First Test Post

December 19, 2006 Categories: Uncategorized
Here's where a post would go. You could post about all kinds of things that might interest our members. Posts can include text, pictures, links and just about any other content you'd like to include. We can also enable automatic posts from services like del.icio.us so content gets re-used where possible.

Posts move down the page as new posts are added. For some posts we may wish to permanently include them in the sidebar, but use of a link in a "Typelist".

Content is always improved by relevant photos. We could include photos from events, photos of speakers at events and event-sponsor logos. For posts that don't have that kind of content, services like iStockPhoto provide images for a very low cost that you can include. I added a random stock photo that our company has used in the past just to give you an idea.

In the sidebars you can include both links to other content and content itself (via incoming RSS feeds that automatically update). I think we should also reserve one sidebar for sponsors of the blog, with space for their logos.
Sample Post: Using Sponsors within Event Ads

December 19, 2006 Categories: Chapter Events
This is a sample post to show you how you might fit in the sponsor ads within a post. The ad size that fits best is either the Button (125×125) or the Half Banner (234×60), both are below. Just putting the image in, and linking it to the company’s website, is easily done and a great way to highlight and thank the sponsors for a particular event.

Say, if Yahoo! was using the button for their sponsorship:

Button
125 px x 125 px

And then Google wanted a half-banner sponsorship:

Half Banner 234 px x 60 px
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
Event: Solo Librarians Meeting – Jan 23rd

December 19, 2006 Categories: Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them for their next meeting on January 23rd. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Vicky Gray will be hosting the meeting at 6 P.M. on Tuesday January 23rd at the new San Mateo City Library at 55 W. Third Ave. Below is a map link with directions to the facility.

The meeting will include a short talk from the biotechnology librarian, Liz Perry, as well as a tour of the San Mateo City Library.

We plan to share a meal before the tour. As always, the cost will be dependent on the number of attendees, but should be less than $10/ea.

The meeting will be in the Laurel Room on the first floor of the library. What we will be having for dinner will follow.

Those who are planning to attend need to contact Eric Kristofferson by January 20th. Contact Eric at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Patricia Parsons
San Andreas Solo Librarians
Directions to the San Mateo City Library
Vicky Gray’s direct line is 650-522-7810
Board Turnover Meeting – January 11th

December 19, 2006 Categories: Uncategorized

Hello Board Members: I have scheduled the 2007 Turnover Board Meeting for Thursday, Jan 11 from 6-8 pm at the USGS Library in Menlo Park. This was the night that most of us were available, thanks to those of you who might have to juggle your schedules a bit.

This will be the turnover meeting, so members of both the 2006 Board and the 2007 Board are invited. I will be sending out an agenda in a separate e-mail in a few days.

We are still needing to fill the Vendor Relations position, so if you know of someone who might be interested, let me know.

Thanks again for volunteering your time and your good ideas!

Helen Josephine
SLA San Andreas Chapter
SLA Leadership Summit in January

December 21, 2006 Categories: Chapter Events
SLA's Leadership Summit is coming up in January. This year it is on the west coast, in Reno, Nevada, January 24-27, 2007. The Summit is professional development and association networking open to all SLA members, not just Board members. And there is a train that runs from the Bay Area to Reno so you don't have to drive in the snow, but you can sit back and enjoy it. See the schedule for trains on the Amtrak Web site at http://www.amtrak.com/

This year, the two keynote speakers are Stanford University Professor Chip Heath and Ken Haycock, Director of The School of Library and Information Science at San Jose State University.

A full schedule, registration, and hotel information are available on the SLA website at http://www.sla.org/content/resources/leadcenter/LeadershipSummit/07leadsummit/index.cfm.

For full article written by Lee Pharis, please see the Nov/Dec 2006 FaultLine.
San Andreas Chapter Awards

December 27, 2006 Categories: Awards, Member News

At the San Andreas Chapter Annual Business Meeting on November 15th, 2006, Past President Luisa Tosi Claeys announced the recipients of the Mark Baer, Lucy Steelman, Library Partner and Author awards. President Lee Pharis also announced the recipient of the President's Award. Each of the recipients has made noteworthy contributions to our Chapter. The awards recipients are as follows:

Mark Baer Award – Leslie Fisher
Lucy Steelman Award – Eric Kristofferson
Library Partner Award – Gloria Elia
Author Award – George Plosker
President’s Award – Jeanie Frasier

For full article on award recipients written by Luisa Tosi Claeys, please see the Nov/Dec 2006 FaultLine.
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.
2007 Board Members & Committee Leads

January 7, 2007 Categories: Board News
We have vacancies in the Nominations, Hospitality and Vendor Relations committees – email us to volunteer!

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

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

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

Bulletin Committee
Claudia Cohen (claudiarp02@yahoo.com)

Directory Committee
Belinda Beardt (bbeardt@aimusa.com)

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

Hospitality Committee
– vacant

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

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

Mailing Committee
Linda Yamamoto (linday@stanford.edu)

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

Nominations Committee
– vacant

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

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

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

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

Vendor Relations Committee
– vacant

Website Committee
Mary-Lynn Bragg (marylynn@reviews.com)
The San Francisco Bay Region Chapter of SLA is hosting the joint meeting with the San Andreas Chapter at San Francisco International Airport Aviation Museum. The meeting features Mia Garlick from Creative Commons.

Creative Commons is a San Francisco-based nonprofit corporation that

“offers free licenses and tools designed to help creators to publish their works more easily and on more flexible terms in order to enable their wider use and reuse. Their licenses help you keep your copyright while inviting certain uses of your work — a ‘some rights reserved’ copyright.

As General Counsel, Mia Garlick oversees implementation of the domestic and international legal strategy for Creative Commons and advises on ongoing legal issues that arise in relation to Creative Commons’ licenses and activities”. (From San Francisco Bay Region Chapter announcement at http://units.sla.org/chapter/csfo/calendar/calendar.html).

Registration deadline is February 15. Please see San Francisco Bay Region Chapter website at http://units.sla.org/chapter/csfo/calendar/calendar.html for further information and registration form.
Gary at a Great Price!

January 31, 2007 Categories: Web/Tech

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
Event: Sunshine Week Webcast – Monday, March 12, 2007

February 10, 2007 Categories: Other Events

On Monday, March 12, 2007, the SLA's SF Bay Region Chapter and Northern California Association of Law Libraries (NOCALL) will be presenting the Sunshine Week Webcast. The webcast will be held at the County of Alameda Training Center in Oakland from 9:00 a.m. to 2:00 p.m.

Sunshine Week is "a national initiative to open a dialogue about the importance of open government and freedom of information" (from http://www.sunshineweek.org). "Closed Doors; Open Democracies" is the title of the Second National Dialogue on Open Government and Secrecy.

From SF Bay Region Chapter:
“The program will focus on access to government information, including the impact of government suppression and manipulation of scientific information on public health and safety and accountability. The dialogue will start with a lively discussion of the issues and end with ideas for action. The program will be webcast from the National Press Club in Washington, DC, to host sites around the country and will consist of two panel discussions.” (SF Bay Region website at http://units.sla.org/chapter/csfo/calendar/sunshine.pdf)

The first panel focuses on national issues and includes Susan Wood, Rick Piltz, a representative from the Union of Concerned Scientists and the National Coalition Against Censorship. The second panel focuses on state and local issues and includes Bill Wolfe, Mark Tapscott, and a former EPA librarian. Ira Flatow of NPR’s “Science Friday” will moderate the discussion.

Registration deadline is March 8. Please see San Francisco Bay Region Chapter Web site at http://units.sla.org/chapter/csfo/calendar/calendar.html for a detailed description of panelists and registration form.

February 13, 2007 Categories: Other Events

The Discover Cal 2007 Spring Lecture Series presents the Globalization and the Flow of Knowledge. Speakers for this lecture include AnnaLee Saxenian, Dean at UC Berkeley School of Information and Professor, City and Regional Planning, and Steven Weber, Director, Institute of International Studies and Professor, Political Science.

From the Discover Cal website:

“The mobility of skilled labor is transforming the flow of knowledge around the world. As U.S.-educated engineers and professionals return to their home countries, they are turning what once was a brain drain into a two-way process of brain circulation. These professionals are transferring to developing regions the technology and managerial know-how that once resided exclusively in advanced economies like the U.S. This process is fueling the emergence of new centers of technology entrepreneurship and creating new competitors for Silicon Valley and foreshadows persistent global skill shortages in coming decade.” (From http://discovercal.berkeley.edu/globalization.cfm)

The lecture takes place March 21 at the Blackhawk Museum in Danville, and March 22 at Google in Mountain View.

6:00–7:00 p.m. Reception, no-host bar
7:00–8:30 p.m. Lecture followed by Q&A

For further information and online registration, please visit the Discover Cal Spring 2007 Lecture Series website at http://discovercal.berkeley.edu/globalization.cfm.
Distinguished Lecture Series – UC Berkeley School of Information

February 13, 2007 Categories: Other Events
There are two lectures remaining of UC Berkeley School of Information’s Distinguished Lecture Series. The topics for February 14 and February 21 are, respectively, Democratizing Innovation and Pilot Project for a Future University. Please visit the UC Berkeley School of Information Web site for further information.
March of the Librarians

February 16, 2007 Categories: Web/Tech

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.
Chapter President Helen Josephine Joins Stanford University's Engineering Library

February 16, 2007 Categories: Member News

Helen Josephine will be Head Librarian for Engineering at Stanford University Libraries & Academic Information Resources (SULAIR), starting in March 2007. Helen will have primary responsibility for the new Engineering Library’s transition to a more ‘bookless’ facility, while providing research support to engineering faculty and students.

Detailed information can be found on the online press release at http://sulaimnews.stanford.edu/issues/news.jsp?issue=070124.

Congratulations, Helen!

February 20, 2007 Categories: Other Events, Web/Tech

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.
Event: Digitizing in a Material World – April 19, 2007

February 20, 2007 Categories: Other Events
Co-sponsored by several California libraries consortia, this symposium is designed to help library and special collection staff plan, preserve, and enable access to the various materials in a digital collection. The symposium will take place April 19, 2007, from 10:00 a.m. to 4:30 p.m. at the Martin Luther King Library in San Jose.

From the Califa website:

“As Internet users begin to take digital access for granted, archivist, librarians and collection managers must deal with the problem that not all information ‘assets’ have the same characteristics. A photograph and a newspaper have different digitization and access requirements. In addition libraries and archivists must also deal with electronically published materials such as websites and government documents that never see ‘hard copy.’"

Some of the speakers include:
– Andrea Vanek – California Newspaper Project
– Roberto Esteves – Califa Digitization Project
– Glee Willis – Digital Projects Librarian, University of Nevada at Reno
– Ira Bray – California State Library
– Adrian Turner – California Digital Library
– Mary Minow – Librarian/Attorney
– Mary Elings – Archivist for Digital Collections, The Bancroft Library, University of California
– John Sarnoski – Director, ResCarta Foundation
– Sue Grinols – Director, Photo Services and Imaging, Fine Arts Museums of San Francisco
– Kristine Hanna – Director, Web Archiving Services, Internet Archive

For further information and the registration form, please visit the Califa website.
Online Program about Web 2.0 Technologies

February 24, 2007 Categories: Resources, Web/Tech
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
New CI Course – CI Published Source Collection: Managing the Function – Starts March 5, 2007

Take advantage of an exclusive SLA member benefit! Register for CI Published Source Collection: Managing the Function, the third course of Click U’s Competitive Intelligence Certificates program. The course begins March 5, 2007… Don’t delay; sign up now to review course material before the course begins.

CIC03: CI Published Source Collection: Managing the Function
This online course continues the exploration of the functions of the Intelligence Process/Cycle with Published Source Collection (aka literature research or secondary research). We will focus on managing the function by examining: differences between intelligence literature research and general business research; types of intelligence literature research; specific requirements and considerations for intelligence research; how to design literature research projects to support analytical requirements; and how to structure and manage the intelligence information center, its resources and efforts. Throughout, we will consider the variety of literature resources used in CI: print, fee-based content and Web resources.

For more detailed course information please visit Click U: CIC03 Course Information
Course Dates: 5 March 2007 – 23 March 2007 [3 weeks – week 3 is an open period]
Credit from this course may be applied to each of the three CI Certificates. For more details, please visit: CI Certificates

Questions? Want more information? Please email: clicku@sla.org

An Important Note: While the primary goal in developing these programs is to allow SLA members to earn one or more certificates, each of these courses has inherent value. Members who are not pursuing a Competitive Intelligence Certificate may take any course à la carte.
Notes and Impressions from the SLA Leadership Summit in Reno, January 24 – 26, 2007

By Helen Josephine, President, San Andreas Chapter

February 28, 2007 Categories: Conferences

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.

Over dinner and between sessions, chapter and division leaders have a chance to network and share ideas. The West Coast chapter representatives met to discuss the expansion of the California Chapters Reception at the annual conference to include the Oregon and the Pacific Northwest Chapters. We agreed to open the fun and responsibilities to all West Coast chapters. This means that the San Andreas Chapter will be responsible for planning the reception for the Annual Conference to be held in New Orleans in 2012.

The meeting had two keynote speakers, Chip Heath and Ken Haycock. On Thursday, Chip Heath, Professor of Organizational Behavior at Stanford’s Graduate School of Business, presented a talk on the concepts in his new book, *Made to Stick; Why Some Ideas Die and Others Survive*. Chip’s research is about what makes ideas succeed in the marketplace and how we can design messages to make them stick. His research indicates that messages should be simple, unexpected, concrete, credible, emotional, and consist of stories. Chip was a very engaging speaker and told excellent stories to illustrate and expand on his points. Chip was available afterwards to sign copies of his book (co-authored with his brother Dan Heath.) On Friday, Ken Haycock, Director of the School of Library and Information Science at San Jose State University, spoke on “Leadership and You; Tackling the Dragon.” Ken discussed the competencies, skills, and attributes of successful leaders and what we can do to overcome our own inner dragons. Ken is always an interesting and humorous speaker; he is not afraid to poke fun at some of our “sacred cows” and shortcomings.

Two skills-based workshops were held on Thursday, “Communicating Your Message” (marketing your message and developing an elevator speech) presented by Betty Jo Hibberd and “Running Effective Meetings” presented by Donna Scheeder.

From the association we had updates from President Rebecca Vargha, Executive Director Janice LaChance, Chapter Cabinet leaders Ann Caputo and Libby Trudell, and Strategic Realignment Committee members Cindy Romaine and Ethel Salonen.

SLA President Rebecca Vargha gave a short address on the year ahead. Key points included:

- Information Outlook is 10 years old this year; a new look for the publication was launched with the January issue.
- The SLA Centennial Commission and 2009 Conference Planning Committee was appointed. This group will be responsible for planning the Washington, D.C. conference in 2009 as well as the events throughout the year to celebrate 100 years of SLA. Ideas/suggestions can be sent to 100@sla.org.
- SLA has purchased a new membership information management system which should be completely implemented by June 2007. This will provide units with current information on their membership and provide flexibility in generating lists and reports.
- Highlights of the Denver conference include Keynote speakers Al Gore and Scott Adams, Dilbert creator; a special session called the “unconference” featuring Stephen Abram, Eugenie Prime and Clifford Lynch; and the addition of synergy sessions.

SLA CEO Janice Lachance presented SLA’s 2006 accomplishments and 2007 goals.

2006 Accomplishments:
- Drove growth in membership (recruitment and retention).
- Accomplished the first online election of the SLA Board of Directors.
- Increased use of technology, including version 4.0 of the SLA web site and launch of a newsfeed reader.
- Baltimore Annual Conference was a huge success in terms of number of attendees, generated revenues, and the quality of the programming.
- Formed an alliance with Information Today.
- Developed a partnership with Software & Information Industry Association (SIIA) of which the first outcome is a course on Content Rights
Management:
• Spoke out against the EPA's plan to close its libraries.
• Conducted the Annual Salary Survey.
• Participated in the Annual Internet Technology Forum.
• Approved the provisional Asian Chapter.
• Janice was asked (and accepted) to Chair the American Society of Association Executives (ASAE) CEO Advisory Board.
• SLA is in its fourth year in a surplus budget!

2007 Goals:
• New Click University offering – Competitive Intelligence Certificate program was launched in January.
• SLA is now an authorized provider of IACET continuing education and training and can also issue CEUs.
• Provided new online offering of Gary Price courses – quarterly updates, new topics on searching and tips on good/new sites – for a cost of $15 each.
• Click University will be rolling out Leadership & Management courses. Current library includes over 930 ebrary offerings. Some are free; discounts are available on others.
• Working on a partnership with University of Toronto for online classes.
• Reinforced SLA's commitment to implementation of a new management system to improve unit and administrative management.
• SLA will participate in the Future of Library and Information Science Education Conference in 2008.
• Past SLA President Guy St. Clair is authoring a book on SLA's history.
• SLA is negotiating a group rate with Webex to help chapters take advantage of web delivery of programs and workshops.
• SLA will continue to enhance services, expand its global influence, and bring new technology such as blogs, wikis, online communities, and a technology laboratory.

The Chapter Cabinet meeting was chaired by Ann Caputo. Topics of interest included an update on the Chapter Modeling Task Force and programming plans for the annual conference. While the recommendations of the Task Force are not mandates, some chapters are considering changes to be more efficient and to meet the needs of their members. The request of the Michigan chapters to combine as one chapter was approved by the SLA Board. Notes from the Chapter Cabinet meeting are posted in the Chapter COP on the SLA website. The Report of the Chapter Modeling Task Force is Board Document A06-43 on the June 2006 Agenda. Program ideas for the Annual Conference included a poster session for chapters to highlight a program or innovative activity and additional leadership training. There was also some discussion on the need to change the focus of the chapter meetings at the June conference to align with the new fiscal year of the association.

Following the Chapter Cabinet was a Joint Cabinet session for the division leaders and the chapter leaders. The topics of this meeting included a presentation from two members of the SLA Board of Directors, Sylvia James and Kate Arnold, on the need to increase international membership and a recommendation to recreate the position of International Relations Chairs in the Divisions. The second topic of discussion was the work of the Strategic Realignment Committee, chaired by Cindy Romaine and Ethel Salonen. SLA is actively working on a strategic realignment of the Association. The strategic alignment actions include hiring an outside consulting firm to help provide an outside, unbiased view of the Association and the profession. SLA will use this information to reach out to logical partners and potential new members using the most appropriate messages for those communities. Part of this effort will coincide with the 100th anniversary.

Overall the programs and presentations at the Leadership Summit were informative and rewarding. The SLA HQ staff and Board have made improvements based on membership feedback. Plans are underway for the 2008 Leadership Summit in Lexington, Kentucky.

Helen Josephine can be reached at hbjosephine@sbcglobal.net
Event: San Andreas Chapter, SLA March Tour – Monday, March 19, 2007

DATE: Monday, March 19th, 2007
TIME: 6:00 p.m. – 8:00 p.m.
LOCATION: San Mateo Public Library, Biotechnology Resource Center

Biotechnology Resource Center
The dedication of the Genentech Foundation Biotechnology Learning Center was held on Nov. 29th, 2006 in the Main Library’s Grand Reading Room. The center is the first biotechnology learning center of its kind in a public library anywhere in the U.S. Speakers at the event included Fred Middleton, Managing Director of Sanderling Ventures, Colleen Wilson, Executive Director of the Genentech Foundation, Dr. Dildar Gill Pisani, President of the Library Foundation, Elizabeth Perry, Biotechnology Librarian, and Ben Ocon, City Librarian.

TOUR Host
Liz Perry has had a rich professional history in the biotech sector. After eight years at Gilead in Foster City establishing and leading their Information Center, Liz worked at Roche Palo Alto as Research Partner (information services liaison) to the Integrated Health group. Liz was hired on at San Mateo Public in 2006, specifically to develop the collections and programs in the Genentech Foundation Biotechnology Resource Center. Liz received a BA in Geology from Earlham College and an MLIS from Simmons College. She has been an active member of SLA’s Pharmaceutical and Health Technology Division for too many years to count, serving as Secretary from 2002-2004 and Conference Planner for Annual Meeting in Baltimore.

TOUR:
Convene at the San Mateo Public Library for a snack and networking prior to the tour. Join Liz Perry for a review of this unusual information resource open to the public – the Biotechnology Resource Center of the San Mateo Public Library. Time allowing we will also check out other aspects of this new public library facility, including a unique Teen Lounge, a fabulously fun Children’s area, and the many Green features of the building that opened just six months ago.

This tour will be limited to 60 people. Deadline for registration: Thursday, 15-Mar-2007.

Please click on Word document or PDF for detailed information and registration form.

COST:
Registration for this event will be $5 per person and will include snacks. For checks, please make out to “San Andreas Chapter, SLA”.

DIRECTIONS:
From 101 (North or South) take 3rd Ave exit in San Mateo.
Proceed up 3rd ~ 12 blocks to the San Mateo Public Library at 55 W 3rd.
There is ample parking in the garage under the library.

SIGN-UP:
Contact me first to put your name on the list. Then send registration fee with a copy of the lower half of this notice filled in with your personal info.
Deadline for registration: Thursday, 15-Mar-2007. Call or email reservation to Leslie Fisher at:
650-855-6992
lfisher7@alzus.jnj.com

Mail registration to:
Leslie Fisher
17318 Esteban St.
Hayward, CA 94541

NAME: ________________________________________

AFFILIATION: _________________________________

PHONE: _____________________________________
HEADCOUNT YOUR PARTY: _____________________
TOTAL ENCLOSED: __________________________

For checks, please make out to “San Andreas Chapter, SLA”. Thank you.
Event: Solo Librarians Meeting – Thursday, March 22, 2007

March 2, 2007 Categories: Chapter Events

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them for their next meeting on March 22nd. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Eric Kristofferson will be hosting the meeting at 6 P.M. on Thursday March 22nd at St. Jude Medical on Evelyn Ave. near Wolfe Rd. in Sunnyvale. The address is 701 E. Evelyn Ave., the first building. Click for map link to event.

Nancy Blachman of Google Guide will be making a presentation entitled:

Power Googling: Getting what you want from Google

Nancy says: “Google is easy to use, but the more you know about how it works, its features, its capabilities, and how it displays results, the better it can serve your needs. Learn how to go beyond Google’s deceptively plain interface and take advantage of underutilized capabilities and shortcuts.”

We will be serving pizza prior to the presentation. As always, the cost will be dependent on the number of attendees, but should be less than $10/ea.

Those who are planning to attend need to contact Eric Kristofferson by March 20th. Contact Eric at ekristofferson@sjm.com or (408) 522-6697.
Bio: Joe Langdon – President-Elect

March 4, 2007 Categories: Board News, Member News

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

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

Joe received degrees in Education/Library Science and Geology from Slippery Rock State College, Pennsylvania. Joe has been a member of SLA since 1997, served on the Directory Committee, and was Treasurer of the San Andreas Chapter from 2002-2004. He is the current President-Elect of the San Andreas chapter.
Lee Pharis is Manager of Information Resources, Exponent, Inc. Lee works with clients to assess and facilitate relevant, timely responses to their research inquiries, and also provides research expertise, including resource evaluation. She conducts research in peer-reviewed and authoritative technical literature using both online and manual indexing services available from leading commercial publishers. As appropriate, this secondary research may also be supplemented with primary research, including contacting government trade experts or other known practitioners within a field.

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

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

Lee is a member of both the San Andreas and San Francisco SLA chapters and has served on a variety of committees, including Tours, Jobline, Nominations, and Hospitality. She is the Past President of the San Andreas chapter.
Lisa Sammon is currently a Research Analyst with the Intel Library at Intel Corp. in Santa Clara. Lisa handles all research and reference requests that come into the Intel Library. She also publishes a daily Executive Newsletter. Prior to joining Intel in 1992, Lisa worked in the corporate library at GTE Government Systems (now General Dynamics) in Mountain View.

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

March 6, 2007 Categories: Chapter Events
Speakers: Mary-Lynn Bragg, Claudia Cohen (co-editors) and Michael Sippey, Vice President of SixApart

The San Andreas Chapter, which encompasses Silicon Valley, has moved forward with a suite of 21st-century web tools to foster communication and community among the San Andreas membership. These tools include:

– Typepad, a blog creation/hosting service to present, preserve and manage current and persistent content;
– Google Calendar for our events and for events from other area chapters, etc. Calendar content can be used by members via direct use (iCal standard or linking from their own Google Calendar);
– Feedburner RSS feed with “add-ons” for embedding other content; provides an email service where people can sign up to get blog posts by email;
– Del.icio.us for creating and sharing bookmarks of relevant web content with Chapter members

In addition to a presentation by blog co-editors Mary-Lynn Bragg and Claudia Cohen, Michael Sippey of TypePad will be our special guest speaker.

Michael Sippey

Michael Sippey is the VP of Professional Products at Six Apart, makers of TypePad, Movable Type, LiveJournal and Vox. Founded in 2002 by husband and wife team Ben and Mena Trott, Six Apart provides award-winning blogging software and services that change the way millions of individuals, organizations, and corporations connect and communicate across the world every day. Sippey has been with Six Apart since 2004, and has played key roles in product strategy, management and development.

Before joining Six Apart, Sippey was a Managing Director of Quris, a boutique marketing agency focused on email communications, which he helped found in 2000. Prior to that Sippey was at Internet consultancy Viant, was part of the startup team at GlobalEnglish.com, and cut his teeth on product management at Advent Software in SanFrancisco.

Sippey has been publishing online since 1995, when he launched “Stating the Obvious,” a then-weekly site of essays on Internet technology, business, and culture. He currently blogs at sippey.typepad.com and michael.vox.com.

Please click on Word document or PDF for detailed information and registration form.

AGENDA – 6:00 p.m. Registration & Networking
7:00 – 8:00 p.m. Speaker presentations & questions

LOCATION – This event is being hosted by Exponent in Menlo Park. A light buffet and beverages will be served.Exponent
149 Commonwealth Drive
Menlo Park, CA 94025

http://www.exponent.com/offices/siliconvalley.html *** Click here for a Map. ***

Please park near to and enter the north entrance to the building (faces building for lease on corner). This entry is by the security guard and the library, and you will be escorted to the conference room. After the meeting, the exit door at the north entrance will be available.

Blog Launch Party – Special Guest Speaker: Michael Sippey
Wednesday, March 28, 2007, 6:00 – 8:00pm Exponent, Menlo Park, CA
Registration deadline: Friday – March 23, 2007
Cost:Members – $15.00Non-Members – $20.00Student members / Retired / Members not employed – $5.00

SEE CONTACT INFO BELOW

Name: __________________________ Telephone: _______________

SLA Member: _____ Student / Retired / Not Employed: _____

Employer / Affiliation: __________________________

email: ___________________________ phone: ___________________________

Check enclosed for $ _________________
Mail registration form and check made out to "San Andreas Chapter of SLA" to:

SLA Reservations
Advanced Information Management (AIM)
The Information and Library Staffing Specialists
P.O. Box 391210
Mountain View, CA 94039-1210
phone: (650) 965-7900
fax: (650) 965-7774
email: siameetings@aimusa.com
Eli Edwards is a graduate of the School of Library and Information Science at San Jose State University and is a law student at Santa Clara University School of Law. Eli has worked in public (Los Angeles Public Library), academic (Stanford University Libraries) and special (Atlanta Journal-Constitution, News Research Unit and the Internet Archive) libraries. She has been a member of ALA and SLA since 2001; within SLA, she is a member of the San Andreas Chapter, the News Division, and the Archiving/Preservation Caucus.

Eli’s SLIS degree has Arnold Schwarzeneggar’s signature on it; there is the faint hope that with 20 years’ appreciation, it will fetch a good price on eBay and will be an auspicious addition to her retirement portfolio, despite the fact that the signature is computer-generated. She is a Director with the San Andreas chapter.
Bio: Helen Keil Losch

March 8, 2007 Categories: Uncategorized

Helen Keil Losch is a Reference and Instruction Librarian at Stanford Graduate School of Business Jackson Library. Established in 1933 to serve a growing graduate business school, Jackson Library is recognized as one of the premier academic business resources. Previously she worked at Industrial Economics Incorporated, Boston.

Helen earned an MSLIS from Simmons College, Boston.

Helen has been a member of SLA since 1999. As a member of the Boston Chapter of SLA she was the Science and Technology chair. She has also been a member of the SLA Professional Development Advisory Council (formerly the Professional Development Committee) since 2004. She is the current Treasurer of the San Andreas Chapter.
An important managerial skill is the ability to delegate. Janice Lachance, Chief Executive Officer of SLA, writes that “good delegation saves you time, develops your fellow leaders, grooms a successor, and motivates;” on the other hand, “poor delegation causes frustration, demotivates and confuses the other person, and fails to achieve the task or purpose itself” (Leadership Connections, January 2007).

What is a manager to do? Think SMART, or SMARTER (Lachance's easy-to-remember acronym). Delegated tasks must be:
- Specific
- Measurable
- Agreed
- Realistic
- Time bound
- Exciting or Enjoyable
- Recorded

Admittedly, the tasks may not always be ‘exciting’ or ‘enjoyable’. Nonetheless, Lachance states, it is important to explain the relevance of the task and how the person responsible for it will benefit. To read more about other leadership tools, visit the SLA Leadership Center.
Share, Reuse, and Remix – Legally: A Recap of Creative Commons Presentation

March 21, 2007 Categories: Chapter Events, Resources
By Helen Josephine, President, San Andreas Chapter

Creative Commons provides free tools that let authors, scientists, artists, and educators easily mark their creative work with the freedoms they want it to carry. You can use CC to change your copyright terms from "All Rights Reserved" to "Some Rights Reserved." (From www.creativecommons.org)

Mia Garlick, General Counsel for Creative Commons was the speaker at the Joint Program meeting of the San Francisco and San Andreas Chapters, February 22, 2007. Mia provided us with a short course on the advantages of using a Creative Commons license to share the creative effort of artists, writers, scientists and educators. While the standard copyright does apply to all of our original work, some feel that the standard "All Rights Reserved" is too restrictive. Sharing for non-commercial purposes may help to broaden the audience of a work. Some authors and artists want to encourage use and re-mix of their work to continue the creative process.

Founded in 2001 by Lawrence Lessig, Creative Commons has developed the tools to help those who want both to protect and to share their work. On the Creative Commons site you can register your work and select the level of restrictions you want to apply to your license. You can allow use for non-commercial purposes, while still reserving your right to be paid for commercial use. You can allow or restrict modifications of your work (re-mixes, derivatives). You can allow modifications if the other party also agrees to share through a Creative Commons license (share alike).

Some of the projects that are now using the Creative Commons license include the OpenCourseWare Consortium, GOOD magazine, the Public Library of Science, and Elephants Dream.

Besides providing copies of the licenses in human-readable and lawyer-readable format, Creative Commons also provides machine-readable format using RDF (Resource Description Format) to tag the content with the appropriate level of restriction applied by the author or artist. A plug-in for Microsoft Word is available for authors. Search sites such as Google, Yahoo, and Flickr can read Creative Commons metadata to restrict search results to only content with a Creative Commons License.

Why use a Creative Commons license? Feedback from users indicates that 96% use the license to preserve the reputation or integrity of the author or artist, 67% want to share their work for non-commercial purposes, and 24% want to be able to permit derivatives or re-mixes. Other reasons to use a Creative Commons license include the ability to reach new audiences, to extend the shelf life of out-of-print material, and to engage with users as new content is created.

The Creative Commons is a non-profit organization; the list of individual supporters, foundations and corporate sponsors is on the website under Support the Commons.

Helen Josephine can be reached at hbjosephine@sbcglobal.net
What's New at SJSU SLIS

March 25, 2007 Categories: Student News
By Beverly McLeod, Student Relations Liaison, San Andreas Chapter

E-Portfolio
Last summer the administration changed the culminating requirement for the MLIS degree. All students who do not plan to write a thesis must now complete an e-portfolio in order to graduate. Despite some initial grumbling, students took up the challenge of the e-portfolio; last fall 229 students (91% of the 252 students enrolled) successfully completed the course and received their degree, according to program coordinator Jane Fisher. (A few students needed more time to finish the project, and are continuing to work on it this semester.) Another 200+ students are currently enrolled in the e-portfolio course.

The e-portfolio must consist of a 3-5 page statement of professional philosophy, an introduction and several pieces of evidence supporting the student's mastery of each of 14 areas of professional competency, and a concluding section addressing the student's professional growth plan. Most students used the simple format provided by SLIS for their e-portfolio, but some chose to present their material by creating their own Web site. J. Michael DeMars even designed his site in blue and gold, SJSU's school colors (www.demarsfamily.com/library289webdocs).

Faculty Strike
Faculty at the 23 CSU campuses voted overwhelmingly to authorize a strike if labor negotiations are unsuccessful. The strike, unprecedented in the history of the CSU system, would mean suspension of classes for two days in April at SJSU. It is unclear how the strike would affect the mostly online courses at SLIS.

Beverly McLeod can be reached at ReadingResource@aol.com
The Big Blog To Do List

March 25, 2007 Categories: Opportunities

With the blog launch party coming up, I wanted to put up a post with my To Do List. Over time, I’ll come back and cross off things that get done and the status of various projects, but I thought it would be useful for our members to see that just because we’re past the initial release, there’s still lots of work to do be done both on the blog and the website. We definitely aren’t done yet!

If you think you can help with any of this please drop me a line at marylynn@gmail.com. At the bottom, I’ve even identified a very specific role any, or many, of our members could fill to help create content for our site.

Claudia and the rest of the Faultline team have their own list of what they want to see happen with the areas of the blog that are devoted to the Faultline so please also keep in mind that there many ways you can contribute to this new communications tool for our chapter.

We hope to see you on Wednesday! Please read on for more details…

Already Done:

– started blogging
– sidebar links for related content
– Google Calendar for chapter events
– Google Calendar for “other events”
– RSS feed created – can also get updates via email

Absolute Must-Dos: (tackle these in Q2)

– start using Technorati tags on posts & claim blog in Technorati
– sort out a print style sheet, even if it kills you (it very well might!)
– get vendor ads started (led by: vendor relations committee)
– finalize copyright policy (board to vote on)
– finalize photo policy (board to vote on)
– better event listings – question of how much/how far we go
— continue encouraging other groups to produce feeds for their events

Website Updates To Do: (Q3 is the time to get these done)

– sitemap index to start (inventory of existing site)
– archive sections no longer required
– update pages/sections to keep
— new, cleaner design (similar to Jobline page and blog)?
— any content updates
— designate an “owner” – who should initiate future updates
– check SEO
– user accounts might need updating
— create a “downloads” section for logo versions, templates, etc.

Moving Beyond: (Q4 onward)

– statistics tracking & reporting – both for website and for blog
— already started doing some for the blog
– online event registration (and possibly payment)
– gather specific member feedback for next steps (survey?)

Additional Content: we can add this at any time but I need some help!

Ideally, one or more persons would take up the mantle of “Content Detective” or somesuch – going out online and finding/coralling content that may be of interest to our members using these tools and/or others. This is an ideal role for someone who loves to surf the web all day (and has the time to do so!).

Some of these can be accommodated within the blog, via the sidebars, but we can also look at another webpage (sort of like a portal) into which we embed/port this content and have it updated automatically.

– video
— YouTube account is created already
— archive interesting videos from others
— create videos of our own
– podcasts
  — help members find them
– blogroll
  — locate blogs of interest
  — do reviews
  — create and maintain a blogroll
  — create an OPML file other members can use to import blog listings
– newsfeed
  — can embed a newsfeed via Google using keywords
– other web resources – a del.icio.us account is created, it just needs to be populated
Former San Andreas Chapter Member, Linda Post

April 2, 2007 Categories: Member News
Linda Post died March 28, 2007, surrounded by her family, after a long and courageous battle with cancer.

Linda had managed the GTE Lenkurt Library in San Carlos from the mid-1970s until 1978, when she went to work at Intel in Santa Clara. She also worked for a time at the HP Library in Roseville, and she retired from there in 1995. During this time, she had been an officer and active member of the San Andreas Chapter.

Linda earned a BS from Penn State and an MLS from Drexel University.

She had lived the last 20 years in Grass Valley and was active with the League of Women Voters and worked as a docent at the Bridgeport South Yuba River State Park.

There will be a memorial gathering for Linda at 3:00 p.m. on Saturday, April 7, at the Bridgeport South Yuba River State Park.

In lieu of flowers, memorial contributions may be made to Hospice of the Foothills (530-272-5739), www.hofo.org or to Save-the-Redwoods League (888-836-0005), www.savetheredwoods.org. Linda's daughter Kathryn will be planting a memorial garden for Linda at her home on Whidbey Island. If you would like to choose and purchase a flowering tree, shrub, or perennial for the garden, please call Bayview Yard & Garden at (360)321-6789.
Hello, fellow Chapter members. I could use your help!

As Chapter Archivist, I have identified some "holes" in our archived files. I have already back-filled what I could with my own older issues of the Faultline bulletin and Chapter membership directories, but we still need three Faultline issues:

**Faultline: Vol. 22.**
No. 3 (Jan/Feb 2002)
No. 4 (Mar/Apr 2002)
No. 5 (May/June 2002)

and six *San Andreas Chapter Membership Directories* for the years:
1982/1983
1984/1985
1985/1986
1998/1999
2001/2002
2002/2003

If you are willing to part with your personal copies, please contact me (lpharis@exponent.com).

Thank you,

Lee Pharis

April 9, 2007 Categories: Book Reviews
By Karen Takle Quinn, Ph.D.

Chris Anderson shows in *The Long Tail: Why the Future of Business Is Selling Less of More* (NY: Hyperion Press, 2006. ISBN 1-4013-0237-8) how the Internet is changing the way everyone does business. He suggests that the future of commerce and culture isn’t in high volume hits but in what used to be regarded as misses—the endless long tail of that same curve. Many years of research have gone into this book. It is partly an economics research project. Economics seeks to find neat, easily understood frameworks that describe real world phenomena. Anderson, as editor-in-chief of *Wired*, first published his “tail” ideas in an article in the October 2004 issue. This article became the most cited article *Wired* had ever run. In statistics, curves like those described are called “long-tail distributions.” Anderson coined the term “The Long Tail” to help to explain how our culture and economy is shifting focus away from the head, “mainstream products and markets,” toward the tail, the “ever-expanding universe of niche products and businesses.” Many suggest that *The Long Tail* is the most important business book since *The Tipping Point*. It was selected by *Business Week* as one of the best 2006 business books. It reveals that companies are seeing demands in categories that had previously been dismissed, and it reports that everything a company puts out finds a demand of some sort. The economics of “online” keeps going while the traditional retailer is influenced and limited by shelf space and the cost of maintaining inventories. The infrequent sellers have value in the online market even though they are only selling in small numbers because their aggregates add up to big business. Anderson suggests that letting people choose for themselves will create new opportunities for consumers and businesses.

Image from jacket cover of *The Long Tail*.

In *The Long Tail* Anderson shows how the Internet is changing the way everyone is doing business and revealing truths about what consumers want and how they want to get it. He points out, for example, that the tail of available variety is far longer than we realize; that it is now within reach economically; and that all those niches, when aggregated, can make up a significant market. The importance of the graphic labeled “The Radical New Shape of Culture and Commerce” on the jacket cover of the book is that it shows that the future of commerce and culture isn’t in the high-volume head of the traditional demand curve, but in what used to be regarded as “the misses,” the endlessly “long tail” of that same curve.

He strongly asserts that the mass market is giving way to “a mass of niches.” As the Net relentlessly cuts the cost of finding and distributing products, it’s accelerating the arrival of entirely new markets for obscure books, movies, games, foodstuffs, and more. Now, niche products can be stocked efficiently in warehouses, ordered by anyone with a computer and credit card, and shipped cheaply around the world. Does that spell the end of the Hollywood blockbuster? Some of Anderson’s claims maybe exaggerated, but *The Long Tail* is one very thought-provoking book.

I especially like statements of praise made by Geoffrey Moore, author of *Crossing the Chasm*:

“The Long Tail catches the world’s economy at a fundamental nexus of change. Blockbuster models, Pareto’s Law, ever-shortening life cycles, rock star dependencies—all are receding in relevance and importance. In their place a new Internet-enabled economy is embracing more collaborative, participative, and idiosyncratic offerings, and knocking the old Guard on its backside in the process. Chris Anderson depicts the emerging dynamics of this new world with insight, wit, and style, so put this book atop of the rest of your bedside reading and enjoy.”

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

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Track Your Volunteer Efforts!

April 9, 2007 Categories: Career Development, Member News, Opportunities, Student News

Are you keeping your professional volunteer resume current? Hadn’t thought about it?

SLA tracks your commitments if you have an Executive Board position in a chapter or division, or at the association level, but not committee positions. In the chapter some of the committee work can be tracked on an as-need basis through our bulletin issues, especially if you chaired a committee, but not always if you were a member of the committee, and identifying committee members over time gets increasingly harder.

I encourage you to keep track of the committees you’ve served on and any significant contributions or accomplishments of which you might be particularly proud, and the years during which you were active. Keep the list with your work performance review or work resume, or with your annual SLA renewal, your tax records, or someplace where you’ll periodically see it and update it. Make it part of your portfolio with copies of publications, presentations, or noteworthy work-related or professional projects so that you have a ready archive of all your professional achievements.

This information can be important at different points in your career for various reasons. A new boss might want to see a demonstration of professional commitment, or, for that promotion you want you need to provide examples of leadership skills you’ve acquired and put to practice. You might even decide to run for an SLA Board position. For these reasons and more you should track your SLA and other related professional activities.

You can also more readily respond when the Awards Chair sends out an email calling for recommendations of people upon whom to bestow recognition. I know you’re thinking “how arrogant to submit your own name!” Most of us feel awkward crowing about our contributions because we aren’t doing it for self-aggrandizement but for personal satisfaction/networking/mentoring/learning, but we all need to move past that awkwardness and thank ourselves for our efforts because frankly, the organization would not run without its volunteers. Think of it as getting the practice needed to do this at your workplace, too. Remember that promotion you want? At one of my workplaces when I listed my accomplishments for the year, my boss exclaimed “I didn’t know you did all this!” Give your colleagues an opportunity to exclaim “We didn’t know you did all this – thank you!”

As Chapter Archivist, it would be great to continue to leave a trail of names of those who make the chapter strong and give it its character, and as Awards Chair it would make it easier to direct our big thank-you’s and recognitions appropriately, not only at the chapter level, but at the top association level, too. So bring your professional activities resume up-to-date, and in a few months when people are asked to step forward to be recognized, be one of them!

Lee Pharis <lpharis@exponent.com>
San Andreas Chapter Solo Librarians
Upcoming Meetings

April 14, 2007 Categories: Chapter Events, Opportunities, Web/Tech
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
Notes from the San Andreas Chapter Blog Launch Party – March 28, 2007

April 18, 2007 Categories: Chapter Events, Member News, Resources, Web/Tech
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.

According to Sippey, blogging is about building a new type of relationship with one’s readers. It is moving beyond a one-way monologue to a two-way dialogue.

Blogging differs from email communications in several ways:
1. Content within a blog has a permanent home. Blog content is indexed in Google and becomes permanent, while an email is read then trashed.
2. Since blog content is permanently captured, bloggers can talk to future customers; whereas email communications can only be directed towards current customers.
3. Blogging enables current and future audiences to find you via online searching.

Sippey mentioned a stat from Chris Anderson’s The Long Tail, indicating that a website can increase its traffic by as much as 39% by having a blog, since blogging content is archived and Google’s crawler likes content! According to Sippey, “persistence is important because it means that Google can find you.”

So, how do you get your blog started? Sippey offered the following advice:
1) Write down your goals for your blog.
a. What do you want to accomplish?
b. Who do you want to emulate?
2) Assess your tools.
a. Do you want a hosted service?
b. Do you want installed software?

3) Start privately. Before you open up your blog to the world, experiment with your blog in private first.
   a. Initially, make it password protected.
   b. Create your design; experiment with your posts.

4) Draft a simple blogging policy.
   b. How will you handle comments, especially disruptive comments?

Lastly, while Sippey acknowledged there are a lot of books on the subject of blogging, he recommended two. Debbie Weil’s *The Corporate Blogging Book* is primarily a “how-to” book on getting started. The second book was *Naked Conversations* by Shel Israel and Robert Scoble, written from a public relations perspective.

Alpidia Barraza can be reached at barraza@synergizedinfo.com

You can download Michael’s slides from our website (PDF, 6.7MB).
SJSU Student Internships

April 23, 2007 Categories: Other Events

By Beverly McLeod, Student Relations Liaison, San Andreas Chapter

This semester 84 SLIS students are participating in internships at 75 sites in Northern and Southern California, gaining practical experience to supplement their academic studies. Ten of these students shared their initial experiences in the Spring issue of the student newsletter, The Call Number (http://slisgroups.sjsu.edu/lissten/call_number/2007/Spring07CallNum.pdf).

Internship program coordinator Jane Fisher is actively soliciting new sites; if your organization could use an intern, contact her at jfisher@slis.sjsu.edu.
Event: Solo Librarians Meeting At Ricoh Innovations – May 15, 2007

April 30, 2007 Categories: Chapter Events, Resources, Web/Tech
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.

May 10, 2007 Categories: Chapter Events
DATE: Saturday June 16th, 2007

TOUR LOCATION: Stanford University’s Hopkins Marine Station in Pacific Grove. Directions and map located in extended entry. (Note: This is a walking tour.)

Hopkins Marine Station
Hopkins Marine Station is a marine biology research and educational facility that operates as a branch of Stanford University’s Department of Biological Sciences. Founded in 1892, Hopkins was the first marine laboratory to be established on the American Pacific coast. Since that time, many notable scientists, as well as a continuous population of undergraduate and graduate students have come to the Station to study and work towards a better understanding of the marine world. The Station is located in Pacific Grove, on the Monterey Peninsula. Telephone: 707-433-3772; Fax 707-433-7946. Our host will be Joseph Wible, Head Librarian and Bibliographer, and Assistant to the Station Director.

Joseph Wible, PhD
Joe Wible received his Masters in Library Science from Emory University and his Ph.D. in biology from University of Southern California. Currently he participates in the Channel Islands Research Program’s long-term monitoring of subtidal communities off southern California. In addition to running the library, Dr. Wible is the Station’s webmaster. He also helps with fundraising, publicity, and provides computer and networking support for the Station.

Please click for information on the finding the Hopkins Marine Station and directions.

GENERAL AGENDA:
– Proposed round trip timing – 10 a.m. – 6 p.m.
– Meet at central location (TBD) – OR – Convene per carpool requirements (~10 a.m.)
– Transport to Monterey / Pacific Grove (~1.5-2 hours)
– Arrive at the Hopkins Marine Station and gather on the grounds for a box lunch. (~12 Noon)
– Tour the buildings and grounds of Hopkins Marine Station hosted by Joe Wible. (~2 hours)
– Walk to Cannery Row for tasting and lecture about Monterey wines at “Taste of Monterey” (tasting to start at 3pm)
– Return on-foot to Hopkins to board vehicles for return home. (between 4:00 and 4:30pm)
– Return transport (~1.5-2 hours)

PLEASE NOTE:
I’d prefer to organize a “caravan” of vehicles rather than renting a Charter Bus. This would save the Chapter a tremendous outlay as well as reduce individual registration costs.
– Please contact me ASAP if you are willing to drive your own vehicle, or to use your vehicle for a carpool, or are willing to drive a rental van (underwritten by the Chapter) for this event. Registration for drivers will be reduced.

COST: Registration for this event will include the tour, lunch, tasting and transportation. At this time registration costs are TBD but are estimated at $45 per person.

SIGN-UP: If you are interested in this event, please call or email to Leslie Fisher ASAP at:
lfisher7@alzus.jnj.com

June Tour – Hopkins Marine Station in Pacific Grove, CA
Saturday, June 16, 2007, ~10 a.m. to 6:00 p.m.
Registration deadline: Wednesday – June 13, 2007 [depending on space availability]
Cost: To be Determined – Currently estimated at $45.00

SEE CONTACT INFO BELOW

Name: ___________________________ Number Guests: _____
SLA Member: _____ Student / Retired / Not Employed: _____
Employer / Affiliation: ___________________________ email: ___________________________ phone:_____________________
Check enclosed for $ _________________

Mail registration form and check made out to “San Andreas Chapter of SLA” to:
San Andreas Chapter Tours Chair
Leslie Fisher
17318 Esteban St.
Hayward, CA 94541

phone: (650) 564-5879
e-mail: lfisher7@alzus.jnj.com
Local Presenters at SLA 2007

May 19, 2007 Categories: Conferences, Member News, Other Events

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.

Note that on **Monday** there is a no-conflict time and **coffee break in the exhibit hall before the 11:30am session**, so you can get a snack before heading to any of the following sessions.

Several of us vie for attention on **Monday, 11:30am-1:00pm**:

- **Nancy Dickenson** moderates a health session on patient safety.
- **Cindy Hill** guides the panel speakers through their topic on the personal trainer.
- **Lee Pharis** oversees the Standards Update with representatives from both standards bodies and businesses informing us about recent industry changes.
- **Roger Strous** speaks on a panel about the mobility of business information.

Two more locals present at the same time, also on **Monday**, but at **1:30-3:30pm**:

- **Cynthia Eastman** moderates the session on the latest developments in digital services.
- **Rita Evans** speaks about NTIS in transition.

**Marlene Vogelsang** moderates a session on energy issues pertaining to global climate change and the future of renewables on **Tuesday, 9-10:30am**.

If I missed anyone, I apologize and hope that you’ll let us all know which session you’re involved in and when!

Lee Pharis can be reached at lpharis@exponent.com.
Rocky Mountain ‘Hi’!

May 21, 2007 Categories: Conferences, Other Events

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
San Andreas Chapter Copyright Policy

May 26, 2007 Categories: Board News Tags: copyright, policy
The San Andreas Chapter Board has recently approved the following policy about copyright of items written for the blog. This will be linked in the sidebar for future reference.

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

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

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

Apply for a Creative Commons license at: http://www.creativecommons.org

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

Please direct any questions with respect to this policy to the board. Thank you.
San Andreas Chapter Photo Policy

May 26, 2007 Categories: Board News Tags: photos, policy

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

San Andreas Chapter Photo Policy

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

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

- If you’re at an event you may be recorded in a crowd photo. By this we mean a photo that shows people listening to a speaker or mingling with each other but is not posed nor specifically identifying. These would be the sort of things with a generic title like “San Andreas Members Enjoy a Discussion on New Technologies”.

- If we take a posed photograph of someone we will tell you, identify the purpose of the photo and ask your verbal permission. You have the right to say no. If you do, your photo will not be taken or, if already taken, used. If you say yes we will make every attempt to identify you properly whenever/wherever the photo is used.

- Any photo used will only be used for activities related to the chapter – Faultline, blog, website informational postings or promotions. Anyone identified in a posed photo will have the right to later ask the photo be removed from use.

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

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

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

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

Please direct any questions about the policy to the members of the board. Thank you.
Membership Recruiting — What's in a Name?

June 3, 2007 Categories: Chapter News
By Helen Josephine, President, San Andreas Chapter

Over the past few years our chapter membership has declined. Think about recruiting a colleague or recent graduate, and remind them to join the San Andreas Chapter. I was talking with a new member recently and he mentioned that he had joined the San Francisco Chapter thinking that was the only chapter in the area. WRONG! Perhaps it is time to consider changing the name of the Chapter to better reflect our geographic location. As a tagline to our blog we have added a phrase that indicates our membership includes information professionals from Silicon Valley, Santa Cruz and Monterey. I would like to hear your comments and thoughts about changing the name of the Chapter from San Andreas Chapter to Silicon Valley Chapter. I will be investigating the mechanics of this process, but I want to hear your comments and concerns.

Helen Josephine can be reached at helenj@stanford.edu
Bio: Helen Josephine – President

June 6, 2007 Categories: Board News, Member News

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

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

June 8, 2007 Categories: Chapter News, Member News, President's Letter
By Helen Josephine, President, San Andreas Chapter

As I head off for the SLA conference and the Leadership meetings, I am reviewing our chapter accomplishments for the first half of the year. Immediately following the Leadership Summit in January 2007, the San Andreas and San Francisco Chapters held their annual joint board planning meeting to review co-sponsored projects including the turnover of the Jobline and joint dinner programs. Lorna Beich from the San Andreas Chapter is now head of the Jobline Committee, and she has created new processes (6 week postings) and a clean new format for the job announcements. The annual joint program meeting with the San Francisco chapter was held at the San Francisco Airport Museum on February 22 and featured Mia Garlick, General Counsel of Creative Commons. Other joint programs may also be held this year. (Below: Joe Langdon and Helen Losch enjoying the Leadership Summit in Reno.)

February was the debut of the new San Andreas Chapter blog. After researching available blog software and the use of blogs by other SLA chapters, Mary-Lynn Bragg and Claudia Cohen launched the new San Andreas Chapter blog as the main communication channel for our members. A Blog Party was held March 28 to introduce the technology to our members and discuss the difference between the Chapter Listserv and the blog for announcements and chapter information. Michael Sippey, VP of Professional Products at Six Apart, makers of TypePad, Movable Type, LiveJournal and Vox was the featured speaker at the Blog Party. The Board approved both a photo policy and a copyright policy in conjunction with the development of the blog as our primary information channel. Thanks to all the chapter members who have contributed content to the blog, including reports on our programs, book reviews and news items of interest. The Blog Committee, Claudia Cohen, Wynne Dobyns, and Sandy Tao have done a great job of keeping the content fresh and well edited. (Below: Mary-Lynn Bragg speaking at the Blog Party.)

Our members seem to like the automated update features of the blog. We have 48 RSS subscribers and 24 email subscribers. The blog has had 1,207 unique visitors since January, with 51% visiting one-time, 29% visiting 2-8 times and 21% visiting 9-200 times. Our new versus returning rate for the blog is 50.21% new to 49.79 % returning. We will continue to monitor the blog statistics and report out again at the end of the year.

Vendor partnership and sponsorship choices for the Chapter have been updated to include the option of advertising on the blog in addition to verbal and print recognition at program events. This new model was based on a sponsorship program in place at the Rocky Mountain Chapter. Our first vendor-sponsor is Reviews.com (thank you Mary-Lynn!). Communication was sent to all of our former vendor partners, encouraging them to consider advertising on our blog as well as continuing to support our dinner program events. Please contact me if you would like a copy of the sponsorship levels and program description.

Tour activity so far this year included a tour of the new San Mateo Public Library and Biotechnology Center on March 19. In addition, June 16 is
the date for a tour of the Hopkins Marine Station Library and Wine Tour in Monterey. The Solo Librarians group met on January 23 for a tour of
the new San Mateo Public Library, on March 22 for a presentation by Nancy Blachman of Google Guide, and on May 15 to hear Rowan
Fairgrove discuss her work with Second Life. Great to see so many members take advantage of the Solo Librarian and Tour events. Thanks to Leslie Fisher in charge of Tours; and Eric Kristofferson and Patricia Parsons, of the Solo Librarians!

Upcoming activities and programs include the June 16 Monterey Tour and a Dinner Program October 24 or 25 featuring SLA President-Elect
Stephen Abram. The Program Directors are also planning a round of Neighborhood Dinners for late summer and the Solo Librarians group is
planning a post-conference wrap-up for July. It is not too soon for you to start thinking about volunteering for a position on the Chapter Board or
on a committee. We will be recruiting for a Program Director for 2008-2009 and we need a Chair for our Vendor Relations Committee and
Hospitality Committee.

Thanks to all of you for your support and commitment to our chapter!

Helen Josephine can be reached at helenj@stanford.edu

[Editor’s Note: The only change made to this posting was the addition of the photos and respective descriptions.]
Solo Librarians Meeting on July 11th

June 18, 2007 Categories: Chapter Events, Conferences, Other Events
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

Sonia has an added tip for locating NeuroPace. “Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.”

Location map & directions: http://www.neuropace.com/about/contact/map.html

Sonia's phone is: (650) 237-2784
Scitopia at SLA Denver

June 21, 2007 Categories: Conferences, Resources

Big announcement and buzz at SLA Denver about 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
Neighborhood Dinners in July – come and meet your neighbors!

June 25, 2007 Categories: Chapter Events, Opportunities

Neighborhood Meetings 2007 – July 9-12

Please join one of our Neighborhood Meeting hosts for an evening of networking, held the same week as the Solos Librarians meeting on July 11th. Our hosts have selected a venue where you may share dinner (dutch treat) and lively conversation in a pleasant atmosphere. These meetings are also opportunities to talk with attendees of SLA Annual 2007 in Denver – find out more about Al Gore and/or Scott Adams, the Synergy Session, or the latest from Chapter Cabinet. Come to meet your colleagues in this more intimate dinner setting. With dutch treat, you pay-as-go and select what-you-want. (Suggested expectation for the cost of your dinner is $20-25.) Expand your network as you share your thoughts on personal, professional and/or social topics. Enjoy!!

Meeting restaurants have been selected throughout the Chapter region from mid-peninsula to Santa Clara. Meeting dates are variable also, from Monday through Thursday July 9th-12th. We hope that one (or more !) of the following Neighborhood Meetings fits in your calendar.

Please contact the host listed directly to RSVP for a meeting dinner.

Monday, 7/9 – Lisa Sammon (lisa.sammon@intel.com) – Piatti, 3905 Rivermark Plaza, Santa Clara, CA  – this dinner has been canceled
Monday, 7/9 – Lee Pharis (lpharis@exponent.com) – Claim Jumper, 43330 Pacific Commons Blvd, Fremont
Tuesday, 7/10 – Cindy Hill (cindyvhill@yahoo.com) – Potluck at her home in Los Altos Hills
Thursday, 7/12 – Helen Losch (Losch_Helen@GSB.Stanford.EDU) – PF Chang’s, Stanford Shopping Center, 900 Stanford Shopping Center, Palo Alto
With his book *The Box* (Princeton University Press, 2006), Marc Levinson delivers an engrossing account of how the modern shipping container has revolutionized the flow of goods around the world. As Levinson notes, people now take for granted their access to an enormous selection of goods from all over the world. This unglamorous, little-noticed, and some call "ugly" shipping container has changed the world in more ways than most of us realize. I might never have read this fascinating story, if it had not been for its inclusion in *Business Week* best 2006 list.

Levinson delivers a detailed and engaging account of how this box came to be. Of particular note is his chronicle of Malcolm P. McLean, a North Carolina truck driver, who 50 years ago, after building a freight empire, gambled everything to create the first company with containerized ships. Levinson explains that today on the wharfs across the world rows of enormous cranes go into action almost as soon as an arriving ship ties up. These cranes are huge steel structures, some more than 200 feet high and often weighing millions pounds. They are positioned so that several truck lanes and even trains can pass underneath. These cranes move forward riding on rails that run parallel to the sides of the ships. Each crane extends above the dock far enough to span the width of the ship. It is said that some of these ships may be wider than the Panama Canal. The trucks, trains, and other vehicles with incoming containers are driven underneath the appropriate stacking crane. The crane picks up containers and moves them to their appropriate destination.

Back long before the Second World War, and even after it ended, brawny longshoremen carried bags of goods, i.e. coffee, on their shoulders, but they are nowhere to be seen today. My uncle went to sea at the tender age of 13 or 14, learning his profession onboard sailing ships. Later he became the captain of motorized ships that combined cargo and passengers sailing from New York around South America to San Francisco. The shipping industry first began with sailing ships, then moved up to more powerful and faster motorized vessels. The biggest expense in this worldwide transfer of goods process was loading cargo from land transporters to the ships at the port of departure and then unloading selected cargo to motorized or animal-driven vehicles at the other end of the ocean voyage.

Today the intricate and integrated actions of the cranes and other equipment required to load and unload a vessel are programmed into the computers long before the ship arrives. The computer applications determine which vehicle should be summoned to the terminal at what time in order to load or pick up the cargo. Everyday in every major port in the world thousands of containers arrive and depart by truck, train or other means. The result of all this hectic activity is a nearly seamless system for shipping goods around the world.

"The Trucker" chapter begins by telling the story of how Malcolm Purcell McLean, a visionary North Carolina trucking entrepreneur, and others were able to bring down significantly the cost and time of loading and unloading cargo. This fundamental insight was radical in the 1950s but is common practice today. The paradigm shift occurred as a result of a trucker’s dream. Some might say that the shipping industry is now more focused on moving cargo than on sailing ships. This shift began with a ship that was loaded in Newark with one crane placing a container onboard every seven minutes. In April 1956, this rather small ship was loaded in less than 8 hours. Previously ships could be anchored in port for days or weeks while their cargo was hand loaded. McLean’s persistence in pushing containerization was vital in the 1960’s to the USA war efforts in Vietnam. In the winter of 1965, there was a rapid build-up of the USA military forces in Vietnam. This build-up may have created the greatest logistical mess in the history of the US Armed Forces. The greatest single expense in pre-container days was the loading and unloading of vessels.

Just as computer technologies have revolutionized the flow of information, the shipping container has revolutionized the production, manufacture, marketing, international flow and availability of goods. According to many “the box” has changed all of our lives, and some suggest that its impact is as influential as the Internet with its email, websites, blogs, and other spin-offs. There is much to be learned, appreciated, and pondered from reading this well written and well-documented volume.

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

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SLA Denver—the Power

July 11, 2007 Categories: Conferences

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 arun 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.theclimatoproject.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/.

Helen Josephine
Head Librarian
Engineering Library
helenj@stanford.edu
As the most recent Chapter Past-President, it is my privilege to chair the awards committee this year. Each year we have the opportunity to honor members of our chapter who have made notable contributions. Since 1990 we have presented the Mark H. Baer Award, and last year added the Lucy Steelman Award. In 2006 we were able to honor Leslie Fisher with the Mark H. Baer Award for lifting our programs off the ground by trying creative new approaches and venues, and Eric Kristofferson with the Lucy Steelman Award for providing a supportive collegial network in the spirit of Lucy Steelman through his work with the local Solo Librarians group.

The Mark H. Baer Award serves to recognize an individual's contributions to our chapter or our profession during either the current year or throughout their career. A description of this award and a list of past recipients can be found on the chapter web site here http://www.san-andreas-sla.org/archives/awards.html. The Lucy Steelman Award recognizes one who mentors colleagues in any number of ways. To provide a sense of what Lucy was about, and what the award that bears her name is intended to celebrate, please read the tribute to Lucy found on the chapter web site here http://www.san-andreas-sla.org/archives/lucy.html.

Last year we also initiated some new recognition. The Library Partner Award was presented to Gloria Elia at AIM for constantly supporting our programs by handling the behind-the-scenes administration and hospitality committee tasks. George Plosker, IEEE, was thanked with the Author Award for his columns published in Online. Jeanie Fraser, now at Allergan in Irvine, was recognized with the President's Award for playing multiple roles in the chapter by serving on several committees, volunteering and taking on tasks that supported the agenda for the chapter and the Chapter President. For more background on our 2006 recipients, see http://sla-divisions.typepad.com/sanandreas/2006/12/index.html.

Suggestions for possible candidates for the Mark H. Baer Award and the Lucy Steelman Award are welcomed from you, the chapter membership. If there are others in our chapter you’d like to see recognized but perhaps don’t “fit” in these two award categories, please suggest their names, too. Maybe they’re a Library Partner (vendor contributor), or an Author, or even an Inspirational Boss! Please let me know via email (not to the distribution list, but to lpharis@exponent.com) the nominees you would recommend and the reasons for nomination by Friday, August 17. The Awards Committee will review all suggestions. Recipients will be announced at the chapter’s year-end business meeting.

I look forward to hearing from you, and thanks for your consideration,
Lee Pharis, San Andreas Chapter Past-President 2005-2006

Lee Pharis can be reached at lpharis@exponent.com
SLA Denver – Ideas Showcase

July 29, 2007 Categories: Chapter News, Conferences

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.

Helen Josephine
Engineering Library
Terman Engineering Center
Stanford University
helenj@stanford.edu
Event: Solo Librarians Meeting – August 29th

August 1, 2007 Categories: Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them for their August meeting. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Eric Kristofferson will be hosting the meeting at 6 p.m. on Wednesday, August 29th, at St. Jude Medical, 701 E. Evelyn Ave., Sunnyvale (between Wolfe & Fair Oaks). Click here for a map.

Bonnie Zavon from HighWire Press will discuss how this division of the Stanford University Libraries relates to the needs of small libraries.

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

Those who are planning to attend need to contact Eric Kristofferson by August 27th at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Patricia Parsons
Co-chairs, Solo Librarians Committee
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.


One of the most interesting sessions Sonia attended was a one-woman show performed by Jeanne Segal, a long-time SLA member who is also an actress and singer. In monologue and song, she portrayed her life from childhood in Queens, NY, through her professional experiences as an adult and into her retirement. Lee Pharis told the group about her experience moderating the Standards Update session, which went very smoothly. She also attended the Corporate Round Table session at which “table topics” such as corporate archives, traditional vs. free databases, social networking, Web editions vs. print editions, management topics, and wikis and blogs (her table’s topic) were discussed. She reported that not many are using wikis and blogs because neither the librarians nor their users have the time to prepare or to read them. Some wikis are being used to host meeting agendas and minutes, and some are using wikis to create Web sites.

Lee also attended one of the extra fee sessions on how to podcast, which she really enjoyed. It was a hands-on session and the leader provided step-by-step directions on how to create a podcast that attendees then used to create their own podcasts.

Cindy Hill presented her list of conference “bests”: Best Giveaway: Thomson’s pedometer to “Walk a mile in the Mile High City” [Patricia Parsons’ favorite giveaway was a watch that was a USB drive, and Sonia Dorfman thought the two tickets to Al Gore’s reception were the best giveaways.]

- Best Must-be-present-to-win Prize: a video iPod, a common promotional prize
- Best Reception: the West Coast chapters reception
- Best Keynote: Both Al Gore and Scott Adams were excellent.
- Best Roundtable: the patent roundtable due to Lee Pharis’s pre-, during- and post-session management
- Best Awards Ceremony: This year’s was the best in several years, especially because of the brief videos of the recipients that added interest and speeded up the presentations.
- And finally, the Best Adjacent Conference: The body builders attending the concurrent body building conference provided lots of stimulating people-watching opportunities.

Cindy commented that Al Gore made a wonderful series of comments about libraries and the value of information in today’s world during his keynote that several attendees found very moving. He also spoke extemporaneously, which she found impressive. SLA Executive Director Janice La Chance mentioned that she saw Mr. Gore tear up his prepared speech because he said he could not give "this speech after meeting these people."

Cindy also attended a synergy session in which a moderator from Information Today interviewed Clifford Lynch, (Director of the Coalition for Networked Information), Eugenie Prime (retired Manager of HP Research Libraries) and Steven Abram (SirsiDynix and SLA president-elect). Clifford Lynch discussed the importance of being a librarian. Eugenie Prime discussed the importance of knowing your value and promoting yourself to your users and your managers. When asked what SLA could do for us, Eugenie suggested that SLA buy an ad in Business Week and other business/management periodicals to promote the services special libraries provide.

For additional information, see the reports on the SLA Web site at http://www.sla.org/content/Events/conference/ac2007/conference/papers.cfm, the SLA blog at http://slablogger.typepad.com/sla_blog/, or contact the above presenters.
Reminder: SLA San Andreas Chapter Award Recommendations Solicitation

August 13, 2007 Categories: Awards, Chapter News, Member News, Opportunities
This is a reminder to Chapter members regarding award recommendations. We are seeking nominations for the Lucy Steelman Award and the Mark H. Baer Award. Please send nominations to Lee Pharis at lpharis@exponent.com by Friday, August 17th.

Click here for detailed information from the original posting.
We Welcome Your Comments to the Blog!

August 16, 2007 Categories: Chapter News, Resources, Web/Tech

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
Internet Librarian 2007 Conference Discount

August 25, 2007 Categories: Career Development, Conferences, Opportunities
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/.

This special group discount, which covers both members and our associates, has rates of:

• $255 for the 3-day conference October 29-31, $174 less than the full price
• $169 for the 2-day Internet@Schools West conference, Oct. 29-30
• $255 for combined registration to both conferences

There are no discounts for 1-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, Sept. 14.

If you choose to take part in this offer, then:
- Either fax your completed registration form to me at 650-329-9526 making sure that you’ve 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 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 haven’t heard from me after you’ve sent in your registration, please contact me.

Lee Pharis
SLA San Andreas Chapter Past-President
lpharis@exponent.com
Notes from Search Engine Strategies (SES) Conference 20-23 August 2007 San Jose, CA Conference & Expo

September 4, 2007 Categories: Career Development, Conferences, Opportunities, Resources, Web/Tech
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…

A few session highlights at Search Engine Strategies San Jose ’07 included:

• **The Search Landscape** – What’s the most popular search engine? The most used search engine? What vertical areas of search are growing? Are people using search toolbars more or less? In this session, representatives from major ratings and traffic analysis services shared stats and info on these topics.

• **Benchmarking an SEM Campaign** – How can you tell if your search marketing campaign is working? What are the current techniques and which ideas should you employ when establishing benchmarks in a rapidly changing and evolving space?

• **Video Search Optimization** – If you are producing video content, which video search engines do you choose in order to make it available to searchers seeking your type of content? This session also focused on how to make your video more visible within these specialized services.

• **One Billion Searchers** – The People’s Republic of China is being heralded as the next great frontier on the Web. Eastern and Western companies are rushing to get a piece of the action, but does anyone really understand the marketplace? Leading experts with “feet on the street” in China discussed the marketplace and the impact it is having on the world.

It has been suggested that this conference brought together in one place the most comprehensive group of search engine users, marketing and optimization-related solutions providers plus their potential business partners and affiliates. It even offered updates on the latest event information on the SES Blog.

What You Can Learn:

• How search engines list Web sites for free and through paid placements.
• How to get free “organic” traffic by building a site that pleases search engines and your visitors.
• How efficiently to purchase listings guaranteed to rank your company at the top of search engine results.
• How to calculate the ROI of your search marketing efforts by tracking your visitors from the time they hit your site until they buy, and how to get tips on improving conversion if they don’t!
• How to build links that generate traffic to your Web site, and how to avoid the penalties of “spamming” the search engines.
• What’s coming next in the constantly evolving world of Web search, and how you can profit from those changes.

Who Pulled this Event Together?

Search Engine Strategies is a division of Incisive Media. This San Jose conference was organized, chaired and programmed by Danny Sullivan and his support team. Danny is a recognized authority on search and search engine marketing. Since 1996, Danny has been working with webmasters, marketers, and Web users to help them to understand how search engines work and how to profit from search engines. As the founder of SearchEngineWatch.com, Danny is also widely recognized as a leading resource on search marketing.

This was a well-designed and orchestrated conference. Start now to plan to attend next year. At a minimum, consider the exhibitors as an extra plus in finding additional knowledge and opportunities at this conference.

The Premier Plus Sponsors of the SES 2007 San Jose California Sessions included:

• GenieKnows.com
• Google
The Premier Sponsors of the SES 2007 San Jose California Sessions included:
- LookSmart
- Findology
- WebProNews
- Domainer’s Magazine
- BtoB
- Direct Magazine
- Hispanic Marketing & Public Relations
- Entrepreneur.com
- Seattle24x7.com

The Association Sponsors included:
- The Email Experience Council
- The Web Analytics Association
- Northwest Internet Advertising Group (NWIAG)
- Search Engine Marketing Professionals of Portland (SEMpdx)
- Search Engine Marketing Professional Organization (SEMPO)

Official SES Internet Radio Station
- WebmasterRadio.FM

Sponsors
- VC Taskforce™

Exhibitors
- 1-800-FREE411 (Jingle Networks)
- 7Search.com
- ABCSearch.com

Karen Takle Quinn, Ph.D. can be reached at ktq@ndnu.edu
The School of Library and Information Science at San Jose State University announces the beginning of the Fall 2007 Colloquia Series on 12 September 2007. We are pleased to invite you to attend these one-hour presentations featuring SLIS faculty and invited guests as they address the challenges and promises of our rapidly changing profession. Presentations are free and open to the public.

Our September 2007 speakers are

April Gage  
Archivist, NASA Ames Research Center – History Office  
Topic: *Free Your Mind and Your 299 Will Follow:*  
**Demystifying the Thesis Option**  
Wednesday, 12 September 2007  
Noon-1:00 pm  
Clark Hall 322  
SJSU Campus in San Jose  

and

Dr. Lili Luo  
Assistant Professor, SLIS, San José State University  
Topic: *Toward Sustaining Professional Development:*  
**Identification of Essential Chat Reference Competencies and Effective Training Technique**  
Wednesday, 26 September 2007  
Time: Noon-1:00 pm  
Clark Hall 322  
SJSU Campus in San Jose  

More information about these first two presentations is posted on our Colloquia: Fall 2007 calendar at http://slisweb.sjsu.edu/slis/events/colloquia07fa.htm. For further details about the Colloquia series and for links to the complete webcast archive of previous colloquia presentations, see http://slisweb.sjsu.edu/slis/happenings/happenings2007aug31.htm or visit SLIS’s homepage at http://slisweb.sjsu.edu/.

Maps and directions to the colloquium location on the SJSU Campus in San Jose can be found at http://slisweb.sjsu.edu/slis/maps.htm.

Marcia Laughrey  
Admin. Support Coordinator  
School of Library and Information Science  
San Jose State University  
Ph: (408) 924-2416  
Fax: (408) 924-2476  
laughrey@slis.sjsu.edu
Internet Librarian 2007 – Registration DISCOUNT FINAL Notice

September 6, 2007 Categories: Conferences, Other Events
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:
Upcoming Distinguished Lecture Series at UCB iSchool

September 14, 2007 Categories: Other Events, Student News
Wednesday, October 3, 2007
**Disruptive Innovations I Have Known and Loved – Part 1: The Personal Computer**
Distinguished Lecture
Speaker: Mitch Kapor
South Hall, 4:00pm-6:00pm

Wednesday, October 17, 2007
**(Re-)Defining the Public Domain**
Distinguished Lecture
Speaker: Carl Malamud
South Hall, 4:00pm-6:00pm

More events can be found on:
http://www.ischool.berkeley.edu/about/events/isd
The UC Berkeley Sheldon Margen Public Health Library will be moving out of Warren Hall and into University Hall in September 2007. Warren Hall is being torn and replaced by the Li Ka Shing Center for Biomedical and Health Sciences.

The library will be physically closed beginning 5 pm, Thursday, September 13th and will reopen Monday, October 8th at 1 University Hall. There will be no access to the collection and no services available during the closure.

For the latest information about the library closure and library services during closure, please go to:
http://www.lib.berkeley.edu/PUBL/move

Debbie Jan
Head Librarian
Sheldon Margen Public Health Library
jan@library.berkeley.edu
September 17, 2007 Categories: Career Development, Chapter News, Member News, President's Letter

The San Andreas Chapter is recruiting for the following Board positions for 2008:

**Secretary (2 year term to start Jan 2008)**—responsible for taking minutes at the chapter board meetings (3-4 per year) and the annual business meeting, submitting the minutes for approval to the board, publishing minutes to the Chapter blog.

**Program Director (2-year term to start Jan 2008)**—responsible for working with the other Program Director, Hospitality Committee and the Board to organize program meetings and neighborhood dinner events for the Chapter. Member of the Executive Board of the Chapter.

**President-Elect (3-year term to start Jan 2008)**—as President-elect (2008), responsible for membership recruitment and attending Chapter Board meetings. As President (2009), responsible for fostering chapter activities, reporting to SLA HQ, attending the annual Leadership Summit and the Annual Conference. As President and President-Elect, member of the SLA Chapter Cabinet which meets at both the Leadership Summit and the Annual Conference. As Past-President (2010), chair of the Chapter Awards Committee and Chair of the Chapter Governance Committee.

As an added "bonus" the incoming President-Elect, will be President during SLA’s Centennial Year. The San Andreas Chapter provides financial assistance (if needed) for the President to attend the annual SLA leadership summit and conference

Continuing through 2008 on the Board of the San Andreas Chapter are:

**Treasurer:** Helen Losch  
**Program Director:** Lisa Sammon  
**President:** Joe Langdon  
**Past-President:** Helen Josephine

Please contact Helen Josephine (helenj@stanford.edu) by September 30th, if you are interested in volunteering for these positions or if you would like to nominate someone.

Thanks,

Helen Josephine  
President  
San Andreas Chapter
Nominate Outstanding Alumni for SJSU
SLIS 40th Anniversary Accreditation Celebration!

September 18, 2007 Categories: Opportunities, Other Events, Student News
SLIS Commemorates 40th Anniversary of ALA Accreditation

Celebrate "Forty for Forty" – Forty Outstanding Alumni to Be Recognized

SLIS celebrates its fortieth accreditation anniversary in 2008. During the past forty years, SLIS alumni have applied the knowledge, values, and skills they learned while in graduate school to make significant contributions in a wide range of library and information settings. The "Forty for Forty" celebration will honor the profound impact that SLIS alumni have had in both the public and private sectors.

Did you know that a SLIS alumnus has served as California State Librarian? Were you aware that a SLIS alumnus, working as a school librarian, played a key catalyst role in getting Francis Ford Coppola to transform W.E. Hinton’s The Outsiders into a cinematic classic? Our Forty for Forty dinner and reception will be held on November 29th — plan to attend and help us to recognize the achievements of our graduates by making your nomination for an Outstanding Alumnus!

Participate in the Recognition Process – Nominate an Outstanding Alumnus!

To nominate an outstanding alumnus, fill out the Forty for Forty Alumni Nomination Celebration Form <http://slisweb.sjsu.edu/slis/events/slis40th/alumni40form.htm>.

