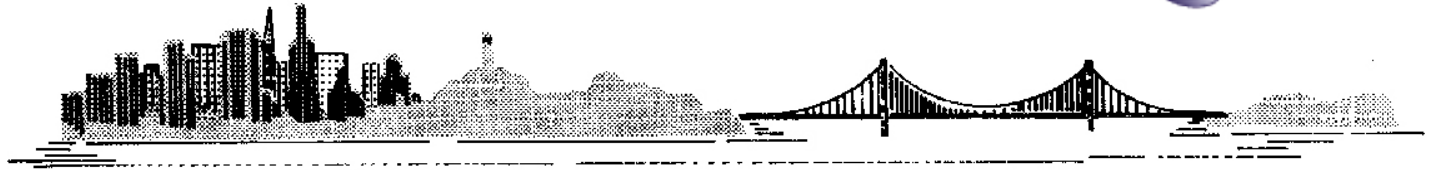


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PRESIDENT'S MESSAGE

By Rochelle Richardson



Greetings and Happy Spring! As I write this, I recently renewed my SLA membership, and the timing coincided nicely with Janice Lachance's remarks at the Leadership Summit concerning a "very" long list of membership benefits, organized by category: networking; learning; career and personal development; and money-saving resources. While listening, I began by noting each item she mentioned. Then, to save some trouble I decided to note only unfamiliar items. I still had a quite a list at the end! Luckily, Janice's remarks are available on the SLA web site (<http://tinyurl.com/ye83nhr>) and I encourage everyone to take a look and review all the goodies that are available to us, from executive book summaries to office supply discounts. Here are a few other highlights from the January conference (<http://tinyurl.com/ye9772l>):

- SLA President Anne Caputo presented "Creating the Future: Five Global Trends Knowledge Professionals Should Understand" and provided useful information to keep in our back pockets for the next time we find ourselves chatting with an important stakeholder or decision-maker.
- James Kane's keynote address, "Building and Maintaining Loyal Relationships," was definitely a "you have to be there" experience, but Kane kindly reformatted his dynamic presentation into a booklet outlining the four primary types of relationships: antagonistic, transactional, predisposed, and loyal. Naturally we all want to be in loyal relationships, but too often we find ourselves in one of the other categories (although I'm not sure I agree that "dogs are loyal" and "cats are satisfied"; I've known a few fickle dogs, and more than one cat who was singularly devoted to their favorite person).
- The St. Louis host chapter did a terrific job making everyone feel welcome, topping it off with a reception at Busch Stadium with tours for baseball fans hardy enough to brave the cold night.
- And last but certainly not least, please do not miss "The Alignment Song" by Richard Geiger and Tim DeWolf!

Throughout the conference, emphasis was placed on the value and importance of students, recent graduates, and members new to the profession. To this end, I encourage student and new members to browse the chapter's various committees and contact the committee chair if something piques your interest or you have an idea or suggestion to share. This organization is what we make of it, and we need both fresh and experienced perspectives to inform and guide the organization in the future.

Beyond the chance to collaborate on committees, the chapter will be offering many opportunities for learning, advocacy, and networking:

- The Springtime Open Office Tour is scheduled for early April, hosted by Camille Reynolds at Nossaman LLP, and followed by a happy hour nearby. These tours are ideal for peeking into the day of a colleague and are a great way to learn about a specialty.

President continues on page 5

Special Libraries Association San Francisco Bay Region Chapter

Executive Board

President

Rochelle Richardson
510.685.0966
richardson.rochelle@gmail.com

Secretary

Anne N. Barker
415.721.0959
annenb@platypti.com

President-Elect

Cynthia Berglez
415.643.7048
cberglez@comcast.net

Treasurer

Monica Urtel
415.250.5769
monicaurtel@yahoo.com

Past-President

Sandy Malloy
415.986.4422
510.530.5390
sandy.malloy@businesswire.com
sandymalloy@earthlink.net

Director of Programs

Heather Gamberg
415.617.3353
heather.gamberg@db.com

Asst. Director of Programs

Craig Griffith
415.344.3961
craig.griffith@thomsonreuters.com

Advisory Council

Administration

Archives

Marie Tilson
415.333.8633
leharlady@sbcglobal.net

Awards

Sandy Malloy
[see Executive Board above]

