

THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

January/February 2002
Volume 72 Number 3

President's message from Maggie O'Brien

.....

Happy New Year! Welcome to 2002!

I hope you all had a wonderful holiday season and are looking forward to an inspiring New Year!

Have you made any resolutions? Broken them yet?? After making and breaking resolutions then feeling terrible about it, I resolved several years ago to try a new approach. Instead of making resolutions, I list what I am aiming for in the New Year and then reflect on what I accomplished the previous year. One of my best friends and I have a special dinner in January to review our "Aims and Accomplishments" lists from the previous year and talk about our plans for the New Year. So often, what I thought was compelling at the beginning of the year changes significantly by the end of the year. One may say Resolutions vs. Aims and Accomplishments, it's just semantics, but to me, positive steps, no matter how small, are worthy of recognition and celebration.

Also worthy of recognition are all of the dedicated and talented individuals in our Chapter who generously donate their time so that our Chapter runs smoothly and we have ample opportunities to network and learn. In addition to the Board and Advisory Council (see page 2) and our many members who serve with them, there are a few people who make contributions but are not part of a committee. One such unsung hero is **Mark Mackler**, who, for many years, has been monitoring our Chapter's post office box and ensuring that we respond to inquiries quickly and professionally. This unofficial, yet crucial responsibility is just one of the myriad ways that Mark has contributed to our Chapter over the years. Thanks Mark for your unfailing support!

I also want to give special thanks **Debbie Sommer, Helen Suomela Tyrell** and **Steve Cooney** who have extended their commitment through June, to keep our Jobline up and

Continued on page 5

inside...

- Learn usability for the Web, page 7.
- Catch up on the latest Chapter **gossip**, page 11.
- Meet our **new members** on page 13.
- Read about the latest Chapter **meetings**, page 17.
- Peruse the **minutes** of the latest Chapter Executive Board meeteng, page 19.

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SFSLA Bayline

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The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

January • February 2002 Volume 72 Number 3

President's Message	1
From the Editor's Desktop	3
NetTalk	7
Kaleidoscope	11
New Members	13
Events Update	17
Executive Board Minutes.....	19
Calendar	22
Index to Advertisers	23

From the editor's desktop...



A happy and safe New Year to everyone. I have heard it said that librarianship is a career fairly unaffected by recessions, but I know a lot of us who work in the private sector are starting to feel the pinch. Here's hoping for better economic times ahead.

I thought I might do something a little sneaky: continue the NetTalk column vacated by **Kate Manuel** and press into duty **Vivian Kobayashi** and **Rita Evans'** terrific article on the November 15, 2001 SLA Dinner Meeting. Detailing the content of featured speaker Drue Miller's presentation, it is a very solid article on designing Web pages for usability.

Marlene Vogelsang and **Cynthia Bennington** weigh in as

Continued on page 18

Copy Deadlines for 2002

March/April	February 1
May/June	April 5
Sept/Oct	August 3

Email copy to scooney@sfcbronicle.com.
Telephone: (415) 701-0781. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

Jobline Information

The Jobline is online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>.
Contact Stephen Cooney at (415) 701-0781; e-mail scooney@sfcbronicle.com

running. Big kudos to Steve, who is pulling a "double shift" and doing an excellent job as our Bayline editor! Thanks to you all!

Members in the News

Our Chapter members are also in the news. The November 15 edition of *Library Journal*, ran an article, "Planning for Continuity", written by former SLA president, Susan DiMattia. The article focused on emergency preparedness plans in special libraries, especially in light of the events of September 11. The article features many SLA colleagues and includes interviews with local members **Marlene Vogelsang**, **Cindy Hill**, and **Eugenie Prime**.

Mark your Calendars

The Program Committee, the Hospitality Committee, Fundraising and Professional Development have been working hard to organize events for us this year. Upcoming activities include: An evening meeting with Linda Absher, the Lipstick Librarian on January 31, and our Spring Professional Development program with Pat Wagner on February 13. Our March 19 dinner meeting will feature a software engineer from Google. Please check the Bayline calendar for more events and the Chapter Website for further details. SLA's Annual Conference is in Los Angeles this year from June 8-13. The SF Bay Region is in charge of the California Chapter Reception. **Karin Zilla** is already hard at work coordinating this event.