The key criterion is the individual’s professional contribution to the community, such as a school, municipality, college, law library, hospital library, etc. A candidate with a professional pattern of growth and development would make for a strong nomination.

Submit nominations by September 30, 2007 (self-nominations are accepted). Review will take place in October.
SJSU-SLIS Reception at CLA-Long Beach Conference

September 21, 2007 Categories: Conferences, Other Events, Student News

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

September 21, 2007 Categories: Conferences, Other Events, Student News
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.
The Big Blog To Do List Still Needs Some Doing

September 21, 2007 Categories: Career Development, Opportunities, Web/Tech

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) know which Q3 and/or Q4 tasks you’d like to work on.

Claudia Cohen
Bulletin Committee
Claudiarp02@yahoo.com
SAN ANDREAS AND SAN FRANCISCO BAY REGION CHAPTER PROGRAMMING EVENT

September 26, 2007 Categories: Career Development, Chapter Events, Chapter News, Member News
Thursday, October 25, 2007, Stanford University Faculty Club, 5:30-8:00 p.m.

5:30-6:00 p.m. Check-in
6:00-7:00 p.m. Dinner and Awards
7:00-8:00 p.m. Program

Social Libraries: The 2.0 Phenomenon

Stephen Abram, always an engaging and thought-provoking speaker will join us for our October meeting.

There is a global conversation going on right now about the next generation of the Web and the next generation of users. It's happening under the name of Web 2.0. It's the new hot Web where true human interaction takes precedence over merely "cool" information delivery and e-mail. It's about putting information into the real context of our users' lives, work and play. Concurrently, there's another big conversation about the vision for what Library 2.0 might look like in this Web 2.0 ecosystem. The social Web is coming fast and it's BIG! What are the skills and competencies that Library 2.0 will need? Come and hear what Web 2.0 is and the adaptations we'll need to make to thrive in the future. Are we focusing on the real end users' needs? Special Libraries are not immune to these shifts. What can we do to prepare our users and learners for this new world? Stephen Abram will run us through the changes that are being wrought by Google, the Millennials and 2.0. It'll be a roller-coaster!

Stephen Abram, MLS, is the President-elect of SLA, the past-President of the Canadian Library Association, Vice President Innovation for SirsiDynix, and Chief Strategist for the SirsiDynix Institute. He has been VP of Corporate Development for Micromedia ProQuest and Publisher, Electronic Information for Thomson. He ran libraries for Suncor, Coopers & Lybrand, Smith Lyons Torrance Stevenson and Mayer, and Hay Group. Stephen has been listed by Library Journal as one of their first "Movers and Shakers," the "key" people influencing the future of libraries and librarianship. He has been awarded SLA's John Cotton Dana Award as well as being a Fellow of the SLA. He was Canadian Special Librarian of the Year and Alumni of the Year for the Faculty of Information Studies at the University of Toronto. He is an adjunct professor at the University of Toronto, Faculty of Information Studies. He was President 2002 of the Ontario Library Association as well as sitting on the SLA Board of Directors as Director and Secretary. He gives over 90 international keynote talks annually to library and information industry conferences and writes articles and columns for Information Outlook, Feliciter, Access, Multimedia & Internet @ Schools, and Library Journal. He is the author of ALA Editions' Out Front with Stephen Abram.

Menu:
Selection from the dinner buffet including grilled chicken, poached salmon and a variety of salads, pastas and vegetables. A separate dessert buffet, coffee or tea are also included. No-host wine and beer will be available.

For directions and parking see:
http://www.stanford.edu/group/sufc/info/maps.html
Parking on campus is free after 4pm.

The Faculty Club is on the free Stanford University Marguerite Shuttle B line (either clock-wise or counter-clockwise) with pick-up and drop off at the Palo Alto CalTrain Station. For information about the shuttle service see:
http://transportation.stanford.edu/marguerite/MargueriteShuttle.shtml

Cost: members $35; guests/non-members $40; students, retirees, unemployed $15; program only $5

Program Sponsors: IEEE, Information Express and Computing Reviews, Thomson Dialog

Reservations deadline is October 19

Mail registration form and check made out to "San Andreas Chapter of SLA" to:

SLA Reservations
Advanced Information Management (AIM)
The Information and Library Staffing Specialists
P.O. Box 391210
Mountain View, CA 94039-1210
phone: (650) 965-7900
fax: (650) 965-7774
e-mail: siameetings@aimusa.com

and include the following:
San Andreas Solo Librarian Meeting
Summary: HighWire Press

September 28, 2007 Categories: Career Development, Chapter Events, Resources, Web/Tech
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.

The HighWire Portal is a feature-rich search gateway, from broad searching across a large collection of journal databases to customized searching using a list of personal favorite journals, plus the ability to easily set up e-Table of Contents, citation, author or keyword alerts. Advanced search features allow a searcher either to limit keywords to particular fields or dates, and select from a list of subject categories, or to expand a search using tools which incorporate taxonomy subject categories and subcategories. Near each resulting record is a link to a "Find more like this" tool that HighWire calls Matchmaker. Matchmaker uses a weighting system to match topic patterns in a selected article with similar patterns in other HighWire-hosted articles. A user can adjust the settings and conduct a new search using the new weighting.

Results are provided with bibliographic information and keywords-in-context so that at a glance it can be determined if results are relevant. In the list of search results the searcher can quickly scan to see if a full-text article is free, or free to the user by subscription, or if payment is required, and if so, how much for pay-for-view. A link to either the free PDF copy or to point-of-purchase allows a reader to obtain the article immediately. If the searcher needs to develop a bibliography, the Citation Manager tool enables selected citations to be easily downloaded into one of five different bibliographic software tools, e.g. EndNote or RefWorks.

On HighWire, 71 of the 200 most frequently cited journals are available. This helps make it possible to identify articles that have cited the article in which you're interested, if those articles are also included in HighWire. And by working with Google Scholar to bring more depth to both systems, HighWire has made it possible for the user to also expand their search to other articles on Google Scholar instantly at the article level. To top it off, HighWire provides a graphically useful tool called Citation Map that helps the user understand the relationships between the articles – those citing, those cited, and those most cited.

Click-through Reference Links can be found in the "References" section of articles. Note that if a citation listed in the References section at the end of an article on a HighWire-hosted journal is for a journal title also hosted on HighWire, you can read the full text of the article even if the linked reference is to a journal that is neither subscribed to nor designated as free. The first view seen when the link is clicked is the abstract, but the HighWire servers will recognize the searcher as coming from a reference within the HighWire domain, and will allow access to the full-text article. This "toll-free linking" does not apply to the full issue of subscription-only journals, but does allow the reader to access the full text of the referenced article without charge.

HighWire’s intent is to help not-for-profit publishers thrive in the Internet environment, not to be in the publishing business itself. Because HighWire acts as a technical service provider to independent scholarly publishers, it is also part of the librarian community, and has made the portal useful to librarians to manage subscription collections. HighWire is neither a journal aggregator nor a subscription agent, but has coordinated the tools needed for librarians to take charge of their accounts. The benefit to using HighWire as an interface is that it simplifies subscription and IP address management by connecting your subscriptions all under a single library HighWire portal account so that statistics can be gathered on most subscribed journals (hosted by HighWire) regardless of the publisher.

There is too much detail on this service to summarize here, so please peruse the HighWire web site (and the "For Institutions" section of the portal) or contact Bonnie.

Questions can be directed to Bonnie at bzavon@stanford.edu.
Just a gentle reminder that you have until **11 October at 5:00 p.m. EDT** to vote in the SLA 2008 Board of Directors Election. Just click on this link to cast your vote.
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 October 2007 speakers are listed below:

**Beth Gallaway**  
YALSA Serving the Underserved Trainer  
Title: *Gaming by the Numbers*  
**Monday, 8 October 2007**  
Time: noon – 1:00 p.m.  
**Location:** SJSU campus, Clark Hall 322

**Dr. Dan Fuller**  
Assistant Professor, SLIS, San José State University  
Title: *Can Statewide Digital Libraries be Sustainable in K–12 Environments?*  
**Wednesday, 10 October 2007**  
Time: noon – 1:00 p.m.  
**Location:** Fullerton campus, Room PL 68

**Joe Matthews**  
Lecturer, SLIS, San Jose State University  
Title: *Determining and Communicating the Value of Your Library*  
**Wednesday, 10 October 2007**  
Time: 1:00 p.m. – 2:00 p.m.  
**Location:** Fullerton campus, Room PL 68

**Jane Light**  
Director, San Jose Public Library  
Title: *The Changing State of Public Libraries*  
**Wednesday, 24 October 2007**  
Time: noon – 1:00 p.m.  
**Location:** SJSU campus, Clark Hall 322

**Helen Partridge**  
Senior Lecturer, School of Information Systems at the Queensland University of Technology  
Title: *Evidence Based Library and Information Practice?*  
**Wednesday, 31 October 2007**  
Time: noon – 1:00 p.m.  
**Location:** SJSU campus, Clark Hall 322

More information about these presentations is posted on our Colloquia: Fall 2007 calendar. Further details about the Colloquia series and links to the complete webcast archive of previous colloquia presentations are also available. Follow this link for maps and directions to both the SJSU and the Fullerton campuses.
Creating Web Site A-Z Indexes

October 15, 2007 Categories: Career Development, Web/Tech
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.
Solo Librarians to Discuss Internet Librarian 2007

October 26, 2007 Categories: Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to their next meeting on Thursday, November 8 at 6 p.m. Anyone with an interest in small libraries is welcome, including students and recent grads in the MLIS programs.

This meeting will be two weeks after the Internet Librarian conference in Monterey. Colleagues will informally discuss the most interesting aspects of the conference, whose theme this year is “2.0: Info Pros, Library Communities & Web Tools.”

Our Solos meeting will be hosted by Rowan Fairgrove at Ricoh Innovations on Sand Hill Road near Highway 280 in Menlo Park. Directions to Ricoh are posted here.

As usual, we will be starting with a light meal. We’ll pick up the food and the cost will be split among those who RSVP. If you are planning to attend PLEASE notify Eric at ekristofferson@sjm.com or (408) 522-6697 no later than Friday the 2nd of November.

Would you like to join the Solos planning committee for 2008? We are always looking for new ideas for informal meeting topics, speakers and host libraries. Please volunteer!

Patricia Parsons
patricia.p63@gmail.com
Eric Kristofferson
ekristofferson@sjm.com
San Andreas Solo Librarians
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

Abbey Bowman
abbey.bowman@hp.com
Hewlett-Packard Company
Legal & Tax Library
Tel. +1 650.857.6001
Continuing Education Courses

October 31, 2007 Categories: Career Development
The SJSU School of Library and Information Science is partnering with the Neal-Schuman Professional Education Network (NS PEN) to offer alumni, students, and the greater SLIS community access to library-related audio and web-based seminars and workshops.

Below are some of the upcoming course offerings. For the complete schedule for months ahead, program descriptions, faculty credentials, and how to register, see the calendar on the NS PEN website.

Programs for November 1 and 2, 2007

Click on the links below for more information on each session

Thursday, Nov 1, 2:00 pm ET
Troubleshooting Techniques for Wireless Networks
With Louise Alcorn – 1 hour WEB CONFERENCE – $109.95

Wireless Internet access is becoming ubiquitous in libraries throughout North America. It is a flexible, cost-effective solution for providing Internet access to patrons. As a new technology, however, it is not without its concerns and headaches. This “quick tips” course will address some simple troubleshooting options – both for library staff and for library patrons – with the goal of empowering both groups to feel comfortable with this technology.

Friday, Nov 2, 1:00 pm ET
PowerPoint: Working with Media
With Bruce Roxburgh, Lily Alberry, Kris Purdy – 1 hour WEB CONFERENCE – $109.95

Capture and bring different types of media to presentations (sound, pictures, movies etc.) to enhance your message. Build a better understanding of media formats and their use in getting your information across. Get to the heart of developing presentations with a variety of media using PowerPoint. This workshop includes a discussion of media sources, practical tips for integrating media into your presentations, publishing, and using PowerPoint presentations effectively as a result.
A Note from the Editor

October 31, 2007 Categories: Board News, Member News
It's been quite a year for the San Andreas Chapter! The Chapter website has a radically different look and feel, and the blog has replaced the online bulletin as the information resource and communication forum for Chapter members.

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

I could not have done the work on the Bulletin Committee alone. I would like to thank Mary-Lynn Bragg of the Website Committee (and the 2007 winner of the Mark H. Baer Award) – Mary-Lynn spearheaded the idea of the blog, created the new Chapter website, and patiently answered my countless tech-help questions; Wynne Dobyns and Sandy Tao, who provided invaluable guidance and assistance as fellow proofreaders and blog "posters"; and the Chapter board and members for your encouragement and support in this key transition.

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

Claudia Cohen can be reached at claudiarp02@yahoo.com
San Andreas Chapter Awards – October 25, 2007

November 6, 2007 Categories: Awards, Chapter Events, Member News

Last week’s San Andreas and San Francisco Bay Region Chapter meeting at the Stanford Faculty was a hopping event. Excellent conversation and dinner were highlighted with the awards presentations and a thought-provoking (and at times very humorous) program on “Social Libraries: The 2.0 Phenomenon” by Stephen Abram, President-elect of SLA and Vice President Innovation for SirsiDynix.

Award presentations were also made. Past President Lee Pharis announced the Mark Baer and Lucy Steelman awards. Current President Helen Josephine announced the President’s and Vendor Partner Award. President-elect Joe Langdon announced Membership Recognition to long-time members of SLA and the Chapter (the names of these members will be posted at a later date). The award recipients for 2007 are as follows:

Mark Baer Award – Mary-Lynn Bragg
Lucy Steelman Award – Patricia Parsons
President’s Award – Lorna Beich
Vendor Partner Award – Bruce Antelman at Information Express
Membership Recognition – (winners’ names to be posted at a later date)

Chapter member George Plosker has provided photos of the evening (thanks, George!) and the presentation slides are available on Stephen Abram’s blog, Stephen’s Lighthouse.

Claudia Cohen can be reached at claudiarp02@yahoo.com

November 18, 2007 Categories: Book Reviews
By Karen Takle Quinn, Ph.D.

Michael J. Mauboussin has a reputation for being especially good at explaining difficult concepts and showing the links between diverse ideas and fields. His 2006 book More Than You Know: Finding Financial Wisdom in Unconventional Places (New York: Columbia University Press ISBN 0-231-13870-9) has been selected both as the best book in Economics for 2006 and by Business Week as one of the top 2006 business books. He is currently Chief Investment Strategist at Legg Mason Capital Management and also an adjunct professor at Columbia University’s Business School. Originally, many of these essays were written when Mauboussin was Chief US Investment Strategist for Credit Suisse First Boston. These essays now have been updated, revised and published by Columbia University Press within 30 brief chapters divided among following four sections: “Investment Philosophy,” “Psychology of Investing,” “Innovation and Competitive Strategy,” and “Science and Complexity Theory.” In fifty short essays, Mauboussin explains many abstract and complex financial or economic concepts. Frequently he uses observations from nature, for example, the feeding patterns of ants, the strange behavior of slime mold, or the fast evolution of fruit flies to illustrate a point or to help the reader to think about a topic from a different perspective. He cites and relates ideas, illustrations and concepts from a wide range of interesting books and published papers.

In the introduction to Part I, Mauboussin suggests that “Investment Philosophy” is critical because it dictates how an investor should make decisions. He suggests that sloppy philosophy leads to poor long-term results, and that even good philosophy needs discipline and patience. Through these essays he reveals that investment philosophies have a number of common themes. Among them is that in any probabilistic field you are better off focusing on the decision-making process than on the short-term outcomes. However this can be difficult to achieve because outcomes are the objectives, and the processes are more subjective. The second major theme of Part I is the importance of maintaining a long-term perspective. Success here is dependent upon solid building blocks. The final message of this section is the importance of internalizing a probabilistic approach. Psychology teaches us that sometimes our mental hardwiring can lead us astray. We may see patterns where none exist, or we fail to see possible outcomes, or we are influenced by the way in which the information is presented. Mauboussin suggests that proper investment philosophy can help to improve the chances of long-term successes. He suggests that sometimes growing the assets is prioritized over delivering superior results for shareholders. Readers are encouraged to determine their own thoughtful philosophy and to stick with it. In this section I especially appreciated the inclusion of Christensen, Carllie and Sundahl’s well-known, thought-provoking ideas on “theory building.” Chapter Four offers a clear message that good theory is dependent upon proper categorization. The author suggests that theories evolve from attribute-based categories to circumstance-based categories as they improve. Theories built upon circumstance-based categories tell practitioners what to do in different situations, while attribute-based categories prescribe action based on the traits of the phenomena. With this foundation Mauboussin then compares the process of theory building to investing. His discussion suggests that successful investors are not eclectic, as some speculators think, but rather they are more circumstance-based than attribute-based.

In his introduction to "Part 2: Psychology of Investing," Mauboussin describes the betting strategies of gambling legend Puggy Pearson. According to Mauboussin, Pearson’s strategies were three-pronged, based on his knowledge of 1) the 60-40 rule, 2) money management, and 3) knowing himself. In this section, Mauboussin suggests, “Psychology may be the most underappreciated, under-taught, and under-contemplated facet of investing.” He alludes to the distinction between individual and collective decisions and suggests that when dealing with markets, it’s not enough to have your own point of view; you also must consider what other people think. As Pearson once said, "Everything’s mental in life.” My students would not be surprised that I found Chapter 10, “All Systems Go,” to be a very interesting chapter. A table comparing experiential and analytical systems caught my attention; while a chapter earlier, I was intrigued by the idea of what Tupperware parties could teach someone about investing and life. In Chapter 8 Mauboussin references a delightful book entitled "Why Zebras Don’t Get Ulcers" when discussing the problems of stress at work. In another chapter he reminds the reader that Ulysses had his crew tie him to the mast of the ship to protect him from the “call of the Sirens.” He then suggests that money mangers taking a lesson from Ulysses should focus on optimizing long-term fund performance. Actually, as you read through these entertaining chapters it is difficult to not find a new perspective or insight in each.

In the introduction to “Part 3: Innovation and Competitive Strategy,” Mauboussin makes a keen observation that unless you think carefully about innovation’s cumulative effects, the small changes will escape your detection and you’ll end up with yesterday’s favorites. Investors must constantly keep in mind that innovation is inevitable. It results from the constant changing, combining and recombining of existing idea building blocks. The more ideas available that can be quickly manipulated to produce new useful products or services, the faster the pace of innovation. One of the especially interesting topics in part three is how to deal with change. Humans are terrible at dealing with change. Chapter 19, “Survival of the Fittest,” offers the following quote from Charles Darwin’s The Origin of the Species: “It is not the strongest of species that survives, not the most intelligent, but the one most responsive to change.” This chapter begins with a story about Tiger Woods revamping his swing to improve the competitiveness of his game. Mauboussin notes that Darwin saw that improving survival chances was not about smarts or
strength but about being better suited or adapted to the environment. He uses the Tiger Woods metaphor to introduce the concept of fitness landscapes with their peaks and valleys. Evolutionary scientists originally developed this fitness landscape approach to help them understand evolutionary processes, especially how a species might have increased its fitness, or survival potential. Now this scientific approach has spawned interesting ways to examine corporate strategies using fitness peaks to represent high value creation potential. The industry’s general characteristics are used to determine the topology of each landscape. Using this approach, fitness peaks are considered high-value, creation-potential possibilities. Three fitness landscapes are illustrated on page 131 in the graphic labeled ”Fitness Landscapes and Corporate Strategy.”

The essays in “Part 4: Science and Complexity Theory” offer some important mechanisms to explain how markets are both efficient and inefficient. They also examine various forms of collective problem solving, using, for example, the behaviors of honeybees and the Hollywood Stock Market. The essays in this section also offer some help to explain how markets are both efficient and inefficient, to explore empirical results that standard finance doesn’t always handle well, and to clearly show why it’s unrealistic to make simple cause-and-effect links in markets. In this book Mauboussin uses extraordinary, simple verbal images to make highly complex financial concepts easy to understand. Throughout his book, the author encourages readers to approach problems from a multidisciplinary, what some might describe as, a ”systemic,” perspective. Mauboussin suggests that this approach offers “the difference between moving into a fixer-upper home with a set of power tools versus a simple screwdriver.” His use of mental models as tools or frameworks helps the reader to understand and apply this knowledge to existing circumstances. He strongly encourages readers to personally choose to be intellectually curious, to have integrity and patience, and to apply all of these characteristics with self-criticism. He conjectures that ”you will be a better investor, executive, parent, friend–person–if you approach problems from a multidisciplinary perspective.”

Included in this volume are many theories and topics; some may be vaguely familiar, while others will appear to be new, or something you have never heard about before. The author and his editors should be congratulated, because in this volume each complex idea or theory is clearly explained and positioned so each makes sense in terms of why you should be interested in understanding it, and why it has been included in this book. In the ”Notes” (pages 211-236), the author has assembled an expansive section of comments, references and other sources of information related to each chapter. This section is followed by a detailed list (pages 237-256) of references and additional readings. Give yourself time to read, to think and to play with all of these ideas. Mauboussin’s writing provides intellectual fun, new perspectives, what some might call ”cool ideas” and even provides pathways encouraging intellectual growth. He writing is both engrossing and entertaining. He has the uncanny ability to explain what makes each topic important to his readers, while helping them to grasp the importance of understanding the interrelationships and concepts associated with each new idea. If you think about the trillions of dollars that are exchanged everyday across global markets, perhaps a truly intuitive way to view and understand our stock market is from the perspective of a complex adaptive system. On the book jacket cover, Bill Miller, CEO of Legg Mason Capital Management, suggests, ”If you want to understand how the world’s best investors think, you must read this book.” This is a fascinating book from the beginning chapter ”Be the House,” to the very last chapter, ”The Pyramid of Numbers From Size, Growth Rates and Valuation.” Mauboussin celebrates the mindset that the answers to most questions will clearly emerge only by thinking across disciplines. I hope many of you will find time to read this book and recommend it to others who will. It might even open some minds to seeking new knowledge pathways, not just those related to financial matters.

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

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Publisher’s page
Kepler’s purchasing option
SJSU SLIS Newsletter Devoted to Special Librarianship Now Available

November 29, 2007 Categories: Student News
The Fall issue of The Call Number, the newsletter of the SJSU SLIS student organization LISSTEN (Library and Information Science Students to Encourage Networking) is devoted to special librarianship. Read all about it at http://slisgroups.sjsu.edu/lissten/

Beverly McLeod, Student Relations Liaison, San Andreas Chapter

Beverly can be reached at readingresource@aol.com
Notes on KMWorld 2007 San Jose Conference

December 10, 2007 Categories: Career Development, Conferences, Other Events
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
Opening Keynote Speaker for SLA 2008

December 12, 2007 Categories: Chapter News, Conferences, Member News

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.
Hundreds of Web 2.0 sites have been rated, ranked, and awarded into 41 categories by SEOmoz. Categories include Business, Marketing, Mashups, Social Networking, among others. Click on awards for the full listing (thanks go to Karen Takle Quinn for sending me the link!)

If you’ve used any of these sites, please respond to this posting with your comments and opinions – it’d be helpful to Chapter members!

Claudia Cohen can be reached at claudiarp02@yahoo.com
SJSU SLIS Accreditation Party Honors 40 Alumni

December 18, 2007 Categories: Awards, Other Events
– Includes SLA and Local Chapter Members

On November 29, SJSU SLIS celebrated its fortieth continuous accreditation anniversary by honoring more than 40 alumni during its "Forty for Forty" celebration. The honorees included several SLA members – Sarah Buchanan, Ann Caputo, Daria DeCooman – as well as local Chapter members Christy Confetti Higgins, Eli Edwards, Monica Ertel, Fred Gertler, Cindy Hill and George Plosker.

Please click for photos of the reception, courtesy of George Plosker (Thanks George!).

Read on for a full list of honorees.

Doug Achterman – Author, lecturer, Web 2.0 champion for student learning.

Dorothy Loretta Becker – Educator, school librarian, reading specialist, Board of Directors-Chi State Learning for Everyone Foundation.

Richard Bray – Library director, Library Journal mover and shaker, addressing the spiritual information needs of seniors.

Sarah Buchanan – Educator, library and information science professor, recipient Paul Banks and Carolyn Harris Preservation Award.

Bonnie Buckley – Consultant, director, corporate librarian, state-wide library planner, Nevada Center for the Book champion.

Kim Ly Bui-Burton – Published poet, community-wide collaborative programs innovator, pioneering library director.

Ann Caputo – Senior executive, adjunct faculty member, mentor, industry association leader, recipient Rose L. Vormelker Award.

Peggy Conaway – Library director, community historian, author, library project manager.

Ethel S. Crockett – Ninetieth California State Librarian, college library director, professional association leader.

Christy Confetti Higgins – Director of Sun Microsystems Digital Library, author, presenter, recipient SLA Horizon Award.

Nancy Cummings – System administrator, library director, Arizona Library Association’s 1988 Librarian of the Year, 1994 recipient Distinguished Service Award.

Michael Daw – Lawyer, law librarian, law school educator, Director and Associate Dean of Golden Gate University Law Library.

Daria DeCooman – Elsevier Senior Library Communications Manager, newsletter editor, producer, manager.

Jean Marie Deken – National Archives and Records Administration archivist, collection curator, Archives Director-Stanford Linear Accelerator Center (SLAC).

Judith Downie – Government documents information literacy champion, recipient CSU San Marcos History Department 2007 Distinguished Alumni Award.

Eli Edwards – Author, public librarian, corporate librarian, academic librarian, blogger.

Ann Elliot – Poet, editor, educator, social worker, teacher, author, community organizer, civic leader.

Monica Ertel – Director of Global Information Services, Bain & Company, formerly Director of Worldwide Customer Services at Innovative Interfaces, Director of Research for Korn/Ferry International, and Director of Apple’s Knowledge Systems Laboratory.

Steve Fjeldsted – City Librarian, county librarian, library director, author.

Sarah Flowers – Library Journal mover and shaker, conference planner, author, young adult library champion.

Bernard Fradkin – Educator, academic library director, dean, leader in professional service.

David Genesy – Consultant, speaker, program manager, library director, part-time faculty San José State University School of Library and Information Science.

Fred Gertler – Interim Dean, student outreach and information literacy instruction champion, two-time recipient Outstanding Staff Recognition Award, Santa Clara University.

Cindy Hill – Director of corporate libraries at Failure Analysis Associates and Sun Microsystems, Library Technical Assistant Program instructor, SLA past president.

Mary Dullea – Associate Director and Executive Law Librarian at Santa Clara University, legal research instructor, recipient Student Bar Association Community Service Award, Student Bar Association Staff Appreciation Award.
Joan Sidney Howland – Nationally recognized expert in law and technology and American Indian Law, appointed to the Roger F. Noreen Chair at the University of Minnesota Law School, recipient of Spirit of Law Librarianship Award.

Barbara Jeffus – First school library consultant for the California Department of Education in over 20 years, recipient of California School Library Association’s Professional Services Award for Continuous & Meritorious Service to the Library Media Profession.

Robin Kear – Speaker, author, librarian, and advocate for “global librarians,” recipient of a National Endowment for the Humanities grant.


Doug McDavid – Executive consultant, member of IBM Academy of Technology, author, patent holder, Board of Directors-New Media Consortium.

Jo Ellen Misakian – School librarian, interim college dean, book-to -ilm catalyst, author, non-profits board member, recipient of California School Library Association’s Professional Services Award for Continuous & Meritorious Service to the Library Media Profession.

Jeff Paul – San José State University’s Dr. Martin Luther King Jr. Library Director of the Chicano Library Resource Center, head of systems, acting associate and assistant library director, author, part-time faculty San José State University’s School of Library and Information Science.

George Plosker – Information Industry Executive for IEEE, Dialog, Thomson Gale, author, frequent conference speaker, recipient SLA 2006 Author Award.

William Post – Vice Provost for Information Resources and CIO at California State University, Chico, innovative educator.

Natalie R. Rencher – Branch manager, principal librarian for capital projects, Director of Library Services-Stockton-San Joaquin County Library, Deputy and Interim Library Director-San Diego County Library system.

Robert Skapura – Author, school librarian, community college dean, library software company pioneer and entrepreneur.

Risë L. Smith – Librarian, learning resources director, ACRL Institute for Information Literacy’s Best Practices Project advisory panel member, 2004 South Dakota Library Association Librarian of the Year.

Anne-Marie Tarter – School librarian, author, journal contributor, conference presenter, recipient 2006 School Library Association’s School Librarian of the Year Award.

Ingeborg Wald – Librarian, translator, published poet, educator, art grants recipient, recipient Poetic Achievement Award, and Arcadia Poetry Press’s Editor’s Choice Award.

Yuhfen Diana Wu – Business librarian, author, conference presenter, first San José State University recipient of a RUSA-BRASS Emerald Research Grant, past president Chinese American Librarians Association (CALA).

DISTINGUISHED ALUMNI

Debbie Faires – Community college library educator, full-time faculty for San José State University’s School of Library and Information Science, assistant director, recipient 2006 SLIS Alumna of the Year 2007 San José State University’s School of Library and Information Science Outstanding Lecturer Award.

Lori Lindberg – Pioneering archives educator, corporate archivist, recipient 2006 SLIS Outstanding Lecturer Award, 2005 San José State University’s School of Library and Information Science Alumna of the Year Award.

Valerie Torres – Teacher-librarian champion for information literacy, popularly acclaimed recipient of the Teacher of the Year award in 2007, and San José State University’s School of Library and Information Science Alumna of the Year in 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
Happy Holidays!

December 24, 2007 Categories: Chapter News
Wishing you a happy holiday season and all the best for 2008!

Claudia Cohen
Bulletin Committee
Happy New Year!

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

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

Thanks again for a great year!

Helen Josephine
helenj@stanford.edu
2007 Highlights of the SLA San Andreas Chapter

January 7, 2008 Categories: Awards, Chapter Events

1. Developed the San Andreas Chapter Blog as communication channel to replace current announcements on our Chapter website and the bi-monthly newsletter. Blog postings include information on our Chapter board members, announcements of Chapter events such as programs, tours, solo librarian meetings, also conference and program summaries, and book reviews authored by our members.

2. Sponsored three dinner programs, six Solo Librarians programs, two tours and two neighborhood dinner events.

Chapter Dinner Programs
Feb 22—Creative Commons (joint with San Francisco Chapter)
Mar 28—Movable Type and Chapter Blog Launch
Oct 25—Stephen Abram, President-Elect, SLA (joint with San Francisco Chapter)

Solo Librarians Group—Program and Pizza
Jan 23—San Mateo Public Library
March 22—Google Guide
May 15—Second Life
July11—SLA Conference wrap-up
Aug 29—Highwire Press
Nov 8—Internet Librarian wrap-up

Tours
Mar 19—San Mateo Public Library
June 16—Monterey Wine Tasting and Tour of Stanford’s Hopkins Marine Station Library

Neighborhood Dinners
Week of July 9th—SLA Conference wrap up
Oct 30—at Internet Librarian Conference

3. At our Annual Business meeting on October 25, we honored the following members:

• Mary-Lynn Bragg received the Mark Baer Award for her work on the Chapter website and blog.
• Patricia Parsons received the Lucy Steelman Award for her work with the Solo Librarians committee and mentoring other librarians.
• Lorna Beich received the President’s Award for her work with the Jobline.
• Bruce Antelman of Information Express received the Vendor Partner Award for his support of Mary-Lynn’s work for the Chapter and the first advertiser on the blog.

We also acknowledged 12 members with 30 or more years of membership in SLA.

4. Lee Pharis organized a dinner at Cindy Hill’s house for the past-presidents of the San Andreas Chapter. Ten former Chapter presidents attended the dinner, including Celene Walker who was president in 1980-81 when the Chapter was founded.

Helen Josephine
helenj@stanford.edu
2008 Board Members & Committees

January 7, 2008 Categories: Board News

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

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

SLA Ethics Ambassador, Wynne Dobyns (wdobyns@netgate.net)
January 14, 2008 Categories: Conferences
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.
Bill Fisher Receives Dana Award

January 30, 2008 Categories: Awards, Chapter News, Member News

Congratulations to Dr. Bill Fisher for receiving the SLA John Cotton Dana Award! At the SLA Leadership Summit in Louisville, KY, last week, it was announced that Bill is this year’s recipient of the prestigious award that recognizes an SLA member for a lifetime of achievement in special librarianship and for demonstrating “beyond” exceptional service to our profession. The San Andreas Chapter Award Committee submitted Bill’s name for consideration of this honor because of his constant, willing, and passionate efforts on behalf of his colleagues and our membership at large. You can offer your personal congratulations to Bill at Bill.Fisher@sjsu.edu.

Lee Pharis
lpharis@exponent.com
Solo Librarians Meeting on March 5th

February 15, 2008 Categories: Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, March 5th. Anyone with an interest in small libraries is welcome, including students and recent graduates of the MLIS programs. The meeting will be held at the St. Jude Medical Library, 701 E. Evelyn Ave., Sunnyvale at 6 p.m.

Janet Lerch will be making a presentation about the IEEE Digital Library which provides full text access to over 1.7 million articles in peer-reviewed IEEE journals. Sandwiches and salad will be served before the presentation.

Those who are planning to attend need to contact Eric Kristofferson by March 3rd at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Sonia Dorfman
San Andreas Solo Librarians

Map link to Saint Jude Medical:
http://maps.yahoo.com/_ylc=X3oDMTEvNmlycG51BF9TAzI3MTYxNDkEc2VjA2ZwLWJ1dHRvbgRzbGsDbGluaw--#tp=undefined&tt=701%20E.%20Evelyn%20Ave.,%20Sunnyale,%20CA%2094086&mvt=0&lon=-122.017336&lat=37.372511&mag=4

On the map we are located underneath the X on E. Evelyn between Fair Oaks and Wolfe. Park near the first building and go into the lobby.
SJSU-SLIS March Colloquium Series

February 20, 2008 Categories: Career Development, Other Events, Web/Tech
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
SJSU SLIS presentation: “How to Get Published”

February 27, 2008 Categories: Career Development, Other Events, Student News
San Andreas Chapter members are invited to attend the SLIS presentation, "How to Get Published," being presented by Charles Harmon, Vice-President, Neal-Schuman Publishers and SLIS Advisory Council member, on Thursday, March 6th, 1:30-4 pm, at SJSU Clark Hall 304.

This workshop looks at the two major print arenas for publication in the LIS field: scholarly and professional books and journals. The difference between "scholarly" and "professional" media is described, and the various approaches to both venues are discussed. Guidance is given for contacting editors prior to submission and for preparing initial e-mails and query letters for optimum response. Both financial consideration (fees for articles and royalties for books) and intellectual property consideration (copyright ownership, right of first publication, etc.) are described.

Depending on the time available, several tips for improving writing in book proposal and article abstracts will be offered. Time is available at two points in the workshop for extensive question-and-answer periods.

The presentation will be videotaped for later posting on http://slisweb.sjsu.edu.

Charles Harmon worked in school and public libraries before his appointment as Director of the Library & Information Center at the American Library Association's headquarters in Chicago. In that position, he managed the Association's library, which responds to questions about library professional practice from ALA members and staff as well as manages the Association's archives. For the last twelve years, he has been with Neal-Schuman Publishers, beginning as an acquisitions editor and currently as Vice-President and Director of Publishing.

Marcia Laughrey
School of Library and Information Science
San Jose State University
UCB Distinguished Lecture Series

February 27, 2008 Categories: Career Development, Other Events, Student News
San Andreas Chapter members may be interested in the Distinguished Lecture Series at UC Berkeley’s School of Information. "Is the Web a Threat to Our Culture" is scheduled for Wednesday, March 19; and "Privacy in Context" is scheduled for Wednesday, April 2. Details for both of these lectures, as well as for previous ones, can be found on the UCBSI Web site at http://www.ischool.berkeley.edu/about/events/dls

Helen Josephine
Engineering Library
Stanford Terman Engineering Center
Sunshine Week Webcast and Local Panel

March 17, 2008

Categories: Chapter Events, Other Events

SLA San Francisco Bay Region & Northern California Association of Law Libraries Present

Sunshine Week Webcast and Local Panel!

Date: Friday, March 21, 2008

Location: Townsend and Townsend and Crew, Two Embarcadero Center, 8th Floor, San Francisco, CA
Two Embarcadero Center is easily reached from the Embarcadero BART station.

Agenda:
9:00-9:30 a.m.  Continental breakfast
9:30-11:00 a.m.  National Webcast
11:00-11:30 a.m.  Break
11:30 a.m.-12:30 p.m.  Lunchtime program
12:30-1:00 p.m.  Questions and discussion

Although there is no charge for attending the webcast, advance registration is required to assure that space is available. Space is limited to 40 people. People who do not register in advance will be admitted on a space available basis. Registration must be received by Tuesday, March 18, 2008.

Sunshine Week is a national initiative to open a dialogue about the importance of open government and freedom of information. The Sunshine Week National Webcast will be presented locally by the Northern California Association of Law Libraries and the Special Libraries Association San Francisco Bay Region Chapter.

The 2008 National Dialogue on Open Government and Secrecy is titled Government Secrecy: Censoring Your Right to Know. The national program webcast will consist of two panel discussions.

1. The Secret Executive — What Can Congress and the Public Do? The first panel will discuss executive branch power and secrecy, congressional rights and responsibilities, and the role of the press in combating government secrecy. Patrice McDermott, Director of OpenTheGovernment.org, will moderate the discussion. Speakers include:

Mickey Edwards, Director of the Aspen Institute-Rodel Fellowships in Public Leadership and former Republican member of Congress from Oklahoma for 16 years (1977-92)

Ann Beeson, Director of U.S. Programs at the Open Society Institute and previously Associate Legal Director of the American Civil Liberties Union

John Podesta, President and Chief Executive Officer of the Center for American Progress, Chief of Staff to President William J. Clinton from October 1998 until January 2001, and formerly in senior staff positions in Congress

2. Citizen Self-Help: Finding the Information You Need. The second panel will visit and talk with creators of web sites that help the public avoid having to file official requests or go to offices and meetings to learn what our government is doing. These sites make hard-to-find government information — federal, state and local — easy for the public to find and use and may inspire you to do likewise. A quick report will be given, as well, on an initiative to develop a 21st Century Right-to-Know agenda and recommendations for the next President and Congress.

The SLA/NOCALL sponsored event will conclude with a lunchtime panel of speakers discussing their efforts to open access to or create tools for finding government information. Speakers include:

Brewster Kahle, Digital Librarian, Director and Co-Founder of the Internet Archive.

Marcia Hofmann, staff attorney with the Electronic Frontier Foundation, working on government transparency, civil liberties, and intellectual property issues. Hofmann will be speaking about EFF’s FOIA Litigation for Accountable Government (FLAG) Project.


Lunch Menu: Sandwiches, salad, drinks including water, tea & coffee, and cookies.

Online registration (by credit card, bank account, etc.):  http://units.sla.org/chapter/csfo/calendar/regform_sunshine.htm
(Note: You do not need a PayPal account to register through this PayPal-administered site.)

Register by mail by sending this portion with your check to

Anne Barker, Townsend and Townsend and Crew LLP,
379 Lytton Ave., Palo Alto, CA 94301
phone: 650-324-6347; e-mail: abarker@townsend.com
Name: _____________________________________
Telephone: ____________________
Email: _____________________________________
Employer/Affiliation:_________________________________________
SLA Member: _____ Yes         _____ No
NOCALL Member: _____ Yes     _____ No
Webcast only ___ Free
Lunch program only __ $10*
Webcast & lunch __ $10* (*$13 at door)
Spring Colloquia Series

March 18, 2008 Categories: Career Development, Other Events

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.

Each presentation is videotaped for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2008 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2008/colloquia08sp.htm about a week after each event.

The April 2008 speaker is Lori Lindberg, full-time lecturer at the School of Library and Information Science, San Jose State University. Her presentation, “A New Frontier for Recordkeeping Education: the San Jose Master of Archives and Records Administration (MARA) Degree,” will be on Wednesday, April 2, 2008, from noon to 1:00 p.m. in Clark Hall 322 on the SLSU campus.


Marcia Laughrey
School of Library and Information Science
San Jose, CA 95192-0029
Ph: 408-924-2490
Fax: 408-924-2476
Solo Librarians Meeting on May 7th

March 20, 2008 Categories: Career Development, Chapter Events, Member News, Student News
The Solo Librarians will be meeting at the NASA Ames Library in Mt. View at **5:30 P.M. on May 7th**. Directions and a map are below. (Note the change in time from 5 P.M.)

There is expected to be a tour of the NASA facility followed by a more detailed presentation about the library. Please note that we will be meeting at the badge office adjacent to the front gate at NASA before 5:30 P.M. so that we can receive our badges in order to have access to the facility and have some daylight for the tour. We will need a few days notice of your anticipated attendance in order to get the badges made.

If you are a U.S. citizen, you will only need to show one piece of picture ID at the gate. For foreign nationals, including permanent residents, we need 30+ days of processing time. So if anyone who is NOT a US citizen wants to attend, we need to know within the next week.

There may be a limit to the number that can attend, so get your reservation in ASAP.

We will be sharing a meal after the tour of the library. The present intention is to have a Cinco de Mayo meal from Chilis.

Those who are planning to attend need to contact Eric Kristofferson as soon as possible at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Sonia Dorfman
San Andreas Solo Librarians

Directions and map link:

As you approach NASA on Moffett Blvd., you will see a small guard station in the middle of the road, and a larger badge office to the right. Park in the lot on the right and go to the office for a badge. When you get your badge, go to assemble in the large white "circus tent" that is prominently visible on the right, near 101, even before you get to the badge office.

http://maps.google.com/maps?f=q&hl=en&geocode=&q=moffett+field,+ca&sll=37.0625,-95.677068&sspn=32.527387,59.238281&ie=UTF8&ll=37.408244,-122.061346&spn=0.015919,0.028925&z=15&iwloc=addr
The Nation’s Fourth Executive MLIS Cohort!

March 20, 2008 Categories: Career Development, Student News

Do you have experienced managers or supervisors looking to take the next step in their professional growth? If so, they may be interested in earning an ALA-accredited MLIS degree that fits around their current responsibilities and places them in a stimulating learning environment with other successful professionals. The San Jose Executive MLIS complements their experience, offers relevant curriculum focused on management issues, and conveniently delivers instruction in a format that doesn’t require them to move near campus or take long periods of time off work.

Please pass this information along to your experienced leaders who do not have an MLIS degree. The deadline to apply is March 31.

The next Executive MLIS cohort will begin their program this summer, and space is still available to join a small group of seasoned professionals who are seeking to expand their opportunities and achieve increased levels of responsibility in their organizations.

Our convenient approach starts with a three-week residency in San Jose this summer, taught by Dr. Camila Alire and Dr. Brooke Sheldon. It will be followed by distance courses, short residencies, and professional projects. There is no need to leave your job or relocate in order to participate.

In addition, you will not need to go back to the basics of librarianship. This program is designed specifically for seasoned managers. It builds upon your professional experience and emphasizes the competencies of librarianship in a leadership context. Your focus will be on leadership, human resources management, financial management, marketing, effective communication, and program evaluation.

Courses are taught by faculty members who are recognized for their expertise in organizational leadership. In just 26 months, you’ll be able to complete your MLIS degree, studying with a small group of other library managers who all follow a specialized management-oriented track within San Jose State University’s School of Library and Information Science.

For more information, or to register, check out our Web site at http://slisweb.sjsu.edu/classes/exec.htm.

After reviewing the Web site, feel free to contact Joe Matthews, program coordinator, for further information at 1-760-930-9223 or joseph.matthews@sjsu.edu.

Marcia Laughrey
School of Library and Information Science
San Jose State University
SJSU-SLIS Colloquia Series – George Plosker on April 30th

March 20, 2008 Categories: Career Development, Student News
The School of Library and Information Science at San Jose State University is pleased to invite you to attend another presentation in our continuing Colloquium Series:

George Plosker
Client Services Manager, Institute of Electrical and Electronics Engineers
Title: "scitopia.org – Collaboration for More Successful Science and Technology Research"
Wednesday, 30 April 2008
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 322

Presentations are free, wheelchair-accessible and open to the public.
More information about this presentation 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

We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2008 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2008/colloquia08sp.htm about a week after each event.

Marcia Laughrey
School of Library and Information Science
San Jose State University
NEW SAN JOSÉ GATEWAY PHD PROGRAM IN LIBRARY AND INFORMATION SCIENCE

April 8, 2008 Categories: Other Events, Student News

The School of Library and Information Science at San José State University is pleased to announce its new San José Gateway PhD Program. The doctoral degree will be offered through a partnership with the Queensland University of Technology (QUT), a top Australian university with global connections and leading scholars in the information science community. Responding to demand from graduates for a high-quality, flexibly-delivered doctoral degree program, the part-time doctoral program will be delivered through distance learning with short residencies in San José. Students will focus on well-defined research areas in Library and Information Science (LIS), such as archives and records administration, information retrieval, information systems and technologies, information use, LIS education, management and leadership, and youth services.

Director Ken Haycock said, "As we explored our options for developing the San José Gateway PhD Program, the School sought a premier partner and was pleased to join with QUT in this endeavor. Our international advisory council recommended QUT, and they in turn are eager to work with our faculty to deliver the program. Our new program builds upon the research strengths of QUT and San José and on our School's track record of successfully delivering distance learning programs to thousands of graduate students in Library and Information Science."

More information regarding the San Jose Gateway PhD Program, including entry requirements and application deadlines, can be found at http://slisweb.sjsu.edu/gatewayphd/. Applications for the first cohort are currently being accepted.

The School of Library and Information Science at San Jose State University (http://slisweb.sjsu.edu) offers the world's largest accredited master's degree program in Library and Information Science, with more than 2,200 graduate students. In June 2007, the School entered its 40th year of continuous accreditation by the American Library Association. Students who are interested in pursuing a career in electronic records management enroll in the School's Master in Archives and Records Administration degree program.

The School is a recognized leader in making effective use of leading edge technologies for distance learning. In 2007, US News and World Report named it the #1 e-learning service provider in its discipline. In addition, the School received the 2007 Faculty Innovation Award from the Association for Library and Information Science Education in recognition of the School's leadership in applying emerging technologies in a web-based learning environment.
Report on the Virtual Tour of the SLA Website

April 22, 2008 Categories: Member News, Resources, Web/Tech

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

Parts of the SLA website demonstrated included the membership directory
(http://www.sla.org/cvcfm/MembershipDir.cfm )- requires member login,

the Click University Professional Improvement courses
(http://sla.learn.com/learncenter.asp?id=178409&sessionid=3-71A3C83B-C0E9-48A6-B315-1BDAE044C3D9&mode=show&page=35 )- requires a separate login from the SLA website login),

and the Career Center
(http://sla.learn.com/learncenter.asp?id=178412&sessionid=3-71A3C83B-C0E9-48A6-B315-1BDAE044C3D9&mode=preview&page=3 )- also a Click University resource.

Additional resources included handouts from the leadership summit,
including Stephen Abrams’ presentation
(http://www.sla.org/content/resources/leadcenter/LeadershipSummit/08leadsummit/handouts.cfm),

a personal conference planner for the 2008 SLA Annual Conference
(http://www.sla.org/rcm20/sla_ac08_seattle/attendee/frame.cfm?eventid=74a417da-5f21-4eab-b55-02b375533a71&orgid=5d936e66-fc4d-4f85-8c50-28cbb7510c22&CFID=8219817&CFTOKEN=41840466),

an RSS reader pre-loaded with useful sites (http://nmp.newsgator.com/NGWhiteLabel/Sites/sla/reader.aspx?fld=0),

ebooks on a range of leadership, knowledge management and management topics
(http://sla.learn.com/learncenter.asp?id=178409&sessionid=3-2EA569C1-4AAD-4FC0-A13D-E8F80416A316&page=202&mode=preview),

and a brief introduction to wikis and to the SLA Wiki in particular (http://wiki.sla.org/display/CEWIKI/Wikis+101+Home).

Bulletin Committee
San Andreas Chapter of SLA
San Andreas Chapter Tour

May 21, 2008 Categories: Chapter Events

Join Chapter members for a tour of Santa Clara University’s Harrington Learning Commons, Sobrato Technology Center and Orradre Library on **Wednesday, June 4th, 2008**. A patio reception will be held from 6:00-6:30 p.m., followed by the tour from 6:30-7:30.

Santa Clara University’s 194,000 square foot Harrington Learning Commons, Sobrato Technology Center, and Orradre Library opened to the SCU community and the public on March 31, 2008. The new building is home to the library, IT, and Media Services departments and is designed as a flexible facility that can be adaptable to future changes in both learning styles and technology. More information is available at http://www.scu.edu/is/lctcl/index.cfm.

**Tour Host:**
Susan Boyd is Engineering/Math Subject Specialist in the Instruction and Research Services (IRS) division of the University Library. She holds a B.A. and M.L.S from the University of Hawaii. She worked in the library system of a telecom company prior to joining SCU in 2002. Susan is a member of SLA, ALA, ACRL, CARL and ASEE (Engineering Libraries Division).

**TOUR:**
Meet at the patio area outside the front entrance of the building from 6-6:30 pm. for a snack and networking prior to the tour. The tour will begin at the large “Books” sculpture in the front of the building (facing the Benson Student Center) at 6:30 pm.

This tour will be limited to 30 people.

**RSVP:** This tour will be FREE. However, you need to RSVP to have your name on the list. Deadline for registration: **Monday, June 2, 2008**.

**Please call or send email reservations to:**
Sandy Tao
510-919-0106
santacor@gmail.com

**DIRECTIONS and PARKING:**
http://www.scu.edu/map/parking/directions.cfm
http://www.scu.edu/map/parking/index.cfm

**CAMPUS MAP:** http://www.scu.edu/map/

Visitors should enter via the Palm Drive main entrance, stop at the attendant station, and pick up a visitor parking pass to hang on their rearview mirror. Then turn left and into the parking structure—where they can park in any visitor space. If there are no visitor spaces open in the garage, check the map to see where else there is visitor parking or go to the attendant station to ask where other visitor parking is available.
Information Ethics

May 22, 2008 Categories: Career Development, Chapter Events, Member News

What to do when two people want to use the single-user password available for an online service? Or when you're asked to contact a competitor for information using your home computer or personal phone and not identify yourself? Or when a user's colleague wants to know what information s/he has requested from you? Perhaps you have encountered other situations in which you have wondered what was the "right" thing to do or whether the action you took was really OK. What is ethical behavior in the workplace and how does it apply to using and providing information services? For that matter, what are "ethics" and does everyone experience them the same way?

These are questions that SLA has decided to address in a year-long initiative through its chapters and divisions to educate its members on ethics. By hosting dialogues, town meetings, surveys and reviewing reports from the trenches, SLA hopes to understand the ethics challenges members face and to identify concepts that should be included in its own ethics code or set of guidelines as well as resources to assist members to resolve the ethics issues they encounter in their libraries and organizations. Another major goal is to enable SLA members to become "ethics ambassadors" in their organizations, providing exemplary role models for others who also encounter ethics issues in their positions.

Information ethics has become a topic of increasing concern, one that impacts SLA members on a daily basis. SLA currently refers members to the ethics guidelines of the American Library Association, the Association of Independent Information Professionals (AIIP), the Society of Competitive Intelligence Professionals (SCIP), and the American Society for Information Science and Technology (ASIS&T) (following the article at http://www.asis.org/Bulletin/Feb-95/bjorner.html). Realizing that these codes do not sufficiently address situations our members encounter, the Board of Directors wants to take the lead in recognizing the ethics of acquiring and using information and plans to draft a code of ethics or a set of ethics guidelines that addresses information ethics. For this, they will rely on members' experiences, needs and suggestions.

The San Andreas Chapter will host a Town Hall meeting on information ethics on **Tuesday, June 3, from 4:00 to 6:00 p.m. at Santa Clara University.** Geoffrey Bowker, Executive Director, Regis and Dianne McKenna Professor, Center for Science, Technology and Society, Santa Clara University, provide us some background on ethics in information service before we break into groups for general discussion of ethics issues we experience and how we resolve them. There will be no charge for this meeting, and light refreshments will be served. As soon as details are finalized, the meeting announcement will be posted to the Chapter's discussion list. For a basic understanding of what ethics are, members should read the article, "A Framework for Thinking Ethically," posted at http://www.scu.edu/ethics/practicing/decision/framework.html before attending the meeting.

Please plan to attend the Town Hall meeting on information ethics on June 3. I look forward to a lively discussion.

Wynne Dobyns
Ethics Ambassador
San Andreas Chapter, SLA

wdobyns@netgate.net
Information Ethics Town Hall Meeting

May 23, 2008 Categories: Chapter Events

Please join the San Andreas Chapter for a Town Hall meeting to discuss information ethics on **Tuesday, June 3rd, 2008, from 4:00 to 6:00 p.m.**, in the St. Ignacius Conference Room, 2nd Floor, Loyola Hall, Santa Clara University, 425 El Camino Real, Santa Clara. Light refreshments will be served.

Please note that this is election day and plan accordingly.

**Program Description:**
SLA is undertaking a year-long initiative through its chapters and divisions to look at ethical issues that members encounter in providing information services to their users and to determine whether SLA should develop its own ethics guidelines rather than continuing to rely on the ethics guidelines developed by ALA, SCIP, AIIP and ASIS&T. This Town Hall meeting will include a discussion of anecdotes and examples of ethical situations you have encountered, whether and how you have resolved them, and examples of information ethics in practice (or perhaps not in practice) at your libraries and organizations.

To provide us some background, Geoffrey Bowker, Executive Director, Regis and Dianne McKenna Professor, Center for Science, Technology and Society, Santa Clara University, will first speak to us about ethics in information service. Following his presentation, we will break into small groups for general discussion, sharing our stories, anecdotes and questions about ethics in using and providing information services. Wynne Dobyns, the Chapter’s Ethics Ambassador, will summarize findings and suggestions for ethics guidelines and/or ethics resources that SLA could provide to share in a report to SLA headquarters.

Those who plan to attend should read the article, “A Framework for Thinking Ethically,” posted at http://www.scu.edu/ethics/practicing/decisionframework.html before the meeting.

**Location:**
St. Ignacius Conference Room
2nd Floor
Loyola Hall
425 El Camino Real
Santa Clara

**Directions:**
Loyola Hall is on the corner of El Camino Real and The Alameda, across from the campus. It has limited visitor parking. See the campus map at http://www.scu.edu/map/. For driving directions to campus, see http://www.scu.edu/map/parking/directions.cfm.

**Registration:**
This meeting is free; however, we do need a count for handouts and refreshments. Please **RSVP by Monday, June 2**, to Gloria Elia at slameetings@aimusa.com or 650-965-7900 ext. 100.

For more information about the meeting, please contact Wynne Dobyns at wdobyns@netgate.net or 408-446-4117
June 3 Meeting Cancelled

June 2, 2008 Categories: Chapter Events

We have had to cancel the information ethics meeting scheduled for Tuesday, June 3. We are working with the speaker to reschedule this meeting for a time that is more convenient for most Chapter members after July 15. Those who registered for the meeting are being contacted directly.

Wynne Dobyns
Ethics Ambassador
San Andreas Chapter, SLA
Tour of Jackson Library, Stanford Business School

July 3, 2008 Categories: Chapter Events
San Andreas Chapter, SLA Tour
Thursday, August 21st, 2008, 6:00 – 6:30 p.m. reception, 6:30 – 7:30 p.m. tour

LOCATION:
Jackson Library
Graduate School of Business
Stanford University
518 Memorial Way
Stanford, CA 94305-5016

Jackson Library:

Established in 1933 to serve a growing graduate business school, Jackson Library at the Stanford Business School is recognized as one of the premier academic business libraries. The Stanford Graduate School of Business, with a faculty that includes three Nobel laureates, has established itself as a global leader in management education and has built an international reputation based on educational programs designed to develop insightful, principled global leaders. Today, besides focusing on entrepreneurship, the School boasts the Center for Social Innovation, the Center for Global Business and the Economy, and the Center for Leadership Development and Research.

Jackson Library is celebrating its 75th Anniversary this year. To read more on Jackson Library, please visit: http://www.gsb.stanford.edu/jacksonlibrary

TOUR HOST: Helen Losch is the Reference and Instruction Librarian at Jackson Library.

TOUR: Convene at the Jackson Library for a snack and networking prior to the tour. Join Helen Losch for a review of latest information resources the Library is providing. In recent years the Library has been moving towards a more digital format. Jackson Library now hosts a blog, downloadable toolbar, and collaborative FAQ database to help answer difficult business questions. This tour is limited to 25 people.

COST: Registration for this event will be $5 per person and will include snacks. Please make checks out to “San Andreas Chapter, SLA.”

SIGN-UP: Deadline for registration is Monday, August 18th, 2008. Please RSVP to have your name on the list. Call or email the reservation form below to Sandy Tao 510-919-0106 or santaoer@gmail.com

DIRECTIONS:
http://www.gsb.stanford.edu/jacksonlibrary/info/about/directions.html

Parking is free after 4 p.m. anywhere on campus except for handicapped and metered spots. It's also easy to come by CalTrain; get off at the Palo Alto stop and take the free Marguerite Shuttle to Palm Drive until it stops at the top of the oval. The Library is located in the South Building of the GSB.

Mail registration to: Sandy Tao
6450 Dougherty Road #1728
Dublin, CA 94568

NAME: _________________________________
AFFILIATION: __________________________
PHONE: _______________________________
HEADCOUNT FOR YOUR PARTY: ____________
TOTAL ENCLOSED: _____________________

For checks, please make out to “San Andreas Chapter, SLA.”
Information Ethics Town Hall Meeting
(Rescheduled)

July 3, 2008 Categories: Chapter Events
Monday, July 28, 2008, Santa Clara University, St. Ignatius Conference Room, Loyola Hall

Agenda:
5:30-6:30 p.m. Registration and buffet dinner
6:30-7:30 p.m. Presentation
7:30-8:00 p.m. Small Group Discussion
8:00-8:15 p.m. Follow-up and Conclusion

Menu:
Dinner Buffet: Your choice of two pasta dishes (one vegetarian), salad, roll, dessert, and a beverage.

Program Description:
SLA is undertaking a year-long initiative through its chapters and divisions to look at ethical issues that members encounter in providing information services to their users and to determine whether SLA should develop its own ethics guidelines rather than continuing to rely on the ethics guidelines developed by ALA, SCIP, AIIP and ASIS&T. This Town Hall meeting will include a discussion of anecdotes and examples of ethical situations you have encountered, whether and how you have resolved them, and examples of information ethics in practice (or perhaps not in practice) at your libraries and organizations.

To provide us some background, Geoffrey Bowker, Executive Director, Regis and Dianne McKenna Professor, Center for Science, Technology and Society, Santa Clara University, will first speak to us about ethics in information service. Following his presentation, we will break into small groups for general discussion, sharing our stories, anecdotes and questions about ethics in using and providing information services. Wynne Dobyns, the Chapter’s Ethics Ambassador, will summarize findings and suggestions for ethics guidelines and/or ethics resources that SLA could provide to share in a report to SLA headquarters.

Those who plan to attend should read the article, “A Framework for Thinking Ethically,” posted at http://www.scu.edu/ethics/practicing/decision/framework.html before the meeting.

Location:
St. Ignatius Conference Room, 2nd Floor
Loyola Hall, Santa Clara University
425 El Camino Real
Santa Clara, CA 95053

Directions:
Loyola Hall is on the corner of El Camino Real and The Alameda, across from the SCU campus. See the campus map at http://www.scu.edu/map/. For driving directions to campus, see http://www.scu.edu/map/parking/directions.cfm.

Cost:
Members $15; Guests/non-members $20; Students, retirees, unemployed $10.

Reservations deadline is Thursday, July 24, 2008.

Mail registration form and check made out to “San Andreas Chapter of SLA” to:

SLA Reservations
AIM Library & Information Staffing
P.O. Box 391210
Mountain View, CA 94039-1210
Tel (toll free): 877-965-7900 x100
Fax: (650) 965-7774
Email: slameetings@aimusa.com

Name: ________________________________
Telephone: __________________________
E-Mail: _____________________________
SLA Member ($15): _______ Guest/non-member ($20): _______ Student/Retiree/Unemployed ($10): _______
Employer/Affiliation: _______________________________________________________________
New Member Reception

July 3, 2008 Categories: Chapter Events
San Francisco Chapter SLA is throwing a party and San Andreas members are invited. We are encouraged to attend the New Member Reception and Dessert Party on Tuesday, July 22, from 5:00 to 7:00 pm. The event will take place at the Mechanics Institute, 57 Post Street, San Francisco. This location is immediately accessible upon exiting the Montgomery BART station.

Any members new to either chapter since July of last year, plus students and prospective members, are welcome gratis. (Yes, that’s FREE!) In addition, any longer-standing member bringing a prospective member will also be welcome free. All others are also welcome at a nominal fee of $10.

Please join us for chews (sweet & savory), chat (fun, informative and more) and chances (door prizes!) at this venerable venue.

More details and a link to both forms of registration (free and fee) are available at the following link.
http://units.sla.org/chapter/csfo/calendar/newmem.pdf.

Any questions or suggestions? Please contact Sandy Malloy (415-986-4422 or sandy-malloy@businesswire.com) or Leslie Fisher (650-522-4299 or leslie.fisher@gild.com).
Solo Librarians Meeting on July 30th

July 7, 2008 Categories: Career Development, Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, July 30th. 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 30th at NeuroPace**, 1375 Shorebird Way, Mt. View. Below is a map link.

We will have a panel of librarians that attended SLA 2008 in Seattle share their impressions and “best” experiences.

We will be serving a light meal (probably sandwiches & salads) prior to the presentation. As long as you let us know ahead, you can choose not to participate in dinner or bring your own food.

Those who are planning to attend need to contact Eric Kristofferson as soon as possible at ekristofferson@sjm.com or (408) 522-6697.

Sonia has an added tip for locating NeuroPace. "Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace."

Location map & directions: [http://www.neuropace.com/about/contact/map.html](http://www.neuropace.com/about/contact/map.html)

Sonia’s phone is: (650) 237-2784

Eric Kristofferson
Sonia Dorfman
San Andreas Solo Librarians
SLA Neighborhood Dinners (Week of July 7-10th)

July 7, 2008 Categories: Chapter Events, Member News

Is it true what they say, that "What happened in Seattle, stayed in Seattle"?

The week of San Andreas chapter’s neighborhood dinners is almost here. It’s a fine time to meet up and share the highlights from the SLA conference in Seattle.

Pick out a cuisine, location or date that suits you, and join your colleagues for an early dinner and conversation. If you were able to attend the SLA annual conference, tell us about your experiences. Or maybe you’ve got customers asking for the craziest sorts of information resources, and you want to ask for informal advice. Did you recently get a Second Life? This is a chance to network with fellow information professionals.

Social Networking, the Old Fashioned Way.

Call or email the Contact to sign up.

**Hayward – Monday, July 7th**
Time: 6:30 pm
Appetizers & Wine (full dinner if you want to splurge)
Host: Leslie Fisher
Place: Neumanali
http://www.neumanali.com/about.htm
742 B St. (west of East 14th)
2 blocks from Hayward BART
Capacity: 6-8
Contact: Leslie @ 650-522-4299

**Sunnyvale – Tuesday, July 8th**
Time: 6 pm
White table cloth Afghan cuisine
Host: Wynne Dobyns
Place: Kabul (on El Camino)
http://www.kabulrestaurant.net/
Capacity: 8-10
Contact (by noon Tuesday): Wynne, 408-446-4117

**Los Altos – Wednesday, July 9th**
Time: 6:30 pm
Host: Cindy Hill
Place: Indoor/outdoor POTLUCK at her house
(1545 Wistaria Lane, Los Altos)
Capacity: 12
Contact: patricia.p63@gmail.com

**San Mateo – Thursday, July 10th**
Time: 6 pm
Host: Leslie Fisher
Place: Ristorante Capellini
http://www.capellinis.com/
310 Baldwin Ave. San Mateo (@ B)
walking distance from CalTrain
Capacity: 6-8
Contact: Leslie @ 650-522-4299

Patricia Parsons
patricia.p63@gmail.com
Lisa Sammon
Chapter Program Director
Looking for your feedback!

July 11, 2008 Categories: Web/Tech
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
Helen Josephine Appointed to IEEE Library Advisory Council

July 13, 2008 Categories: Chapter News
Helen Josephine, SLA San Andreas Chapter Past President, and Head Librarian Engineering Library, Stanford University, has been appointed to the IEEE Library Advisory Council for a two-year term, 2008-2010.

Formed in 1999, the IEEE Library Advisory Council (LAC) is a group of international corporate, academic, and government librarians who consult with IEEE to develop products and policies. Members discuss important issues and developments related to libraries and IEEE. For instance, at last year's annual LAC meeting, highlights included a presentation on the expanding role of e-resources in technology development and updated U.S. patent guidelines. The meeting also included a discussion about best practices in resource access and delivery methods. Several upcoming IEEE Xplore® research and development projects were presented and a discussion ensued about the “Millennial Disconnect” and how networking sites, the Internet, cell phones, and changing work ethics have affected, and been affected by, the millennial age group.

Presentations from last year's LAC meeting can be found on the IEEE web site here: http://www.ieee.org/web/publications/subscriptions/news/1107_01.html.

Dan Roam is the founder and president of Digital Roam Inc., a management-consulting firm that helps business executives solve complex problems through visual thinking. His 2007 book, *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*, was published by Portfolio. Its goal is to teach readers how to solve problems with pictures using visual thinking. Every chapter supports and illustrates Roam's central idea that "Visual thinking is an extraordinarily powerful way to solve problems and though it may appear to be something new, the fact is that we already know how to do it." (page 31). According to another visual thinking advocate, Robert E. Horn, words and pictures have been combined to improve human communication since the invention of written language. This was especially "notable in the culture of Ancient Egypt." (Horn, *Visual Language*, 1998, pp.25-26).

We all have problems when communicating with someone who does not speak or understand our language. Roam found that even when you learn to speak their language, as he did with Russian, visual thinking pictures are still especially useful when trying to share ideas with clients. Roam assures the reader that the process of visual thinking is very simple and that most everyone already knows how to do every step in the process. On page 30, the reader finds suggestions from the author on how to get the most out of this book which has been organized into four major sections starting with "Part I: Introductions: Anytime, Anyone, Anywhere: Solving Problems with Pictures." In this section Roam defines which problems and what type of pictures are included in this volume. He also comments on who can best use these techniques. "Part II: Discovering Ideas: Looking Better, Seeing Sharper, Imagining Further: Tools and Rules for Good Visual Thinking" covers the foundations of good visual thinking, e.g. learning how to see more clearly and accurately as a way to extend the one's imagination. "Part III: Developing Ideas: The Visual Thinking MBA: Putting Visual Thinking to Work" walks the reader step-by-step through a business case study in order to road test six fundamental frameworks. "Part IV: Selling Ideas: It's Showtime" illustrates how to pull everything together in order to create and deliver a sales pitch without technology or fancy expensive handouts while successfully selling your solution. Roam suggests that all that is needed is the client and whiteboard plus a lot of well-focused ideas. No handouts, computers or software, etc. are required.

In "Appendix A The Science of Visual Thinking," Roam reveals that a client told him about V. S. Ramachandran’s book *Phantoms in the Brain: Probing the Mysteries of the Human Mind*. This book provided the key to his understanding the complexities of vision pathways, which are the complex neurological routes that visual signals follow as they make their way from the eye to the visual cortex of the brain. "Appendix B: Resources for Visual Thinkers" also provides useful information.

This book offers a new way to look at problems to find solutions. What the reader takes away is that most problems ranging from simple to complex can be understood with pictures. The big plus comes from the potential of immediately applied solutions because the problems, the source causes and their potential solutions are visible thanks to visual thinking approaches.

Roam's book is well worth your consideration because it is extremely well written in an easy-to-read style with lots of useful illustrations and documentation. If you want to dig deeper, Roam provides recommended sources including hardware and software applications for charts, maps, timelines, flowcharts, multivariable plots, etc. The volume is small enough in physical size to be convenient to read even while traveling. In fact, the author states that it was actually designed to be read it in the time it takes to fly from coast to coast.

References:


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

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Geof focused on three main points of discussion: releasing information, massaging the truth and librarians as ethics ambassadors. He began by stating that we often no longer know who knows what information or what they are doing with it, since information is no longer stored in archival boxes and cross-correlated by those who knew something about the subject matter at the time it was stored or by studying it afterwards. Instead, surveillance is being used to gather data that is mined in many ways. There is increasing pressure for primarily public and academic librarians to release information about their users, the users’ records and the print and digital material they have used. He referred to the report, “American Library Association (ALA) Announces Preliminary Findings of Study Measuring Law Enforcement Activity in Libraries,” published by MIT Press in 2006, was awarded the prestigious 2006 ASIS&T Award for “Best Information Science Book” of the year, judged to have made the most outstanding contribution in the field of information science.

Geof also explained how marketers trace a user’s search path on the Internet and use that information to extrapolate the user’s interests so that goods and services can be marketed more efficiently; however, users are not usually aware of this kind of “surveillance.” It is not obvious to the majority of users that their search engine and browser histories can be used to create very personal, “eerily intimate portraits” of their interests. These are ethical issues that are not being addressed.

TrackMeNot is a browser extension that works with Firefox to help protect web searchers from surveillance and data-profiling by popular search engines such as Google and Yahoo! It hides a user’s actual search trails among several “ghost” queries so that it is much more difficult for third parties to mine search data accurately. (See the explanation of TrackMeNot at http://mrf.nyu.edu/~dhowe/trackmenot/ ) Although very helpful for the individual who doesn’t want his search history to be data-mined, TrackMeNot has been criticized for the frequency with which it sends bursts of fake search queries, using valuable computer time and energy while creating them. He asked what the ethical issues are for both sides of such data mining and its attempted prevention?

There is also the problem of what and how much we know about colleagues’ personal lives and interests from the web pages they create and the information they post on such sites as Facebook and MySpace. Employers have begun checking social networking sites for whatever information they can find about potential employees. Are people aware of how much information about themselves they are providing in these sites and the potential ways it can be used against them? Geof suggests that the barriers about what kind and how much personal information one’s colleagues and employers might need/want to know are falling, and sharing personal information appears to becoming regarded as the norm.

Massaging the truth of information posted on the Internet is a huge ethical issue in Geof’s opinion. For example, who actually edits Wikipedia entries is an ethical issue about which we and our users should be aware. Companies and public figures have been observed removing critical or controversial statements from their entries and changing the descriptions of their activities or the results of their actions even though the critical or controversial statements were accurate. Government agencies, including the CIA, are also major editors of information in Wikipedia entries.
Users need to be aware of this, and we librarians need to work with our organizations to inform users and to keep potential editing by our organizations in perspective. One cannot take factual information down just because one doesn’t like it.

Geof also sees huge ethical issues in the destruction of information in corporations by means of shredders and data purges in efforts to prevent its retrieval or to prevent possible embarrassment if it were to be retrieved. Depending on circumstances, destruction of unnecessary data is legal and good maintenance; however, inappropriate destruction of data is illegal and unethical. Are corporations making the appropriate legal and ethical decisions about destroying data?

Geof also believes that there are huge ethical issues about the ranking process used for listing sites retrieved in Google search results. He pointed out that the first several pages of results for the query, “Africa,” were those for sites produced by U.S. or European sources; African sources were found several pages in. One needs to be a very sophisticated user to know how to move beyond the built-in biases in Google’s search retrieval.

He is also concerned about recent situations in which U.S. corporations such as Cisco and Yahoo! have been taken to task by the media for not standing up to requirements for action from a sovereign government such as China. He said it is very hard for an individual company to take a stand by itself against such a government and suggested the need for an international organization that would define strong ethical standards for doing business globally and would assist companies who are challenged by countries that do not want to accept those ethical standards. There was general discussion about what right one country has to impose its ethics and laws on another country and what is the right thing to do to protect the individual’s rights in restrictive societies.

Geof posed the question, what does it take to change the level of discourse in corporations around information and libraries? Filtering prevents many useful sites from being retrieved. This is especially significant when researching topics that may include a proscribed word, such as breast cancer. What does it take to educate users about what happens to their information? We cannot assume that they know how data can be mined—finger commands (see the use of “finger command” in UNIX at http://kb.iu.edu/data/aabr.html), tracking of sites visited, etc. The expectation of privacy today is less than it was 10 or 15 years ago. Is this good? Organizations that are prevented by law or ethics from sharing data are now hiring third party contractors to mine their data and return it to each other. Geof suggests that we need to develop a software design community that is deeply ethically rooted. He mentioned a graduate student workshop, “Values in Computer Information System Design” that the Center for Science, Technology and Society is presenting on August 16. The workshop’s culminating event will be a public conference at which the student teams will present their value-centered design projects to a guest panel. See http://www.scu.edu/sts/VID for more information.

In closing, Geof stated that information is the root of the society we are forging today. Building strong ethics for how we use and share information is very important. In response to a question about what he had learned about the profession in preparing for this presentation, he responded that he has worked with libraries and librarians for several years and that he believes not much has changed over that time with respect to the emphasis placed on serving our users.

Following Geof’s presentation, Wynne led a general discussion of ethical issues attendees have encountered in their work. Twelve of the attendees indicated that their organizations have ethics policies; however only one person stated that the company’s policy directly applied to the library as well as to other departments. The company is a consulting firm and places great importance on honesty, integrity and ethics in all employees’ work; those values also form part of employees’ performance reviews. Most, however, indicated that the only aspect of the organization’s ethics policy that really applied to the library dealt with vendor relations. One attendee asked whether copyright and ethics go hand-in-hand and wondered if copyright is mainly a legal issue rather than an ethics issue as well.

The discussion about specific ethical situations attendees have encountered in their work was quite lively. The situations discussed included the following:

- assigning two users to a single-user password because the actual amount of use the second user would generate did not justify paying for a separate password.
- staff being told to misrepresent themselves when making phone calls requesting information.
- being provided a separate identity and phone number to use when making phone calls requesting information.
- being told by a senior vice president to massage data numbers rather than providing the actual numbers. The librarian ultimately resigned.
- an engineer requesting a book on ILL with no intention of returning it; he saw it as an inexpensive way to obtain the book. The organization paid the lost book fee, the librarian confronted the engineer and his manager and obtained the book, and it was returned to the lending institution without a refund being requested.
- being asked to use a personal public or academic library card to access fee-based databases for their corporate client. This involves differences between academic and for-profit sectors for definitions of rights in contracts. Also, the context of use makes a difference in terms when negotiating with the service provider. How do you get the content provider, the contract and ethical factors to work together for mutual benefit?
- using a browser’s built-in feature to send a copy of a webpage that does not have an "email this page" feature to one or more library users. Is sending a webpage found in the Way Back Machine a different issue?
- employees copying and pasting content from web pages into email messages. The librarian was able to convince them to summarize the content and send a link to it instead.
• sending an internal PDF to a colleague outside the organization.
• collaborating with another organization to gain access to resources that organization has.
• copying ads versus buying ads for personal use.
• obtaining an expensive journal by having an employee subscribe at the individual rate so the library doesn't have to pay the institutional rate, or paying for an individual subscription with the understanding that issues will be donated to the library. Some libraries do not accept personal donations of expensive journals in order to discourage this practice. Routing tables of contents is still an option many libraries use.
• photocopying copyrighted material in a for-profit organization. Academics still make photocopies for educational purposes.

Why are we feeling guilty about not fully protecting publishers’ rights? The academic community reviews articles but the authors receive nothing. What to do when prices are out-of-line?

Resources used to help resolve these issues include discussions with colleagues, postings on discussion lists, professional reading on the issues, and asking what peers and colleagues are doing.

One attendee asked whether we really need an SLA set of ethical guidelines when our companies have their own ethical guidelines and we have our own personal set of ethics. If there were a conflict between SLA’s ethics guidelines and her company’s, she would follow her company’s guidelines. Another suggested in response that perhaps librarians should try to show the company why it might be wrong, using professional ethics standards as an example. If one’s professional ethics do not align with the organization’s, what does that mean? Could this be situational?

One person commented that what she really liked about ALA’s Code of Ethics is that it provides a model around which to make ethical determinations rather than covering specific situations. Public libraries have a shared environment that allows a common view. Do special libraries share enough of a common baseline of behavior? Perhaps some divisions might need to “tweak” any ethics code SLA developed. SLA could provide a suggested model for those who need deeper guidelines; it could augment individual organizations’ policies. Companies set their own compass. Can information professionals save the company from being sued for intellectual property violations or help manage such risk? Is this a role that information professionals want to play? Are they more qualified for this than others in the organization?

What do you do when a company or a colleague asks you to do something unethical? How do you respond or try to educate them? There was a question about whether SLA would be in a position to provide back-up support to their members who find themselves in ethical quagmires, much as ALA does for its members. Someone asked whether SLA was influenced in this initiative by its new relationship with SIIA. Ethical behavior is a three-way process: business conduct, legal & the information resource center together. Is the emphasis on ethics meant to protect/support yourself or the organization? There was a general consensus that a professional code of ethics would give us additional credentials and leverage with the association behind us.

In conclusion, the suggested resources SLA should provide include a Community of Practice, a webpage with real life samples of ethical issues and how they were resolved, an ethics discussion list, an FAQ with changing content on an SLA ethics webpage. The general consensus was that ethics should not be added to the professional competencies.

Members who were not able to attend this meeting are invited to submit their answers to the ethics discussion questions that were posted to the Chapter discussion list on July 30.