Nominating

David Grossman
415.389.4292 ex131
dgrossman@cityofmillvalley.org

Strategic Planning

Marlene Vogelsang
415.973.7206
mxv6@pge.com

Communication

Bayline

Judy Bolstad
510.642.2511
bayline_editor@yahoo.com

Ethics Ambassador

Jan Keiser
janet_keiser@norcalmutual.com

Listserv/Reflector/ Discussion List

Linda Yamamoto
650.723.0864
linday@stanford.edu

Mailing

Ginny Woodis
415.732.8110
woodis.ginny@bcg.com

Webmaster

Cynthia Matano
sfslaweb@yahoo.com
cynmatano@yahoo.com

Jobline

Kelley Shields (415.716.7163)
Dasha Dekleva
kshields@well.com
ddekleva@hotmail.com

Events

Hospitality

Cathy Hardy (415.995.5187)
Susan Karplus (925.376.6020)
chardy@hansonbridgett.com
skkarplus@mac.com

Tours

Hilary Schiraldi
510.643.6471
hschiral@library.berkeley.edu

Professional Development

Jana de Brauwere
janadebra@yahoo.com

Programs

Heather Gamberg
Craig Griffith
[see Executive Board above]

Outreach

Academic Relations

Alys Tryon
303.902.4501
alys.tryon@gmail.com

Government Relations

Anne N. Barker
[see Executive Board above]

Vendor Relations

Donna Scott
925.899.4405
donna.scott@mindspring.com

Bayline Staff

Judy Bolstad, Editor
Donna Scott, Vendor Relations
Ethan Annis, Quality Control
Heather Gamberg, Quality Control
Monica Singh, Quality Control
Alys Tryon, Quality Control

Contributors

Anne N. Barker
Cynthia Berglez
Judy Bolstad
Greg S. Borman
Lanora Cox
Jana de Brauwere
David Grossman
Rosemary Hardy
Jan Keiser
Rebecca Kozak
Rolf Pielemeier
Derek Powazek
Rochelle Richardson
Ruth Wolfish

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SLA-SF Contact Information

Address: P.O. Box 26276
San Francisco, CA 94126-6276
Infoline: 650.528.7766
Web site: www.sla.org/chapter/csfo/csfo.html
Jobline:
www.sla.org/chapter/csfo/jobline/jobline.html

Editor's Notes

Dear Readers,

First, I want to acknowledge that the Bayline committee now has 4 members who are helping me with quality control — an editor's dream come true!

This issue covers most chapter events that occurred in the past couple of months. Special thanks to Jan Keiser and Anne Barker for their insightful articles. Enjoy!

I'm always looking for volunteers to write summaries on Chapter events and/or take pictures of events. If you have an interest in writing or an eye for photography, contributing to Bayline is one of the many ways that you can get involved with the Chapter. Contact me and we can talk about what you'd like to help with.

The deadline for submitting contributions for the June/July issue is April 30.

Contact: bayline_editor@yahoo.com



Copyright and Submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

DO WE ACTUALLY DESERVE MORE CREDIT?

By Jan Keiser, SLA-SF Ethics Ambassador



As both your Ethics and Alignment Ambassador, I usually write about concerns in a general way. This column, however, is more personal. I'm currently experiencing a situation at work that involves the struggle to define what a corporate information manager is capable of and how much credit should be attributed to a researcher.

Alignment: It's often difficult to convince company leaders that the skills and talents gathered over the years by business research librarians might help the company/departments develop strategies. Explaining that corporate librarians/researchers are valuable on many levels is nothing new. (When I used to explain to my mom that I had to complete a project really well to prove what I was capable of, she'd reply dryly, "oh, again?").

The company I work for is currently facing several challenges. Each challenge requires research: medical, legal, insurance, and general business research. I am the only researcher in this small company that does all of this. I am also the only one with access to proprietary databases such as Lexis/Nexis, etc. I continually remind my managers that my attendance at a planning meeting could be valuable. Sometimes my presence is welcomed, sometimes my suggestions are ignored. Historically, I will be approached with a vague research request that has developed over a series of meetings, and it's clear that the requestor doesn't have enough background. This is a waste of company resources. My position requires understanding of the company's issues. I know how to gather and apply the necessary information. I don't believe being excluded is a personal comment on my performance, but like so many other executive teams, they just don't understand my value. Of course, there is also territorialism going on. A department accepts a project and then enlists research help to ensure the success of the project.