More Thanks

- To **Wess-John Murdough** for his work on the successful SIMS Student Reception held at the UC Berkeley.
- To **Marlene Vogelsang** and **Terry Richard** for the November tour of the UC Berkeley Environmental Library and the exhibit 10 Shades of Green.
- To **Nick Robinson** and **Linda Yamamoto**, who keep us informed via the Website and Chapter email reflector..
- To **Bruce Thomas**, who is hard at work on

our new Chapter Membership Directory.

We Need You

Are you interested in having fun, making a contribution and learning valuable skills? Soon, President-Elect **Tamara Horacek** will send out her formal request for volunteers. There are lots of opportunities—requiring varying amounts of time. Do you have 1 hour a month? Two days a month? Could you help fundraising make 5 phone calls? Write an article for the Bayline? We can find opportunities for anyone interested for any amount of time.

Winter Meeting 2002

Later this month, Tamara and I will be winging our way to Chicago to attend the SLA Winter Meeting 2002 where we will observe the Association Board in action and participate in the Leadership Development Institute. We will send you an update via the discussion list while in the windy city. If you have any questions or issues that you want Tamara or me to bring up at this meeting, please let us know.

So, what would you like to aim for this year? Take a Spanish class? Join a book club? Learn how to skin dive? Have lunch with a colleague you have lost touch with? Smile more? Take better care of your health? Spend more time with your kids? Volunteer? Whatever you do, I wish you a very happy, healthy and fulfilling New Year and I hope to see you at a Chapter event soon!

Maggie O'Brien
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NetTalk



SLA Dinner Meeting with Drue Miller: Designing Usability for the Web

by Vivian Kobayashi and Rita Evans

Long on BART we traveled (or long the traffic we tarried in), journeying to far suburbia for our November dinner meeting - we were off to Uncle Yu's in Lafayette to hear all about usability for the web!

Drue Miller, information architect and web designer, presented many elements to consider when we think about "Usability for the Web" at the SF Chapter's November meeting. Showing tenacity and grit as she wrestled with a stubborn tabletop projector (the projector won), she shared her experiences in pushing clients to look at usability as an essential part of the design process, not simply an adjunct to be tested at the end.

Drue's talk comprised several parts. First, she responded to members who had submitted questions in advance. Next, she outlined usability methodologies and the advantages and disadvantages of each. She concluded with a discussion of usability testing.

Questions from Chapter Members

The first question submitted asked about lessons learned about who the web audience is. Drue pointed out that we have access to a lot of quick, cheap data - web logs, those dreaded uninformative 404 messages, and referring URLs. Underneath the dry data is user information such as the kind of terms being used in queries, platforms and browsers being used and navigation information about where the visitor was before visiting your site. Feedback should always be reviewed, as should call center logs (for those unfortunate visitors who couldn't use the email feedback function and who then cared enough to call - someone that motivated should be heard!)

Next she addressed prioritization of goals: what do you do when your audience seems to be split into

different types of users? First, consider users' needs in light of organizational measures of success or goals: is the web site there to convey information and relieve pressure on a call center, or is it there to get people to buy things? Is it important that today's casual visitor may be tomorrow's buyer? Always assume that there is more than one kind of user, some of whom are entry-level. Provide appropriate types of help for different users, such as navigation aids including breadcrumbs and site maps.

We all know lots of reasons not to use Flash, but are there any pros to using them? Drue noted that while Flash can be beautiful and engaging as an intro it's more likely to be a barrier and an obstacle for users. If you use it, a "Skip Intro" button is essential, particularly for repeat visitors to a site. Plug-in technology can crash browsers - avoid it.

Are there special considerations for usability to build into portal design? The issue of information overload is critical, Drue said, since there is such a large volume of organizational information in many cases. You can try to apply the "no more than seven to nine items in a list" rule, but within organizations, that rule often doesn't apply. One approach is to ask how important it is to show levels of structure - does showing a second level help the user or overwhelm them? Is your home page a glorified site map? Have you considered multiple paths, such as site tours aimed at users with different levels of experience? If the organization experiences a lot of change, make sure the portal and home page structure allow for frequent updates and flexibility to deal with different scenarios.

What if you work in a geographically dispersed location where it's hard to get people together for a phone conference? Drue addressed usability testing, saying to test locally, deploy globally. When choosing testers, have people that represent different

Continued on next page

levels of the organization, including, if possible, one of the “Cs” - CIO, CEO, COO, CKO. Get some newbies and some old hands. Be sure you’re talking to representative users, not portal project managers and participants.

