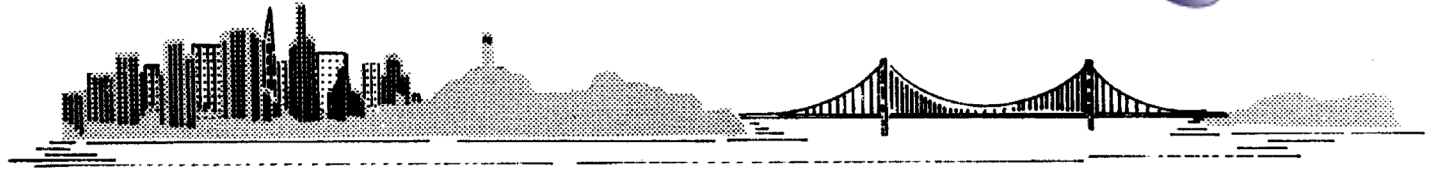


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## PRESIDENT'S MESSAGE: 2011 IN PHILADELPHIA

*By Cynthia Berglez*

I'm writing this, having just returned from SLA Conference in Philadelphia. I'm still exhausted, and trying to return to life in the Pacific Time zone, but I'm excited. I know you'll be reading this a little later, and I want share the post-conference excitement with you before it blends back into memory. Every time I go to a meeting of librarians I come home with a brain full of new ideas, and a renewed appreciation of us.

First, the best session at the conference was, "Responding to a Crisis: How the Right Information Aids Survival". I could be biased. This panel discussion on how we can be better prepared to provide key information in an emergency included our own Marlene Vogelsang (2011 SLA Fellow), and Anne Hall. Anne and Marlene discussed their recent experiences in supporting organizations in trouble, and how their libraries made the situation better by providing, reliable information. The discussion was relevant, direct and inspiring. Organizations don't usually turn to the library in a disaster. However, there is a key role a library can take in providing critical information. We can't wait to be asked, we should think through a plan for ways we can be useful and step up to take the information lead. By showing we can be relied upon to provide the information our organizations need, we show our relevance, and value. And the one thing we all know is that there will be an emergency of some sort.

This year, the always perceptive Mary Ellen Bates had a session on the Millennial generation. This was very interesting, because the firm I work for has Summer Associates and I truly do wonder how they think, and how I can be a better teacher to them. Millennials value interactions rather than transactions, which has me thinking about how I can make training interactive. This is the future, we need to reach this generation if we're going to be sustainable.

And this brings me to Thomas Friedman, our opening speaker. If you've read any of his thought provoking books then you know what to expect. He helped us to focus on Future Ready by telling us that the world is now divided into High Imagination Countries, and Low Imagination Countries, because the most important competitive advantage is between you and your imagination. We have become so efficient that the job losses aren't going to recover, because there is no longer a need for routine work. "Average is officially over!" So we are all looking for the extra we can each provide.

This leads me to the changes in our organization we discussed in Philly. Mimi Calter is going to tell you more here about our finances. She, and Monica Ertel have a strong grasp of the financial future of our Chapter. It's strong, but changing. I am on a Task Force (of 3) to examine the Continuing Education sessions held the day or two before the Annual Conference. You all saw the survey, and the results, one of the driving principals of our organization is Continuing Education, and continual learning. That will not change. However, you have shared your ideas on how the format of that education can change to better fit your needs. We are working on ways to do exactly that. By the time you read this, our final report will have been presented to Cindy Romaine, and Cindy Hill for implementation beginning next year in Chicago. I appreciate the time everyone gave to tell us about your CE experiences and ideas. We are all working together to insure that our organization is sustainable and meets your needs for the long term future of SLA, and your career. If you have questions about this please do not hesitate to contact me.

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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,

For this issue we have an especially great array of contributions. First Deb Hunt tells us what it's like to attend a conference as a president-elect candidate. Then Sara Dudley shares with us an interview with Bob Kent, the Director of Friends of Cuban Libraries, regarding the upcoming SLA visit there. Judy Bolstad has graciously taken over Mosaic and shares with us the latest news from individual chapter members. Marie Tilson shows us another vintage Bayline gem, and Rochelle Richardson invites ideas for nominations for Chapter awards.



As for yours truly, I have been dipping my toe into the jobhunt pool, but mostly taking time to enjoy summer before diving in. I'm looking forward to attending the upcoming event with Scott Brown; meeting from time to time with the Bay Region Chapter always proves to be a professionally reinvigorating experience. I hope your summer has been as relaxing as mine, and I hope to see you later this month!