Ethics: How many managers do you know who deliver a project and say, "Well, I couldn't have done it at all without the great research provided"? What about when a researcher writes the entire report and it is delivered by a manager without acknowledgement? How many researchers, after having gathered an amazing amount of relevant information, step up and say, "Excuse me, but that binder full of intelligence that you're drooling over is my work"? The employee holding the binder receives the credit for its content.

Before you ask me to stop whining, realize I have never been one to need credit for my work. This is why I don't really know how to proceed. A researcher is seen in a support position behind the scenes. How ethical is it for clients to omit acknowledging — either deliberately or not — the work done by a professional researcher? In the corporate world one needs to develop a good reputation to garner wage increases and promotions. After all, you are only as good as your last project. I extend credit to anyone who earns it; naively, I assume all upright people operate similarly. Just how ethical is it to demand recognition? It's difficult to do without sounding shrill (one colleague suggested that I remain "a lady" — yikes!). I have been laid off three times because company leaders never really understood my contribution. Self-promotion is critical to our survival in this field, and learning to do so in a professional way is also important. Perhaps we need a Q&A column to open up a discussion of these touchy issues. Thanks for listening.

President continues...

- Don't forget, April showers bring May flowers, but April also brings Neighborhood Dinners [groan]! The perennially popular neighborhood dinners are just around the corner, and I am hoping we have our usual good coverage of all corners of the Bay Area.
- Coming up soon, Alys Tryon and Cynthia Berglez have combined forces to organize another successful new member dessert reception this year. Keep an eye on your inbox for the announcement and registration details, and I'll see you there.

GEORGE OATES OF THE INTERNET ARCHIVE: WHAT IS AN OPEN LIBRARY?

By Rosemary Hardy



George Oates
Photo by Derek Powazek

The joint meeting of SLA-SF and BayNet took place Feb 2 in the elegant surroundings of the Berkeley City Club. The early 20th century castle-style building designed by Julia Morgan, with beamed ceilings and elegant oriental carpets, was a beautiful setting for the annual member awards ceremony and the associations' hosting of George Oates of the Internet Archive (IA).

Rochelle Richardson, SLA-SF Chapter president, introduced Barbara Janis, awards committee chair. Barbara elegantly described the awardees' achievements and presented the awards and floral bouquets. See the January/February 2010 issue of Bayline for full descriptions of the awardees' accomplishments: <http://units.sla.org/chapter/csfo/bayline/febmar10.pdf>.

The Horizon Award for an outstanding member who has been with SLA-SF for 5 years or less, went to Anne Hall. This past year, Anne arranged fabulous tours for the chapter, including the California Academy of Sciences, the Federal Reserve Bank, and the Internet Archive. Anne, who received her award on her actual birthday, was surprised and honored. She said that she had extremely enjoyed her position as tours coordinator and encouraged newcomers to get involved. "You learn something new from everything you try," she said. "And," she added, "you just may make important job connections at an event or tour that you help to arrange!"

The Special Projects Award went to Linda Yamamoto for her untiring work on the chapter reflector and discussion list. This was the first time the award had been presented to an individual rather than a committee. Linda had joined SLA-SF as a student member. "The one constant in my life has been the SLA," she stated, as she acknowledged the immense benefits she has received from the association and its members. "I am thankful I could give something back," Linda concluded.

The Professional Achievement Award went to Jaye Lapachet, a leader of exemplary talents. For more than 20 years, Jaye has been active with SLA. "I couldn't think of a higher award. I feel like I've achieved the pinnacle in my career in receiving this award," she commented. She added that the most important part of her education has been her fellow librarians, and getting to know them. "You all are my constants in this profession," she told us. Barbara Janis concluded this part of the program by encouraging everybody to nominate members for future awards!

After the awards ceremony, Andrea Mitchell, president of BayNet, introduced our featured speaker, George Oates of the IA. Oates leads the Open Library project at the IA, and she presented a fascinating glimpse into the projects she is coordinating. Oates is a Web designer, who had worked at Flickr for five years before coming to IA. She began her new position with the perspective of someone who was not a librarian and had not studied librarian issues. Oates described the Archive as operating 20 scanners around the world. More than 1.8 million books have been scanned and are freely available on the IA's Web-based, high resolution book reader. Oates described the mission of the IA as that of attaining "universal access to all knowledge." The Open Library project's goal is to produce a page on the Web for every book that has ever been published!