Asked to comment on Jakob Nielsen’s statement on using five users for testing, Drue said you can learn a great deal from a fairly small number of testers, and she prefers 6-12 individuals. How much to test is a matter of time and money, as it takes about two hours to set up and break down the testing environment and the testing itself usually takes 50-55 minutes.

A final question asked for Drue’s response to Nielsen’s latest book, where he lists 113 guidelines for homepage usability. She laughed, and said that while she hadn’t yet read them, she was pretty sure that she, too, could come up with 113 if she thought about it. Maybe, she suggested, Nielsen’s \$10,000 fees for simple site analyses is causing a bit of “Rock Star” syndrome.

As alternative, Drue offered the following short list of usability guidelines:

- Let users’ goals drive your design goals. You may not be able to meet all goals but have a clear understanding of goals before trying to design a site.
- Your customer probably isn’t the user, so don’t confuse the two.
- Develop “branding” before designing the site. It’s critical to have a fairly set “brand” for managing the editorial “voice” and language on the site.
- Make navigation clear and consistent. Assume users will get lost so the site design should help them understand where they are when at your site. What will help users? Customized 404 message pages, navigation back to the home page, site maps, explanatory error messages, re-displays of forms rather than forcing a user to hit the back button and re-enter information help to make your site easier to use.
- Give users a way to contact you. Don’t hide the email address, and make sure it goes to the right place.

- Develop a standard version x.x browser and hold to it but test on different platforms. Type size on Linux and Solaris platforms may be unreadable so be sure to test on Mac and Unix.
- Don’t try to be cool because cool doesn’t last.
- Test, test and test again.

Users come to a site with a lot of different goals, and you need to take some time to consider what they might be. Are they just looking around? Maybe they’re comparing it to similar sites. Perhaps they’re ready to buy. Is it easy to set up a profile? Is it even easier to call up an old one if you’ve been there before? What if they’re looking for something they found on a previous visit - will they find it again? And what about the poor souls who have stumbled into your site by mistake?

Testing for Usability - Methodologies

Usability testing involves discovery, where you learn about your audience, and evaluation, where you look at whether your design is working. Consider the following methodologies and think about your particular situation and environment. A combination of elements from the different types may work best for you. Some methodologies:

- Ethnographic observation
- Contextual inquiry (i.e., interviews)
- Surveys and questionnaires
- Focus groups
- Participatory design sessions
- Task analysis
- User-client communication and log analysis
- Heuristic evaluation
- Walkthrough
- User testing

Ethnographic observation - Watching what people actually do in their work. Often videotaped to capture details.

Advantages: Great way to uncover the way people actually work, what they use to find information, etc.

Disadvantage: You may misinterpret what you see, and if videotaped, the camera may cause people to act differently.

Contextual inquiries (interviews) - Face-to-face interview, often in the user's workplace.

Advantages: You can ask about anything that's ambiguous, or get additional detail about user comments.

Disadvantages: You're very dependent on the users being honest and candid. This is a very time intensive, and hence expensive, way to gather information.

Surveys and questionnaires - List of questions that users answer on their own.

Advantages: Test givers do not have to be present. This is an easy way and inexpensive way to gather a lot of data, and with large sample sizes, it may be easier to detect patterns.

Disadvantages: Results are from a self-selecting audience; "professional" survey takers may not be representative of typical users. Results do indicate the users' intentions, and you can't ask follow-up questions to resolve this.

Focus groups - Group is asked for opinions about products, services or ideas.

Advantages: Good for concept validation. It's fun, with the positive aspect of group interaction.

Disadvantages: Opinionated, domineering members influence the group to the detriment of the shy participants. A skilled moderator can help keep users on track and "manage" contributions from everyone.

Participatory design process - Users are part of the design team and participate in design exercises.

Advantages: Provides for tremendous user input. An example was given of a church design where the architectural design team involved members of the congregation in many ways. When the design came up for a vote, there was an 87% approval of the design, partly due to a strong sense of ownership.

Disadvantages: It can be difficult to reconcile the many viewpoints that are brought to the table.

Task Analysis - Breaking down task into discrete

steps. This involves direct observation and interviews.

Advantages: Good for streamlining processes and identifying those suited for migration to the Web.

Disadvantages: Observation and interviews make this expensive and time-consuming.

User-client communication and log analysis - Analyzing communications between users and site administrators.

Advantages: You get direct feedback from users in their own words. Logs provide ways to identify and fix bugs.