Cheers,

Alys

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## ATTENDING THE ANNUAL SLA CONFERENCE IN PHILLY AS A CANDIDATE FOR SLA PRESIDENT-ELECT

*By Deb Hunt, Principal, Information Edge*



Back in 2007, I was a candidate for Director on the SLA Board of Directors. Agnes Mattis, an SLA colleague, suggested that at the conference, I talk to as many people as possible, shake their hand, and say "Hi, I'm Deb Hunt, and I'm a candidate for SLA Director. I'd appreciate your vote." Even though I had given a speech

at the conference and networked here at home, the annual conference gave me a chance to meet members I might not have met otherwise. And back then, I didn't have a Facebook or LinkedIn account.

When I saw Agnes at this year's conference, I told her I planned to use the same successful technique of meeting as many members as possible. (Of course this time, I said: "Hi, I'm Deb Hunt, and I'm a candidate for SLA President-Elect. I'd appreciate your vote.") "I also gave my candidate speech at the Leadership Development Institute (LDI). I even ordered new business cards with a line added that reads: "Candidate, SLA President-Elect" under my name. I handed out about 250 of those cards at the conference.

My plan was to attend as many events and sessions as I could and meet as many colleagues as possible. This sounds easier than it was. I was up every morning around 6:30 and in bed each night about midnight. I was invited to breakfast, the Fellows and First-Timers gathering, and to many evening events and openhouses. Monday night was the most challenging. There were 10 events for me to attend in the space of 6 hours. Not all were in the conference center or the conference hotel, but I managed to get to all but 1 of them. (I got there too late after getting lost walking to another event offsite.)

Much has changed since 2007, such as the state of the economy and our association's financial status. Like other professional associations, SLA is seeing a downturn in member numbers. I liked the fact that many members I met asked me about the future of SLA and how I saw it moving ahead in a sustainable way. That led to many interesting conversations. I learned more about what is important to our members. That was worth the tired feet and sore throat at the end of each conference day.

I've thought long and hard about how to express where we need to go as a profession and the phrase that best expresses this for me is career sustainability, which I have adopted as my candidacy theme. Career sustainability is about growing in our jobs now and in future jobs as we continue to deepen our expertise and experience.

I've started a LinkedIn group called Career Sustainability (<http://linkd.in/jzCGoZ>) and I invite you to join the discussion and share your questions and ideas there.

I did get to several sessions and they were good ones. I've always wished I could clone myself at conference so I could get to more though. I met amazing colleagues who were upbeat and optimistic about the future of our profession and SLA. I came away from the conference more informed about new technologies, cool things my colleagues are doing at work and in the association, and the wide variety of information work we do. But, most of all, I came away inspired to see that no one was grouching about the job market or challenges in our profession, but rather they were optimistic about what the future holds, even if it is uncertain. And, best of all, they are willing to work hard to remain employable by continually updating their skillset and expertise. That was the icing on the cake of a great conference!

## THE SLA TRIP TO CUBA: QUESTIONS, CONCERNS, AND AN INTERVIEW WITH FRIENDS OF CUBAN LIBRARIES

by Sara F. Dudley, MLS

In June 2011, SLA President Cindy Romaine announced that SLA would be partnering with the travel company Professionals Abroad to bring librarians to Cuba for a five-day trip in October 2011. The announcement caused some surprise in the library community, because of well-known free speech issues in Cuba, including attacks on librarians and special libraries.

I personally became aware of the situation in 2006, when it made the news that four librarians had been sentenced to 20 years hard labor for carrying banned books in their libraries, including a copy of the UN Declaration on Human Rights. As a law librarian specifically, I found the lack of access to legal documents especially troubling. In light of the SLA trip, in order to educate myself and other concerned librarians, I contacted Bob Kent, Director of the nonprofit, Friends of Cuban Libraries – [www.friendsofcubanlibraries.org](http://www.friendsofcubanlibraries.org). Mr. Kent has advocated on behalf of Cuba's librarians for two decades and was kind enough to answer my questions about the situation there, the SLA trip, and other issues from a librarian's perspective.