Coming into the project, Oates, who was not trained as a librarian, found:

- dense library metadata
- a system designed for classic institutional searches
- poor-quality data, often with only a title and author for a book
- no insight into the community of users (who uses the IA, and how many hits is it receiving?)

Internet Archive continues on next page

SOCIAL MEDIA TOOLS AND PROVEN TIPS

By Lanora Cox



Rebecca Martin
Photo by Rolf Pielemeier

Rebecca Martin of Dear Jane, a career advisement company, did it once again. On February 24 at the Bancroft Hotel in Berkeley, Martin spoke to a small group associated with the SLA-SF Bay Region Chapter. This time, her focus was on how to use social networking tools to stay competitive in the current economy. Her talk introduced definitions and social networking platforms for those of us who have barely dabbled in the environment, and then developed into an exploration of how to create a personal brand and why doing this is worthy of our time and effort.



Workshop attendees
Photo by Rolf Pielemeier

Martin's presentation included specific recommendations, as well as references for those who want to learn more. Overall, this was an interactive presentation in which the audience supplied many examples, challenges, and questions. Although parking may have been a problem for some, the setting was comfortable and the appetizers excellent. Thanks to Jana de Brauwere for creating this fantastic opportunity to learn about social networking from an expert in career advisement.

Internet Archive continues...

Oates is working to transform existing records to provide more points of accessibility. She is looking forward to providing users with the ability to create lists from a wide range of possibilities. A goal is to make the IA catalog pages wiki-editable by users.

Other display options would include:

- years that books on a topic were published
- all related subject headings
- authors on a specific topic
- publishers on a specific topic

A user will be able to create a results page that will provide hundreds of links to additional information within the IA catalog. Oates also wants to provide many options for navigating the catalog, such as the possibility of linking to another person's lists. She wants to expand upon the many possible perspectives on accessing books in the IA catalog. Read more about George Oates at <http://abitofgeorge.com/>. For information on the Internet Archive, please see <http://www.archive.org/>.



SLA-SF members enjoy the evening (from left to right): Joe Morganti, Tim DeWolf, Dan Holmes, and Tony Landolt.
Photo by Judy Bolstad



Old and new members network: Barbara Janis (center), and Rosemary Hardy (right).
Photo by Judy Bolstad

MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

News and Updates

Barbara Janis, library and records manager at the Presidio Trust, informs us about their latest exhibit, *The Jews In Modern China*. This free exhibit by the Chinese International Cultural Exchange Center and the Center for Jewish Studies Shanghai is being presented by the American Jewish Committee of San Francisco and the Presidio Trust. Exhibit hours are Wednesday to Sunday, 11 am to 5 pm, at the Presidio Officers' Club Exhibition Hall (50 Moraga Ave at Arguello Blvd), through May 16, 2010. A unique and little-known chapter in Chinese and Jewish history comes to life in this exhibit of photographs, documents and memorabilia. Between 1840 and 1949, Shanghai was an open city that did not require passports to enter. Three distinct streams of Jewish refugees found sanctuary there. Among them were Sephardic merchants from Iraq, Russian Jews escaping czarist pogroms and later the Russian Revolution, and European Jews escaping Nazi persecution. This program is part of the Shanghai Celebration. Visit www.shanghaicelebration.com.

Marlene Vogelsang recently spent 10 days in Cuba on a baseball tour (<http://www.cubaballtours.com/>) and managed to find some time to spend in libraries. She visited with librarians Ariel Gonzalez and Jose Morales at the Centro de Informacion "Antonio Rodrigues Morey" at the Museo de Bellas Artes de Cuba (<http://www.museonacional.cult.cu/home.php>), which holds a very fine collection of modern Cuban art. Marlene is the Chair of the local Lefty O'Doul Chapter of the Society for American Baseball Research (SABR), and her favorite vacations involve travel and taking in some ballgames. This Cuba ball trip included visits to several stadiums and games and very special visits with Conrado Marrero, 98-year-old former Washington Senators pitcher, as well as with Martin DiHigo, Jr., the son of baseball great "El Immortal", Martin DiHigo. It was an amazing trip.