Disadvantages: You get a lot more negative feedback than positive.

Heuristic Analysis - Experts evaluate the site.

Advantages: Quickly identify obvious things that may create problems.

Disadvantages: Experts are not the as the site's users.

Walk-throughs - Evaluation based on someone actually going through the site.

Advantages: Multiple evaluations can quickly identify problem areas.

Disadvantages: It can be difficult to find qualified testers, and an expert is never the same as a user.

User testing - Putting users in front of a design and watching them use it.

Advantages: This is what happens in the real world!

Disadvantages: Very time-consuming.

Design realistic tasks for testers to perform and test with a prototype. Prototypes may be paper prototypes or clickthroughs. Drue strongly cautioned against taking the prototype to production. She advises that once testing is done and modifications are made, that the site be built and coded from scratch. Consider outsourcing the testing function. User testing can be time consuming and expensive but well worth the effort particularly for major redesigns and new sites.

Planning, scripting and reporting are the three

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major elements in user testing. Planning involves tasks and logistics as well as providing executive summaries for sources that are funding the testing. Before testing, be sure to have a script so all testers will have the same set of questions and/or tasks and ensure the moderator reads the script so as not to introduce any bias. The script should contain an introduction and questions that aren't perceived as testing a user's intelligence. Final reports should pay attention to those areas where most of the people had similar experiences. It should repeat the goals and account for any unusual findings.

Testing facilities need to be quiet and allow for observation of the user. Test sessions are often videotaped so evaluators can go back and examine exactly what the users were doing. A moderator should focus on the users while someone else takes

notes. The Bay Area has a number of facilities that can be rented if you don't have an appropriate place where you work.

In conclusion, Drue reiterated that usability is an integral part of any effective design process, and the guidelines and methodologies she shared with us can be part of the process of developing good, usable web sites.

For more details on the methodologies, and for images of a good usability testing set-up, see Drue's presentation at

www.drue.com/sla.

Thanks go to Mary Keba and Brian Quigley of the Hospitality Committee for handling reservations and making arrangements for our fine Chinese dinner.

Kaleidoscope

by Elyse Eisner

Linda Suzuki is the new branch manager of the Western Addition Branch of SFPL (near Japan Town). She's very excited about the move. Linda says, "In addition to a large Japanese American population, there is a significant Russian emigre population, and of course this is a major Black community as well. There will be a new beginning librarian starting there as well who is fluent in Japanese. I'll be spending my spare moments brushing up on my 'conversational Japanese'!" Congratulations to Linda on this new position.

Also recently promoted was **Janet Camarena** of the Foundation Center San Francisco. Janet is now Director of the Center's San Francisco office. She has been at the Center since 1995. One of Janet's recent achievements was the coordination of a program called "In the Know: Foundation Librarians Reveal their Search Secrets & Tools of the Trade." The program was given on November 16, and a total of 20 Bay Area foundation librarians participated, including chapter members **Jane Levy** (Marin Community Foundation), **Elisabeth Green** (David and Lucile Packard Foundation), **Derek Monypeny** (Charles and Helen Schwab Foundation), and Janet. The program consisted of a "cyber-tour" of online resources for grantmakers on the Foundation Center's website and a panel discussion in which foundation librarians spoke about search engines and search strategies.

Retired member **Barbara Newcombe** was elected in April to the Oakland Public Ethics

Commission and given a seat on the Sunshine Committee, which tries to focus on violations of the Oakland Sunshine Ordinance in matters of open meetings and public records requests. She also volunteers at the Oaklanders Assistance Center, run out of the Mayor's office. Barbara is also very active with the League of Women Voters. She reports, "Currently I'm working hard to help get a 'Guide to Oakland Government' into print; put on a workshop on the Ralph M. Brown Act (open meetings at the local level); help a task force examining Oakland City Boards and Commissions and their overlapping

functions. These projects are interrelated and that makes it both easier and frustrating. All this seems so far from SLA, but it isn't. My past is terribly useful in the present. Library skills are eternally reusable."

Congratulations to **Eris Weaver**, who has been admitted to the Academy of Health Information Professionals. Sponsored by MLA, the Academy acknowledges the professional achievements of its members by awarding points for such professional activities as publishing articles, presenting or attending professional development programs, and attending conferences. Most of Eris's points came from her SLA activities such as editing *The Bayline* and working on professional development programs.