*Tell me about your background. What led you to become interested in the situation in Cuba's libraries?*

As a member of Amnesty International since 1983, I have experience defending human rights in nations all over the world. My interest in Cuba was inherited from my grandfather, who enlisted in New York City's 69th Regiment during the Spanish American War. In 1992 I visited Cuba for the first time on a tour sponsored by New York's Center for Cuban Studies. Before going to the island, I studied up on the situation there and later had the privilege of meeting several human rights activists.

I became interested in Cuba and returned to the island about 10 times, often bringing letters, books, medicine and small amounts of money for the families of prisoners of conscience and civil society activists.

In 1999 I met several members of Cuba's recently founded independent library movement. Since I am a librarian myself, employed by the New York Public Library, I was fascinated by their innovative challenge to censorship.

I was arrested during my 1999 visit to Cuba and deported. I hope to return someday. Cubans are wonderful people, and their beautiful homeland is "addictive" to many visitors, myself included.

*You were arrested in Cuba? Can you tell us more about that? How long were you held and how did you obtain release?*

I was arrested in February 1999 primarily for contacting and bringing aid to civil society activists who supported Cuban prisoners of conscience such as Martha Beatriz Roque and Vladimiro Roca, dissident leaders who want democratic freedoms in their homeland. There was a "knock on the door" of my room in a guesthouse. Three men in olive green came into the apartment, and they took me to an office for questioning and a search of my belongings, as well as a frisking. The main interrogator demanded that I tell him everything about the people I had met in Cuba, and what they had told me in our conversations. The secret police were irritated by my meetings with independent librarians, but this subject was not a major concern to the interrogators, since at that time the independent library movement had just begun and was little known outside of Cuba. After being held overnight in a locked van at the Havana airport, they put me on a plane for Mexico City and informed me that I was being deported for "counterrevolutionary activities."

**Cuba continues on the next page**

## Cuba continues...

It was only after my release, when the Friends of Cuban Libraries began to win international recognition and support for the independent librarians, that the Cuban government started to regard the librarians as a "threat" and intensified its persecution of them, denouncing them as traitors, criminals, foreign agents and "information terrorists."

I read that Cuba has two library systems, the "official" government libraries and a network of independent, special libraries. It seems like the independent librarians are the group that is subject to governmental harassment.

*What can you tell us about Cuba's dual library systems and what it is like to be an information professional there?*

Cuba's official library system is modeled on its counterpart in the old Soviet Union. In free societies, librarians are expected to make information available, while in library systems using the Soviet model, librarians are instructed to deny information on sensitive topics to the general public, reserving access to people considered "trustworthy," such as official journalists and researchers considered "reliable."

After the Castro government seized power, it began to "weed" from library collections materials which it did not want people to see. Many of these materials were burned, buried or pulped.

In reaction to this, hundreds of volunteers began forming libraries in their homes. These independent, or "indie" librarians, as a matter of principle, seek to provide unlimited public access to their small library collections, offering diverse points of view and varied collections. Hundreds of these libraries now exist.

Indie librarians have been subjected to threats, harassment, mob attacks, physical assaults, infiltration by the secret police, confiscations, police raids, prison sentences and the court-ordered BURNING of thousands of library books. In 2003 a major crackdown occurred, and about a dozen librarians were sentenced to 20-year prison terms following one-day trials. All of them were named as prisoners of conscience by Amnesty International.

Sadly, the ALA International Relations Committee, with a mandate to defend intellectual freedom around the world, is controlled by a faction which flatly denies the existence of censorship, book burning and library repression in Cuba, implicitly defending the Cuban government's claim that the independent librarians are actually "information terrorists." The ALA has ignored appeals on this subject by celebrities such as "Fahrenheit 451" author Ray Bradbury, Nat Hentoff, Madeleine Albright, Andrei Codrescu and Anthony Lewis.

Thanks to international pressure (except from the ALA), all of the jailed Cuban librarians have now been released, but the repression continues.

*Tell us about Friends of Cuban Libraries. What motivated you to form the organization and what is its background and goals?*

After being deported from Cuba in 1999, I contacted Jorge Sanguinety, an exiled Cuban economist, when a newspaper reported that he had mailed books to one of the independent libraries. We formed the Friends of Cuban Libraries as an ad hoc support group for the island's free library movement. Our goal is to publicize Cuba's independent librarians and to supply them with books. We work mainly through tourists, providing advice on how to take books to the island. We also have a stock of books and supply them to travelers.