Ariel Gonzalez, Jose Morales, and Marlene Vogelsang

A Presentation, a Publication, and More

Deb Hunt is sharing an article in the current *Information World Review* in which she is the featured "techno geek." Read about her at: <http://www.iwr.co.uk/information-world-review/features/2257385/deb-hunt>. Also, this Spring Deb is the acting department chair for the Library Technology Program at Diablo Valley College, while the regular Chair, Andy Kivel, is on sabbatical. She's been a part-time faculty member for many years, but is experiencing the program from a whole new perspective on the administration side. Deb can be reached at dhunt@information-edge.com. [Note from the Mosaic Editor: I was a student of Deb's at DVC in the late 1990s. She was one of several fine instructors there who inspired me to go for the MLIS. Thanks, Deb!].

On February 17, 2010, **Chris Orr** spoke at the Createasphere Digital Asset Management (DAM) conference in Los Angeles about "The 21st Century Career: Digital Librarians, Archivists, Project Management and So Much More." The conference was geared toward those responsible for the creation, handling, security and underwriting of entertainment and media digital assets. Because DAM is concerned with repositories of born-digital photos, graphics, video, and audio, the theme of the conference could have been "Metadata Is King," and the importance of librarians in implementing successful DAM systems can't be overstated. Chris had a great time with the other lively, experienced panelists, all with MLIS degrees and unconventional careers: John Horodyski (video games DAM specialist, who also teaches an online DAM course for SJSU's library school), Michelle Futornick (Stanford News Service and former thesaurus editor at Getty Information Institute) and

Mosaic continues on next page

Mosaic continues...

Lisa McIntyre (Idea City, an ad agency in Austin, Texas). The huge scale of the media assets and workflows that companies like Showtime, Warner Brothers and NBC/Universal deal with every day is amazing. Besides a wide variety of savvy speakers, the vendors were fascinating and innovative, with everything from a software company specializing in visual search to system integrators and strategists. Chris reports that she even met her hero, Peter Krogh, author of "The DAM Book for Photographers" who is building a Library of Congress-funded educational site called dpBestFlow (www.dpbestflow.org), a rich and generous guide to digital imaging technology, including DAM.

News from **Rebecca Kozak**: Recently I attended the professional development programs that Rebecca Martin of Dear Jane presented in Berkeley. Her ideas and presentation style were quite impressive; she is undoubtedly one of the most dynamic speakers I have heard on these topics. Thanks, SLA San Francisco Chapter, for offering the series.

My hours have increased at the Alameda Free Library, where I work in Adult Services. Although I continue to balance that position with a non-library job, I am grateful for the extra hours, because in addition to buying mass market paperbacks I am now collecting in the Dewey 600's. Although these areas are polar opposites in many ways, it is gratifying to gain the hands-on collection development experience.

What have you been doing? Let me know and I'll include it in the next issue's column. Rebecca Kozak, Mosaic editor (rkozaklewis@yahoo.com).

The SLA-SF Bay Region Chapter helps to keep the SLA Board dry with some of our leftover holiday party rain ponchos (which came in the little round containers with the SLA 100 logo imprinted on them) at the SLA Leadership Summit, thanks to Deb Hunt, Heather Gamberg, and Sandy Malloy. Photo submitted by Cynthia Berglez.

Photo taken by Ruth Wolfish



SUNSHINE WEEK 2010: WELCOMING GOVERNMENT TO THE TABLE

By Anne N. Barker

Once again, the San Francisco Bay Region chapter of the Special Libraries Association and the Northern California Association of Law Libraries (NOCALL) (<http://www.nocall.org/>) co-hosted an event celebrating Sunshine Week (<http://www.sunshineweek.org/>). Sunshine Week's intent is to raise awareness of the importance of open government and freedom of information. Our local program started off with a viewing of the national webcast, titled *Building Transparency*, which is now available at <http://www.openthegovernment.org/article/articleview/425/>.