And further congratulations to Eris for her September 23 wedding to her partner, Leslie, at the Isis Oasis in Geyserville where they met.

Sadder news: Fireman's Fund Insurance closed its library at the end of October for economic reasons. The company is outsourcing its research function, and manager **Lori Deibel** is remaining indefinitely to oversee the transition. Librarians **Linda Aldrich** and **Diana Spaulding**, who shared a full-time position, are now at leisure. Linda is enjoying her time off, completing some home projects and relaxing until the holidays are past.

Busy **Reva Basch** is about to get back on the speaker circuit after taking a year off, during which she swam with sea turtles, sea lions, and penguins off the Galapagos islands (and got nipped on the finger by a penguin) and took up quilting. Reva is Webmistress for the Pacific Piecemakers and just finished her first sampler of twelve traditional quilt blocks. Reva is also Executive Editor of *Information Today's* Super Searcher series, which will publish Super Searcher, Author, Scribe in January (Reva says, "Note the John le Carre reference in the title"). The forthcoming book, by Lorraine Page, contains interviews with mainstream authors and some of their research assistants. Reva is also planning to be the keynote speaker for Websearch University, to be presented by Online during the coming year.

Continued on page 14

New Members & Membership Renewal Update

by Tamara Horacek

We want to encourage all of you with expiring memberships to please renew as soon as you receive your renewal notice. This will help avoid possible postal delays and a potential lapse in your services.

If you are considering not renewing your membership because you find yourself temporarily between jobs, you are eligible to take advantage of a 50% discount off of the annual membership dues. This discount is limited to a one year period, is not renewable, and does not apply to extra chapters, divisions or caucus affiliations. Be sure to renew before your expiration date, because this discount is only available to current SLA members.

Among the many benefits of membership is full access to SLA's Career Services Online which includes access to the SLA Virtual Advisors, email notification of new job listings, and valuable resources and tools to enhance your job search.

I would like to extend a warm welcome to the following new members: **Lincoln Cushing**, at the Institute of Industrial Relations Library; **Shirley Hallblade**, at the Vanderbilt University Graduate School of Business Jackson Library; **Joe Reifer**, a Knowledge Manager at the Schwab Foundation; **Elizabeth Azinheira**, at the Dolby Laboratories Technical Library; **Ulrike Porat**, at Factiva; **Eric Montes**, a student; **Mary Parks**, at the Simpson Gumpertz & Heger Library; **Bessie Barnes**, at Business Wire; **Vickie Sanders**, at the O'Connor Hospital Medical Library; **Milya Jacobson**, a San Jose State student; and **Jennifer Eng** at the Chiron Library. I look forward to meeting all of you at an upcoming event!

Mentoring Opportunity: Milya Jacobson, a student at San Jose State, is looking for a mentor from either an academic or a corporate library. If you are interested, please contact Tamara at 415-558-0268.

For those of you targeting colleagues as potential

new SLA members, here are a few more quick reasons to join SLA:

- Full access to SLA's Online Career Services
- Access to the Jobline
- SLA's Online Information Resources Center
- On-hand experts willing to share their knowledge via discussion lists
- A variety of ongoing learning opportunities

The strength of our chapter lies in our membership. In addition to targeting new members, we also need to concentrate on addressing the needs of our current membership. If you are curious about where we are headed as a chapter, check out the San Francisco strategic plan at

<http://www.sims.berkeley.edu/sfsla/>

Your comments and suggestions are always welcome.

If you have any ideas about recruiting new members, or if you are a new member and have not yet been contacted, please call Tamara Horacek at 415-558-0268

SLA: You don't belong to it, it belongs to you.

More chapter members on the platform: **Debbie Hunt** and **Jeanene Landers Steinberg** were speakers at the Internet Librarian 2001 Conference in Pasadena. Jeanene spoke on "Scoping a Web Project" and described the redesign of the Schwab Foundation's website, including the user research that went into the planning of the new design. Check out her presentation at <http://www.infotoday.com/il2001/presentations/Steinberg.pps>. Jeanene also reports that SchwabLearning.org is featured in a new book, *Adobe Master Class: Web Site Redesigns*, by Darcy Dinucci. The chapter chronicles the user research and redesign process the foundation went through to relaunch its site. Debbie's presentation was on "Cool Web Tools". You can see a summary of her talk and links to the tools she discussed at www.exo.net/informationedge/cooltools. The most fun part of the presentation for Debbie was that the venue was the Pasadena Civic Auditorium, a restored Art Deco theatre from the same era as the Paramount in Oakland. The Auditorium has been the venue of the Emmy Awards in the past and it was neat to be on stage and look out into that grand space.