*What possible issues, if any, can you see with an SLA trip to Cuba? What advice or information would you want the SLA delegation to consider, if planning a trip to Cuba?*

The Friends of Cuban Libraries are concerned exclusively with freedom of information, and we do not take a stand on travel issues. But the planned SLA trip to Cuba could offer an opportunity to learn more about Cuba and to bring moral and material support to all Cuban libraries, including the persecuted independent library movement. However, the government wants to discourage people from visiting the indie librarians and hearing an alternative version of Cuban reality, and from bringing them book donations.

**Cuba continues on p. 11**

## Cuba continues...

Unfortunately, many people go to Cuba without doing much homework, and the reality experienced by the Cuban people is not always apparent. To some visitors, the situation on the island appears pleasant: the sun is shining, the music is wonderful, the beaches and architecture are lovely, and Cubans welcome foreigners with an open heart. But the reality of Cuba, beyond the tourist sites and the rehearsed patter of "official" librarians and other greeters provided by the government, is very grim.

*The current agenda for the SLA trip includes only visits to Cuba's parliamentary libraries, which are of course, official libraries. How would SLA go about contacting and visiting independent librarians there? Based on your experience, do you think the Cuban government would allow the SLA trip to go forward, if having contact with independent special librarians was made a part of the agenda?*

Any members of the SLA delegation who would like to visit independent libraries are encouraged to contact the Friends of Cuban Libraries in advance of their trip, and we can provide updated and accurate information on the locations of independent librarians, and how to contact them.

The Cuban government just might cancel the visit by the SLA delegation if they know in advance that visits to the independent librarians are on the agenda, but there is nothing to prevent individual SLA members from visiting the indie libraries on their own initiative once they arrive in Cuba. Cuba's official librarians may try to discourage SLA members from visiting the indie librarians, and in the past some of them have even given erroneous addresses and telephone numbers to foreign visitors asking for directions.

Actually, it is not a crime to visit the independent libraries in Cuba, and there is nothing on the Cuban law books stating it is a crime for Cubans to read banned books. And it is not considered a crime for foreigners to visit any Cuban library, "official" or independent, and many visitors, including librarians, make a point of visiting the independent libraries to obtain information on Cuban reality. The Cuban government is embarrassed by international publicity regarding the persecution of the indie librarians. As a result, very few foreigners who visit the indie librarians and bring them donations are bothered by the police.

Foreign visitors are sure to receive a warm welcome from the independent librarians, who can tell visitors of their efforts to defend intellectual freedom under difficult circumstances. In summation, the risk to foreigners visiting the indie librarians is very low.

*What do Cuban indie librarians need and how could the library community here assist them?*

All kinds of materials are needed by Cuban libraries, "official" and unofficial. The collections of the independent libraries are similar to public libraries in the U.S., and the indie librarians welcome donations of books and periodicals on all subjects. Spanish language materials are preferred, of course, but donations in any language are appreciated. Also needed are other items in short supply, such as pens, pencils, used computers and writing paper. USB drives are very welcome, too. Even though it is a crime for most Cubans to access the World Wide Web, the ownership of computers has been decriminalized, so gifts of USB drives offer a way to copy and exchange large amounts of information censored by Cuba's print media.

*On a related note, is there anything we can do to affect change in Cuba?*

As to the question of change in Cuba, this is matter which primarily belongs to the Cuban people. But visitors to the island can offer Cubans their own perspective and news of the worldwide movement to defend human rights, including the Universal Declaration of Human Rights' glorious guarantee of everyone's right to "seek, receive and impart information and ideas through any media and regardless of frontiers."

After talking with Bob, I gained a deeper perspective on the situation in Cuba, which is somewhere in between the paradise of socialism that the Cuban government wishes to project, and the scary headlines listing atrocities against librarians. The reality seems to be that the situation there is every bit as terrible as we have heard, but that Cuba also has a very active opposition movement, embodied by brave independent librarians, who need and deserve our support.

**Cuba continues on the next page**

## MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

Judy Bolstad, editor

### Promotions and New Job Titles

Chris Orr has accepted the lead career information services manager position at UC's Office of the General Counsel (OGC) in Oakland. Her new title is Chief Manager, Information Services. She has been with OGC for almost 3 years as the Information Services Project Manager on a contract basis. In her new capacity, she is responsible for establishing the strategic direction and operational oversight of OGC information and knowledge management programs, and managing the staff assigned to Records and the Law Library.