The national webcast was excellent, as always. One of the things that I am most encouraged by is the active participation of federal administration officials in the last two Sunshine Week webcasts. For the first three years of Sunshine Week, which began in 2005, non-government members of the FOI community spent time talking and largely agreeing with each other, about the lack of transparency in government. While it was knowledgeable and insightful, I always felt a sense of frustration about it. In contrast, both last year and this year, high-level officials in the Obama administration were members of the panels. They provided information on current efforts and ideas for the future, and accepted pointed questions and criticisms with thoughtful responses. Of course there is still work to be done, but the transparency effort can only benefit from the active participation of and discussion with government officials.

After watching the national webcast, we were thrilled to welcome our local panel. Picking up on the theme of this year's Sunshine Week and of the third webcast panel in particular, we focused our program on the efforts of local governments to release data to the public.

Our first speaker was Carolyn Lawson, deputy director of technology services and governance, office of technology services (OTech), a division within California's Office of the Chief Information Officer. Lawson spoke about the state's efforts to build Data.Ca.gov (<http://www.ca.gov/data/>). Lawson noted that California currently has almost 100 million records and 400 datasets already on the web; however, there is no unified source for locating them, which makes accessing them a problem. To fill that gap, the State CIO's office is currently developing Data.Ca.gov, which they expect to be fully implemented by June. In addition to collecting datasets from various departments, Data.Ca.gov will also be rolling the information from CERES (<http://ceres.ca.gov/>) into the system. Lawson commented that while most people think of CERES as having environmental data, in reality it is much more expansive and includes any California data that has a geographic component.

Lawson expressed a real desire on the part of the state government to make sure that this data gets into the hands of the people. They want us to have it, but they don't know how to deliver it nor do they know what the needs of the data community are. In an effort to make the state datasets more accessible to the public, the CIO's office has entered into a partnership with Google Fusion Tables (<http://tables.googlelabs.com/>), which allows people to load data into the system, which it then uses to automatically create visualizations, including maps and charts, to help interpret the data. Through this partnership, Google has lifted the file size restrictions for the state government and the datasets are now being loaded into the Fusion Tables. They have also begun to partner with Programmable Web (<http://www.programmableweb.com/>) to create a California data page that will be implanted onto the web site. In an effort to get the information out to the developer community, the state will be putting all of their APIs on Programmable Web, as well as on the state web site.

At this point, Lawson noted that the main costs associated with the program so far have been the staff time. Google Fusion Tables is an open source project, so it was free to do and cost the state less than \$10,000 to implement the Programmable Web project. She emphasized that it is not always necessary to build a new system. They have spent a lot of time making these partnerships work so that they can utilize existing systems. However, she also noted that one of the reasons the project has been so inexpensive is because they have been focusing on the low-hanging fruit — the datasets that are already available, either through CERES or directly from some state departments. The cost of the Data.Ca.gov project will increase as these sources are depleted and they begin creating new datasets.

Sunshine continues on next page

Sunshine continues...

With a nod toward similar efforts by the federal government at Data.gov and San Francisco at DataSF, Lawson concluded by announcing that they are about to launch an app competition and are really looking forward to seeing what develops.

Our second speaker was Ron Vinson, deputy director of the San Francisco Department of Telecommunications and Information Systems. Vinson discussed the DataSF.org (<http://datasf.org/>) initiative, a central clearinghouse for datasets published by the City and County of San Francisco. Following President Obama's call for transparency and the release of Data.gov, DataSF.org was launched in August 2009. The goal of DataSF is to improve access to city data through open machine-readable formats. DataSF is built using open source technology and its function is simply to make the datasets available to the public. Vinson stated that the government has limited resources available to make the data useful and he believes it is simply better to get it out there and allow third parties to create applications. Vinson highlighted the app showcase on the DataSF web site that allows the public to browse and easily access the apps that have been developed so far using the available datasets.

In order to develop DataSF, the city CIO's office had to get buy-in from over 60 city and county departments. While this was challenging, Vinson believes that the spirit of many departments has changed due to this project, as more and more of them are proactively submitting information, and the city is automatically putting information online without the public having to request it because they know people want to have that access. He said that the project has really changed the thought process and how city departments work.

Our final speaker was Peter Scheer, executive director of the First Amendment Coalition (<http://www.firstamendmentcoalition.org/>). The First Amendment Coalition advocates for greater government transparency, which principally means that they work to enforce federal and state freedom of information laws like the Freedom of Information Act, the California Public Records Act, and the California Legislative Records Act. Rather than representing one party who wants to gain access to one document, the coalition files lawsuits intended to establish a right of access under a law that will benefit everybody.