Got news? Send it to Elyse Eisner at
eeisner@taylorlib.com

Call for Nominations for the San Francisco Bay Region Chapter Professional Achievement Award.

Deadline for nominations: April 1, 2002

The success of our chapter depends on the effort of our members. I think you will agree that the San Francisco Bay Region chapter has been hugely successful in serving our members throughout the years with thoughtful programming, timely professional development workshops, interesting newsletters and engaging opportunities for networking and having fun together. All of these services are the result of the work and effort of our volunteer membership.

We all know chapter members who make outstanding contributions to the chapter through their contributions of talent, time and energy. Our Chapter Award for Professional Achievement is a way we can acknowledge and recognize these contributions.

Award criteria specify that attention should be given to local involvement and chapter contributions, including leadership in the chapter and committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovation at the worksite and mentoring activities.

Linda Vida was the 2001 award winner. Other recipients include **Cristina Campbell, Richard Geiger, Debbie Jan, Tim deWolf, Terry Dean** and **Angie Brunton**.

You can nominate a fellow member by Sending in the nominee's name, your name, signature, and date, attaching pertinent biographical data about the nominee and stating why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. Nominees should be a current or retired member. Members of the current Executive Board and the awards committee are ineligible for nomination.

Please forward your nomination in confidence to:

Marlene Vogelsang
Pacific Energy Center
851 Howard St., San Francisco, CA 94103

The SLA - SF Electronic Discussion List: Join the Discussion

By Deborah Hunt

Editor's note: yes, the observant will notice that this information did run in the last issue, but it is well worth running again- who knows who may have missed it?

Communication among San Francisco Bay Region Chapter members is easy due to SLA-SF, the Chapter's electronic discussion list. SLA-SF is provided by the Chapter and allows its members to communicate by sending a single email message announcements of Chapter-related activities and programs, and news of general interest to the Chapter community. The discussion list is also an excellent way to give and solicit support for difficult reference questions and interlibrary loan requests that are local in nature. And, true to its name, the discussion list is also a means of conducting electronic discussions about issues and topics related to the profession. The list is active, but won't fill your email inbox to overflowing.

In contrast to the SLA-SF discussion list, Chapter members do not have to subscribe to the email reflector in order to receive official Chapter announcements. The reflector is maintained by **Linda Yamamoto**, who automatically adds to the reflector the email address of any Chapter member whose entry in the SLA membership database includes an email address.

The simple directions to subscribe to SLA-SF, as well as the list guidelines, are posted at:

**[http://sims.berkeley.edu/sfla/organiza/
disc_list.html](http://sims.berkeley.edu/sfla/organiza/disc_list.html)**.

If you are not sure you are subscribed to the list or you need assistance, you can email Debbie Hunt at

dhunt@exploratorium.edu.

SLA Events Update

Viewing of the Green

by *Marlene Vogelsang*

Are you interested in “green”? Green as in sustainable and environmentally sound design? The November 29 tour of the Environmental Design Library at UC Berkeley and the Ten Shades of Green exhibit at the UC Art Museum attracted twenty chapter members and friends.

Sue Koskinen, reference librarian at the Environmental Design Library hosted the first part of the tour. The Environmental Design Library, noted as one of the best architecture, landscape architecture and city/regional planning libraries in North America, is in temporary quarters on the 5th floor of the Moffitt library on the UC campus. Its home in Wurster Hall is being seismically upgraded.

The library has over 180,000 volumes and subscribes to nearly 1000 serials from all over the world. Of particular interest is the folio collection that features old and beautiful prints and photographs of buildings and interiors of noted design.

Sue noted that although reference requests have dropped somewhat, due to the fact that the library is not in the same building as classes and studios, the staff has actively reached out to professors and students by offering extensive bibliographic instruction and research skills training.

We have been invited to return for the grand reopening when retrofit is completed and the library moves back into Wurster Hall.

A short hike across campus brought the group to the University Art Museum. Docent, and architectural grad student, Robert Marcial, who had recently visited some of the buildings in Europe, guided us through the 10 models and images that make up the Ten Shades of Green exhibit. Ten buildings, mainly European and mostly commercial, make up the exhibit put together by curator Peter Buchanon and Architectural League of New York. Concepts such as energy efficiency, recycling, high performance and life cycle costing make up the ten shades of green that these buildings represent. The

exhibit prompted some discussion of the “greenness” of the buildings as well as the presentation of the exhibit.