It is intriguing to her that she has come full circle with "digital assets" from the more arcane world of images to the more common world of documents. She started her information management career as a news librarian in 1992 and continued on to manage digital collections of photos, graphics, audio and video for a variety of employers in publishing and design. Now she finds herself with attorneys whose work product is documents and more documents! The challenges of knowledge sharing remain, though, and she looks forward to enhancing the collaborative environment at OGC. Congratulations Chris!

Cynthia Eastman's title has changed to Technical Information Manager from the previous, Corporate Librarian. This entails expanded duties and activities such as responsibility for a knowledge management tool to be called TechZone, including creating the infrastructure and developing content. Cynthia will also be supporting the Director of Quality with administration of corporate quality management activities. She is at Kennedy/Jenks Consultants, an environmental engineering firm specializing in water and wastewater treatment, and environmental remediation.

### Award Winner!



Congratulations to Michael Sholinbeck, the 2011 ERMD Outstanding Member! At the 2011 SLA Annual Conference Environment and Resource Management Division's network and business meeting, Michael was presented with the ERMD's Outstanding Member award for 2011. Currently, the archivist for the division, Michael was Chair of the division in 2009 and Director from 2005-2007. During his tenure as Chair, in addition to doing 2009 conference planning, Michael organized brainstorming discussions that resulted in the move of the division's web site to a more interactive wiki, created an ERMD LinkedIn group, and collaborated in the creation of a new 3-year division strategic plan. As Past-Chair, he facilitated the creation of a Del.icio.us online guide to the BP/Horizon oil spill disaster in coordination with Louisiana State University. Michael is the Assistant Head and Outreach/Instruction Librarian at the Sheldon Margen Public Health Library at UC Berkeley.

*Dear readers: Please feel free to send me your news at any time. Photos (with captions) are also welcome. I look forward to hearing from you!*

*Judy Bolstad, Editor, Mosaic column, [jbolstad@library.berkeley.edu](mailto:jbolstad@library.berkeley.edu).*

## BLAST FROM THE PAST: SAN FRANCISCO BAY REGION CHAPTER BULLETIN, SEPTEMBER-OCTOBER, 1971

*Found and submitted by Marie Tilson, Bayline Archives Chair*

*Marie once again shares with us a piece of our Chapter's history!*

### **Heretical Thoughts during the Dog Days of July, by T.B. Yerke**

Our profession has lost a lot of prestige in recent years due to research by dreadful people in information science, allied with traitors in the behavioral sciences. They have shown that scientists and technicians, at least, prefer not to use libraries if there is any easier way to get their information. And there are a lot of easier ways apparently. It is entirely possible that the only people who need libraries are librarians, who know of no other way to find information.

These intimations were brought home to me in a paralyzing transaction of recent date. I received a call from a timber manager on the Klamath National Forest. He wanted information on a subject which, to save much explanation, I shall call X. A quick check of literature indexes revealed a modest literature on X. Then I talked with one of our plant geneticists. "Oh yes," he said, "but all that is nicely summed up in a recent paper published at our Portland (Ore.) station." This, of course, was not in the indexes because it wasn't more than two years old.

I asked him if he had the paper handy. He did not, because it was routing "somewhere". Well, I suggested, if he could furnish me with the author and title I could get the library's copy. But of course our geneticist had not the slightest idea of these trivia. He did offer the important clue that the paper had a red cover.

Back in the library, I quickly checked over all the recent publications of our Portland station. None of these research notes and papers even remotely dealt with subject X. Perhaps, I mused, this is so recent that the library has not received its copy. After all, libraries get desiderata late, after all the people who are concerned with them have received copies from authors and colleagues. So I called Portland and spoke with an editor.

"Yes," he replied, "that certainly does sound like something we've put out recently." He said he would check around with a few of the boys and identify the paper for me. (Later they phoned back citations of three papers which they thought sounded like what I was after. But none actually dealt with subject X when I read them in our library.) Meanwhile, the clerk in our genetics department called back to say she had determined that the paper had been routed to the Forest Genetics Institute in Placerville. I called our charge d'affaires up there. Hardly had I got the words out of my mouth when he exclaimed "Yes, yes! It's very useful and I've ordered twenty copies of it." But neither he nor his clerk remembered the author or title, or the bibliographic series identification. It was out of their mind as soon as they mailed off the order. And the paper was enroute back to Berkeley.

