Oprah not included). You can subscribe to the RSS feed for this blog via the orange icon in the left sidebar. If you're more comfortable with email, you can get updates that way too.

Posted in [Web/Tech0 Comments](#)

[Former speaker Alex Pang on Ms. Dewey](#)

Posted on December 19, 2006.



Last fall (Nov 2005) [we had a program](#) featuring speaker Alex Soojung-Kim Pang talking about his work at the Institute for the Future (IFTF) and the role of libraries in the end of cyberspace. You might have even been following the [IFTF's blog](#). I also read his personal blog and thought our members might be interested in his thoughts on [Ms. Dewey](#), Microsoft's new search site. From [Alex's blog](#):

Does someone searching "lung cancer" or "acquaintance rape" or "pediatric oncology" need this? Giving a program "personality" might at first glance seem like a way to make it seem more human. But if you give it the wrong personality, or a personality that is appropriate in some contexts but wildly inappropriate in others, it'll seem inhumane in a calculated, as opposed to merely mechanical, way. A program that says sarcastic things when you're looking for information about personal bankruptcy or workers' comp won't seem just irritating. It'll seem cruel.

Blog entries:

[Ms. Dewey: Scariest, and Dullest, Software Agent in the Universe](#)
[Second thoughts about Ms. Dewey](#)

Posted in [Web/Tech0 Comments](#)

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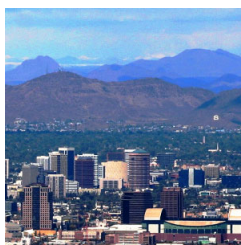


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SLA 2017 Phoenix

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