Wynne Dobyns
San Andreas Chapter Ethics Ambassador
wdobyns@netgate.net

Download this report in PDF
Solo Librarians Meeting on September 11th

August 11, 2008 Categories: Career Development, Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Thursday, September 11th. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Eric Kristofferson will be hosting the meeting at 6 P.M. on Thursday, September 11th at St. Jude Medical at 701 East Evelyn Ave. in Sunnyvale. Below is a map link.

Sharon Malakoff of Elsevier will be joining us. She will be presenting information on the following topics:

- Free Web Search vs. Paid Search Tools: A Comparison of Productivity
- The Value of Corporate Librarians
- New Collaborative Tools from Elsevier

The first two items come from third-party research studies. We will be serving a light meal prior to the presentation.

Those who are planning to attend need to contact Eric Kristofferson by September 8th at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Sonia Dorfman
San Andreas Solo Librarians

St. Jude Medical is at 701 E. Evelyn Ave, Sunnyvale—between Wolfe & Fair Oaks.

Map link to Saint Jude Medical
The following note is from the SLA Centennial committee. If you were at the Annual Conference in Seattle, you heard about the plan to hold a "black tie" event at a high-end location in DC and ask for contributions from Chapters and Divisions to fund that event. This idea has been shelved in favor of this new proposal. Your comments to the Centennial Committee are encouraged.

Helen Josephine
Head Librarian, Engineering Library
Stanford University
helenj@stanford.edu

Dear Leaders,

You spoke and the SLA Centennial Commission has listened: The Centennial Gala originally planned as part of SLA 2009 will not take place. After careful consideration, we determined that looking into other types of events to honor the association would be more appropriate for the membership.

We look forward to incorporating centennial celebrations throughout the SLA 2009 Annual Conference & INFO-EXPO, as well as throughout the year. With this more inclusive approach, all SLA members will have numerous opportunities to toast the first century of our achievements together as information professionals and applaud the exciting changes taking place at SLA and in our profession.

One of the events the Commission is considering is an Opening Centennial Reception (not requiring unit sponsorship) on Sunday evening following the Opening General Session. Please note that this change leaves Sunday night open for unit planners to plan activities and members may come and go at the reception as they wish. One schedule under consideration for Sunday is as follows:

- 1:00 pm INFO-EXPO Opening with cake and champagne/sparkling cider
- 3:00-5:00 pm INFO-EXPO Networking Reception with food
- 5:15-7:15 pm Opening Session
- 7:30-9:00 pm Opening Centennial Reception with light food, drinks and entertainment

Thank you for your continued support of SLA's Centennial Celebration. There will be opportunities for sponsorship of centennial activities at the conference and throughout the year, and more information will be forthcoming. We will continue to keep you updated on our plans to make the entire year a very special one that both celebrates the past and envisions a bright future for the association and the profession.

As always, we continue to solicit your suggestions, which you can send to _100@sla.org_.

All the best,

The Centennial Commission and 2009 Conference Planning Committee

Dav Robertson, Chair
Lynne McCay
Bill Fisher
David Cappoli
Patricia Cia
Kristin Foldvik
Stacey Greenwell
John Larrier
Tamika McCollough
DeVonne Parks
Deborah Rash
Tom Rink
Karen Kreizman Reczek
Cara Schatz

*Information to Inspiration: Knowledge & Vision Shaping the Future*

*SLA Celebrating 100 Years: 1909-2009*
SLA president-elect candidates Q&A session

September 2, 2008 Categories: Chapter Events, Member News

Both of the SLA president-elect candidates, Janice C. Anderson and Anne Caputo, will be available for a 30 minute virtual Q&A session moderated by 2008 President-elect Gloria Zamora. This forum will be your opportunity to ask each of the candidates questions about the profession, the industry, or any topic you choose to discuss. Use the information below to dial in.

**Date:** Wednesday, 3 September 2008  
**Time:** 1:00 pm, Eastern Daylight Time (GMT -04:00)

To join the teleconference:
- Call-in toll-free number (US/Canada): 1.866.469.3239  
- Call-in toll number (US/Canada): 1.650.429.3300  
- Call-in toll number (US/Canada)*: 1.408.856.9570  
- Global call-in numbers: go here.  
- Toll-free dialing restrictions: go here.

Attendee access code (Full Speaking): 56782007

* Call-in toll number (US/Canada) should only be used if the primary number does not work.

For assistance  
You can contact Jeff Leach or call 1.703.647.4922.

To add this meeting to your calendar program (for example Microsoft Outlook), click here.

Linda N. Broussard  
Chief Community Officer  
SLA  
lbroussard@sla.org, www.sla.org
Lee Pharis Recipient of 2008 North American InfoStar Award

September 10, 2008 Categories: Awards, Member News
Thomson Reuters, the world’s leading source of intelligent information for business and professionals, announced two recipients of its 2008 North American Quantum² InfoStar Awards, which are presented annually to information professionals whose achievements demonstrate leadership and inspire others in their industry. **Lee Pharis** from the San Andreas Chapter was one of this year’s recipients, as announced during a special ceremony at the Special Libraries Association (SLA) conference on June 17 in Seattle, WA.

Lee, manager, Information Services, Exponent, Inc., (Menlo Park, CA) was honored for her ability to innovate, while also finding practical ways to enhance existing processes. She has evidenced these qualities in her work with Exponent, as well as her leadership role with SLA. As president of her SLA chapter, Lee was instrumental in establishing a new strategic plan and discovering new ways to recognize those who contributed to SLA.

“The InfoStar Awards recognize information professionals who demonstrate leadership and exemplify innovation in their industry,” said Libby Trudell, Vice President, Market Development. As part of its Quantum² program that offers professional education and career development services to information professionals worldwide, Thomson Reuters annually designates recipients of its InfoStar Awards in various regions around the world.

For additional information about the Quantum² program, please visit http://quantum.dialog.com.
Eric Schwartz, New Jersey Chapter President-Elect, has posted reviews of the bios and videos of all ten candidates running for a position on the 2009 SLA Board of Directors on the New Jersey chapter’s website http://sla-divisions.typepad.com/njsla/2008/08/a-glimpse-at-th.html.

Eric’s post states, “The reviews provide just a sample of the creativity, passion, knowledge and skills each person brings to our association. For each office, I attempted to post a more-or-less equal amount of information from each candidate’s bio and video speech. But you should judge for yourself, by reading the bios, watching the videos and participating in the call-in sessions.”

Below is a recap of the reviews:

* Comments on SLA President-Elect Candidates
  http://sla-divisions.typepad.com/njsla/2008/07/comments-on-sla.html

* Passionate Connections: Barrancotto and Wolfish Stump for Chapter Cabinet Chair-Elect

* Giving Back and Expanding: Chong-Williams and Sweeney Run for Division Cabinet Chair-Elect

* Director Candidates: Breaking Barriers in Industry, Geography, Technology and Diversity [Includes links to videos of several candidates’ speeches.]

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.

Following Kao’s keynote on Tuesday, attendees were offered four topical tracks. Track A: KM Thought Leaders was moderated in part by Patti Anklam. This track began with a session entitled, “Snowden on KM: A Hot Seat Interview.” As you might expect, this was a lively and interesting discussion with Dave Snowden answering interview questions posed by Mary Boone, President of Boone Associates.

Track B: KM in Action & in the Business was moderated by Tim DeWolf, Federal Reserve Bank of San Francisco. This track provided views from KM practitioner Moira Fraser from the New Zealand Parliamentary Services and from Grant Margison, Director of Information Leadership Consulting. They examined the major challenges of delivering an organization-wide “one size fits all” knowledge strategy across major applications.

Track C: Enterprise Content Management (ECM) was organized and moderated by Theresa Regli, Principal at CMS Watch. This track focused on examining content technologies and their usability, dealing with ECM Suites, email management, and integrating content tools, especially with search and governance structures to enhance knowledge sharing in any organization. The first paper in this series was delivered by Tony Byrne, Founder of CMS Watch. He provided an overview of the content technology market, examining the major players, how they have evolved and how the current economic environment is influencing buyers.

Track D: Intranet & Portal Strategies was moderated by Howard McQueen, McQueen Consulting. There are many strategies and technical options for designing, implementing, enhancing, and growing an intranet. The speakers in this track shared their “special secrets,” practical strategies, successes, and what they learned from building a winning intranet or portal. The first session in this track highlighted the 2008 Intranet Innovation Award sites. These winning entries demonstrated new ways of innovating the design and delivery of intranets in order to improve support of knowledge sharing and other business functions within their whole organizations.

The Exhibit Hall held its Grand Opening Reception from 5:00-7:00 pm that evening, offering attendees and visitors opportunities to learn more about the latest products, services, and solutions for knowledge management, intranets, and portals. Experts and advisors were on hand to answer questions and suggest solutions to a variety of training, technical, and administrative problems.
On Wednesday morning the opening keynote session began with KM Awards followed by the keynote lecture by Peter Skarzynski, CEO of Strategos, and author of *Innovation to the Core—A Blueprint for Transforming the Way Your Company Innovates* (Peter Skarzynski and Rowan Gibson, Harvard Business School Press, 2008, 295 pages; ISBN-13: 9781422102510). Peter reported that leading companies are now creating and deploying new innovation capabilities in an effort to outperform industry rivals. He provided examples from leading companies including Whirlpool, Best Buys, and W.R. Gore. These examples demonstrated his thesis that innovation is the only sustainable source of competitive advantage. His focus was on how to build organizational capabilities in innovation and create an environment of entrepreneurship. He suggested ways to identify enablers and the obstacles that block or delay innovation. Peter also suggested how to use a systems approach to dynamically improve the organization’s innovation capabilities, how to apply a disciplined approach to in-market experimentation, and how to manage a continuous pipeline of new growth platforms. He offered an action checklist to identify and address the most critical steps in successfully executing successful strategies. These action plans need to consider multiple phases involved in anytime, anywhere collaboration among multiple parties throughout the world. He also spoke about innovating at scale.

Following this opening keynote on Wednesday, attendees were offered four interesting tracks. **Track A: Innovation** offered a stream of sessions looking at tools and techniques for accelerating decisions, innovation, and knowledge discovery in a variety of organizations. It was moderated by Richard Hulser, Hulser Consulting.

The first session in this track was “Connecting Knowledge, Learning, and Innovation to Improve Business Performance.” The speakers were Janine M. Valvoda, Chief Culture Officer, and Tracy Conn, Supervision Support Services Officer for the Federal Reserve Bank of Cleveland. They reported that the bank is using a new integrated approach to increase knowledge sharing, accelerate the learning curve and spark innovation through new ideas and projects. They shared lessons learned, experience gained, and some of the challenges of this unique approach.

Richard Geiger of the San Francisco Chronicle moderated **Track B: KM Tools & Practices**. This track provided a series of sessions focused on different user-centric tools and practices that are being used in real situations to drive positive achievement in a variety of enterprises and highlighted specific tools and practices.

The first session, “Google Gadgets, Gears, and Glue,” was presented by KM World columnist and independent consultant, Stephen Arnold, Arnold IT. Arnold has recently completed a detailed study of the major patents held by Google and has extrapolated the company’s possible business strategies, in his e-book, *Google Version 2.0: The Calculating Predator*. Full details are available at Infornotics Ltd. The following extract from this site will give the reader a peek into Stephen Arnold’s recent work:

“**This is the first time someone has made a detailed study of the major patents held by Google and has extrapolated the company’s possible business strategies. Traditionally, it has been difficult to get to grips with what Google is. The company is not specifically secretive; rather, it is unforthcoming about its aims, plans, strategies and ambitions. “Provide access to the world’s knowledge” is about as focused an articulation of mission as one can get from the Google people….Stephen Arnold…concentrates on analysing Google’s potential via a study of the company’s intellectual property (patents)…[and] deriving information about the company from an analysis of its key patents…[which] are often difficult to discover….”** ([http://www.infonotics.com/publications/google/google-predator.html](http://www.infonotics.com/publications/google/google-predator.html)).

This book will be of special interest to anyone in the software, telecommunications, search, publishing, financial and investment industries.

Deb Hunt of the Exploratorium moderated **Track C: Enterprise 2.0**. The sessions in this track highlighted ways in which enterprises are currently finding new ways of working and sharing knowledge. They also examined how organizations are more highly dependent upon higher capacities for collaboration, learning and innovation in order to cope with fast-changing environments. Harnessing capabilities and building smarter organizations are both critical to organizations who are attempting to attain higher levels of performance. This is the organizational make up or essence of Enterprise 2.0.

**Track D: Intranets: Collaboration Tools & Practices** was moderated by Martin White of Intranet Focus Limited. Enterprise 2.0 intranets are cooperating with the corporate intranet in order to collect contributions and participation from everyone. The challenges and opportunities are vast. The speakers in this track tended to look at new as well as established collaboration tools in order to understand how they might most effectively fit into current and changing organizations.

Thursday morning’s opening session began with a keynote lecture by Peter Morville, President of Semantic Studios and author of *Ambient Findability: What We Find Changes Who We Become* (September 2005, ISBN 10: 0-596-00765-5 | ISBN 13: 9780596007652). According to Morville and others, search is considered among our most important and complex challenges. As the choice of first resort for many users, search is often the defining element of the user’s experience and a critical window into the taxonomies we build. However, it not only influences who we find and what we learn, but search also shapes how we create value and share knowledge. In this fast-paced session, Peter highlighted best practices and emerging technologies that transform enterprise social search capabilities into a vital tool for collaboration, knowledge management, and discovery.

Following this opening keynote on Thursday, attendees were offered four interesting tracks. **Track A: Knowledge Sharing** was moderated by Pam Strayer of Stryer & Co. Sharing knowledge is a critical activity in all organizations regardless of size. This track offered many perspectives and applications of knowledge transfer, with most speakers focusing on knowledge sharing.

The first session was “Transferring Knowledge Isn’t Just for Nice People.” Steve Trautman, PeerMentoring.com and author of *Teach What You Know: A Practical Leader’s Guide to Knowledge Transfer* (July, 2006 Prentice-Hall, ISBN 10: 0-321-41951-0 ) offered a very interesting and practical presentation on knowledge sharing along with useful ideas on how to accomplish this important task. Trautman’s approach should be
useful to anyone trying to communicate, share knowledge, teach, or mentor in any environment.

**Track B: Learning and KM** was moderated by Rebecca Jones, Dysart & Jones Associates. Here the focus was on learning as a major driver of knowledge sharing. This stream of sessions focused on the learning processes in a number of organizations and shared strategies, experiences, and lessons that could be reused within organizations.

The third session in this track was “Lessons Learned About Lessons Learned.” This session was chaired by Tom Beckman and Art Murray of Applied Network Sciences. They reported on lessons they have learned from a system they are developing for the U.S. Air Force. After analyzing, and then using the results uncovered so far, they were able to focus on the management of knowledge rather than documents. By focusing on knowledge management they believe that expertise captured from domain experts and practitioners can be refined into knowledge “nuggets.”

**Track C: Enterprise Information Discovery** was moderated by Kimberly Silk, Rotman School of Management, University of Toronto. One of the most challenging activities in an organization is information discovery. This track focused on latest trends in information discovery, looked at improving search design, and provided some case studies of search initiatives within a number of enterprises.

Richard Hulser of Hulser Consulting, moderated **Track D: Intranets: Value & Usability.** With the focus on increasing the value and usability of intranets within organizations, the sessions in this series focused on tools and techniques, as well as case studies illustrating how to find value and enhance usability. Sessions included “How to Measure Web 2.0 Content,” “Increasing Usability by Creating an Actionable Website,” “Build, Buy, Consolidate — Then Repeat,” and “Intranet 2.0 in 10 Not-So -Easy Steps.”

The closing keynote was provided by Dave Snowden, Founder and Chief Scientific Officer of Cognitive Edge Pte Ltd. His presentation was entitled, “Putting It All Together: Project Management and System Design.” Using his rich insights from complex adaptive systems theory and his wide range of knowledge of design and governance approaches, Snowden provided a framework for a co-evolutionary approach. He included self-forming teams as a bridge between formal development and open-source, plus he suggested the use of social computing tools in design and narrative based approaches to requirements capture.

As always, Dave Snowden was an informative and stimulating presenter. He was the right person to bring this excellent KMWorld and Intranets 2008 to a successful close.

SLA members should plan to attend KMWorld & Intranets 2009 next November in San Jose. There is much to be learned from the sessions and exhibits, and the networking opportunities are superb.

Karen Takle Quinn, Ph.D.
ktq@sbcglobal.net
Solo Librarians Meeting on November 6th-
Last Chance to Sign Up

November 3, 2008 Categories: Chapter Events
Solo Librarians Meeting on November 6th
—Last Chance to Sign Up—

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Thursday, November 6th. 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 Thursday, November 6th at NeuroPace, 1375 Shorebird Way, Mt. View. At the end of the post is a map link.

We will have Ann Marie Peluse and Matt Goldberg from Dialog on hand to discuss the acquisition of Dialog by ProQuest and what this may mean to you as a user of online search services. They will be able to answer questions and share the most recent Dialog/ProQuest news. We will be serving a light meal prior to the presentation.

Those who are planning to attend need to contact Eric Kristofferson by November 3rd at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Sonia Dorfman
San Andreas Solo Librarians

Sonia has an added tip for locating NeuroPace. “Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.”

Location map & directions: http://www.neuropace.com/about/contact/map.html

Sonia’s phone is: (650) 237-2784
Save the date! San Andreas Year-End Meeting and Social

November 14, 2008 Categories: Chapter Events

SAVE THE DATE!

SLA San Andreas Chapter Meeting and Holiday Party

Tuesday, December 2, 2008
MacArthur Park
27 University Avenue
Palo Alto

Join your SLA colleagues for a social event followed by a brief meeting and awards ceremony. The MacArthur Park restaurant is situated in an historic building designed by Julia Morgan. It is convenient to transit — the Palo Alto Caltrain station is a few steps away.

More information will be sent shortly.

Patricia Parsons
Lisa Sammon
Chapter Program Directors
Dutch Treat Dinner at Internet Librarian

November 14, 2008 Categories: Chapter Events
Anne Jacobson of the Naval Postgraduate School in Monterey organized a Dutch treat dinner for SLA members in the Monterey area and interested attendees of the Internet Librarian conference October 20th at the Stokes Restaurant & Bar. The event was announced on the San Andreas Chapter mailing list (subscribe at http://www.sla.org/content/community/lists/joinlists.cfm) as well a notice being posted at Internet Librarian and Ann actually had to turn away 4 people due to lack of space!

San Andreas Chapter Program Director Patricia Parsons had this to say about the event:

“It was an interesting mix of “librarians,” about 9 from the Chapter, plus a public librarian from Carmel, a knowledge manager, a Canadian natural resources librarian, and an SF Chapter engineering librarian. The food was good, and people were able to order as much or as little as they wished, and eat with colleagues in a beautiful setting.”
The SLA Centennial Video Contest

The SLA Information Professional of the Future

John Cotton Dana ... 1909... Bretton Woods...

The founders of SLA had a vision for how to fill the networking and educational needs of special librarians. With the forming of SLA in 1909, these fabled past leaders created an amazing professional association. For 100 years SLA has grown and transformed itself, and the association that started as one idea, by one person, now serves a global market of over 11,000 information professionals, librarians, and their partners.

In 2009 SLA celebrates its 100th birthday and as we look toward a second century of service, we are asking the questions:

What will the next 100 years of connecting people and information look like?

Can you peer into the future and see SLA’s leaders of tomorrow?

Do you have an inspired vision of how SLA’s members will change in 25, 50, or even 100 years?

Celebrate SLA’s Centennial with your video representation of SLA’s information professional of the future

Contest Theme
The SLA Information Professional of Tomorrow

Timeline
Contest entry period November 1 – December 15, 2008
Finalists announced at Leadership Summit, Savannah, Georgia, January 14 – 17, 2009
Judging of finalists by SLA members January 14 – February 7, 2009
Winners announced February 15, 2009
Winners presented and all entries displayed at Annual Conference June 14 – 17, 2009

Prizes
There are two categories of entries: Student and Professional
The winning entry in each category will be awarded:
$1,500 cash
Up to $1,500 to attend the Centennial conference in Washington, DC, June 14-17, 2009
Up to $1,000 for Chapter programming
Up to $1,000 for Division programming

Complete Rules and Submission Information:
http://wiki.sla.org/display/CCWIKI/Centennial+Video+Contest

Promotional Video on YouTube:
http://ca.youtube.com/watch?v=yXR-e2tIDQs

[Submitted by Dav Robertson on behalf of the Centennial Commission; David Cappoli and Tamika McCollough video contest coordinators.]

Information to Inspiration: Knowledge & Vision Shaping the Future.
Celebrating the SLA Centennial, 1909-2009
SLA Adds New Dues Tier

November 14, 2008 Categories: Opportunities
SLA Adds New Dues Tier for Info Pros Making Less than $18K
With many facing lay offs and cutbacks SLA members are able to rely on their professional association to provide assistance in tough times

Alexandria, Virginia, November 12, 2008—Special Libraries Association (SLA), the premier global association for information professionals and special librarians, has added a third tier of membership dues for the full member class of membership. Dues for members with incomes of less than US$18,000 annually are now reduced to US$35 annually. Association members who fall into this category, including those who are unemployed, will have full access to all of SLA’s members-only services, including professional development, the SLA Career Center and networking opportunities. This initiative is an immediate response to the global economic crisis and will allow more members from around the globe to participate in the full range of SLA’s benefits. This dues structure will make membership in SLA affordable for members working in any economy, as well as those who are students, unemployed, part-time workers or retired.

“Members need the support of their association more than ever if they lose their jobs,” said SLA CEO Janice R. Lachance. “Our new dues structure will allow them to keep their professional skills and networks intact as well as provide them with the members-only SLA tools and resources the association provides to enhance their professional skills or find new employment. Being an SLA member even allows info pros to have access to discounts on health insurance as well as tuition at library and information schools.”

The new dues tier was proposed at a meeting during SLA’s Annual Conference in Seattle with members from Australia, Hong Kong, India, and Japan. Many information professionals and special librarians in Asia and elsewhere make less than US $18K annually and were not able to afford to join SLA. The new dues structure will make membership in SLA affordable for members in these income levels throughout the world.

“SLA wants to provide its members with the best possible services and resources, no matter where they live or how much they make,” said Lachance. “That means taking a close look at our dues structure from time to time in relation to world economies and other factors affecting our members’ ability to participate.”

With this addition, SLA will now have three dues tiers for full members: One for members with incomes equivalent to US$35,000 or more (dues of US$160); one for members with incomes below US$35,000 but equivalent or above US$18,000 (dues of US$99); and the third new tier for members with incomes below US$18,000 (dues of US$35).

The member benefit that allows members who become unemployed a one-time, one-year opportunity to pay dues of US$49 is now unnecessary and will be eliminated. Members will now be able to pay the lowest dues as long as their income is below US$18,000, regardless of their employment status.
SLA Diversity Leadership Development Program Award – Apply Now!

Application deadline: January 9, 2009

Applications are available at: http://www.sla.org/content/SLA/awardsrecognition/awardsdescriptions/dlpnomform/dldpnomfrm.cfm

The SLA Diversity Leadership Development Program (DLDP) Award aims to accelerate the advancement and visibility of members who represent a diverse population of the Association by mentoring them for more leadership opportunities within the Special Libraries Association, to ensure that the Association remains vital, relevant, and representative of its diverse membership.

Recipients receive: 1.) An award of $1000. The awarded money should assist with airfare and/or accommodations and may cover at least one SLA Continuing Education course 2.) Complimentary registration, provided by SLA, to attend the annual conference and specific ticketed events as appropriate 3.) An assigned mentor who is an Association leader.

To Be Eligible for the Award:

- Applicant must have been a member of SLA for at least 1 year.
- Applicants are eligible based on SLA's definition of diversity, which includes but is not limited to race, ethnicity, physical abilities, religious beliefs and/or sexual orientation.
- Applicant must have at least 3 years of professional library/information experience.
- Applicant cannot be a current SLA DLDP Committee member.

Only applicants who meet all the eligibility requirements at the time of application are submitted to the DLDP Committee for award consideration.

Expectations of the Award Recipients:

- Award recipients must attend the SLA Annual Conference the year the award is given. (As part of the registration package, SLA will pay for the Awards Ceremony ticket.)
- Award recipients must demonstrate a willingness to learn about SLA and have the potential for leadership responsibilities.
- Award recipients should be willing to attend DLDP sessions and events at the Annual Conference and participate in a group photo session administered by SLA.
- Award recipients will attend the Breakfast Reception hosted by the DLDP Committee and the Annual Business Meeting on Wednesday morning at the Annual Conference.
- Keep in contact with the assigned mentor.

Application deadline: January 9, 2009

Applications are available at: http://www.sla.org/content/SLA/awardsrecognition/awardsdescriptions/dlpnomform/dldpnomfrm.cfm

For more information about the Award and previous Award recipients, please see: http://www.sla.org/content/SLA/awardsrecognition/diversityaward/index.cfm
SLA San Andreas Holiday Party and Meeting

November 24, 2008 Categories: Chapter Events

Join your SLA colleagues on **Tuesday, December 2, 2008**, for a social event followed by a brief meeting and awards ceremony.

The site for our meeting is a Bay Area treasure! The MacArthur Park restaurant is nestled between the Stanford main gate and the Palo Alto Caltrain station. The building was designed by renowned Bay Area architect Julia Morgan, whose other commissions included Hearst Castle at San Simeon, the Mills College bell tower, the Berkeley City Club, and the Greek Theater. If you travel by train or bus, this venue is very convenient. The Palo Alto Caltrain station is a few steps away.

Our evening will begin with an informal buffet meal of hot and cold hors d'oeuvres, accompanied by wine, beer and soft drinks. At about 7 pm our annual meeting will begin, with recognition of some of our hard-working members and the election of next year’s officers. This annual gathering is our chance to reconnect with colleagues and old friends, celebrate the season and close the 2008 SLA year with a smile.

Please join us!

**Time:** 5:30 pm – 8:00 pm  
**Location:** MacArthur Park, 27 University Avenue, Palo Alto  
**Cost:** $25.00/member, $35.00/non-member or guest

Advance registration is required — see further information on the registration form below. **DEADLINE for REGISTRATION (or CANCELLATION) is FRIDAY, NOVEMBER 28.**

Directions: [http://www.macarthurparkpaloalto.com/](http://www.macarthurparkpaloalto.com/) or see below for link to Google map.

Parking: Arrive early to maximize options! Free parking is available in the MacArthur Park lot directly behind the restaurant’s patio. If full, spaces may be available at the Red Cross building next door. There is a parking lot at the other end of the train station on Urban Lane; cost there is $2. Valet parking is available at the restaurant for $5.

We’re looking forward to seeing you on December 2nd!

Patricia Parsons  
Lisa Sammon  
SLA San Andreas Program Directors

Google map:  
[http://maps.google.com/maps?f=q&hl=en&q=27+University+Ave,+Palo+Alto,+Santa+Clara,+California+94301&sll=37.0625,-95.677068&sspn=38.826758,67.5&ie=UTF8&cd=1&geocode=FfUOwIdOee3-A&t=h&q=27+University+Ave,+Palo+Alto,+Santa+Clara,+California+94301&ll=37.442938,-122.164793&spn=0.009285,0.016565&z=16&iwloc=addr](http://maps.google.com/maps?f=q&hl=en&q=27+University+Ave,+Palo+Alto,+Santa+Clara,+California+94301&sll=37.0625,-95.677068&sspn=38.826758,67.5&ie=UTF8&cd=1&geocode=FfUOwIdOee3-A&t=h&q=27+University+Ave,+Palo+Alto,+Santa+Clara,+California+94301&ll=37.442938,-122.164793&spn=0.009285,0.016565&z=16&iwloc=addr)

Zoom in to see the gray roof of MacArthur Park, which has six square light brown panels on top. Parking lot entrance is on the Mitchell Lane side of building. (The red A does NOT indicate the exact location of the restaurant.)

To register:

**STEP 1.** By Friday, November 28th, call or send email to Hospitality Committee member Gloria Elia:

email: gelia@aimusa.com  
phone, toll free: 877-965-7900 x100

**STEP 2.** Mail the registration form below and your check payable to “San Andreas Chapter of SLA” to:

SLA Reservations  
c/o AIM Library & Information Staffing (AIM)  
P.O. Box 391210  
Mountain View, CA 94039-1210

Name: __________________________________________

Telephone: ______________________________________

E-Mail: __________________________________________

Employer/Affiliation: ______________________________

SLA Member: ________ Non Member/Guest: ________

Check enclosed for: ____________________________

Please make check payable to San Andreas Chapter of SLA
Cancellations must be received by November 28th
(Our final nonrefundable order must be placed with the restaurant on the 29th.)
Joy to the world! San Andreas Chapter Meeting and Holiday Party a Success!

December 12, 2008 Categories: Uncategorized
About twenty people came to the MacArthur Park Restaurant in Palo Alto on December 2nd for the Chapter Meeting and Holiday Party. After the buffet and socializing, there was a brief business meeting to approve minutes, discuss the Chapter's plans for 2009, announce incoming officers and thank outgoing officers. Lee Pharis received the Mark H. Baer Award (accepted in her absence by Leslie Fisher) and Wynne Dobyns received the Lucy Steelman Award.

A number of vendors had the opportunity to speak – Bruce Antelman from Information Express, Mike Morgan from Morgan & Claypool, George Plosker from IEEE and Gloria Elia from AIM Library & Information Staffing. George Plosker took numerous photos. The evening culminated in a round of holiday songs led by Cliff Mills, Libby Trudell and Richard Geiger and a raffle of several poinsettias and an English holly.

Thanks to Patricia Parsons for organizing the event!

Lee received her award in person at the end of year turnover meeting on December 11th.

Here are Lee (holding the plaque) and Helen Josephine.
Stephen Abram in Second Life

December 16, 2008 Categories: Other Events
SLA President Stephen Abram will give a presentation in Second Life on “Developing a Global Innovation Culture in SL.” Stephen’s presentation will be given on SLA’s land in SL (http://slurl.com/secondlife/Cybrary%20City%20II/59/100/22) on Dec. 17 at 8 p.m. ET (5 p.m. SLT). Stephen plans on using voice chat for his presentation. His avatar is “Squid Cagney”.
Besides being SLA’s President, Stephen Abram is the Vice President of Innovation for SirsiDynix. He is a frequent author and speaker on topics such as web 2.0 and the future of librarianship.
Whether you are new to Second Life or a long-time resident, we hope that you will come to Stephen Abram’s presentation on Wed., Dec. 17 and we encourage you to bring others with you. This event is open to the public and all are welcome to attend.
More photos!

December 17, 2008 Categories: Chapter Events

George Plosker, as previously mentioned, took several photos of the San Andreas Chapter Holiday Party and Meeting,
You can view them here.
In particular, you might want to give some virtual applause to one of the editors of the blog.
Solo Librarians Meeting on January 22nd

December 19, 2008 Categories: Chapter Events

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Thursday, January 22nd. 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 Thursday, January 22nd at NeuroPace, 1375 Shorebird Way, Mountain View. Below is a map link.

We will have Jean Bedord on hand to discuss "eBooks Hit Critical Mass: Where Do Libraries Fit with Oprah?". There are book databases, and there are downloadable books, not to be confused with ebook readers (Oprah loves the new Amazon Kindle). Jean will explore which of these formats make sense for your library.

Like solo librarians, Jean Bedord wears multiple hats. She teaches part-time at the School of Library and Information Science at San Jose State University. She is also a findability and search strategist for publishers and vendors in the online information industry (www.EContentStrategies.com). Her articles have been published in Information Today and Searcher, as well as other publications. Jean has just published a book "I've Got A Domain Name – Now What??? A Practical Guide to Building a Website and Your Web Presence" which is available as both an ebook and traditional print format.

We will be serving a light meal prior to the presentation. Those who are planning to attend need to contact Sonia Dorfman by January 15th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman

Eric Kristofferson

San Andreas Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.
2008 Highlights of the SLA San Andreas Chapter

December 22, 2008 Categories: Chapter Events, Chapter News

1. Information Ethics. SLA is undertaking a year-long initiative through its chapters and divisions to look at ethical issues that members encounter in providing information services to their users and to determine whether SLA should develop its own ethics guidelines rather than continuing to rely on the ethics guidelines developed by ALA, SCIP, AIIP and ASIS&T. Wynne Dobyns, the Chapter's Ethics Ambassador, organized a Town Hall meeting on July 28, 2008, at Santa Clara University. To provide background, Geoffrey Bowker, Executive Director, Regis and Dianne McKenna Professor, Center for Science, Technology and Society, Santa Clara University, was invited to speak about ethics in information service. Following his presentation, the 16 attendees formed small groups for general discussion and then all attendees shared stories, anecdotes and questions about ethics in using and providing information services. Wynne Dobyns will summarize the findings and suggestions from this event in a report to SLA headquarters.

2. Events. We sponsored three programs, six Solo Librarians programs, two tours and two neighborhood dinner events.

Chapter Programs

Feb. 20—This brown bag event was a live one-hour Webex presentation, followed by a discussion locally hosted by Lee Pharis at Exponent. Martha Haswell, senior research analyst for Best Practices LLC, reported on benchmarks from her study of 24 corporate libraries. About 15 members attended, half of them staying on for the discussion that followed the presentation.

Mar. 17—A virtual meeting using WebEx on the enhanced features of the SLA website was sponsored by Thomson Scientific, who donated the WebEx time and technology that allowed members to attend the seminar virtually. Presenters were Leslie Fisher and Libby Trudell. About 30 members signed up to "attend" this presentation.

Sept. 17—Janice LaChance, CEO of SLA, speaking on Defending Libraries in a Time of Budget Uncertainties at the Coyote Point Yacht Club, San Mateo. This was the annual Joint Chapters meeting, and it attracted about 65 attendees. It was organized by Rochelle Richardson and her committee from the San Francisco Chapter.

Dec. 2—This social evening was held at the MacArthur Park restaurant, an historic building designed by Julia Morgan, in Palo Alto. A light meal and social hour for 30 attendees preceded the annual meeting. Sponsors for the event were AIM, Dialog, IEEE, Information Express, and Morgan & Claypool.

Solo Librarians Group—Program and Pizza

Jan. 16—Computer History Museum
Mar. 5—IEEE Digital Library
May 7—NASA Ames Library and Tour
July 30—SLA Conference wrap-up
Sept. 11—Sharon Malakoff, Elsevier
Nov. 6—What’s new with Dialog

Tours

June 24—new Santa Clara University Library
Aug. 21—Jackson Library, Graduate School of Business, Stanford University

Neighborhood Dinners

Week of July 7th—The theme for these four informal dining groups was “Highlights from the SLA Conference in Seattle.” More than two dozen members participated in the four meet-ups this week in Hayward, Sunnyvale, Los Altos and San Mateo. Thanks to Leslie Fisher, Wynne Dobyns and Cindy Hill for hosting.

Oct. 20—During the Internet Librarian conference, Chapter member Ann Jacobson hosted an SLA “dine-around” at the Stokes restaurant in Monterey. A dozen SLA members from the San Andreas Chapter and others attended, including three librarians from Monterey.

3. Awards. At our Annual Business meeting on December 2, 2008, we honored the following members:

• Lee Pharis received the Mark H. Baer Award for her steadfast dedication to the Chapter including active participation as President-Elect, President, Past-President, Archivist, organizer of the West Coast Reception at the SLA Annual Conference in Toronto, and hosting and providing a location for many program events, board meetings, and continuing education events.

• Wynne Dobyns received the Lucy Steelman Award for her work as the Chapter Ethics Ambassador and as an “unofficial” board member and mentor to new and continuing members.

• Helen Josephine organized a dinner at Libby Trudell's house for the Past-Presidents of the San Andreas Chapter. Ten former Chapter presidents attended the dinner on October 9th, including Celine Walker, who was president in 1980-81 when the Chapter was founded.
5. Lee Pharis, as the Chapter Archivist, has prepped and scanned the back issues of the Chapter newsletter, The Faultline, from Volume 1, no.1. The pdf copies of the newsletters will be integrated into the Chapter archives on the San Andreas Chapter website along with our already-on-the-web bulletins from 2002 to 2006.

6. Helen Losch, as a representative of the Chapter, participated in a Resume and Mock Interview Fair on October 25th for library school students at San Jose State University. This event was co-sponsored by LISSTEN, the student group and the Alumni Association of the San Jose State Library School.

7. Lorna Beich continued as Jobline editor for 2008. She created, posted and billed 69 Jobline postings in 2007 and 71 in 2008. The San Andreas Chapter rotates Jobline duties and revenues every two years with the San Francisco Bay Chapter. The Jobline will return to the San Francisco Chapter in 2009.

Submitted by Helen Josephine, Past-President, 2008
helenj@stanford.edu
Squid Cagney (Stephen Abram): Proud to Support Learning and Innovation through Second Life

December 25, 2008 Categories: Chapter Events
Speaking via voice chat to an audience of over 25 SLA members and interested Second Life participants Wednesday night, outgoing SLA President Stephen Abram (aka Squid Cagney) exhorted the audience members to continue exploring new technologies. He congratulated the group on the successful launch of a space in SL for formal and informal Association activities — including learning, information sharing and collaboration — that challenge assumptions about information organization and sharing. He noted that SL accommodates a variety of learning styles — visual, aural (if voice chat is used), written word, hands-on and especially play. It's also okay for "learning" to be formal, informal or even incidental, and SL provides opportunities for all three.

Several times during his hour-long presentation, Squid talked about how the SLA "23 Things" program had provided all SLA members the opportunity to learn many new web 2.0 tools. The program, spearheaded by Deb Hunt, surpassed its goal to have 15% of SLA members sign up and complete the multi-week program. He recommended that everyone take at least 15 minutes a day to experiment with a new technology. In addition to developing new skills that might turn out to be requirements in your next job, you might learn something new about yourself or look at something familiar to you in a new way.

In a surprise announcement, Squid named Jill Hurst-Wahl (aka Jillianna Suisei) the recipient of the SLA Presidential Citation for Leadership, in recognition of her work as Chair of the Association's Second Life Work Group. Her year-end report to the President is posted on SLA's Second Life blog at http://tinyurl.com/4ezbgx. Some of her team's accomplishments this year:

- Established SLA's space in Second Life, which includes a sandbox, areas for presentations, and space for informal gatherings: http://slurl.com/secondlife/Cybrary%20City%20II/59/100/22 (Heather O'Daniel, Amilie Anatine spearheaded this development.)
- Developed a wiki for disseminating information: http://wiki.sla.org/display/SLASECONDLIFE/ (Mimi Calter took the initiative to set it up.)
- Created a Google Calendar that can link to other sites and in-world: http://www.google.com/calendar/embed?src=slasecondlifecalendar%40gmail.com
- Created a blog for the group: http://sla-divisions.typepad.com/sla_in_second_life/ (Christy Confetti Higgins set it up; Pat Alderman has been a tireless contributor.)
- Held free Click U sessions on Second Life, followed by in-world training: http://tinyurl.com/3hjodj links to a free download of Part 1. (Christy
Confetti Higgins, Scott Brown)

- Provided advanced skills training in-world. (Heather O'Daniel, Amilie Anatine).
- Hosted events in Second Life for SLA members and other interested avatars.

While Squid spoke, attendees were able to communicate with each other via group text chat; after his presentation he answered a few questions. One intriguing idea was floated by attendees: Would SLA entertain the idea of creating a new association chapter for Second Life residents? Obviously this isn't a simple task, but there was enthusiasm for exploring the idea, possibly at the Leadership Summit next month. Don't be too surprised if an official Virtual Worlds Chapter appears on your membership renewal form for 2010 or 2011. You read it here first.
2009 Officers, Board Members & Committees

January 5, 2009 Categories: Board News
President: Leslie Fisher (leslie.fisher@gilead.com )
President-Elect: Helen Keil Losch (losch_helen@gsb.stanford.edu )
Secretary: Alison Finch (alison.finch@allstate.com )
Treasurer: Luisa Tosi Claeys (Luisa@LuisaTosiClaeys.com )
Program Director: Patricia Parsons (patricia.p63@gmail.com )
Program Director, Incoming: Jean Bedord (Jean@bedord.com )
Past President: Joe Langdon (jlangdon@usgs.gov )

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

SLA Ethics Ambassador, Wynne Dobyns (wdobyns@netgate.net )
Second Notice – Solo Librarians Meeting on January 22nd

January 7, 2009 Categories: Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Thursday, January 22nd. 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 Thursday, January 22nd at NeuroPace, 1375 Shorebird Way, Mountain View. Below is a map link.

We will have Jean Bedord on hand to discuss "eBooks Hit Critical Mass: Where Do Libraries Fit with Oprah?". There are book databases, and there are downloadable books, not to be confused with ebook readers (Oprah loves the new Amazon Kindle). Jean will explore which of these formats make sense for your library.

Like solo librarians, Jean Bedord wears multiple hats. She teaches part-time at the School of Library and Information Science at San Jose State University. She is also a findability and search strategist for publishers and vendors in the online information industry (www.EContentStrategies.com). Her articles have been published in Information Today and Searcher, as well as other publications. Jean has just published a book "I've Got A Domain Name – Now What?? A Practical Guide to Building a Website and Your Web Presence" which is available as both an ebook and traditional print format.

We will be serving a light meal prior to the presentation. Those who are planning to attend need to contact Sonia Dorfman by January 20th at sdorfman@neuropace.com or (650) 237-2784. If you have already contacted Sonia, there is no need to do so again.

Sonia Dorfman
Eric Kristofferson
San Andreas Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.
Greetings All – We now have a confirmed venue for our “stimulus package.”

Please join Chapter leadership on Tuesday January 27th at the San Mateo Public Library for a look ahead at the Association’s centennial year and for a discussion on the changing leadership framework and planning activities of the San Andreas Chapter. The meeting will start at 6 pm. The meeting room is the Laurel conference room on the 1st floor. Here is a link from the SMPL website re: directions and parking: http://www.cityofsanmateo.org/index.asp?NID=516

We will have pizza and beverages and a raffle to kick off our celebration year. Registration for this event is $12. To register, please contact Gloria Elia and send your registration check (made out to San Andreas Chapter, SLA) to:

SLA Reservations
AIM Library & Information Staffing
P.O. Box 391210
Mountain View, CA 94039-1210

Gloria can be reached at:

877…

x100
fax: (650) 965-7774
e-mail: gelia@aimusa.com

I look forward to seeing you there!

Regards,
Leslie R. Fisher
2009 President, San Andreas Chapter, SLA
Bill Somerville, Executive Director and Founder, Philanthropic Ventures Foundation, presents:  
"How Do You Find the Philanthropic Doorbell?"

Wednesday, 4 February 2009
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 322

Maps and directions to the SJSU campus can be found at http://slisweb.sjsu.edu/slis/maps.htm. Presentations are free, wheelchair-accessible and open to the public.

If you cannot attend this event in person, we also videotape each presentation. Links to an Internet webcast (streaming video), an RSS feed, and an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09sp.htm#feb0409 about a week after the event.
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
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,
Solo Librarians Meeting on February 25th

January 26, 2009 Categories: Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, February 25th. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Eric Kristofferson will be hosting the meeting at 6 P.M. on Wednesday, February 25th at St. Jude Medical at 701 East Evelyn Avenue in Sunnyvale. Below is a map link.

We will have Leslie Berlin on hand to discuss “The Silicon Valley Archives at Stanford: Preserving the Past in a Region Focused on the Future.”


We will be serving a light meal prior to the presentation. Those who are planning to attend need to contact Sonia Dorfman by February 20th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
San Andreas Solo Librarians

St. Jude Medical is at 701 E. Evelyn Avenue, Sunnyvale – between Wolfe & Fair Oaks Park, near the first building and go into the lobby.

Map link to St. Jude Medical: http://tinyurl.com/ahgt97
January 30, 2009 Categories: Conferences
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
SJSU SLIS Colloquium Features Ken Haycock

February 3, 2009 Categories: Other Events
You might want to save this date. The School of Library and Information Science at San José State University is pleased to offer our second Colloquium event for the Spring 2009 semester:

Ken Haycock, Director and Professor, School of Library and Information Science, San Jose State University
Title: "Dual Use Libraries: Guidelines for Success"
Date and Time: Wednesday, 18 February 2009 from noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 322

Maps and directions to the SJSU campus can be found at http://slisweb.sjsu.edu/slis/maps.htm. Presentations are free, wheelchair-accessible and open to the public.

If you cannot attend this event in person, we also videotape each presentation. Links to an Internet webcast (streaming video), an RSS feed, and an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09sp.htm#feb0409 about a week after the event.
Information Ethics Update

February 3, 2009 Categories: Chapter News, Resources
More than 40 Ethics Ambassadors and unit leaders attended the Ethics Summit held at the June 2008 annual conference. Participants listened to presentations from ethics experts Christopher Bauer and Barbie Kaiser before forming small groups to brainstorm items for an Association values statement around information ethics. The PR Advisory Council reviewed all of the output for common themes and selected the following top five values statements best reflecting the Association’s core mission, values and objectives:

- Making appropriate use of other peoples’ work (e.g. intellectual property) whether created within our organization or externally.
- Transactional Integrity: Acting with honesty, fairness, and in good faith in serving and providing value to customers and negotiating with vendors.
- Respecting the privacy and rights of individuals and organizations in use of e-mail and online discussions and provision of information on user actions to management.
- Educating our constituencies on good information-seeking behavior appropriate to the type of decision being made, legal use of the information and using authoritative information sources.
- Diversity, cultural inclusiveness, respect for differences (e.g. making our sentiments known when we feel that material may be used in a manner harmful or hurtful to any given group.)

Based on input from the SLA Board of Directors, it has been decided that it would be best to launch an international event promoting the value of our profession in the fall of 2009.

SLA is in the process of appointing an Information Ethics Advisory Council, which will continue the initial work the Ethics Ambassadors began in 2008. The charge of the Council and a list of its six members can be viewed at http://www.sla.org/content/community/committe/ethics.cfm.

Those of us involved in the ethics initiative are excited about the possibilities for this leadership role in educating SLA members about information ethics and working to bring this issue to light as one of importance to the business and academic communities.

In the meantime, after hearing some of the suggestions at the Ethics Summit, the PR Advisory Council has come up with the following tools and ideas. They expect that the Information Ethics Council will add to these as well as come up with new and useful resources for members.

- Information Ethics Blog: http://sla-divisions.typepad.com/ethics/. This is open to everyone, including members.
- Ethics Discussion List: This is currently the main source of information and updates with the Ethics Ambassadors. At some point, I hope that this discussion list is opened to all members to serve as the main means of discussing ethical issues members encounter.
- Bi-Weekly Info Ethics Poll in SLA Connections: Plans are in the works for a bi-weekly poll question in the new Information Ethics Corner in SLA Connections. This will be how we will gather statistics such as how many member organizations have an information ethics policy or how many members have been asked to do something they considered unethical in obtaining information.
- Additional Tools & Ideas: SLA is looking into creating a short form and/or list of questions Ethics Ambassadors can use to gather member input on details about ethical dilemmas they have faced in the past.

If you have any comments, suggestions or questions about ethical issues in providing or obtaining information for your users, please contact me.

Wynne Dobyns
San Andreas Chapter Ethics Ambassador
wdobyns@netgate.net
Changes at SLA

February 3, 2009 Categories: Member News
There's much more to Learn about on the Association website and from your colleagues. But here are a few tidbits:

- 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 the uncertain economic times. There will be no salary increases at HQ this year. Staff will begin a co-pay system to help defray health care costs. But there will be no staff lay-offs.

- Publication of Information Outlook will be reduced from 12 to 8 times per year.

- There will be no Salary Survey in 2009.

- Association Board meetings will be run virtually to a significant degree.

Interested in more? I will post a larger report to the Chapter blog and Discussion list in the next week or so. And a less formal letter with a link to survey will go out to the Chaper membership in early February.

Leslie R. Fisher
San Andreas Chapter President
Associate Manager, Records & Information Management
Gilead Sciences
650-522-4299
leslie.fisher@gilead.com
March SJSU SLIS Colloquia Sessions

February 11, 2009 Categories: Other Events
The School of Library and Information Science at San José 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.

We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 web page about a week after each event.

Our March 2009 speakers are

Dr. David L. Loertscher
Professor, San Jose State University, SLIS
Title: Should Libraries Evolve or Reinvent Themselves?
Wednesday, 12 March 2009
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 304

Dr. Adele Fasick
Instructor, San Jose State University, SLIS
Title: From Board Books to Facebook: Children’s Services in a Time of Change
Wednesday, 18 March 2009
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 304

Maps and directions to the SJSU campus can be found at http://slisweb.sjsu.edu/slis/maps.htm. Presentations are free, wheelchair-accessible and open to the public.
Report on the SLA Leadership Summit, January 14-16, Savannah, GA

February 11, 2009 Categories: Board News, Conferences, Member News, President's Letter

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. Brr! 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?_


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


- 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
SLA Alignment Presentations

February 13, 2009 Categories: Board News, Member News

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

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

Linda N. Broussard
Chief Community Officer
SLA
SLA San Andreas Dinner & Program: The Business Case for Twitter

March 3, 2009 Categories: Chapter Events
Join your San Andreas colleagues for a dinner program on Wednesday, March 11th at Astaria in San Mateo. Our speaker will be Sarah Milstein, Web 2.0 strategist and author.

Twitter has a reputation for being a site where people talk about what they're eating for lunch. But the popular messaging service is fast becoming an important tool for business communications of all kinds. From gathering information to engaging with customers, partners and employees, millions of professionals are using Twitter every day. Sarah Milstein's presentation will give you insight into why you should join them and how you can do so effectively.

Sarah Milstein is the author of Twitter and the Micromessaging Revolution, an O'Reilly Media research report. Previously, she was on the senior editorial staff at O'Reilly, where she founded the Tools of Change for Publishing conference (TOC) and led the development of the Missing Manuals, a best-selling series of computer books for non-geeks. Ms. Milstein will be speaking at the Buying & Selling eContent Conference in April.

A three-course dinner will be served beginning at 6:30. If you're planningt to attend this event, please indicate your meal preference when you register. Our venue on will be Astaria, a restaurant in downtown San Mateo serving robust California fare made from seasonal local ingredients. It's a short walk from the San Mateo Caltrain station to Astaria. Or if you choose to drive, free parking is readily available close to the restaurant.

**Time:** 5:30 pm – 8:30 pm
**Location:** Astaria Restaurant — 50 E. Third Avenue, San Mateo, CA 94401
**Cost:** $35/member, $40/non-member or guest, $20/student, retired, or unemployed members

Advance registration is required — see further information on the registration form below. **DEADLINE for registration is Friday, March 6.**

Transportation:
* CALTRAIN – From San Mateo Caltrain Station on North B Street, head southwest for a block or so on Baldwin Avenue toward Ellsworth Avenue. Turn left onto South Ellsworth, turn right at East Third Avenue. Astaria will be on the left in a little over a block: at 50 E. Third Avenue.
* PARKING – Free parking is available to all Astaria dinner guests on Wednesday nights at the US Bank lot at the corner of 3rd Avenue and San Mateo Drive. Street parking is available, and there are two major city lots close at hand: at 2nd Avenue and El Camino, and another on San Mateo Drive between 3rd and 4th Avenues.

Thanks to our vendor sponsors, Information Express and IEEE, whose generous donations have helped make this event possible.
We look forward to seeing you on March 11th!

Patricia Parsons
Jean Bedord
SLA San Andreas Program
Directors

To register:

Mail the registration form below with your check payable to "San Andreas Chapter of SLA" to:

SLA Reservations
c/o AIM Library &
Information Staffing (AIM)
P.O. Box 391210
Mountain View, CA
94039-1210
877-965-7900 x100

Name: ____________________________________________
Telephone: ________________________________
E-Mail: ________________________________________
Employer/Affiliation: ___________________________

SLA Member: _____ Non Member/Guest: _____
Student/Retired/Unemployed
Member: ______

Dinner includes green salad, choice of entrée, dessert with coffee service. Soft drinks and alcoholic beverages will be available for individual purchase at the bar. Please indicate your choice of entrée:

_____ Salmon – Grilled
Scottish salmon "steak" served with three loaded mini bakers, seasonal vegetables, and Astaria’s tartar sauce

_____ Chicken – Oven
roasted ½ chicken with garlic mash and seasonal vegetables

_____ Ravioli – Butternut
squash ravioli with a sage cream sauce

Check enclosed for: ____________

Please make check payable to San Andreas Chapter of SLA

DEADLINE:
Make sure your registration & check are received by Friday, March 6.
SLA Announces 2010 Board of Directors Candidates

March 3, 2009 Categories: Board News

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

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

For President-elect
- Agnes Mattis, Skadden, Arps, Slate, Meagher & Flom LLP, New York City
- Cindy Romaine, Romainiacs Intelligence Research, Portland, Ore.

For Treasurer
- Karen Kreizman Reczek, Bureau Veritas, Buffalo, N.Y.
- Dan Trefethen, The Boeing Company, Seattle

For Chapter Cabinet Chair-elect
- Debal C. Kar, The Energy and Resources Institute, New Delhi, India

For Division Cabinet Chair-elect
- Mary Ellen Bates, Bates Information Services, Longmont, Colo.
- Stacey Greenwell, University of Kentucky, Lexington, KY.

The complete February 18, 2009, press release is posted at http://www.sla.org/content/SLA/pressroom/pressrelease/09pr/pr2901.cfm
Janice LaChance, SLA's Chief Executive Officer, recently distributed a communication through the Association’s "Leadership List," a distribution list for communications to/from Janice, the Association Board, and the unit Presidents and President-Elects. ("Units" means both Divisions and Chapters for those of you wondering.) This list is used for various distributions, such as noteworthy events, news about HQ activities, leadership tips and more. It helps leaders stay tuned-in with the Association as a dynamic and evolving entity. It helps me keep a perspective on the Association and our profession beyond San Andreas Chapter and my friends and colleagues in this region.

For instance, a chapter survey is conducted annually and results are made accessible to chapter leaders through the Leadership List. It has been fascinating to review the variables across the Association and to hear the "voices" of other leaders sharing the perspectives of members and chapters in other places. It has really opened me up to a new understanding and ownership of the Association. Whereas once I held the thinking that "I belong to the Association," now I think more along the lines of "the Association belongs to me"—to us.

And with that shift of perspective, I find myself thinking of how I cultivate, nurture, caretake the Association—just as I do about other things that "belong" to me. I’ve started to steer away from thinking about what I can get from the Association and instead am turning toward what I want the Association to be, to do, to become. A variation on "pride of ownership" has sprung up. The little cotyledon of my "member as consumer" self has fallen away and baby leaves are sprouting a self-identity of "member as participant." It is exhilarating, in a quiet and harnessed kind of way.

Anyway, back to the list—the list that lets me feel connected to so many more members of SLA and such diversity of humanness. I want to share with you some of the latest news distributed by Janice. She has shared with us some of the analysis provided by SLA’s Chief Policy Officer, Doug Newcomb. Doug has analyzed the Obama Administration Agenda and has relayed to us, through Janice, his perspectives on what impact the Agenda will have on our profession. I have forwarded Janice's message in full to the San Andreas Chapter's discussion list. But for the Chapter's blog, I will just post a section of the message that pertains to the SLA Public Policy blog, where you can find news on a lot of things going on in our world and how SLA is responding.

From Janice on 25 February 2009: SLA works hard to keep members informed on a variety of issues that may affect the profession, and we encourage you to provide your input and perspective. One of the most efficient ways to do this is to read SLA's Public Policy blog located at http://slaconnections.typepad.com/public_policy_blog/. This is where you will find news and information about SLA's efforts to shape legislation and regulatory proposals. I also recommend signing up to receive email updates from the SLA Public Policy blog on the link above—it is a great way to have this information delivered directly to you. (JC)
of the Chapter's discussion list and want to see the full set of comments from Doug, please let me know. Also, if this is the case, I encourage you to subscribe to the San Andreas discussion list. San Andreas leadership is developing use policies for the blog and the discussion list, so that in the future you will receive different types of postings in each medium.

As Janice said in the greeting in her recent posting, "Good day to you all."

Leslie R. Fisher
2009 President, San Andreas Chapter, SLA
leslie.fisher@gilead.com
March 4, 2009 Categories: Chapter Events

(Some members have reported issues with receiving email notices of blog stories. Because of the tight deadline, this story is being reposted to make sure it shows up in the inboxes of blog email subscribers. Apologies for anyone receiving duplicate stories, please report any issues with not receiving stories to Steven Kaye)

Join your San Andreas colleagues for a dinner program on Wednesday, March 11th at Astaria in San Mateo. Our speaker will be Sarah Milstein, Web 2.0 strategist and author.

Twitter has a reputation for being a site where people talk about what they're eating for lunch. But the popular messaging service is fast becoming an important tool for business communications of all kinds. From gathering information to engaging with customers, partners and employees, millions of professionals are using Twitter every day. Sarah Milstein's presentation will give you insight into why you should join them and how you can do so effectively.

Sarah Milstein is the author of *Twitter and the Micromessaging Revolution*, an O'Reilly Media research report. Previously, she was on the senior editorial staff at O'Reilly, where she founded the Tools of Change for Publishing conference (TOC) and led the development of the *Missing Manuals*, a best-selling series of computer books for non-geeks. Ms. Milstein will be speaking at the Buying & Selling eContent Conference in April.

A three-course dinner will be served beginning at 6:30. If you're planning to attend this event, please indicate your meal preference when you register. Our venue on will be Astaria, a restaurant in downtown San Mateo serving robust California fare made from seasonal local ingredients. It's a short walk from the San Mateo Caltrain station to Astaria. Or if you choose to drive, free parking is readily available close to the restaurant.

**Time:** 5:30 pm – 8:30 pm

**Location:** Astaria Restaurant — 50 E. Third Avenue, San Mateo, CA 94401

**Cost:** $35/member, $40/non-member or guest, $20/student, retired, or unemployed members

Advance registration is required — see further information on the registration form below. **DEADLINE for registration is Friday, March 6.**

**Transportation:**

* CALTRAIN – From San Mateo Caltrain Station on North B Street, head southwest for a block or so on Baldwin Avenue toward Ellsworth Avenue. Turn left onto South Ellsworth, turn right at East Third Avenue. Astaria will be on the left in a little over a block: at 50 E. Third Avenue.

* PARKING – Free parking is available to all Astaria dinner guests on Wednesday nights at the US Bank lot at the corner of 3rd Avenue and San Mateo Drive. Street parking is available, and there are two major city lots close at hand: at 2nd Avenue and El Camino, and another on San Mateo Drive between 3rd and 4th Avenues.
Thanks to our vendor sponsors, Information Express and IEEE, whose generous donations have helped make this event possible.

http://www.ieonline.com/

http://www.ieee.org/portal/site

We look forward to seeing you on March 11th!

Patricia Parsons
Jean Bedord

SLA San Andreas Program
Directors

To register:

Mail the registration form below with your check payable to "San Andreas Chapter of SLA" to:

SLA Reservations
c/o AIM Library &
Information Staffing (AIM)
P.O. Box 391210
Mountain View, CA
94039-1210
877-965-7900 x100

Name: ________________________________

Telephone: ________________________________

E-Mail: ________________________________

Employer/Affiliation: ________________________________

SLA Member: _____ Non Member/Guest: _____

Student/Retired/Unemployed
Member: _____

Dinner includes green salad, choice of entrée, dessert with coffee service. Soft drinks and alcoholic beverages will be available for individual purchase at the bar. Please indicate your choice of entrée:

_____ Salmon – Grilled
Scottish salmon “steak” served with three loaded mini bakers, seasonal vegetables, and Astaria’s tartar sauce

_____ Chicken – Oven
roasted ½ chicken with garlic mash and seasonal vegetables

_____ Ravioli – Butternut
squash ravioli with a sage cream sauce

Check enclosed for: ____________

Please make check payable to San Andreas Chapter of SLA
DEADLINE:
Make sure your registration & check are received by Friday, March 6.
eBooks Hit Critical Mass

March 11, 2009 Categories: Chapter Events, Web/Tech

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.
The Silicon Valley Archives

March 19, 2009 Categories: Chapter Events, Resources

Leslie Berlin, the Project Historian for the Silicon Valley Archives, was the guest speaker at the February 25th Solo Librarians meeting hosted by Eric Kristofferson at St. Jude Medical in Sunnyvale.

As well as being the Project Historian for the Silicon Valley Archives, Leslie is a columnist for the New York Times, and author of the book, The Man Behind the Microchip: Robert Noyce and the Invention of Silicon Valley.

The Silicon Valley Archives is housed in the Special Collections of the Stanford University Libraries. To study the origins and development of Silicon Valley in detail, researchers require access to primary source materials. These records are the building blocks of the history of the Silicon Valley. The Archives have been part of the Stanford Special Collections since 1983.

Included in the collection are the papers and artifacts of:

- **Ampex, Apple Computer, Fairchild Semiconductor, Hewlett-Packard, the Homebrew Computer Club, several industry associations, Varian Instruments, and the Whole Earth Catalog.**

In addition, the papers and artifacts of individuals who have strongly influenced the Silicon Valley are in the archives, including:

- **Douglas Englebart, Andrew S. Grove, Robert Noyce, William Shockely, and Fredrick Terman**

Leslie described the workings of the Archives and how donations of papers and artifacts become part of the collection and are made accessible to researchers through the Stanford Libraries Special Collections.

The meeting was attended by several archivists and there was a great deal of Q&A between Leslie and the audience.


Eric Kristofferson
ekristofferson@sjm.com
SLA Twitter Directories

March 19, 2009 Categories: Resources

SLA has announced two Twitter directories available through the Innovation Lab's wiki at [http://wiki.sla.org/display/SLAINNO/Twitter+Directory](http://wiki.sla.org/display/SLAINNO/Twitter+Directory). Member login is required. One directory is of SLA Members and the other is of SLA Chapters, Divisions, Caucuses & Related Groups. The lists do not necessarily represent all SLA members and groups who use Twitter, but it is a first effort to aggregate a directory for those who wish to share their Twitter information with others. SLA Members are welcome to add their names to the list. Directions have been posted on the wiki pages.

The "starter list" was compiled by Karen Huffman, Chair-Elect of the Knowledge Management Division, from responses to a March 2009 survey of SLA members and units. The idea for compiling a list of SLA members and groups grew out of seeing other Twitter directories of lawyers, knowledge managers, government groups, etc.

Leslie Fisher
2009 President, San Andreas Chapter SLA
leslie.fisher@gilead.com
April 9 Breakfast Meeting

March 19, 2009 Categories: Uncategorized

Plans for the next San Andreas Chapter event—this time a breakfast program—are coming together.

Please save the date, Thursday, April 9th! Join us for a continental breakfast and a presentation about tools and strategies for Career Agility. We'll be hearing about branding, using LinkedIn and more! Our speakers will be Cindy Hill and Christian Gray. Lee Pharis will be hosting us at Exponent in Menlo Park. We expect to start this one early and end by 10 am, for a minimal impact on your work day.

Details to follow.

Looking beyond April—
Members have been asking about the San Andreas Chapter's Neighborhood Dinners. This year, like last year, we'd like to hold these informal get-togethers after the SLA Annual Conference. The tentative dates are June 24 – July 1. Please consider organizing a neighborhood dinner at a favorite restaurant. And if you are attending the Annual Conference, please also plan to attend a neighborhood dinner and share your news and observations from Washington D.C.

Patricia Parsons
patricia.p63@gmail.com
Jean Bedord
jean@bedord.com
Program Directors, San Andreas SLA

Keep an eye on SLA and related events in the Bay Area — check out the "San Andreas Events" Google calendar. Click on the link in the top right corner of this page:
http://sla-divisions.typepad.com/sanandreas/
or go to http://www.san-andreas-sla.org
March 19, 2009 Categories: Chapter Events
Honoring the SLA Association Anniversary and the tradition of Regional Joint Chapter Meetings, San Andreas and San Francisco Chapters of SLA announce their first of two Joint Chapter Meetings for 2009.

In May, San Andreas Chapter will host a joint meeting for SA and SF Chapters with a thematic focus on the SLA 100th anniversary. We will turn to our wealth of regionally-based Association leaders to focus our musings on both past and future through a panel-lead participant discussion on our chosen profession—where we've come from and avenues that lead us to the future. Please join the celebration as the SA Chapter, now in its 29th year, and the SF Chapter, now in its 85th year, come together to toast our tradition and "boot strap" our progress into the 21st century and the 100th anniversary of SLA.

Mark your calendars now for the evening of the 21st of May. Panel participants include Monica Ertel, Bill Fisher, Cindy Hill, Richard Geiger, Libby Trudell and Deb Hunt. The meeting will be held at SFO. Additional details will be provided soon.

On behalf of San Andreas Chapter Leadership,
Leslie Fisher
2009 President, San Andreas Chapter SLA
leslie.fisher@gilead.com
Certified Content Rights Manager Course

March 19, 2009 Categories: Career Development, Conferences, Opportunities

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.
March 23, 2009 Categories: Chapter Events

Members have been asking about the San Andreas Chapter's Neighborhood Dinners. This year, like last year, we'd like to hold these informal get-togethers after the SLA Annual Conference. **The tentative dates are June 24 – July 1.** Please consider organizing a neighborhood dinner at a favorite restaurant. And if you are attending the Annual Conference, please also plan to attend a neighborhood dinner and share your news and observations from Washington D.C.

Patricia Parsons
patricia.p63@gmail.com
Jean Bedord
jean@bedord.com
Program Directors, San Andreas SLA

Keep an eye on SLA and related events in the Bay Area — check out the "San Andreas Events" Google calendar. Go to the Chapter blog webpage and click on the link in the top right corner:
   
http://sla-divisions.typepad.com/sanandreas/
or http://www.san-andreas-sla.org
Solo Librarians Meeting on April 30th

March 24, 2009 Categories: Chapter Events
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Thursday, April 30th. Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Sonia Dorfman will be hosting the meeting at 6 P.M. on Thursday, April 30th at NeuroPace, 1375 Shorebird Way, Mountain View. A map and directions will be found at http://www.neuropace.com/about/contact/map.html. Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.

We will have Cindy Hill on hand to discuss "Influencing Upward: Communicating with Key Stakeholders." During these tough economic times, it's essential that effective communication is occurring with decision makers. Cindy will talk about how to define stakeholders, determine what their objectives and concerns are, and share examples of communicating value.

Cindy Hill is currently an Affiliate Analyst with Outsell, Inc., a research and advisory firm focused on the publishing, information, and education industries. She is the founder and president of Hill Information Consulting Group and was the manager of Sun’s Digital Libraries and Research Group. Cindy is a past president of SLA, a SJSU SLIS graduate and a member of the San Andreas and San Francisco Bay Region chapters of SLA.

We will be serving a light meal prior to the presentation. Those who are planning to attend need to contact Sonia Dorfman by April 24th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
ekristofferson@sjm.com
San Andreas Solo Librarians
SLA RESEARCH GRANTS 2009

March 24, 2009 Categories: Career Development, Opportunities, Other Events
The Special Libraries Association (SLA) has posted its 2009 SLA Research Grant guidelines and application materials at http://www.sla.org/SLAresearchgrant/SLA supports two types of proposals.

- Research projects focused on the needs and concerns of information professionals in special libraries and related venues, with its current focus being on evidence-based practice, as in the Special Libraries Association (SLA) Research Statement, “Putting Our Knowledge to Work” (see www.sla.org/researchstatement). Awards may be granted up to $25,000.
- Projects which directly benefit the operations of SLA and its units, by furthering the scientific, literary and educational purpose for which the association is organized and operated. Awards may be granted up to $10,000.

This focus on evidence-based practice includes but is not limited to the following topics and approaches:

- Impact of Information Professionals;
- Roles of Information Professionals within organizations
- Current/User Issues;
- Core Competencies;
- Measures of Productivity and Value;
- Client/User Satisfaction Measures;

Grant applications are evaluated by SLA’s Research & Development Committee based on the purpose and objectives of the proposed project within the context of evidence-based practice, the significance of the topic to the profession, the project’s methodology, qualifications of staff, and the appropriateness of the project’s budget and timetable.

Research should focus on the demand for increased professional competence and accountability through consciously and consistently making professional-level decisions that are based on the strongest evidence of what works best for our clients. Areas in which evidence-based practice may be applied are listed in SLA’s revised Competencies for Information Professionals of the 21st Century (www.sla.org/competencies) and include selection and acquisition of information resources, methods of information access, selection and use of information technologies, and management of library and information services. Research techniques that support these competencies include: benchmarking, program evaluation, quality management, performance measurement, identifying best practices, and operations research.

The focus of Association operation projects should be on projects which directly benefit the operations of SLA and its members. They should focus on projects which can be adapted for wider use within SLA’s community, and may include publications, study grants, continuing education programs, public awareness activities, special studies and reports, and information dissemination efforts.

Application Information

The grant is announced internationally. A new solicitation for applicants is made each year. Application materials are available on SLA’s website at http://www.sla.org/SLAresearchgrant/ or by contacting: Director, Information Center, Special Libraries Association, 331 S. Patrick Street, Alexandria, VA 22314-3501, USA; e-mail: resources@sla.org.

Timetable

March 2009
Application materials are made available.

August 3, 2009
Deadline for submission of the proposal and application form to SLA

December 2009
Notification of award decision.

John Latham
Director, Information Center
SLA
331 S. Patrick Street
Alexandria, VA 22314 USA
Tel. +1.703.647.4915 Fax +1.703.647.4901 jlatham@sla.org

Dow Jones & Company, Inc. is the exclusive sponsor of SLA’s Information Center.

Knowledge Age Partner
http://www.factiva.com
March 25, 2009 Categories: Chapter Events

Join your San Andreas colleagues on Thursday, April 9th for

**Career Agility: The Brand is You**  
Presented by Cindy Hill and Christian Gray

Our speakers will discuss the value of personal branding and strategies for presentation, with special attention to using LinkedIn. Even if you're already using LinkedIn, Christian will update us with tips for using the latest features for presenting yourself, and using social networking for career goals. We'll have a drawing for copies of *Rethinking Information Work*, donated by author Kim Dority.

Cindy Hill is currently an Affiliate Analyst with Outsell, Inc., a research and advisory firm focused on the publishing, information, and education industries. She is the founder and president of Hill Information Consulting Group and was the manager of Sun's Digital Libraries and Research Group. Christian Gray has been a presenter at the KMWorld conferences and co-author of several articles for *Searcher* on topics related to online social networks and information professionals.

**Time:** 8:00 – 10:00 a.m. Thursday, April 9th  
**Location:** Exponent — 149 Commonwealth Drive, Menlo Park, CA 94025  
**Cost:** $12 Members, $16 Nonmembers, $8 Students/Unemployed members

Lee Pharis has graciously agreed to host us at Exponent in Menlo Park on April 9th. Exponent is located off Marsh Road on the Bay side of 101. A buffet continental breakfast will be served in the meeting room prior to the program.

We have scheduled this program in an early timeslot for minimum impact on your work day. Check in and have breakfast at 8:00 a.m. We hope to start the program at 8:30 and finish up by 10:00 a.m.

**Deadline** for receipt of your registration form and check is Tuesday, April 7. Fill out the form below and send it in.

Patricia Parsons  
patricia.p63@gmail.com  
Jean Bedord  
jean@bedord.com

Program Directors, San Andreas SLA

To register for the April 9th program (**DEADLINE: April 7th**):

Send your check payable to "San Andreas Chapter of SLA" and the registration form to:

**SLA Reservations**  
c/o AIM Library & Information Staffing (AIM)  
P.O. Box 391210  
Mountain View, CA 94039-1210

Name: ________________________________  
Telephone: ________________________________  
E-Mail: ________________________________  
Employer/Affiliation: ________________________________  
SLA Member (@$12): _____ Non Member/Guest (@$16): _____  
Student/Unemployed Member (@$8): _____  
Check enclosed for: ________________________________  
Please make check payable to San Andreas Chapter of SLA

**DEADLINE** for the April 9th Career Agility Program: **Make sure your registration & check are received by Tuesday, April 7**
SJSU SLIS April 2009 Colloquia

March 27, 2009 Categories: Career Development, Other Events

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

We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09sp.htm about a week after each event.

Our April 2009 speakers are listed below:

Jeff Paul
Project Manager, Librarians for Tomorrow, SJSU
Title: “An Overview of SJSU’s Librarians for Tomorrow Program”
Wednesday, 1 April 2009
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 304

Jane Light
Library Director, San Jose Public Library, San Jose, CA

Guest: Sarah Houghton-Jan
Digital Futures Manager, San Jose Public Library, San Jose, CA
Title: “The Filtering Challenge at San Jose Public Library”
Wednesday, 15 April 2009
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 304

Thomas D. Norris
Public Records Manager, Office of the City Manager, City of San Jose, CA
Title: “Establishing an Effective Records Program: Considerations and Choices”
Wednesday, 15 April 2009
Time: 5:30 pm – 6:30 p.m. Pacific Time
Location: Live from San Jose via Elluminate
Live URL: https://nexus.sjsu.edu/join_meeting.html?meetingId=1234284973459
Password: mara

The Thomas D. Norris presentation is delivered live using the web conferencing tool, Elluminate Live! If you have not used Elluminate before, a student guide is available at http://slisweb.sjsu.edu/software/elluminate/students/ to help you prepare beforehand. RSVP: Although virtual seating is unlimited, we would appreciate an estimate of the number of participants in the Live: Elluminate session. Please respond to Pat Franks at pfranks@slis.sjsu.edu if you hope to join us at the actual event broadcast.

SJSU-SLIS Colloquium Series – April 29 in Fullerton

April 1, 2009 Categories: Career Development, Opportunities, Other Events

The School of Library and Information Science at San José State University is pleased to invite you to attend our continuing Spring Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Presentations are free and open to the public. We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09sp.htm about a week after each event.

Our two end-of-April 2009 speakers are:

Dr. Dan Fuller
Assistant Professor, School of Library and Information Science, SJSU
Title: "Library Jobs in California and Economic Recession – 2009"
Wednesday, 29 April 2009
Time: noon – 1:00 p.m.
Location: CSU Fullerton campus, Pollack Library, Room 68

Joe Matthews
Lecturer, School of Library and Information Science, SJSU
Title: "The Value of a Library Balanced Scorecard?"
Wednesday, 29 April 2009
Time: 1:00 p.m. – 2:00 p.m.
Location: CSU Fullerton campus, Pollack Library, Room 68

More information about these presentations is posted on our Colloquia: Spring 2009 web page at http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09sp.htm. Maps and directions to the CSU Fullerton campus can be found at http://slisweb.sjsu.edu/slis/maps.htm. These presentations are wheelchair-accessible.

Please feel free to distribute this announcement to interested people, and excuse any cross-postings you may see.
“Career Agility: The Brand is You”

April 20, 2009 Categories: Career Development, Member News, Resources
by Alison Finch

Advocacy, professional development, and networking highlighted in this talk on the "Resilient Career."

San Andreas Chapter's first breakfast program of the year got off to a great start on April 9th with this timely presentation (PDF) given by Cindy Hill, Affiliate Associate at Outsell, Inc. and founder and president of Hill Information Consulting Group, and by Christian Gray in charge of Business Development at Reprints Desk. Lee Pharis graciously hosted the event at Exponent's Menlo Park headquarters.

The talk spanned a variety of topics from identity management and personal branding to LinkedIn best practices and social networking etiquette.

- How do you ask for a recommendation on LinkedIn?
- What is the risk of identity theft?
- How should you manage your LinkedIn connections?
- Are there examples of effective LinkedIn profiles for librarians/information professionals?

The "Resilient Career" is one that is agile, opportunistic, and sustainable. Cindy and Christian demonstrated how librarians and information professionals can use Web 2.0 tools to develop

- professional portfolios
- visibility
- a community of colleagues

Cindy and Christian encouraged information professionals to start building their own reputation, to push their boundaries and reach out to people beyond their immediate circle of colleagues and friends, and to explore professional options. Christian Gray showed a "before" and "after" page SLA and former San Andreas Chapter member Jeanie Fraser developed.

LinkedIn Recommendations

- Use the Summary section to develop an introduction to who you are and what you are passionate about and remember to include important keywords that search engines can find.
- Use results-driven examples of past accomplishments but be careful not to use proprietary information.
- Invite people
- Search and surf. Search for hobbies and favorite past-times to see who might also share your interest in peregrine falcons, for example. Social networks are about people. Have fun with this!
- Consider adding a photo and remember to include your activities outside your day job.
- Turn on some of LinkedIn’s applications such as SlideShare, TripIt, Company Buzz, etc.
- Look at Groups and add some.
- Consider using LinkedIn answers as a way to position yourself as an expert.

Rocky Mountain Chapter SLA member Kim Dority has written and presented on career agility for information professionals. Christian had arranged to make several copies of her recent book "Rethinking Information Work" available which were then raffled off at the end of the session.

San Andreas Chapter's own Jean Bedord contributed her poster, "Building a Web Presence from Domain Name to Website" and offered helpful suggestions for librarians and information professionals wishing to build an online identity.

The message was start marketing yourself now before you need to start looking for another job. These are difficult times but sites such as LinkedIn offer opportunities to take advantage of the power of networked relationships to get your name "out there" and to let a larger circle of potential employers and colleagues know who you are and what you can do. Cindy Hill's parting comments were to anticipate, look for opportunities, enjoy the ride, and remember that career development is a continual cycle.

Did you attend this session? What did you think? Please feel free to post your comments to the Blog.