For several days I held up answering the question of our timber manager on the Klamath National Forest, but each morning the genetics clerk said the paper had not been returned from Placerville. They were looking for a red-covered paper on subject X. At length I dispatched what information I had to the forest.

They never did find the red-covered paper on X from Portland, but everybody who was concerned with its subject had gleaned from it what they wanted, since they are concerned with information and not bibliography. What was necessary for the library to resolve its problem was not at all necessary to transfer this information to the people who could use it. (Except to the man on the Klamath, because the librarian couldn't find it.)

**Blast from the Past** continues on the next page

## Cuba continues...

A visit to Cuba by SLA raises a host of ethical and moral dilemmas. In order for this trip to succeed the issue of Cuban censorship and mistreatment of librarians should be fully addressed beforehand, and the trip must include visits to indie libraries. The Friends of Cuban Libraries is an excellent resource for SLA leadership and they should be actively encouraged to avail themselves of it as they prepare for this trip.

The Bay Area SLA Chapter has so far been the leader in raising intelligent and thoughtful questions regarding this SLA trip. I hope that the dialogue we started not just continues, but intensifies, over the coming months. At the end, everyone – SLA leadership, delegation members, and SLA members – will emerge smarter and better-informed.

I welcome your feedback on this issue. Please feel free to contact me at [sarafdudley@gmail.com](mailto:sarafdudley@gmail.com) or post your thoughts and suggestions to the Chapter's email list.

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\*Thomson Reuters Journal Citation Reports; 1790 Analytics, LLC

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## Blast from the Past continues...

Eventually it turned out that the paper was not red but was green\*. It was not published by our Portland station but by another unit of the Forest Service in Oregon. And as it is not in a bibliographic series and not regularly distributed outside of the Forest Service, it will find its way into very few libraries. And finally, it did not deal with subject X. But if you worked in the area of subject X, it did provide new information of an ancillary sort. It would never, however, be indexed in any regular service under subject X.

\*Professionals, of course, never call for a book or volume by its name or title, but ask for "the big red book on X". However, I suspect that we often remember a book by its complementary color, which explains some pitfalls of the color-code system of book retrieval.

## ANNOUNCEMENT: THE 2011 SLA-SFBR CALL FOR NOMINEES FOR CHAPTER AWARDS

The Awards Committee would like to hear from you if there are any Chapter members whom you would like us to consider for receipt of chapter awards. Please use the nomination form on page X to submit a nominee; name-only nominations cannot be considered. More information about the awards is on the Chapter web site at: <http://units.sla.org/chapter/csfo/about/award-info.html>. Self-nominations will be accepted. We will consider nominations to all awards, but are especially focused on three: The Professional Achievement Award, the Horizon Award and the Student Award. Here are descriptions of these awards, and thank you for thinking about them:

THE PROFESSIONAL ACHIEVEMENT AWARD honors Chapter members who achieve distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions. Nominees may excel in one or more areas, such as:

- . Outstanding leadership in the Chapter, at meetings, and in committee work.
- . Special and notable service to the Chapter, such as participation in special projects.
- . Participation in seminars, teaching courses, and public speaking activities.
- . Publication and editorial contributions to professional literature.

THE HORIZON AWARD recognizes a Chapter member of five years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and chapter activities. Particular attention should be given to involvement and contributions to the San Francisco Bay Region Chapter.

THE STUDENT AWARD recognizes a student Chapter member for notable activities and contributions to the Chapter and the profession. The award represents an evaluation of an individual's career potential and emphasizes local activity and leadership of an exemplary nature. Must be an SLA-SF student chapter member and a student in an information professional program who achieves distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions.

**Awards** continues on the next page

## 2011 SLA-SFBR Chapter Nomination Form

This is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.

Chapter Nomination Form (All fields are required information)

- NOMINEE'S NAME
- NOMINEE'S BIOGRAPHICAL DATA (education, past and current professional data)
- CHAPTER CONTRIBUTIONS (as many as apply from the following criteria):
  1. Outstanding leadership in the Chapter, at meetings and in committee work.
  2. Special and notable service to the Chapter, such as participation in special projects.
  3. Participation in seminars, teaching courses and public speaking activities.
  4. Publication and editorial contributions to professional literature.
  5. Innovations at the worksite.
  6. Mentoring activities that encourage others in the profession.
  7. Extracurricular activities that provide the profession and/or the Chapter with commendable publicity and acclaim.
  8. Other achievements indicating noteworthy dedication to the profession of special librarianship/information science.

and, if applicable

- DIVISION / ASSOCIATION LEVEL CONTRIBUTIONS (not a required field)

Nominations may be submitted by any Chapter member and self-nominations will be accepted. To be eligible, a nominee must be a current Chapter member, active or retired, in good standing. Current Executive Board members are ineligible for nomination. Nominations do not carry over from one year to the next.