Despite the many efforts being made to open access, Scheer still sees many places in the government that are resistant or cautious when approached by citizens and reporters requesting records. There can be concern on the government's part when people want to start looking into what the government is doing or how the government reached a decision. Scheer gave several examples of cases the coalition has worked on where a government agency made it difficult for the public to gain access to datasets. In one case, the agency carved out and provided slices of the data, but would not allow complete access to the information. In another case, the agency printed out a lengthy spreadsheet and provided a paper copy only, rather than open access to the data file that could be easily searched and sorted. Scheer conceded that there is currently a real push at all levels of government to get data out, but at the same time, behind the scenes, there is still an unwillingness to make data available when it could reflect unfavorably on the government.

The caliber and diversity of the questions that came from the audience during the Q&A section was a true testament to how informed and engaged the library community is. In response to a question about ownership of the data and the apps being created, Lawson declared that the state is only releasing information that they own. If tax payers have paid for the creation of the data, then it is in the public domain, period. They are currently contemplating whether or not they need to have some type of click-through license that would make a statement to that effect. Vinson concurred, saying that city data belongs to the people. In fact, last year, Routesy, an app that uses MUNI data to predict when the next bus will arrive at a stop, was challenged by a company who had contracted with the city to capture that data and now claimed ownership to it. The City of San Francisco disagreed with this notion and fought on the side of openness, winning a court challenge and proclaiming that this was public data. Routesy is up and running again and featured on the DataSF App Showcase. Vinson did clarify that while the data belongs to the city (and therefore to the public), once an app is created the city is not responsible for the app nor how it is used.

Sunshine continues on next page

ANNOUNCEMENTS FROM THE SLA-SF NOMINATING COMMITTEE

By David Grossman, SLA-SF Nominating Committee Chair

Now Accepting Nominations for 2011 Chapter Officers

It's never too early. Your SLA San Francisco Bay Area Chapter Nominating Committee is now accepting nominations for Chapter officers for 2011:

- President Elect
- Secretary
- Assistant Director of Programs

Please submit all nominations in confidence to:

David Grossman
Nominating Committee Chair
415-389-4292 x131
dgrossman@cityofmillvalley.org

Have a Voice in Your SLA Chapter: Join the Nominating Committee

Yes, there is a free lunch, and you can earn it by joining the SLA San Francisco Bay Area Chapter Nominating Committee. Be part of the Nominating Committee in 2010 and get a chance to help select our Chapter officers for 2011. The Nominating Committee will meet this Spring to select our slate of 2011 officers, and you can be there. Join the conversation, gossip and free lunch.

To join the Nominating Committee, please contact:

David Grossman
Nominating Committee Chair
415-389-4292 x131
dgrossman@cityofmillvalley.org

Sunshine continues...

While the release of government datasets, as opposed to documents, is perhaps a new concept to some of us, more and more this appears to be the way of the future. Information professionals need to know about the various datasets being released by the government every day and understand how that data is being utilized by our patrons and how we can utilize it ourselves. Perhaps we should even be creating apps of our own. This is one boat that I'm not sure we can afford to miss!

The national webcast was titled Building Transparency, and consisted of three panel discussions:

1. The Open Government Directive — Creating Lasting Government Openness?

- Norm Eisen, special counsel to the President for Ethics and Government Reform (http://www.whorungov.com/Profiles/Norman_Eisen)
- Jim Harper, Cato Institute (<http://www.cato.org/>)
- John Wonderlich, Sunlight Foundation (<http://sunlightfoundation.com/>)
- Patrice McDermott, OpenTheGovernment.org (<http://openthegovernment.org/>) (moderator)

2. FOIA — New Changes to the Oldest Public Access Law.

- Miriam Nisbet, Office of Government Information Services (<http://www.archives.gov/ogis/>)
- Melanie Pustay, Department of Justice, Office of Information Policy (<http://www.justice.gov/oip/oip.html>)
- Melanie Sloan, Citizens for Responsibility and Ethics in Washington (CREW) (<http://www.citizensforethics.org/>)
- Kevin Goldberg, American Society of News Editors (ASNE) counsel (<http://www.asne.org/>)
- Patrice McDermott, OpenTheGovernment.org (moderator)

3. Data.gov — What can do it for me?

- Laura Beavers, Annie E. Casey Foundation (<http://datacenter.kidscount.org/>)
- Eric Gundersen, Development Seed (<http://developmentseed.org/>)
- Sean Moulton, OMB Watch (<http://www.ombwatch.org/>) (moderator).