![Image of people at a meeting]
SLA WEST COAST CHAPTERS RECEPTION

April 20, 2009 Categories: Chapter Events, Chapter News, Conferences

- 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
Cindy Hill to receive prestigious global award

April 22, 2009 Categories: Awards, Chapter News, Member News

On May 14, 2009, SLA past-president Cindy Hill will receive the John Jacob Astor Award in Library and Information Science in Berlin. Awarded annually by the Checkpoint Charlie Foundation in cooperation with the Continuing Education Initiative for Special Research Libraries and Related Institutions, the award enables Germans or Americans who have made a special contribution to transatlantic knowledge transfer to come to Berlin to participate in a professional meeting on the latest developments in the field. Two other SLA members, Mary Ellen Bates and past-president Guy St. Clair, have received this award in the past.

“I'm honored to be in the company of other library and information professional luminaries in receiving this award, commented Hill. “My leadership activities with SLA have been instrumental in helping me reach to new levels throughout my career.”

Cindy Hill has worked as an information professional in a variety of industries including environmental, engineering consulting, executive recruiting and high-technology. Cindy’s two most recent positions are Vice President of Outsell’s Information Management Service and prior to that, leading Sun's Digital Libraries & Research team. Cindy is a frequent speaker at national and international conferences on the information profession, innovation, technology uses, trends and issues, and leadership and management topics. She has her own consulting firm, Hill Information Consulting Group.

A long time SLA member, Cindy has held many SLA leadership roles including President (2003-04), Secretary and member of the Board of Directors (1997-2000), Chair of the Metals & Materials Division (1990-99) and President of the San Andreas (California) Chapter (1984-85). She was made an SLA Fellow in 2001 and received the 2008 Karen J. Switt Leadership Award from the SLA Leadership & Management Division, recognizing her significant leadership in the information management profession. Cindy holds a Master’s in Library Science and a Bachelor of Arts in English, both from San Jose State University, where she also serves as Adjunct Faculty at the School of Library and Information Science.

Congratulations Cindy!!

Libby
Trudell

VP,
Market Development
Dialog
Greetings All – Read on for details on the May 16 wine event. I attended a similar professional networking event at Tenuta last fall and it was the most fun I’ve ever had at a networking activity. I didn’t know anyone when I arrived and before I left I had made fond new acquaintances.

On Saturday May 16 San Andreas Chapter will host another wine activity in the Bay Area. This time we will visit a winery with crush pad and bottling resources located in the Livermore Valley.

Tenuta Vineyards, located a bit above the valley floor, is the third largest wine producer in the Livermore Valley. Yet Tenuta’s business model calls for only three paid employees. How do they do it? Volunteers! Total production includes crushing, bottling and storage of wine for numerous wine growers in the region. They even provide vineyard maintenance services from their team of vineyard specialists. Tenuta produces their own wines from a wide variety of mostly red varietals. And Tenuta was the first winery in the Livermore Valley to produce Pinot Noir.

Being located at 633 Kalthoff Common in Livermore, the word idyllic is very suitable for describing this setting. With a bit of vantage above the valley floor, Mount Diablo and the East Bay Hills are visible from the patio off the wine tasting room. Surrounded by vineyards and rolling hills, an illusion of the Italian country-side is easy to conjure. The wine tasting room is roomy and homely and lively and fun. It truly feels more like being at a gathering or party than at a business. Nancy Tenuta and her companion Rich bring a gracious and playful demeanor to the business. Their motto is, “Give us thirty minutes and we’ll be friends for life.”

For this event we’ll convene at 2 p.m. at the winery. (Transportation on your own.) You’re welcome to arrive early and familiarize with the location and even, perhaps, the wines. When everyone has arrived we’ll start off with a tour of the operations and cellar. Then we’ll divide into teams for a little friendly competition. At first the competition will be amongst your own team. After some demo and coaching on blending wine, your team will compete with itself to come up with a favorite blend from three varietals. Once you’ve come to an agreement (or an agreement to agree) on the best blend, your team will compete against all the other teams. The judging is by all involved, in a blinded, group tasting. You may be surprised that you don’t even recognize your team’s wine. Or perhaps the very blend you promoted to your team will be the one that takes the vote of the whole group!

When we finish the festivities, there will still be time to taste the Tenuta blends in the friendly tasting room, or to buy a bottle to share out on the patio. Throughout the afternoon there will be exquisite little noshes available. Here is a menu I already selected for the day.

- Bon Appétit black pepper almonds – spicy and substantial
- Dried apricots topped with Blue Sage Boursin, dill and a sliced almond
- Puff pastry cups served warm with Italian sausage, olive tapenade and topped with cheese
- Hot jalapeño, crab & artichoke dip served with an assortment of crackers and breads
- Fresh fruits of the season served with imported and domestic cheeses
- Selection of vegetable crudités with sun dried tomato spread and garlic aioli

If you like wine, wine country, tasty nibbles, play, competition, and mingling with colleagues and friends, please join us for a fabulous time at Tenuta. Cost per person is $46 – no difference for members or non-members.

For directions and a preview of Tenuta Vineyards, check here. http://www.tenutawinery.com/contact.html Contact me if you have questions. Registration information below.

Leslie R. Fisher
2009 President, San Andreas Chapter SLA
Associate Manager, Records & Information Management
Gilead Sciences
Foster City, CA
650-522-4299

To register for the May 16th Wine Event, please mail this form with your check to:

SLA Reservations
c/o AIM Library & Information Staffing (AIM)
P.O. Box 391210
Mountain View, CA 94039-1210
Name: _____________________________________________
Telephone: ____________________________________________
E-Mail: ________________________________________________
Employer/Affiliation: _______________________________________
Total attending (@$46 ea) ________
Check (payable to San Andreas Chapter of SLA) enclosed for: __________
April 22, 2009 Category: Chapter Events, Chapter News, Member News
Registration Open: Joint Chapters Event, May 21 at SFO

San Andreas and San Francisco Bay Region SLA Present:
Honoring the SLA Anniversary: Casting Our Thoughts Toward Another Century

Our Panel: Bill Fisher, Cindy Hill, Richard Geiger, Libby Trudell and Deb Hunt
Time: 5:30 – 8:30 p.m.
Location: San Francisco Airport Commission Aviation Library & Museum
Cost: $25 Members, $15 Retired/Unemployed Members, $30 Nonmembers, $15 Students

This program is about trying to envision the future through the eyes of information users, whose direct access to digital information sources is much broader than any of us could have envisioned 15 years ago. And it will only keep expanding. How will we change ourselves and how will we develop a new generation of information professionals to address the opportunities?

How do we, as information professionals, leverage our skills and expertise to bring value-added deliverables to our users so that we are seen as integral to the organization, contributing positively to its bottom line? How do we communicate our value to the stakeholders in our organizations?

How can SLA support its members in moving forward, staying contemporary and yet bridging the sometimes gap between historical and still valuable assets and the drive to embrace and adapt to new technologies and generational shift? How do we stay current as a value proposition to our organizations?

Please join a stellar group of leaders in SLA and in their greater professional lives. Bill Fisher, Cindy Hill, Richard Geiger, Libby Trudell and Deb Hunt will comprise a panel of professionals to help us focus and steer a group-wide exploration of the challenges and opportunities ahead of us as we step from a celebration of the first hundred years of SLA into the dawn of a new century.

SPEAKER BIOS:

* Bill Fisher is a past President of SLA (2002-03). He is an SLA Fellow (awarded 1998) and a recipient of the SLA John Cotton Dana Award (2008). Bill also has served as Chapter Cabinet Chair from 1994-95 and is Chair-Elect of the Leadership & Management Division. Bill served as the President of San Andreas Chapter from 1996-97 and President of the Southern California Chapter from 1986-87. He has served on numerous other committees and task forces and is currently serving on the Centennial Commission.

Bill is currently a professor at the School of Library & Information Science at San Jose State University. He has taught 25 years in the library/information science programs at UCLA and SJSU.

* Cindy Hill is an SLA Fellow (awarded 2001). She is a past President of SLA (2003-04), an SLA Director (1997-2000), SLA Secretary (1998-2000), and Metals & Materials Division Chair (1990-99). Cindy is a longtime and active member of the San Andreas and San Francisco Chapters. She was President of the San Andreas Chapter from 1984-85. Her very first volunteer role was as a member of the San Francisco Chapter’s program committee (the San Andreas chapter didn’t yet exist).

Cindy has worked as an information professional in a variety of industries including environmental, engineering consulting, executive recruiting and high-technology. Cindy’s two most recent positions include Vice President of Outsell’s Information Management Service, and prior to that, leading Sun's Digital Libraries & Research team. She has her own consulting firm, Hill Information Consulting Group.

* Richard Geiger is the 2009 recipient of the SLA John Cotton Dana Award, to be officially presented at the SLA Annual Conference in June. He is an SLA Fellow (awarded 2004). Richard served two terms on the SLA Board of Directors — as Director (1993-96) and as Treasurer (2000-03). Richard was Chair of the SLA News Division from 1988-89, and served as San Francisco Bay Region Chapter President from 1991-92. He has served on numerous SLA committees and chaired many of them.

Richard’s long career as a news librarian included stints as Library Manager at the San Jose Mercury-News and Library Director of the San Francisco Chronicle.

* Libby Trudell served on the SLA Board of Directors as Chapter Cabinet Chair (2006-08), as a member of the SLA Nominating Committee (2003-04) and is currently on the SLA Public Relations Advisory Council. She has been Section Chair and Strategic Planning Chair for the Information Technology Division (1997-98). She served as President of the San Andreas Chapter of SLA (2003-04) and is currently the chapter’s...
Public Relations Chair. Previously, she was active in the Library Information Technology Division of ALA, and was a member of the editorial board of the Journal of Library Automation.

Libby is currently responsible for global marketing, pricing and customer service for Dialog. This role includes oversight for the Quantum2 leadership development program for information professionals and for Dialog’s Graduate Education Program. Prior to joining Dialog, she worked in several consortia serving the library community, handling customer support, training and marketing for electronic information services including OCLC, RLIN, and a variety of library automation products.

* Deb Hunt currently serves on the SLA Board of Directors. She has been a member of the Special Libraries Association since 1982 and served as President of the San Francisco Bay Region Chapter from 2004-05. Deb Hunt is the mastermind and chief engineer behind SLA’s “23 Things.” http://wiki.sla.org/display/23Things/Welcome+to+23+Things%21. She is a past president (twice) of BayNet, the San Francisco Bay Area Library and Information Network, and is active in the Association of Independent Information Professionals (AIIP), serving on the Board of Directors from 2001-03.

Deb Hunt is currently the Director of the Exploratorium Learning Commons, which melds the best of the Exploratorium’s library resources with current and future technologies. She is currently co-chairing the Exploratorium's Information Infrastructure Initiative to design and implement knowledge services museum-wide to achieve performance excellence of internal staff and their interactions with external clients. She is also an independent information professional and Principal of Information Edge, http://www.information-edge.com.

VENUE:

* Our venue will be the wonderful aviation library and museum at SFO. The facility is modeled on the passenger waiting room of the 1937 San Francisco Airport Administration Building. Its mission is to increase public awareness of the important achievements in air transport by preserving, interpreting, and sharing the history of commercial aviation. The San Francisco Airport Commission has expressed its belief that, “in order to prepare for the future, we must preserve the past.” Plan to arrive at 5:30 to register and take in the exhibits and library before dinner.

MENU:

* Hors d’oeuvres buffet — tomato basil bruschetta, cheese and spinach puff pastry, mixed green salad, penne pasta with creamy tomato vodka sauce, lemon chicken, brownies, beverages

TRANSPORTATION:

* Driving:  http://www.sfoarts.org/about/directions.html

* Parking: SLA will be able to validate your parking receipt, but must purchase the validation stickers in advance. Please indicate on the registration form if you plan to park in the airport ramp, and bring the parking ticket with you to the event to be validated.

* BART: The SFO station is at the International Terminal. Enter through the glass doors straight ahead of you. Walk past the bank of elevators, then the exhibit cases, all on your right. Follow signs to the SFO Library which is on the far side of the terminal near Virgin Atlantic’s First Class lounge.

DEADLINE: Make sure your registration form & check are received by Thursday, May 14th.

Thanks to Dialog, whose generous donation has helped make this event possible. If you aren't familiar with the products and services of Dialog, you might want to take a look now: http://www.dialog.com/

Leslie Fisher
2009 President, San Andreas Chapter SLA

To register, download, print and mail this May 21 registration form with your check to:

SLA Reservations
c/o AIM Library & Information Staffing (AIM)
P.O. Box 391210
Mountain View, CA 94039-1210

Name: ___________________________________________________
Telephone: ____________________________
E-Mail: ____________________________________________
Employer/Affiliation: _________________________________

SLA Member (@$25) ____ Retired/unemployed Member (@$15) ____
Non Member/Guest (@$30): _____ Student (@$15): ____
Cuisine for this event will consist of a generous hors d'oeuvres buffet.

Please check here ____ if you will be driving to the venue.

Check (payable to San Andeas Chapter of SLA) enclosed for: ____________

DEADLINE: Make sure your registration & check are received by Thursday, May 14th.
Career Agility Series Breakfast Program
June 4

May 11, 2009 Categories: Career Development, Chapter Events
Plans for the next San Andreas Chapter breakfast program, our second event in the Career Agility series, are coming together.

Please save the date, **Thursday June 4th**. Join us for a continental breakfast and a presentation about tools and strategies for Career Agility. We'll be hearing about different employment options. Our speakers are **Linda McKell**, the founder and owner of Advanced Information Management, and **Sarah Vogel**, Information Research Consultant. Lee Pharis will be hosting us at Exponent in Menlo Park. As with the previous Career Agility programs, we expect to start this one early and end by 10 am, for a minimal impact on your work day.

Details will be available soon.
Neighborhood Dinners Coming June 24 – July 1

May 15, 2009 Categories: Chapter Events

Please mark the timeframe June 24 – July 1 on your calendars and plan to attend an informal San Andreas SLA neighborhood dinner.

Better yet, offer to host or organize a dinner. The goal is to gather informal groups of SLA members to share a meal, and make it "nearby" no matter where you live or work — South Bay, South South Bay, East Bay, Peninsula, Mid-Peninsula, Monterey, etc. If you have a favorite restaurant near your home or office, why not share it with your fellow SLAers? If you're finding the locations of our regular programs are inconvenient, this is your chance to bring us to your neighborhood!

Are you going to Washington DC for the Annual Conference? Please plan to return to the Bay Area and share your impressions and new knowledge with your colleagues at a neighborhood dinner.

If you're willing to host a Neighborhood Dinner, please send us an email. And let us know if you have questions.

Patricia Parsons
patricia.p63@gmail.com

Jean Bedord
Jean@bedord.com

Chapter Program Directors
June 17, 2009 Colloquia Session

May 22, 2009 Categories: Career Development, Other Events
The School of Library and Information Science at San José
State University is pleased to invite you to attend our continuing Summer
Colloquium Series featuring SLIS faculty and invited guests, as they address
the challenges and promises of our rapidly changing profession.

Our 17th June 2009 Master of Archives and
Records Administration speaker is

Michael P. Martin, Records
Management Specialist
Archival Services,
Electronic Records Unit, New York State Archives

Title: There’s a Hole in the Bucket: One Institution’s Method of Preserving Electronic Records

Wednesday, 17 June
2009Time: 5:30 – 6:30 p.m. (PST)Location: Live from upstate New York using Elluminate*

URL:  https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1242112633470
Password: mara

*If you have not used Elluminate before, a student guide is available to help you prepare beforehand: http://slisweb.sjsu.edu/software/elluminate/students/.

Presentations are free and open to the public.

RSVP: Although virtual seating is unlimited, we’d appreciate an estimate of the number of participants. Please respond to Pat Franks at pfranks@slis.sjsu.edu if you hope to join us.

We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Summer 2009 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09su.htm about a week after each event.

Feel free to distribute this announcement to interested people, and please excuse any cross-postings you may see.
June 11, 2009 Colloquium Session

May 22, 2009 Categories: Career Development, Other Events
The School of Library and Information Science at San José State University is pleased to invite you to attend our continuing Summer Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Our June 2009 featured Master’s of Archives and Records Administration (MARA) speaker is:

Gina Jones, MLS
Member, Web Archiving Team,
Office of Strategic Information, Library of Congress
Title: Archiving the LIS Elections Websphere: An Historical Perspective
Thursday, 11 June 2009
Time: 5:30 – 6:30 p.m. (PST)
Location: Live from San Jose using Elluminate
URL: https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1241060362863
Password: mara

ELLUMINATE: If you have not used Elluminate before, a student guide is available to help you prepare beforehand: http://slisweb.sjsu.edu/software/elluminate/students/.


RSVP: Although virtual seating is unlimited, we’d appreciate an estimate of the number of participants. Please respond to Pat Franks at pfranks@slis.sjsu.edu if you hope to join us.

Presentations are free and open to the public. We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Summer 2009 calendar web page at http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09su.htm about a week after each event.
100 Members for 100 Years! The San Francisco-San Andreas Joint Chapter Meeting

May 27, 2009 Categories: Chapter Events

The May 21st joint meeting of the San Andreas and San Francisco SLA Chapters was a great success, with 100 members attending from both chapters at the San Francisco Airport Commission Aviation Library & Louis A. Turpen Aviation Museum.

San Andreas Chapter President Leslie Fisher noted the fortuitous number of attendees, thanked DIALOG for sponsoring the event and Ken Haycock, Professor and Director of the School of Library and Information Science at San Jose State University, for the 100th anniversary cake, and observed a number of anniversaries or near anniversaries. 2009 is the 85th anniversary of the founding of the San Francisco Chapter as well as the 100th anniversary of the founding of SLA, and 2010 will be the 30th anniversary of the founding of the San Andreas Chapter, which split off from the San Francisco Chapter in 1980. She also thanked the Communications Committee for their efforts so far. Leslie also noted that there is a second Career Agility event the morning of June 4th.

Sandy Malloy, the president of the San Francisco Chapter, thanked the San Andreas Chapter, and Leslie in particular, for putting on the event. The next event for the San Francisco Chapter is Maplight at the UC Berkeley faculty club.

Next up was Cindy Romaine of Romainiacs Intelligence Research, who is running for President-Elect of SLA International. Cindy pointed out we are part of a noble profession—at a time when people don’t trust public institutions, they do trust libraries. US News & World Report listed librarians as one of the top jobs of the future. SLA can soak up 20 times the anxiety going on in the profession, like chamois (a prop Cindy had) can soak up 20 times its weight in water. She also compared us to the Verizon guy, people coming (rappelling) to each others’ service and providing a strong and robust network. The next step for the profession: we have to get future-ready. Cindy asked what are the tools, constructs, competencies we need and mentioned that she uses and has accounts on Facebook, LinkedIn, and Twitter.

After a brief interlude for anniversary cake, a panel moderated by Bill Fisher and consisting of Richard Geiger, Cindy Hill, Libby Trudell and Deb Hunt gave their quick thoughts on where the profession was headed and engaged the audience. Themes included user focus, differing generational attitudes towards privacy, staying current on new technologies and how librarians should brand themselves. Part of the panel discussion included presenting videos from the Strategic Alignment Project. SLA members and, in at least one case, a professional actress read statements and the reactions of information users (C-level executives) and information providers were tracked in real-time.

Questions posed by Chapter members included how to convey our value to middle management who might oversee expenses but not directly use our services or see the value we provide, different terms for the people we work for (collaborators, decision makers and team members were all proposed) and a lively discussion of differing generational attitudes towards privacy and how to reach out to younger people and how to be more inclusive.

Photos are forthcoming!

Deb Hunt threw out a challenge to all of us to try out at least one of the following services by June 1, saying, "You'll be glad you invested the time in yourself and added new skills to your toolbox."

SLA wiki home: http://wiki.sla.org/dashboard.action
(be sure to create a log in that will be good for all wiki pages)

23 Things: http://tinyurl.com/ok4k5v

Innovation Lab (which includes links to all the spaces below): http://www.sla.org/innovate/

Atomic Learning
http://www.sla.org/innovate/atomic.cfm
Enter the user name: slastudent and the password: slastudent


Deborah Hunt
Exploratorium http://www.exploratorium.edu
dhunt@exploratorium.edu

Steven Kaye
Novartica
box_nine@ix.netcom.com
May 28, 2009 Categories: Career Development, Chapter Events

Join your San Andreas colleagues for a breakfast program on Thursday, June 4th at Exponent in Menlo Park.

Career Agility: Working with an Agency
Speakers: Linda McKell and Sarah Vogel, moderator Cindy Hill

Explore alternatives to working in a salaried position for a company. What are the opportunities, the pros and cons? What is the current situation? How do you get projects? And how do you market yourself?

Our speakers on this panel provide perspectives from both the contractor and agency viewpoint. After several layoffs at local pharmaceutical companies, Sarah Vogel, independent Information Research Consultant, became an independent contractor. Linda McKell is the founder and owner of AIM Library & Information Management ("AIM").

Cindy Hill, our moderator, is the founder and president of Hill Information Consulting Group. She was previously Vice President, Information Management Service, with Outsell, Inc., a research and advisory firm focused on the publishing, information, and education industries. Prior to that, she had been the manager of Sun's Digital Libraries and Research Group.

Lee Pharis has graciously agreed to host us at Exponent in Menlo Park on June 4. Exponent is located off Marsh Road on the Bay side of 101. A buffet continental breakfast will be served in our meeting room prior to the program. We are starting this one early and plan to end by 10 am, for a minimal impact on your work day.

**Agenda:**
7:45 – 8:15 a.m. Registration & Continental Breakfast
8:15 – 9:45 a.m. Program
9:45 – 10:00 a.m. Q&A

**Cost:** $12 for members; $16 for non-members and guests; $8 for student/unemployed members

**Location:** Exponent — 149 Commonwealth Drive, Menlo Park, CA 94025

Parking: Free parking is available at Exponent.

**DEADLINE:** Make sure your registration form (below) and check are received by Tuesday, June 2.

Patricia Parsons
Jean Bedord
Program Directors, San Andreas SLA

Keep an eye on SLA and related events in the Bay Area — check out the "San Andreas Events" Google calendar. Click on the link in the top right corner of the Chapter blog webpage:

http://sla-divisions.typepad.com/sanandreas/ or http://www.san-andreas-sla.org

Send your check payable to "San Andreas Chapter of SLA" and the registration form below to:

SLA Reservations
c/o AIM Library & Information Staffing
P.O. Box 391210
Mountain View, CA 94039-1210
Name: ________________________________

Telephone: ____________________________

E-Mail: ________________________________

Employer/Affiliation: ____________________

SLA Member (@$12): ____  Non Member/Guest (@$16): ____

Student/Unemployed Member (@$8): _____

Check enclosed for: ____________

Please make check payable to San Andreas Chapter of SLA

**DEADLINE:** Make sure your registration & check are received by Tuesday, June 2
Solo Librarians Meeting on July 15th

June 6, 2009 Categories: Career Development, Chapter Events, Opportunities
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, July 15th. Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Carol Chatfield will be hosting the meeting at **6 P.M. on Wednesday, July 15th** at The Career Development Center, 563 Salvatierra Walk, Stanford University, Stanford, CA. Carol has provided detailed information about the location and parking below.

Carol will give a tour of the Career Resource Library at the Career Development Center. We will also have a panel of librarians that attended SLA 2009 in Washington DC to share their impressions and experiences.

You are welcome to bring a snack or dinner to the meeting. There is a kitchen with water, ice, and a soda machine ($1.25/bottle) next door to the conference room.

Those who are planning to attend need to contact Sonia Dorfman by July 10th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
San Andreas Solo Librarians

---------------------------------------------------------------

The Career Development Center at Stanford University is located in the Student Services Building at:
563 Salvatierra Walk
Stanford University
Stanford, CA  94305
http://www.mapquest.com/mq/5-IX2x
(Please note that our building is incorrectly labeled Student Services Center on this Mapquest map.)

Parking is available across the street (Campus Drive East) from the building. The parking lot can be seen on the Mapquest map, just above and to the left of the words, "Gould Center." Parking is free after 4:00 pm.

TIP for Driving Directions: The best online mapping service for finding our building is Mapquest.com. And I really recommend BEFORE starting out that you run a "get directions" from your starting address to the Career Development Center’s address; the Stanford campus is large and can be confusing!
SLA WEST COAST CHAPTERS RECEPTION

June 8, 2009 Categories: Chapter Events, Conferences
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
INFOTRIEVE
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.
San Andreas Team Building – Wine Tasting and Blending

June 9, 2009 Categories: Chapter Events, Member News

On Saturday May 16th Chapter members with guests in tow convened in Livermore for our annual wine tasting activity. This year we had a special twist to the event. We were “trained” as wine blenders!

It was a beautiful spring day and almost a little too hot in Livermore. But that made our foray into the thick stucco winery of Tenuta Vineyards even more welcoming.

The coolness of the tasting room was refreshing. The warmth of the pourers was engaging. We hung out awhile sipping and chatting while we waited for everyone to show.

Tenuta is a very friendly winery, with art on the walls, tables to sit at–in and outside–even a sofa “U” for more intimate gatherings.

When we left the tasting room, we ambled through the production area of the winery. It’s a very compact operation for the third largest producer in the Livermore Valley. On the day of our tasting the wine making operation was quiet. The crush is months away in the fall, of course. Just weeks ago, when I was at Tenuta making arrangements for the event, the operations floor was heavily occupied by a bottling project. It looked to me like three or four families were collaborating on the process of fill, cork and label. There were even small kids involved. They were having a blast.

Our tour guide and host, Rich, showed us around the operations floor, sprinkling wine facts and Livermore history throughout the tour; and eventually we made our way into the cellar. Now we were really in a cool spot. And it was chilly too.

The first thing we did to prepare for our blending routine was to blind taste three wines. Most of us were chagrinned to find we did not recognize these varietals by taste alone. But we did have fun trying.

Next we divided up into three teams of six each, and we named ourselves respectively, SLA Primo Vino, Vino Ragazze, and the Wine Devils. All teams were given a bottle each of Syrah, Cabernet and Merlot. We had our pipettes, blending flasks and spit buckets at a separate table for each of the teams. And we were off!

It wasn’t really a race, of course. It took us a good while of trial and error blending to come to consensus on a top selection. Each member of each team was given an opportunity to try a blend. Each member of each team tasted and voted on each blend via the “all in favor” method.

I know that sounds like a lot of wine tasting. But we were regaled with many delicious noshes throughout the blending project–savory and sweet, fruits, nuts, sausage, cheese and spreads.

At least an hour and a half later Rich told each team to bottle its chosen blend and had us re-convene in the sofa “U”. We handed off our bottled blend as we proceeded out of the cellar. While our group spent the next 20 minutes or so gabbing and laughing, Rich set up a blind tasting of all three winning blends. We were in for a final competition.

We had our final taste-off in the “U” and each participant jotted down their favorite blend onto a piece of paper. The ballot check was dramatic. The count was almost a tie for two of the blends. But the Wine Devils prevailed in the end! Participants were offered the chance to buy a bottle of the winning blend to take home. Ten bottles of Wine Devil delight went home with happy blenders that day.

While Rich was blending and bottling the home-bound blends, dessert arrived. Most of us hung around for awhile for the last sweet nosh and to drink plenty of water. Slowly participants started drifting back to their cars for the road home. It was hard to leave the site of such a fine team building event and the chance to play wine maker for a day.

Leslie Fisher
Leslie.Fisher@gilead.com

photos from the event:
Your Invitation to Informal “Neighborhood Dinners” in June & July

June 22, 2009 Categories: Chapter Events

Our week of San Andreas Chapter Neighborhood Dinners is coming, June 24 – July 1. Your SLA colleagues are organizing eight different dining experiences, and invite you to join them! We hope you will participate in these informal get-togethers, and take this opportunity to network, share knowledge, and have a little fun with your colleagues in SLA.

If you are going to Washington DC for the annual conference, please plan to return to the Bay Area and share your impressions with your colleagues at a n’hood dinner.

Sign-up is easy. Review our eight Neighborhood Dinner options, choose a venue, then send an email to the Host to let her know you will be there. The Host will contact the venue to make a reservation — be sure to sign-up by the date indicated for the Dinner you wish to attend. Stay in touch with your host, and let her know if your plans change.

San Francisco Bay Region Chapter members — you are also welcome.

Click here for a detailed listing of your dining options. Meanwhile — a summary, for your delectation:

- **Los Altos** – Wednesday, June 24 – Potluck @ Cindy’s house
  Hosted by Cindy Hill
- **Monterey** – Wednesday, June 24 – Epsilon (Greek & Seafood)
  Hosted by Ann Jacobson
- **Hayward (East Bay)** – Thursday, June 25 – Bijou (Contemporary French/California cuisine)
  Hosted by Leslie Fisher
- **Menlo Park** – Friday, June 26 – Café Baronne (Coffee, sandwiches & salads)
  Hosted by Helen Losch
- **Palo Alto** – Monday, June 29 – Jade Palace (Chinese haute cuisine)
  Hosted by Mary Beth Train
- **Redwood City** – Tuesday June 30 – Citrine Bistro (Global cuisine)
  Hosted by Helen Losch
- **San Mateo** – Wednesday, July 1 – Kingfish (New Orleans cuisine)
  Hosted by Leslie Fisher

And by decree, we’ve added July 7th to our week of San Andreas Chapter Neighborhood Dinners (talk about a long tail!):

- **Newark** – Tuesday, July 7 – BJ’s Restaurant Brewhouse (American food)

Ah, summer! Long days. The annual SLA conference. San Andreas Chapter neighborhood dinners. See you there.

Patricia Parsons
Jean Bedord
Chapter Program Directors
Centennial message from Governor Schwarzenegger’s office

June 22, 2009 Categories: Uncategorized
June 15

TO: Special Libraries Association

It is a pleasure to extend my congratulations as you celebrate your centennial.

Over the past 100 years, you have become the foremost association for information professionals throughout the world. By providing education, advocacy and networking, you empower your members and the organizations they serve to make informed decisions. These corporate academic and government groups thrive because of you hard work, and I commend your dedication to excellence.

Thank you for your fantastic contributions to our Golden State. Your California members proudly serve many of our institutions and businesses, and I applaud them for helping others to achieve their goals and improve the state we call home.

On behalf of all Californians, I send my very best wishes for a memorable observance and every future success.

Sincerely,

Arnold Schwarzenegger

Download SLA centennial recognition – PDF file
The Hollywood Librarian to be Screened July 9th

June 22, 2009 Categories: Chapter Events

"What this movie is really about is the survival of civilization" — Racine Journal Times

Save the date!
July 9th will be movie night in the San Andreas Chapter. We plan to order pizzas, relax with colleagues and view the long-anticipated film, The Hollywood Librarian. Venue and registration information will be announced shortly. Meanwhile, here's a teaser — a synopsis from the film's website:

"Ann Seidl's The Hollywood Librarian is an engaging, often humorous look at the disparity between the simplistic depictions of bun-wearing, finger-shushing, spinster librarians served up in Hollywood feature films and the far more complex reality of today's savvy information navigators—of both genders, with or without tattoos and/or piercings." — Randy Pitman, Video Librarian Magazine.

Details to follow.
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
Regarding San Andreas
Chapter Event Budgets and Financial Responsibility

In tandem with
general economic trends, San Andreas Chapter has lost equity in the
SLA pooled mutual funds. (We deposited
our assets to the Association's pooled funds 2 years ago.) As
a result, Chapter leadership has determined it necessary to conduct
business with a more conservative approach to fiscal
responsibility.

For 2009 and 2010
Chapter leadership has defined a guideline to steer toward "break even" event
management. This statement constitutes a "policy" requiring event
planners (programming and other meetings, tours, professional
development etc.) to arrange for event
expenses to be covered by event income. For
events that will not meet "break even" status, the exception is
to be reviewed with Chapter leadership in advance of the
event.

In other words,
Chapter leadership advises that registration plus sponsorship should
cover costs for events, to the maximum extent possible. And Chapter
leadership would like to review exceptions on a case-by-case basis to
determine if the Chapter budget can sustain any suggested under-writing.

Thank you to all
event planners and participants for your contributions to our belt-tightening
endeavors.

Leslie R. Fisher
2009 President, San Andreas Chapter
SLA
Greetings All –

The Communications Committee wants to update you on our activities. We are pleased to say that most chapter members who were signed up for the discussion list and the blog have remained on these channels. We have designed a survey to collect your input on these resources which will be distributed next week [this was mailed on the 17th – SK].

The survey consists of five demographic questions and fifteen multiple choice questions. There are additional text boxes associated with select questions as well as a closing Comments section. We believe you will be able to complete this survey in approximately five minutes. But we'll welcome all input should you decide to take your time and respond with detailed comments.

Because it is summer and some folks will be on vacation, we are going to hold the survey open for an extended interval of two weeks.

The committee has also just completed and posted a new policy statement on using chapter communication channels. We're hoping this clarification of best practices for using these resources will encourage increased participation by chapter members. We're referring to the blog and discussion list in the policy. But we're open to using additional channels as you see fit.

We welcome your suggestions. Please participate in the survey. Thank you.

Leslie R.
Fisher
Communications Committee Chair, San Andreas
Chapter SLA
Kassel to Speak at Career Agility Session July 31

July 23, 2009 Categories: Career Development, Chapter Events

Career Agility: The Independent Information Professional
Speaker: Amelia Kassel

Join your SLA colleagues for a breakfast program on Friday July 31, at Exponent in Menlo Park.

Ever considered becoming an information entrepreneur? Want to learn what's involved in setting up your own business? Are you curious about the skill sets needed to become an independent information professional? Want to learn how you market your services, get engagements and get paid (it's not a paycheck)?

Then sign up for our third session of Career Agility! This time we'll be talking about the steps to take if you want to establish yourself as an independent researcher or consultant. Amelia Kassel, independent consultant, teacher and mentor extraordinaire will be our speaker.

Amelia Kassel is President of MarketingBase, specializing in industry, company and competitive and market intelligence research since 1982. Amelia holds a Master's Degree in Library Science from UCLA, and combines expertise in Internet research and fee-based databases with knowledge of business and marketing strategies. She has been a lecturer in the SLIS program at San Jose State, and taught at the University of California Berkeley Extension for 15 years.

Cindy Hill, our moderator, is the founder and president of Hill Information Consulting Group. She was previously Vice President, Information Management Service, with Outsell, Inc., a research and advisory firm focused on the publishing, information, and education industries. Prior to that, she had been the manager of Sun's Digital Libraries and Research Group.

Lee Pharis will be our host at Exponent on July 31. Exponent is located off Marsh Road on the Bay side of 101. A buffet continental breakfast will be served in our meeting room prior to the program. We are starting this one early and plan to end by 10 am, for a minimal impact on your work day.

Agenda:
7:45 – 8:15 a.m. Registration & Continental Breakfast
8:15 – 9:45 a.m. Program
9:45 – 10:00 a.m. Q&A

Cost: $12 for members; $16 for non-members and guests; $8 for student/unemployed members
Location: Exponent — 149 Commonwealth Drive, Menlo Park, CA 94025
Parking: Free parking is available at Exponent.
DEADLINE: Make sure your registration form & check are received by Wednesday, July 29.

Download, print, fill out and send the form with your check to:
SLA Reservations, c/o AiM Library & Information Staffing, P.O. Box 391210, Mountain View, CA 94039-1210

Patricia Parsons
Jean Bedord
Program Directors, San Andreas SLA

Download RegForm July31
San Andreas Chapter – Communications Committee Survey Summer 2009

July 23, 2009 Categories: Chapter News
The survey Leslie referred to in her Update from San Andreas Chapter Communications Committee message is now up and you can access it at:
http://www.surveymonkey.com/s.aspx?sm=9jSE0OZqo6dUKWILPc_2bGZw_3d_3d

We tried to keep it as short as possible while being sure to gather the information needed to communicate better with you, the Chapter membership, going forward. The survey will be open until midnight on August 3. If you have any questions about the survey, don’t hesitate to reach out.

Steven Kaye,
On behalf of the San Andreas Chapter Communications Committee
San Andreas Chapter, SLA – Use Policy for Communication Channels

July 23, 2009 Categories: Chapter News

In order to more effectively utilize Chapter communication channels, the SA Chapter Communication Committee is defining general use policies for the blog and the discussion list. We want to encourage use of these channels but also to manage repetition, timeliness and thoroughness.

The following are guidelines. Please adhere to these generally, but use your best judgment should you believe an exception is called for. The Communication Committee welcomes your input. To contact the committee, please refer to the Chair on the list of Board and Committee members on the blog.

The standard ethics and expectations of good taste that apply to any professional forum apply to use of all SA communication channels.

Blog posts:

The Process
Blog postings are mediated. The blog committee monitors an incoming mailbox for new posts. In general, turn-around time is approximately a week, which covers up to a couple of days between mailbox access, the process of proofing/formatting and posting. Postings received the first half of the week are more likely to post to the blog the same week. Postings may be expedited if direct contact with the blog master is established.

Acceptable Use

- Any item the Chapter will want to archive for historical reference, such as listings of current slate of officers
- Notice of Chapter events (annual meetings, Chapter programs, joint Chapter meetings, neighborhood events, Solo Librarian meetings)
- Reports on Chapter events
- Awards won by Chapter members
- Interviews with Chapter members
- Regular posts from the Chapter president
- Reports on major industry conferences from Chapter members (Internet Librarian, SLA Annual, SLA Leadership)
- Book reviews

Discussion list posts:

The Process
The discussion list is self-driven. For access to the San Andreas Chapter discussion list, please contact the Discussion List Chair found on the list of Board and Committee members on the blog. For directions on how to use the discussion list or an alternate method for subscription, consult the following SLA website: http://www.sla.org/content/community/lists/index.cfm

Acceptable Use

- Professional questions, inquiries or comments that are likely start a discussion thread
- Reminder notices of upcoming events
- Announcements from SLA HQ or the Leadership list
- Upcoming courses, conferences or other professional events not hosted by the Chapter, such as SJSU Colloquia notices (information not pertinent to our archives)
- Events of potential interest but not local to Silicon Valley (information not pertinent to our archives)
- Time-sensitive postings with one week or less advance notice
- Note: job-related posts are NOT acceptable for the discussion list. Please use the jobline if you have a job-related post.

Communications Committee, San Andreas Chapter SLA
17-Jul-2009
“The Book is Digital” is the Topic of August 27th Program

August 19, 2009 Categories: Career Development, Chapter Events
The Computer History Museum will be our venue for a dinner and program on August 27. A panel of librarians and ebook publishers will discuss the potential and the reality of ebooks.

What flavor of ebook is in your future? Ebooks have been "promising" for over ten years, but how significant are they right now in libraries, particularly special libraries? Join us for an update and discussion, moderated by Jean Bedord, author of "Ebooks Hit Critical Mass: Where Do Libraries Fit with Oprah?" in the June issue of Searcher. Helen Josephine will lead off the discussion with an overview of her experience in creating the "bookless" Engineering Library at Stanford’s Terman Engineering Center. Then we'll hear from leading ebook vendors on the trends they see, and the successes of their customers.

The evening will begin with a light meal and social hour, an opportunity to talk one-on-one with our panelists and SLA colleagues. This is also your chance to see a working model of the Babbage Engine, on loan to the Museum and displayed in the lobby. For those who are interested, we are making arrangements for a late afternoon tour at the museum; details will be announced shortly.

We are pleased to acknowledge our sponsors for this event: Morgan & Claypool, Knovel, and CRC Press (Taylor & Francis Group).

AGENDA:
4:00 – 5:00   Tour
5:30 – 6:30   Networking with colleagues and light meal
6:30 – 8:00   Program: Panel discussion
9:00           Museum closes

THE PANEL:  Helen Josephine, Mike Morgan, Denis Kilian, Leslie Lees, and Barbara Wasserman

COST:  $30 for SLA members; $37 for non-members  (Retired/unemployed rate same as members for this event.)  $5 for Tour Only.

DEADLINE for registration:  Friday, August 21

LOCATION:  Computer History Museum, 1401 N. Shoreline Blvd, Mountain View

TRANSPORTATION:
• Caltrain offers a shuttle service from the Mountain View Caltrain station. Further information can be found here:  http://www.caltrain.com/shuttles_sc.html
• VTA connections are possible from the San Antonio Caltrain station. The VTA trip planner is here:  http://www.vta.org/
• If driving, take 101 to the Shoreline exit, near the merge with highway 85. Parking is free at the Museum. Directions with driving time estimates are here:  http://www.computerhistory.org(directions/)

Advance registration is required — see further information on the downloadable registration form here.

— Patricia Parsons & Jean Bedord
Program Directors, San Andreas Chapter
Solo Librarians Meeting on September 10th

August 20, 2009 Categories: Chapter Events, Other Events

Solo Librarians
Meeting on September 10th

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Thursday, September 10th. Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Sonia Dorfman will be hosting the meeting at 6 P.M. on Thursday, September 10th at NeuroPace, 1375 Shorebird Way, Mountain View. The map link is below.

We will have Craig Cruz, Jr. on hand to discuss BayNet (Bay Area Library and Information Network). Founded in 1982, BayNet’s mission is to strengthen connections among all types of libraries in the San Francisco Bay Area. Craig will give us some background on the history of BayNet and discuss its current activities.

Craig Cruz, Jr. is the immediate Past-President of BayNet and a member of the BayNet Executive Board. He is the Manager of the Krames Health Sciences Library at Krames Health & Safety, a provider of patient education information in San Bruno.

You are welcome to bring a snack or dinner to the meeting. There will be soft drinks available. Those who are planning to attend need to contact Sonia Dorfman by September 4th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
San Andreas Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.
August 28, 2009 Categories: Chapter News

We had 58 respondents to the survey (though not everyone answered every question), not bad in terms of typical survey response rates but we're hoping there will be more discussing of the survey findings and comments here and on the mailing list.

The report and charts will be moved to the website and linked to from this blog post, but I wanted to make them available to Chapter members now.

The highlights:

**DEMOGRAPHICS**

- 74% of respondents have been information professionals for over 10 years
- 71% of respondents have been SLA members for over 10 years
- 60% of respondents have been San Andreas Chapter members for over 10 years
- 24% of respondents have been San Andreas Chapter members for less than 5 years
- 75% of respondents are employed either full or part-time

**COMMUNICATIONS**

- Approximately half of respondents are new to the blog
- Approximately a quarter of respondents have subscribed to the blog since its inception
- Approximately a quarter of respondents have subscribed to the discussion list longer than memory serves
- 65% of respondents prefer to receive chapter communications a few times a month
- Respondents generally favor the list to the blog
- LinkedIn is highly utilized among respondents and Facebook is strongly used
- Approximately one-third of respondents use Twitter

Here's a Word document with the findings from the survey.

And here are charts of the responses and comments provided for open-ended questions.

Please comment here or on the mailing list.
Pondering the SLA Name Change

September 1, 2009 Categories: President's Letter
At the past two Leadership
Summits (the winter mini conference) as well as at the last two (or perhaps
three) annual conferences there has been increasing communication about the
alignment initiative, findings of the research, directions and decisions for the
membership. The path forward, we are strongly advised, includes a name
change. Fleishman-Hillard, our consultant, says so. Janice says so. Gloria says so. But perhaps most importantly, corporate America
says so. I.E., Our bosses or prospective bosses, our clients, our business
partners, our colleagues seem to be letting us know that we need to
re-conceptualize our titling.

Heck, as was made abundantly
clear at this year's conference, as has been reiterated on the leadership list
and in various communications to the membership, John Cotton Dana himself, our
association's founder, was not satisfied with the name Special Libraries
Association. Rather he, accepted the title as holding a place. He
also said, "the old type of library must modify itself in accordance with the
new needs which the evolution of knowledge and the growth of print have
created." If we substitute "print" with "resources" we can surely
recognize the evolution he embraced as something that hasn't and won't be
contained. Just as it did at its creation, the association is offering us
another chance to shift.

As our SLA colleague below
says, our name is our brand. Don't we want a brand that attracts attention
and evokes respect. Even if you are satisfied with SLA as a brand, can you
be willing to listen to the market place and understand how the brand is
perceived by our clients and prospective clients -- and do read into that
"employers"?

To me it is time to get past
the question of whether or not to change our name. We already went that
far when we changed the named from Special Libraries Association to SLA. I
just don't think that got us very far. What we need to do now is start the
much harder work of coming up with an alternative name. As our colleague
below implies, there's a scuffle in the making. But we all have the chance
to come out winners if we forge through it and re-form our brand to something
potent and appealing.

Leslie R. Fisher
2009
President, San Andreas Chapter SLA
What does a brand say to you? If I say “Would you like a Hershey’s Kiss?” you know immediately what I’m offering; you might ask for an Almond Joy instead, but again, the language is clear and the brand has meaning.

Can we say the same about The Special Libraries Association dba. SLA? Quite honestly, if I have one more colleague from Hershey say to me “Oh, you’re a member of the Symbionese Liberation Army”; I may just flex my 2nd Amendment right to bear arms! Obviously, I’m joking about the gun, because that would surely get me fired, but as an association, we are experiencing a bit of a brand name crises. Even Special “Libraries” doesn’t describe us, but the space where we work…or the space where we once worked.

So while we are doing the work to ensure that we, Librarians, Information Professionals, Researcher, Analyst or whatever you call yourself, are positioned for the future, it seems like the appropriate time to also evaluate our brand name. A brand is a bit of a package deal…it’s the name and the good or service behind the name. So let’s do the work and have the tough conversations and hopefully when the smoke clears, we’ll emerge as an association with a brand that is strong and meaningful not just to us but to our employers, customers and colleagues!

Over the next few months as the work on the Alignment Project progresses, I’ll be acting as the Alignment Ambassador for FAN. I’ll provide updates as I get them and am open to discussion on the alignment project. I can also take your feedback & comments to the other Alignment Ambassadors and to the Alignment Committee. If you have questions or concerns, please feel free to email me.

Helpful Resources


SLA Alignment Website: [http://www.sla.org/content/SLA/alignment/index.cfm](http://www.sla.org/content/SLA/alignment/index.cfm)

Have a great weekend!

Jennifer

R. Cessna | Lead Information Research Specialist

The Hershey Company

1025 Reese Ave Hershey PA 17033 | p: 717-520-8869 | f: 717-534-5069 | jrcessna@hershey.com
Copyright is Topic of Professional Development Program in Menlo Park, September 22

September 10, 2009 Categories: Career Development, Chapter Events

Join your SLA colleagues for this half-day session that will answer all your questions about copyright. Ms. Dru Zuretti from the Copyright Clearance Center will be the speaker.

**Session Topic:** Copyright or Copywrong?
**Speaker:** Ms. Dru Zuretti, Copyright Education Manager, Copyright Clearance Center
**When:** Tuesday, September 22, 8:00 a.m. – 12 Noon
**Cost:** SLA Member – $85; Non-member or guest – $110; Retired or unemployed SLA member or SLIS student – $65
**Where:** Exponent, 149 Commonwealth Drive, Menlo Park 94025
**Deadline for submitting questions:** Thursday, Sept. 17
**Deadline for registration:** Friday, Sept. 18

What issues will Ms. Zuretti address? That is up to YOU! Our focus is the corporate environment and possibly the academic community, based upon input from our Chapter members and potential attendees. Since a certain amount of anonymity might encourage more and better questions, attendees are invited to submit questions prior to the program. We will compile them, remove personal and company names, then forward the questions to our speaker, who will integrate them into her presentation. Of course she will take questions on the day as well, and has agreed to stay after the session for informal discussion.

Ms. Zuretti is Copyright Education Manager at Copyright Clearance Center (CCC). The CCC does not police copyright, but rather is an information and education resource, partnering with information professionals to find the way through the copyright mire. (A different organization polices copyright.)

Questions have started rolling in, but please send more! Send your questions as you think of them or hold onto them and send them all together, whatever your style. So if you are wondering if your interlibrary loan or document delivery behaviors are appropriate, then ASK!

Send the questions to lpharis@exponent.com, and include the word “COPYWRITE” in the subject line.

And don't forget to register! Print out this form, fill it out and mail it with your check to our Registrar, to arrive by Friday September 18. Make your check payable to “San Andreas Chapter of SLA.”

Please join us in thanking Information Express, whose contribution has helped make this program possible.

Lee Pharis
Chair, Professional Development Committee
SLA San Andreas Chapter
Greetings San Andreas Chapter members – Governance for the Association runs in tandem with the calendar year. New officers take seat on January 1st. It is time now to elect our new officers for 2010.

Please take a moment to vote using the very convenient online voting option explained and accessible at the following URL. http://www.sla.org/content/SLA/governance/2010bodelect/evote.cfm

This year we vote for a new President Elect, a Treasurer and both of the Chapter and Division Cabinet Chairs. You have access to bios as well as recorded videos of the candidates at the above noted page.

Please participate in this election as we align in '09. Make your choice and be a voice.

Leslie R. Fisher
2009
President, San Andreas Chapter SLA

Associate Manager, Records & Information Management
Gilead Sciences
Foster City, CA
650-522-4299
October 7 SLA Program: Corporate Anthropologists Speak Up

September 20, 2009 Categories: Chapter Events
Join us for the next Chapter dinner program — at Intel, 6:00 – 8:30 p.m. on October 7th.

Businesses and other organizations are increasingly hiring anthropologists and other ethnographically-oriented social scientists as employees, consultants, and advisors. What projects are they involved in and who are their internal champions? Are they involved with development of products and services for external customers? Do they work on internal deployment? What do they research, how, and what can they tell us about external customers as well as our corporate culture and perhaps our own internal customers?

Our speakers will be Melissa Cefkin and Alexandra Zafiroglu. Cefkin is a business and design anthropologist in the Service Practices group at IBM's Almaden Research Center. She has a PhD in anthropology from Rice University. Zafiroglu is a senior researcher with Domestic Designs and Technologies Research at Intel Corporation. Her PhD in cultural anthropology is from Brown University. Lisa Sammon, SLA member and professional in the Intel Library Research Group, will moderate the discussion.

The evening will begin with a light meal and social hour — an opportunity to chat with SLA colleagues, our host Lisa Sammon, and the evening's speakers.

We are grateful to the Intel Library Research Group for hosting and partially underwriting this program.

AGENDA:
6:00 – 7:00  Check-in, Meal & Social Hour
7:00 – 8:30  Program

SPEAKERS:   Melissa Cefkin, IBM; Alexandra Zafiroglu, Intel

COST:   $20 SLA Member; $25 Non-member or guest;  $10 Retired or unemployed SLA member, SLIS student

DEADLINE for registration:  Friday, October 2

LOCATION:  Intel Corporation, Bldg SC12, 3600 Juliette Lane, Santa Clara, CA 95054-1540

Advance registration is required — see further information on the downloadable registration form.

— Patricia Parsons & Jean Bedord
Program Directors, San Andreas Chapter
COPYRIGHT? COPYMAYBE: Professional Development Program Held September 22

October 6, 2009 Categories: Chapter Events

“The Congress shall have power … to promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries.” — Article I, Section 8, Constitution of the United States.

According to a recent Outsell survey of the corporate world, employees spend over five hours per week using content covered by copyright, and over 80% of workers share copyrighted content with their colleagues at least once a week. But are they confident that their usage is compliant with U.S. copyright law? Well, no.

On Tuesday, September 22, Lee Pharis hosted a half-day professional development program, Copyright or Copywrong? at Exponent in Menlo Park. Pharis, Chair of the San Andreas Chapter PD Committee, organized the event, which featured a speaker from the Copyright Clearance Center. The 20 attendees gathered at 8 a.m. for a continental breakfast, and after thanking Information Express for its sponsorship, the session began. Ample study materials were provided, including a copy of the Constitution of the United States of America!

Dru Zuretti, Education Manager at the CCC, began with a quick overview of the types of "respective writings and discoveries" — trademarks, patents, trade secrets and copyright. Intellectual Property protected by copyright includes: written works, music, drama, pantomine/dance, images, films, sound recordings, architecture (including the building and blueprints), software, and sculpture. The legal terminology — author, work, copyright owner, orphan works, etc. — is key to understanding copyright, so Zuretti carefully defined each. Then she dug right to the heart of copyright as it pertains to the corporate environment. She talked about "fair use," and made the point that it is more a defense to a claim of copyright infringement than an exception to copyright compliance.

Zuretti described the bundle of exclusive rights of the copyright owner — rights that can be retained or transferred together or separately, complicating the situation with any work. She talked about the limitations placed on these rights, in favor of certain categories of libraries and archives, in Section 108 of the Copyright Act.

Questions from potential attendees were compiled and sent to the speaker earlier in September. In the latter part of this session, Zuretti covered remaining questions from those compiled. There was time for additional questions from the audience, as well.

If you missed this professional development session, but would like to know more about copyright, you may go to the CCC's website, http://www.copyright.com/. Under the "Copyright Central" menu, look for the "Basics" page, and you will find lots of very useful content, including links to international agreements as well as the U. S. Copyright Act.

Are you confident that you have sufficient knowledge of copyright? You still might want to give yourself a quick review by watching the CCC's brief "Copyright Basics" video. at: http://216.183.190.29/ .

If you'd like to give us feedback about this program, please fill out our brief SurveyMonkey form. If you'd like to give us suggestions for future Chapter professional development programs — specific topics or your preferred format — please take this survey!

Patricia Parsons & Lee Pharis
EBOOKS: A Lively Conversation Between Librarians and Ebook Vendors at the CHM


Additional buying models, different publishing models and the value that tools and special features add to content were some of the topics on August 27, when the San Andreas Chapter convened a panel of ebook publishers and aggregators.

"The Book is Digital" attracted over 50 people for a buffet meal and evening program. The "no Powerpoint" panel discussion was led by Jean Bedord, incoming Program Director for the San Andreas Chapter of SLA. She noted that her San Jose State University library school students still prefer the print form of books, even though they are enrolled in a distance education program with primarily digital materials.

The Library...

The discussion began with our own Helen Josephine, Head Librarian at the Engineering Library of the Terman Engineering Center at Stanford, talking about implementation of a "bookless" engineering library. The initiative is driven by the university president's mandate to increase access to information 24 x 7, while reducing physical items consuming scarce campus space. University funding and availability of ebooks in the science and engineering disciplines are key to her success, as well as Stanford's very successful migration to ejournals. Helen shared survey results which showed that while 49% of students and faculty preferred print books, 81% of students using the online course management system preferred electronic access, and 75% preferred reading articles and books online, rather than printing them out. This is the future for students, faculty and employees.

Helen noted that buying ebooks requires the involvement of lawyers, unlike traditional book buying. Each agreement has different terms and conditions, some based on the vendor's business model and other terms dictated by traditional print publishers whose content is being aggregated into the ebook service. Ebooks also require changes in workflow for acquisitions and cataloging. Findability is a major issue, so ebooks must be included in the main catalog, yet function using links to a vendor's external site.

The Ebook Vendors...

Managing multiple ebook vendors is one of Helen's ongoing challenges, with different content and interfaces for each vendor. Users may prefer one interface over another, so the library may duplicate content across platforms. Stanford's vendors included all of the speakers on the panel, in addition to other . . .

major publishers such as Wiley and Elsevier. Each vendor was invited to briefly describe their positioning:

* ebrary, represented by Leslie Lees, VP of Strategic Market Development, is a more traditional ebook aggregator of PDF books, which cover a broad range of disciplines including the humanities and social sciences. They face the challenge of obtaining legacy books, and PDF is the most workable format to turn traditional print books into digital form.

* Knovel, represented by Barbara Wassermann, EVP, is a productivity tool that builds on a collection of aggregated electronic books from science and engineering disciplines. The Knovel process essentially chunks up the content, significantly improving the findability of individual pieces of content and providing better answers.

* Safari Books Online, represented by Dennis Kilian, SVP Business Development, is positioned as a distributor of digital books to the tech market. Their agreements with the parent company, O'Reilly, plus Pearson, Wiley and Microsoft cover 92% of the computer market, so their digital library is quite complete. Their content includes not just electronic versions of print books available through the usual book channels, but also multimedia and code, plus quickly published Rough Cuts content.

* Morgan & Claypool, represented by Michael Morgan, President & CEO, is the "publisher of the future," with "born digital" books — originally called lectures to distance the format from ebooks per se. They recruit authors for specific subject areas, and create content that fits the subject, which can be as short
as 50 pages, and include multimedia or Javascript code. Print on demand is part of their business model, but a small percentage of their revenue. Their publishing model is extremely flexible, allowing continuous updating. This, however, poses additional challenges in cataloging editions and maintaining references, basics of library science.

What's Happening?

Responding to audience questions, the conversation covered many aspects. The ebook landscape has changed dramatically in the last 6 to 12 months. The economic downturn has had a negative impact on library funding. All the vendors are focused on making buying easier for librarians, introducing more flexible buying models and improving workflow capabilities. Licensing models have expanded: subscription, perpetual access, archiving, deep archiving, limited seats, unlimited use in course management, print selective, print all, sharing content on campus with international partners. Increasingly, electronic products are being used to replace print products following the ejournal models, with access across time zones and distance, and providing additional capabilities.

Technically, many of the library wish list capabilities are now available. Interfaces are more user-friendly. Embedded video is part of some products, as is improved internal linking. Downloadability and print on demand is available, though these do not have the richness of the online environment.

Some issues are inherent. Each vendor has their own interface, tuned to their market, but it’s the same old challenge of learning a different system. Rights remain problematic, with no good answers for digital rights management. Aggregators still have to convince conservative print publishers that electronic access won’t cannibalize print revenue, their mainstay.

So what is the future of the "book"? As publishers, Morgan & Claypool and Safari Books Online are looking at ways to facilitate conversations about topics, starting with the author, but ultimately the community, to keep the knowledge up-to-date. But how do these conversations fit into libraries? Librarians and library science? Stay tuned.

The Computer History Museum...

In addition to dinner and the ebooks discussion, earlybirds were treated to a tour of the Computer History Museum, which included a unique look behind the scenes at the work areas of the Museum’s archivist team. As people arrived, we had time for a look at the magnificent Difference Engine No. 2 designed by Charles Babbage, and finally built 153 years later by researchers at the Science Museum in London. It is an important piece of computing history and an idea referenced often in science fiction — now made real. Through the generosity of Nathan Myhrvold, this full scale, 5 ton computing machine is on display in the Museum lobby through the end of 2009.

Paula Jabloner, Director of Collections, was our guide for the "backstage" portion of the tour. She walked us through the path taken by an artifact coming into the Museum. Then she and her team got out the white gloves and showed us some of the pieces in the archives: a rare vinyl recording of IBM songs; the Leisure Suit Larry software; an ad for the Computer Space video
arcade game featuring (inexplicably) a woman wearing a nightgown; a very small reference book from Gordon Bell’s rare book collection. These artifacts and all the Museum’s content — hardware, photographs, moving images, software, marketing materials and other ephemera, and documents are indexed in the catalog, which is available to the public from the CHM website.

Jim Somers, Manager of the CHM volunteer program, took the SLAers on part two of their tour, a whirlwind visit to the Visible Storage exhibit. This large space is divided into several chronological groupings that feature over 600 machines and artifacts. Jim gave an introduction to the collection, pointing out the selection of vintage PCs, the DEC PDP-1 (restored to working order!), the sprawling IBM System/360, and the one-of-a-kind Kitchen Computer offered for sale in the 1969 Neiman Marcus catalog. The collection also includes abacuses, a Hollerith punch card machine, World War II era machines as well as arcade games and even robots. For many of us, it’s a trip down memory lane, and well worth a follow-up visit for a self- or docent-led tour.

Whether or not you joined us on August 27, consider visiting this Silicon Valley treasure on your own. Admission to the Computer History Museum is free. For details about hours, location, and exhibits, check their website here. Thanks very much to Paula, Jim and the entire CHM staff for making us feel welcome!

One last time, thanks to our sponsors for this event: Morgan & Claypool, Knovel, and CRC Press (Taylor & Francis Group).

If you are interested in following up with vendors on the panel, you may contact Debbie Hodges dhodges AT knovel DOT com, Michael Jones jones AT morganclaypool DOT com, or Paige Mazzoni pmazzoni AT safaribooksonline DOT com, Leslie Lees leslie AT ebrary DOT com.

— Jean Bedord & Patricia Parsons
Program Directors, San Andreas Chapter
Corporate Anthropologists Spoke Up at SLA Program October 7

October 15, 2009 Categories: Chapter Events Tags: Alexandra Zafiroglu, Anthropology, Corporate Ethnography, IBM Almaden Research Center, Intel Corporation, Lisa Sammon, Melissa Cefkin, San Andreas Chapter

People scientists, not software or hardware scientists, are in the forefront of research for today's high tech products and services. Corporate anthropologists, Melissa Cefkin, IBM Almaden Research Center, and Alexandra Zafiroglu, Intel Corporation, provided an overview of corporate ethnography and shared some recent projects with attendees at the San Andreas Chapter dinner program on October 7.

IBM is in the Services Business…

Melissa studies workplaces in the corporate world for her IBM internal and external clients. As a scientist who studies “services” in a research division of IBM, she observes corporate culture using anthropology field work techniques such as observation and interviews. Anthropologists in the business world focus on the collective group and the mundane to look for connections. After observation and analysis, they build an explanatory model to use in finding opportunities for new services or process design.

Melissa described a project at IBM that studied and analyzed a mobility group in the Philippines. This group manages corporate relocation services for IBM employees moving to or from an Asian country. She used the model that was developed to explain the role of an individual in relation to the social aspects of the work group. One of her challenges has been to educate academic anthropologists about anthropology in the corporate setting. She has edited a book, *Ethnography and the Corporate Encounter: Reflections on Research in and of Corporations*. One of the attendees won a copy of this book in a drawing at the end of the meeting.

Adoption of Technical Products Involves Social Norms…

Alexandra is an ethnographic researcher and member of the User Experience Team of the Intel Digital Home Group. She focuses on “why” people do what they do, not just “what” they do. Similar to Melissa, she learns from experience, using techniques such as home interviews and participatory design, to make sense of it all. Alexandra described projects that she has worked on that touch on libraries: managing collections, collecting and curating content behavior, and private vs. public spaces in libraries. Her examples included an Indian cell phone and video game vendor, a Japanese curator of print and digital content for personal use, comic book borrowing by Chinese and Korean children, and users feeling “at-home” in the Reed College Library (Portland, OR).

Librarians as Social Scientists…

So, attendees heard two very different examples of anthropologists working in corporations — a fascinating evening. Librarians also study the communities with whom they work, and think endlessly about how people use and access information — the context, the cultural biases, the social norms, and also the possibilities. We are somewhat embedded with our subjects, but have some distance to observe and interview and draw conclusions about how to help. Amateur anthropologists? What do you think? Food for thought.

Thanks to our host Lisa Sammon for making the local arrangements and moderating the session. She is with the Intel Library Research Group, who underwrote this program. San Andreas Chapter appreciates Intel’s support!

— Donna Kleiner & Jean Bedord
Solo Librarians Will Discuss IL2009 at November Meeting

October 16, 2009 Categories: Chapter Events, Conferences 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
November 2, 2009 Categories: Career Development, Chapter Events

The University Room at San Jose State will be the venue for our next Chapter evening program. Our speaker, Christine Connors, will discuss “Evolution of Controlled Vocabularies: Better Content, New Career Opportunities.”

New technologies and data modeling methods are providing exciting new means for managing data in our organizations. Companies large and small, arts and cultural heritage organizations, academic institutions and governments are all embarking on projects to improve the transmission, clarity and often transparency of the data they curate. What are these technologies? Where can these methods be learned? What new career opportunities are there for info pros? Join us as we explore the possibilities.

Christine Connors has extensive experience in taxonomy, ontology and metadata design and development. Prior to forming TriviumRLG, an information management consulting firm, Ms. Connors was the global director, semantic technology solutions for Dow Jones, responsible for partnering with business champions across Dow Jones to improve digital asset management and delivery. In that position, she managed a worldwide team responsible for the development of taxonomies, ontologies and metadata that are used to add value to Dow Jones news and financial information products. She also served as business champion for the Synaptica® software application.

The wonderful University Room is located in the Cafeteria Building which is in the middle of SJSU campus, roughly at 7th Street. The evening will begin at 6 p.m. with a light meal and social hour — an opportunity to chat with SLA colleagues, and thank rep George Plosker and his employer IEEE for generous support of our Chapter programs this year. Ms. Connors will begin her presentation at 7 p.m.

The cost for this program is $25 for SLA members ($15 for our members who are retired or between jobs). The San Andreas Chapter welcomes those who are not SLA members to this event for $35 and SLIS students for $15.

The last day to register for this program is November 12. Please register online.

PARKING at SJSU. Visitor parking is available on the upper floors in the South Garage (entrance on 7th Street). Cost is $1 for 30 minutes; after 5:30 a flat rate ($5) is available. There are two automated pay stations on each floor that accept coins, bills ($1, $5, $10), Visa or Master Cards. Estimate the time you’ll need, purchase a ticket and place it on your dashboard. Click here for a map.

NEW REGISTRATION PROCESS. To simplify matters for your Chapter program and hospitality teams, we are asking all attendees to register online. The online form here gathers the usual information — your name, contact information and payment category. After completing the form, you will need to send a check to the Registrar. She will send a confirmation email when she receives your check, which is due by noon on November 16. As usual, make the check payable to “San Andreas Chapter of SLA” and send it to:

SLA Reservations

c/o AIM Library & Information Staffing

P.O. Box 391210

Mountain View, CA  94039-1210

We’re looking forward to seeing you in San Jose on November 18th! And thank you IEEE for being a sponsor of this event!

— Patricia Parsons & Jean Bedord

Chapter Program Directors
Greetings All – I would like to invite each of you to consider joining the stellar Leadership Circle of the San Andreas Chapter, SLA. We have several positions coming open in 2010. I will share a bit about the positions and invite you to reach out to one of the members of the Leadership Circle to answer any questions and discuss interest you may have in serving.

Open Board Positions:

**President-Elect** – The primary responsibilities of the P-Elect are to observe the workings of the Leadership, the President especially of course, and to monitor and encourage membership.

This is the first of a three year term. Year two is, of course, that of President. The President oversees the general operations of the Chapter, ensures that Chapter duties to the Association are fulfilled, presides over business meetings, and represents the Chapter at the Leadership Summit and the Annual Conference. It is a very exciting year. The President is enabled to bring vision to the Chapter. The rest of the Leadership are available as consultants and facilitators. The President has the resources of all the Leadership to fulfill their duties. In my experience it is a joy to witness and participate in the collective accomplishments of this group.

The third year of service is that of Past-President. The Past-P is responsible for the Governance and the Awards committees, and for providing general "corporate memory" to the Leadership. Governance requires little activity unless there are changes to be made in the governing structure of the Chapter or requested by the Association. The Awards task is executed near the end of the year and requires calling for nominations and deliberating with a committee on the submissions. The Past-P also has responsibility for procuring the Awards and conferring them.

**Secretary** – The prime responsibility of the Secretary is to take meeting minutes at the Board and Leadership meetings. These minutes are drafted, routed to the Leadership for approval, and final Minutes are posted to the chapter's web archive through the webmaster. This is a two year post.

**Incoming Program Director** – The in-coming Program Director partners with the second year Program Director to learn the ropes. Historically the Chapter has held from 5-7 programs per year. The function of the Directors is to plan, schedule and execute programming for the Chapter. Typically, the Directors define program topics of interest, source a speaker, schedule the event, introduce and act as hosts to the speaker, and formally thank the speaker. The Directors work closely with the Hospitality Committee. (Hospitality typically arranges for a venue and food, collects registration and prepares badges and greets attendees.) This is a two year post as the in-coming role matures to the lead Director role.

Open Chair Positions:

**Nominations Committee** – The Nominations Committee convenes for perhaps 2 to 4 meetings late in the Chapter year. Its purpose is to nominate a slate of candidates for the coming Chapter year.

**Professional Development Committee** – The Professional Development Committee typically produces one key event per year. The purpose is to provide a learning experience for Chapter members. Unlike programming, which is generally informational, take-aways from a professional development event should include new or significantly enhanced skills, resources for enhancing job performance and/or for pursuing additional learning, and enthusiasm to take back to the workplace. Professional Development programs can be live or broadcast and may run for two hours or a half-day.

**Public Relations** – Public Relations is a new role in the Chapter. Its purpose is to promote the profession to our local communities via announcements about member activities and accomplishments.

These and numerous other committees also have non-chair positions, in case you would like to get your feet wet in Chapter leadership without actually holding a chair. Remember, the Chapter is yours and you can and ought to bring your influence to bear on what we are doing and where we are heading. Please take a moment to look at your chapter and ponder what new direction you would like to see for SA Chapter.

For a list of all Board and Committee positions, along with contacts to the current Leadership, please follow this link. [http://san-andreas-sla.org /board.html](http://san-andreas-sla.org/board.html)

Leslie R. Fisher
2009 President, San Andreas Chapter SLA
Leslie DOT Fisher AT Gilead DOT com
“The Hollywood Librarian” Returns
November 12

November 4, 2009 Categories: Chapter Events
Back by popular demand… we will screen The Hollywood Librarian, hosted by our colleagues at SRI International in Menlo Park. Did you miss the San Andreas Chapter’s movie party in July? Then consider joining us for a movie and a meal next week. Thanks to Roger Sherman for agreeing to be our host!

"Ann Seidl's The Hollywood Librarian is an engaging, often humorous look at the disparity between the simplistic depictions of bun-wearing, finger-shushing, spinster librarians served up in Hollywood feature films and the far more complex reality of today’s savvy information navigators—of both genders, with or without tattoos and/or piercings." — Randy Pitman, Video Librarian Magazine

The sign-up for this event is informal, but SRI Security folks require advance "registration." More information and the instructions for signing up are here.

For this meeting, we plan to order Chinese food from Su Hong and divide the cost of the meal among attendees. The meal is optional, but please let us know by November 10 so we can order the right amount of food.

**What:** Dinner and a Movie: The Hollywood Librarian
**When:** November 12th @ 5:30 p.m.
**Where [Updated]:** SRI International, 333 Ravenswood Avenue, Menlo Park
**Menu:** Chinese food from Su Hong
**Parking:** Parking is free at SRI

**Deadline for sign-up:** C.O.B. November 10

"What this movie is really about is the survival of civilization" — Racine Journal Times

See you on November 12th!

Patricia Parsons
Program Director
San Andreas Chapter of SLA
San Andreas Holiday Party and Annual Business Meeting

November 11, 2009 Categories: Chapter Events, President's Letter

Tuesday, December 8, 2009

Why not mix a little business with our pleasure! The December 8th meeting will be mostly fun and celebratory. In fact, most of the business will be a celebration too. A key element of the annual business meeting is acknowledging accomplishments and performers. We'll be awarding the Mark Baer Award and the Lucy Steelman Award, as well as various others. Please be there to add to the applause.

And maybe you deserve something too. Been naughty? Been nice? It’s up to you to decide. But if you’ve been very, very good, perhaps you will want to buy yourself a little tidbit for your jewelry box. My favorite jeweler, Adina Magill, will be showing her wares during the networking portion of the evening. So you can get a little Holiday shopping taken care of too! It’s a pleasure doing business with Adina.

Our speaker will be Roy Tennant. Roy Tennant is a Senior Program Officer for OCLC Research. He is the owner of Web4Lib and XML4Lib electronic discussion lists, and the creator and editor of Current Cites, a current awareness newsletter published every month since 1990. His books include Technology in Libraries: Essays in Honor of Anne Grodzins Lipow (2008), Managing the Digital Library (2004), XML in Libraries (2002), Practical HTML: A Self-Paced Tutorial (1996), and Crossing the Internet Threshold: An Instructional Handbook (1993). Roy also wrote a monthly column on digital libraries for Library Journal for a decade and has written numerous articles in other professional journals. In 2003, he received the American Library Association's LITA/Library Hi Tech Award for Excellence in Communication for Continuing Education. Yes, Roy is a genius. But this won’t be dry. He is also funny and fun.

NEW: To streamline and semi-automate registration, we are directing attendees to register online. After completing the online form, please send a check to the Registrar. See below for the steps for registration.

Event: San Andreas Chapter Holiday Party and Annual Business Meeting
Speaker topic: Digital Libraries and Web 2.0
Speaker: Roy Tennant
Where: Macarthur Park Restaurant, Palo Alto
When: Tuesday, December 8, 5:30 – 8:30 p.m.
Cost: SLA Member – $25 ; Non-member or guest – $35 ; Retired or unemployed SLA member or SLIS student – $15

NEW: REGISTRATION STEPS
1. Check the calendar, making sure the date is not past the November 30th deadline.
2. Go to SurveyMonkey and register for this event.
3. Write a check for the appropriate amount, payable to “San Andreas Chapter of SLA.”
4. Put the check in an envelope, stamp and mail it to:
   SLA Reservations
   c/o AIM Library & Information Staffing
   P.O. Box 391210
   Mountain View, CA 94039-1210

   5. When the Registrar receives your check, she will send you a confirmation email.

Thanks to IEEE for sponsoring this San Andreas Chapter event!

— Leslie Fisher, San Andreas Chapter President for 2009
Book Review – Facebook Era

November 25, 2009 Categories: Book Reviews

Clara Shih has done an excellent job of describing and documenting how social networking sites, such as Facebook and Twitter, are ushering in a new era. Facebook Era, her new book, clearly documents and describes how these networks have influenced business relationships and cultures and even altered workplace environments. Shih offers some realistic insights and practical suggestions as to what companies might do to strategically and tactically survive and possibly thrive in these dynamic environments.

This book is divided into three major sections: "Part I: Brief History of Social Media," "Part II: Transforming the Way We Do Business," and "Part III: Your Step-by-Step Guide to Using Facebook for Business." Especially as knowledgeable information professionals, this approximately 200-paged book should be on your must read list.

In Part I Shih provides the reader with a good foundation for understanding today’s technical and social forces of change. The author not only identifies what has changed, but also how these changes have provided the foundation for current business environments. Some may remember when data was submitted to mainframe computers in the form of paper punched cards, through online terminals, or from stand-alone computers or PCs. If we look at these technologies historically, we can all appreciate how the end-user practice has been shaped with new technology. This author encourages readers to reflect on how these technological changes were introduced and implemented. She then explores how work environments have been influenced or affected by various online networking technologies. This big picture overview helps readers both to better understand and to appreciate the online social networking revolution and its related impacts. With this backdrop readers can appreciate that these changes have not only empowered users, but also how they have greatly transformed how we do business.

Part II provides a foundation and a logical transition to Part II, entitled "Transforming the Way We Do Business," which begins with Chapter Four, "Social Sales." The topics covered in this chapter focus on transformations, i.e. sales cycles, multiple network structures and the introduction of Customer Relationship Marketing (CRM). Some want to call CRM the first social network. Shih examines how a Silicon Valley start-up harnessed three key collective networks of employees from MySpace, Facebook and LinkedIn that have helped to develop source leads and build personal relationships. Chapter Five, entitled "Social Network Marketing," focuses on new marketing techniques which were potentially made possible through the use of online social networks. Among the techniques discussed are hyper-targeting, conducting rapid testing, and capturing passive interest indicators. It features two case studies, one from Victoria's Secret and a second from BonoBoos, a startup. These studies suggested that both large and small businesses can achieve market success though the use of Facebook and other social networking tools. Chapter Six, entitled "Social Innovation," describes how the stages of innovation from generating concepts, prototyping, and commercial implementation, to continual iteration became more effective and efficient with online social networking. It provides current examples of how organizations are working with customers to improve both their products and their customer experience.

Chapter Seven, "Social Recruiting," demonstrates how recruiting tasks can be enhanced, and provides examples of how to use Facebook and LinkedIn to find potential candidates or to keep in touch with current candidates. Also, anyone looking for new opportunities may find many useful ideas and suggestions within this chapter. There is an interesting section, especially written for managers and/or human resources staff, entitled "How to Protect Against Employee Poaching."

Part III, "Your Step-by-Step Guide to Using Facebook for Business," (Chapters 8-12) focuses on how to implement ideas. Chapter Eight, "Engage your Customers," begins with a strong recommendation to first identify key business objectives, then to establish a sound strategy for applying these objectives. With this as a foundation, the organization should be in a much better position to identify their "key to success" milestones. She strongly encourages companies to listen to what customers are saying about their brands through the use of Twitter and Facebook. Shih further suggests using appropriate social networking sites to find unsanctioned communities and/or potential customer audiences in order to reach, define, and establish your presence.

Chapter Nine, "Get Your Message Across," provides a set of step-by-step instructions on how to tactfully execute on social networks. As in Chapter Five, this author does an excellent job of describing marketing techniques as well as providing examples from successful firms, i.e., Wendy's, Green Works and other sources. Chapter Ten, "Build and Manage Your Relationships" includes useful information on how to set up and interact with a Facebook account. It includes useful tips for creating effective profiles, establishing connections, organizing contracts, and even managing different identities across both personal and professional contracts. In this chapter the author offers her thoughts on what to consider when working with a friend. She also includes some basic tips on business etiquette. Shih strongly encourages the reader to think about how readers might use offline as well as online networks. Suggestions related to the sometimes sensitive topic of introductions are also included. Keep in mind that even though most examples from this book are based on Facebook, they can be easily applied to other social networking services.

Chapter Eleven, "Corporate Governance & Strategy," is another extremely useful chapter. It encourages the reader to think about what they have learned from the previous sections and challenges them to think about how best to apply these ideas in their individual environments. It points out some of the key risks to consider. Shih highlights privacy procedures and policy issues around intellectual property and confidentiality. She emphasizes that these important issues must be considered from both pro and con perspectives. This goes beyond choosing the right network model, identifying key risk areas, and partnering with the best legal, information technology and public relations support. The author here speaks
to the challenges, obstacles, and realities of implementing social networking technologies in a corporate setting. This chapter specifically encourages businesses to consider the risks around privacy, security, intellectual property, confidentiality, and brand misrepresentation and the importance of partnering closely with legal and IT departments to decrease these risks. Chapter Twelve, "The Future of Social Business," suggests that the current development level of online social networking has many parallels to where we were in the late 80s in terms of Internet enhancements. Though there are plenty of unknowns, such as which vendors and business models will prevail, some trends are already taking shape. For example, we are seeing flatter organizations, stronger offline communities, more participation by small businesses in greater collaboration across organizations, and tighter integration with mobile devices. Despite the uncertainty, companies need to start thinking now about how this revolution will affect their business so that they can take the necessary steps to thrive in the "Facebook Era."