Please submit nominations to:

Rochelle Richardson, SLA-SF Bay Region Chapter

Past-President & Chair, Awards Committee

[richardson.rochelle@gmail.com](mailto:richardson.rochelle@gmail.com)

The San Francisco Bay Region Chapter of SLA presents

## Socializing Yourself and Your Organization with Scott Brown, Social Information Group

**Where:** Elephant & Castle Pub & Restaurant  
424 Clay Street, San Francisco, CA, 94111  
(415) 268-3900  
[http://www.elephantcastle.com/san\\_francisco](http://www.elephantcastle.com/san_francisco)

**When:** Thursday, August 18, 5:30 – 8:00 PM

**Agenda:** 5:30 – 6:30 Registration, networking and appetizers  
6:30 – 6:45 Announcements  
6:45 – 8:00 Program with Q&A following

**Menu:** A variety of hot and cold hors d'oeuvres will be served, as will non-alcoholic beverages. Beer and wine will be available for purchase from a no-host bar

**Cost:** \$25 for SLA members, \$30 for non-members and guests, \$20 for students, retired, and unemployed.

**DEADLINE: Online registrations and mailed checks must be received by Friday, August 12.**

Register online using Paypal.

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 -----

Cathy Hardy  
Hanson Bridgett LLP  
425 Market Street, 26th floor  
San Francisco, CA 94105  
[CHardy@hansonbridgett.com](mailto:CHardy@hansonbridgett.com)

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
SLA Member: \_\_\_\_\_ Non-member: \_\_\_\_\_  
Employer/Affiliation (what you want on your badge in addition to your name): \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ (\$25 for SLA members, \$30 for non-members and guests, and \$20 for students, retired, and unemployed)

Please make checks payable to: SF Bay Region Chapter, SLA

### Event Refund Policy:

We have recently had questions concerning our refund policy for chapter events. We understand that things come up and you need to change your plans. 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:

- Post a notice on our discussion board inviting a member to take your place
- Think of it a tax-free donation to our organization

## EVENTS/DINNER PROGRAM SPONSORSHIP RATES

Calendar events are on the SLA-SF web site:

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

### \$150 Sponsorship includes:

- Free attendance/registration for your representative
- Recognition from podium
- Sponsor name displayed on sign at the event
- Recognition in the SLA Bayline newsletter

### \$300 sponsorship:

- Includes all of the above, plus:
- Sponsor listed in the meeting announcement
- Sponsor may distribute literature at the registration table

### \$500 sponsorship:

- Includes all of the above, plus:
- Opportunity for a 2-4 minute presentation upon approval from chapter president

## BAYLINE WELCOMES ADVERTISERS AND SPONSORS!

## ADVERTISING RATES

	1 issue	5 issues (10% off)
<b>BusCard</b>	<b>\$ 40</b>	<b>\$ 180</b>
<b>1/4 Page</b>	<b>\$ 85</b>	<b>\$ 383</b>
<b>1/2 Page</b>	<b>\$135</b>	<b>\$ 608</b>
<b>Full Page</b>	<b>\$250</b>	<b>\$1125</b>

•7x9 with footer & margin; 8 1/2x11 without

## 2011 SPONSORSHIP & ADVERTISING STIMULUS BUNDLES

Want to get your name out to our members and other information professionals? Sponsor programs in 2011 and get a great deal!

**Platinum Level:** Sponsor 4 events and receive a 20% discount plus 4 complimentary ads\* in Bayline

**Gold Level:** Sponsor 3 events and receive a 15% discount plus 3 complimentary ads\*

**Silver Level:** Sponsor 2 events and receive a 10% discount plus 2 complimentary ads\*

\*At the \$500 level, receive a free 1/2-page size ad; at the \$300 level, receive a free 1/4-page size ad; and at the \$150 level, receive a free business card-size ad.

For more information, contact Sandy Malloy at [sandy.malloy@businesswire.com](mailto:sandy.malloy@businesswire.com).

## 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://units.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: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Fax: \_\_\_\_\_