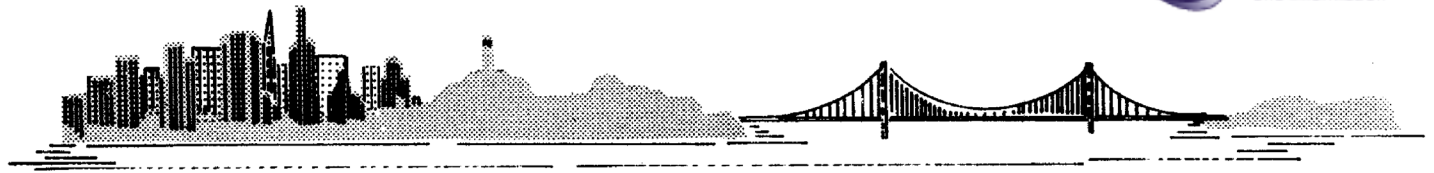


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PRESIDENT'S MESSAGE

By Cynthia Berglez

I want to share my thoughts on the January 2011 Leadership Summit in DC. There was a lot of discussion on how to help our members to be "Future Ready", and we certainly want to put a spotlight on that in 2011. But shouldn't that be the case all year round? Somehow, I think we all should be working on that all the time. As Deb Hunt says, "If you don't invest in your career, who should?"

In DC we talked about sustaining our organizations by watching our finances, building membership, and sharing methods we can all use to be "Future Ready." We're doing all of that and more. I discussed our finances in my last message, so here are some ways we are helping each other to be "Future Ready." In February, we had a program featuring the new director of SJSU's School of Library and Information Science, Sandra Hirsh, speaking about the exciting changes she is bringing into the university. We also offered a professional development program, "Exploring Your Career Potential," with Deb Hunt and David Grossman. These programs build membership. I hope you saw and spoke with students from SLIS who attended the program featuring Professor Hirsh. I found the ones I spoke to intelligent and curious, and I'm sure they found us interesting, approachable, and helpful. We need to work to insure they stay with our organization and help us stay relevant and exciting.

Have you registered for our conference in Philadelphia? In looking forward to our keynote speaker, Thomas L. Friedman. I'm reading his book *The Lexus and the Olive Tree*. I know it's an old book, but sometimes you can learn more by reading current events books ten years after publication. You can see where the author was right and where the world didn't quite change as expected. It makes you wonder, what did they miss? And how could they have seen it coming?

The theme of the book is obvious, globalization has pros and cons, but it's coming very fast. Every day I'm reminded of the difference between us, on the West Coast, and our colleagues in the other parts of the country. That is even more evident in our national meetings, like the Leadership Summit, and our Annual Conference. Our difficulties, as a profession and as a chapter, are not quite the same as those in the rest of the country, just like our view of the world. Since our economy is always on a rollercoaster we are more comfortable with change. I've been talking to people who are on the leading edge of our economy, and they're telling me that the uphill climb has begun. How can we be ready for the next curve? Look forward. I mean far forward, where the path is clearer, and just a little less volatile. See where you'd like to be in ten years. Then pull back to where you are now and plan for it.

President's Message continues on p. 10

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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.

Editor's Notes

Dear Readers,

One of the pieces in this issue is the eloquent speech Chris Orr gave upon accepting the Professional Achievement Award. At this same event I found myself less than prepared to receive the honor; however, I have since realized that Bayline gives me another chance!



Since joining SLA-SF, I have considered myself extremely lucky to be in the company of such a warm, helpful, funny, and wildly creative and intelligent league of professionals. When I moved to the Bay Area in 2008, I hardly knew anyone, and was miffed by the sudden transition of SJSU's degree program to an online-only model. Now I truly feel as though I am part of a dynamic, supportive, and wonderfully unique community-- and what a lovely feeling that is!

I initially hesitated to list names for specific thanks; however, there are a few folks who definitely deserve shout-outs: Sandy Malloy for phoning to welcome me to SLA-- 20 minutes after I submitted membership dues online! Anne Hall for providing guidance and encouragement as I navigated hosting the first Open Office Tours. Rochelle Richardson and Cynthia Berglez for being supportive, encouraging, understanding, and a lot of fun throughout my term as Academic Relations Chair. And now Judy Bolstad and Heather Gamberg for their continuing support and creativity as I get into the *Bayline* groove.