In summary, this book offers readers an overview of players, services, and support along with an interesting and selective representation of selective rankings based on Web traffic data. Readers may even want to start with an examination of the snapshot of top sites prior to reading this very informative volume. Facebook Era was written by a knowledgeable practitioner who has much to offer the reader, including interesting perspectives of online social networks, how to reach new audiences, build better products, and perhaps to enhance sales in this fast moving world. Consider listening in on, and perhaps joining, the conversations at www.thefacebookera.com or other sources. One thing this book strongly implies is that the business and professional world today is all about connections, innovations, and collaborations.

This review was submitted by Karen Takle Quinn. You can contact her at ktqATsbcglobalDOTnet.
Evolution of Controlled Vocabularies

November 30, 2009 Categories: Career Development, Chapter Events
Christine Connors, principal of TriviumRLG consulting firm, traced the evolution of controlled vocabularies in a challenging presentation at San Jose State University on November 18.

She began by polling the audience to find who were currently engaged in vocabulary work (a few) and who were interested in new career opportunities (quite a few). The current activities involved in building increasingly complex and powerful data architectures, she maintained, present exciting opportunities for those with an interest in organizing knowledge. All levels of vocabulary-based tools for improving content are available on the Semantic Web.

She took us through the continuum of ways of controlling vocabulary from the loosest to the most powerful and complex. Tag clouds or folksonomies where textual keywords are identified represent the lowest level of control and precision. Lists introduce control by featuring a single term for a concept. A synonym ring, which may be explicit or behind the scenes, improves recall by allowing synonyms to enhance the search. In a taxonomy the concepts are related in broader term/narrower term hierarchies. A thesaurus incorporates scope notes, see also or associative relationships, synonym control, as well as hierarchies. Finally, the most complex of all controlled architectures, the ontology introduces an array of custom relationships and a richness of links, data, and networks.

While the number of datasets and ontologies available on the Open Web is vast, Christine introduced a few of the many comprehensive resources available today: OpenCyc, a very large ontology based on the Cyc Knowledge Base; DBPedia, a set based on data within Wikipedia, useful but with the usual cautions; and UMBEL, a self-described lightweight ontology that relates Web content to a standard set of subject concepts. A diagram where circles represented Open Web ontologies that have been shared in recent years effectively demonstrated the explosion of what is out on the Semantic Web.

As the evolution of ontological systems continues, Christine made the point that those interested in better content are making contributions from a variety of disciplines and backgrounds — from linguists, to cognitive scientists, to developers, to legal specialists.

Certainly the competencies of librarians in their abilities to organize, analyze, synthesize, and advocate for information sharing are playing a key role as the technology develops. She encouraged librarians interested in these growth areas to be flexible in their job search since the opportunities are found under a range of labels: data architect, information scientist, taxonomist, front-end engineer, knowledge manager, and others. Librarian/ontologists can help shape the new direction of Web search and improved knowledge sharing for all.

— Margot Diltz
margot DOT diltz AT cengage DOT com

Over 40 people attended this Chapter dinner program on November 18. If you'd like to comment on this event or Chapter programs generally, you'll find an evaluation form here.
Payment for <<<<Event Name and Date>>>>

To pay by check:
Make check payable to “San Andreas Chapter, SLA”
Send check to:
SLA Reservations
c/o AIM Library & Information Staffing
P.O. Box 391210
Mountain View, CA 94039-1210

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Program fee
SLA Member $26.50

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Payment for Program on Wednesday, January 12, 2011

Pecha Kucha Leadership for Information Pros / Recognition at MacArthur Park, Palo Alto

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Send check to:
SLA Reservations
c/o AIM Library & Information Staffing
P.O. Box 391210
Mountain View, CA 94039-1210

Registration deadline, THURSDAY, January 6, 2011

Payment deadline, MONDAY, January 10, 2011

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SLA Member $26.50

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Dudley Knox Library — Academic and Serving a Very Special Clientele

December 15, 2009 Categories: Chapter Events

The Naval Postgraduate School in Monterey was the venue for the San Andreas Chapter tour on October 25. The tour of the Dudley Knox Library was hosted by Greta Marlatt. Event organizer Lee Pharis provided coffee and refreshments, which we enjoyed while we waited for all our number to arrive.

The campus houses about 1400 students at any one time, but the Dudley Knox Library serves many more who are stationed elsewhere or involved in a distance learning program. Students come from all over the world, and can be from almost any branch of government service.

The current building, the first permanent home for the Library, was constructed in 1974. An extension was added in 1994, and last year the library underwent a partial refresh under the watchful eye of University Librarian Eleanor Uhlinger.

After a presentation about the School and the Library, Marlatt conducted the tour, with about 18 of us in tow. We are grateful to her for generously spending over two hours with us and answering all our questions.

The tour included a look at the large map collection, quiet study areas, computers for conducting research, and workstations dedicated to accessing the online catalog. Along with a reasonable number of microform readers and printers (older technology), the DKL offers several group study spaces with state-of-the-art technology called "collaboratories." The newly remodeled reference area features a counter and desks that adjust for librarian preferences and customer needs. This is within sight of the circulation desk where staff welcome students and visitors to this hard-working library.

The Library offers a full menu of resources — book collection, paper journals and access to many commercial databases. The Dudley Knox Library is a federal depository library for government publications. As such, the Library is open to the public, subject to the School's access policies including a 48 hour embargo and the requisite identification documents.

The thesis collection dates from the 1940s forward, and is a jewel of this library. Most but not all theses are available for public release (i.e. not classified). Slowly the collection is being digitized, and of course all theses are cataloged and findable via the online catalog, which can be accessed at DKL's website.

The Dudley Knox Library is constantly developing and testing new services and new versions of traditional academic library services. "Ask a Librarian" is an extension of the reference and readers advisory service, and utilizes chat technology. If you're a fan of social media, you might want to follow the DKL on Twitter; look for KnoxSquawkBox. Video technology is catching on as a tool for training their customers and each other.

The Library's staff of about 30 support the graduate programs that cover business, most engineering disciplines, and national security affairs. The staff are all civilians, and most permanent staff have security clearances. Knowledge of military uniforms and rank is valuable for the staff; if they don't have it when they arrive, they develop the knowledge quite quickly!

SLA is not the only organization celebrating 100 years in 2009. Established in 1909, the school became the Postgraduate Department of the Naval Academy in 1912, and moved to Monterey in 1951. The school occupies the site of the historic Hotel Del Monte, which was built in 1880 by railroad pioneer Charles Crocker. The main Hotel building still stands; it's called Hermann Hall and it houses the administrative offices of the School.

The Dudley Knox Library was named Federal Library of the Year in 2004.

For more information about the library, visit the website. Information about history, collections and services abound, including instructional videos and a link to the online catalog, called BOSUN.

— Patricia Parsons
Review of San Andreas Chapter 2009 Events

December 21, 2009

Greetings All – A part of each SLA unit President's duties is to submit a year-end report to SLA headquarters on the state of the chapter over the past year. It's not only useful to the Association; it gives the President a chance for a final review of "their" year. One element that is reported is the events held. When I took a look at this impressive array of activities I felt considerable pride that San Andreas Chapter leadership produced such inspiring programs. For those of you who attended one or two events and may not realize how rich our activities were this year, I am memorializing for the chapter this remarkable year by sharing with you all what I sent to HQ.

Here's to a hearty round of thanks and applause to the Program Directors, Patricia Parsons and Jean Bedord. Likewise thanks are due to Sonia Dorfman, our Solo Librarian group leader, and to Lee Pharis for Professional Development. And of course Hospitality, covered by Helen Josephine and Gloria Elia, is the "behind the scenes" force that is so vital to the event process. 2009 was a truly impressive event year for our chapter. "Go team!"

Leslie R. Fisher
2009 President, San Andreas Chapter SLA

Our Solo Librarian group met actively throughout 2009. In January, Jean Bedord addressed the group on the topic of her book, "eBooks Hit Critical Mass: Where Do Libraries Fit with Oprah?". At the February Solos meeting, Leslie Berlin, the Project Historian for the Silicon Valley Archives, was the guest speaker discussing and sharing her experiences of the archives. Cindy Hill spoke to the group in April on the topic of "influencing up" and communicating with key stakeholders. In July the group met with Carol Chatfield at The Career Development Center, at Stanford University. In September Craig Cruz, Jr. joined the group to discuss the history and current focus of BayNet (Bay Area Library and Information Network). In November the group met again to de-brief on and share experiences of the Internet Librarian conference.

The 2009 Program Directors rolled out an innovative series of career-focused programs styled as the Career Agility Series. This featured as breakfast meetings. These events proved quite popular. The first was held in April and featured Cindy Hill and Christian Gray talking about branding oneself for the marketplace. The second Career Agility event was held in June and featured Linda McKell and Sarah Vogel discussing alternate employment options for the information professional. The third of the series was held in July and featured Amelia Kassel speaking about the independent information professional.

The first standard program of the year was held in January and featured the Chapter President de-briefing on the Leadership Summit. It was a casual dinner meeting with pizza and salad held in a conference room at a public library.

In March we had a formal dinner meeting at a sit-down restaurant. The speaker was author Sarah Milstein addressing the topic she has written about, *The Business Case for Twitter*. It was a very popular event.

The joint chapters meeting with San Francisco Chapter was held in May in meeting space at SFO. This was also a celebration of the Association's centennial and we had a panel of chapter luminaries discussing future directions of the profession. The panel included Bill Fisher, Cindy Hill, Richard Geiger, Libby Trudell and Deb Hunt offering up thoughts and inspiration.

Also in May the chapter held a special team building event. Several members travelled to a local winery for a tasting and wine blending party. We enjoyed the wines of Tenuta Vineyard and then were coached on blending. Three teams developed their blends and all had a final round of tasting to vote on a winner. Lots of good food was consumed and a good time was had by all.

In June-July the chapter held a series of informal Neighborhood Dinner meetings, each one coordinated by a chapter volunteer. The Neighborhood Dinners are a long-standing tradition in San Andreas Chapter and are usually spread out over a week or more and are situated in various locations throughout the chapter boundaries. In recent years these have been calendared to share experiences from the annual conference.

In August we had a reception at the Computer History Museum in Mountain View, with some members touring areas of the museum in advance of the reception. The reception was followed by a panel discussion on the realm of e-books. Panel members were all players in this industry, including representatives from Morgan and Claypool, Knovel and CRC Press. The discussion began with chapter member Helen Josephine, Head Librarian at the Engineering Library of the Terman Engineering Center at Stanford University, talking about implementation of a "bookless" engineering library.

In September we held our annual Professional Development workshop. The topic was copyright and featured Dru Zuretti, Copyright Education Manager at Copyright Clearance Center in an interactive discussion with members. Questions from potential attendees were compiled and sent to the speaker in advance of the meeting. Zuretti covered compiled questions and there was time for additional questions from the audience, as well. This was a half-day event.
Our October program meeting was held at Intel and featured Melissa Cefkin and Alexandra Zafiroglu discussing the corporate trends in hiring anthropologists and other ethnographically-oriented social scientists as employees, consultants, and advisors. Cefkin is a business and design anthropologist in the Service Practices group at IBM's Almaden Research Center. Zafiroglu is a senior researcher with Domestic Designs and Technologies Research at Intel Corporation.

Scheduled to take advantage of the high rate of chapter members attending the Internet Librarian conference, a tour of the Dudley Knox Library at the Naval Post Graduate School in Monterey was arranged for Sunday October 25. Organized by a chapter member, this tour was hosted by Greta Marlatt, Manager of Outreach and Collection Development at Dudley Knox.

We had a dinner program at SJSU in November with the speaker discussing "Evolution of Controlled Vocabularies." The speaker, Christine Connors, has extensive experience in taxonomy, ontology and metadata design and development. Prior to forming TriviumRLG, an information management consulting firm, Ms. Connors was the global director, semantic technology solutions for Dow Jones. This presentation was videotaped at the request (and expense) of SLIS. A tour of King Library was organized to precede this dinner program. The November dinner program was the first time out for this chapter to use SurveyMonkey as a program registration tool.

Our final event for 2009 was the chapter's annual business meeting and Holiday party. Though this is typically a celebratory event, at which special awards and leadership acknowledgements are given, we also had Roy Tennant as our guest speaker at this event. He shared his perspectives on the three things libraries of the future must have/do in order to succeed. It was a very interesting presentation enjoyed by members and guests alike.

Our Program Directors also organized two “for fun” screenings of The Hollywood Librarian, one in July and one in November.
End of Year Holiday Meeting

December 23, 2009 Categories: Awards, Board News, Chapter Events

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

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

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

Thanks to everyone who organized the event, to board members past and present and to the Chapter members for making our last meeting of 2009 a success!
Chapter Member Deb Hunt Honored for 23 Things Program

December 30, 2009 Categories: Member News

SLA Contact:
Cara Schatz
P : 703.647.4917
cara@sla.org

SLA Board Member Deb Hunt Honored for Innovative “23 Things” Program

Alexandria, Virginia, December 16, 2009- Deb Hunt, Principal at Information Edge in San Leandro, Calif. and a member of the Special Libraries Association (SLA) Board of Directors, was honored by Information World Review (IWR) magazine for her work on behalf of SLA to spearhead and implement the innovative “23 Things” program.

23 Things is a free, members-only, self-directed training program to help SLA members develop confidence and skills using a wide range of Web 2.0 tools. Hunt was granted a first-time special commendation mention by IWR at its “Information Professional of the Year” ceremony in London on December 1. “It was a highly competitive field but Deb and the 23 Things project really stood out,” said IWR Editor Peter Williams.

“When I began my term as a member of the SLA Board of Directors, I was asked by 2008 SLA President Stephen Abram to choose a project to lead and I immediately suggested getting SLA members up to speed on Web 2.0 skills,” said Hunt.

Hunt recruited a small team of eager SLA members to assist in the effort, and SLA's 23 Things was created. Working closely with her team, Hunt anticipated the need for a registration and survey process as well as a formal recognition for any member who completed the 23 Things. One of the more effective aspects of the program was the manner in which participants were asked to immediately apply their learning by creating a blog to record the knowledge they were gaining.

23 Things went live in June of 2008 and it proved to be an instant success. Hunt continues to monitor 23 Things, a thriving program that now has 1,943 participants and is growing.

The 23 Things program is credited with attracting many new SLA members, and participants coming from all over the world, including the U.S., Canada, India, New Zealand, Australia, and several countries in Asia and Africa. Hunt also received a 2008 SLA Presidential Citation from Stephen Abram for her work on this innovative program for SLA.

The nominations were judged by a panel of previous recipients of this award. The Information Professional of the Year award is annually organized by IWR magazine along with Incisive Media, the organizers of the Online Information conference, and was sponsored by the American Psychological Association.

About SLA
The Special Libraries Association (SLA) is a nonprofit global organization for innovative information professionals and their strategic partners. SLA serves about 11,000 members in 75 countries in the information profession, including corporate, academic, and government information specialists. SLA promotes and strengthens its members through learning, advocacy, and networking initiatives. For more information, visit us on the Web at www.sla.org.
Event: Solo Librarians Meeting on January 27th – Wednesday, January 27, 2010

January 4, 2010  Categories: Chapter Events

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their first meeting of 2010 on Wednesday, January 27th at 6 PM. Anyone with an interest in libraries is welcome including students and recent grads of the MLIS programs.

The Solo Librarians will be meeting at the Beethoven Center (http://www.sjsu.edu/beethoven) at the Dr. Martin Luther King Jr. Library at San Jose State University. The Beethoven Center is located in Room 580 in the special collections area on the fifth floor of the library. A map and directions to the library can be found at the link below.

There will be a tour of the Beethoven Center including a demonstration of the Center’s historical keyboard instruments. Please arrive at the Center by 6 PM. The tour is expected to last about an hour. There will be an opportunity to view the exhibits on your own after the tour. While there is no charge for the tour, the Beethoven Center requests donations to help keep the instruments in tune.

Those who are planning to attend need to contact Sonia Dorfman by January 21, 2010 at sdorfman AT neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
San Andreas Solo Librarians

Directions and Parking: http://www.sjlibrary.org/about/locations/king/directions.htm
Event: Career Agility 4: Information Pros as Consultants, January 14, with Deb Hunt – Thursday, January 14, 2010


Time to start on your New Year's resolutions. Join your San Andreas SLA chapter colleagues for another in our series of Career Agility programs, which focus on gathering the tools and strategies you can use for your next job.

Career Agility 4: All the World’s a Stage: Another Role for Info Pros
Thursday, January 14, 6 – 8:30
Speaker: Deb Hunt
REGISTRATION LINK

Folks with an MLS/MLIS have skills that can be adapted and applied in a way that may not have occurred to them: to help companies and entities that are desperate to find their information assets (paper, digital, knowledge) in an information overload (or maybe information hairball!) reality. This can be an career opportunity for us — in the jobs we have now, in our next jobs, as consultants.

Understand the valuable skills you have — and that you can sell them. Yes, there are opportunities in consulting to information-intensive small to medium-sized organizations, as well as professional services organizations such as architectural and engineering firms.

Deb Hunt, formerly at the Exploratorium, is principal at Information Edge in San Leandro, Calif. and a member of the Special Libraries Association (SLA) Board of Directors. She was honored by Information World Review (IWR) magazine at its “Information Professional of the Year” ceremony in London on December 1, for her work on behalf of SLA to spearhead and implement the innovative “23 Things” program.

23 Things is a free, members-only, self-directed training program to help SLA members develop confidence and skills using a wide range of Web 2.0 tools. “When I began my term as a member of the SLA Board of Directors, I was asked by 2008 SLA President Stephen Abram to choose a project to lead and I immediately suggested getting SLA members up to speed on Web 2.0 skills,” according to Hunt.

Cindy Hill, principal of Hill Information Consulting Group, will be our moderator. Cindy was formerly with Sun, and then Outsell, so she has also made the transition from salaried position to independent professional.

Both Cindy and Deb can attest to the value of becoming active in SLA, and have served as global officers as well as local officers. Deb is a member of both the San Francisco chapter and San Andreas chapter (yes, there are two), and Cindy has been a strong contributor to our own San Andreas chapter. Deb has also been very active in AIIP (Association of Independent Information Professionals). Just ask them how they became involved! We are always looking for more volunteers……

Lee Pharis has agreed to host us at Exponent for this event. Exponent is located off Marsh Road on the Bay side of 101. A light supper buffet will be served in our meeting room prior to the program.

When: Thursday, January 14: 6 – 8:30
Cost: SLA member – $25 ; Non-member or guest – $35 ; SLA member between jobs/Retired – $15 ; Student – $15
Location: Exponent — 149 Commonwealth Drive, Menlo Park, CA 94025
Parking: Free parking is available at Exponent.

REGISTRATION URL: http://www.surveymonkey.com/s/ZMK7LCP  After registering, you will have the option of paying through PayPal (has an additional $1.50 service fee) or sending a check to the Registrar (pay for your own stamp and envelope).

DEADLINE: Register by end of day, Monday, January 11 — Yes, that's next week! Any checks must be received by Wednesday, January 13.

We're looking forward to seeing you for this first program of 2010! We're actively soliciting suggestions for programs for the new year, so bring your recommendations for speakers that you have heard.

Jean Bedord
Vicki Garlow
Program Directors, San Andreas SLA
Event: Information Pros as Enterprise Content (ECM) Consultants with Deb Hunt – Thursday, January 14, 2010

January 25, 2010 Categories: Career Development, Chapter Events Tags: Deb Hunt, ECM, Enterprise Content Management, Information Professionals, Librarians, San Andreas Chapter, SLA
Jean Bedord and Vicki Garlow

Deb Hunt, principal of Information Edge, kicked off 2010 for the San Andreas SLA chapter with a Career Agility presentation entitled “Mining Enterprise Business Intelligence – All the World’s a Stage: Another Role for Info Pros” on January 14.

Information Edge has been in business for twenty years, as Deb has juggled consulting and traditional librarian roles. She has been very active in SLA (both the San Andreas AND San Francisco chapters!) and AIIP (Association of Independent Information Professionals), and is currently a Director of SLA. She was recognized by Information World Review’s as “Information Professional of the Year (2009)” for her work on behalf of SLA to spearhead and implement 23 Things, a membership program to update technical skills.

Business intelligence for the enterprise is more than just the traditional library and information sources, extending to internal assets which include Enterprise Content Management (ECM) and intellectual capital assets. In this time of layoffs, her presentation identified MLS/MLIS skills that are valuable for assuming a role as a knowledge professional in auditing, recommending and implementing ECM systems.

Highlights of her presentation included:

- Background describing strengths of information professionals and knowledge engineers and how to stay connected to new opportunities. See Staying Connected after a Layoff by Dee Richardson. Searcher, Nov/Dec 2009.

- How the information provided by information pros creates a competitive advantage and improves the bottom line. See Finding and Providing Information Aren’t Enough by John Latham, Information Outlook, July/Aug 2009.

- Defined Enterprise Content Management (ECM), recommending AIIM as the key organization for knowledge management. She recommends joining the AIIM ECM network on LinkedIn to tap into social networking. You can register for a free AIIM Webinar on ECM on January 27, 2010.

- Defined intellectual capital and the importance of organizing and making this information findable within the organization. Deb described several case studies where she was brought in to organize critical internal professional assets and the positive impact on the companies.

- Described collaboration with IT and getting senior executive buy-in to assess and implement ECM within the company. Information pros are the experts on the content, and complement the skills of the IT team.

- Identified keys to ensuring that ECM programs are in alignment with the primary objectives of an organization, a critical success factor for information professionals. See Reinventing Ourselves for Success by Jamal Cromity and Barry Miller, Information Outlook, Dec. 2009.

- Talked about the 23 Things wiki which is a self-learning module to assist SLA members to keep up-to-date on the use of Web 2.0 tools in Knowledge Management.

Additional resources that Deb recommended for information pros who have been laid off or who anticipate being laid off:


- LinkedWorking: Generating Success on LinkedIn the World’s Largest Professional Networking Website by Frank Agin and Lewis Howes (2009)

And of course, use the SLA membership benefits to update your skills, specifically 23 Things and Click University!!! Deb’s presentation is available at her business website Information Edge.

Special thanks to Lee Pharis for hosting us at Exponent, and for making these Career Agility programs possible. We welcome your suggestions for 2010 programs.

Jean Bedord and Vicki Garlow
Program Directors 2010, San Andreas SLA
It was announced at the SLA Leadership Summit that chapter member Libby Trudell has been named an SLA Fellow for her contributions to the profession and to the association. Libby is also the Chair of the Conference Planning Committee for the 2011 SLA Annual Conference. Her numerous past accomplishments include: serving as a member of the SLA Board of Directors and as a member of the SLA Public Relations Committee; chairing the Public Relations Committee for the ITE Division; chairing the ITE Communications Section; serving on the SLA Nominating Committee, and chairing the ITE Virtual Section and Strategic Planning. Closer to home, Libby has served as President-Elect, President, Program Director and Chair of the Public Relations Committee (not all at the same time!) of the San Andreas Chapter.

Fellows serve the Board of Directors in an advisory capacity, as well as alerting the membership of SLA to important issues and trends affecting them. A maximum of 5 members are chosen to be SLA Fellows in any given year, so this is quite an honor! For more on SLA fellows, see the SLA website.

Please join the Board in congratulating Libby!
On Monday, January 27, the Solo Librarians group of the San Andreas Chapter were treated to a unique event at the Ira F. Brilliant Center for Beethoven Studies at the Dr. Martin Luther King Jr. library in San Jose. Librarian and curator, Patricia Stroh, who has been with the Center since 1986, and gave an overview of the history of this special collection, its mission and how it came to be placed at San Jose State University. Ludwig von Beethoven lived from 1770-1827 and the Center focuses on the research, performance and education of his work.

The Center is truly a special library within the City/University library. The Beethoven Gateway gives access to over 350 first editions of Beethoven's works, manuscripts, over 4,000 books related to his life and times, comprehensive musical media and Beethoven realia. The Center also produces the Beethoven Journal (ISBN 1087-8262) which is distributed to an international audience of research libraries, performing arts centers and the American Beethoven Society.

The high point of the event was the demonstration by Ms. Stroh, and her assistant, of various types of keyboards that would have been available during the life of Beethoven. The evolution of the harpsichord to the modern forte piano helped propel creative innovations in music. The Center is open to the public without charge and their website is available at www.sjsu.edu/beethoven.

A special "thanks" to Chapter members Sonia Dorfman and Eric Kristofferson for organizing this program.
Greetings Fellow SLA San Andreas Chapter Members,

Welcome to 2010, the year our chapter celebrates 30 years! I am so excited to be president during this important milestone for the chapter. As always, our chapter is well represented with a wonderful hard working board and committee members. I would like to thank Jean Bedord and Vicki Garlow for kicking off our programming on January 14th with a great presentation by Deb Hunt entitled Career Agility 4: Information Pros as Consultants. There is more great programming on its way for the rest of the year. Helen Josephine has been working diligently to get our PayPal system up and running, so if you choose to you won’t have to send in checks anymore but can sign up and pay for programs online. Thanks to Cliff Mills and Steven Kaye who have been actively getting updates, news and pictures out to you via our blog and website. Keeping an eye on the Solo Librarians, they have been active with a program at the Beethoven Center. Thank you to Sonia Dorfman and Eric Kristofferson for organizing this event – you might think of visiting on your own if you were unable to attend. On the national level, our chapter is also well-represented by people such as Deb Hunt (SLA Director), Cindy Hill (Innovation Laboratory & Second Life Workgroup) and recently-appointed SLA Fellow Libby Trudell.

For those of you who don’t know me, I have been involved with the Special Libraries Association since the beginning of my professional career. I first began my involvement as a student member and soon moved on to Sci-Tech chair of the Boston Chapter organizing programming. I also had a stint on the SLA Professional Development Advisory Council at the national level, which gave me a chance to see what the association as a whole does. Since 2003 I have been a member of the San Andreas Chapter as treasurer and membership chair, then as president-elect, and now president.

I hope to see as many of you as possible in New Orleans for the Annual Conference this year. The association has already begun posting all the information you would need to organize your trip. As an Alumna of Loyola University, New Orleans I am especially looking forward to our Annual Conference in the ‘Crescent City’, ‘Big Easy’ and many names it likes to be called. Louisiana itself has a very active library community and LSU has a vibrant library school. The city will be a wonderful backdrop for this year’s conference.

As I mentioned, this year we celebrate the 30th Anniversary of our Chapter. This chapter has achieved many proud accomplishments during this time and we will make sure to commemorate this milestone accordingly. Take a stroll through the past 30 years of our chapter by browsing our wonderful Bulletin Archive. This year the annual Leadership Summit in St. Louis focused on Creating the Future. Although this is a good time to commemorate the past, it’s also a great time to think forward and to the future.

If I could convey one single message through this letter, it should be that I strongly and warmly encourage you to volunteer in our organization in 2010. SLA and our chapter live and breath through our members, and rely on them bringing their enthusiasm and ideas to local chapter involvement. I have always thought that the more involved I’ve been in SLA the more I personally have gotten out of it. Volunteering is not only in itself an empowering experience, but can also be a great opportunity to reconnect with colleagues and to network within and beyond our profession. Take the opportunity to network during our many events coming in 2010.

Helen Keil Losch
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/fairesd/faresd.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
Event: Tools and Technologies for Distance Education at SJSU – Friday, February 26, 2010

March 3, 2010 Categories: Chapter Events, Web/Tech 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.

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.

Scott talked about the use of both synchronous (chat, IM) and asynchronous (e.g., discussion forums, e-mail) tools – many students assume classes will be asynchronous, but many sessions are in fact synchronous (talking to professors during online office hours, group discussions, etc.) and Jean expanded on the pros and cons. Even synchronous sessions may be recorded so that people can review the recordings at their leisure.
Debbie continued with a discussion of ANGEL. ANGEL is a learning management system where most course communications and materials are stored, similar to Blackboard or Moodle. Debbie played a video for us to illustrate what a learning management system is like. Students can find and add classes, look at class calendars, participate in class exercises, build e-portfolios of their work and communicate with other students online using chat, e-mail, IM or whiteboards. Course materials can include assignments, blogs, grade books, RSS feeds and transcripts for audio and video materials. Instructors can view downloads and logins and track grades online. Instructors may provide lectures via discussion forums, Elluminate session, PowerPoint with narration, YouTube, etc.. Other asynchronous tools include blogs, Google Docs, quizzes and wikis.

Meredith Farkas is running an open course site (with some parts requiring logins), so not everything is conducted via ANGEL. Synchronous tools include Elluminate and other web conferencing tools for class discussions, class presentations, drop-in centers, online office hours and student group meetings; IM, Second Life, Skype and text chat. Students use libraries for online resources (journal articles and databases), obtaining books via LINK+ or ILL and talk to library liaisons via e-mail, online meetings or using customized resources. Jean took over and asked for questions for Debbie. Topics included online reference pros and cons and free tools to investigate, whether there were ways people could learn more about LMSes, whether classes had teaching assistants to help with gradings and questions.
Silicon Valley Announces “Design A Program Challenge” Winners

March 4, 2010 Categories: Awards, Chapter Events, Student News, Web/Tech 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.
As a librarian who has both public service and technical service experience, and as one of the first employees of HighWire Press, Stanford University librarian Victoria Reich was concerned that an unforeseen consequence of the increased adoption of accessing digital journals by libraries was putting their ability to serve society at risk. To address this formidable challenge, in 1998 Stanford University Libraries started the LOCKSS Program (www.lockss.org).

Today, nearly a dozen years later, libraries worldwide use LOCKSS software to take local custody of and preserve the e-materials important to their community. Over 400 publishers are preserving their titles on the LOCKSS network. In addition, libraries with synergistic collections are building their own "private LOCKSS networks" to ensure the survival of their highly specialized or local interest content.

In this presentation, Victoria will discuss broad digital preservation principles, and share how libraries are using LOCKSS to preserve both purchased e-materials and local heritage e-materials. She will also introduce the CLOCKSS Archive (www.clockss.org). The CLOCKSS Archive has as its founding principles worldwide community governance, global library participation to preserve the content, and free Web access when archived content is no longer available from any publisher.

WHEN: Wednesday, March 17 (St. Patrick’s Day)
6:00 – 7 p.m. Registration, networking and buffet dinner
6:50 – 7:00 Chapter announcements / introduce board members in attendance
7:00 – 8 p.m. Speaker
8:00 – 8:30 Q & A

COST: SLA member – $25; Non-member or guest – $30; SLA member between jobs/Retired – $15; Student – $15

LOCATION: Silvia Patrick, one of our members, will be hosting us at Roche Palo Alto, 3431 Hillview Avenue, Palo Alto, CA 94304 http://www.roche.com/roche_worldwide-details.htm?id=140

Roche Palo Alto is located in the Stanford Industrial Park. Come early and stroll the campus which will be closed down in the summer of 2010. Artwork and sustainable landscaping are scattered around the buildings.

Parking: Free in the Visitors’ Parking Lot, right off the first driveway by the flagpole at the main entrance. Bright green signs will point the way to the SLA Event at Roche Gallery Conference Room A2-1

REGISTRATION URL: http://www.surveymonkey.com/s/QCD6CDB After registering, you will have the option of paying through PayPal (has an additional $1.50 service fee) or sending a check to the Registrar (pay for your own stamp and envelope).

DEADLINE: Register by end of day, Friday, March 12th. Any checks must be received by Monday, March 15th.

Please forward this to any colleagues who may be interested.

We're looking forward to seeing you there! We're actively soliciting suggestions for programs for the new year, so bring your recommendations for speakers that you have heard.

Jean Bedord
Vicki Garlow
This is an easy-to-read and entertaining book. The author is clearly enthusiastic about the many talented, knowledgeable librarians she has met in her travels. The profession has undergone a number of dramatic transformations through the years especially as librarians have continued to stepped up to more complex problems. In addition, they have also made their users more aware of who librarians really are and what they are able to accomplish through their intellectual capabilities, training, experience, knowledge, and their use of technology. More than once librarians have "saved the organization's bacon" by finding the missing data and magically using their instincts to pull together the various pieces to solve highly complex problems. Many library users are unaware that professional librarians have great organizational and analytical skills, curiosity, wide-ranging knowledge, good memories, and usually a deep subject knowledge background. But they (these users) all seem to appreciate the answers and information "we" provide them…In the newer environments special librarians are making use of avatars in their exploration of the virtual world known as Second Life. Johnson mentions this "knowledge seeking" activity in her book.

Johnson’s volume mentions a few early professionals, such as Frederick Kilgour who was one of the professionals in the early seventies. He headed the efforts to combined a few dozen college libraries catalogs into a world catalog, called the Online Computer Library Center (OCLC). Henriette Avram helped to automate the records of the Library of Congress. She is credited with writing the first code for the computerized catalogs called MARC (MAchine Readable Cataloging). According to this book the MARC format is still used today. Avram and others helped to inspire a generation of librarians to combine library work and computers. Computerized records helped libraries to change from a collection of books into automated research centers. The continuing strongest quality of librarians has been their desire to be of service. It has been said that perhaps their earliest values tended also to include truth, free speech and universal literacy. Many considered free access to information as the foundation of democracy.

There is continuous praise of librarians throughout this book. In addition there are interesting tidbits which add to its charm, e.g., the suggested use of Bounce dryer sheets to absorb musty book odors. Everyone should find something of interest as they read through This Book Is Overdue, including a few smiles or perhaps even chuckles. In addition to twelve enjoyable chapters, it also includes the following end sections: Chapter notes (pages 257-266); bibliography (pages 267-273) and acknowledgments (pages 253-257). I discovered this book through a review by Christine Rosen on page A17 of the February 9, 2010 of the Wall Street Journal.

Karen Takle Quinn
Event: Solo Librarians Meeting on April 7th – Wednesday, April 7, 2010

March 18, 2010 Categories: Chapter Events, Other Events Tags: El Camino Hospital Health Library and Resource Center, Jack Black, Solo Librarians

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, April 7th at 6 PM. Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

The Solo Librarians will be meeting at the El Camino Hospital Health Library and Resource Center (http://www.elcaminohospital.org /Patient_Services/Health_Library) on the first floor of El Camino Hospital, 2500 Grant Road in Mountain View. A map and directions to the library can be found at the link below.

There will be a tour of the Library conducted by senior librarian Jack Black. The new Library opened with the new hospital in November 2009. The library supports the physicians and nurses at the hospital and is also open to the public free of charge. In addition to showing us the library, Jack will discuss the planning and building of the new library.

Those who are planning to attend need to contact Sonia Dorfman by April 2, 2010 at sdorfman@neuropace.com or (650) 237-2784. If you have already contacted Sonia, there is no need to do so again.

Sonia Dorfman
Eric Kristofferson

San Andreas Solo Librarians

Directions and Parking: http://www.elcaminohospital.org/Patient_Services/Maps_Directions/

Jack suggests parking in the North Drive Garage and using the Main Entrance or the New Main West Entrance to the Hospital.
Event: West Coast Chapter Chapters Reception – Monday, June 14, 2010

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

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And your west coast chapters...

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

[Map and images of the Law Library of Louisiana]
Event: Preserving Digital Heritage with LOCKSS & CLOCKSS at Stanford, March 17, 2010

April 5, 2010 Categories: Chapter Events Tags: CLOCKSS, digital archive, digital content, LOCKSS, Private LOCKSS Networks, Stanford, Vickie Reich

On Saint Patrick's Day, SLA chapter members got a behind the scenes look at LOCKSS and CLOCKSS presented by Vickie Reich, one of the first employees of HighWire Press, part of Stanford Libraries. LOCKSS (Lots of Copies Keeps Stuff Safe) came into being in 1998 to address the trend in academic libraries to rely on leasing access to content, rather than actively acquiring collections.

Reich focused on the preservation of e-materials, concerned that a lot of digital content was digital only and not appearing in print. If libraries lose access due to funding, or publishers go out of business or formats changes, then their research communities lose access to this content. Creating an archive of digital content which separates payment from ongoing access ensures this value is not lost.

The key to digital preservation is maintaining a minimum of 7 copies of digital content in libraries in various geopolitical locations. If one copy is corrupted or destroyed, it can be reconstructed from the remaining copies using a bit-by-bit comparison. (It's a myth that replication of web content is exact – there are random errors in each copy). Libraries are the logical neutral custodians of this content.

Each participating library has a LOCKSS Box with at least 3 terabytes of storage. The software itself is based on open source, peer-to-peer protocols. Each Box has a web crawler which regularly crawls the publishers websites and downloads the content. The next step in the process is the determination of the "authoritative" version of the content, by making bit by bit comparisons. The authoritative version of the content is then distributed to each Local Box. LOCKSS also preserves the artifact as well as the content because the look and feel of the content is important. However, not all components can be preserved; only items remaining static on the website for a week or more can be preserved.

Functionally the LOCKSS content is integrated into the online catalog, pointing to the original publishers’ URL. LOCKSS preferentially serves the content from the publisher, and only if content is not available from the publisher does the catalog go to the contents in the local LOCKSS Box. Private LOCKSS Network (PLN) is available for Special Collections. An additional benefit is that LOCKSS has created a de facto standard for archiving.

The LOCKSS team is 8 strong at HighWire. LOCKSS currently has over 200 participating research libraries and over 420 participating publishers. None of the "big" publishers is currently participating in the LOCKSS program, a contentious point with librarians.

CLOCKSS (Controlled LOCKSS), is a separate entity based on the LOCKSS technology. Conceptually, it is an international community-governed archive with low fees to encourage participation. It is set up to allow free access to publications when they cease publication, ensuring access to archives which are no longer economically supported by their creators. Once content is no longer available from publishers, it becomes freely available through CLOCKSS with a Creative Commons license.

Recruitment began October 2009 and there are currently 24 participating publishers, with some of the big names negotiating to include their ceased publications. HighWire is working to create an endowment to further lower fees and encourage participation. CLOCKSS Boxes are currently located at research libraries worldwide with geographic, geopolitical, and geological dispersion. According to Reich, all major search engines crawl the open access content, which often is also available behind a paywall.

The presentation was fascinating and provided a lot of food for thought regarding the future of access to electronic content, and the role of libraries.

Special thanks to Roche Palo Alto for hosting the SLA chapter program, and Silvia Patrick for sponsorship. Your support is appreciated.

Submitted by Jeanie Fraser and Jean Bedord, Photos by Cliff Mills.
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
Menu

Salad and fresh-baked bread with choice of entrée (Chicken Dijon, Seared Organic Salmon, or Vegetarian Napoleon – see full descriptions on next page or online registration form). The meal also includes dessert with coffee and tea service. Other beverages will be available for purchase.

Transportation

Astaria is located on E. Third Street between S. San Mateo Drive and S. El Camino Real. It is about 5 blocks from the San Mateo Caltrain stop. There is metered public parking throughout downtown San Mateo at both the Central Parking Garage and Main Street Garage. The rate is 25 cents to 50 cents per hour and free after 6 p.m. (http://www.ci.sanmateo.ca.us/index.aspx?NID=278).

Cost: $35 for SLA members, $45 for non-members and guests, and $25 for students, retired, and unemployed.

DEADLINE: Please register online or mail your check by Monday, May 3.

Online registration: http://units.sla.org/chapter/csfo/calendar/regform_mobile.htm

(Note: You do not need a PayPal account to register through this PayPal-administered site.)

Registration Form

Quick and Easy Library Mobile Services; May 11, 2010; Astaria, San Mateo.

——— Register by mail by sending this portion with your check to ————

Susan Karplus
117 Miramonte Drive
Moraga, CA 94556-1003
Telephone: (925) 376-6020
E-mail: skkarplus@mac.com
Name: _______________________________ Telephone: __________________

E-mail: _______________________________ SLA Member: ____ Non-member: ____

Employer/Affiliation (what you want on your badge in addition to your name):
________________________________________________________________________________

Dinner entrée selection (please indicate one):

___ **Chicken Dijon** – Organic chicken breast pan roasted and served with herb risotto, seasonal vegetables and a creamy white wine Dijon sauce

___ **Seared Organic Salmon** served with herb risotto, seasonal vegetables and a gruyere fondue

___ **Vegetarian Napoleon** – layers of grilled and roasted vegetables stacked high, topped with smoked provolone and served on a bed of garlic mashed potatoes and finished with a balsamic reduction

Check enclosed for $____________ ($35 for SLA members, $45 for non-members and guests, and $25 for students, retired, and unemployed)

Please make checks payable to: **SF Bay Region Chapter**, SLA
Greetings All – Does anyone reading this have any doubts about where is Silicon Valley? I'll guess not.

And you know what, I'll guess also that a whole lot of folks who are not living in this region also know – at least generally – where is Silicon Valley. During my tenure as Chapter President in 2009, I took the opportunity to randomly poll folks in other chapters when I had the opportunity for an interaction.

I attended the Leadership Summit in mid-winter, I attended the annual conference in the summer, I worked on an Association project and led a committee of nine members from various regions, and I had reason to interact with a few Association-level leaders or employees. And I asked if they had regional recognition of Silicon Valley. And I asked if they knew where San Andreas Chapter was located. And in most cases the answer was "yes" to the former and "no" to the latter.

San Andreas Chapter has been our fond name for thirty years as of 2010. We all know – I think – why the name was selected. Because of our proximity to the San Andreas fault of course.

[CHAPTER TRIVIA — But did you know the now retired newsletter, the FaultLine, was not so named until volume 6. At first it was called the San Andreas Chapter Newsletter. And for volume 2 it was named the San Andreas Chapter Bulletin. The FaultLine title wasn't applied until volume 6, issue 2. And so it remained until the final edition, volume 26, issue number 5. Well, not 100% true, but close. The name did change once more. The last issue of "The FaultLine" was actually volume 20, issue 5. After that is was simply "FaultLine." All of these issues can be found on the chapter's newsletter replacement – our blog:  http://sla-divisions.typepad.com/sanandreas/]

It's been a good thirty-year run I'd say. And hopefully the chapter will continue for another 30 years and beyond. But I have a suggestion. Let's "retire" the name. Like old technologies, sometimes old names need to be switched out. And "San Andreas Chapter" does not have much "brand" recognition to others beyond our region. I know. I've asked.

There is a process for issuing a name change and I will share that with you in a later communication. For now I will let you know that the Board in 2009 voted to proceed with the proposal of a name change and to follow the process outlined by the Association to pursue a name change. We all liked the prospect of being called the "Silicon Valley Chapter."

But now it's time to bring you all in on the discussion. We want to hear what you think about a name change in honor of our "next thirty years" and in commemoration of the global visibility of our region. Did you know there is a "Silicon Valley India"? According to Wikipedia, "Silicon Valley India" is the nickname for Bangalore! And I recall an article, but not the citation, from a business magazine several years ago that identified a spate of high tech hubs being established in several states. They were each dubbed "the Silicon Valley of".

If regional recognition is what we want, then "Silicon Valley" is about as good as it gets, since "San Francisco Bay Region" is already taken. (-;

As I mentioned, I will write more on the process and our plans for this proposal. You will hear from me via the discussion list and/or the blog. Meanwhile, and in between posts, I'd like to hear from you. What does this mean to you? How does it make you feel? Do you have any suggestions for a new name? For those of you now holding your head and mumbling something like, "Name change!?!?!! Not another name change proposition!", you will be able to figure out why we did not bring this matter forward to chapter membership last year. One name change decision at a time became our unofficial policy. But now is the time to engage the matter. I'm looking forward to your comments and suggestions. Please feel free to write directly to me or to engage the membership on the discussion list.

And just in case I am wrong about all of you folks knowing where lies Silicon Valley, here's a link to a New York Times article, "Searching for Silicon Valley." For those of you already in the know, see if you can learn something new about your own backyard. http://travel.nytimes.com/2009/04/17/travel/escapes/17Amer.html?emc=eta1

Kind Regards,
Leslie R. Fisher
2010 Past-President, San Andreas Chapter – SLA
The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, May 19th. Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Nicholas Siekierski will be hosting the meeting at 6 P.M. on Wednesday, May 19th at The Hoover Institution at Stanford University (http://www.hoover.org).

Nick will present intriguing archival materials from the holdings of the Hoover Institution Library and Archives. He will also discuss the history of the Hoover Institution. He is the Assistant Archivist for Exhibits and Outreach at Hoover and obtained his MLIS degree from San Jose State University in 2008.

Nick will meet the group at the front steps of the Hoover Tower. Food is not allowed in the archives. If you arrive early, there are benches outside of the tower where you can eat while we wait for the whole group to assemble. A map link and parking suggestions can be found below.

Due to space limitations, the number of attendees cannot exceed 20 people. Those who are planning to attend need to contact Sonia Dorfman by May 14th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson

San Andreas Solo Librarians

Location map & directions: http://www.hoover.org/about/directions

Parking is free on the Stanford Campus after 4pm. Assuming there aren't any major events on campus that evening, there shouldn't be a problem finding a spot on Galvez St. or in the oval in front of the main quad. The closest large parking lot to the Hoover Institution is adjacent to the new visitor's center at the corner of Galvez St. and Campus Drive East. On the map this intersection is at the very top.
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.

- Get up early on Monday, June 14 – 8:30am and join Cindy Hill who is hosting Your Personal Brand and Social Media.
- Helen Josephine will moderate the very popular Engineering Division Standards Update Session on Monday, June 14 – 2:00-3:30pm. Ten standards-issuing organizations and/or standards aggregation vendors will provide an update from their organizations on what is new and noteworthy for 2010. The featured organization is BSI (British Standards Institute) with an update on Eurocodes.
- At the same time on Monday, Marlene Vogelsang will be moderating a panel for the Energy Division on Energy Information Resources. Several experts will present on where to find free energy resources and statistics on the Web.
- Cindy Hill will also host a discussion on Evolving Roles: Conversation in the Round on Monday, June 14 – 4:00.
- West Coast Chapter Reception; Monday, June 14 – 5:30-7:30 at the Louisiana Law Library.
- Monica Ertel is on a fun panel on Tuesday, June 15 at noon entitled Library of the Future: Conversations in the Round. Using the format of the popular TV quiz show To Tell the Truth, this session will allow attendees to question panelists and try to determine which one is the director of the “Library of the Future.” Through their answers, the panelists will reveal what will be required for the successful library of the future.
- Libby Trudell will receive the Karen Switt Award from the Leadership and Management Division (LMD) Tuesday, June 15 – 2:00 during the LMD business meeting.
- Recently retired SJSU SLIS Director Ken Haycock is speaking about leadership in the Solo Librarians 3rd Annual Gerry Hurley Memorial Leadership Session on Tuesday.
- Dale Stanley of Gilead will be teaching two Continuing Education (CE) courses for the Knowledge Management division.
- Libby Trudell will be hosting the Rising Star and SLA Fellows Roundtable. The 2010 class of SLA Rising Stars and SLA Fellows will share their collective insights into today’s hot topics in the information profession. Learn how these leading info pros are dealing with changes brought on by the digital data deluge – and of course, by the economy! Do these issues look different from the perspective of someone just making his or her mark in the profession compared to that of a seasoned veteran? Come and find out as Webb Shaw of J. J. Keller moderates the first-ever SLA Rising Stars/Fellows Roundtable.
- Also catch Libby Trudell at the Closing General Session providing a short presentation (as chair of the 2011 Conference Planning Council) to get everyone excited about plans for the Philadelphia conference.
- For fun join the Baseball Caucus meeting on June 15th – 2:00pm-3:30pm open to all SLA members. Ron Swoboda and Derby Gisclair will speak. Ron Swoboda, after completing nine years in Major League Baseball with the Mets (including the 1969 World Champions team), Yankees and Expos, spent twenty years as an anchor and reporter in local television news. He started in New York with stops along the way in Milwaukee and Phoenix, winding up in New Orleans. He is involved in community relations and also writes a monthly column in New Orleans Magazine. A lifelong resident of New Orleans, Mr. Gisclair has written several articles and is a noted speaker at regional and national conferences on baseball history. He is the editor of Between the Lines, an annual compendium of baseball research, and writes articles for the Schott-Pelican Chapter of SABR. He has a website on the history of baseball in New Orleans – www.NewOrleansBaseball.com.

If you have any additional events happening during the Annual Conference which are related to the chapter, or you would like to highlight, please add them as a comment to this blog entry.

For those of you unable to make it to the Annual Conference this year, keep up with what's happening via Conference Tweets and blogs. There will also be sessions in Second Life via the Virtual Conference.
The San Andreas Chapter will be organizing Neighborhood Dinners and a speaker panel at which those who attended the conference will share news and their experience. Stay tuned for more on both events coming soon!
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.

How prevalent are mobile devices in your library? According to Sarah, 25% of San Jose Library users access the library website using mobile devices, despite a relatively mobile-unfriendly interface. 18% only use mobile devices, meaning 1 out of 5 patrons have totally mobile access.

Basic statistics can be collected using available services such as Mosio’s texting and Twitter’s direct messaging statistics.

Sarah presented these 10 steps to creating mobile services quickly and cheaply:

1. **Your website**
   Mobile friendly sites are simple and load quickly. The W3C has a validator to check if your site is mobile friendly (http://www.w3.org/Mobile/). The White House website fails; NPR does well. Fleur Helsingor at UC Berkeley wrote a guide on how to create a library website friendly to mobile devices. It is important to test different platforms because a site that looks good on one device may not be functional on another.

2. **Your catalog**
   Some library systems have mobile-friendly catalogs, e.g. SOPAC, Evergreen, Koha. Check with your vendor whether the catalog is a site or an app, whether it is free or involves a fee, any loss of features or functionality, and whether it is editable. If your material is available in WorldCat (http://www.worldcat.org/), consider using it for mobile app and mobile webpage. Boopsie (http://www.boopsie.com/) can help to create mobile services relatively inexpensively.

3. **Databases**
   Do your databases have mobile apps and/or mobile-friendly pages? EBSCO has a mobile-friendly page; Gale has apps. Check with your vendors and be sure to watch for feature and functionality loss.

4. **e-books**
   Do they work? E-audiobooks usually work. E-textbooks tend not to work. OverDrive has an e-book app. Check with your vendors.

5. **Reference**
   Text messaging works, e.g. library H3lp (https://libraryh3lp.com/docs/h3lp). Text a Librarian by Mosio (http://www.textalibrarian.com/), Twitter, and IM (free clients available from Meebo, Trillium, AIM, Google) can be used. Web chat does not work on a mobile.

6. **Social media**
   Facebook and Twitter have many mobile apps. Use these sites as an extension of your website, e.g. to announce resources and events. Facebook Chat can be used. Use Twitter for users new to the library or to explain what you can do for them.

7. **Location-based services**
   Consider using location-based social networking sites that allow users to check in at a location. They combine geo-location and data, and add an element of fun. Foursquare (http://foursquare.com/) and Gowalla (http://gowalla.com/) are two companies offering this service. Tips on how to use library services and library tours are two possible library uses.

8. **Tier two stuff**
   The first is developing apps. Santa Clara County Library has an app that uses Boopsie. The D.C. Public Library has iPhone and Android apps. The second is in-library services to support mobile devices. These could be a walk-in mobile messaging center, a mobile charging station, and/or a mobile media downloading station.

9. **Marketing mobile in your library**
Market your mobile services using mobile services. Start an opt-in list for library texting. GOGII has textPlus (http://www.textplus.com/). Buy ads in apps. Have contests for signing up.

10. Supporting staff use of mobile
Ensure your staff has mobile access to email and the calendar. Train staff on mobile access and encourage use. Apps important for librarians include ones for WorldCat, Aldiko (http://www.aldiko.com/) for a free e-book reader, Google Translate, Thinking Space (http://www.thinkingspace.net/) a mind mapping tool, and Foursquare, the most popular location-based service.

Sarah's full presentation is at http://units.sla.org/chapter/csfo/calendar/archive.html. You can follow her at The Librarian in Black http://librarianinblack.net/librarianinblack/contact.

Thanks again to our sponsors for the evening: IEEE, Research Solutions, LexisNexis, Reprints Desk, and Taylor & Associates!

Report provided by Wesley Taoka and Jean Bedord, Program Director, 2010
Event: Panel Discussion about the SLA Annual Conference – Thursday, July 15, 2010

June 15, 2010 Categories: Chapter Events, Other Events Tags: SLA 2010 Annual Conference
The Solo Librarians of the Silicon Valley Chapter of SLA invite you to join them at their next meeting on Thursday July 15th. Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Sonia Dorfman will be hosting the meeting at 6 P.M. on Thursday, July 15th at NeuroPace, 1375 Shorebird Way, Mountain View. The map link is below.

The SLA Annual Conference takes place in New Orleans next week from June 13 – 16. A panel of librarians who will be attending SLA 2010 will be at our meeting to share their impressions and experiences.

You are welcome to bring a snack or dinner to the meeting. There will be soft drinks available.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs. Those who are planning to attend need to contact Sonia Dorfman by July 12th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman

Eric Kristofferson

Silicon Valley Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.
Situated in the heart of the French Quarter (on Royal St.) and housed in the Louisiana Supreme Court building is the Law Library of Louisiana. This library provides service to the Judiciary, the Bar and the public. On June 15, 2010 it was host to the SLA Conference West Coast Chapter Reception attended by around 100 West Coast SLA members who braved a torrential downpour to attend this event.

Under high security members were shown into the main hall of the building, which opened up into a grand staircase and reception area where the wonderful Joe Simon Jazz Trio awaited everyone. Additionally, the area was festively decorated with Mardi Gras beads and masks, as well as offering drinks and a wonderful assortment of appetizers catered by New Orleans Catering. Speeches were given thanking our host, vendors and by several chapter members celebrating milestones. The San Diego Chapter (celebrating 50 years) was toasted by Bobbie Weaver and the Silicon Valley Chapter (celebrating 30 years) was toasted by Helen Keil Losch and Kathleen Gust.

(photos by Jason Kruppa of the Law Library of Louisiana)

Attendees were encouraged to tour the library exhibits and were allowed to peek into the Supreme Courtroom, where the justices sit when hearing cases. Members also took advantage of the wonderful live jazz to dance away the evening.

The event was organized by Teresa Bailey, the Southern California Chapter Past-President and made possible with the support of our host Georgia Chadwick, Director of the Law Library of Louisiana. Sara Tompson and David Cappoli were part of the SoCal team who made it all possible. Sara coordinated the food, drinks, and music and David Cappoli produced the flyer and poster and (with the help of SoCal board members Christian Gray and William Lee) coordinated vendor support to help fund the event.

Sponsors

IEEE
Greetings San Andreas Chapter Members — I’ve heard some news about next steps for the SLA Alignment Project through the SLA Leadership List. Here is a distillation of what was posted there late last month.

At the Leadership Development Institute (LDI) on Sunday, and again at the Annual SLA Business Meeting during Wednesday's Closing Session, Anne Caputo, SLA's 2010 President, addressed the renewal of the SLA Alignment Project. The focus now will be on developing:

1. **An Alignment Toolkit** – to provide pragmatic steps for units and members
2. **Vision, Mission, and Core Values statements** - refreshed and revisioned
3. **Career resources** – to increase the body of professional development resources
4. **Finding more revenue** – to ensure fiscal health of the Association

To this end, chapters’ Alignment Ambassador positions will be re-activated.

Mary Ellen Bates, SLA 2009 President-Elect, is in charge of the Alignment Toolkit project.

More news as it happens. And I'll post Ann's slide shows when available.

Your San Andreas Chapter Alignment Ambassadors,

Leslie Fisher and Cindy Hill.
SLA Chapter Dinners – July 19 -23 in Silicon Valley

July 15, 2010 Categories: Chapter Events Tags: Neighborhood Dinners, San Andreas SLA

Ah, summer! Long days. The 4th of July is over. Time to kick back and enjoy meeting your colleagues at neighborhood dinners.

For those of you who either work or live in Silicon Valley, please join your San Andreas colleagues for our neighborhood dinners on July 19-23. There are a variety of venues and times. We hope you will participate in these informal get-togethers and take this opportunity to network, share knowledge, and have a little fun with your colleagues in SLA.

Registration is easy. Choose a venue, note the deadline for the RSVP, then contact the Host to sign-up for the dinner.

Come dine with us!

Jean Bedord & Vicki Garlow
Program Directors
San Andreas Chapter of SLA

Here are the options, for your delectation:

**Menlo Park – Monday, July 19**
Time: 6 to 7:30,
Place: Cafe Borrone
Next to Kepler's on El Camino at Santa Cruz Avenue. Next to Menlo Park train station. Free parking in ramp next door/below.
Host (contact her by COB 7/18): Helen Losch
Comment: “Let’s get together for a relaxed early dinner or just drinks at Café Borrone on Monday. Hey. afterwards you could go right next door and visit Kepler’s Bookstore to browse the shelves.”

**Mountain View – Tuesday, July 20**
Time: 5-6:30 pm
Place: Savvy Cellar Wine Bar
Mountain View Caltrain & VTA Lightrail Station
http://www.savvycellar.com/MountainView
Host: Patricia Parsons
Comment: “Savvy offers wine by the glass or tasting flight, as well as great noshes and desserts. Can’t beat the location!”

**Newark – Wednesday, July 21**
Time: 6:30 p.m.
Place: BJ's Restaurant Brewhouse, 510.456.3750
5699 Mowry Ave, Newark (the west side of Hwy 880, north of Newpark Mall)
http://www.bjsrestaurants.com/menus/FAX_484.pdf
Host (contact her by COB 7/20): Praveena Raman  Cell is 510.364.4125
Comments: “I would love to get together and share ideas, learn more about meetings that colleagues have attended and fun things you do at work and outside. The rootbeer and cream sodas at this restaurant are hand crafted and the dessert – pizookies are to ”die for”! Let’s gather for some good food, drinks and lots of good cheer!”

**Sunnyvale – Wednesday, July 21**
Time: 6:30 p.m.
Place: Thai Basil,  101 South Murphy Avenue, Sunnyvale – (408) 773-1098 Several parking lots available.
Host (contact her by COB 7/20): Vicki Garlow  Cell 408.691.7827
Comments: "Really good Thai food, in the heart of renovated downtown Sunnyvale, across the tracks from the train station."

Los Altos – Thursday, July 22

Time: 6:30
Place: Estrellita Restaurant  www.estrellitarestaurant.com
971 North San Antonio Road, Los Altos, CA  650.948.9865
Hosts: Cindy Hill / Libby Trudell  RSVP COB 7/21 to 408.844.4166 Direct 408.823.9807 Cell
Comments: “Join two long-time SLA leaders at this well established country Mexican restaurant at the border of Mountain View and Los Altos.”
Save on registration for Internet Librarian!

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..

Of note, while the registration deadline on the form is stated as October 18th, our group registration deadline is in fact Friday September 24th. This is the date our registration information and fees must be received by our contact at Information Today. Hence I am setting the deadline for returning individual registration to ME at Friday September 17th. I will mail the group registration to our contact on Monday September 20th.

Leslie R. Fisher
Associate Manager, Commercial Legal
Records & Information Management Group
Gilead Sciences
Foster City, CA
650-522-4299
A revised Strategic Plan – your input needed!

August 13, 2010 Categories: Chapter News Tags: San Andreas Chapter SLA, strategic plan

The Chapter’s Strategic Planning Committee has been developing a new strategic plan, taking in mind changes in our contemporary professional world and current endeavors of the Association. This is the first update since the early years of this decade. The document will be a “living” document, intended to be adaptable over time and as the contexts of the chapter and the profession changes.

The initial draft plan has been provided to Chapter leadership for review. Recommendations from the leadership are being incorporated into the plan, and the latest draft will be discussed at the next Board Meeting. Be on the lookout for dissemination chapter-wide in the early fall. Your input will guide us in adapting the Strategic Plan to the times and interests of chapter membership.

Leslie Fisher
San Andreas Chapter Strategic Planning Committee Chair
Event: Silicon Valley – A History of Change / Vote on Chapter Name Change (Aug. 30 SLA Event)

August 18, 2010 Categories: Chapter Events Tags: history of technology, program, Silicon Valley, SLA, Special Libraries Association
Want a better understanding of the changes in Silicon Valley that have occurred over the 30 year history of the San Andreas Chapter? Join your colleagues for this presentation by an outstanding chronicler of the history of Silicon Valley, followed by the official vote on changing our chapter name to the better known Silicon Valley brand.

"Silicon Valley: A History of Change"

When: Monday, August 30, 6 – 8:30 p.m.
Speaker: Leslie Berlin, Project Historian, Silicon Valley Archives at Stanford University
Location: Michaels at Shoreline, Mountain View
Registration URL: http://www.surveymonkey.com/s/B5Q7VBD

Constant reinvention and change have been hallmarks of Silicon Valley since its inception. Our speaker, Leslie Berlin, will talk about the history of Silicon Valley and its technical, industrial, cultural, and demographic transitions over the past decades.

Leslie Berlin is a Project Historian for the Silicon Valley Archives at Stanford University. She is the author of The Man Behind the Microchip: Robert Noyce and the Invention of Silicon Valley, a biography of Intel co-founder and microchip co-inventor Robert Noyce. She also contributed the "Prototype" column on innovation to the Sunday Business section of the New York Times from September 2008 to July 2009. She serves on the advisory committee to the Lemelson Center for the Study of Invention and Innovation at the Smithsonian's National Museum of American History and is also a director of the IT History Society.

* WHEN: Monday, August 30 (back from vacation and before Labor Day)
6:00 – 6:50 Registration, networking and light supper
6:50 – 7:00 Chapter announcements / Introduce board members
7:00 – 8:00 Speaker
8:00 Q&A, Business meeting to vote on Chapter name change to Silicon Valley chapter led by Leslie Fisher, Past President

* COST: $25 SLA Members / $30 Non-members/ $15 Students/ Member between jobs / Retirees

* LOCATION: Michaels at Shoreline. Take Shoreline Boulevard north from 101, past Shoreline Amphitheatre and past the gatehouse. Come early and enjoy the trails overlooking the golf course and the shoreline itself. http://www.michaelsatshoreline.com/location.html. It's not far from the Computer History Museum, which has limited hours at the current time, due to exhibit renovations.

* PARKING: Plenty of free parking since it's at the end of the golfing day. No public transportation, sorry.

* REGISTRATION URL: http://www.surveymonkey.com/s/B5Q7VBD. After registering, you will have the option of paying through PayPal (has an additional $1.50 service fee) or sending the check to the Registrar (pay for your own stamp and envelope).

* DEADLINE: Register by end of day, Monday, August 23. Any checks must be received by Thursday, August 26.

Please forward this e-mail to any colleagues who may be interested

We're looking forward to seeing you there!

Jean Bedord
Vicki Garlow, Program Directors, San Andreas SLA
A new beginning for the Chapter

September 2, 2010 Categories: Chapter Events, Chapter News Tags: name change, Silicon Valley Chapter, SLA, Special Libraries Association

In Leslie Fisher's work as Chapter President in 2009, she found that many of our colleagues did not know where the San Andreas Chapter was located, while they were aware of Silicon Valley. Given that we were also revisiting the Strategic Plan for the Chapter, including branding, it seemed opportune to revisit the Chapter's name as well.

In 2009, the Board voted to move forward with proposing a name change, following the process outlined by the national Association. Leslie posted over several months beginning in March 2010, explaining why a name change was necessary, the process and why she felt the new name suited us better. To quote from her May email:

Our Strategic Plan is being designed with an emphasis on adaptation and innovation. It will serve us like a weathervane. The components are like the directions, and by viewing it (and reviewing it) through prevailing currents – of business, of technology, of our social fabrics – the plan will serve as a guide, helping us steer through this time of paradigm shift, re-shaping our goals and directions as we proceed.

The name Silicon Valley Chapter is meant to serve as a beacon in this process and in the new era. We thus identify ourselves with the regional hotbed of innovators and innovation. We thus aspire to be of this region, a part of this sea change, participants and contributors in the evolution. The name is meant to inspire us as achievers and to inspire our constituents – peers, colleagues, managers and executive management – with our sense of self, our commitment to innovation, and our active participation in these changing times.

At the August 30th meeting, after an excellent presentation by Leslie Berlin, the proposal was put up to a vote by the attending members and over 90% voted for the new name. So without further ado…

HELLO
My name is
Silicon Valley Chapter
Event: Silicon Valley – A History of Change, August 30, 2010

The name change vote wasn't the only thing happening on August 30th! Leslie Berlin, Project Historian for the Silicon Valley Archives at Stanford University and author of the book *The Man Behind the Microchip: Robert Noyce and the Invention of Silicon Valley*, spoke for about an hour on the founding and history of Silicon Valley. Before that, Chapter members tried to identify the former names of 50 people, companies and countries (I'm amazed anyone knew Burkina Faso's former name – I certainly didn't!)

While some of the elements of the Valley's History might have been familiar to members, such as the role of Frederick Terman in funding students' companies and the Fairchild Eight aka The Traitorous Eight and their role in forming Fairchild Semiconductor and various spinoffs, what was fascinating were the lesser-known elements which helped make Silicon Valley what it is today. These included the role of the government in providing a ready-made market for electronics and aerospace in earlier decades – Lockheed was the major employer in the Valley in the 1950s – the effect of tax laws on encouraging investment, potential investors who had the technology background, as well as things one might take for granted such as the pleasant climate.
If there was one takeaway from the evening, it was that it wasn't enough to get a bunch of smart people in a group or a small area – an established infrastructure and a fair amount of chance each played their part. It was great to hear from audience members during the Q&A, with one person talking about how they'd bought Julius Blank's house.
Meet the winners of the Silicon Valley chapter SLA Design-A-Program student project from earlier this year! These SJSU students (and recent graduates) will be presenting a recent collaboration between the UC Berkeley's Environmental Design Library and Environmental Design Archives to create digital exhibitions using the open source software Omeka.

"Environmental Design: Creating Digital Exhibitions Using Open Source Solutions"

When: Thursday, September 23, 6 – 8:30 p.m.
Speaker: Mia Jaeggli, Environmental Design Library, UC, Berkeley
ALASC Proposal Team: Gayle Pellizzer, Abby Dansiger and Rowena Weger
Location: Gilead, 362 Lakeside Drive, Foster City
Registration URL:http://www.surveymonkey.com/s/38F5YR5

Special libraries indeed have very unique collections, although many of their own users do not realize the extent of the holdings. With staff and budgets stretched thinner than ever, how can special libraries highlight their collections and reach beyond base clientele? Creating digital exhibitions with open source tools can be an efficient, economical and innovative way to keep your library moving forward into the 21st century: http://www.ced.berkeley.edu/cedarchives/exhibitions/

The keynote speaker will be Mia Jaeggli, Technical Services Workleader at the Environmental Design Library, UC Berkeley and a May 2010 MLIS graduate from the SJSU SLIS program. Mia was responsible for selecting the appropriate software, and working with Web administrators to bring the project to its final and successful completion. Mia’s presentation will include how she initially approached the project and what obstacles she encountered along the way. She will also discuss the benefits of using open source software and future plans for publishing digitized collections and exhibitions.

This winning proposal was developed by ALASC (American Library Association Student Chapter) at SJSU. Abby Dansiger was the 2009-2010 Chair, and December 2010 MLIS candidate. Gayle Pellizzer was the 2009-2010 Program Coordinator May 2010 MLIS graduate. Rowen Weger was the 2009-2010 Treasurer and May 2011 MLIS candidate. You can see ALASC on Facebook: http://www.facebook.com/alasc

* WHEN: Thursday, September 23
6:00 – 6:50 Registration, networking and light supper
6:50 – 7:00 Chapter announcements / Introduce board members
7:00 – 7:15 The Gilead Story: Dale Stanley
7:00 – 8:00 Program
8:00 – 8:30 Q & A

* COST: $25 SLA Members / $30 Non-members/ $15 Students/ Member between jobs / Retirees

* LOCATION: 362 Lakeside Drive, Foster City, though may have to go through a different building for security purposes. Additional details will be sent to registrants.

* PARKING: Free parking, No public transportation, sorry.

* REGISTRATION URL: http://www.surveymonkey.com/s/38F5YR5 After registering, you will have the option of paying through PayPal (has an additional $1.50 service fee) or sending the check to the Registrar (pay for your own stamp and envelope).

* DEADLINE: Register by end of day, September 15. Any checks must be received by September 17.

Please forward this post to any colleagues who may be interested

We're looking forward to seeing you there!
Jean Bedord
Vicki Garlow, Program Directors, Silicon Valley SLA
Upcoming Event: The Role of Paid R&D Information Tools in Helping Achieve Executive Level Objectives (Thursday, October 7, 2010)

September 15, 2010 Categories: Other Events Tags: R&D, Sharon Malakoff, Solo Librarians
The Solo Librarians of the Silicon Valley (formerly San Andreas) Chapter of SLA invite you to join them at their next meeting on Thursday, October 7th.

We will have Sharon Malakoff on hand to discuss “The Role of Paid R&D Information Tools in Helping Achieve Executive Level Objectives”. Based on the results of a recent survey, she will focus on how information resources meet the needs and business objectives of managers and corporate executives. Identifying Return on Investment (ROI) these days is critical. This study shows how paid information tools save time, reduce costs and increase productivity.

Sharon is a Research Solutions Manager at Elsevier and has been with the company most of the last 22 years.

Sonia Dorfman will be hosting the meeting at 6 P.M. at NeuroPace, 1375 Shorebird Way, Mountain View. The map link is below.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs. You are welcome to bring a snack or dinner to the meeting. There will be soft drinks available.

Those who are planning to attend need to contact Sonia Dorfman by October 4th at sdorfman at neuropace dot com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
Silicon Valley Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left are NeuroPace.
New address for Silicon Valley Discussion List

October 15, 2010 Categories: Chapter News Tags: discussion list, Silicon Valley Chapter

As part of our transition to being the Silicon Valley Chapter of SLA we have changed the “name” of the discussion list. The SLA Discussion List for our chapter has been changed to sla_csv AT sla.lyris.net (please note the underscore between “sla” and “csv”). The members who were on the previous discussion list will automatically (and hopefully seamlessly) be transferred to the new list. For those of you who are SLA members and not on our local discussion list, this might be a good time for you to become active. You can signup through SLA Headquarters at:

http://www.sla.org/content/community/lists/index.cfm
Event: Internet Librarian 2010 Dine Around in Monterey, Sunday Evening October 24

October 19, 2010 Categories: Chapter Events Tags: Internet Librarian, Silicon Valley, SLA

Come kick-off the Internet Librarian 2010 meeting with Ann Jacobson (Naval Postgraduate School) and Silicon Valley (formerly San Andreas) Chapter colleagues at the Monterey Dine Around on Sunday, Oct. 24th, at 7pm at Krua Thai Restaurant down the street at 731 Munras Avenue. This is a great opportunity to network, share expertise and have a little fun with your Silicon Valley Chapter colleagues in SLA right before the first day of Internet Librarian 2010 Conference.

Krua Thai is an inexpensive, delicious and quiet Thai restaurant located an easy walking distance (about 10-12 minutes) from the conference center. Food can be ordered mild, medium or spicy, and they accept separate checks. Local members and friends of SLA who are not attending Internet Librarian are also welcome.

To reserve a spot, please email Ann Jacobson at ann.jacobson AT gmail.com, and put “SLA Internet Librarian Sunday Evening Dine-around” in the subject header. Ann will confirm your place, so if you don't hear back from her, your email may have been blocked and you can call her instead at (831) 809-7760

See you there!
Jean Bedord & Vicki Garlow
Program Directors
SLA-Silicon Valley Chapter
Event: Solo Librarians Meeting on Thursday, November 11th

October 27, 2010 Categories: Other Events Tags: Internet Librarian, Reprints Desk
The Solo Librarians of the Silicon Valley Chapter of SLA invite you to join them at their next meeting on Thursday, November 11th.

The Internet Librarian Conference (http://www.infotoday.com/il2010) is taking place this week in Monterey from October 25 – 27. We will have a panel of librarians on hand who attended the conference and will be discussing their impressions and experiences.

Eric Kristofferson is hosting the meeting at 6 P.M. at St. Jude Medical at 701 East Evelyn Avenue in Sunnyvale. The map link is below. We will be serving pizza for dinner courtesy of Reprints Desk.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Those who are planning to attend need to contact Sonia Dorfman by November 5th at sdorfman AT neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
Silicon Valley Solo Librarians

St. Jude Medical is at 701 E. Evelyn Avenue, Sunnyvale—between Wolfe & Fair Oaks. Park near the first building and go into the lobby.

Map link to Saint Jude Medical: http://www.mapquest.com/mq/6-EKD1ATG5
Event: 30th Anniversary at new “Bookless” Frederick Emmons Terman Engineering Library, Nov. 18

November 4, 2010 Categories: Chapter Events Tags: Cindy Romaine, Michael Keller, Silicon Valley SLA, Special Libraries Association

Come celebrate the 30th anniversary of our SLA Silicon Valley chapter, formerly the San Andreas chapter, at the new Frederick Emmons Terman Engineering Library at Stanford. This will be hosted by our own Helen B. Josephine, Head Librarian. We’ll have tours of the new library, plus hearty h’ors d’oeuvres and refreshments in the Mackenzie Board Room, followed by speakers and a brief annual business meeting.

"30th Anniversary Chapter Celebration: Future of the Library"
When: Thursday, November 18, 5:30 – 8:00

Featured Speaker: Michael Keller, University Librarian, Director of Academic Information Resources, and Publisher of Highwire Press and Publisher of the Stanford University Press.
Special Guest: Cindy Romaine, 2011 President-Elect of SLA
Location: Stanford University Campus https://lib.stanford.edu/engineering-library/engineering-library-visitors
Registration URL: http://www.surveymonkey.com/s/L23G32F

This is your opportunity to see this new Engineering Library, hailed in the press as “bookless” despite having 10,000 print volumes. It is envisioned as an “Information Collaboratory” where students and faculty no longer rely on print books and journals. The intention is to have librarians working closely with faculty and researchers in their classrooms and labs.

Our featured speaker, Michael Keller, is considered the visionary for this library. As University Librarian at Stanford, he endeavors to champion deep collecting of traditional library materials (especially of manuscript and archival materials) with full engagement in emerging information technologies. Uniquely, Keller’s responsibilities at Stanford encompass libraries, cybraries, academic and residential computing, publishing and publishing services. A recent American Libraries article on Michael Keller and innovations at Stanford Libraries can be found at http://americanlibrariesmagazine.org/columns/next-steps/stanford-innovation-juggernaut. More information can be found at his webpage http://highwire.stanford.edu/~mkeller/.

* WHEN: Thursday, November 18
5:30 Registration in the Mackenzie Room
5:30-6:30 Tours of the Terman Engineering Library and Networking in the Mackenzie Room
6:30-8:00 Featured Speaker, Toast to the Chapter, Acknowledgment of Vendors and Invited Guests, Chapter Business Meeting

* COST: $20 SLA Members / $25 Non-members/ $10 Students/ Members between jobs / Retirees

* LOCATION: Frederick Emmons Terman Engineering Library, Stanford University Campus.
* PARKING: Parking on campus after 4pm is FREE. Parking, directions and map of campus: https://lib.stanford.edu/engineering-library/engineering-library-visitors From CalTrain station, take the Marguerite Shuttle: B clockwise or B counterclockwise to the corner of Via Ortega and Panama St at the Y2E2 bldg.

* REGISTRATION URL: http://www.surveymonkey.com/s/L23G32F After registering, you will have the option of paying through PayPal (has an additional $1.50 registration fee) or sending the check to the Registrar (pay for your own stamp and envelope).

* DEADLINE: Register by end of day, November 12, Friday. Any checks must be received by November 16, Tuesday.

Please forward this e-mail to any colleagues who may be interested. Also add the upcoming events to your calendar:

* December 10, 11, or 12. Holiday Tour at Patterson House at Ardenwood Farms. Hosted by Lee Pharis and Leslie Fisher

* January end-of-holidays year-end, Wednesday, January 12 at MacArthur Park, hosted by Helen Losch, Chapter President.

Also, check out Chapter news and other events by checking the blog and calendar at http://sla-divisions.typepad.com/sanandreas/. Even better, enter your email to subscribe to updates.
Hope to see all of you this November 18 celebration.

Jean Bedord
Vicki Garlow
Program Directors
Silicon Valley Chapter, SLA
New “Bookless” Terman Engineering Library Tour

November 17, 2010 Categories: Events, Tours

Event: 30th Anniversary at new “Bookless” Frederick Emmons Terman Engineering Library, Nov. 18

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Our featured speaker, Michael Keller, is considered the visionary for this library. As University Librarian at Stanford, he endeavors to champion deep collecting of traditional library materials (especially of manuscript and archival materials) with full engagement in emerging information technologies. Uniquely, Keller’s responsibilities at Stanford encompass libraries, cybraries, academic and residential computing, publishing and publishing services. A recent American Libraries article on Michael Keller and innovations at Stanford Libraries can be found at http://americanlibrariesmagazine.org/columns/next-steps/stanford-innovation-juggernaut. More information can be found at his webpage http://highwire.stanford.edu/~mkeller/.