FEARLESS RESUME WORKSHOP

By Greg S. Borman



Rebecca Martin

Photo by Jana de Brauwere

On January 27, 2010, the San Francisco Bay Region Chapter of the Special Libraries Association presented a workshop titled "The Fearless Resume with Rebecca Martin" at the Bancroft Hotel near the UC Berkeley campus. The event was the third in a series of four that focused on career development. Additional workshops in the series covered topics such as networking and utilizing social media tools. Both Rebecca Martin and Julie Youngblood presented throughout the series. Martin and Youngblood, co-founders of Dear Jane (<http://www.dearjane.info/>), a Livermore-based career advisement company, have worked with individuals and companies in a wide range of fields through webinars and private consulting.

The workshop began with Martin providing some details about her background as a business administration major at the University of Southern California in the 1980s, as well as her subsequent work as a corporate recruiter in the Silicon Valley during the 1990s. Early on, Martin stressed that job seekers should focus on who they are and what their professional history has been when building a resume, rather than worry about what hiring managers are expecting. She also noted that documenting the facts related to positions held and quantifying and qualifying accomplishments are keys to creating an effective resume. Ideally, the fearless resume clearly communicates one's professional journey and attracts the attention of organizations that are a solid match ("like attracts like").

Martin was careful to point out that mastering "the basics" is extremely important in building an effective resume (visually appealing layout; no spelling, grammatical, or punctuation errors; and professional-sounding contact e-mail). She also noted that hiring managers and recruiters spend a great deal of time sifting through resumes on web sites such as LinkedIn, Monster, and CareerBuilder. Because of this, she recommended that job seekers post their resumes on these sites and update them regularly. Furthermore, she suggested that job-seeking search engines such as Indeed can be excellent tools for individuals to conduct "market research". For example, one can identify frequently used keywords by reading through relevant job descriptions. Also, the technological know-how one needs to land a specific type of job can be discerned by studying multiple advertisements.



Susan Karplus (left), Dasha Dekleva (right), and other attendees gather around

Photo by Jana de Brauwere

The sections that Martin suggested to include in a fearless resume are: Heading (name, contact information), Summary of Qualifications, Professional History, Education, Licenses, Awards, Professional Associations, and Languages. She noted that this layout can be flexible, and that sections containing relevant publications and community service/volunteerism may be added.

Overall, this workshop provided attendees with a compelling action plan for creating an effective resume and embarking on the job searching process. If you would like to investigate working with Dear Jane in building a fearless resume, visit <http://www.dearjane.info/Services.html> for more information.

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Contact Donna Scott at:
925-899-4405 or
donna.scott@mindspring.com

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Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to <http://www.sla.org/chapter/csfo/volunteer2010.html>, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See [page 3](#) for appropriate contact information.

Administration

- **Archives:** Helps to maintain historically important chapter documents.
- **Bylaws/Awards:** Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.
- **Finance:** Prepares chapter annual budget and mid-year reports.
- **Nominating:** Solicits and selects candidates to serve on SLA-SF committees.
- **Strategic Planning:** Directs long-range chapter planning.

Communication

- **Bayline:** Contributes or edits articles for the chapter newsletter.
- **Listserve/Reflector/Discussion List:** Posts and forwards communications.
- **Mailing:** Coordinates chapter mailings.
- **Web Site:** Develops and maintains chapter web site.

Events

- **Hospitality:** Selects locations and arranges dinner meetings.
- **Tours:** Organizes visits to libraries and related organizations.
- **Professional Development:** Organizes continuing education programs.
- **Programs:** Selects topics/speakers, and organizes meeting programs.

Outreach

- **Academic Relations:** Coordinates Bay Area student activities and mentoring.
- **Government Relations:** Monitors and reports on relevant legislation.
- **Vendor Relations:** Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

Name: _____ Organization: _____

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