Cheesy though it may sound, I truly am grateful to every single person I've had the privilege of meeting thus far through SLA: Thank you! You all know how to make a lady proud of her profession and of her community!

Cheers,

Alys

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STEPPING INTO THE FUTURE: PERSPECTIVES ON A CHANGING PROFESSION: SANDRA HIRSH, PROFESSOR AND DIRECTOR, SJSU SLIS

By Rochelle Richardson, SLA-SF Past-President and Awards Committee Chair



Dr. Sandra Hirsch Feb. 16, 2011
Photo by George Plosker

On February 16, BayNet co-hosted a dinner program with the San Francisco Bay Region Chapter of SLA, featuring Dr. Sandra Hirsh, professor and director at San Jose State University School of Library and Information Science. Dr. Hirsh is a second-generation librarian who reports that as a child she did not want to become a librarian when she grew up. She declared a political science major in college, and her mother (Dr. Gail Schlachter), suggested that Sandra consider library science because a librarian would always be employable (which was true at the time!) and a library science degree is useful no matter what (still true!).

Dr. Hirsh began by asking us to consider the technologies that were available when each of us was in school and compare those with the technologies that are available today. She then asked us to consider: How can we not only make information accessible in a variety of ways, using current technology and devices, but also partner with the business of technology to advise and develop? This question kicked off a thread that ran throughout her presentation regarding future directions for our careers, whether we are in a traditional or non-traditional setting.

Trends related to LIS employment show that in 2007, 15% of employers were not libraries and in 2008, that number jumped to 27%. An analysis of emerging jobs outside of libraries (available on the SJSU SLIS website at <http://tinyurl.com/4d48b39>) shows a wide variety of titles: User experience analyst, reference tool development, web content manager, information architect, etc. With these types of titles in mind, the skills required and requested by employers change, e.g., web design and maintenance, creation of online tutorials, knowledge of metadata standards, etc.

As Stephen Abram notes (I'm paraphrasing here from Dr. Hirsh's presentation): *LIS skills are good currency, but only for those with the flexibility and insight to exploit the opportunities.*

So add flexibility, insight, and recognition/exploitation of opportunity to your essential core skills!

Dr. Hirsh then spoke about the work SJSU is doing to prepare students to be future LIS professionals. She noted that:

- The school now has ~2500 students, which makes SJSU the largest accredited LIS in the world;
- The school is 100% online, with no in-person classes;
- SJSU SLIS is ranked #1 by US News & World Report for LIS e-learning;
- The program reaches 45 states and 17 countries, although most students are located in California;
- The school facilitates online instructor lectures, guest speakers, and discussions by using a combination of web conferencing tools, podcasts, captioned lectures, and information interactions such as web-based "office hours."

So, how do we keep up with changes in the profession if we are already in it?

Stepping into the Future continues on p. 9

MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Mosaic Columnist Rebecca Kozak



Daniel O. Holmes (formerly head librarian for UC Berkeley's Geography Department Library) continues to work as librarian for the David Rumsey Historical Map Collection (free downloads of hi-res maps dating from 1700 - 1980 at www.davidrumsey.com) with his colleague, librarian Fatima Van Buren (formerly head librarian for the Earth Sciences and Map Library at UC Berkeley). Dan also works as the Librarian for Yolo County Flood Control and Water Conservation District managing their rich and varied collections, including GIS. His consulting includes doing historical water use pertaining to water rights (for Environmental Risk Services Corp.) and research on mercury contamination of streams (Applied Water Resources Corp.). Dan's company, Great Circle Information Services, has a new web site, <http://www.greatcircleinfoservices.com/>. Please feel free to offer suggestions. It is geared mostly for water agencies, irrigation districts, and environmental consultants.

Jaye Lapachet has a quilt, "Change of Seasons," in a show at the Wallace Stegner Environmental Center on the 5th floor of the San Francisco Main Public Library, March 1-July 30. The library is at 100 Larkin Street. See http://www.artquiltmaker.com/sub_pages/changeSeasons.htm.