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* COST: $20 SLA Members / $25 Non-members/ $10 Students/ Members between jobs / Retirees

* LOCATION: Frederick Emmons Terman Engineering Library, Stanford University Campus.
* PARKING: Parking on campus after 4pm is FREE. Parking, directions and map of campus: https://lib.stanford.edu/engineering-library/engineering-library-visitors From CalTrain station, take the Marguerite Shuttle : B clockwise or B counterclockwise to the corner of Via Ortega and Panama St at the Y2E2 bldg.
  * REGISTRATION URL: http://www.surveymonkey.com/s/L23G32F After registering, you will have the option of paying through PayPal (has an additional $1.50 registration fee) or sending the check to the Registrar (pay for your own stamp and envelope).
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Please forward this e-mail to any colleagues who may be interested. Also add the upcoming events to your calendar:

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Hope to see all of you this at this November 18 celebration.

Jean Bedord
Vicki Garlow
Program Directors
Silicon Valley Chapter, SLA
Volunteers are needed for 2011 Chapter committees & liaisons. The Chapter is an all-volunteer organization, so if you are not actively serving, your assistance is greatly needed. Please use the form to contact Chapter President, Kathleen Gust, if you have any interest in assisting the Chapter in any of our important functions.

[contact-form 2 “Chapter Volunteer Form”]
Copyright in the Digital Age, Free Dec. 3 Webinar

November 19, 2010 Categories: Webinars

Do you struggle to understand what you, your library staff, and your users may do under the U.S. Copyright Act? Do you understand the gray areas of Fair Use and the Library Exemption? Do you need help interpreting and negotiating terms of copyright in contracts for electronic resources? Do you try to educate your patrons about copyright and create guidelines they can understand?

If so, join us for this webinar on Tuesday, December 7, 2010 from 10:00 – 11:30 a.m. Pacific Time. James Heller, author of The Librarian’s Copyright Companion, and Christine Graesser, a law librarian with 20+ years of experience in firm and government law libraries, will outline the basics of copyright law and offer tips on copyright compliance, licensing, and user education within your organization. Click here for speaker bios.

REGISTRATION: This webinar is free for SLA members and $15 for non-members. Please register online by Friday, Dec. 3. Registration is limited to 500. To register, please link to http://www.cvent.com/EVENTS/Info/Summary.aspx?e=5e853974-043e-4a83-80e8-3aa12541b4c4

GOT A COPYRIGHT QUESTION? Jim and Christine will be incorporating real-world questions into their program to make sure it is relevant to your needs. Please submit your questions to Jill Strand at jillstrand@gmail.com by Monday, November 29th.

THANK YOU AGAIN TO OUR SPONSORS: Thank you to BNA and DIALOG, LLC for their generous sponsorship. Thanks also go to SLA's Legal and IT Divisions and the SLA Kentucky Chapter for working together to coordinate this program.
Call for Papers! 2011 Annual Conference

Share your research with your peers! SLA is now accepting proposals for papers to be presented at the 2011 Annual Conference and INFO-EXPO, to be held June 12-15 in Philadelphia, Pennsylvania.

This is your opportunity as a member of SLA to share your research and scholarship with your colleagues and peers. Topics must be related to the conference theme, “Future Ready,” or to one of the sub-themes:

- Communicating value through strategic alignment;
- Leveraging technology for innovation; and
- Using knowledge sharing to encourage collaboration.

Every SLA member is encouraged to submit an abstract. The proposals will be evaluated by a panel of SLA members in a blind review, and the strongest will be selected for development into full papers.

Requirements for Acceptance

Topics should be related to library science, information management, research or other issues pertinent to client service, technology, or administration in special libraries. Proposals will be judged on their relevance to the conference theme or one of the sub-themes as well as on the strength of the ideas, quality of the writing and potential member interest.

Proposed papers must also meet these requirements:

- At least one author is a member of SLA,
- At least one author commits to presenting the paper at the annual conference.
- The proposal is received by the deadline.
- The paper has not been published in or submitted to any other publication or conference planning group.
- The author and any co-authors must be willing to sign a copyright assignment form that will permit SLA to use the paper in various formats.

Deadlines

Proposals are due December 13. Submit an abstract of your paper to Martha Foote at mfoote@libraryco.ca. Abstracts should be between 250 and 300 words in length, or roughly one page in 12-point text.

All applicants will be notified of the committee’s decision by 17 January 2011. Those with the strongest proposals will be invited to develop them into full papers.
Got Photos?

November 24, 2010 Categories: Notices

Past Presidents Dinner, 2010, Redwood City

In honor of the Chapter’s 30th anniversary, the Silicon Valley Chapter’s Webmaster is looking for any early photos of Chapter officers, events and programs to integrate into the new WordPress stylesheet. Please send any photos, especially those with names and dates, to Cliff Mills.
Nominations sought for National Offices

November 29, 2010 Categories: Notices

The SLA Nominating Committee is looking for nominees for each of the following positions: President-elect, Chapter cabinet chair-elect, Division cabinet chair-elect and Director (two positions). According to the Oct/Nov 2010 issue of Information Outlook, “all SLA members, especially leaders of divisions, chapters, committees, and councils, are encouraged to identify people they think are ready and willing to serve as members of the association’s board.” Nominations must be submitted by January 7, 2011 to any member of the Nominating Committee. For more information, please link to SLA’s website at or the Committee’s page.
Several of our members have published articles in the professional literature this year, and one has even published a book. Congratulations to the authors!

Jean Bedord, Principal, eContent Strategies


Deb Hunt, Principal, Information Edge


Raveena Raman, Senior Information Specialist, Analysis and Information Management (AIM) Services, Elan Pharmaceuticals.


Virginia Tucker, PhD Candidate, San Jose SLIS


Libby Trudell, VP, Market Development, Dialog

“Does Taxonomy Matter in a New World of Search and Discovery?” with Suzanne BeDell, Online September 2010, v34, no 5 http://www.infotoday.com/online/sep10/BeDell-Trudell.shtml

Submitted by Libby Trudell
January 12, 2011 is the date set for the SLA Silicon Valley chapter *End-of-Year & Holiday Party* to be held at MacArthur Park restaurant, Palo Alto. Traditionally, the *End-of-Year Party* is when the Chapter presents the Mark H. Baer and Lucy Steelman Awards and recognizes Chapter members and vendor sponsors for their support during the year.

More details and registration information will be available soon.
December 11 Holiday Tour of Patterson House

December 3, 2010 Categories: Events, Tours

Saturday, December 11, 2010 3:00PM

Ardenwood Trailmap

Event: Holiday Tour of Patterson House at Ardenwood Historic Farm, an East Bay Regional Park in Fremont

Come join us for some holiday cheer in Fremont at the Patterson House, Ardenwood Historic Farm. Several of us are meeting there on Saturday, December 11 for the 3:00pm tour of the Patterson House, currently decked out in a festive holiday 1900’s Victorian style. The 3:00 tour is the last of the day, with the park closing at 4:00, so don’t be late!

A departure from typical chapter tours, there is no chapter registration and you pay your own fees as you enter the park. The cost is $2 to enter the park (general admission) plus $4 for the Patterson House tour.

Information about the tour can be found here (see Christmas Tours of Patterson House):

Arrive early enough to queue up at Patterson House by the beginning of the tour. It is recommended that you arrive at least an hour early to tour the grounds, possibly earlier to take a Monarch Butterfly Tour since the butterflies are back at Ardenwood this year. (This is also described with the house tour description using the link above.)

For general information about Ardenwood Historic Farm: http://www.ebparks.org/parks/ardenwood

Afterward we’re headed to a nearby Starbucks for hot chocolate (also Dutch treat). http://www.starbucks.com/store/8815

“Holiday Tour of Patterson House at Ardenwood Historic Farm”
When: Saturday, December 11, 3:00 – 4:00
Location: Ardenwood Historic Farm in Fremont (next to Hwy 880 just off Decoto Rd./Hwy 84 east of the Dumbarton Bridge)
http://www ebparks org/parks/ardenwood#reach

Please join us!
Dec. 11 Holiday Tour of Patterson House at Ardenwood Historic Farm

December 6, 2010 Categories: Chapter Events
Saturday, December 11, 2010  3:00PM

Event: Holiday Tour of Patterson House at Ardenwood Historic Farm, an East Bay Regional Park in Fremont

Come join us for some holiday cheer in Fremont at the Patterson House, Ardenwood Historic Farm. Several of us are meeting there on Saturday, December 11 for the 3:00pm tour of the Patterson House, currently decked out in a festive holiday 1900's Victorian style. The 3:00 tour is the last of the day, with the park closing at 4:00, so don't be late!

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Please join us!
Reposted from the SLA Blog:

Seeking a more Diverse Membership

The SLA Diversity Leadership Development Program (DLDP) Award aims to accelerate the advancement and visibility of members who represent a diverse population of the Association by mentoring them for more leadership opportunities within SLA, to ensure that the Association remains vital, relevant, and representative of its diverse membership.

The DLDP Awardee receives a $1,000 stipend to assist in defraying the cost of attending SLA 2011 in Philadelphia, as well as complimentary registration and specific ticketed events as appropriate. Learn more about the DLDP Award today, and nominate yourself, or someone you know. Deadline for applications is 4 March 2011.

For more information, or for an application form, please link to the SLA Blog.
The Solo Librarians of the Silicon Valley Chapter of SLA invite you to join them at their first meeting of 2011 on Tuesday, January 18.

We will have Ron Rodrigues, MLS on hand to demonstrate the all new ProQuest Dialog Platform which is presently available. Innovation often begins with a problem that needs solving. With this first release of ProQuest Dialog, information professionals, scientists and engineers can explore these problems, determine how and by whom they are being addressed and find new solutions. Future releases will add additional content and features to enable Legal professionals to determine if others are targeting the same problem and if the answer is both unique and protectable and business intelligence professionals to track customers, market trends and competitors.

Ron is a Senior Content Specialist at Dialog LLC and has been with Dialog for a total of 13 years and a customer for over 24 years. He’s worked as a Reference Librarian at such places as HP, the Naval Postgraduate School and the Stanford School of Engineering.

Sonia Dorfman will be hosting the meeting at 6 p.m. at NeuroPace, 1375 Shorebird Way, Mountain View. The map link is below.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs. You are welcome to bring a snack or dinner to the meeting. There will be soft drinks available.

Those who are planning to attend need to contact Sonia Dorfman by January 14th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
Silicon Valley Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left are NeuroPace.
Pecha Kucha Leadership for Information Pros

Join your colleagues for our first meeting of 2011, recognizing the remarkable accomplishments of our local Silicon Valley members during 2010. Leadership in our chapter is truly outstanding with several members providing leadership at the highest levels of SLA. We’ll be looking back and looking forward at this program:

Pecha Kucha Leadership for Information Pros / Recognition and Awards Celebration

When: Wednesday, January 12, 2011, 5:30 – 8:00 p.m.
Featured Speakers: Libby Trudell, Cindy Hill, and Helen Losch, with others pending
Location: MacArthur Park, in Palo Alto, right next to the train station
Registration URL: http://www.surveymonkey.com/s/H69M5SN

Give a warm farewell to our current president, Helen Losch, and other outgoing Board members. Welcome new Board members with your excellent ideas and opinions. And seize the best professional networking opportunity to volunteer for open committee positions in 2011. Connect with fellow colleagues and enjoy a scrumptious appetizer buffet at the architecturally historic and unique MacArthur Park restaurant in Palo Alto, California.

PECHA KUCHA speakers will include:

- Libby Trudell, VP of Marketing at ProQuest/Dialog, SLA Fellow, and Chair of the 2011 SLA Conference program
- Cindy Hill, Chair of 2012 Conference Planning Council, SLA Click University Instructor, past president of SLA
- Deb Hunt, Director, Board of Directors, SLA, Principal of Information Edge, Instructor at Diablo Valley College
- Helen Losch, 2010 Silicon Valley/San Andreas Chapter President, Reference and Instruction Librarian, Graduate School of Business at Stanford.

WHEN: Wednesday, January 12, 2011.
5:30 – 6:30 Registration, networking and appetizer buffet. Cash bar available.
6:30 – 8:00 Speakers and awards

COST: $25 SLA Members / $35 Non-members/ $15 Students/ Members between jobs / Retirees

LOCATION: MacArthur Park restaurant, 27 University Avenue, Palo Alto, CA 94301-2324
(Next to the train station — see map – http://tinyurl.com/yfkawmo)

PARKING: Available in the adjacent lot (free) and at the Caltrain station lot (nominal fee) behind the Sheraton. MacArthur Park also offers valet parking (not free).

PUBLIC TRANSPORTATION: MacArthur Park is steps away from the Palo Alto Caltrain station, which is also a stopping point for several bus routes.

REGISTRATION URL: http://www.surveymonkey.com/s/H69M5SN After registering, you will have the option of paying through PayPal (has an additional $1.50 registration fee) or sending the check to the Registrar (pay for your own stamp and envelope).

DEADLINE: Register by end of day, Thursday, January 6. Any checks must be received by January 10, Monday.

Please forward this e-mail to any colleagues who may be interested. Also, check out Chapter news and other events by checking the blog and calendar at http://siliconvalley.sla1.org/events. Even better, enter your email to subscribe to updates.

Hope to see all of you this at this celebration.

Jean Bedord
Vicki Garlow
Program Directors for 2010
Silicon Valley Chapter, SLA
Event: Pecha Kucha Leadership for Information Pros / Recognition and Awards Celebration, Jan. 12

January 2, 2011 Categories: Awards, Chapter Events Tags: Cindy Hill, Deb Hunt, Helen Losch, Libby Trudell, MacArthur Park, Pecha Kucha

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Jean Bedord
Vicki Garlow
Program Directors for 2010
Silicon Valley Chapter, SLA
Future Ready 365 contributions sought

January 14, 2011 Categories: Notices

SLA has launched their Future Ready 365 website and is eager for SLA members to contribute. The website states that “250 words, a handful of images, even audio and video—will build a mosaic that offers this community actionable insights into the future of our profession and association.”

From the Future Ready 365 website: What is Future Ready?

It’s a focus on preparing ourselves for emerging opportunities in the information industry through: 1) Collaboration to accelerate the availability of useful information; 2) An adaptable skill set that anticipates and responds to the evolving marketplace; 3) Alignment with the language and values of the community you serve and 4) Building a community that connects stakeholders in mutually beneficial relationships

Submit your post to futureready365@sla.org. For more information, link to http://futureready365.sla.org/join-us
Silicon Valley Chapter members generously contributed to the Haiti Library Relief Fund at the Pecha Kucha Leadership for Information Pros and Recognition and Awards Celebration Wednesday evening. In recognition of the one-year anniversary of the devastating earthquake in Haiti, Chapter President, Helen Losch, made an appeal to the attendees to help in rebuilding libraries that were destroyed.

The Board voted to contribute $150.00 from the Chapter as a challenge grant to the Haiti Library Relief Fund. The attendees surpassed this challenge. Incoming President, Kathleen Gust, announced the next morning, “We received enough in checks and cash to meet the challenge we offered to the members, and enough in pledges at this point to exceed it! The current total donation would be about $450.00 (including our challenge fund).”

*Libraries and other cultural institutions are critical resources for the recovery of people around the world in the aftermath of a crisis*

Michael Dowling, Director of the ALA International Relations Office said in an email to members on the eve of the one-year anniversary, “Even without buildings, staff have been continuing to provide services, visiting displacement camps to provide storytimes or handing out books in front of their demolished”.

There is still time to contribute to this effort from our SLA-SV Chapter! Please consider helping our colleagues in Haiti. Please print and complete the Donation Form (PDF file). Make checks to “American Library Association” (your donation is tax deductible) with a notation for Haiti and send to our new Chapter Treasurer by January 31st:

Philip Gust, SLA-SV Treasurer  
Attn: ALA Haiti Fund  
86 Inyo Place  
Redwood City, CA 94061
Operation Vitality: SLA Website Project

January 20, 2011 Categories: Uncategorized

Get Ready for the Future, by Daniel Lee, SLA Board of Directors

SLA isn’t yet Future Ready, so I am doing something about it. This site is the first live website to use SLA’s new web hosting service and newly designed theme for WordPress!

For many years, our unit websites have been disparate in content, design, and functionality. Some sites are coded “old school” with plain HTML, some use ColdFusion, some ASP or PHP, and some are externally hosted. They can’t effectively exchange data with Headquarters (or each other) and, to be honest, many have seen better days. At first glance, you would hardly know they were units of the same organization!

Operation Vitality

SLA will revitalize its website community as “Operation Vitality” swings into high gear this year.

“Operation Vitality” has five objectives:

1. Provide a stable and modern website hosting service to all chapters, divisions, and caucuses;
2. Ensure the service is affordable and cost effective for the Association;
3. Design a brand-compliant template for all units to use;
4. Promote a common content management system we can all use, understand and build upon; and
5. Rebuild the community for SLA’s webmasters.

I ran for the Board of Directors on a Leadership, Volunteers and Technology platform and “Operation Vitality” sits at the intersection of these three themes. This will be my main focus during my last year on the Board.

New Hosting Service

The SLA staff has made tremendous strides towards establishing a new web hosting service for the units and 2011 will be the year we convert to a common content management system and promote a common look and feel.

- SLA has partnered with award-winning web host provider HostGator;
- WordPress will be promoted as the content management system of choice; and
- A professional WordPress theme has been designed specifically for SLA units and will be included as part of a new web hosting service.

There will be a cost for the new service, $40 per year, which includes a fully functioning WordPress install with the SLA Theme, 24/7 technical support provided by HostGator, email accounts, MySQL databases, FTP Accounts, an easy to use and flexible Control Panel, and a 99.9% uptime guarantee. For the real web gurus out there, advanced features will also include CGI, Ruby on Rails, Perl, Python, Curl, CPAN, GD Library, Image Magick, SSH Access and Cron Job Scheduling.

The Plan

In late 2010 a set of units who self-identified as early adopters started using the new service. Based on the feedback from this pilot, the service and the WordPress theme will be adjusted and rolled out to the whole Association in early 2011. The goal is to have all SLA units who are currently hosted by SLA converted to the new service by December 2011. Units who have pursued their own hosting are encouraged to rejoin.

The following 16 SLA units comprised the original beta for the SLA migration to the WordPress platform which began in October 2010:

- Academic Division
- Business and Finance Division
- Competitive Intelligence Division
- Florida & Caribbean Chapter
- Illinois Chapter
- Leadership and Management Division
- Legal Division
- New York Chapter
- Oregon Chapter
- Philadelphia Chapter
- Science-Technology Division
- Silicon Valley Chapter
- Toronto Chapter
Transportation Division
Washington, DC Chapter
Western Canada Chapter

Newly migrated sites:
- Baseball Caucus
- Food, Agriculture & Nutrition Division
- Illinois Chapter
- Rocky Mountain Chapter

This information was first posted on January 20, 2011. For more information, please link to Future Ready 365.
Annual Recognition and Awards event: Pecha Kucha Leadership for Information Pros, January 12, 2011

January 20, 2011 Categories: Awards, Events, Meetings

While we had our meeting at MacArthur Park in Palo Alto, this time we tried something different and had the traditional holiday party in the following year rather than at the traditional end-of-year event.

The Chapter set up donations for Haitian libraries in cooperation with ALA – offering printed forms for donations via check or credit card, a basket for cash or checks, information on how to donate via text messaging with the donation charged to members’ mobile providers (just text to 20222) and information on how to donate online through ALA. There were about 40 attendees.

The main event was the Pecha Kucha (http://www.pecha-kucha.org/) panel on Leadership (Libby Trudell, Cindy Hill, Deb Hunt, Helen Keil Losch presenting), in which each participant showed 20 images with 20 seconds to talk about each one. Pecha Kucha is Japanese for “chit-chat” and the idea is to present ideas in a rapid and memorable fashion.

Next came the recognitions, awards, new board members and raffle. Helen Keil Losch thanked and recognized several members for their service to the chapter. This year’s award recipients were Steven Kaye (Mark H. Baer Award), Cindy Hill (Lucy Steelman Award), Cliff Mills (President’s Award), Praveena Raman (Published Member Award), AIM and IEEE (Vendor Partner Awards).

The new Board Members were announced; the chapter is seeking a President-elect for this year — contact Kathleen Gust with nominations.

-Steven Kaye

2010 Lucy Steelman Award presented to Cindy Hill

2010 Lucy Steelman Award Presentation
When’s the last time you visited SLA.org to tap into all the resources available to you as a member? Get the most out of your SLA membership – Register today to attend this SLA-Silicon Valley event.

After a light meal, the evening will open with a brief overview of the SLA.org member website. Then, Deb Hunt Principal at Information Edge, will present the updated 23 Things which is a free, members-only, self-directed training program for learning the latest free Web applications. Attendees will have hands-on time to explore SLA.org member resources by using their own userID and password. Take a first-hand look at: Future Ready, 23 Things, SLA Innovation Laboratory and many more SLA.org resources exclusively available to you.

Date: Tuesday, February 15, 2011

Time: 6:00 p.m. - 8:30 p.m.

Venue: Santa Clara University
Harrington Learning Commons – Orradre Library, Room 234
500 El Camino Real, Santa Clara 95053
Hosted by Susan Boyd, Engineering/Math Subject Specialist
Maps & Directions

Cost: $15 SLA Members / $20 non-Members / $12.50 Students/Retired/Between Jobs

Registration: http://www.surveymonkey.com/s/X5F55YJ

After registering you will have the option of paying via PayPal (has an additional $1.50 service fee) or sending a check to the Registrar.

Deadline: End of day, Feb. 9th. Checks must be received by February 11, 2011

Parking: $5.00 per vehicle at guard station, Palm Dr. entrance for on-campus parking
3rd floor of the Campus Parking Structure which is diagonal to the Learning Commons.

Public transportation: Caltrain Santa Clara Station is a brief walk to the SCU campus

Vicki Garlow & Lisa Sewell
Program Directors 2011
SLA Silicon Valley Chapter
Handouts presented at the recent SLA Leadership Summit are now available to SLA members on the association website. According to the SLA site, “over 220 leaders from around the globe” participated. The handouts available are listed below. Members will have to log-in to the SLA website to retrieve these.

Thursday, 20 January 2011 – Growing & Sustaining Membership
- Future Ready: Building Community (Cindy Romaine)
- State of the Coffers: The Financial Road Map for Our Future (Dan Trefethen)
- Re-thinking Community: Creating an Association for 2011 and Beyond (Janice Lachance)
- Building Community: Using Social Media Effectively (Jamal Cromity)
- Building Community: Remote and Virtual Programming (Ruth Wolfish, Julie Cavender and Karly Szczepkowski)
- Expanding Community: Promoting SLA Outside Our Current Membership (Judy Tapiero, Susan Fingerman and Mary Talley)
- SLA’s New WordPress Web Hosting for Units (Daniel Lee)

Friday, 21 January 2011 – Leadership Practicum
- The Decision to Volunteer and the Decision to Join: Community Building in Action (Susan Robertson)
- Growing Your Community’s Finances: Thinking Strategically (John DiGilio, Sara Batts and Tom Rink)
- Do You Know about the Need-to-Know Sessions (Jill Strand)
February 2, 2011 Categories: Uncategorized
Registration is now open for SLA's 15 February 2011 webinar, Social Business: Social Media Tools for Business and Competitive Research. Scott Brown, owner of the Social Information Group, will conduct the webinar, which will take place from 10 – 11:30 a.m., Pacific Standard Time. The cost is $49 for SLA members and $99 for non-members.

According to the SLA announcement, “Traditional resources for business, company, industry and competitive information can be complemented by the effective use of social media tools, such as LinkedIn, blogs, Twitter feeds, and social networking groups. This session will showcase tools and techniques that the researcher can use to find valuable and unique information you can't find anywhere else. We will conduct live demonstrations in finding company information, industry groups, and key executive information. We'll also look at ways you can find professional resources and connections to experts in the information field.”

For more information, or to register, link to the SLA website.
Automated Retrieval System, Santa Clara University

Second, Deb Hunt (Information Edge) took us on a fantastic voyage where we revisited the phenomenal resources on SLA.org. You will find links to these resources in her 11-page presentation: Revisit SLA.org, OR “I Didn’t Know That Was There!” Then, all 22 of us had our own workstations to find new resources on SLA.org. Re-visit SLA.org and re-invest in yourself! Take even one hour per week committing to advancing your professional career and network by using SLA.org. Here is some of what you will find:

- Share your experiences and ideas on the Future Ready Blog or comment on what’s already there
- Consult the Resources for Employers page for information on the value of the Information Professional and how to hire an Information Professional for your organization
- Go to SLA’s Wiki Spaces and learn about the new 23 Things and the 2011 Need To Know Forum which teaches non-SLA members how information professionals contribute to the success of their organizations
- Missed an SLA Webinar? Go to REPLAY Library to view, for free, Webinars you’ve missed
- Atomic Learning provides a large, online library of short, easy-to-understand tutorials for using technology (PC, Mac, and more). This is a fantastic resource for those of us between jobs or in solo positions who can’t afford expensive training courses on specific technologies.
- Learn more about SLA’s Career Center to advance your career
- Use SLA Alignment Project PowerPoint slides to define your IS profession in your company/organization (You don’t have to create your own, just modify these to your needs!)

Re-visit SLA.org Program, Feb. 2011

So here’s our Chapter’s 2011 New Year’s Resolution: One hour per week is all you need to be Future Ready and change your professional life for the better! Invest in yourself! If you don’t who else will? Our SLA.org resources are waiting for you to use them!

Vicki Garlow & Lisa Sewell
Program Directors 2011
SLA Silicon Valley Chapter
The Solo Librarians of the Silicon Valley Chapter of SLA invite you to join them at their next meeting on Tuesday, March 8, 2011, at 6 p.m. The meeting will be held at the Stanford Archive of Recorded Sound (https://lib.stanford.edu/ars) located in the Braun Music Center at Stanford University. A map and directions to the library can be found at the link below.

There will be a tour including a demonstration of antique music boxes and phonographs and a presentation on the activities of the Archive. Please arrive by 6 p.m. The tour is expected to last about an hour.

The meeting will be hosted by Jerry McBride, Head Librarian of the Stanford Music Library and Archive of Recorded Sound. He is currently President of the Music Library Association and author of the recent publication, Douglas Moore: A Bio-Bibliography. He was previously Music Librarian at Middlebury College in Vermont and Archivist of the Arnold Schoenberg Institute in Los Angeles.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs. Those who are planning to attend need to contact Sonia Dorfman by Thursday, March 3rd at sdorfman@neuropace.com or (650) 237-2784. If you have already contacted Sonia, there is no need to do so again.

Sonia Dorfman  
Eric Kristofferson  
Silicon Valley Solo Librarians

Map and directions can be found at: https://lib.stanford.edu/archive-recorded-sound/maps-driving-parking. Parking is free on the Stanford Campus after 4 p.m.
Libby Trudell quoted in WSJ

SLA Silicon Valley Chapter member, Libby Trudell, was quoted in the February 28 Wall Street Journal article, “Today’s News, Brought to You by Your Friends at the CIA: Spy Service Translates World’s Papers at Secret Cost; Mr. Hounsell Has Few Buyers.”

Barry Newman, in the Wall Street Journal for February 28, 2011, writes:

He has one hope: ProQuest, a database supermarket, soon will load World News Connection onto a “Google-like” site with plans to vault its distribution from about 300 college libraries to thousands of libraries and businesses around the world. (Individuals can buy it now for $300 a year, plus $4 a hit.) “We want to surface WNC, get it out there,” says ProQuest’s head marketer, Libby Trudell.

Link to the full article at the Wall Street Journal, online.
Welcome Spring! Host a SLA-Silicon Valley Neighborhood Dinner

March 6, 2011 Categories: Events, Notices

2011 SLA-Silicon Valley Neighborhood Dinners April 11-15

Call for Hosts!

Please consider hosting a Spring-time neighborhood dinner to meet with SLA-SV members that live or work in your neighborhood. Each Host selects a venue where members gather to share a meal (“Dutch treat”). We always hope to offer a variety of dates and locations so all members can find a group to meet-up with near where they live or work.

Volunteering to be a host only takes 3 simple steps:

1. Select a date, time and place
2. Complete the SLA-SV Neighborhood Dinner Host Form by March 14th
3. Members wishing to join you at your neighborhood meeting will R.S.V.P. to you directly by April 6th allowing you ample time to make the final arrangements with the establishment you have chosen.

Students and non-members are also welcome to host or join us at a neighborhood dinner event. We look forward to meeting you.

These SLA-SV mini-meeting events have long been a popular tradition for our Chapter. This year we are holding it once again in the Spring. Regardless of the time of year, members always enjoy the networking and “lively” conversations. April is an excellent time to chat about the upcoming SLA Conference in Philadelphia. (Anyone know where to have a great Philly cheesesteak in the Bay Area?)

Questions? Contact the SLA-Silicon Valley Program Directors: Vicki Garlow or Lisa Sewell
Innovation in the Web Place, April 11, 5 p.m.

Libby Trudell says, “Given our chapter’s new tag line (Information Sparking Innovation!), this program caught my eye. As it is both free and local to the bay area, I thought it might be of interest to some chapter members and worth passing on.”

Simmons Entrepreneurship Program Bi-Coastal Event
Innovation in the Web Place
Monday, April 11, 2011, 5 – 8 p.m. PST
Nichols Research, 44 Montgomery St, San Francisco, CA

The Simmons Entrepreneurship Program’s 2011 Leading Women Entrepreneurs Series will culminate with the event Innovation in the Web Place. Join the California Simmons alumnae at 5 pm PST to kick-off the evening’s program with networking and light refreshments. At 5:30 pm, Janet Beach, Managing Partner of US Marketing Services, will moderate a dynamic panel of three women breaking new ground in the technology sector:

– Julia Hartz, CEO of Eventbrite
– Laney Whitcanack, co-founder of BigTent and now CCO of the company under Federated Media
– Rosemary Brisco, President of ToTheWeb.

The evening will conclude with a Simmons College MBA information session hosted by Dean of the Simmons School of Management, Deborah Marlin.

For more information email: entrepreneurship@simmons.edu
TO RSVP: http://www.simmons.edu/som/events/registration/LWES2011/
For more information of the Leading Women’s Series, please visit: www.simmons.edu/entrepreneurship
### Redwood City neighborhood
Hosted by: **Kathleen Gust**
RSVP: kgust@stanford.edu
Tuesday, April 12 – 6:00 pm

**Citrine Bistro**
885 Middlefield Road
(877) 424-8746
http://www.citrinebistro.com/

*This restaurant is convenient to the Redwood City Caltrain*

### Sunnyvale neighborhood
Hosted by: **Lisa Sewell**
RSVP: lisas-mlis@sbcglobal.net
Wednesday, April 13th – 6:00 pm

**Country Gourmet American Bistro**
1314 S. Mary Avenue (corner of Fremont & Mary)
(408) 733-9446
http://country-gourmet.com/

*Join me for dinner and conversation then stay for dessert… Sometimes I go here just for the dessert*

### Hayward neighborhood
Hosted by: **Leslie Fisher**
RSVP: leslie.fisher@speakeasy.net
Wednesday, April 13th – 6:00 pm

**Main Street Diner**
22622 Main Street (between B St. & C St.)
(510) 583-1605
http://www.yelp.com/biz/main-street-diner-hayward

*This is a very casual, “home cooking” style restaurant – but pleasant and neighborhood oriented. Two blocks from the downtown BART station, ought not be a strain on your commute. Please join me for conversation and a welcoming of spring.*

### San José/Willow Glen neighborhood
Hosted by: **Mary Ellen Petrich & Patricia D’Cruz**
RSVP: mellen@make-do.org
Thursday, April 14th – 6:00 pm

**Aqui Cal-Mex**
1145 Lincoln Ave
(408) 995-0381
http://www.aquicalmex.com

*Relax and have a margarita with a recent student and a current student from SJSU SLIS with interests in science and technology. Parking is available in the back of the restaurant.*
FUTURE READY with SLA President Cindy Romaine: Tuesday May 3, 2011

March 21, 2011 Categories: Events, Meetings Tags: SLA-SV/SF Joint Chapter Meeting

The Silicon Valley Chapter together with the San Francisco Bay Region Chapter

*Invite you to a special Joint Chapter Meeting*

with SLA President, Cindy Romaine

on Tuesday, May 3, 2011 at The Clarion Hotel San Francisco Airport

5:15 p.m. – 8:30 p.m.

A high-leverage point to give you and your organization a competitive edge is to be Future Ready, that is, to adopt an attitude of being adaptable, flexible, and confident in utilizing the skills of the information and knowledge professional. Being ready for the future enables us to be more connected, relevant and valuable.

With the information landscape changing dynamically, it is our ability to learn and adjust that is critical. Cindy will discuss with us about becoming Future Ready by adopting strategies that will prepare us for emerging opportunities in the information industry. She’ll discuss examples and bright spots.

5:15 PM – Registration and Networking (Cash Bar Open)

6:00 PM – Sit Down Dinner: Choice of entree

7:30 PM – Future Ready Presentation, Cindy Romaine, SLA President

*Special note to MLIS students:* You will have an opportunity to dine at the table with SLA President, Cindy Romaine. The first 8 students to register will be seated at the President’s Table.

Registration opens Monday March 28, 2011

Details to follow…
The digital edition of the *SLA 2011 Annual Conference Preview* guide is available online now. The guide has over 30 pages of information on programs, activities, housing and a list of the exhibitors slated to be on hand in Philadelphia during the week of June 12-15. The daily schedule lists activities for each day of the conference. One example is the *Western States Chapters Reception*, slated to be held on Monday, June 13, from 6 – 8 p.m. Link to the Conference Preview guide
The SLA Western States Chapter Reception will be held on Monday, June 13, from 6 – 8 p.m. during SLA 2011 Annual Conference & INFO-EXPO in Philadelphia. The chapters participating will be Silicon Valley, Oregon, Arizona, Southern California, Sierra Nevada and the San Francisco Bay Region. Please attend and share this chance to meet with your friends and West Coast colleagues. Further details will be published in the final conference program.
Got Gravatar?

March 29, 2011 Categories: Notices, Social Media

Gravatars are *Globally Recognized Avatars.*

According to the Gravatar website, "your Gravatar is an image that follows you from site to site appearing beside your name when you do things like comment or post on a blog. Avatars help identify your posts on blogs and web forums, so why not on any site?"

On the WordPress site, it states that a “gravatar is an icon, or representation, of a user in a shared virtual reality, such as a forum, chat, website, or any other form of online community in which the user(s) wish to have something to distinguish themselves from other users. Created by Tom Werner, gravatars make it possible for a person to have one avatar across the entire web. Avatars are usually an 80 pixels by 80 pixels image that the user will create themselves."

This website supports gravatars in comments, so please comment below and share your gravatar with others in the Chapter!

Don't have a gravatar yet? Link to the Gravatar website and set up one for free!
Solo Librarians host speaker from EBSCO — April 27

March 30, 2011 Categories: Meetings, Solo Librarians
The Solo Librarians of the Silicon Valley Chapter of SLA invite you to join them at their next meeting on Wednesday, April 27, 2011.

We will have Janet Lerch on hand to discuss the latest additions to the resources that EBSCO Publishing is providing corporations and academic institutions to support informed decision making. Academic Search™ R&D and Business Source® Corporate are two of the most-used research databases available on EBSCOhost®. Some of the latest additions to EBSCO’s offerings include: corporate learning content such as executive decision support from Corporate Learning Watch™, executive summaries of business books through Business Book Summaries™ and the latest thinking on a topic from business periodicals via EBSCO’s Learning Centers™. EBSCO also provides resources for environmental health & safety professions through its ExPub division.

Janet Lerch began her career with EBSCO in 1999, successfully representing the company and working with corporations and hospitals for more than ten years. Janet spent eight years as one of the top sales representatives in the world with EBSCO Subscription Services and has been a Regional Sales Manager for EBSCO publishing for the past two years. Janet works with corporations to assess their information and learning needs and integrate the EBSCO content into all different divisions within a corporation.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs. You are welcome to bring a snack or dinner to the meeting.

**When:** Wednesday, April 27 at 6pm

**Where:** Eric Kristofferson will host the meeting at St. Jude Medical at 701 East Evelyn Avenue in Sunnyvale—between Wolfe & Fair Oaks. Park near the first building and go into the lobby.

Map.

RSVP: Contact Sonia Dorfman by April 25th at sdorfman at neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
Silicon Valley Solo Librarians
Our chapter president, Kathe Gust, sent the letter below to Michael Dowling of the ALA International Relations office with donations from the Silicon Valley chapter for rebuilding libraries in Haiti. If you didn't get a chance to donate but would like to, check out the ALA page for Haiti Library Relief.

Dear Michael:
At our annual Recognition and Awards Celebration event in December, the Silicon Valley Chapter of the Special Libraries Association issued a challenge to attendees. The Board agreed to match up to $150 in donations pledged at the event to the ALA Haiti Library Relief Fund, on the one-year anniversary of the devastating earthquake in Haiti.

Attendees not only met the challenge, but surpassed it twice over by contributing a total of $300. Together with the Chapter’s matching contribution I am pleased to send along a total of $450 to help rebuild libraries that were destroyed by the quake. Donation forms from those who contributed are enclosed, along with personal checks and credit card information. The amount for those who contributed cash is included in the check from our Chapter.

The Silicon Valley Chapter of SLA congratulates the American Library Association for taking a leadership role in this effort, and for providing us with this opportunity to participate. We wish you every success in your efforts.

Sincerely,
Kathleen Gust
SLA Management Webinars set for April

March 30, 2011 Categories: Webinars

April 12 & 26 are the dates for the upcoming SLA Webinars, Moving into Management & Team Leadership Roles, parts 1 and 2. Rebecca Jones, of Dysart & Jones Associates, will be teaching this two-part series, which runs from 10:00 -11:30 a.m., PDT. The cost for SLA members, for each part of the series, is $49.

The description on the SLA website reads, “Whether you are moving into a new position at your current organization or taking on a new team-lead role at a different organization, the first 3 months are critical for your longer term success. Yes, your success depends on your ability to do the job, but equally important is being clear on what your job is – and isn’t – what your management expects from you, and your ability to focus on the right things with the right approach. This 2-part webinar provides practical tools for a smooth transition and successful takeoff. Participants will come away from the programs having completed tools that clarify expectations, priorities, plans and stakeholder relationships, as well as an individual action plan for transitioning to a new job, goals and priorities for the next 3 months, and a specific approach for delegating and creating a motivating environment.”

Link to the SLA website for more information and registration..
SJSU SLIS hosting a talk on text analytics, noon, April 6

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.

Our speaker in early April 2011 is: Steven Ramirez from Beyond the Arc speaking on “How Cutting Edge Information and Text Mining Creates Hidden Value” What secrets about information collection, modeling, and data analysis techniques do innovative management consultants deliver to succeed in the competitive private sector? This timely presentation demonstrates how Beyond the Arc, consultants to one of the world’s largest banks, unlocks and integrates the value of commonly underutilized data sources, advanced data mining, and text analytics attract and retain profitable clients and improve customer experience.

Wednesday, 6 April 2011
Noon – 1:00 pm at Clark Hall 304
San Jose Campus

More information about this presentation is posted on our Spring 2011 Colloquia web page at http://slisweb.sjsu.edu/slis/colloquia/2011/colloquia11sp.htm. These presentations are free, wheelchair-accessible and open to the public. Maps and directions to the San Jose State University campus can be found at http://slisweb.sjsu.edu/slis/maps.htm.

We videotape each presentation for those who are unable to actually attend each event live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2011 calendar web page at about a week after each event.

Marcia Laughrey
Administrative Services
School of Library and Information Science
San Jose State University
One Washington Square
San Jose, CA 95192-0029
Phone: 408-924-2490
May 3rd Joint Meeting – Register Now!
April 3, 2011 Categories: Chapter Events, Events, Meetings Tags: SLA-SV/SF Joint Chapter Meeting

2011 Joint Meeting

Don't forget! Register NOW

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2011 SLA San Francisco Bay Region & Silicon Valley Joint Chapters Meeting
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FUTURE READY with Cindy Romaine

Tuesday, May 3, 2011

5:15 p.m. – 8:30 p.m.

Don't miss this opportunity to meet face-to-face with our Association President!

Register Here: http://www.surveymonkey.com/s/XRBJJJD

5:15 p.m. – Registration and Networking (Cash Bar Open)

6:00 p.m. – Sit-Down Dinner:

~ MENU ~

Sonoma Greens
Sonoma Mesclun Greens Mix tossed with crumbled gorgonzola cheese, roasted walnuts and a balsamic vinaigrette

Choice of entrée (Select one)

Eggplant & artichoke pasta (vegetarian)

Breast of Chicken Piccata

Saffron Risotto with Scallops
Accompanying starch, Fresh Seasonal Vegetables
Warmed Rolls & Butter
Freshly Brewed Seattle’s Best® Regular & Decafe Coffees
A selection of Herbal Teas

Giandua
Three layers of chocolate cake surrounded by luscious hazelnut truffle mousse

7:30 p.m. – FUTURE READY Presentation, Cindy Romaine, SLA President

A high-leverage point to give you and your organization a competitive edge is to be Future Ready, that is, to adopt an attitude of being adaptable, flexible, and confident in utilizing the skills of the information and knowledge professional. Being ready for the future enables us to be more connected, relevant and valuable. With the information landscape changing dynamically, it is our ability to learn and adjust that is critical. Cindy will discuss with us about becoming Future Ready by adopting strategies that will prepare us for emerging opportunities in the information industry. She’ll discuss examples and bright spots.

Special note to MLIS students:
You will have an opportunity to dine at the table with SLA President, Cindy Romaine. The first 8 students to register will be seated at the President’s Table.

LOCATION: Clarion Hotel, 401 E. Millbrae Ave., Millbrae (Sausalito Room, 2nd floor)
PARKING: $2/car at The Clarion Hotel

COST (includes sit-down dinner):
- $35 SLA Members
- $45 non-Members
- $35 non-Member Students
- $25 Member students/retired/between jobs

REGISTRATION DEADLINE: End of day Friday, April 22nd. Checks must be received by Monday, April 25th.
SLA Annual Conference Early Bird rate ends Friday 4/8

April 5, 2011 Categories: Events
Don’t miss your opportunity to save on registration at SLA 2011 Annual Conference & INFO-EXPO. Join us in Philadelphia, 12-15 June!

SLA 2011 Annual Conference Registration
2011 Joint Meeting Flyer

April 13, 2011 Categories: Events, Meetings, Uncategorized

Download a printable version of the 2011 SLA San Francisco Bay Region & Silicon Valley Joint Chapters Meeting announcement

Click here:

FUTURE READY with Cindy Romaine

Don't forget! Registration is due Friday, April 22nd
Grace Baysinger is first recipient of the Wiggins-Roth Award

April 30, 2011 Categories: Awards, Member News

Congratulations to Grace Baysinger — a Silicon Valley Chapter member — the first recipient of the Wiggins-Roth Award for Outstanding Service. The following is the announcement from the SLA Chemistry Division.

The SLA Chemistry Division is delighted to announce that Grace Baysinger is the first recipient of the Wiggins-Roth Award for Outstanding Service. The Wiggins-Roth Award recognizes outstanding contributions to the field of chemical information, and is named in honor of Gary Wiggins and Dana Roth.

Grace will receive a $1,000 honorarium, and certificate of achievement from the SLA Chemistry Division. The 2011 Wiggins-Roth Award honorarium is generously sponsored by Elsevier / Reaxys.

Grace is currently the head librarian at the Swain Library of Chemistry and Chemical Engineering at Stanford University. She began her career as a chemistry librarian in 1985, as the head of the University of Michigan, Chemistry Library.

Grace is known for her bright outlook, well-thought out opinions, and significant contributions to academic libraries, chemical information, and chemical publishing. Through-out her career, Grace has developed significant contributions to chemical information reference, these include: web guides, tutorials, slides, and other materials. She has generously shared these materials with the larger community of chemical information professionals. The entire chemical information community has benefitted from Grace’s effectiveness in making the case for changes and improvements in chemistry-related databases, software, and printed products.

Grace’s contributions also include extensive service to American Chemical Society (ACS) including significant roles in the Chemical Information Division (CINF), National Chemistry Week, Chemists Celebrate Earth Day, and major ACS Committees including: ACS Joint Board-Council Committee on Chemical Abstracts Service (CCAS), Chair of the ACS Joint-Board Council Committee on Publications from 2005-2007 (member 2001-2009); Chair of the Copyright Subcommittee from 2005-2009 (member 2001-2009). Grace was the first librarian to be appointed Chair of ACS JBCCP. She was awarded the Stanford University Marshall D. O’Neill Award in 1996, and the ACS CINF Meritorious Service Award in 2004.

Grace is one of only two U.S. librarians currently serving on the Editorial Board of XCITR (Explore Chemical Information Teaching Resources). Grace was nominated for this award by Gary Wiggins and Dana Roth.

-Cory Craig
Chair, SLA Chemistry Division Awards Committee

The summary of Grace's accomplishments given above is thanks to letters submitted by Gary Wiggins and Dana Roth.

The Wiggins-Roth Award for Outstanding Service is an occasional award (generally not given out every year) developed to recognize outstanding contributions to the field of chemical information.
What an opportunity it was to meet face-to-face with Cindy Romaine, our SLA President on Tuesday May 3, 2011 at the Clarion Hotel! Cindy personally met and talked with many of us before a delicious sit-down dinner. Among those present was Sandra Hirsh, the new Director of the San Jose State University School of Library & Information Science; eleven students from the program had the opportunity to dine at tables with Cindy and Sandra.

Libby Trudell highlighted some important events at the upcoming SLA2011 in Philly. She highly recommended Engaging Senior Management in the Library’s Mission, which is taking place on Saturday June 11 from 8am to noon and is being taught by Cynthia Sullivan of CSullivan Strategic Information Management. This is a premier opportunity for you and your senior management to learn and discuss what your library does. Libby also invited everyone to the West Coast Reception at the annual meeting.

Kathe Gust, SLA-Silicon Valley Chapter President, introduced our new President-Elect, Cliff Mills, and satisfied our curiosity about the odd table centerpieces, which turned out to be word scrambles allowing each table to unscramble letters into a Future Ready word. (My table unscrambled the word, “Engagement”)

Vicki Garlow, SLA-Silicon Valley Senior Program Chair, acknowledged the committee members of both chapters who worked untold hours to pull off the joint meeting and introduced each of our six (yes, that’s six!!!) sponsors who contributed so very generously to the cost of this large meeting: IEEE (George Plosker), DIALOG (Libby Trudell & Tim Wahlberg), EBSCO (Janet Lerch), Reprints Desk (Tony Landolt & Christian Gray), Springer (Michael Aparicio) and Wolters Kluwer (Tedd A. Adams)

Cindy Romaine had the spotlight for the rest of the evening. Her Future Ready presentation got us all thinking and talking as she asked what Future Ready meant to us in our libraries and for our professional futures. We each submitted ideas for this year’s Future Ready 365 blog, which were put into a large glass bowl. At the end of her presentation, Cindy drew two winners of autographed copies of Guy Kawasaki’s latest book: Enchantment: The Art of Changing Hearts, Minds, and Actions which forms the heart of Cindy’s Future Ready concept.

Take another opportunity to enjoy Cindy Romaine’s slide presentation and to think about how to be FUTURE READY.

Vicki Garlow & Lisa Sewell
Program Directors 2011
SLA-Silicon Valley Chapter
Eli Edwards wins Diversity Leadership Development Program's Award

Former Silicon Valley Chapter member Eli Edwards has won the Diversity Leadership Development Program’s Award for 2011. She served as program director for the San Andreas Chapter (2005-2006) and is member of the conference planning council for the 2011 Annual Conference. She will also be the 2012 chair of SLA's News Division starting in January. Read all about it in the SLA Press Release.
2010 Highlights of the SLA Silicon Valley Chapter

June 24, 2011 Categories: President’s Letter, Uncategorized

As part of the year-end wrap up the president of the chapter must submit a report to SLA headquarters outlining which services the chapter has provided to its members. This past year we undertook an impressive array of tasks not the least of which was pushing thru the name change of our chapter from San Andreas Chapter to Silicon Valley Chapter. Another big task the Silicon Valley Board took on was to eliminate storage costs for chapter archives, thanks to Cliff Mills we are in the process of digitizing the chapter archives. Several members have also stepped into leadership roles on the SLA National level. Libby Trudell was named SLA Fellow and is the Chair of the Conference Planning Committee for the 2011 SLA Annual Conference. She was also awarded the LMD Karen J. Switt Award 2010 as outstanding member in recognition of significant contributions to, and leadership in, the profession of information management during the past five years. Deb Hunt also a member, refreshed the associations 23 Things. Cindy Hill is the Committee Chair for the SLA Virtual Worlds Council as well as being on the Conference Planning Committee for the 2012 Conference in Chicago.

Our Solo Librarian group met actively as always throughout 2010. These events are the brainchild and made possible due to the hard work volunteered by Sonia Dorfman.

They started off the year with melodies at the Beethoven Center at the Dr. Martin Luther King Jr. Library at San Jose State University on January 27, 2010. On April 7, 2010 there was a tour of the El Camino Hospital Health Library and Resource Center followed on May 19, 2010 Nicholas Siekierski hosted a meeting at The Hoover Institution at Stanford University. As every year in June the Solos group hosts a panel of members who attended the annual SLA conference to speak about their experience and what they learned with chapter members who were not able to attend and the same was done in November for those who attended Internet Librarian in Monterey.

Below is a recap of the events the Silicon Valley Chapter hosted during the 2010 year. All these great events would not have been possible without the time and dedication volunteered by our Program Directors Jean Bedord and Vicki Garlow!

January:
Part of our series entitled “Career Agility” which were all well attended
Information Pros as Enterprise Content (ECM) Consultants with Deb Hunt (Jan. 14)

February:
SJSU Distance Education Tools and Technologies Webinar (Feb. 26)
Debbie Faires, Assistant Director for Distance Learning at San Jose State University 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. 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.

March:
LOCKSS and CLOCKSS – Preserving Our Digital Heritage at Stanford (Mar. 17)
On Saint Patrick’s Day, SLA chapter members got a behind the scenes look at LOCKSS and CLOCKSS presented by Vickie Reich, one of the first employees of HighWire Press, part of Stanford Libraries. LOCKSS (Lots of Copies Keeps Stuff Safe) came into being in 1998 to address the trend in academic libraries to rely on leasing access to content, rather than actively acquiring collections. Reich focused on the preservation of e-materials, concerned that a lot of digital content was digital only and not appearing in print. If libraries lose access due to funding, or publishers go out of business or formats changes, then their research communities lose access to this content. Creating an archive of digital content which separates payment from ongoing access ensures this value is not lost.

May:
Joint Chapter Meeting

Blackberries, iPhones and the Future of Libraries: Quick and Easy Library Mobile Services (May 11)
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

June:
West Coast Chapter Chapters Reception at Annual Conference in New Orleans (June 14)
Sponsored in part by the Silicon Valley chapter the President and President-elect were able to toast to the 30th Anniversary of the chapter with all West Coast members in attendance as well as other SLA members.
July:
Silicon Valley Chapter Dinners around the Bay Area (July 29-23)

August:
Silicon Valley – A History of Change / Vote on Chapter Name Change (Aug. 30)
Leslie Berlin, Project Historian for the Silicon Valley Archives at Stanford University and author of the book *The Man Behind the Microchip: Robert Noyce and the Invention of Silicon Valley*, spoke for about an hour on the founding and history of Silicon Valley. Before that, Chapter members tried to identify the former names of 50 people, companies and countries. Spear headed by Leslie Fisher the Chapter voted with an overwhelming majority to change the name of the chapter from San Andreas to Silicon Valley.

September:
Environmental Design: Creating Digital Exhibitions Using Open Source Solutions (Sept. 23)
Meet the winners of the Silicon Valley chapter SLA Design-A-Program student project from earlier this year! These SJSU students (and recent graduates) will be presenting a recent collaboration between the UC Berkeley’s Environmental Design Library and Environmental Design Archives to create digital exhibitions using the open source software Omeka.

October:
The Role of Paid R&D Information Tools in Helping Achieve Executive Level Objectives (Oct. 7)
This event was sponsored by the Solo Librarians group and the focus was on how information resources meet the needs and business objectives of managers and corporate executives. Identifying Return on Investment (ROI) these days is critical.

Internet Librarian 2010 Dine Around in Monterey, Sunday Evening (Oct. 24)

November:
30th Anniversary Celebration at new “Bookless” Frederick Emmons Terman Engineering Library, (Nov. 18)
The Silicon Valley Chapter hosted their 30th Anniversary Celebration in the newly built Engineering complex at Stanford. Our featured speaker was Michael Keller who is considered the visionary for this library. As University Librarian at Stanford, he champions deep collecting of traditional library materials (especially of manuscript and archival materials) with full engagement in emerging information technologies. Additionally Cindy Romaine 2011 President of SLA spoke about her vision for the chapter and what “Future Ready” means to her.

December:
Holiday Tour of Patterson House at Ardenwood Historic Farm (Dec. 11)
This outing was organized by Lee Pharis and Leslie Fisher and gave the membership the opportunity to get together in a festive holiday setting at the end of the year.
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!*
Solo Librarians Meeting on July 14, 2011 – Panel Discussion about the SLA Annual Conference in Philadelphia

July 6, 2011 Categories: Meetings

The SLA Annual Conference took place in Philadelphia from June 12 – 15. A panel of librarians who attended SLA 2011 will be at the Solo Librarians meeting to share their impressions and experiences.

Sonia Dorfman will be hosting the meeting at 6 P.M. on Thursday, July 14th at NeuroPace, 1375 Shorebird Way, Mountain View. The map link is below.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs. You are welcome to bring a snack or dinner to the meeting. There will be soft drinks available.

Those who are planning to attend need to contact Sonia Dorfman by July 11th at sdorfman@neuropace.com or (650) 237-2784. If you have already contacted Sonia, there is no need to do so again.

Sonia Dorfman

Eric Kristofferson

San Andreas Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left is NeuroPace.
Free Infopeople Webinar: Using Technology for Time Management

July 16, 2011 Categories: Webinars
From Deb Hunt: Free workshop and will be archived if you cannot make the live presentation.

Title: Using Technology for Time Management
Format: Webinar
Date: Thursday, August 18, 2011
Start Time:
12:00 pm, Pacific Time
1:00 pm, Mountain Time
2:00 pm, Central Time
3:00 pm, Eastern Time

This webinar will last approximately one hour. Webinars are free of charge and registration is ONLY done on the day of the event on the WebEx server. No Passwords are required. For Tips and Registration Information, please go to http://infopeople.org/training/webcasts/tips.html

For more information and to participate in the August 18 webinar, go to http://infopeople.org/training/using-technology-time-management

· Are you looking for a jumpstart to increase your time management skills?
· Are you interested in finding ways to use your smartphone to optimize your daily planning?
· Are you looking for ways to save on paperwork and clutter?

Learn to work smarter, not harder to increase your time management skills to prioritize task and daily activities, and eliminate unnecessary activities.

By the end of this one-hour webinar, participants will:

· Have a comparison of at least three types of time management systems.
· Be familiar with 4 smart phone time management programs.
· Be familiar with the basics of the time management process to maximize work productivity.

This webinar will be of interest to library staff and information professionals, who want to develop time management skills by leveraging new technology.

Presenter: Susie Quinn. Susie Quinn has over 15 years of experience in various aspects of web development. She worked briefly at Southern California Library Cooperative (SCLC), as a Reference Librarian. She provided second level reference to member libraries, reference through Instant Librarian, and developed webcasts, highlighting SCLC’s webliographies. She is interested in identifying, assessing, and implementing new technologies, and helping other librarians and information professionals in integrating them in their daily lives.

Do you require an accommodation for an Infopeople webinar? For this service, please complete and submit a request form at least 72 hours before the webinar: Request Form

If you are unable to attend the live event, you can access the archived version the day following the webinar. Check our archive listing at: http://infopeople.org/training/view/webinar/archived
Hello, Silicon Valley Chapter members time to start planning to attend Internet Librarian, 2011!

Theme: Revolutionizing the Net with Content, Connections, & Conversations
Discounted price: $299 for the 3-day conference
Deadline for discount through Silicon Valley Chapter: Friday, September 9

Top-notch keynotes, over 100 speakers, “Games & Gadgets Petting Zoo”, join the Great Web 2.0 Face-Off, free evening sessions — what more could you ask for from one library conference?  
Check out the "program" and "speakers"!

Need help justifying your trip to Internet Librarian? This year the program is providing you with the right words to frame your request.

This is Internet Librarian’s 15th Annual meeting and it 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 3-day Internet Librarian conference taking place Oct. 17-19, 2011 at the Monterey Conference Center. The conference web site is: http://www.infotoday.com/il2011/.

This special group discount, which covers both SLA members and "friends," is:
- $299 for the 3-day conference Oct 17-19, (full price $499 before Sept. 16)
- There are no discounts for 1-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 9. Group registration is due to Information Today on Friday, September 16.

If you choose to take part in this offer, please:
Print out and complete the conference registration form attached to the Chapter blog message: http://siliconvalley.sla1.org/wp-content/uploads/IL2011RegForm_c1-SLASV.pdf

* Then, either
** fax your completed registration form to me at 650-723-0281 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 (payable to Information Today, Inc.) or 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 Keil Losch
past.president@siliconvalley.sla1.org
(650) 724-0720
SLA-Silicon Valley Presents: One Night – Two Tours

July 19, 2011 Categories: Chapter Events, Events, Tours

Tour the Stanford University Graduate School of Business Library and Cantor Arts Center special exhibition

“The Art of the Book in California: Five Contemporary Presses”

Thursday, August 4, 2011

4:15 – 6:30 PM

Cost: $ 5.00 per person

Please join members of the Silicon Valley Chapter of the Special Libraries Association for two specially arranged guided tours. The evening begins at 4:15* with a tour of the new Stanford Graduate School of Business (GSB) Library hosted by SLA-SV member, Helen Losch, Research and Instruction Librarian, Stanford Graduate School of Business. In April the GSB Library opened its doors in a brand new facility named the Knight Management Center. The new cutting edge center is expected to achieve the highest LEED Platinum rating for environmental sustainability from the U.S. Green Building Council. Come and tour the new facility and library.

Following the Library tour we will walk to the Iris & B. Gerald Cantor Center for Visual Arts for a private docent led tour of “The Art of the Book in California: Five Contemporary Presses.” These five presses, selected by curator and printer Peter Koch, exemplify the book arts in California today. Each press has produced books and related art that richly illustrate the varieties of content, media, and collaborative methods that contemporary artists are employing across the globe. This exhibition includes the most significant works of each press, including supporting art and archival materials. An illustrated catalog, with essays by Koch and by the distinguished typographic historian, writer, and critic Robert Bringhurst, accompanies the exhibition. The Cantor Center Art tour begins promptly at 5:30 PM.

* Note: Free parking on-campus after 4PM.

Following the evening tours, please consider dining with us at the Cool Café, overlooking the Rodin Sculpture Garden at the Cantor Arts Center. Enjoy selections from a seasonal menu of gourmet sandwiches, soups, and salads. Participants can expect to spend $12-15 for a light dinner.

Anyone with an interest in libraries is welcome. Library school students and recent MLIS graduates are especially encouraged to attend.

R.S.V.P. by August 1st to director.sewell@siliconvalley.sla1.org.

In your reply, please indicate:

1. Number of participants and their first / last name
2. Affiliation
3. Which tour(s) you plan to attend: GSB and/or Cantor Arts Center
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!

This is the official call for presentations.

Subject Strands
There are six subject strands including the changing roles of libraries in today’s world, digital age learning cultures, and changes in accessing and organizing information. To view the complete list of conference strands, click here.

Presentation Proposals
Presentations shall be noncommercial and between 20 and 60 minutes including Q&A. Sessions will be held in the web conferencing platform Blackboard Collaborate (previously Elluminate/Wimba). Sessions will be recorded and released under a Creative Commons Attribution-NonCommercial-NoDerivs License, and presenters will automatically agree to these terms when submitting their presentations.

Presentation proposals are due September 15, and presentation acceptances will be communicated by September 30.

Click here for submission instructions.

Get Involved
In addition to presenting, there are many other opportunities to participate in this global event.

Volunteer – Join the volunteer group at http://www.library20.com/group/library2011conferencemoderatorvolunteers. Volunteers will assist in promoting the conference as broadly as possible. Moderators for conference sessions are also needed.

Advisory Board Member – Sign up for the international advisory board at http://www.library20.com/page/international-advisory-board. The advisory board members will promote conference participation and attendance, find partner organizations in their regions, train and support presenters in their geographical region and local languages, and if possible, moderate sessions during the conference.

Partner – Apply to be a conference partner at http://www.library20.com/page/conference-partners. Noncommercial organizations that are primarily or substantively focused on libraries, librarians, librarianship, or library programs are encouraged to become conference partners. Organizations will be listed with a link, logo, and a short description and will be provided with a “spotlight” speaker session in the conference. Conference partnership is free.

We are very excited about this conference and look forward to your participation!

Thank you,

Dr. Sandra Hirsh
Professor and Director
School of Library and Information Science
San José State University

Steve Hargadon
Web 2.0 Labs
Email: steve@hargadon.com
Phone: 916-283-7901
Hello, Silicon Valley Chapter members the chapter has another exciting discount to offer you!

Theme: Library Directors Digital Strategy Summit
Discounted price: $599 for two day summit

**Deadline for discount through Silicon Valley Chapter:** Friday, September 9

This 2-day summit provides an interactive forum for library directors, CEOs, and CIOs of academic, public, government and special libraries to problem-solve, discuss, and network with colleagues. It features a mix of high level presentations, expert panels, roundtable and facilitated discussions with lots of networking/peer engagement time.

Top-notch keynotes such as John Seely Brown (Chief of Confusion; Visiting Scholar at USC), Dan Rasmus (Strategist, Futurist) and Lee Rainie (Director, Pew Research Center’s Internet & American Life Project) Check out the *program* and *faculty* !

Our Chapter has received an offer from Information Today, Inc. for discounted registration prices for the Internet Library Directors Digital Strategy Summit taking place Oct. 17-18, 2011 at the Monterey Conference Center. The conference web site is: [http://www.librarysummit.com/](http://www.librarysummit.com/).

This special group discount, which covers both SLA members and “friends,” is:

- $599 for the Summit Oct 17-18, (full price $699 before Sept. 16)

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 9.** Group registration is due to Information Today on Friday, September 16.

If you choose to take part in this offer, please:


  - Then, either
    - fax your completed registration form to me at **650-723-0281** 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 (payable to Information Today, Inc.) or 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 Keil Losch
650-724-0720
Call for Chapter Volunteers

August 3, 2011 Categories: Opportunities Tags: Volunteer

I’m a firm believer that one gets as much out of an organization as one puts in. Volunteering in SLA has enriched me professionally by connecting me with other professionals in my area, but over the years I have developed great friendships as well. SLA is unique in that we have regional chapters which connect us as professionals. The Silicon Valley chapter (Information Sparking Innovation) is unique in that we focus on bringing together research professionals based in Silicon Valley firms and research institutions. Why not take more advantage of all of this by volunteering!

Please contact me directly or anyone on the SLA Silicon Valley Board if you are interested in volunteering or just want to know more about open positions…

- President-elect
- Program Chair (Junior)
- Secretary
- Solos Librarians
- Hospitality
- Governance
- Professional Development
- Student Relations
- Alignment Ambassador
- Ethics Ambassador

You would be joining a great group of professionals who enjoy working together and connecting.

Helen Keil Losch
SLA-Silicon Valley Past President
Value Plus: Getting and Receiving the Value of Information Professionals

August 21, 2011 Categories: Knowledge Management, Webinars
Constance Ard, the Answer Maven, Presenter

Sponsored by the Rocky Mountain Chapter of SLA, August 18, 2011

Constance discussed the value of information professionals, methods used promoting value through conversations with management and clients and other types of communication and direct strategic partnerships with senior management and organizations. In her presentation, she stressed how the skills and experiences that are required for a CEO position—education, knowledge, experience and accomplishments are similar to those skills needed for today’s information professional/knowledge manager.

Highlights from her informative presentation:

”Developing self is a powerful tool” and “Communication is the Key”
- Learning and using the organization’s verbiage to promote value
- Communicating library’s value in every way possible—marketing, discussing accomplishments in the elevator, becoming strategic partners within departments to assist in strategic goals)
- Communicating value through strategic alignment—aligning library’s goals to organizational goals
- Asking how the professional can improve or enhance a process—e.g., research, internal workflow process
- Asking customers to give credit to the informational professional—receiving credit for accomplishments
- Promoting the library as a value rather than a cost center where only transactional duties occur
- Provide success stories during weekly meetings—Show what problems were solved.
- How do you carry it?

Measuring Value
- What do you measure?
- How often do you measure?
- Concentrate on value when measuring?
- Measuring internal transactions are necessary for the daily operations, but are not enough when showing value. Show that transaction was necessary to get to the results—value.
- Provide Cost Benefit Analysis/Return on Investment—cost of resource vs. what benefit is and contingent value—cost/time effort.

Opportunities for the Information Professional
- Ask organizations if they have anyone collecting or organizing data internally
- Show companies the advantages of librarians/knowledge management
- Concentrate on what problems can be solved
- Identify your tools—using technology can be a double edged sword—some good/some bad and partner with IT professionals
- “Working relationships and technology are the tools needed to create, carry, and deliver the message.”

Core Message—End Game for Information Professionals
- Show value, not cost
- Know who should hear message of value—everyone should.

References:
- SLA Alignment Wiki http://wiki.sla.org/display/align/SLA+Alignment+Wiki
- Transformational Librarianship: Creating Value and Delivering It http://quantum.dialog.com/q2_resources/tools/librarianship/

Constance Ard has an extensive background in content management, research, and law librarianship. She is the author of Next Generation Corporate Libraries and Information Centers, published in 2009 by ARK, and is currently working on a new untitled book addressing “Adding
Value in Corporate Libraries and Information Services.”

She was a founding member of The Seed 2020, a grassroots business networking organization in Louisville, Kentucky, that fosters the development of women and minority owned business. She is a past Chair of the Legal Division of the SLA and Chair of the Kentucky Virtual Library Advisory Committee. She may be reached through the following:

Constance Ard
Answer Maven (www.answermaven.com)
Twitter @answermaven
Answer Maven Solutions
tungle.me/answermaven

Janis Patellaro
janis.patellaro@kla-tencor.com
Solo Librarians Tour of the Adobe Corporate Library

September 19, 2011 Categories: Events, Meetings, Tours
The Solo Librarians of the Silicon Valley Chapter of SLA invite you to join them at their next meeting on Wednesday, October 12, 2011 at 6 PM.

The meeting will be held at the Adobe Library (http://www.adobe.com) located 345 Park Avenue (West Tower), San Jose, CA. A map and directions to the library can be found below.

We will have both a tour of the library and a demonstration of Goldmine, Adobe’s information portal. Adobe’s library is a self-service center open to all employees 24/7. It holds over 6,000 books, DVDs and CD-ROMs, over 150 periodicals and 5 daily newspapers. There is also access to ebooks and online journals. The information portal, Goldmine, provides access to databases and handpicked reports on topics relevant to Adobe. Goldmine has been recognized as a best-practice for market intelligence portals by the Market Research Executive Board, IDC and Forrester Research.

The meeting will be hosted by Emily Shem-Tov and Meira Chefitz. Emily Shem-Tov is a Senior Analyst in Adobe’s Information Resources Group and has managed the company’s research portal (“Goldmine”) for the past 6 years. In addition to managing the portal, Emily assists with training, marketing, research synthesis and custom query – providing research assistance to employees throughout the company. Meira Chefitz, currently completing her MLIS at the University of Illinois, Urbana-Champaign, is an intern in the group, helping to identify relevant content for Goldmine from our third-party market research vendors, participating in analyst sessions, and answering inquiries.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Those who are planning to attend need to contact Sonia Dorfman by Friday, October 7th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
Silicon Valley Solo Librarians

The lobby is on the 2nd floor. Visitors will need to show an ID to receive their temporary badge. A map can be found at: http://g.co/maps/xe7pz

Directions
101 Southbound
Take 101 South. Take Guadalupe Parkway/87 South toward downtown San Jose. Exit at Park Avenue/San Carlos, turn Left onto Park Avenue. Go one block and at Almaden Blvd, make a U-turn. Turn Right into the Adobe parking lot (West Tower).

87 Northbound
Northbound on 87, take Santa Clara St. /Downtown exit. Turn Right on Santa Clara St. Turn Right onto Almaden. Turn Right onto Park Ave and make a right turn into the Adobe garage.

880 Southbound
Head southeast on I-880 S. toward Exit 22.
Take exit 4A for N.1st St.
Turn Right at W. Julian St.
Turn Left at N. Market St.
Turn Right at Park Ave and make a right turn into the Adobe garage.

From Highway 280 or Highway 85
Take Guadalupe Parkway/87 North toward San Jose. Exit at Santa Clara Street, turn Right onto Santa Clara Street. Take the first Right onto Almaden Boulevard. Turn Right onto Park Ave. Turn Right into the Adobe parking lot (West Tower) just before the Guadalupe River.
Cloud Computing is the hot new technology bandwagon that everyone is trying to climb aboard. Yet, like any new technology, early adopters have hit some bumps in the road, including deployment issues, lack of standards, and security holes that have been widely reported in the press.

As Cloud Computing moves from early adopter stage to mainstream deployment, it’s time for those in the library and digital curation fields to assess how they can make use of this promising new technology. What is Cloud Computing? How can it improve current practices? What new opportunities does it enable? Philip Gust will help librarians and digital curators understand the technology, discuss some ways that they can begin using it now, and provide a road map for realizing its full potential in the future.

Philip Gust is a member of the LOCKSS digital preservation project at the Stanford University Libraries. He has been a CTO, VP, and Engineering Director at several early stage companies. He was a Principal Investigator and R&D Manager at HP Labs, and managed the development of over a dozen products. At the Jet Propulsion Laboratories, he worked on unmanned spacecraft missions to every planet in the Solar System. He also taught Computer Science and Systems Engineering at the University of Arizona. Mr. Gust is a Senior Member of the IEEE, a Senior Life Member of the ACM, and treasurer of the Silicon Valley chapter of SLA. He earned a BS in Mathematics and Psychology and a MS in Computer and Information Sciences from the University of Arizona.

You may participate in person at Gilead:

**When:** Thursday Oct. 6, 2011  
**Where:** Gilead, 333 Lakeside Dr, Foster City, CA 94404, Bldg. 300, Foster City, CA 94404 Gilead Map  
**Registration:** 5:30pm-6:30pm  
**Dinner:** 6pm-7pm (Deli Stacks Buffet incl. vegetarian)  
**Presentation:** 7pm-7:45pm PDT followed by Q/A  
**Fee:**
SLA Members $18
Non-members/Guests $25
SLA Student Members $15
SLA Retired Members $15
SLA Members Between Jobs $15
Vendor/Sponsor/Speaker (no charge)

Or you may participate virtually:

**When:** Thursday Oct. 6, 2011, 7pm-7:45pm (PDT), followed by Q/A

**Fee:**

- SLA Silicon Valley Chapter or IT Division members: $5
- SLA student members: $5
- Other SLA members: $10
- Student non-members: $10
- Non-members: $20

SLA IT Division in conjunction with Silicon Valley Chapter will broadcast the presentation via SLA's GoToWebinar. To attend, you will need to download the GoToWebinar applet to your computer. **Please make sure that you can download software to the computer and check system requirements before registering.**

**Our Sponsors and Host:**

Thank you to Springer and CRC Press for their generous sponsorship and to Gilead for hosting this event.

Thanks also go to SLA's IT Division and the Silicon Valley Chapter for working together to provide this premier virtual event.

Vicki Garlow & Lisa Sewell
Program Directors 2011
SLA Silicon Valley Chapter
SLA IT Division

Daphne Chang
Chair 2011
Virtual Events Committee

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[Springer logo]
[CRCnetBASE logo]
Panel Discussion about the Internet Librarian Conference – Solo Librarians Meeting on November 16, 2011

October 27, 2011 Categories: Events, Meetings, Solo Librarians

The Solo Librarians of the Silicon Valley Chapter of SLA invite you to join them at their next meeting on Wednesday, November 16th.

The Internet Librarian Conference (http://www.infotoday.com/il2011/default.asp) took place in Monterey from October 17 – 19. We will have a panel of librarians on hand who attended the conference and will be discussing their impressions and experiences.

Sonia Dorfman will be hosting the meeting at 6 P.M. on Wednesday, November 16th at NeuroPace, 1375 Shorebird Way, Mountain View. The map link is below.

Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs. You are welcome to bring a snack or dinner to the meeting. There will be soft drinks available.

Those who are planning to attend need to contact Sonia Dorfman by November 11th at sdorfman@neuropace.com or (650) 237-2784. If you have already contacted Sonia, there is no need to do so again.

Sonia Dorfman
Eric Kristofferson
Silicon Valley Solo Librarians

Location map & directions: http://www.neuropace.com/about/contact/map.html

Here is an added tip for locating NeuroPace: Once you are on Shorebird Way, turn right into the driveway at the Accuray sign. The parking lot and building on the left are NeuroPace.
The Silicon Valley Chapter proudly announces our new YouTube Channel.

http://www.youtube.com/slasiliconvalley

We have presentations by Special Libraries Association 2011 President Cindy Romaine and by 2012 President Elect Deb Hunt among others and will continue to add more of our events in the future.
Academic Division Award Announced

February 8, 2012 Categories: Awards
The Academic Division of SLA is very proud to present for the second year an award for academic libraries, sponsored by Springshare, Inc., creator of LibGuides!

This annual award recognizes a new program or service that demonstrates an innovative approach to academic librarianship. Please feel free to distribute to all innovative academic libraries you may know.

Award

A certificate and a $500 US award, donated by Springshare, are presented during the Academic Library Division Business Meeting at the Special Libraries Association (SLA) Annual Conference. The winning library is also recognized through the Academic Division’s various public relations outlets.

Criteria

Projects nominated for the award should demonstrate recognized innovation, creativity and quality. Nominated programs or services can have been developed in any facet of the library’s activities, including but not limited to:

- reference and research assistance;
- information literacy and library instruction;
- collection development;
- cataloging and/or technical services;
- space planning; or
- marketing and public relations

Eligibility

Academic or research libraries in a higher education institution are eligible to receive the award. Recipients must have implemented their program or service in an academic or research library no more than two years prior to the nomination submission deadline. Nominated libraries do not have to have a SLA or an SLA-Academic Division member on staff.

Submissions

Nominations must include a 500-1000 words description of the innovative program or service and must demonstrate usage and/or success of implementation using accepted assessment methods. Include any other supporting print or electronic documentation that would assist the committee in evaluating the purpose, content, impact, and innovative aspects of the program or service.

Send nominations to the Academic Division Awards Committee Chair, Catherine Lavallée-Welch, Director, University of South Florida Polytechnic Library, clw@poly.usf.edu.

Note: Electronic submissions are required. Submission Deadline: April 1st, 2012
SLA offers Health Care Options to Members

February 8, 2012 Categories: Notices
Association Health Programs has access to all health insurance plans and carriers to fit your needs. SLA Members can save up to 30% on monthly premiums.

Plans Include:

- Comprehensive Major Medical Insurance for Individuals
- Comprehensive Health Insurance for Groups of all sizes
- Short-Term Health Insurance (30 days up to 2 years)
- Student Health Insurance
- International Travel Insurance
- Medicare Supplements & Prescription Part D
- Dental Insurance
- Health Savings Accounts for Individuals & Companies

The available options allow members to access doctors and hospitals nationwide with local and national PPO networks and the availability to see any doctor or hospital of your choice. Compare your current coverage and obtain enhanced health coverage at lower costs.

For more information, link to the Association website.
The San Jose State University School of Library and Information Science invites you to join us for our online colloquium presentation.

**The Techs Impacting Libraries & Publishing in 2012**

Joe Murphy, Library Future

**Thursday, March 1 at 12:00 p.m. Pacific Time**

Think back to a not so distant past when the Internet was science fiction. It’s amazing how quickly technology has changed our world and continues to shape how we consume and seek information. Joe Murphy, librarian and technology trend spotter, will tell you about emerging technology trends in 2012 and what you need to know to succeed in today’s information environment.

This presentation is FREE, and everyone is invited to attend. If you cannot make the live sessions, recordings will be available on the website about a week after the scheduled events. Please visit the Spring Semester 2012 Colloquium Series for presentation abstracts, speaker biographies and links to the live sessions.

The San Jose State University School of Library and Information Science offers free colloquia presentations to foster enhanced learning and knowledge sharing amongst our faculty, alumni, students, and the professional communities we serve.
Register Today for a Spring Professional Development Workshop E3 = eContent Success

April 3, 2012 Categories: Chapter Events

SLA Silicon Valley Chapter and Springer join together to bring you this special eContent Workshop for Corporate and Healthcare Institutions

DATE: Thursday-April 26th
TIME: 2:00 p.m. – 6:00 p.m., followed by cocktail reception.
Registration begins at 2:00 PM and the workshop will begin at 2:30 PM.
PLACE: The Westin Palo Alto  (Directions)
675 El Camino Real Palo Alto, CA 94301
REGISTER TODAY!

E3 = eContent Success

SLA Silicon Valley Chapter and Springer invite you to join in a unique half-day workshop about eContent, such as eBooks, eJournals and other electronic databases, as a research and library resource on Thursday, April 26th in Palo Alto, CA. Springer has partnered with Mary Ellen Bates to open the session as our keynote. In addition to learning more about the emerging market of Scientific Technical and Medical (STM) eContent and its practical use in organizations like yours, the workshop will provide you with the opportunity to discuss the challenges and successes of implementing STM eContent, and hear from librarians whose experiences can help you determine the right approach for your organization. Your participation is key to ensuring the success of the day, and we hope to see you there!

ELEVATE

Elevating Your Value to C-Level: Proving Your Value to the Executive Level-Mary Ellen Bates. Mary Ellen is widely known as one of the world’s leading business researchers. She will deliver her knowledge on how to get a “seat at the table.” Speaking to the C-level suite requires an entirely different approach. Mary Ellen will share tips on how to see yourself from their eyes and communicate your efforts effectively.

EVALUATE

Find out what works and what doesn’t! Hear from your peers and listen and understand their challenges and successes in implementing and managing their eContent collections.
Panel:
Beth Anselm, Corporate Librarian, SAP
Qin Zhu, Hewlett Packard Labs
Sandra Crumlish, St. Jude Medical

ENHANCE

Springer for Research & Development/Hospitals & Health and Practical Use. Many corporations and hospitals understand the importance of scientific, technical and medical (STM) content for their end-users. Springer will share their knowledge and help you understand the practical use and how these resources are crucial to your business across all industries. A Springer representative will discuss our content and demonstrate examples of the practical use of STM content.

Refreshment breaks will also be provided, and please stay after the closing for a cocktail reception as well!

We hope you will be able to join us in Palo Alto for this special 2012 eContent Workshop for Corporate and Hospital Institutions. There is no cost
to register or attend, but due to limited space, we ask that you register as soon as possible to secure a place.

By registering early, you will be automatically entered in a drawing for an iPad that will be raffled at the end of the day. A confirmation will be sent to you immediately after you complete your registration. Should you have any questions, please feel free to contact Stacey Bowers (stacey.bowers@springer.com).

Best regards,
Lisa Sewell and Cindy Hill
2012 Program Directors
SLA Silicon Valley
2012 Neighborhood Dinners

SLA-Silicon Valley Neighborhood Dinners

May 14 – 24, 2012

Please join one or more of our “Neighborhood Dinner” hosts for an evening of networking. Our hosts have selected a venue where you may share dinner (“dutch treat”) and lively conversation in a pleasant atmosphere. Cindy and Libby are once again hosting a Potluck!

Please RSVP directly to the host

Redwood City neighborhood

Host: Erin Barker – UCSF

RSVP: e.barker@ymail.com

Monday, May 14 – 6:00 pm

Arya Global Cuisine

885 Middlefield Road

(650) 367-4939
http://www.aryarestaurant.com/
This restaurant is convenient to the Redwood City Caltrain

Please RSVP directly to the hosts

Los Altos neighborhood

Hosts: Cindy Hill – Federal Reserve Bank and Libby Trudell – Dialog/ProQuest

RSVP: (650) 823-9807// cindyvhill@yahoo.com

Wednesday, May 16 – 7:00 pm

Potluck at Cindy’s home

1545 Wistaria Lane

Los Altos

Janice Lachance, CEO SLA, is in town and will be dining with us this evening. We are very excited to host this Neighborhood Dinner and welcome our very special guest to Silicon Valley.

Please RSVP directly to the hosts
Sunnyvale neighborhood

Host: Lisa Sewell – NASA Ames Research Center
RSVP (408) 245-8657 // lisas-mlis@sbcglobal.net
Tuesday, May 22 – 6:00 pm

Country Gourmet American Bistro
1314 S. Mary Avenue (corner of Fremont & Mary)
(408) 733-9446
http://country-gourmet.com/

Join me for a relaxing evening of good food and conversation.

Your neighborhood?
There are still plenty of open dates! To add your neighborhood to the list pick a date, a place and time. Then complete the quick online form here:
http://www.surveymonkey.com/s/NH6YVCY

Questions?
Please contact Lisa Sewell
SLA Silicon Valley Chapter
2012 Program Director
director.sewell@siliconvalley.sla1.org
An Evening with SLA Leadership May 31st – SLA-SF/SV Joint Meeting

May 24, 2012 Categories: Chapter Events, Events, Meetings

A Very Special Joint Meeting of the

The San Francisco Bay Region and Silicon Valley Chapters

An Evening with SLA National Leadership:

Janice Lachance, Brent Mai, and Deb Hunt

Thursday, May 31, 2012, 5:30 – 8:00 pm

Delancey Street Restaurant

San Francisco

Please join us for dinner and a panel discussion featuring CEO Janice Lachance, President Brent Mai, and our very own President-Elect Deb Hunt!

Our panel will be moderated by longtime SF Chapter Member David Grossman. David will be posing questions submitted by chapter members, so start thinking about what you’d like to hear from our leadership! Submit questions to tlandolt@reprintsdesk.com or hschiral@library.berkeley.edu by Friday, May 25.

Our annual joint chapter meeting is an excellent opportunity to network not only with your Bay Area colleagues, but also with SLA leadership. Don’t miss the chance to talk with SLA’s current President, President Elect, and CEO, all at the same time. Learn more about where the organization is going, and get their perspectives on trends in our profession. The evening will include networking time (with no host bar) and a plated dinner (chicken, salmon, or vegetarian), followed by the panel discussion.

When: Thursday, May 31, 2012, 5:30 – 8:00 PM

Agenda:

5:30 PM – 6:15 PM Check-in and networking

6:30 PM – 7:00 PM Dinner

6:45 PM – 8:00 PM Panel discussion

Cost: $30 for SLA members, $60 for non-members, and $25 for students, retired, and between jobs members.

Parking: The closest public parking is at Pier 32, about a block away, and it costs $6. The address of that lot is 599 Embarcadero. Unfortunately, Delancey Street doesn’t validate.

Registration Deadline: Friday, May 25, 2012

Online Registration: PayPal Registration (PayPal account not required) http://sanfrancisco.sla.org/wp-content/uploads/2012/05/regform_joint_meeting.html

More Information: http://sanfrancisco.sla.org/2012/05/joint-meeting-sla-national-leadership/

Thank you to IEEE for their generous sponsorship of this meeting! www.ieee.org
RSVP Today: Tour of the Computer History Museum

August 4, 2012 Categories: Events, Tours Tags: Computer History Museum

Join your SLA-Silicon Valley colleagues at the Computer History Museum for a docent-led tour of the exhibit

Revolution: The First 2000 Years of Computing

Thursday, August 23, 2012
4:00 p.m. to 5:00 p.m.

$6.00 entrance fee payable at the door.

Space is limited.
R.S.V.P. by August 16th to Luisa Tosi Claeys, SLA-SV Tour Chairman
Cantor Arts Center Tour

November 2, 2012 Categories: Events, Tours

Behind the Scenes Joint Chapter Tour
of the Cantor Arts Center at Stanford University

Thursday, November 29th, 4:00 – 7:00

http://museum.stanford.edu/

A special joint tour bringing together the San Francisco and Silicon Valley Chapters. This tour will be a behind-the-scenes look at the Cantor Arts Center at Stanford University.

Formerly known as the Stanford University Museum of Art, the Cantor Arts Center has a collection spanning 5,000 years of art history and encompassing antiquity, ethnographic art, modern art, contemporary art, and sculpture gardens. The sculpture gardens include the largest collection of Auguste Rodin sculptures outside of the Musee Rodin in Paris.

**This tour has been limited to 15 attendees**

REGISTRATION: WAIT LIST ONLY

Please note that the attendance limit had to be revised from 25 to 15 due to safety and security concerns. Because of this, space is very limited. There has already been a lot of interest, so please register as soon as possible in order to secure a space.

SLA Tour Schedule

4:00 – 4:15 Gather in the staff entrance on the left side of the building, directly behind Rodin’s “Gates of Hell”

4:15 – 6:00 pm. Tour will begin promptly at 4:15 – please be on time!

6:00 – 7:00 pm. Networking and refreshment available for purchase in the museum’s Cool Cafe

SLA Tour Cost: $5 flat registration for everyone

Event Refund Policy: After careful review, the Executive Board of the SF Bay Region Chapter of SLA has decided that we cannot accommodate refunds or “rain checks” for our events (this includes programs, tours, professional development workshops, etc.). Some reasons why:

- Our chapter does not make a profit on our events. We subsidize our events because it is important to us to be able to keep our attendance fees low.
- We are required to pay in advance for food and venues, and these costs are frequently based on head count. Therefore, we’ve already paid for your attendance.
- As a volunteer organization we are just not staffed to be able to keep track of refunds or attendance for future events.

So if you’ve paid for an event you find you cannot attend, please consider the following:

1. Post a notice on our discussion board inviting a member to take your place
2. Think of it a tax-free donation to our organization

Location:

The Cantor Arts Center is located at the intersection of Museum Way and Lomita Drive on the Stanford campus, northwest of The Oval and the Main Quad. Parking along Museum Way is by permit only until 4 pm on weekdays; parking is free after 4 pm and on weekends. A parking structure with both metered and permit parking is located on Roth Way near the Center. This parking is free after 4 pm weekdays and all day on weekends.

Stanford University is accessible by several public transportation agencies. More information can be found here: http://transportation.stanford.edu/alt_transportation/BayAreaTransit.shtml
A map and directions to the museum can be found here: http://museum.stanford.edu/visit/visit_MapDirections.html
RSVP Today: SLA Silicon Valley Annual Business Meeting, Awards Ceremony and Holiday Party

November 16, 2012 Categories: Uncategorized

What Being International Means for SLA & Our Members

Our guest speaker is Kate Arnold, 2013 SLA President-Elect joining us via Skype from her home in the UK. Kate will engage us in a discussion on what being international means for SLA and our members.

SLA Silicon Valley Annual Business Meeting, Awards Ceremony and Holiday Party

Thursday evening, December 6th

Register Here: http://www.surveymonkey.com/s/SiliconValley12612

COST:
$25 SLA Members
$35 non-Members
$35 non-Member Students
$20 Member students/retired/between jobs

LOCATION: Stanford University, Jen-Hsun Huang Engineering Center (Mackenzie Room)

REGISTRATION: Click here to register.
After registering you will have the option of paying via PayPal (has an additional $1.50 service fee) or sending a check to the Registrar.

DEADLINE: End of day Monday, December 3rd.

SCHEDULE:
6:15 PM – Registration Opens.
6:30 PM – Networking and Nosh – Visit with colleagues. Warm up with a hot beverage from the espresso bar. Then enjoy a wide selection of hors d’oeuvres offered with a bit of international flare and a holiday treat from the dessert tray.
7:15 PM – Annual Business Meeting of the SLA-Silicon Valley Chapter followed by the Awards Ceremony
8:00 PM – Guest Speaker, Kate Arnold

Best regards,
Lisa Sewell and Cindy Hill
2012 Program Directors
SLA-Silicon Valley Chapter

Sponsors:

Directions:
Huang Engineering Center, 475 Via Ortega, Stanford, CA 94305
To access an interactive campus map, please link to Stanford Campus Map http://campus-map.stanford.edu/ and type in “Huang.”

By Public Transport
On weekdays, we strongly encourage the use of our Marguerite shuttle system. Stanford cares about environmental sustainability, parking is at a premium, and the easiest way to find us is via the Marguerite.

If you arrive by CalTrain at the University Avenue/main Palo Alto station, take the Marguerite X or Y lines. The stop for Huang is Panama@Via Ortega.

Complete Marguerite Shuttle Maps & Schedules: http://transportation.stanford.edu/marguerite/

Marguerite Line X
Marguerite Line Y

By Car

FROM 280:

Heading South:
-Exit at Alpine Road East
-Turn right onto Junipero Serra
-At the first traffic light, turn left onto Campus Drive West.
-Turn right onto Panama Street.
-When you reach Via Ortega, the parking structure is to the left, and the parking lot is to the right.

Heading North:
-Exit at Page Mill Road East
-Turn left at Junipero Serra
-At the third light, turn right onto Campus Drive West
-Turn right onto Panama Street.
-When you reach Via Ortega, the parking structure is to the left, and the parking lot is to the right.

FROM 101:

-Take the Embarcadero Road Exit
-Follow exit signs to Embarcadero Road West/Stanford University
-Go west on Embarcadero and cross El Camino onto the Stanford campus (street will change name to Galvez)
-stay in left lane across El Camino
-Bear left at the fork in the road
-Turn right onto Campus Drive
-Turn left onto Panama Street.
-When you reach Via Ortega, the parking structure is to the left, and the parking lot is to the right.

Parking

The metered lots are enforced 8 a.m.–4 p.m., M–F and the “A,” “C,” or “Z” lots are enforced 6 a.m.–4 p.m., M–F. You are free to park in these areas after enforcement hours (from 4 p.m. on) and on the weekend at no charge. Please note that visitors cannot park in student lots, which are enforced 24 hours a day, 7 days a week. The university’s visitor parking services can help with maps and permits.
Welcome to the first President’s Message of 2013. This month, I’ll report on the state of the chapter and what is being planned for the year.

December and January were very busy months. The annual SLA-SV holiday party welcomed 2013 SLA President-Elect Kate Arnold. Kate joined us by Skype from her home in England (at 4am her time!) to talk about what being international means for SLA and our members. I was surprised to learn that SLA is an international organization that serves members in over 60 countries. While that diversity poses challenges, such as language, culture, and time zones, Kate also pointed out many benefits, such as an international network, learning and sharing opportunities, and most of all the fun of interacting with such a diverse group of people. Kate and I have already talked about ways that SLA-SV members could share in these benefits, and we’ll be continuing the discussion at the SLA Leadership Conference this week.

At the same event, members elected your 2013 board: Philip Gust (president), Mihoko Hosoi (president-elect), Kathe Gust (treasurer), Cindy Hill (at-large), and Patricia D’Cruz (at-large). Continuing are Linda Yamamoto (secretary) and Cliff Mills (past president). In the last several years, the programming chair and second were also board members, but that was not always the case, nor is it required by our by-laws. Two of my goals are to make each job simpler, and to involve more members. Separating the strategic role of at-large board member from the operational role of programming chair is a step in that direction.

The board met on-line and by phone throughout January. It authorized sending Mihoko and me to the SLA Leadership Summit in Dallas from Feb. 5-8 to interact with SLA leadership and other unit officers. We’ll hold a Leadership Summit wrap-up meeting for members in the first part of March. The board also approved consolidating operations into five standing committees: Programming, Tours, Hospitality, Vendor Relations, and Communications. Each committee has a chair and a staff of volunteers. The chairs work together to plan and run programs including events, tours, and professional development.

We’ll be announcing programs for the first half of the year shortly, including ones on February 25th and March 16 that I know you’ll all enjoy. We also have programs in the planning stage for the second half of the year. Watch your email for announcements. Some of them will sell out quickly, so be sure to act promptly when you see one that you want to attend.

If you’d like to become more involved, consider volunteering with one of the committees to help on just one event or tour this year. You’ll gain valuable experience, get to know fellow members, and feel good about your contribution to your chapter community.

— Until next time
RSVP Today: Disruptive Tools for Research and Publication

February 6, 2013 Categories: Chapter Events, Knowledge Management, Meetings

Colleagues, please join us for our February program,

Disruptive Tools for Research and Publication: Mendeley, Zotero and Altmetrics

Monday evening, February 25, 2013

Speakers: William Gunn, Head of Academic Outreach for Mendeley & Helen Josephine, Head of the Engineering Library at Stanford University


Academic researchers and writers are using new tools to help them collaborate with others and organize personal files of articles and content from the web. Increasingly, these researchers find the closed, for-profit software options for citation management offered by RefWorks and EndNote to not be ideal for interoperability, customization and collaboration. Both Zotero and Mendeley have been embraced by advanced researchers who appreciate the customization and collaboration they offer and by undergraduates who appreciate the price (a basic subscription to either Mendeley or Zotero is free). Mendeley has over 4 million users and provides access to a full-text archive of over 40 million articles.

Similarly the former “value of an article”, based on peer-review and citation counts is coming under pressure from new metrics or “altmetrics”—how many times has the article been Tweeted, saved to CiteULike or to a Mendeley Library. Join us for the Silicon Valley Chapter program on Monday, February 25 at the Menlo Park Public Library to learn about these disruptive technologies and explore the features that might apply to your personal research or to the researchers in your workplace. Hear about the advantage to librarians for viewing and tracking the changing interests of their dynamic communities of researchers and the new ways that research collaborations are being facilitated.

Where: Menlo Park Public Library, 800 Alma St, Palo Alto, CA
Directions: http://www.menloparklibrary.org/directions.html
The Menlo Park CalTrain stop is within one block of the Menlo Park Public Library

Agenda:
6:00 – 7:00 Social Hour with sandwiches, dessert and beverage
7:00 – 8:30 Presentation with Q&A

Cost:
$20 for SLA members
$25 for non-members
$15 for students, retired, or unemployed

Deadline for registration & payment: Friday, February 22, 2013

Register Online: http://www.surveymonkey.com/s/LHX9J3F
Tour the Grateful Dead Archive

February 17, 2013 Categories: Chapter Events, Tours Tags: Events, Tours

Save the date: March 16, 2013

Tour of the Grateful Dead Archive

UC Santa Cruz

Join us for a tour the Grateful Dead Archive at “Dead Central” with archivist Nicholas Meriwether. The current exhibit, “A Box of Rain: Archiving the Grateful Dead Phenomenon,” traces the history of the Grateful Dead and their cultural impact. Following the tour, Susan Perry, Head of Digital Initiatives will talk about the creation of the online archive designed to help foster a world-wide community around the collection.

The Grateful Dead Archive is housed in the recently remodeled and expanded McHenry Library on the campus of the University of California Santa Cruz (UCSC).

For more information on the physical and online archive, visit the Grateful Dead website and Facebook page

Mark your Calendars: Saturday March 16, 2013
We will meet at the McHenry Library at 11 am. Tour will conclude by 1 pm
Registration is limited to 25 Silicon Valley Chapter members.

Don’t Miss this event; look out for the Registration form with carpool options.

Helen Josephine
Chair, Hospitality Committee
February 26: Philip Gust speaks on Digital Preservation

SLA-Silicon Valley chapter President, Philip Gust will present at the SJSU SLIS Spring 2013 Colloquium Series:

Digital Preservation for the Rest of Us: What's In It for Librarians and Library Users

Philip Gust, Stanford University — LOCKSS Program
Tuesday, February 26 at 12:00 noon PST

Abstract: Digital preservation is a “must-have” function for every library who purchases digital content. A digital preservation system extends the model of print journals and books on the shelf to digital media. It ensures that a library continues to have access to their digital assets even after a subscription is canceled or the publisher discontinues access. Setting up a digital preservation system is surprisingly easy. The key is ensuring that you buy perpetual access to your content, and that your content providers support the digital preservation system that you choose. This talk introduces you to digital preservation systems, discusses preservation strategies and pitfalls, and shows you how to give library users access to preserved content.

For more information, abstract and speaker bio visit the SJSU SLIS Spring 2013 Colloquium Series webpage

The SJSU SLIS Colloquium Series is a must-attend for librarians, information professionals, archivists, and records managers who want to stay up-to-date in an evolving information landscape.

These seminars are FREE to attend and open to the public. They are held live via web conferencing and recorded for viewing on-demand.
RSVP Today: Tour of the Grateful Dead Archive

March 1, 2013 Categories: Chapter Events, Tours, Uncategorized Tags: Events, Tours
Join your SLA-Silicon Valley colleagues and archivist Nicholas Meriwether for a tour of the

Grateful Dead Archive at “Dead Central”

UC Santa Cruz
Saturday, March 16, 2013, 11am – 1pm

Register Now!

The current exhibit, “A Box of Rain: Archiving the Grateful Dead Phenomenon,” traces the history of the Grateful Dead and their cultural impact. Following the tour, Susan Perry, Head of Digital Initiatives will talk about the creation of the online archive designed to help foster a world-wide community around the collection.

The Grateful Dead Archive is housed in the recently remodeled and expanded McHenry Library on the campus of the University of California Santa Cruz (UCSC).

Registration Information:
Cost: $10 (pre-registration and payment in advance required)
Max. registrations: 25 (limited to SLA-SV members only)
Registration form and payment options for the event: http://www.surveymonkey.com/s/V7T7G8R

Following the tour and talk, you are invited to enjoy a no-host lunch at the Global Village Cafe in the foyer of the McHenry library with Susan and Nicholas. For more information and a menu, visit: Global Village Cafe

Transportation:
The online registration form includes options for carpooling and the Tour Committee will be contacting those who have volunteered to drive and those who need a ride to coordinate options. You are also welcome to drive yourself and spend more time at the exhibit or in Santa Cruz afterwards.

Please plan to arrive early. The library opens at 11am and the tour will begin soon afterwards.

Directions to UC Santa Cruz:
http://maps.ucsc.edu/content/directions-campus

Driving time to the UCSC campus from the San Jose Airport is about an hour. Your driving time may vary based on road conditions and traffic to Santa Cruz on Saturday mornings.

Parking:
Parking on the UCSC campus is free on Saturday.
Link to PDF parking maps of the campus:
http://maps.ucsc.edu/content/printable-maps
Lot 101 at the Hahn Student Services Center and Lot 120 are both close to the McHenry Library.

For more information on the physical and online archive, visit: http://library.ucsc.edu/grateful-dead-archive.
Facebook: http://www.facebook.com/pages/Grateful-Dead-Archive

Helen Josephine
Chair, Hospitality Committee
Disruptive Tools for Research and Publication

March 6, 2013 Categories: Uncategorized

Are you wondering about altmetrics? SV chapter members and guests who attended our program on Feb 23rd at the Menlo Park Public Library, “Disruptive Tools for Research and Publication: Mendeley, Zotero and Altmetrics” heard a clear and succinct description of the “new” metrics from our presenter, Helen Josephine, Head of the Terman Engineering Library at Stanford University.

Most librarians are familiar with the “Impact Factor” that measures the importance of a journal title, and the citation count method for determining the “value” of a researcher’s work. However, due to the lag time required to publish, citation counts can take years to form. Altmetrics take note of mentions in social media, such as tweeting and re-tweeting in twitter, blog mentions, and other social media reviews to show a more immediate influence count of recent work. Tools created to help researchers organize articles and share research such as Mendeley and Zotero are also tuned in to this new way of looking at scholarly impact. Almetric.com, ImpactStory and Plum Analytics are three of the new services designed to gather and present these “new” metrics.

Here are the slides about Zotero and Altmetrics. The presentation was videotaped, and will appear soon on the Silicon Valley YouTube Channel for those who could not attend. Watch for the announcement in the Chapter blog!
This month, I’d like to talk about being a member of SLA-SV and what’s in it for you.

Those who were at our first event of the year on February 23 learned about a new generation of “Disruptive Research Tools” and a new kind of metric that enables communities of researchers to quickly focus on the most relevant current work in their fields. If you missed the event or just want to review the presentations, a video is available on the SLASiliconValley YouTube channel (http://www.youtube.com/user/SLASiliconValley).

This weekend we go on our own “Grateful Dead Tour” as we visit the U.C. Santa Cruz McHenry Library’s Grateful Dead archives with archivist Nicholas Meriweather, and hear from Susan Perry, Head of Digital Initiatives about how they brought the archives to the web. There may still be a couple of slots for this event, so hurry and sign up now!

This is just a sample of the a wonderful lineup of programs, tours, and webinars this year. We try to make them as affordable as possible for members, with discounts for student, retired, and unemployed members. Our goal is simply to break even at the end of the year. A special group of vendors also helps us keep prices low by sponsoring certain events that cost more to put on. We are incredibly grateful for their continued support. Please take a minute to say “thank you” when you talk with them.

SLA also offers a wide range of professional development courses to members. “Click U” webinars, premium programs, and member programs are either free as a member benefit, or very reasonably priced for more in-depth offerings. Visit the “Click U” web page (http://www.sla.org/content/learn/members/webinars/) to learn more.

Finally SLA’s annual conference from June 9-11 is closer than ever, in San Diego, with special “early bird” discounts for SLA members through April 12th. It’s an amazing learning opportunity, with many panels, extended courses, and hands-on training sessions. Here’s a hint to get something extra out of the conference: For every three sessions that you attend in your own area of interest, attend one on something that is completely new to you. I’m always surprised at how often what I learn at these sessions ends up being useful later on. Try it!

Attending the conference is not cheap with registration, travel, and lodging, but it’s an investment in yourself. You won’t have a better opportunity to attend one this close for or less any time soon. Consider driving: it may be cheaper than flying and you’ll eliminate the headaches of air travel. You can save even more by sharing the trip with a colleague.

With so much going on this year, it’s a great time to be a member of SLA-SV. Remember, your first chapter membership is free, and additional chapter memberships are only $20. Check your memberships on the SLA website under “Update Your Information.” If you specified SLA-SV when you renewed but it is not listed in your profile, contact SLA headquarters and ask them to correct it. If you’re not currently a SLA-SV chapter member, I just confirmed that you can add the chapter at any time using the Change/Add Units form (http://www.sla.org/content/membership/unitchange.cfm), or when you renew.

I look forward to seeing many of you this weekend in Santa Cruz, and at other SLA-SV events throughout the year.

-Philip Gust
Behind the Scenes: Cantor Arts Center

March 16, 2013 Categories: Chapter Events, Tours Tags: Tours

In late November of last year, the San Francisco Bay Region and Silicon Valley Chapters of SLA hosted a joint chapter tour of the Cantor Arts Center at Stanford University. This was a special behind-the-scenes tour, showcasing the museum’s archives, collection storage, and other areas seldom seen by the public.

Our tour guide, Patience Young, presented us with a thorough history of the museum along with an overview of its operations day to day. We got to see where future exhibits are designed and put together, where Japanese swords and Mediterranean pottery are stored and kept safe from earthquakes and the elements, and where the entire collection is being digitally photographed, one piece at a time.

As a participant on the tour, I was struck by the commonalities between museums and archives. The techniques used to store and preserve items, and the use of digital tools to document them brought me back my days as an intern at the Society of California Pioneers’ archive and research library.

The Cantor Center has been an integral part of Stanford University since its founding. Its original purpose was to make the Stanford family’s art collection available to students and the general public. The Stanford family, including Leland Jr., collected art as they traveled around the world, and this formed the basis for what was to become the Cantor Center. The museum now boasts a collection spanning more than 5,000 years of art history and including the largest collection of Auguste Rodin sculptures outside of the Musee Rodin in Paris.

After the tour, many of us gathered in the museum’s Kool Café for dinner and networking. It was wonderful to see that the tour was attended by members based throughout the Bay Area, from Danville to the San Jose area. Some of us also took some time to wander about the museum, taking in some of the exhibits after getting a sense of the work involved in creating them. This was a very memorable tour, and I think everyone who attended was thankful to the Cantor Center for giving us such an in-depth look behind the scenes.

– Kim Ewart
May 22: SLA-SV and SLA-SFBR Joint Meeting featuring Phoebe Ayers

Mark your calendars…

Wednesday, May 22

Phoebe will talk about her work with the Wikimedia Foundation, and how crowdsourcing and social media are changing information exchange.

**Phoebe Ayers** is a science and engineering reference librarian at the University of California, Davis. Since 2003 she has been an editor and volunteer with the Wikimedia Foundation, which runs Wikipedia and its sister projects, and from 2010-2012 was a member of the Foundation's Board of Trustees. She is also the co-author of a book about Wikipedia, "How Wikipedia Works."

*Registration Information and Venue:* TBA.
RSVP Today: Tour of the Filoli Libraries

Join the SLA – Silicon Valley Chapter for a docent led tour of the Filoli Libraries: the Wallace Sterling Library and rare book room, the Friends Library and the House Library, followed by lunch at the Filoli Cafe and an optional tour of the house and gardens of Filoli.

**Event Information:**
Register Now! (maximum limit:20) – Tour of the Filoli Libraries

**Date:** Saturday, April 13, 2013

**Time:** 10:30 am -12:30 (optional lunch at 12:30 followed by a 1pm tour of the house and gardens)

**Location with Directions:**
Filoli House and Gardens

**Registration Info:**
Register here: http://www.surveymonkey.com/s/ZWLY8RH

**Tour price:** (tour-only reservations close on 4/4/2013)
$10 for SLA members
$25 for non-SLA members

**Optional box lunch price:** $15.00 (tour w/ lunch reservations close on 3/28/2013)
Includes a sandwich (your choice of Roast Beef, Turkey, Ham & Swiss or Vegetarian) and pasta salad, seasonal fruit, cookie, and choice of lemonade, ice tea, coffee and hot tea, served in the gracious ambiance of the Filoli Café. Price includes tax and gratuity. Menu and prices subject to change.

Filoli Box Lunches must be ordered and paid for at least one week in advance.

**NOTE: Important Deadlines for Registration:**
Tour with Box Lunch deadline, Thursday, March 28, 2013
Tour only deadline, Thursday, April 4, 2013

Register Now at : http://www.surveymonkey.com/s/ZWLY8RH

**About the event:**
The tour of the Filoli Libraries starts at 10:30 in the Visitor and Education center. We will have a docent led tour of the Wallace Sterling Library and rare books room, the Friends Library and the House Library.

The Sterling Library, created by former Stanford President Wallace Sterling (1949-1968), is a non-circulating reference collection of about 1,000 books on landscape, architecture, garden design, fine and decorative arts, local history, botanical art and books related to Filoli.

The Friends Library is a circulating collection of books in the same collecting areas as the Sterling Library as well as videos produced to train Filoli docents and DVDs and videos of movies and television shows filmed at Filoli, including the ABC miniseries of a Dominick Dunne novel, “An Inconvenient Woman.”

The House Library is on the first floor in the location of the resident families’ original library. Filoli is recognized as one of the finest remaining country estates of the early 20th century, the estate includes a 36,000 square foot Georgian country house and a spectacular 16 acre English Renaissance garden situated on 654 acres.

Optional docent-led house and garden tour starts at 1pm. Admission to Filoli includes all-day access to the House and Garden. Information on Filoli and directions are on the Filoli website: http://www.filoli.org

Questions? Contact Carolyn Billheimer (cbillheimer@sbcglobal.net).

Thanks,

Helen Josephine
Silicon Valley Hospitality Committee
More on Altmetrics

April 1, 2013 Categories: Member News, Uncategorized

If you are interested in exploring the topic of Altmetrics in more detail, take a look at the April/May 2013 issue of the ASIS&T Bulletin. Issue summary from the editor: The ASIS&T Bulletin special section on altmetrics presents alternative metrics as a new and critically needed approach to measuring the impact of scholarly research. With long-established citation-based metrics unable to capture the increasing variety of online references to a scholar’s work, alternative indicators offer a different view of the influence of that work. Contributed papers demonstrate how altmetrics can work on a personal level to enhance a scholar’s CV and on a broad, even global level, to transform scholarly communication through its interaction with open access, digital repositories and research in emerging countries. One article suggests altmetrics should soon be included among mainstream metrics, and other contributions describe specific indicators and altmetric software considerations. The need for innovative measurement and the advantages of altmetrics in particular bode well for their wide acceptance and continuing development.

link: http://asis.org/Bulletin/Apr-13/AprMay13_Piwowar.html

Helen Josephine
April 25: Program on Taxonomy Standards

April 2, 2013 Categories: Chapter Events, Uncategorized
Save the Date…

Taxonomies in the Real World – Compromising the Standards in Order to Meet Business Objectives

Marti Heyman, Executive Director of Metadata Standards and Services at Cengage Learning

Thursday, April 25, 2013, 6.00 pm

Join us for “Taxonomy 102” – a follow-up session on Margie Hlava’s webinar sponsored by the San Francisco Bay Region Chapter in February. Our speaker will be Marti Heyman, the Executive Director of Metadata Standards and Services at Cengage Learning. This is your opportunity to take advantage of Marti’s broad taxonomy and metadata experience — and a rare visit to the Bay Area!

Marti has a robust background in taxonomy and metadata and has been a speaker at Taxonomy Bootcamp, SLA and the Information and Knowledge Management Society of Singapore. Marti will take us through a deep look at several examples of how real business needs required violating best practices and standards in a controlled and manageable fashion. Examples would include tackling multiple languages; finding compromises among the “I’m special” business unit (hint – they’re all special!); manipulating user experiences to drive behavior or actions (trickery isn’t just for e-retail anymore!).

Preview Marti’s profile on LinkedIn: Marti Heyman

Don’t miss this event, mark your calendar for Thursday, April 25, 2013. Registration, networking and refreshments start at 6:00, program from 6:45-8:00 at the Hillview Community Center, 97 Hillview Drive, Los Altos, CA. Registration details coming soon.

Jeanie Fraser
Silicon Valley Chapter, Programming Committee Chair
SLA-SV chosen for Outstanding Chapter Technology Programming award!

April 9, 2013 Categories: Awards, Chapter News Tags: Silicon Valley Chapter
Celebrate our latest achievement. In a recent announcement, SLA-Silicon Valley Chapter was selected as the recipient of

The Outstanding Technology Programming Award

Presented by SLA-IT Division, this award recognizes the most inspired, cutting edge, and innovative chapter technology programming of the previous (2012-2013) programming year. The award consists of an electronic certificate for display on our web page as well as $500 in seed money to technology programming.

The award will be presented to our chapter at the IT Business meeting at the annual conference in San Diego. The meeting is open to all and all chapter members attending the conference are encouraged to attend.

Visit our chapter’s Events page or read our blog posts for past and future chapter events.

Go SLA-SV!
Register for Program on Taxonomy Standards, April 25

April 13, 2013 Categories: Chapter Events, Meetings Tags: Taxonomy
Colleagues, Please join the Silicon Valley Chapter for a follow-up taxonomy session to Margie Hlava’s webinar sponsored by the San Francisco Bay Region Chapter in February.

Taxonomies in the Real World – Compromising the Standards in Order to Meet Business Objectives

Marti Heyman, Executive Director of Metadata Standards and Services, Cengage Learning

Thursday April 25, 2013. Register Online by April 22

Event Information

Where:
Hillview Community Center,
97 Hillview Drive, Los Altos, CA.
Directions

When:
Thursday, April 25, 2013
6:00 – 6:45 Registration, networking and refreshments
7:00 – 8:00 Presentation with Q&A

Registration info:
Register Online by April 22: http://www.surveymonkey.com/s/C8MXHZM
$25 for SLA members
$35 for non-members
$15 for SLA student members, retired SLA members, or unemployed SLA members

This is your opportunity to take advantage of Marti’s broad taxonomy and metadata experience — and a rare visit to the Bay Area! Marti has a robust background in taxonomy and metadata and has been a speaker at Taxonomy Bootcamp, SLA and the Information and Knowledge Management Society of Singapore. Marti will take us through a deep look at several examples of how real business needs required violating best practices and standards in a controlled and manageable fashion. Examples would include tackling multiple languages; finding compromises among the “I'm special” business unit (hint – they’re all special!); manipulating user experiences to drive behavior or actions (trickery isn’t just for e-retail anymore!).

Preview Marti’s profile on LinkedIn

Deadline for registration and payment is Monday, April 22, 2013
Online registration form: http://www.surveymonkey.com/s/C8MXHZM

Jeanie Fraser
Silicon Valley Chapter, Programming Committee Chair

Helen Josephine
Silicon Valley Chapter, Hospitality Committee Chair
A closer look at the Grateful Dead Archive

On Saturday, March 16th, the Silicon Valley Chapter hosted a tour for our members of the Grateful Dead Archive at “Dead Central” at the UC Santa Cruz McHenry Library. There were two parts to the tour: the physical archive and the online archive.

UCSC Grateful Dead Archivist and tour guide Nicholas Meriwether, first gave us a tour of the display, highlighting two major themes: The Greatful Dead phenomenon along with their archives and the transformation of their subculture into the mainstream. He also discussed why the band deserved a place in our culture and a place in an academic institution.

Nicholas walked us though the current exhibition, “A Box of Rain: Archiving the Grateful Dead Phenomenon,” which contains 316 items out of over 500,000 items in the collection. A big part of these archives are photographs of the band taken by fans and then sent to the band.

As Nicholas took us through the exhibit, he discussed the history of the group and the Grateful Dead folklore motifs. Nicholas also covered such areas as their music and lyrics, their close relationship to their fans, their benefit performances, and their awards.

On the second part of the tour, Susan Perry, Head of Digital Initiatives, explained the creation of the GDAO Web site from the physical collection. The site features almost 25,000 items and as well as 50,000 scans, covering the Grateful Dead from 1965 – 1995. For example, there are over 16,000 scanned fan-decorated envelopes, photographs, and posters.

Susan demonstrated the technical features of the online archive and how fans from around the world can contribute to the Web site, using social media tools. You can obtain more information on both the physical archive and the online archive on the Grateful Dead Archive Web site.

–Luisa Tosi Claeys, MLS
Silicon Valley Tour Chairman, 2013

Photographs by Luisa Tosi Claeys.

Luisa, a retired Librarian has contributed to many diverse organizations including corporate and university libraries as well as been in independent practice. An active Silicon Valley Chapter member since 1986, Luisa has served our chapter in various capacities including past Chapter President (2004-2005).
Filoli Tour: Libraries and Spectacular Gardens

On Saturday, April 13th, the Silicon Valley Chapter hosted a tour of the Libraries at Filoli, a property of the National Trust for Historic Preservation and one of the finest remaining country estates of the early 20th century. Filoli is located in Woodside, California. We toured three libraries: the Wallace Sterling Library, the Friends’ Library and the House Library, followed by a tour of the house and gardens and lunch at the Filoli Cafe.

Julie Bly DeVere, Library/Collection Manager first gave us a tour of the Friends’ Library, a circulating library for members of Friends of Filoli, which is located in one of the family bedrooms. This library contains books on gardens, horticulture, garden history, history of the area and decorative arts. Many books are available on other famous gardens of the world. This library also has a collection of DVDs and videos of films and TV shows made at Filoli.

Next we viewed the Sterling Library which is located in the upstairs sitting room over the study and is not open to the public. Originally conceived as a research library in horticulture and garden design, the Sterling Library has been expanded to include decorative arts and other topics directly related to Filoli.

As Julie took us through the libraries, she emphasized the hours of work that volunteers do every day to catalog, preserve and maintain the books and artifacts. The collections depend on volunteers, and anyone who is interested in contributing time to collection maintenance is invited to contact Julie directly at jdevere@filoli.org. Phone: (650) 364-8300, extension 205.

In addition to Julie, who is on the staff at Filoli, three Friends of Filoli volunteers assisted with the tour. Library/Collections Chair Diane Lawrence, Co-Chair Anne McCarthy and Carole Farina toured the house and gardens with us. The gardens and grounds were in full bloom. The tulips, wisteria, azaleas welcomed us with a spectacular show.

Carolyn Billheimer, MLS
Silicon Valley Tour Committee Member, 2013

Photographs by C.Billheimer

Carolyn is currently Adjunct Faculty at John F. Kennedy University, teaching Information Literacy. In the past, she has contributed to law and business libraries, as well as school libraries in the Silicon Valley area.
The SLA Silicon Valley Chapter accepted the “Outstanding Chapter Technology Programming” award at the IT Division business meeting during the SLA 2013 conference. This award recognizes the most inspired, cutting edge, and innovative chapter technology programming of the previous (2012-2013) programming year.

Chapter President Philip Gust and Treasurer Kathe Gust attended the meeting to accept the award on behalf of the Chapter. The Chapter will use the award to purchase an additional video camera, storage, and video editing software, and to create tutorials on how other units can create their own YouTube channels and videos.

Photo credit: Kathe Gust
Save the Date – August 21: Program on Predatory Publishers

Mark your Calendars! The Silicon Valley Chapter and the Science-Technology Division of the Special Libraries Association (SLA) will host:

Predatory Publishers: How to Tell the Good Guys from the Bad Guys

Jeffrey Beall, Scholarly Initiatives Librarian, University of Colorado

Wednesday, August 21, 2013

Gilead Pharmaceuticals, Foster City California, and GoToWebinar worldwide

About the Event

The Silicon Valley Chapter and the Science-Technology Division of the Special Libraries Association (SLA) are the hosts for this event. Local attendees can network over a light meal, hear Jeffrey speak in person, and interact with him before and after. Remote attendees worldwide can view his talk and ask questions through SLA’s GoToWebinar system. The talk will also be recorded for replay. Watch for registration information in mid-July on the SLA Silicon Valley website: http://siliconvalley.sla1.org.

About the Speaker

Jeffrey Beall is the Scholarly Initiatives Librarian at the University of Colorado Denver. His interests include new and evolving aspects of scholarly communication, including open-access publishing, author and publisher misconduct, and scholarly publishing ethics.

Jeffrey will talk about his interest in documenting the phenomenon known as “predatory publishers.” His writings, assessment process, and compilations of known predatory publishers have won him praise from the research community worldwide.

Predatory publishers include questionable scholarly open-access publishers with a few to hundreds of journal titles, and individual questionable journals that copy the mega-journal model. According to Jeffrey, many of these publishers exist only to make money off the processing charges that are billed to authors upon acceptance of their manuscripts, rather than supporting the spread of scholarly research.

Jeffrey will demonstrate how librarians can help their user communities spot questionable practices, and avoid submitting articles, serving on editorial boards, or reviewing papers for these companies. Librarians can also advise tenure and promotion committees to carefully scrutinize articles published by them.

For Further Reading

Jeffrey Beall’s Scholarly Open Access Blog: http://scholarlyoa.com


Nature: http://www.nature.com/news/predatory-publishers-are-corrupting-open-access-1.11385

Wikipedia: http://en.wikipedia.org/wiki/Predatory_open_access_publishing
I'm looking forward to the SLA Silicon Valley Chapter and Science-Technology Division program on August 21st at Gilead Pharmaceuticals, and as a webinar for those outside Silicon Valley. My presentation will examine scholarly open-access publishing in the context of libraries and the work of librarians. I'll present a survey of the various scholarly communication distribution models, including the traditional model, and green, gold, and platinum open-access. I'll also tell you about predatory open-access publishers and explain how they are poisoning the entire scholarly publishing ecosystem.

I'll discuss criteria that you can use to determine which publishers are predatory and discuss the many negative consequences of predatory publishers, including an apparent increase in research misconduct, bogus peer review, and lack of digital preservation. I'll also discuss how predatory publishers are blurring the line between authentic science and pseudo-science.

Changes in scholarly publishing affect the roles of librarians. Traditionally, libraries offer readers' advisory, directing readers to works that meet their information needs. Increasingly, librarians are being called on to provide authors' advisory, guiding scholarly authors on the best publishing venues, copyright and open-access licenses, and the use of institutional repositories.

I'll also cover the open-access movement and some of its weaknesses. There are differences between the European and North American views on open access, and the talk will describe these. My blog, Scholarly Open Access, and its two lists are written to help scholars avoid publishing in questionable journals. I'll conclude with advice on how to handle predatory publishers in different library contexts and what we as librarians should do regarding them in the context of our work.

Jeffrey Beall

Scholarly Initiatives Librarian, University of Colorado
Register Now: August 21 Program with Jeffrey Beall

July 30, 2013 Categories: Chapter Events, Events, Meetings, Webinars

*SLA Silicon Valley Chapter & Sci-Tech Division Joint Event*

*Predatory Publishing: How to Tell the Good Guys from the Bad Guys,*
a webinar and evening program event with Jeffrey Beall author of the Scholarly Open Access Blog.

When: Wednesday, August 21, 2013
Where: Gilead, 333 Lakeside Dr., Bldg. 300, Foster City, CA 94404 (Gilead Map)
Check In: 5:30 pm-6:00 pm
Dinner and Networking: 5:30-6:30 pm (Fajita Buffet incl. vegetarian options)
Presentation: 6:30-7:30 pm (PST) followed by Q&A. Event will end at 8:00 pm

On Site Registration Fee:
SLA Members: $30.00
Non-members/Guests: $40.00
Students $25.00

Webinar Registration Fee:
When: Presentation 6:30pm-7:30pm (PST), followed by Q&A
SLA Members: $10.00
Non-members: $20.00
Students: $5.00

SLA Sci-Tech Division in conjunction with Silicon Valley Chapter will broadcast the presentation via SLA’s GoToWebinar. To attend, you will need to download the GoToWebinar applet to your computer. Please make sure that you can download software to your computer and check system requirements before registering. After you register and pay the webinar fee, an email will be sent to you with the log on information and link for this event

**Registration:**
Please register online by Monday, August 19. (Choose the onsite or virtual attendee option on the 2nd page. Virtual attendance registration is limited to 100.)

About the Program:
Open access publishing and self-publishing have open many new category of publishers. Some of these new publishers exploit the open access options by soliciting authors to submit articles to bogus publishing sites, tricking them into submitting content and paying open access fees to journals that will never be published. Some of these journals encourage libraries to subscribe based on false information. Join us as we explore this issue with the authority on Predatory Publishing, Jeffrey Beall author of the Scholarly Open Access Blog (http://scholarlyoa.com/) where he lists and discusses these questionable publishers. See Jeffrey’s blog post on this topic on the Silicon Valley Chapter website.

Jeffrey Beall is the Scholarly Initiatives Librarian / Associate Professor, at the Auraria Library, University of Colorado Denver. He received his MLS from the University of North Carolina, Chapel Hill and he has an MA in English Literature from Oklahoma State University. He reviews electronic resources for the *Charleston Advisor* and he served on the editorial board of *Cataloging & Classification Quarterly*. An academic librarian for over 22 years, Jeffrey has published extensively in the areas of metadata, full-text searching, and information retrieval.

**Thanks to our program sponsors:**
Morgan & Claypool Publishers
Trak Records and Library
Springer Science+Business Media

Thanks to Gilead Pharmaceuticals for hosting this event and providing the tech-enabled facility for the online portion.
September President's Message

September 8, 2013 Categories: President's Letter

I’d like to update you about the great things that have been happening in the Silicon Valley Chapter this year, tell you about some wonderful plans for the rest of the year, and to ask for your help.

Update on Chapter Activities

Here is an update on the great events our Chapter has put on this year. There were two tours this Spring. Chapter members visited U.C. Santa Cruz for a tour of the Grateful Dead Archive in March. In April we visited the Filoli Estate in Woodside to see its three research libraries and tour the house and grounds.

There were also exceptional programs on a variety of topics. In February, Dr. William Gunn of Mendaley, and Stanford Engineering Library Director Helen Josephine, talked about “Disruptive Research Tools.” In April, Marti Heyman, the Executive Director of Metadata Standards and Services at Cengage Learning spoke on “Taxonomy Standards” and finding the right balance in the real world.

Phoebe Ayers of the Wikimedia Foundation described the past, present, and future of Wikipedia at the Silicon Valley and San Francisco Chapters’ joint meeting in May. In August, University of Colorado Denver librarian Jeffrey Beall spoke about the growing threat of “Predatory Publishers” in a joint program with the SLA Sci-Tech Division that was also available as a webinar world-wide.

Finally, our Chapter received the SLA IT Divisions’ 2012-2013 “Outstanding Chapter Technology Programming” award in June for the most inspired, cutting edge, and innovative chapter programming. We not only offer many technology-related tours and programs, but also use technologies like our SLASiliconValley YouTube channel to make them available to all of our members and the library community. Professional development and mentoring are important Chapter traditions, and what better way to serve today’s and tomorrow’s library and information professionals?

Upcoming Chapter Activities

We have some wonderful events planned for the rest of the year. Mark your calendars for October 9th, when Dr. Joe Wible, Director of the Hopkins Marine Station Library will tell us about being an “Extreme Embedded Librarian.” With both an MLS and a PhD in Biology, Joe conducts joint research and goes on dives with his users. Registration will open soon.

On October 29, Tour Committee chair Luisa Claeys has arranged a visit to the Hopkins Marine Station in Monterey to tour the newly-remodeled Harold A. Miller Library, hosted by Library Director Dr. Joe Wible. In late October, the Chapter will also have it’s annual Dine-Around at the Internet Librarian Conference in Monterey. Stay tuned for more details on both of these events.

In the second half of November, Program Committee Director Jeanie Fraser has invited Dan Russell, Google’s “Search Quality and User Happiness” guru and a popular blogger to talk about “Power-Searching Techniques and Tools”. Stay tuned for more details.

The year wraps up in the first half of December with our annual Members Meeting, Awards Ceremony and Holiday Party. I’ll be making a very special announcement about this event in the next few months. If you’re up for renewal, or know of colleagues who have thought about adding SLA-SV membership or joining SLA and SLA-SV, now would be an excellent time to act.

Call for 2014 Officers and Committee Members

I volunteered to be Treasurer the year I joined the Chapter and served for two years before volunteering to step in as President this year and as Past-President next year. As a relative new-comer, I’m grateful for the opportunity to serve our Chapter so soon, and to get to know so many in our community.

How about you? Whether you have skills in an area or want to develop new ones, participating in the Chapter is a great way to learn new things and make valuable connections that you won’t get any other way. This is especially important for early- and mid-career professionals, and those looking at a new direction for their careers.

Here are our current openings for 2014. Some take a bit more time while others fit into almost anyone’s schedule. Please contact me at ‘president@siliconvalley.sla.org’ between now and early November to volunteer, or to learn more about these positions and how much time they take. I’ll help you find the one that’s right for you.

Board Positions
* President-Elect
* Secretary
* Board Member At Large

Standing Committee Positions
* Communications Committee Member
* Hospitality Committee Member
* Program Committee Member
* Vendor Relations Committee Member

One-Time Positions
* Single Event Volunteer
* 2013 Awards Committee Member

I'll look forward to hearing from some of you soon, and seeing many of you at our events during the rest of the year.
No wetsuits in the library!—New Adventures in Extreme Embedded Librarianship

Register Now: October 9th Program with Dr. Joe Wible

"New Adventures in Extreme Embedded Librarianship."

An evening program event with Dr. Joe Wible, Librarian of the Harold A. Miller Library and Assistant to the Director of Stanford University’s, Hopkins Marine Station, Pacific Grove, CA.

When: Wednesday, October 9, 2013
Where: Cypress Room of the Arrillaga Family Recreation Center, 700 Alma Street, Menlo Park, CA
This location is just across Ravenswood Ave, from the Menlo Park Caltrain.
Shares a parking lot with the Menlo Park Public Library.

Check In: 6:30 pm
Dinner and Networking: 6:30-7:30 pm (Italian Buffet incl. vegetarian options)
Presentation: 7:30-8:30 pm followed by Q&A. Event will end at about 8:45 pm.

Registration Fee:
SLA Members: $20.00
Non-members/Guests: $30.00
Students: $15.00
Retired SLA Members: $15.00

Registration:
Please register online by Monday, October 7, 2013.
http://www.surveymonkey.com/s/7YZSR56

About the Program:
"No wetsuits in the library!" Dr. Joe Wible has been Librarian at the Hopkins Marine Station since 1993. With a doctorate in marine biology from the University of Southern California in addition to his library degree, Joe is deeply embedded in the daily life and ongoing research of the students and faculty at the Hopkins Marine Station in Pacific Grove.

Joe will talk about what it is like to work at a special branch library, offer some ideas for how we might approach gaining similar rapport with our users, and share highlights of his most recent adventure as part of a research team at the Palmyra Atoll in the South Pacific.

Special thanks to Information Express for sponsoring this program event.
Library with a View–Tour of the Miller Library at Hopkins Marine Station

September 23, 2013 Categories: Chapter Events, Events, Tours

Join the SLA – Silicon Valley Chapter for a tour led by Dr. Joe Wible of the Harold A. Miller Library at the Hopkins Marine Station of Stanford University at 150 Ocean View Blvd., Pacific Grove on Tuesday, October 29, 2013 during the Internet Librarian conference. Come before sunset to enjoy the amazing ocean views from the reading room of the Miller Library which is part of the Hopkins Marine Station with a history of over 100 years of marine biology research in Monterey Bay and beyond. Dr. Wible will provide us with a tour of the library, discussing the library’s history, collection, archives, and special collections. In addition to his duties as the Head of the Miller Library, Dr. Wible is the Assistant to the Director of the Hopkins Marine Station, the Station’s co-webmaster and he is also involved with fundraising, publicity, and computer and networking support for the Station.

Register today for the Tour of the Harold A Miller Library
(maximum limit of 20 for this tour)
Date: Tuesday, October 29, 2013
Time: 5:30 p.m to 6:30 p.m.
Carpooling Information: SLA members attending Internet Librarian are encouraged to meet at the Monterey Conference Center Internet Librarian registration desk around 5 p.m. and then carpool to the Miller Library at the Hopkins Marine Station. It is about a 2 mile drive and will take about 6 to 10 minutes, depending on the traffic. The entrance to the Hopkins Marine Station is directly across the street from the REEBOK store in the American Tin Cannery outlet mall.

Tour fee:
$5 for SLA members
$10 for non-SLA members
Register online by October 25, 2013:
http://www.surveymonkey.com/s/BYMLQN5

For questions about the tour, contact Carolyn Billheimer of the Tour Committee
650-554-2036
cbillheimer@sbcglobal.net.
Congratulations to IEEE on its IEEE Day Celebration October 1st

September 26, 2013 Categories: Uncategorized Tags: IEEE
On behalf of the Silicon Valley Chapter of the Special Libraries Association, I want to congratulate the IEEE on the occasion of IEEE Day on October 1st. IEEE Day celebrates the anniversary of the first time IEEE members gathered to share their technical ideas in 1884. This year’s theme is “Leveraging Technology for a BetterTomorrow.”

The IEEE has generously supported the SLA Silicon Valley Chapter and been an active participant in the Chapter for many years. It’s a great partnership based on a shared belief that exploring and leveraging new information technologies is a key to sparking tomorrow’s innovations. IEEE continues to play a leading role in providing up-to-date information through its many publications, and access through tools such as IEEE Xplore® that enable our members and their organizations here in Silicon Valley to locate and access information that is critical to their success.

We are pleased to participate in celebrating IEEE Day 2013, and offer our sincere appreciation for IEEE’s continued support for the SLA Silicon Valley Chapter and its members.
What makes Google users tick? What does it mean to be literate in the Age of Google?

November 5, 2013 Categories: Chapter Events, Events, Meetings

dan

Register Now: November 18th Program with Dr. Dan Russell
“What does it mean to be literate in the Age of Google?”

An evening program with Dr. Dan Russell, Senior Research Scientist, Search Quality & User Happiness, Google
Dan’s Blog
his searching blog “Search ReSearch”
his MOOC “Advanced Power Searching with Google”
or connect with him on Google+

When: Monday, November 18, 2013
Where: Elm Room of the Arrillaga Family Recreation Center, 700 Alma Street, Menlo Park, CA
(Note: the Arrillaga Family Recreation Center is across the parking lot from the Menlo Park Public Library and 2 blocks from the Menlo Park CalTrain station.)
Check In: 6:30 pm
Dinner and Networking: 6:30-7:00 pm
Presentation: 7:00-8:00 pm, followed by Q&A. Event will end at about 8:30 pm

Registration Fee:
SLA Members: $20.00
Non-members/Guests: $30.00
Students/Retired Members $15.00

Registration:
Please register online by Friday, November 15, 2013.
https://www.surveymonkey.com/s/ZN5827P

About the program: Dr. Dan Russell has a blog, a website and a free online class all dedicated to helping Google users be more efficient and effective searchers. Dan will talk about what he has learned from users, what he likes to teach to users, and how you can use these techniques to teach others to search. Each Wednesday on his Search ReSearch blog, Dan posts a Search Challenge that tests your ability to search and then he posts the answers on Thursday. Have a question about how Google search works or how you can use some of the advanced features? Join us on November 18th!
On Tuesday, October 29th, the Silicon Valley Chapter hosted a tour of the Harold A. Miller Library for their members, out of town SLA members, and non-members who were attending the Internet Librarian Conference in Monterey. The Miller Library is a part of the Hopkins Marine Station of Stanford University in Pacific Grove.

Dr. Joseph G. Wible was a knowledgeable and enthusiastic tour guide. In addition to receiving his M.L.S. from Emory University, Dr. Wible earned his Ph.D. in biology from the University of Southern California. Dr. Wible is the Assistant to the Director and is also the Head Librarian and Bibliographer. He serves as the Station’s co-webmaster and is also involved with fundraising and publicity, plus computer and networking support for the Station. Dr. Wible discussed the library’s 100 plus year history of marine biological research, its collection, archives, and special collections.

Dr. Wible started the tour in the library’s reading room with its spectacular views of the ocean. He gave a brief history of the Hopkins Marine Station and of the Harold A. Miller Library. According to Dr. Wible, Stanford students from any major can come to use the library; Earth Systems is currently the most popular major. He also mentioned that the library’s holdings are listed in SearchWorks. While there was damage to some of the libraries at Stanford University during the Loma Prieta earthquake, Dr. Wible pointed out that no damage occurred in the Miller Library.

The Miller Library includes archives, interlibrary loans, and special collections with the backing of Stanford University. The library maintains computers with links to Stanford’s main campus and there is a working card catalogue that provides author access to a large taxonomically arranged reprint collection. The library has a colorful history, since it was once home to Native Americans and it became an archeological site. Later this site was also a Chinese fishing village.

After walking us through the stacks and the compact shelving area containing individual photos, Dr. Wible took us into the locked Special Collection room. He pointed out some of the rare books and The MacFarland Collection of materials consisting of the opisthobranchiate molluscan collection. He also discussed how he obtained different parts of the collection, some of the oldest books dating back to the 1700s.

Thanks to Bruce Antleman and Information Express for being the Principal Sponsor of both this tour of the Harold A. Miller Library and Dr. Wible’s October 9th talk, “New Adventures in Extreme Embedded Librarianship,” about his recent adventure as part of a research team at the Palmyra Atoll in the South Pacific.

Visit the Hopkins Marine Station – Miller Library online for images and more information about this special library.

– Luisa Tosi Claeys, MLS

Silicon Valley Tour Chairman, 2013

Photographs by Luisa Tosi Claeys

Luisa, a retired Librarian, has contributed to many diverse organizations including corporate and university libraries as well as been in independent practice. An active Silicon Valley Chapter member since 1986, Luisa has served our chapter in various capacities including past Chapter President (2004-2005).
The Philippines face a long path to recovery in the wake of Typhoon Haiyan—one of the most powerful storms ever recorded. Thousands of people in the central islands of the Philippines have been affected.

The American Library Association is accepting donations from the United States for libraries in the Philippines. The Philippines Library Relief Fund will help to rebuild libraries and archives in the Philippines that were destroyed or damaged by the Typhoon Haiyan on November 8, 2013.

When Haiti was decimated by a hurricane several years ago, the Silicon Valley Chapter got involved by accepting donations on behalf of members to the ALA Haiti Library Relief Fund and matching member donations. I’m pleased to announce that our Chapter is getting involved again by accepting donations on behalf of members to the ALA Philippines Library Relief Fund, and matching donations up to $500.

If you will be attending the Chapter holiday event on December 15th and want to contribute, we will be accepting member donations at that time. If you want to make a donation at another time, our Treasurer will accept a donation on your behalf by mail from now through the end of December.

In either case, please write a cheque payable to “American Library Association” with the notation “for Philippines” and fill out the donation form. Please do not send cash donations. Only cheques accompanied by completed donation forms that are received from members at the holiday event, or by mail through the end of December, will be eligible for a match by our Chapter.

Send your cheque and completed donation form to:
SLA-SV Treasurer
c/o Kathe Gust
86 Inyo Place
Redwood City, CA 94061-4122

Donation form: http://www.ala.org/offices/sites/ala.org.offices/files/content/iro/iroactivities/DonationForm-Philippines.pdf

To read more about the ALA’s Philippines library relief effort, visit the ALA Philippines Library Relief webpage.

To learn more about the Chapter’s holiday event and annual members meeting on December 15th, see the recent “save the date” email from Hospitality Committee Chair Helen Josephine. Look for an announcement and registration page soon.
Annual Awards and Holiday Party—Sunday, December 15, 2013

December 2, 2013 Categories: Chapter Events, Events, Meetings

Join us on Sunday, December 15th for our annual awards ceremony and holiday party, New Orleans style, with delicious Cajun hors d’oeuvres and southern desserts. We will be honoring our members and awarding the Mark Baer Award, the Lucy Steelman Award, the President’s Award, the Vendor Partner Award and the Publication Award. As an added treat, Deb Hunt and David Grossman will be on hand to sign copies of their new book “The Librarian’s Skillbook: 51 Essential Career Skills for Information Professionals.” In addition the chapter will be accepting checks and donation forms for the ALA Philippines Library Relief Fund. Donations designated for this fund will help to rebuild libraries and archives in the Philippines that were destroyed or damaged by Typhoon Haiyan on November 8, 2013. The chapter will match members donations up to $500 for this effort. See this blog post for more information.

**Holiday Party**

**Where:** NOLA in Palo Alto (535 Ramona St., Palo Alto, CA 94301) – a reasonable walk from the Palo Alto train station.

NOLA features Cajun food and the event will feature seasonal hors d’oeuvres with a cash bar.

A sampling of the food includes:

- **Chicken Andouille Gumbo:** slow roasted chicken and andouille sausage gumbo with holy trinity, okra and slow cooked dark roux and pearly white rice
- **Black & Blue Ahi Tacos:** two baby cajun spiced seared ahi tacos, jicama, mardi gras slaw, wasabi aioli, pickled ginger, jalapeno rings
- **Crabamole / Guacamole:** smashed avocado, lime juice, cilantro, white onion, jalapeno, with or without dungeness crab, served with crispy tortilla chips
- **Grindhouse Sliders:** chef’s special grind mini burgers, american cheese, house made bbq sauce and bacon jam, served with crispy onion strings
- **NOLA Frites:** crispy russet and sweet potato fries, fried okra, zucchini sticks, jalapeno ranch, spicy ketchup, tam’s bbq sauce

And a sampling of these delicious desserts:

- beignets du monde, famous bread pudding, big fat brownie sundae, southern pecan pie, red velvet waffles, paradise pumpkin pie

**When:** Sunday, December 15th from 5:00-9:00 PM.

**Fee:** $10 for Silicon Valley Chapter Members
$25 for guests

**Registration:**
Please register [online](#) and complete your registration/payment by **WEDNESDAY, December 11, 2013** in order to have an accurate count for catering.

Please consider making your payment through PayPal.

If paying by check, the registration fee is payable to Silicon Valley Chapter of SLA.

Mail your check to arrive by Wednesday, December 11, 2013.

**Mail to:**
Helen Josephine
Hospitality Committee
SLA Silicon Valley Chapter
P.O. Box 66
Ben Lomond, CA 95005

**NOTE:** This event is limited to 50 attendees due to the size of the venue.

Thanks to our sponsors, IEEE and Information Express.
December 28, 2013

Categories: Awards, Chapter News, Meetings, Opportunities

Dear fellow SLA-SV members,

The 2013 SLA Silicon Valley Chapter holiday party and annual business meeting took place last Sunday at Nola’s in Palo Alto. Those who attended the festivities enjoyed the Cajun-style fare at this fun venue. Many said they plan to come back for dinner.

The event was generously sponsored in part by IEEE and Information Express. Thanks to them and to all our generous sponsors who have helped make this year so successful. You’ll find a complete list on the chapter website.

Clockwise : Hors d'oeuvres table with Cajun fare. Philip Gust, Sandy Hirsh, Sonya Dorfman at the party. General party view from 2nd floor.
Deb Hunt and David Grossman (Published Member Award - Book)

Deb Hunt and David Grossman (Published Member Award – Book)

Officer Elections

Congratulations to the 2014 SLA Silicon Valley Chapter board:

President: Mihoko Hosoi
President-Elect: Mary-Lynn Bragg
Past President: Philip Gust
Secretary: Rachael Davis
Treasurer: Kathleen Gust
Director at large: Cindy Hill
Director at large: Patricia D’Cruz

Special thanks to the two new board members who were elected by acclamation. Mary-Lynn Bragg is a long-time SLA-SV member. She has fifteen years’ experience in academic publishing, and is currently a Senior Manager Client Services at SIPX, Inc. She received the chapter’s Mark H. Baer award in 2007. Rachael Davis is a brand new SLA and SLA-SV member who is studying for her MLIS at San Jose State University School of Library and Information Science while working full time as a Circulation and e-Resources Support Specialist in the Stanford University Library System.

Thanks also to board members Mihoko Hosoi, Kathleen Gust, Cindy Hill, and Patricia D’Cruz for their continued service to the chapter, and to Linda Yamamoto for serving as board secretary during the last two years. It has been a privilege to serve as chapter president this year, and I look forward to my new role as past-president.

Please join me in wishing your board success in 2014.

Announcements

Following the meeting, I announced that the chapter will be awarding two $1000 scholarships in 2014 to San Jose State University School of Library and Information Science (SLIS) students. Watch for more details in early 2014. SLIS Director and chapter member Sandra Hirsh thanked the chapter and talked about what this means to SLIS students.

I also announced that chapter members Deb Hunt and David Grossman were presenting autographed copies of their book, The Librarian’s Skillbook: 51 Essential Career Skills for Information Professionals, to all attendees complements of the chapter. This is a really wonderful professional development resource. Those who missed the party can still purchase print or Kindle versions of the book through Amazon. Highly recommended.

Finally, I announce several committee opportunities, including head of the Tour Committee, assistant chair of the Programming Committee, and additional members of the committees to assist the committee chairs. See the committee page for more information.

Treasurer Kathleen Gust accepted donations to the ALA Philippines Library Relief Fund. The chapter will continue to collect donations on behalf of the fund that will be matched by the chapter until December 31, 2013. See the announcement for details and how to donate.

Awards

The awards committee presented the chapter awards. Thanks to Linda Yamamoto (chair), Margot Diltz, and Sonia Dorfman for serving on the committee this year. See the Awards page for more information.

Here are the 2013 recipients:

Mark H. Baer Award
The Mark H. Baer Award was established in 1990 to recognize a chapter member who has contributed to the Chapter or to the profession, either during the current year or throughout their career.
**Lucy Steelman Award**

The Lucy Steelman Award was established in 2006 to recognize a chapter member who has mentored colleagues in any number of ways.

- Philip Gust

**President’s Award**

The President’s Award was established in 2006 for the Chapter President to recognize a Chapter member for service during the course of the year.

- Helen Josephine

**Other Chapter Awards**

- Deb Hunt & David Grossman – Published Member Award (Book)
- Philip Gust – Published Member Award (Paper)
- TRAK Records and Library – New Vendor Partner Award
- IEEE – Vendor Partner Award
- Information Express – Vendor Partner Award

From Left to Right Bruce Antleman, President of Information Express (Vendor Sponsor Award) with awards committee member Margot Diltz. Philip Gust (Published member award – Paper) with awards committee chair Linda Yamamoto.

To all our members, sponsors, and friends, a safe and joyous 2013 holiday season and a very happy new year!

—Philip Gust

*Photographs: Philip Gust, Kathleen Gust*
Happy 2014!

I’d like to introduce myself as this year’s chapter President. I’ve been a business librarian for over 12 years, currently at the Stanford Graduate School of Business. Prior to my library career, I worked in the hotel and airline industries and held my own business in Japan. I play tennis competitively, and love food & wine.

This is my first SLA leadership experience, and I’m both nervous and excited. I’d like to strengthen our chapter’s membership through various networking and fun activities. We have exciting plans for this year:

- **Mentoring Program**
- **Scholarship for San Jose State University School of Library and Information Science (SLIS) students** — Two $1000 scholarships will be awarded to eligible chapter members in 2014. Details to come in a month or so
- **Silicon Valley / San Francisco Chapter Joint Meeting** — Likely May. Our chapter will host this year
- **Tours / Member Library Visits**
- **Events Focused on Local Talent**
- **Dine Arounds** — Possibly international themes?
- **Holiday Party** — December

We’ve received many excellent suggestions and welcome more.

Let’s make it a great year!

—Mihoko Hosoi
SLA Silicon Valley Chapter mentoring program connects student members and junior professionals with more experienced professionals, based on their career goals, experience, and interest. Communication can be in-person or remote. We hope that the program serves a helpful networking opportunity for our members.

**Purposes:**
- Encourage professional connections and development among chapter members
- Give advice and encouragement to new information professionals within the chapter
- Re-energize members and strengthen membership

**Qualifications:**
- Mentors — Any SLA Silicon Valley Chapter members (join/renew)
- Mentees — SLA Silicon Valley Chapter student members, or those members with less than 5 years of professional experience in the library/information field (join/renew)

**Benefits (once you complete your commitment):**
- Mentors — Recognition in Chapter publication/web, new knowledge & perspectives, and great time (The chapter will cover the food/drinks of the kickoff/closing events as much as possible.)
- Mentees — Support and guidance from experienced information professionals, and great time (The chapter will cover the food/drinks of the kickoff/closing events as much as possible.)

**Required Commitment:**
- Six month commitment (March – September 2014)
- Communicate with your partner (mentor/mentee) at least once a month. Meetings are up to individuals/teams.
- Sign a mentoring agreement (to be discussed at the kickoff event)

**Expectations:**
- **Mutually beneficial relationship:**
  - Mentors — give advice and support (e.g. help with interview prep)
  - Mentees — share your knowledge based on your background / coursework.
- Respect each other (e.g. observe appointments, understand each other’s other obligations, etc.)
- Attend the kickoff (late March) & closing (Sept/Oct) events as much as possible.

**Matches / Pairings:**
- Decided based on participants’ career goals, experience, and interest (I’ll do my best to coordinate.)
- Some mentors might have up to two mentees.
- Some mentees might have up to two mentors.

**Application (Deadline: 2/15/2014):**
- Mentor Form
- Mentee Form

**Timeline:**
- Application Deadline: 2/15 (Sat)
- Matches Announced: by 3/1
- Program Term: March – September 2014
- Kickoff Event: March 23 or 30, Sunday early evening, location/date TBD (cost covered by the chapter, at least partially)
- Closing Event: Sept/Oct

**Questions?** — Contact Mihoko Hosoi, SLA Silicon Valley Chapter President at president@siliconvalley.sla.org
The Silicon Valley Chapter is pleased to announce that the chapter’s two sponsored scholarships are now listed on the website at San Jose State School of Library and Information Sciences.

https://slisweb.sjsu.edu/current-students/scholarships

This is the first SJSU-SLIS scholarship specifically directed at students interested in a career in special libraries.

The chapter will be using the San Jose State’s team and forms to process and award the scholarships. Using this process means that awardees will not pay taxes on their award.

They will be taking applications during March, and will make the award in April. The scholarships awarded in April are then applied to fall registration fees. All student chapter members are encouraged to apply!

The chapter is offering two scholarships at $1000 each. Applicants must meet all of the following criteria:

1. Must be enrolled part time (at least) in the MLIS program.
2. Must be a SLA-SV chapter member.
3. Should live within the SLA-SV Service area (San Mateo, Santa Clara, Santa Cruz, Alameda, Contra Costa, San Francisco, Monterey, or San Benito counties).
4. Must submit a short essay on his/her interest in special librarianship as a career and anticipated contribution to the SLA Silicon Valley Chapter.

If you have any questions about the chapter involvement with the program, please contact:

Kathleen Gust
treasurer@siliconvalley.sla.org
Save the Date: Tour of Santa Clara Valley Water District

March 24, 2014 Categories: Tours Tags: Tours

Formed in 1929, the Santa Clara Valley Water District has been serving the Santa Clara County Area, taking on the challenges of population growth, floods and drought. Serving 15 cities, 1.8 million residents and 200K commuters within 1,300 square miles, the district’s three water treatment plants produce up to 210 million US gallons of drinking water per day. Providing Silicon Valley with safe and clean water, the Santa Clara Valley Water District is headquartered in San Jose.

Join the Silicon Valley Special Libraries Association on an hour-long tour at its library, hosted by Bob Teeter. We’ll have the opportunity to take a sneak peak at the library’s 18,000+ collection of scientific and legal materials. Moreover, we’ll learn more about the organization’s rich history, difficulties overcome, and how the District plans on mitigating future challenges.

Mark Your Calendars: Wednesday, April 23 at 6.30 pm
Join the Tour: Santa Clara Valley Water District, Blossom Hill Annex, 1020 Blossom Hill Road, San Jose

Suggested donations: $5 for SLA Members, $10 for Non-SLA Members, payable at the door. Registration required and will be published shortly.

After the tour, join us for food and drinks (No Host) at Britannia Arms, a British Style Pub at 5027 Almaden Expressway.

Chrystelle Browman
Chair, Tours Committee
Mentoring Program Kickoff Event — Great Start!

April 10, 2014 Categories: Chapter Events

The SLA Silicon Valley Chapter mentoring program held the kickoff event in Mountain View, CA on March 23. Nine of the 14 program participants attended. The mentors and mentees introduced each other, clarified expectations, and enjoyed good food and drink. They also signed a Mentoring Agreement, including their goals, meeting date/mode/frequency, and ground rules.

The following people volunteered to serve as mentors. Thanks all for your support:
- Philip Gust (Member of the Technical Staff, LOCKSS Program, Stanford University)
- Cindy Hill (Manager, Federal Reserve Bank of San Francisco)
- Mihoko Hosoi (Head, Collection Development & Strategy, Stanford Graduate School of Business Library)
- Ann Jacobson (Reference & Instruction Coordinator, Naval Postgraduate School)
- Helen Josephine (Head of the Terman Engineering Library, Stanford University)
- Valerie Sweeley (Librarian at Applied Materials)
- Libby Trudell (Consultant, previously VP, Strategic Initiatives, ProQuest Dialog)

The following people are participating as mentees. Thanks for your interest:
- Rory Dougan (SJSU SILS student, assistant at the Martin Luther King, Jr. Main Library of San Jose Public Library)
- Coleen Hathaway-Rosa (Foster City Library, Library Aide)
- Cory Laurence (SJSU SLIS student and Intern at HP Labs)
- Benjamin McPherson (SJSU SLIS student)
- Lorena Saria-Huertas (SJSU SLIS student)
- Charlotte Schaefer (SJSU SLIS student)
- Cybil Schroder (SJSU SLIS student)

The program is scheduled to last for six months, and the participants will work with their partners individually via a variety of activities. The group will meet again for the closing event in September/October.

Questions / Comments? – Contact Mihoko Hosoi, SLA Silicon Valley Chapter President at president [at] siliconvalley [dot] sla [dot] org
Join us on an hour-long tour at its library, hosted by Bob Teeter. We’ll have the opportunity to take a sneak peak at the library's 18,000+ collection of scientific and legal materials. Moreover, we’ll learn more about the organization’s rich history, difficulties overcome, and how the District plans on mitigating future challenges.

Mark Your Calendars: Wednesday, April 23 at 6:30 pm

Location: Santa Clara Valley Water District, Blossom Hill Annex, 1020 Blossom Hill Road, San Jose

Suggested donations: $5 for SLA Members, $10 for Non-SLA Members, payable at the door.

Registration is required, please click HERE to jump to the registration page.

After the tour, join us for food and drinks (No Host) at Britannia Arms, a British Style Pub at 5027 Almaden Expressway.

Formed in 1929, the Santa Clara Valley Water District has been serving the Santa Clara County Area, taking on the challenges of population growth, floods and drought. Serving 15 cities, 1.8 million residents and 200K commuters within 1,300 square miles, the district’s three water treatment plants produce up to 210 million US gallons of drinking water per day. Providing Silicon Valley with safe and clean water, the Santa Clara Valley Water District is headquartered in San Jose.

Chrystelle Browman
Chair, Tours Committee
Jill Strand featured speaker for the annual joint Silicon Valley–San Francisco Bay Region Chapters' program

April 18, 2014 Categories: Events, Meetings

SLA President-Elect Jill Strand will be visiting the Bay Area on May 14th! Please plan on joining us in San Mateo for dinner, networking, and Jill. You can expect to get Association news along with information about her hopes and dreams for the future. Registration details to follow — but please Save the Date now! Looking forward to seeing you...

Venue:
Kingfish
201 South B Street
San Mateo, CA  94401 (approximately 3 blocks from the Caltrain station)
650-343-1226
http://www.kingfish.net/
* We'll be in the “Estate Room”.

Speaker: Jill Strand (SLA President-Elect ) “SLA : Further Up & Further In”
Date : May 14 (Wed)
– 5:30-6:15 Check-in and networking
– 6:15-7:00 Dinner
– 7:00-8:00 Presentation by Jill Strand

Registration fees:
– $30 for SLA members
– $25 student/retiree/between jobs members
– $60 for non-members
Register Today! SV/SF Joint Meeting with Jill Strand May 14

April 28, 2014 Categories: Chapter Events, Events, Meetings
Registration is now open for the Annual SF/SV Joint Program Meeting hosted this year by the Silicon Valley Chapter. Our speaker will be President-Elect Jill Strand. We have a great venue with good food and a private dining room reserved just for us—the Estate Room of Kingfish at 201 South B Street, San Mateo 94401, located 3 blocks from the San Mateo CalTrain station.

The menu includes:

A sampling of appetizers:
- Crispy Jumbo Prawns
- Filet Mignon Potstickers
- Caprese Skewers

Salad: Baby Salad Bercier with mixed greens, cucumbers, carrots, corn, cherry tomatoes and a sherry vinaigrette.

You will have your choice of one of four entrees:
- The Famous Jamabalaya (big shrimp, sauteed chicken, andouille sausage, PEI mussels, sweet peppers and dirty rice)
- Roasted Chicken Breast (garlic mashed potatoes, pan-drip'n gravy and asparagus)
- Grilled Fresh Atlantic Salmon (sweet corn risotto, mixed greens, herb vinaigrette)
- Wild Mushroom Risotto (Vialoone nano, roasted tomato, locally foraged mushrooms, shaved Paramigiano Reggiano, toasted pine nuts)

Desert: Vanilla Bean Creme Brulee

Cash Bar for beverages, wine, cocktails
Menu choices will be taken by the wait staff on the NIGHT of the event.

Event details and registration

Speaker: Jill Strand, SLA President-Elect on SLA: Further Up & Further In
Date: Wednesday, May 14
- 5:30-6:15 Check-in and networking
- 6:15-7:00 Dinner
- 7:00-8:00 Presentation by Jill Strand

Venue:
Kingfish
201 South B Street, San Mateo, CA 94401 (approximately 3 blocks from the Caltrain station)
650-343-1226
http://www.kingfish.net/
We'll be in the “Estate Room”.