Her quilt is in a show called *Primal Green: Art Quilts for the Environment*. They are from the members of an organization called Contemporary Quilts & Fiber Artists. You can find information at: <http://www.cqfa.org/shows.html>.

On April 17, there will be a program with artist reception, 1-4:30 pm in the Latino/Hispanic Community Meeting Room in the lower level.

Jaye has been making quilts since the late 1980s. To support her quilting endeavors, Jaye is employed as the manager of library services at Coblenz, Patch, Duffy & Bass LLP.



Tim De Wolf of the Federal Reserve retired January 31, and **Cindy Hill** has taken his position, manager of the research library. Tim was chapter president from 1992-93. Congratulations to Tim on his retirement and to Cindy on her new position.

Mosaic continues on p. 7

MARKETING YOUR BUSINESS: NETWORK, NETWORK, NETWORK

By Marge Colletta, M.L.I.S.



Figure out what is needed and then offer to fill that need. Do not focus on what you can do, but rather focus on what they need. It may seem that you can't focus on what they need until you define what you do, but look at it this way: You may make the best donuts on the world, but if the prospective client doesn't like donuts, you probably can't convince them to buy donuts.

Instead, do your homework first. Define an area of expertise, then identify a client type. Talk to people in that area or field and ask them what need, what they wish they could find someone to do for them, or what their biggest frustrations are. Listen to what they say, really listen. Listen to a lot of people. I suspect ideas of ways you can fulfill

their needs will start occurring to you.

Build a proposal focusing on what you can do to fulfill that need. For example, say a person you talk to constantly mentions they never have time to keep up with the latest news in their field. You can start by sending them a very short email with a summary of something really interesting and current about their field. Say the client is a coffee importer; send them a note informing them that Peet's Coffee has extended a tender offer for Dietrich's. Or send them articles about Starbucks moving further into the single-serve coffee market.

Whatever the area of expertise, there is bound to be unfulfilled expectations. Make it your business to fill those expectations.

Marge Colletta received her MLIS in 2008 from University of Wisconsin Milwaukee's online program. She currently works as a research analyst for Bates Creek Research & Consulting and views her job as finding answers to questions needed to make business decisions.

Mosaic continues...

Michael Sholinbeck from the Sheldon Margen Public Health Library, UC Berkeley, is now the Archivist for SLA's Environment and Resource Management Division. He plans to digitize interesting old material (photographs, newsletters, etc.) to post to the ERMD web site, <http://wiki.sla.org/display/SLADERM>. If anyone in the chapter has items appropriate for this endeavor, please contact Michael directly at msholinb@library.berkeley.edu.

Michael also recently had his debut performance as a rock drummer. Although he has no plans to leave librarianship, he thinks it is good to keep one's options open!

NOTE from the Mosaic editor:

In this uncertain economy, in addition to developing professional skills, networking and scrutinizing our resumes, there is one thing we can all work on that can have a far reaching impact on our lives. Not only does it strengthen our immune system, it enhances our cardiac health and actually makes us more attractive. What is it? A sense of humor! With that in mind, I had the good fortune of finding Beverley Bender, a "certified laugh leader," to give a presentation for adults at the Main Alameda Free Library on Wednesday, May 25, 2011 at 2:00 pm. Her program, entitled "Laughter for the Health of It," aims to help people discover the hilarity in life even though they may be surrounded by chaos and challenges. I'm looking forward to learning more about how to sustain a positive perspective through humor, and hope my colleagues will also want to try this inexpensive wonder drug that has no side effects!

Please send me news items, personal or professional, and I will hold them for the next issue. My email is rkozaklewis@yahoo.com. -- Rebecca Kozak, editor, Mosaic column

PROFESSIONAL ACHIEVEMENT AWARD ACCEPTANCE SPEECH TO SLA SF-BAY REGION CHAPTER

By Chris Orr, 2010 Professional Achievement Award Winner



Chris's acceptance speech Feb. 16, 2011 Photo by George Plosker

Thank you! In all organizations, volunteer or paying, it is important to express appreciation and thank the people who create the value of the organization. This award is a generous thank-you to me and I, in turn, want to thank you, my peers in SLA who have graced me with it. The Professional Achievement Award is, in itself, a professional achievement. And so, by way of thanks about thanks and awards that are their own reward, we have entered the realm of the META, a happy place for those like us who love all things meta: metadata, bibliographies of bibliographies, lists of lists, research about research... SLA participation is so satisfying for information professionals. We actually love to learn, organize, lead, promote change, work in teams and teach others how to do it.

This is a marvelous chapter of generous, smart members whom I am happy to call my peers. In library school at UC Berkeley, we were taught to work as teams. This turns out to be a fundamental tenet of our profession: We are a community rather than competitors.

For those of you who have not yet volunteered, here is a word of advice: go for it! You, too, can stand in this spot, enjoying the appreciation of chapter peers. I contributed my time and skills and have been repaid with friends, knowledge and even a little bit of power, but in a safe place, a place that allowed me to stretch. All that I do for SLA contributes to my being a better professional in my workplace.

In all leadership positions and, I would argue, in all projects one should have a unified theme to focus the efforts of the team. When I was President of the chapter in 2005-2006, my theme was "Transparency." I wanted to make sure that members knew about our governance, our Board and Council meetings and our chapter events. I promoted Bayline as a communication channel and repository of our history. This came out of my stint as Program Director when I made it routine to assign an event reviewer, to record the wonderful events that the chapter members were producing. Judy Bolstad, in her remarkable tenure as Bayline Editor, continued this practice and even expanded it to include photos and artwork by our members to tell the stories about our activities.

Being in a chapter leadership position can involve some rather administrative tasks which might seem tactical rather than strategic. Even these seemingly routine "housekeeping" tasks have their rewards.

During my term as president (2005-06) I had the not-so-glamorous task of shifting the chapter off of a fiscal year to a calendar year, a mandate from SLA Headquarters that affected everything from Board and Council terms to publishing schedules and financial reporting. From having to engineer this mundane calendar change, I discovered the huge reservoir of goodwill and dedication in "my" Board and Advisory Council. What a team! We had to add six months to our terms in order to bridge the calendar transition and everyone pitched in to figure it all out. There was no whining.

My successor as president, Eris Weaver, chose the theme "Fun" to promote her philosophy of volunteerism: if it ain't fun, why do it? And she lived by it. Her term's mundane task was to create a chapter PayPal account instead of having us take credit cards directly for event registrations. The happy outcome of this picky task has been years of easier event registration, increased attendance and income, more chances for fun for the chapter.

I talk of the mundane leading to the special, but that is only because we already know the really special parts of this chapter: that it is 87 years old, that coupled with Silicon Valley chapter we are among the largest chapters in SLA (over 500 members combined) and that we have a smart and diverse membership from libraries, companies, schools and institutions around the Bay who will help us professionally whenever we ask. This award is not mine alone, but belongs to all who inspired me to get involved. --Thank you, Chris Orr

Stepping Into the Future continues...

- Develop and build key skills: Take a class, read up on the pertinent topic anywhere you can find something, and get some experience, whether it's paid or volunteer.
- Maintain an active professional network: Build an online presence and leverage your professional network.
- Learn from others: Participate in discussions about trends and topics, find a mentor, perform informational interviews, attend conferences and workshops, etc.

In closing, Dr. Hirsh made some great recommendations for taking charge of and creating our own futures:

- Build and nurture a professional network;
- Keep current and fill in gaps in skills;
- Remember that LIS skills are marketable and can be applied in many different settings;
- Think broadly about your own skills and how they can be used in different contexts;
- Be open to new opportunities and embrace change;