Registration fees:
- $30 for SLA members
- $25 student/retiree/between jobs members
- $60 for non-members

Registration form and payment options

Thanks to our Sponsor
Cory Laurence Awarded SLA-SV Student Scholarship

June 1, 2014 Categories: Awards, Chapter News, Student News Tags: Student Scholarships

Cory Laurence was awarded one of the two Scholarships sponsored by the Silicon Valley Chapter at SJSU School of Library & Information Science. Congratulations Cory on this well deserved award!

We invited Cory to share her career goals and professional path. Cory writes…

I started the program at SJSU SLIS in January 2012 and expect to finish by May 2015. I began with little more than a feeling – which has grown stronger as I continue – that this was where I should be. I consider myself very lucky to have spent last 10 years raising my three young daughters, but this program has been exactly what I needed to help make the transition into a new career. Over the last few years, I have been working to obtain as much experience as I can in as many areas as possible. I have volunteered at both the San Jose Public Library and the SJSU library in different capacities, and I worked this semester as an information research intern at HP Labs in Palo Alto. This summer, I plan to complete an internship with the U.S. Army. I am volunteering at and attending the SLA conference in Vancouver next month.

As I take more classes, I am beginning to narrow my focus. When I realized how diverse non-traditional library jobs were, my interest started to lean definitively towards special librarianship. After attending the SLA-SV holiday party in December, I joined the mentoring program at SLA-SV. I have really been enjoying getting to know my mentor, Valerie Sweeley, and other participants in the program. Meeting like-minded individuals in the SLA-SV group has been very helpful for me, particularly as a student in an all-online program. I set up a discussion group about the book Lean In at fellow SLA-SV member Cindy Hill’s house with the mentoring group, and I’m really looking forward to our discussion. I truly value the personal connections I make with professionals already working in the field. I hope that in the future I will be able to return the favor of mentorship to a library school student like myself.

Each experience I have had in library school and with SLA has taught me more about myself, connected me with individuals who have taught me about their particular area of the information professional world, and brought me closer to my goal: finding a meaningful career that both interests and challenges me. – Cory

There is one more scholarship sponsored by our chapter that will be awarded later this year. SJSU- SLIS Director Sandra Hirsh writes: “Due to the small number of students who are members of the Silicon Valley Chapter of SLA, we were only able to award one scholarship. We will open the scholarship again in Fall and hopefully we’ll be able to award the second scholarship to another deserving student.” SLA-SV student members, mark your calendars to apply in the Fall semester.
Attend a Neighborhood Dinner this month

August 4, 2014 Categories: Events Tags: Neighborhood Dinners
Your fellow librarians are organizing neighborhood dinners all over Silicon Valley through the month of August.

Choose a neighborhood near you and join us for dinner. All are welcome!

Please contact the host to RSVP by the requested date.

- **August 5th**, 6:30pm dinner in Mountain View, hosted by Linda Yamamoto. Vaso Azzurro, 108 Castro St, Mountain View.

- **August 11th**, 7-9pm, hosted at by Cindy Hill and Libby Trudell at Cindy Hill's home in Los Altos. Please contact Cindy to RSVP.

- **August 14th**, 6.30pm Gordon Biersch in San Jose. Hosted by Chrystelle Browman and Patricia D'Cruz. Please RSVP to Chrystelle Browman by August 10th.

- **August 27th**, 6pm, at Whole Enchilada in Moss Landing, hosted by President-elect Mary Lynn Brag and Ann Jacobson. Please send your RSVPs to Ann.

- **August 30th**, 10:30am BRUNCH at Alana’s Cafe in Redwood City. Hosted by Kathleen Gust. Please RSVP by August 10th.

As always, a big thank you to all who are hosting!

–Chrystelle Browman

*Programs Chair & Tours Committee Chair*
2014 Mentoring Program Report

SLA Silicon Valley Chapter

Participants:

- Applicants: 11 Mentees + 7 Mentors
- Qualified Applicants (SLA SV Members): 7 Mentees + 7 Mentors
- Program Participants: 6 Mentees + 6 Mentors (Note: One pair withdrew because the mentee did not respond)

Group Activities:

- Opening Event – March 23 (Sun) Mountain View, 9 people
- One-on-one mentor/mentee interactions based on their contracts
- Discussion list sla-sv-mentoring-2014@googlegroups.com
- Informal meeting on “Lean-In” – June 1 (Sun), organized by Cory Laurence, hosted by Cindy Hill
- Closing Event – September 26 (Fri) Los Altos, hosted by Libby Trudell, 8 people

Comments:

- A good program. Could be a model for other units/divisions
- A great networking opportunity (several people)
- The structure (6-month commitment, mentoring agreement, suggested activities, etc.) was helpful
- Should definitely continue (5 people)
- I’d like to participate again next year (2 people)
- I’d be interested in helping with this program next year
- Met with my mentee twice in person and exchanged emails quite regularly
- Asked my mentor to review my resume, and got helpful feedback
- Visited my mentor at her workplace, and met with other professionals
- Visited my mentor at her house
- Found a job through my mentor
- It was beneficial to explore different career options with my mentor. I ended up with a very different career path.
- Book discussion (“Lean In”) idea was excellent, although I was not able to attend. Should definitely continue. Facilitator role could rotate.
- My mentee was not responsive (seemed too busy or uncommitted.)
- The size (total 6 active pairs) worked well for group discussion. Could set up two sessions for each event if necessary.

Suggestions:
• Summarize the accomplishment and report at the annual meeting
• Post video testimonials on the web?
• Could make it a bit more formal
• Each pair could come up with some ideas for group activities
• Check in with the entire group occasionally
• A couple more group/partial group meetings would be nice
• Budget for individual meetings would be helpful to reduce the burden on mentors, and to provide more flexibility (?)
• Budget should be spent for group activities only (a few people).
• Mentees should be committed to the program, e.g.:
  o Be responsible for keeping in touch with their mentors
  o Observe professional courtesy (dress appropriately; write “thank you” notes, etc.)
Holiday Party Announcement!

November 7, 2014 Categories: Awards, Chapter Events, Events
Silicon Valley Chapter Holiday Party and Annual Awards Ceremony
Thursday, December 4th from 7-9pm
DishDish Restaurant
190 S Murphy Ave, Sunnyvale, CA 94086
http://www.dishdash.com/

Please Register HERE

Agenda
7:00-8:00 Networking & dinner
8:00-8:15 Business Meeting
8:15-8:30 Year in Review
8:30-8:45 Awards
8:45- More partying!

Menu
All guests will be served a variety of Mediterranean delicacies, so come hungry! There will be appetizers, entrees, and dessert. Vegetarian options are available. Complimentary beverages, such as soda, wine, and beer, is included.

Program Cost
• $10 for Silicon Valley Chapter Members
• $25 for non-members
• $10 for students
• $10 for retired or folks between jobs

Location
Downtown Sunnyvale – just a hop, skip and a jump away from the Sunnyvale Caltrain Station. Click HERE for the map.

Registration deadline is Monday, December 1st. If paying snail mail, please make sure we have your registration & check by that date.

Please Click HERE to begin the registration process.
Cory Laurence Appointed 2014 President-Elect

November 19, 2014 Categories: Board News, Chapter News, President's Letter
Cory Laurence was recently appointed 2014 President-Elect (2015 President, 2016 Past-President) of the SLA Silicon Valley Chapter, filling the position that became vacant earlier this year. The board unanimously supported her nomination. Congratulations, Cory. We invited her to share her thoughts. Cory writes…

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

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

Outside of the library world, I live in south San Jose with my husband and our three girls. A couple of years ago I got hooked on triathlons, so I try to squeeze some running, swimming and cycling into my schedule. The SLA running group was a great find at the annual conference this year! – Cory

Thank you, Cory!
Mihoko Hosoi
SLA Silicon Valley Chapter, 2014 President
SLA Leadership Summit: January 21-23, 2015

February 2, 2015
Categories: Conferences, President’s Letter
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.

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.

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 with 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.

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
2015 Mentoring Program

February 5, 2015 Categories: Uncategorized
Dear SLA Silicon Valley Chapter Members:

I’m excited to announce our 2015 Mentoring Program. I hope that it will serve as a helpful networking opportunity between our new and experienced information professionals. To participate, please review the information below and sign up no later than Sunday, February 22, 2015.

Summary
Our 2015 Mentoring Program aims to connect students and new information professionals with experienced information professionals based on their common career goals, experience, and interests.

Purpose
- Encourage professional connections and development among our chapter members.
- Provide advice and encouragement to new information professionals within our chapter.
- Reenergize chapter members and increase our chapter membership.

Benefits
- Mentors will gain recognition in our SLA Chapter publications/website, new knowledge and perspectives, and have a great time. (Our chapter will cover the cost of food and drink at the Kickoff and Closing events as funds allow.)
- Mentees will receive support and guidance from experienced information professionals and have a great time. (Our chapter will cover the cost of food and drink at the Kickoff and Closing events as funds allow.)

Required Commitments
- This is a six-month commitment (March 2015 through September 2015).
- Mentors and Mentees must sign the Mentoring Agreement. (The Mentoring Agreement will be distributed and discussed at our March 2015 Kickoff event).
- Mentors and Mentees must communicate at least once per month. Meetings and communication between Mentors and Mentees can occur either face-to-face or online. Meeting location and time to be determined by Mentors and Mentees.

Expectations
- Develop a mutually beneficial relationship
- Mentors will provide advice and support (e.g., review resume, help prepare for job interviews, etc.).
- Mentees will share their knowledge based on their background, coursework and career goals.
- Respect each other (e.g., observe appointments, understand each other’s obligations, etc.).
- Attend our 2015 Mentoring Program Kickoff and Closing events.

Mentor/Mentee Selection
- Mentor/Mentee pairs will be selected based on their career goals, experience, and interests. (I’ll do my best to make the selections!)
- Some Mentors might have up to two Mentees.
- Some Mentees might have up to two Mentors.

How to Sign Up
All Mentors must:
- Be a member of the SLA – Silicon Valley Chapter. (Click here to join/renew SLA and complete this Mentor Form.)
- Complete the Mentor Information Form. (Click here to complete the Mentor Information Form.)

All Mentees must:
- Be a member of the SLA – Silicon Valley Chapter. (Click here to join/renew SLA and complete this Mentee Form.)
- Have less than 5 years of professional experience in the library or information field.
- Complete the Mentee Information form. (Click here to complete the Mentee Information Form.)

Important Dates
- The deadline to join the 2015 Mentoring Program is Sunday, February 22, 2015.
- Mentor/Mentee pairs will be announced by March 10, 2015.
- Our 2015 Mentoring Program runs from March 2015 through September 2015.
The date of our 2015 Mentoring Program Kickoff Event will be determined based on the dates selected on the Mentor and Mentee Information Forms.

The 2015 Mentoring Program Closing Event will be scheduled for late September 2015 or early October 2015.

Questions?
Contact me (Coleen) at earringfreaky@gmail.com or chrosa@comcast.net

Thank you.

Coleen Hathaway-Rosa
Event Recap: SLA SF & Baynet with Sarah Houghton

February 5, 2015 Categories: Events

On January 29, 2015, Special Library Association of San Francisco and Baynet, a multi-type library association for the Bay Area, gathered at the CSU East Bay Oakland Campus in downtown Oakland for their annual session. The speaker was Sarah Houghton (aka Librarian in Black), who is also the Director of the San Rafael Public Library. A technological librarian at heart, she has risen to her current leadership position because of her keen library management insights. Last year, at ALA Las Vegas she spoke to a packed auditorium on how libraries need to think of their technology needs using Maslow’s pyramid—wireless internet or a new HVAC system is a basic need while a 3d printer is for the technologically enlightened.

Last week’s talk had similarly useful insights as she picked apart the recent PR campaign of, “I love libraries,” and “I love librarians.” She said this is the wrong message to send to our community. Why are we begging for love? Why are we baking cookies to appease our clients? We help our community, but not in the same way as a teacher or nurse nurtures their clients. Instead, she suggests to reverse the PR campaign to, “Librarians love their communities” or “We love our Community,” and to find new ways to promote our regular services.

She outlined a campaign she created for her library’s Valentine Celebration, as a way to illustrate this new PR campaign strategy. Instead of a one day Valentine’s Day party, she decided to create a 7-day event. Each day the library would promote one of their regular services as a “special” for the day. The first day would be 15 minutes of “free” research services—other days included giveaways at story hours, free replacement library cards, $1 late fee forgiveness, 5 min book recommendation from a librarian, etc. Services differ by the type of library, but the idea is for us to regain confidence in how our regular services are important to our community.

But she also reminded us that the commitment to a PR campaign does not stop with promotion, but also requires some changes in our service orientation. All libraries, whether public or special, are dependent on their clients for their budget—therefore we need to be transparent about how we are trying to improve our services to serve our clients’ needs. One area that always needs to be refreshed is our responsiveness. For example, we should email community members when we have made a change or received something they were expecting. Closing that communication loop shows we are listening. Another is changing our language—her example was not to complain in front of the clients. Instead, she prescribes the attitude of stop complaining and to start changing like taking up your user’s suggestions and make them a reality.

Fear mongering the death of libraries has been omnipresent for many years—special librarians may have had their doubts about the future of libraries, but the Librarian in Black is telling us we are still here—we are OK. We love our communities, right? So go out and prove it!
Silicon Valley Chapter Meetup!

Come to NOLAs downtown Palo Alto to meet the new executive board, hang out with old friends, and enjoy your first drink on the house!

Date: Tuesday, March 3rd
Time: 6:00 – whenever!

Address: 535 Ramona St, Palo Alto, CA 94301
The Mechanics Institute Library Tour

February 13, 2015 Categories: Uncategorized

mechanics institute
emblem

Date: Thursday March 26, 2015
Time: 6:00 – 7:00ish

Address: 57 Post Street, San Francisco, CA 94104
(We will be meeting on the 3rd floor.)

Tour Details:

Tours of the Institute include an overview of its history and mission, its landmark building’s architectural merits, an outline of its current services and the benefits of membership.

Tours typically take 45 to 60 minutes depending on the size of the group and specific areas of interest.

Note: Be prepared for navigating 3 flights of stairs and traveling through some narrow spaces. Also, while this tour is free of charge, you must register in advance. Please click HERE to begin the registration process.

About the Mechanics Institute:

During California’s Gold Rush, the Mechanics’ Institute of San Francisco was founded in 1854 with four books and a mission to start an organization to serve the education, information and social needs of the city’s mechanics, artisans, and industrialists. Within a few years the Institute was offering classes in such subjects as mechanical drawing, industrial design, electrical science, and applied mathematics, had started a chess club and had acquired a magnificent library that slaked San Francisco’s voracious appetite for technical and pleasurable reading material.

Today the Mechanics’ Institute continues as a independent organization boasting a fantastic general-interest library, active cultural event calendar, and world renowned chess club. It is a favorite of avid readers, writers, downtown employees, students, film lovers, chess players, and the 21st century nomadic worker in search of a place for literary pursuits, thinking, research and study.
2015 Mentoring Program — Deadline Extended!

We’re excited to announce our 2015 Mentoring Program! We hope that it will serve as a helpful networking opportunity between our new and experienced information professionals. **To participate, please review the information below and sign up no later than Saturday, March 14, 2015.**

**Summary**

Our 2015 Mentoring Program aims to connect students and new information professionals with experienced information professionals based on their common career goals, experience, and interests.

**Purpose**

- Encourage professional connections and development among our chapter members.
- Provide advice and encouragement to new information professionals within our chapter.
- Reenergize chapter members and increase our chapter membership.

**2014 Mentees Program Comments**

- “A great networking opportunity.”
- “I would like to participate again next year.”
- “Asked my mentor to review my resume, and I received helpful feedback.”
- “My mentor helped me improve my job hunt.”
- “It was beneficial to explore different career options with my mentor. I ended up with a very different career path.”

**Benefits**

- Mentors will gain recognition in our SLA Chapter publications/website, new knowledge and perspectives, and have a great time. (Our chapter will cover the cost of food and drink at the Kickoff and Closing events as funds allow.)
- Mentees will receive support and guidance from experienced information professionals and have a great time. (Our chapter will cover the cost of food and drink at the Kickoff and Closing events as funds allow.)

**Required Commitments**

- This is a six-month commitment (March 2015 through mid-October 2015).
- Mentors and Mentees must sign the Mentoring Agreement. (The Mentoring Agreement will be distributed and discussed at our Kickoff event).
- Mentors and Mentees must communicate at least once per month. Meetings and communication between Mentors and Mentees can occur either face-to-face or online. Meeting location and time to be determined by Mentors and Mentees.

**Expectations**

- Develop a mutually beneficial relationship
  - Mentors will provide advice and support (e.g., review resume, help prepare for job interviews, etc.).
  - Mentees will share their knowledge based on their background, coursework and career goals.
- Respect each other (e.g., observe appointments, understand each other’s obligations, etc.).
- Attend our 2015 Mentoring Program Kickoff and Closing events.

**Mentor/Mentee Selection**

- Mentor/Mentee pairs will be selected based on their career goals, experience, and interests. (We’ll do our best to make the selections!)
- Some Mentors might have up to two Mentees.
• Some Mentees might have up to two Mentors.

How to Sign Up

• All Mentors must:
  ○ Be a member of the SLA – Silicon Valley Chapter. (Click here to join/renew SLA and complete this Mentor Form.)
  ○ Complete the Mentor Information Form. (Click here to complete the Mentor Information Form.)

• All Mentees must:
  ○ Be a member of the SLA – Silicon Valley Chapter. (Click here to join/renew SLA and complete this Mentee Form.)
  ○ Have less than 5 years of professional experience in the library or information field.
  ○ Complete the Mentee Information Form. (Click here to complete the Mentee Information Form.)

Important Dates

• The deadline to join the 2015 Mentoring Program is Saturday, March 14, 2015.
• Mentor/Mentee pairs will be announced by March 28, 2015.
• Our 2015 Mentoring Program runs from March 2015 through mid-October 2015.
• The date of our 2015 Mentoring Program Kickoff Event will be determined based on the dates selected on the Mentor and Mentee Information Forms.
• The 2015 Mentoring Program Closing Event will be scheduled for late October 2015.

Questions?

Contact Coleen Hathaway-Rosa at earringfreaky@gmail.com or chrosa@comcast.net
Membership Survey

February 25, 2015 Categories: Chapter News, Uncategorized

Do you have a great event or program idea for the SLA Silicon Valley Chapter?
If so, we’d like to hear from you!

Help us create programs that are both relevant and dynamic.
To better cater to your professional goals and aspirations, we need your feedback.

Please complete our anonymous 21 question survey so we can better serve you.
You can get to the survey by clicking HERE or by copying and pasting the following URL into your browser: https://www.surveymonkey.com/s/QJY75V3
Travel Grant from SLA-Silicon Valley

March 30, 2015 Categories: Awards, Member News, Opportunities, Student News

The Silicon Valley Chapter is excited to announce a $1000 travel grant for the SLA Annual Conference, taking place June 14-16 2015, at the Boston Convention and Exhibition 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.

Award

Awardee will be granted a stipend of up to $1000 to cover costs associated with attending the SLA Annual Conference. Those costs include conference registration, airfare, and hotel. The Board will consider other expenses with written documentation. Awardee will be granted the stipend on award, but will be required to document relevant expenses with receipts, per the post-award requirements. The awardee will be required to return the stipend in the event they are unable to attend the conference or fulfill any of the post-award requirements.

Application

1. Applicants must complete the form found here. The form includes an essay of not more than 500 words describing the applicant's reasons for wanting to attend the SLA Annual Conference. The essay should also feature expectations for professional advancement related to conference attendance.

2. Applicants must email their résumé to president@siliconvalley.sla1.org.

3. Applications must be received by April 24th, 2015 for review by the Scholarship/Grant Committee, which is chaired by the chapter's President. The committee will select an awardee no later than May 4th 2015.

Eligibility

Applicants must be a member in good standing of the Silicon Valley chapter, be EITHER a current student OR a member who needs financial assistance to attend the conference. Applicants must be able to attend the conference in the year in which they are applying, be willing to complete the post-grant requirements detailed below, and must not have received the grant in a past year. Current chapter Board members are not eligible.

Post-Award Requirements

1. Within 1 month of the close of the conference, awardee will submit receipts documenting their conference-related expenses.

2. Within 3 months of the close of the conference, awardee will write a brief article (approximately 1,000 words) on the conference experience for the chapter blog.

3. In the year following their award, the awardee will be asked to serve on the Scholarship/Grant Committee, and assist in selecting the following year's winner.

Please email Cory Laurence (president@siliconvalley.sla1.org) with any questions.
A Night to Remember with State Librarian, Greg Lucas!

April 21, 2015 Categories: Chapter Events, Events, Meetings, Uncategorized

Register for our Joint Meeting with the SF Bay Region Chapter

Thursday, May 28, 2015, 5:30 pm – 8:00 pm
Fattoria e Mare, 1095 Rollins Rd, Burlingame, CA

Please join us for a night to remember with special guest California State Librarian, Greg Lucas! This is a unique opportunity to hear a leader of libraries speak. Prepare to be engaged!

Greg Lucas was appointed California State Librarian by Governor Jerry Brown on March 25, 2014. Besides collecting and preserving California’s history and culture, the State Library – founded in 1850 – provides access to books for visually impaired Californians and conducts research into an array of areas at the request of lawmakers and the governor. The State Librarian also advocates for literacy, librarians, and California’s 1,185 libraries.

California possesses one of the most important history collections in the United States. The collection begins with artifacts dating to 1540 and continues through the present. There are books, newspapers, lithographs, and campaign memorabilia as well as 4,500 maps and 250,000 photographs.

Previously, Greg was a senior editor at Capitol Weekly and a freelance writer. He created the blog, California's Capitol, www.californiascapitol.com, in 2007. He is also a Friends of the California Archives board member.

During 19 years covering the state Capitol for the San Francisco Chronicle, Greg wrote nearly 3,000 articles on everything from presidential politics to the introduction of prune burgers in school cafeterias. He was also a ride operator on Pirates of the Caribbean at Disneyland.

He has a Bachelor’s degree in Communications from Stanford University and a Masters degree in Professional Writing from the University of Southern California.

Agenda for Thursday, May 28, 2015

- 5:30 – 6:30 Registration, networking and appetizers
- 6:30 – 7:00 SLA-SF announcements
- 7:00 – 8:00 Program with Q&A following

Menu
A variety of delicious foods in a buffet-style

SLA Program Cost

Early Bird Special
- $30 for members
- $50 for non-members
- $25 for student/retiree/between jobs members

Late registration (after May 15, 2015)
- $35 for members
$55 for non-members
$30 for student/retiree/between jobs members

Location
Fattoria e Mare, 1095 Rollins Rd, Burlingame, CA 94010, (650) 342-4923

DEADLINE:
Please register by Friday, May 22, 2015.  Space is limited so please register as soon as possible.

Register HERE.

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Changes Coming to SLA—Voice Your Opinion by June 16

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

What's Going On

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

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

Possible Changes at the Chapter Level

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

Rework Chapter Management

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

Merge Chapters When Necessary

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

Enhance Educational Opportunities for All Members

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

Centralize Event Funding and Volunteer Efforts to Aid All Members

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

Ways to Explore More

- Persue the full SLA Recommendations Report (18 May 2015)
- Listen to the SLA Virtual Town Hall meeting (27 May 2015)
- Examine the Board’s Key Initiatives to “move SLA forward”
- Take a look at alternative business models, like SLA Presidential Candidate Dee Magolini’s plan—also mentioned in SLA SF Chapter President Jaye Lapac’s June blog post

Voice Your Opinion

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

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

We will also try to keep you updated here!

Elisa Ewing, President-Elect of Silicon Valley SLA
Mechanics Institute Tour

June 13, 2015 Categories: Chapter Events, Tours
The Mechanics Institute was a wonderful and interesting library tour. In early Spring, members from both the Silicon Valley Chapter and San Francisco Bay Region of SLA, came together to tour the historic facilities, led by Public Services Librarian Taryn Edwards.

The Institute was founded in 1854 aiming to be an organization to serve San Francisco’s mechanics, artisans and industrialists. Within a few years the Institute began to offer classes in subjects from mechanical drawing to applied mathematics. Today the Mechanics’ Institute continues as an independent organization boasting a fantastic general-interest library, active cultural event calendar, and, a world renowned chess club.

In 1906, the organization merged with the Mercantile Library Association, causing the Institute to drop its specific technical focus, and to begin collecting materials, which appealed to a general audience. That legacy continues, and its collection covers all types of subjects, from finance to a vast collection of chess literature. As an interesting aside, many of the library’s newly acquired materials are procured from the suggestions of their membership.

Walking through the library’s half floors and “secret” staircases was quite an adventure. It was fascinating to learn so much history about the Institute as well as the history of San Francisco itself. For example, the Institute was one of the first to open its doors to women. Another interesting tidbit, the inventor of the cable car, Mr. Andrew Smith Hallidie was both the Vice-President and trustee of the institution. It is a beautiful and historic building, and I encourage anyone who is interested, to take the tour, which is offered weekly.

To learn more about the Institute, please visit their website at www.milibrary.org

–Chrystelle Browman
Director-at-large for the Silicon Valley Chapter
Taryn Edwards – our fierce group leader

The Institute's Famous Stairway. For more info: http://www.mlibrary.org/about/building
Joint Meeting Recap

June 13, 2015 Categories: Chapter Events, Events, Meetings
This year’s Joint Meeting, hosted by our sister SLA chapter, San Francisco was a fun and entertaining evening. Special thanks to Sarah Cook, San Francisco’s Programming Coordinator for making this enchanting evening happen.

Our guest speaker was California’s State Librarian, Greg Lucas. While his appointment was controversial, we believe he is, and will continue to serve our state’s library system (and if you’re currently a MLIS student at San Jose State, you may have him as a class mate).

His focus is on raising California’s literacy for our most vulnerable populations: children who face socio-economic difficulty, those who are non-native English speakers, and our state’s prison population. He is also dedicated to promoting the state’s wonderful resources and collections, such as the Sutro Library, located in San Francisco.

He is an entertaining, funny and has an incredibly charming personality. We felt so lucky to have had him as our special guest, and it will be difficult to top next year! If you’re interested to learn more about the collections of California’s State Library, please visit their website: www.library.ca.gov

A shout-out to all the sponsors which made this event possible: IEEE, Ravel Law, Phoenix Translations, Taylor & Associates and Soutron Global.
By Cory Laurence
President – SLA-Silicon Valley Chapter

I know it’s odd for me (a newly-minted librarian) to say, but I’ve never been a part of a book club before. I’m usually more of a fiction reader, and I don’t often feel a need to discuss fiction. But there’s a lot of reading to be done as a librarian, and it’s the kind of reading that is really enhanced with discussion. I saw the real benefit of this last year when I read Sheryl Sandberg’s *Lean In* and convinced the mentoring group to read and discuss it with me. We had such a great time bouncing ideas off of each other that we all agreed that it would be great to do it again with another book.

We’re holding the kick-off event on July 30 @ 6 pm at Billy Berk’s in San Jose (registration here). Our guest of honor is our very own chapter member, Dr. Sandra Hirsh, who will be talking to us about her new book, *Information Services Today: An Introduction*. We’ll even be raffling off a couple of copies of her book! The book covers a lot of ground, including a “broad overview of the transformation of libraries as information organizations, why these organizations are more important today than ever before, the technological influence on how we provide information resources and services in today’s digital and global environment, and the various career opportunities available for information professionals.” (from the publisher’s site). There is an accompanying webcast series as well. Check it out for yourself, being sure not to miss the ‘tabs’ for more information, including book details, author, TOC, and more.

While registration is limited for the kick-off event, the book club will be open to all who are interested. I’d like to run it similar to the dine-arounds: if you feel up to hosting, please let me know in the form here. If you would simply like to attend a book club (whether you read the book or not!), that is totally fine, too. If you do sign up to host, I’ll be in touch with you to figure out timing, etc. I’m open to us reading shorter articles, rather than full-length books, too.

Finally, I’m experimenting with how to run this, so I’ve started a Facebook group (just click on “Join Group”). It’s open to all Silicon Valley chapter members, whether you make it to a book club event or not. I figure it could be a great forum to publicize events, suggest readings, and discuss what we’ve read.

I hope that you’ll join me. I’m really looking forward to hearing what others are reading, what you think about what you’ve read, and what else you’d recommend.

Registration for kick-off event: https://www.surveymonkey.com/r/GDYQKB5
Register interest in book club: http://goo.gl/forms/JRPCxnu6LL
Facebook group: https://www.facebook.com/groups/829306707123574/
SLA Silicon Valley Hosts Dr. Sandra Hirsh for Inaugural Book Club Meeting

August 11, 2015 Categories: Book Reviews, Chapter Events, Events, Member News, Other Events Tags: Silicon Valley, Silicon Valley Chapter, Silicon Valley SLA, SJSU, SLA

SLA-Silicon Valley hosted its inaugural book club gathering on July 30 with a very special book and guest: Dr. Sandra Hirsh, professor and director of the SJSU School of Information and editor of Information Services Today: An Introduction.

Dr Sandra Hirsh and book club attendees

An SLA-SV chapter member, Hirsh was invited to join the lively discussion of her textbook, which includes the perspectives of international LIS professionals as well as many iSchool instructors, such as Wayne T. Disher, Dr. Mary Ann Harlan, Dr. Cheryl Stenstrom and Dr. Michael Stephens. Since its release in March 2015, the textbook, which provides a great introduction to the field for new students and a refresher on current trends for working professionals, has been adopted as a core text by a number of LIS programs around the country.

“It was really an honor to speak about my new book with the Silicon Valley SLA Chapter,” Hirsh says. Over dinner at Billy Burke’s in San Jose, the group discussed everything from reference services to managing technology and demonstrating value through assessment, to issues like open access and information licensing. “I shared the goals of the book, key themes addressed, special features like webcasts, discussion questions, the online supplement, and the range of content included in the book,” Hirsh adds.

Chrystelle Browman, SLA director-at-large and programs chair, notes that one topic of particular interest to the group was a discussion about “leadership vs. management, and the limitations on the words ‘library’ and ‘librarian’.” In response, Hirsh shared her own background in the LIS field and the role that played in the perspectives represented in the textbook, such as the use of the terms “information professionals” and “information organizations.” “This terminology was specifically used to represent the broad array of opportunities,” Hirsh explains. For example, “positions and environments that people with LIS skills and competencies have available. We also talked about the importance of continuing to learn—even after getting the master’s degree.”

Another topic of concern, Browman says, was the challenge for special, school and public librarians to be actively involved in professional activities, especially writing and publishing papers, as these pursuits are often not recognized or rewarded in these environments. “Sandy discussed participating in the library community by writing papers when she was working at HP,” Bowman notes, referring to an information research program position created specifically for her that Hirsh held prior to her re-entry into the library field. While research and publication was expected at her R&D position at HP, this was not the case when she worked in consumer product development at Microsoft. At Microsoft, she wrote and published papers “Not for recognition at her job, but her own personal and future professional benefit.”

But it wasn’t all shop talk: Praveena Raman was the first ever Silicon Valley chapter book club raffle winner, and took home a copy of Information Services Today, signed by the author herself!

As chapter president Cory Laurence explained in her invitation to join the book club, “there’s a lot of reading to be done as a librarian, and it’s the kind of reading that is really enhanced with discussion.” Browman adds that the group “would love to have authors present at our book meetings, I think it provides something special to its attendees. I also hope the authors would benefit from these gatherings.”

To learn more and add your comments to the discussion, join the Facebook group that Laurence created as “a forum for events and discussions related to the Book Club for the Silicon Valley Chapter of SLA.” Open to all Silicon Valley chapter members, whether you attend book club event or not, the forum is waiting for your “book ideas, polls, events, and thoughts about reading!”

With Hirsh and Information Services Today, the first book club event was a bona fide success!

Thanks to SJSU iSchool Student & Community Profiler Alison Peters for the write-up.

onellestarfish@gmail.com
@onellestarfish
On August 11, librarian Michael Moore led eight chapter members on a tour of the library at the US Geological Survey (USGS) facility in Menlo Park. The complex started out as the grounds of a hospital built to treat the expected one million soldiers needing medical care after they returned from the Pacific theater during World War II. After the war, and a land use legal challenge by the city, the USGS was allowed to build its research site.

Moore showed us historical globes (including an Air Globe, dating from the mid-1940s, which showed cities but no land masses, apparently, in an optimistic view of a future in which air travel would make political boundaries meaningless), photos of San Francisco International Airport when it still landed some planes in a lagoon, boarding passengers at piers, and stereographic aerial photographs from the 1930s that were so detailed, one could see the leaves on trees.

Asked if the library has digitized any of its collection, Moore used the question as a jumping off point to demonstrate that there are various meanings and levels of digitization. Many of the maps in the collection have been scanned and digitized, but the extensive holdings of aerial photographs have not, due to the difficulty of the source items. Some aerial photography involved glass plates. At other times, rolls of very large-format film was used. Part of the problem, Moore said, was that the equipment needed to produce high-quality scans is manufactured in other countries and is very expensive to buy. Later, he showed us, on a computer monitor, examples of maps from the 1940s that had been digitized by Google and by the USGS. At higher magnifications, the maps scanned by Google began to distort, due to the resolution of the scan. The USGS maps were readable even when viewed at a higher zoom level.

Much of the work of the USGS today involves tracking animals, conducting biological surveys for conservation efforts and during disasters and accidents. The USGS is sending scientists to Colorado in the aftermath of the toxic spill into the Animas River. Because of the evolving focus of the USGS, a number of researchers have been moved away from Menlo Park to such locations as Las Vegas, Alaska, and Tacoma, and Reston (Virginia), placing them closer to the wildlife and nature they study. The redeployment of resources has resulted in a reduction of staff here from a high of 1900 people to just 400.

People are not the only resources being moved to other facilities. The library is in the process of being closed. Much of its collection is being packed and sent to the Denver branch of the library, where the extensive holdings of books, journals, maps, and globes will be redistributed to other locations throughout the department’s library system to fill gaps in their collections.

“Situational awareness,” said Moore, is how a librarian survives the ever-evolving information profession. In that vein, he has kept himself relevant by taking a lead in the USGS series of Webcasts, which stream presentations by scientists on topics like climate, river health, volcanic activity, and earthquakes. One source of the videos is a monthly public lecture on the last Thursday of every month. The lectures start at 7 pm on the Menlo Park Campus. The next one is scheduled for August 27, on the topic of human-induced earthquakes. Details about this lecture, and for lectures into February 2016, can be found at http://online.wr.usgs.gov/calendar/. Archives of past lectures, filmed at Menlo Park as well as other campuses, are found here: http://online.wr.usgs.gov/calendar/current.html

The moving of the collection is expected to be complete in November. The library WILL remain open to the public Monday through Friday, 8:30 am – 4:30 pm. Michael Moore and his staff will continue to support their user community even after the collection is gone, through delivery from other branches, interlibrary loans from institutions outside the USGS, and through online research.

Post written by Craig Cruz, and photographs by Chrystelle Browman.
As the library downsizes, all of these books will be shipped off to Denver, Co.

Old school globes and card catalogue.

Aerial Maps

The Aerial Photography Section of the library: The most used portion by the public.
You’re invited to attend SLA-SV’s annual networking event. Come meet the board, reconnect with old colleagues, and make some new friends. This is a great event, especially for those who are interested in future chapter participation.

August 27th, 6pm at Scratch, located in Downtown Mountain View.

Hope to see you there!

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

September 10, 2015 Categories: Awards, Conferences

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.

“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!
SLA-SV 2016 Executive Board New Members

October 1, 2015 Categories: Board News, Chapter News
I am excited to announce the appointment of our newest Executive Officers. Their nominations have been confirmed, and the officers will assume their respective roles in 2016 – apart from the Treasurer, who will finish the previous treasurer’s term starting immediately. The officers are:

President-Elect (President-Elect/President/Past-President): Bridget Thrasher (3-year term)
Secretary: Valerie Sweeley (2-year term)
Treasurer: Kimberly Carle (remainder of 2015/2016)
President Elect: Bridget Thrasher

Bridget Thrasher

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

Secretary: Valerie Sweeley

VSweeley Headshot

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

Treasurer: Kimberly Carle

KCarle headshot

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

Thank you all volunteering to serve!
~Cory Laurence
President, Silicon Valley Chapter
president@siliconvalley.sla1.org
No-host Dinner at Internet Librarian in Monterey, Monday October 26 7 PM

October 1, 2015 Categories: Meetings

Members and friends of the SLA Silicon Valley Chapter of SLA are invited to this annual dinner at Krua Thai in Monterey during Internet Librarian on Monday October 26 at 7 PM. The camaraderie is delightful, the food is good, the prices are reasonable, they do separate checks, and it's only about a 12-15 minute easy walk from the conference center.

Please let me know if you are coming soon, and no later than Friday October 23 when the final headcount is needed. No need to RSVP unless your answer is YES, I’m Coming. Use the link below.

Evite to No-host Dinner at Internet Librarian in Monterey, Monday October 26 7 PM

Thanks!
Ann Jacobson
Registration deadline is Tuesday December 1st.

If you have not registered via Survey Monkey, please do that BEFORE payment. Click HERE to begin the registration process.

If paying snail mail, please make sure we have your registration & check by December 1st.

To pay by check:

Check payable to “Silicon Valley Chapter, SLA” and send your check to the following address:

Chrystelle Browman |c/o Fenwick & West LLP | 801 California Ave.| Mountain View, CA 94041

*Even if you’ve paid by check, you still need to fill out the registration form.

Pay using PayPal:

To pay using the PayPal service (program cost, plus processing fee), select your member status and then click the Pay Now button. You can use a credit/debit card if you do not have a PayPal account, by scrolling down the PayPal payment page.

To pay the $10 member price + $0.50 processing fee:

![Pay Now](image)

To pay the $25 non-member price + $0.50 processing fee:

![Pay Now](image)
Holiday Party

Mark your calendars!

The Silicon Valley Chapter of SLA will host its annual Holiday Party at Tacolicious on Thursday, December 3rd, 7-9pm. Come enjoy great food with fantastic people.  Click here to begin the registration process.

Agenda
7:00-8:00 Networking & dinner
8:00-8:15 Business Meeting
8:15-8:30 Year in Review
8:30-8:45 Awards
8:45- More partying!

Menu
All guests will be served a variety of appetizers, with tacos and dessert, so come hungry! Vegetarian options are available. Complimentary beverages, such as soda, wine, and beer, is included.

Program Cost
• $10 for Silicon Valley Chapter Members
• $25 for non-members

Location
Palo Alto – just a hop, skip and a jump away from the Palo Alto Caltrain Station. Click HERE for the map.

Registration deadline is Tuesday December 1st. If paying snail mail, please make sure we have your registration & check by that date.

To begin the registration process, please click here.
2015 Silicon Valley SLA Holiday Party

SLA Silicon Valley members met for our annual Holiday Party at Tacolicious, in the heart of downtown Palo Alto, where we enjoyed eating carnitas, chicken, beef, and veggie seasonal tacos with pitchers of margaritas. The room was just the right size to mingle with drinks, before sitting down for our annual meeting and award ceremony.

Our president, Cory Laurence thanked the chapter for her opportunity to serve this year. She summarized a few of the chapters events for the year, introduced our new board treasurer Kimberly Carle, thanked past president Mihoko Hosoi for her service, and welcomed Elisa Ewing, Silicon Valley’s president for 2016. Cory also made a special toast to the Chapter for our 35th year anniversary.

Elisa Ewing, our president for 2016, thanked Cory and the board for their service this year, and then mentioned her excitement in planning next year’s joint meeting with San Francisco.

Mihoko Hosoi, our past president, announced the annual awards with comments about each award recipient’s unique contribution to the chapter.

The awards given out this year:

President’s Award – Valerie Sweeley
Published Member Award – Dr. Sandy Hirsh
Lucy Steelman Award – Coleen Hathaway-Rosa
Mark H. Baer Award – Cory Laurence
Members mentioned how the SV Holiday Party is the party they most look forward to in December and thanked the chapter for another wonderful year.

SLA-SV chapter wants to thank our sponsor IEEE and George Plosker—we could not have had this event without your support. All photos are also by George Plosker.

The board would also like to thank Chrystelle Browman, programming chair, for all of her hard work this year planning events for the chapter, including finding a great space for this year’s Holiday Party.
We also want to thank everyone who came to visit with us. To those who could not make it, we hope to see you next year. We wish everyone Happy Holidays and a Happy New Year!
You are invited to the first member event of the year at NOLAs in Downtown Palo Alto Tuesday February 23rd at 6pm.

Come chat with the board, reconnect with old colleagues and make some new friends. This is a great event especially for those looking for networking opportunities. (Must be a member to participate.)

The event location is a hop, jump and skip away from the Palo Alto Caltrain, and is accessible by both Highway 101 and 280. Hope to see you there!
The Silicon Valley Chapter is excited to announce a $1000 travel grant for the SLA Annual Conference, taking place June 12-14, 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
Join Catherine and Elyse Eisner of Taylor & Associates for a discussion on hiring trends for information professionals in the Bay Area. The event will take place at Bangkok Bay Thai Cuisine in downtown Redwood City, at 6pm. The event will consist of networking, dinner, a quick talk on professional opportunities, which will then be opened to a group discussion.

Catherine Ghent, principal, has over 20 years experience as an information specialist and manager in corporate libraries and records centers. She has held positions at major Bay Area corporations, including Pacific Gas & Electric Company and Safeway, Inc. Catherine manages our placement and consulting services.

Elyse Eisner, director of library services, also has more than 20 years experience in corporate libraries and companies that serve them. She has managed on-site vendor contracts for document delivery and library maintenance. Elyse manages our library maintenance services.

Where: Bangkok Bay Thai Cuisine
Directions: El Camino at Broadway in Redwood City. Bangkok Bay Thai Cuisine is only a couple of blocks from the Redwood City Caltrain stop.

Agenda:
6:00 – 7:00 Networking and Dinner
7:00 – 8:00 Professional Opportunities Talk with Group Discussion

Cost:
$10 for SLA members
$25 for non-members

Deadline for registration & payment: March 25th, 2016

Register Online: surveymonkey
This is the Payment Page for the Silicon Valley Chapter’s Program:

**Dine and Discover: Current Job Trends in SF Bay Area for Info Professionals**
on Tuesday March 29th 6pm-8pm

If you have not registered via Survey Monkey, please do that **BEFORE** payment. Click [HERE](#) to begin the registration process.

If paying snail mail, please make sure we have your registration & check by March 25th, 2016.

**To pay by check:**

Check payable to “**Silicon Valley Chapter, SLA**” and send your check to the following address:

Chrystelle Browman |c/o Fenwick & West LLP | 801 California Ave.| Mountain View, CA 94041

*Even if you’ve paid by check, you still need to fill out the registration form.

**Pay using PayPal:**

To pay using the PayPal service (program cost, plus processing fee):

Select your member status (member/non-member) and then click the Pay Now button.

You can use a credit/debit card if you do not have a PayPal account, by scrolling down the PayPal payment page.

**To pay the $10 member price + $0.50 processing fee:**

[Pay Now](#)

**To pay the $25 non-member price + $0.50 processing fee:**

[Pay Now](#)
May 1st: Joint Meeting with Brewster Kahle of Internet Archive

March 25, 2016 Categories: Chapter Events, Events

Silicon Valley and San Francisco Special Libraries Association Chapters would like to present:

An evening with Brewster Kahle from the Internet Archive

Sunday, May 1st 5:30pm-8:00pm at Vault 164 in San Mateo

Register Online: surveymonkey

Brewster Kahle, Digital Librarian and Founder of the Internet Archive, has been working to provide universal access to all knowledge for more than twenty-five years. Since the mid-1980s, Kahle has focused on developing technologies for information discovery and digital libraries. In 1989 Kahle invented the Internet's first publishing system, WAIS (Wide Area Information Server) system and in 1989, founded WAIS Inc., a pioneering electronic publishing company that was sold to America Online in 1995. In 1996, Kahle founded the Internet Archive which may be the largest digital library. At the same time, he co-founded Alexa Internet which helps catalog the Web in April 1996, which was sold to Amazon.com in 1999.

Kahle earned a B.S. from the Massachusetts Institute of Technology (MIT) in 1982. As a student, he studied artificial intelligence with W. Daniel Hillis and Marvin Minsky. In 1983, Kahle helped start Thinking Machines, a parallel supercomputer maker, serving there as a lead engineer for six years. He serves on the boards of the Electronic Frontier Foundation, Public Knowledge, the European Archive, the Television Archive, and the Internet Archive.

Schedule
5:30 – 6:30 Registration, networking and dinner
6:30 – 7:00 SLA-SF announcements
7:00 – 8:00 Program with Q&A following

Registration fee
– $35 for SLA members
– $50 for Non-member
– $20 SLA Student Members

Where: Vault 164

Directions: B Street at 2nd Street in San Mateo. Vault 164 is only a couple of blocks southwest from the San Mateo Caltrain stop. A block from Philz Coffee.

Deadline for registration: April 22nd

Register Online: surveymonkey
Joint Meeting 2016 Payment Page

March 25, 2016 Categories: Chapter Events, Events
This is the Payment Page for the Silicon Valley Chapter’s Program:

Silicon Valley and San Francisco Special Libraries Association Chapters’ Joint Meeting
featuring Brewster Kahle from the Internet Archive
on Sunday May 1st 5:30pm-8:00pm

If you have not registered via Survey Monkey, please do that BEFORE payment. Click HERE to begin the registration process.

If paying snail mail, please make sure we have your registration & check by April 29th, 2016.

To pay by check:

Check payable to “Silicon Valley Chapter, SLA” and send your check to the following address:

Chrystelle Browman |c/o Fenwick & West LLP | 801 California Ave.| Mountain View, CA 94041

*Even if you’ve paid by check, you still need to fill out the registration form.

For SLA Silicon Valley and San Francisco Members ($35.00):

For (ALA, CLA, Baynet) members ($45.00):

For Non-Members ($50.00):

For SLA Students ($20.00):
Travel Award Winner Announced

April 22, 2016 Categories: Awards, Member News

The travel award will be given to Stefanie Vartabedian for the SLA Annual Conference in June.

Every year the Silicon Valley Chapter awards a travel grant of $1000 to either a student member or a regular member requiring financial assistance to attend SLA's annual conference.

For this year’s winner, the Chapter Board had a tough choice to make among applicants. Chapter President Elisa Ewing stated, “We were delighted to receive applications from excellent candidates, who remained very passionate about special librarianship and boasted strong accomplishments. As a deciding factor, the Board prioritized prior involvement with the SLA Silicon Valley Chapter—since member dues fund the grant. SJSU iSchool student and active chapter member Stefanie Vartabedian surfaced as the winner.”

Stefanie Vartabedian mentioned her interests in the annual conference, “I am particularly interested in how to navigate a complex and multifaceted job market and promote my transferable skills developed in a non-traditional library setting. I see this as an ongoing learning experience, but there’s no doubt that the conference this summer will help me jump-start professional development specifically the goal of finding a challenging and rewarding career. The diversity of professionals and programming represented at this major event, while overwhelming at first, will serve to encourage me in my pursuit of professionally applying a unique and valuable skill-set. I look forward to inspirational thought leaders who will engage all of us at various places in our careers to think outside of the box and challenge the status quo.”

“I’m ready to roll up my sleeves and make stuff happen!” Stefanie concludes in her application. And she definitely is–she wrote a short statement about winning this year’s travel award:

“I’m extremely honored to receive the SLA Silicon Valley travel grant for the conference in Philadelphia this June. I have at least 2 semesters to go until graduation, so this conference will be a wonderful opportunity to glean deep insights from industry leaders and network with a wide variety of information professionals from near and far. I’m very grateful with the assistance of our chapter’s grant to have the chance to travel to Philadelphia and hope to make the most of my time there – both representing SLA Silicon Valley as a student member and learning more about SLA. I find the variety of backgrounds we all come from very inspiring and look forward to spending time in the great company of those who dare to pursue all forms of librarianship off the beaten path!”

Congratulations Stefanie, the chapter wishes you a great first SLA Annual Conference experience.

Thank you to the members of the SLA Silicon Valley Board who worked hard on promoting and choosing this year’s travel award winner. Also, thank you to all of our other applicants for applying this year and we encourage you to reapply next year.
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 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.
The 20th annual conference will be held October 17-19 in Monterey, CA. with special non-discounted pre-workshops held on Sunday October 16.

Online program can be found here:

Participants in the group discount receive a special rate of $379 for the 3-day event (regular rate is $549). That’s a $170 savings! No discount rates are available for the pre-conference workshops.

In addition, a discount price of $109 (regularly $219) on the Internet@Schools Track is also available.

This year the Internet Librarian Group Discount program has provided the option of using the code with regular registration, or a link with the code embedded, in case you are worried about people not remembering to use the code. Either way works just fine.

Code: SLSV16
Link to regular registration:
https://secure.infotoday.com/RegForms/internetlibrarian/

Link with embedded code:
https://secure.infotoday.com/RegForms/internetlibrarian/?Priority=SLSV16
SLA Annual Travel Grant Winner's Conference Recap

July 20, 2016 Categories: Awards, Conferences

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 is 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!!

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.
“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.
August 25th—This Book is Overdue Discussion

July 24, 2016 Categories: Chapter Events

*Please join us for a fun evening of food, drink, and stimulating conversation!*

We are reading *This Book Is Overdue!: How Librarians and Cybrarians Can Save Us All*, by Marilyn Johnson. Those of you who attended the SLA conference in Philadelphia this year may recognize the author as the closing keynote speaker. Her book is “a romp through the ranks of information professionals—from the blunt and obscenely funny bloggers to the quiet, law-abiding librarians gagged by the FBI” (Amazon). Pick up your copy of the book today, either online or from your local library!

*Everyone is welcome, from those who have only read the back cover to folks who’ve read cover to cover.*

**Where:**
Billy Berks
99 S 1st St, San Jose, CA 95113

**When:**
Thursday, August 25th, 6pm

*Please join us for a fun evening to eat, drink, and discuss the book.*

We’ll be raffling off a copy of the book at the event, so sign up today for your chance to win! Space is limited, so it will be first come, first served.

**Tickets:**
Students – $5
Members – $10
Non-members – $20

[Register Here]
Please join us for a fun evening of food, drink, and stimulating conversation!

We are reading *This Book Is Overdue!: How Librarians and Cybrarians Can Save Us All*, by Marilyn Johnson.

*Everyone is welcome, from those who have only read the back cover to folks who’ve read cover to cover.*

**Where:**
Billy Berks
99 S 1st St, San Jose, CA 95113

**When:**
Thursday, August 25th, 6pm

Please register for the book event before payment, thank you.

Click on the below membership level to buy tickets for event:

- **Students**–$5.00
- **Members**–$10.00
- **Non-Members**–$20.00
David Rumsey Map Center Tour October 10th

August 13, 2016 Categories: Uncategorized

Join us for a lunch time tour of Stanford's new David Rumsey Map Center.

Wednesday, October 12, 2016, 12:00 PM – 1:00 PM
This tour is free to attend for SLA Silicon Valley members and non-members alike. However, prior registration is required.

Please register by October 10th.
We are accepting suggested donations of
$5 for members
$10 for non-members.

Registration is limited to 15 persons. SLA – Silicon Valley members will be given priority.

Location:
David Rumsey Map Center
Cecil H. Green Library
557 Escondido Mall
Stanford, CA 94305
An Evening with Tracy Z. Maleeff-October 20th 5pm to 7:30pm

August 22, 2016 Categories: Career Development, Chapter Events

SLA Silicon Valley Chapter is honored to have special guest speaker Tracy Z. Maleeff (@LibrarySherpa and now also @InfoSecSherpa) speak at our next professional development event.

Tracy Z. Maleeff is a well-known author and speaker in the library community with over 15 years of experience. A small business owner and recipient of many professional awards including last year’s SLA Fellow Award, she will be discussing her career transition from corporate + law librarianship to Information Cyber Security.

This will be a unique event hosted at Union82, a new restaurant on Symantec’s campus.

Doors will open at 5pm, where appetizers and drinks will be served. Tracy will begin her talk around 5:45pm.

This is a paid event, which requires registration.

**Student SLA members** – $10

**SLA SV (and SF) members** – $18

**Other library memberships (baynet, norcall, etc)** – $25

**Non-members** – $30.

Appetizers and a drink are included with your ticket.

Please click HERE to begin the registration and payment process.

Event details:

Thursday, October 20th

5pm to 7:30pm

At Union82

Special Thanks to our sponsors– Soutron Global and IEEE.
An Evening with Tracy Z. Maleef Payment Page

August 23, 2016 Categories: Chapter Events

An Evening with Tracy Z. Maleef–Payment Page

Please register for this event before payment.

Student SLA members – $10

SLA SV (and SF) members – $18

Other library memberships (baynet, norcall, etc) – $25

Non-members – $30
Meet and Greet, September 15th 6pm

September 10, 2016 Categories: Uncategorized

First drink is on us!

Come meet the board, reconnect with old colleagues, and make some new friends. This a great event, especially for those who are interested in future chapter participation.

Scratch 401 Castro St, Mountain View, CA

Thursday September 15th, 2016 6pm
Cory Laurence

Our President and Past-President join forces to send you our latest SLA Silicon Valley Update.

Stay Connected with SLA Silicon Valley

As a friendly reminder for all, SLA Connect is now our Chapter’s primary communications platform. Please take a couple minutes to update your profile, ensuring that you continue to receive chapter announcements.

For assistance, check out this helpful video tour of SLA Connect by Jamie Lin, San Diego Chapter Communications Chair and this useful SLA Connect FAQ & Cheat Sheet by David Stern, Technology Advisory Council Chair. You can also contact president@sla.siliconvalley.org with any additional questions.

SLA announcements are open to all SLA members, but only Silicon Valley members are able to interact on the Chapter’s SLA Connect platform.

Fall for Our Fall 2016 Programming Line-Up

We harvested some great member feedback to create a crisp set of programs this season. Each event leaves you with autumn opportunities for professional development. So, carve out some time to gather with us for learning and laughter. Piles of puns aside.

- Meet and Greet | 15 September (Thurs) | 6 pm | Scratch, Mountain View | No registration required; just come!
- David Rumsey Map Center Tour | 12 October (Wed) | 12-1 pm | Stanford University | Register here
- An Evening with SLA Fellow Tracy Z. Maleeff (aka, Library Sherpa) | 20 October (Thurs) | Union82 on Symantec’s Campus, Mountain View | 5-7:30 pm | Register here

Calling All Leaders

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

- **President-Elect (3 year term; 2017-2019)** — Head up our team and gain fabulous leadership experience!
  - The primary responsibilities during year one of the three year term are to observe the workings of the board, especially the President, and to monitor and encourage membership in the chapter.
  - Year two is serving as President. The President oversees the general operations of the Chapter, ensures that Chapter duties to the Association are fulfilled, presides over business meetings, and represents the Chapter at the Leadership Summit and the Annual Conference, if possible.
  - The third year of service is as Past-President. The Past-President chairs the Awards committee, helps recruit new leadership and provides general “memory of past events” to the Board.

- **Treasurer (2 year term; 2017-2018)** — Candidate identified, but anyone still welcome to run. Report the fiscal condition of the Chapter to the Executive Board at each Board meeting, maintain all financial records of the Chapter and submit required reports to the Association office accurately and on time. Collect, deposit, and expend funds for the Chapter. Prepare, sign, and submit an audited annual financial statement for each fiscal year, and prepare the budget with the President.

- **Communications Director (1 year term; 2017)** — Be our voice! You can write blog posts (or get others to write blog posts!), Tweet, start discussions on our new SLA Connect discussion boards — or whatever else you can think of to get this geographically-diverse Chapter talking!

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

- **Jobline Chair (our turn from SF Chapter; 1 year term; 2017)** — This virtual position serves as point of contact for employers wanting to post job announcements on our website.

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

Please email past.president@siliconvalley.sla1.org by 26 September (Mon) if you are interested in any of these positions. You can find the current incumbents’ contact details at http://siliconvalley.sla1.org/officers. Some current board members will be present at the Meet & Greet event on 15 September (Thurs) at 6 pm at Scratch in downtown Mountain View. It will be a good chance to learn more about the board and meet other
members. First drink is on the house! No registration required; just come!

Thank you!

Elisa Ewing (2016 President) and Cory Laurence (2016 Past-President)
Internet Librarian—20th Anniversary!

September 21, 2016 Categories: Uncategorized

It is Internet Librarian’s 20th Anniversary this year—October 17th-19th—meaning Internet Librarian is bringing out the fireworks with a great selection of professional development and networking events.

For those who cannot come for the entire 3-day conference, why not come out for the pre-conference? Even one-day can help build-up your professional network and increase your knowledge base.

Come out on Saturday—enjoy downtown Monterey. The next day attend a couple of in-depth pre-conference sessions, enjoy the Cannery Row Walking Tour, and attend, Games, Gadgets, & MakerSpaces, the conference’s opening networking event on Sunday Night.

Leave Monday morning.

Or stay around an extra day, work on some e-mails–have lunch with a colleague, and dinner with SLA Silicon Valley’s Dine-Around at Krung Thai, which is a great local networking event.

Pre-Conference Sessions and Networking Events

All-Day

Searchers Academy: Reinventing Search

Morning

Outcome Measures: Evaluate & Do
Responsive Web Design
Top Skills for Library Technologists
Project Management (PM) for Libraries 101
Roadmap: Planning for a Successful Library Future
Social Media Strategies for Library Storytelling
How Text Analytics Enhances Info Access

Afternoon

Action Plan for Adding Value
Practical Empathy for Stellar UX
Tech Trends for Libraries in 2017 & Beyond
Advanced Project Management: Practitioner Pointers & Insights
Want to Make a Makerspace? Practical Tips, Tricks, & Strategies
IT Security 101
Media: Monitoring Tools & Dashboards

Early Evening

Cannery Row Walking Tour

Late Evening
Full Summary of SLA Annual by 2016 Travel Grant Winner

September 21, 2016 Categories: Conferences, Uncategorized
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.
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.
Welcome Rory Dougan—SLA SV’s New Vendor Relations Chair

October 12, 2016 Categories: Board News

dougan-400px

Rory Dougan

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

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

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

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

–President Elisa Ewing

Calling All Leaders

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

· President-Elect (3 year term; 2017-2019) — Head up our team and gain fabulous leadership experience!
  o The primary responsibilities during year one of the three year term are to observe the workings of the board, especially the President, and to monitor and encourage membership in the chapter.
  o Year two is serving as President. The President oversees the general operations of the Chapter, ensures that Chapter duties to the Association are fulfilled, presides over business meetings, and represents the Chapter at the Leadership Summit and the Annual Conference, if possible.
  o The third year of service is as Past-President. The Past-President chairs the Awards committee, helps recruit new leadership and provides general “memory of past events” to the Board.

· Treasurer (2 year term; 2017-2018) — Candidate identified, but anyone still welcome to run. Report the fiscal condition of the Chapter to the Executive Board at each Board meeting, maintain all financial records of the Chapter and submit required reports to the Association office accurately and on time. Collect, deposit, and expend funds for the Chapter. Prepare, sign, and submit an audited annual financial statement for each fiscal year, and prepare the budget with the President.

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

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

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

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

October 13, 2016 Categories: Board News, Chapter News
October 13, 2016

Dear SLA SF and SLA SV Members,

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

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

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

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

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

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

Thank you,

Elisa Ewing, 2016 SLA Silicon Valley Chapter President
Hilary Schiraldi, 2016 SLA San Francisco Chapter President
Bridget Thrasher, 2016 SLA Silicon Valley Chapter President-Elect
Kendra Levine, 2016 SLA San Francisco Chapter President-Elect
Casual Get-together, Thursday November 10th

October 24, 2016 Categories: Chapter Events, Events

SLA Silicon Valley Chapter would like to invite local information professionals to a casual get-together at The Oxford, a new gastro-pub with... a fusion of flavors and aromas of the Middle East, Southeast Asia, India, and the United Kingdom...in Downtown Sunnyvale, Thursday, November 10th at 6pm. —http://www.theoxfordca.com/

RSVP's requested; send to: cybil.schroder@gmail.com.
Come share your joys and concerns of the year in the company of other like-minded information professionals.

First drink is on us.

Details:
The Oxford, 195 S Murphy Ave, Sunnyvale, CA 94088
November 10th, 6pm.
Pre-conference Interview Series-Rory Dougan and the Taxonomy Cafe

October 31, 2016 Categories: Career Development, Conferences

SLA Silicon Valley

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?**

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 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.
The 2016 SLA-Silicon Valley Chapter Call for Nominees for Chapter Awards

November 6, 2016 Categories: Awards, Chapter Events

Nominations Deadline: November 20, 2016 (Sunday)

The SLA Silicon Valley Chapter Awards Committee would like to hear from you! This is our annual opportunity to recognize and acknowledge our members who have made notable and enduring contributions to the chapter and the profession.

- Nominations may be submitted by any Silicon Valley Chapter member.
- Nominees need to be Silicon Valley Chapter members.

- Self-nominations are encouraged!
- Nominations do not carry over from one year to the next.

We will consider nominations to all awards, but are especially focused on the Mark H. Baer Award (for contributions to the Chapter or the profession) and the Lucy Steelman Award (for mentoring Chapter colleagues). More information about the awards is on the Chapter web site at: http://siliconvalley.sla1.org/awards.

To submit a nominee, please use one of the following forms: DOC, or PDF, and email the finished form by November 20, 2016 (Sunday) to past.president@siliconvalley.sla.org. We will recognize winners at our annual holiday party in December.

Thanks for considering.

Regards,
Cory Laurence
SLA-SV Chapter
Past-President
Awards Committee Chair
past.president@siliconvalley.sla.org
SLA SV's Annual Holiday Party
Announcement and Registration

November 6, 2016 Categories: Awards, Chapter Events

Join us for Silicon Valley's Annual Holiday Party, Tuesday December 13th at Union82, in Mountain View.

Venue is on Symantec's campus, and is a few steps away from the Middlefield VTA Stop. There is also ample parking near the restaurant.

Fun begins at 5:30pm and goes until 8pm. Announcements and awards will be announced around 6:30.

Registration is required. Rates are as follows:
$15 for SLA Members
$28 for non-members
$10 for student or retired members

Tickets include drinks, food and revelry.

Please click HERE to begin the registration process. Please note you'll be taken to a payment page upon completion.

Thanks to our sponsors Springer, Soutron Global, and Orbit for their generous contributions for this year’s Holiday Party.
Thank you for your registration!

Please choose your method of payment and rate below.

Paying by PayPal?

Please select your rate below.

$15 Members

[Pay Now]

$28 Non-members

[Pay Now]

$10 Students

[Pay Now]

Paying by check?

Mail your check to arrive no later than Friday, December 9th, 2016

Make your check payable to “Silicon Valley Chapter, SLA”

Mail to:
Chrystelle Browman
c/o Fenwick & West LLP
801 California St.
Mountain View, CA 94041
Pre-conference Interview Series-Bridget Thrasher and Geoscience Librarianship 101

November 22, 2016 Categories: Career Development, Conferences

SLA Silicon Valley

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.

Bridget Thrasher

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.
SJSU iSchool: Sharpening Career and Networking Skills for Fun & Profit Video

November 30, 2016 Categories: Career Development

SLA Silicon Valley

Watch Tracy Z. Maleef’s newest networking talk with SJSU’s iSchool. Good advice and strategies for recent graduates as well as long-time professionals.

Presentation by Tracy Z. Maleef - November 15, 20...
2016 Holiday Party — Vendor Award for Soutron Global

December 20, 2016 Categories: Awards, Chapter Events, Events, Meetings
This year the chapter gave the vendor award to Tony Saadat, to President and CEO of Soutron Global. The support and interest that Tony and Soutron Global have shown to our chapter has been invaluable. They have always been eager to provide financial support for our events, and even more, they have advertised chapter happenings to their client base and offering complimentary tickets to email respondents.

Tony Saadat with the Chapter’s Past-President Cory Laurence and President-Elect Bridget Thrasher.
Much enjoyment was had by all at the 2016 Holiday Party & Business Meeting. Past-president Helen Josephine was surprised by a cupcake on her birthday. Long time member and sponsor George Plosker announced his retirement. Sponsors were 451 Research, IDC, IEEE, Forrester, Questel/Orbit, Soutron Global, and Springer Nature.

Awards

The winner of the **Vendor Award** for 2016 was **Soutron Global**. President & CEO Tony Saadat always is eager to provide financial support for our events. They go above and beyond, too, advertising Chapter happenings they sponsor to their client base and offering complimentary tickets to email respondents.

The **Mark H. Baer Award** was established in 1990 to recognize a San Andreas Chapter member who has contributed to the Chapter or to the profession either during the current year or throughout their career. The winner this year is **Mary-Ellen Petrich**. She has made many long-term contributions to the chapter, and has served as the webmaster for the chapter for the past five years. She is a responsive team player that reliably maintains the website and the organization of digital assets and gets new board members on board each year. This year she was an essential collaborator the redesign of the website navigation and kept us on track with the transition to SLA Connect.

The **President’s Award** was established in 2006 for the Chapter President to recognize a member for service. This year the award goes to **Rory Dougan** who came on board as sponsorship chair mid way through the year. He’s taken on the role with full gusto and is incredibly committed to representing our chapter in the best possible light.

Leadership Changes

2017 will bring changes. Outgoing chapter officers are Past-President Cory Laurence, Programming & Tours Chair Chrystell Browman, and Communications Committee chair Cybil Schroder. Many thanks for their wonderful contributions over the past year.

Continuity is a strength of our organization. In 2017 some officers will be shifting to new rolls or will be continuing. President-elect Bridget Thrasher will become President. President Elisa Ewing will become Past-President. Continuing officers are Secretary & Treasurer Valerie Sweeley, Website/Blog Lead Mary-Ellen Petrich, Vendor Relations Chair Rory Dougan, and Hospitality Chair Helen Josephine.

Incoming officers confirmed at the business meeting are President-Elect Stefanie Vartabedian, Communications Committee Chair Carlos Medina, and Programming & Tours Chair Sara Brylowski. Congratulations!

Great food at *Silicon Valley’s Annual Holiday Party, Tuesday December 13th at Union82, in Mountain View.*

Awards given by chapter officers Cory Laurence and Bridget Thrasher.

Three past presidents: Phil Gust, Kathe Gust, and Cory Laurence.

Carol Donahue, Bernadette St. John, and Libby Trudell.

Three past presidents: Helen Josephine, Kathe Gust, and Libby Trudell.
Three winners of the Mark H. Baer Award: Phil Gust, Mary-Ellen Petrich, and Kathe Gust.
These photos courtesy of George Plosker.
New 2017 Officers

February 7, 2017 Categories: Board News, Chapter News
Three new officers will be joining the board of the Silicon Valley SLA Chapter.

Stefanie Vartabedian will be the new president elect.

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

Carlos Medina will be the new communications committee chair.

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

Sara Brylowski will be the new programming & tours chair.

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

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

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

In addition, President-Elect Bridget Thrasher has become the President; President Elisa Ewing has become the Past-President; and Past-President Cory Laurence will step down and become a president emeritas. Programming & Tours Chair Chrystelle Browman and Communications Committee Chair Cybil Schroder are stepping down.
2017 SLA SV Travel Grant

February 14, 2017 Categories: Chapter News
February 14, 2017

The Silicon Valley Chapter is excited to announce a $1500 travel grant to the SLA Annual Conference, June 16-20, 2017, in Phoenix. This grant is generously co-sponsored by Annual Reviews and the Silicon Valley Chapter membership.

The travel grant may be awarded to a Silicon Valley Chapter student member or member needing financial assistance to attend the 2017 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.

Award Details
Awardee will be granted $1500 to cover costs associated with attending the 2017 SLA Annual Conference. Those costs include conference registration, airfare, hotel, and meals. The SLA Silicon Valley Board will consider other expenses with written documentation. Awardee will receive the stipend in full up-front, upon confirmation of their win. The awardee will be required to return the stipend if they are unable to attend the conference; fulfill any of the post-award requirements; or end up not using the full $1500 amount.

Application Process
1. Complete this form. On the form, include an essay of 500 words or fewer describing the applicant's reasons for wanting to attend the SLA Annual Conference.
2. Email resume to Chapter Past President Elisa Ewing.
3. Submit both form and resume by March 6, 2017 at 5 pm PST. The Scholarship/Grant Committee, chaired by the Chapter’s Past President, will select an awardee by March 8, 2017. This timeframe allows the recipient to take advantage of Early Bird conference registration, closing March 15, 2017.

Eligibility
Applicants must be a member in good standing of the SLA Silicon Valley Chapter AND be EITHER a current student OR a member who needs financial assistance to attend the conference. Applicants must be able to attend the conference in the year in which they are applying; be willing to complete the post-grant requirements detailed below; and must not have received the grant in a past year. Current Chapter Board members are ineligible to apply.

Post-Award Requirements
1. Within 1 month of the conference end-date, the awardee will submit all receipts documenting their conference-related expenses. If expenses tally less than $1500, the awardee must return the balance of the reward to the Silicon Valley Chapter.
2. Within 1 months of the conference end-date, the awardee will write a brief article (approximately 1,000 words) on the conference experience for the chapter blog/website.
3. At the 2017 SLA Silicon Valley Chapter Holiday Party (occurring late November-early December), the awardee will give a short speech about the conference’s impact on her/his professional growth to the Chapter membership.
4. In the following year, the awardee will serve on the Scholarship/Grant Committee to help select next year’s winner.

Please email Elisa Ewing with any questions.

Thank you to all applicants and to our sponsors!
Congratulations Kate Spaulding—2017 SLA Silicon Valley Travel Grant Recipient

With batch of highly-qualified applicants, the Scholarship/Grant Committee faced an extremely tough decision on who would receive the 2017 SLA Silicon Valley Travel Grant.

The Committee selected Kate Spaulding—an SJSU iSchool student with a passion for SLA and our Chapter. Kate will graduate this year and shared some very compelling career development reasons for desiring to attend the 2017 SLA Annual Conference. She is thrilled to head to her first professional conference with our financial help. Meet Kate and learn more about why she is pumped for Phoenix:

This year, a classmate and I were chosen to present a paper at the SLA Annual Conference. I am somewhat terrified but mostly excited about this opportunity. We will discuss how participation in professional associations like SLA as a student impacts our careers as LIS professionals. The opportunity to attend the SLA conference and give a presentation will provide me with some real-world insight into our findings.

This will be my first professional conference as an adult. I attended a few as a kid with my parents, and mostly I remember the free highlighters. This time, however, I'm looking forward to the chance to connect with fellow students, make new contacts, and learn a lot. The MLIS program at San Jose State University is entirely online, which means there are some classmates I've worked with extensively but never actually met. The same is true of instructors and mentors, and I can't wait to meet them in person. Even if we someday develop Hogwarts-style interactive headshots, talking face-to-face will be a huge improvement over email.

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.

Kate started at the iSchool in the fall of 2015, and she holds a B.S. in Ballet and History from Indiana University. Among other things, she's been a professional ballet dancer, baker, and cheesemonger. Currently, Kate writes for the iSchool's Career Blog, serves as the SLA student chapter Communications Director, wields a virtual red pen as a copy editor for the Student Research Journal, and works as a Library Assistant in San Mateo. When she's not reading or writing, you can find her licking the brownie bowl or walking along the San Francisco Bay with her (mostly) well-behaved dog and a podcast. She's firmly pro-Oxford comma.

Thank you to all our applicants, who took the time and effort to compose thoughtful submissions! Your dedication to the information profession remains impressive.
Thank you to our generous sponsors!

Annual_Reviews_ChicoBag_Vita_2016

SLA Silicon Valley
Tour of History San Jose

March 21, 2017 Categories: Events, Tours
Join us the evening of April 17 for a tour of the library and archives at History San José by the archive's curator Catherine Mills. The hour long tour will be followed by a Silicon Valley SLA mixer at the nearby Santa Clara Valley Brewing.

History San José manages one of the largest collections of regional history artifacts in California. Housed at the Collection Center, a state-of-the-art facility near History Park, the artifact collection includes objects that represent the Valley’s past, from Native American baskets and tools, to agricultural equipment, to pre-silicon chip technologies that were pioneered locally.

5:30-6:30 | TOUR
Suggested donations: $5 for SLA Members, $10 for Non-SLA Members, payable at the door.
History San Jose
1661 Senter Road, in the City's Central Service Yard (parking lot adjacent)

6:30 | MIXER (No Host – The first drink is on the Chapter!)
Santa Clara Valley Brewing
101 E Alma Ave, San Jose

Space is limited for the tour. Please register soon.
Space is NOT limited for the mixer. The more the merrier!

RSVP at the link
Innovating Communication in Scholarship, a UC Davis IFHA (Interdisciplinary Frontiers in the Humanities and Arts) project invites you to:

**AN OPEN DIGITAL SOUTH: RISKS AND REWARDS**

**Thursday, May 25, 2017 at 9:00 AM PDT**

– to –

**Friday, May 26, 2017 at 3:00 PM PDT**

UC Davis School of Law
400 Mrak Hall Drive
Davis, CA 95616

(also to be livestreamed and recorded)

Register here

This conference explores the promises and risks of openness in scholarship in relationship to the Global South. Research and scholarship are increasingly adopting ‘open’ models of practice and sharing, such as open access publications, open data, and open source software. This openness supports improved research reusability, reproducibility, and visibility, and seeks to address barriers to equitable access, and to foster global intellectual conversations. But do attempts at promoting openness in scholarship create new forms of exclusion or hierarchy in various regions of the world? How are Southern scholars and publishers’ experiences with open access and open data taken into account within conversations on developing standards and models for ‘open’ scholarship in the Global North? Are there unanticipated opportunities or risks created through the implementation of models for open data, open software, or open access to research?

The event is free and open to the public. Visitors can find information on accommodation and more at https://www.ucdavis.edu/visit/plan-your-visit/. The event will be livestreamed on the web and recorded.

Innovating Communication in Scholarship
A UC Davis IFHA Project

Please send inquiries to Michael Wolfe, mwolfe@ucdavis.edu
Mixer at Dan Gordon's in Palo Alto

June 2, 2017 Categories: Chapter Events, Meetings
Hello, SLA-SV!

Bridget Thrasher

As you may remember, our SV-SF Joint Meeting has typically been around this time of year. This year is San Francisco’s turn to host/plan the event, but unfortunately they have been unable to secure a location that was amenable to the entire membership. So the meeting is postponed until later this year while they continue their search. Stay tuned!

Not to fret, though! We are hosting a pre-annual meeting mixer at Dan Gordon’s in downtown Palo Alto! Join us on Tuesday, June 13, from 5:30 – 8:00 to catch up with your fellow members, exchange meeting plans if you’re going, or get useful advice from those who have been before. As always, first drink is on us! Please RSVP directly to me if you think you’ll be there so we have an approximate head count.

Lastly, by now everyone should have received the link for the joint membership survey. If you have already completed it, thank you! If you have not, please do so by June 9. It only takes a few minutes and will help both boards as we work toward envisioning an integrated future for our region.

Hope to see you there!

Bridget
Post-Conference Mixer

June 26, 2017 Categories: Chapter Events, Meetings
Casual Get Together, Wednesday July 19th 2017

SLA Silicon Valley Chapter would like to invite local information professionals to a casual get-together at SP2 Communal Bar & Restaurant in downtown San Jose on Wednesday July 19.

SP2

Image Credit: SP2

Join us for this post-conference mixer and enjoy the opportunity to spend the evening with your informational professional friends. The first drink is on us. Please RSVP if you plan to attend.

Time
5:30p-8:30p

Location
SP2
72 N Almaden Ave,
San Jose, CA 95110
Travel Grant Winner 2017 Conference Recap

July 27, 2017 Categories: Conferences
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.
Developing Your Cultural Intelligence In The Workplace: What It Is and Why It Matters
Presented by Dr. Michele A. L. Villagran, President and CEO of CulturalCo, LLC.

Our workplaces are becoming more diverse than ever with a range of cultures, including ethnic, national, generational, and organizational. Do you want to learn how to develop and apply cultural intelligence at your organization? How can you improve your effectiveness when working with culturally diverse colleagues and clients? Dr. Villagran will share with us how we can use Cultural Intelligence to address these concerns.

Tuesday, September 19, 2017
Fattoria e Mare
1095 Rollins Road
Burlingame, CA 94010

Schedule:
5:30pm Check in/networking
6:00pm Dinner
6:45pm Introductions
7:00pm Speaker presentation
8:30pm Closing remarks

Registration Cost:
$30 SLA Member
$40 Non- SLA Member
$20 Student/Retired/Unemployed

Please RSVP to Heather Heen (heather.heen@thomsonreuters.com) by September 15th, by sending her your name, email address, and company affiliation. Registration payment can be made by one of three options:

* by credit/debit card using Eventbrite,
* or mailing a check payable to SLA-SF to Heather Heen, Attn: SLA SF, 573 Paradise Rd., Salinas CA 93907,
* or paying at the door.
The holidays are quickly approaching, which means it’s time for our annual holiday party! This year, we are pulling out all the stops, so be sure to join us for an evening of fun and festivities. Ticket price includes dinner, dessert, and two drink tickets.

When: 5:30-8pm, Tuesday, Dec 12
Where: Xanh, a modern Vietnamese restaurant located at 110 Castro St, in Mountain View.
How: Pre-pay for admission here:

Event has concluded

We look forward to seeing you then!