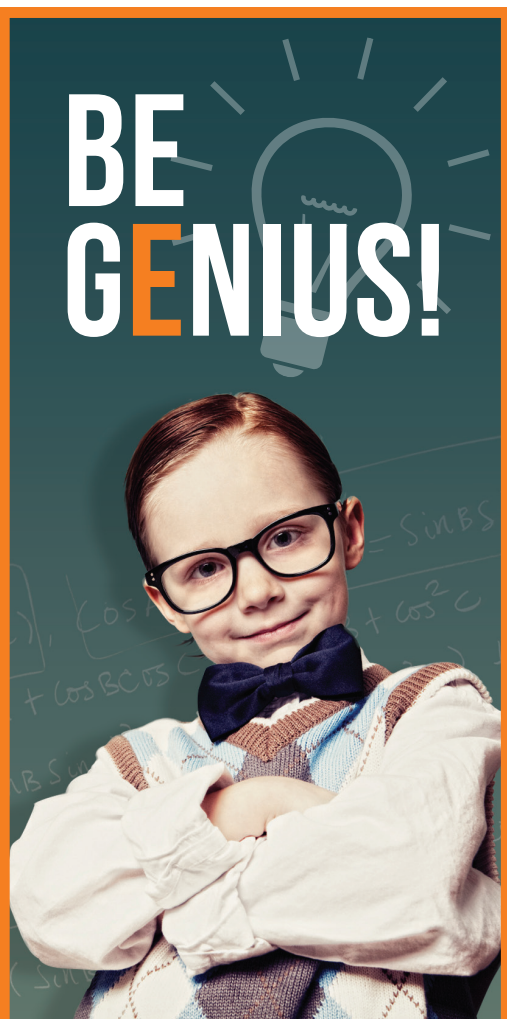
During the Q&A / discussion, some excellent points were made. Dr. Hirsh explained that the school is working on finding internships for the students and both Dr. Hirsh and the audience agreed that job seekers should strive to learn and use the vocabulary that speaks to the employer rather than defaulting to a library science-specific language. Other crucial skills include writing cover letters, networking, performing informational interviews, and knowing when to apply even when one is not a "perfect" match to a job description.

Dr. Hirsh also remarked that SJSU's 100% online program sets the students apart because libraries and corporations are increasingly operating in virtual settings and/or remotely; the students leave the program with plenty of experience and ideas about how to operate and work efficiently in the online virtual world.

And, last but certainly not least, attendees were reminded by an audience member that although we often think of these skills as required only for non-traditional careers, they are actually used very intensely in traditional libraries and traditional careers. Examples that were provided included user experience analysis and creation of online tutorials, and these skills are absolutely essential in environments such as public and school libraries.

On that note, which encouraged us all to remember that our skills are applicable across a wide range of traditional and nontraditional careers and settings, the evening was adjourned.

Dr. Hirsh's presentation is available on the SLA-SFBR events archive: <http://units.sla.org/chapter/csfo/calendar/archive.html>.



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President's Message continues...

Back in the day, business schools used to teach how to make business plans for 5, 10 or 15 years out. For the past 10 years or so, business in California has been saying, we can't plan, it's hard enough to just hang on for the ride. I say, ridiculous! Plan what you can, but don't carve it in stone. You can be ready for change, and be comfortable revising the plan to make another, but try to keep that focus far in the distance.

Now, take the first step. You're a librarian. You may not know everything, but you know how to find it. Find a plan to take you into the next 10 years. There are loads of business and marketing plans on the Internet. We have relevant books in all the libraries we are members of. We have amazing blogging colleagues on "Future Ready 365." Network and build your professional support group, among and beyond your librarian colleagues, and develop best practices for your future. I know you're busy, you have important things to do. Who is going to invest in your career? You are!

Are rollercoasters and business plans too-scary metaphors? Try a map. We all know maps. I've been collecting antique maps for years. When you think about what Columbus knew, and what he used to find us, it's amazing he was off by so little. Most maps until the 1800s were not something you'd want to use to find your way to anywhere, but they did. It's all they had, and they knew they needed something. They took the information they had, from all the sources they could find, and combined it all to make something new. Eventually, they had enough sources to actually make maps that could take them where they wanted to go.



Taprobana/Sumatra Source: Ramusio, Delle navigationi et viaggi, Venice, 1556

So take the first step. Use our programs, the "Future Ready 365" blog, and the Alignment Toolkit, to make yourself ready for the next curve. Build your network of colleagues and related professionals to exchange information, and challenge each other. Use your strengths as a researcher to find plans to use as a template. Make a map of your own future.

EVENTS/DINNER PROGRAM SPONSORSHIP RATES

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<http://www.sla.org/chapter/csfo/csfo.html>

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- Recognition in the SLA Bayline newsletter

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- Includes all of the above, plus:
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VOLUNTEER AND GET INVOLVED IN SLA!

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.

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

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