More on the exhibit at

www.tenshadesofgreen.org

Tours Committee Chair, Terry Richards and committee member Marlene Vogelsang thank everyone who joined us. If you would like to suggest a tour venue, please feel free to contact Terry at terryr@well.com.

The Invisible Web Revealed!

By *Cynthia Bennington*

Joe Barker, coordinator of Internet instruction at the Teaching Library at UC Berkeley, was the informative speaker for the October 17 Professional Development workshop: The Invisible Web Exposed. When I first began hearing the phrase “invisible web” my reaction was something like “Oh great, just when I thought I had a handle on the internet...”. When Mr. Barker brought up a third layer - the “opaque web” - my discouragement grew. However, by the end of our session, I had a clear understanding of these various layers and how they can impact search strategies and results.

The visible web is what we can see through the various search engines. Invisibility arises out of the limitations of those engines and their indexing programs. Search engine spiders periodically crawl static HTML pages. With the exception of Google which also crawls PDF pages, all non-HTML formats are excluded from coverage including any page that is dynamically generated. Script-driven pages (signaled by a question mark in the URL) are off-limits to spiders. Spiders can't type so they can't crawl pages requiring a password or completion of a form for access. Spiders are designed to look for text so they can't read image-heavy pages. Web opacity is due to shallow spidering where only part of a site is indexed, pages that are added after the site has been crawled, or to search results that

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are too large effectively prohibiting the user from ever accessing them all.

I think many of us realized that we already have been using the invisible web without knowing we were doing so. As Mr. Barker pointed out, you can either obsess about finding it or you can get on with your search. Just keep in mind that there is another dimension. To help cope with that other dimension, he outlined several strategies and tools for overcoming opacity and invisibility. These include directories of searchable databases such as www.invisibleweb.com, search engines, and searching tips and tricks. For additional discussion, recommended tools, and lots of other great information, visit:

www.lib.berkeley.edu/TeachingLib/Guides/Internet/InvisibleWeb.html.

well with their accounts of the latest Chapter activities. **Elyse Eisner** catches us up with member professional activities, and **Jo Falcon** once again sums up the latest Executive Board meeting. Profound thanks to everyone who contributed. And for those who snuck in under and slightly beyond the deadline, rest assured you are in good company... I'm a little late getting this out myself.

One might notice that there are a few photos of your humble editor in this issue. Before leaping to conclusions about the Bayline becoming a vanity publication, let me explain: A) My roommate owns a digital camera, one of the perks of having access to the lost-and-found closet of airport shuttle company, and B) I had a bit of extra space to fill. I can neither confirm nor deny rumors of vanity.

SF Bay Region Chapter/SLA Executive Board Meeting Minutes, October 18, 2001

Pacific Energy Center
851 Howard St., San Francisco

Present: Maggie O'Brien, Marlene Vogelsang,
Tamara Horacek, Steve Cooney, new Treasurer
Nancy Adams, Jo Falcon.

The meeting was called to order at 5:37.

1. (&2.) Maggie welcomed Nancy Adams as new treasurer, stepping in to complete Kevin Canada's term. Her appointment was approved and seconded, with thanks.

i. The Chapter Officer Roster was approved with this addition.

ii. The Administrative Calendar was approved with a correction to the November tour, "Ten Shades of Green," which is at the UC B Art Museum rather than the Environmental Library.

iii. There were no changes to the mentor list.

3. Minutes of the August 21 Board and Council meetings were approved with a clarification in the Treasurer's report to the Council: amounts noted for earning on the CD are per quarter.

4. Treasurer's and Financial Report — Not all income has been deposited, since Nancy is not yet a signatory to the account. We are short only \$400 on the hastily-relocated September meeting (when the \$300 from fundraising is included), and are still supposed to get a refund from Gabbiano's of our \$500 deposit. Credit card payments show some technical problems, and others due to human error and inattention to detail. We are working toward maintaining a profit and loss statement for each meeting in order to track and fine-tune expenditures. A question of whether we include the cost of flyers in this prompted a resolution to ask Hospitality to track how many registrations come

by Web and how many by snail-mail. It would be in tune with the mid-year financial review and with the overall digitalization of SLA to de-emphasize flyers and snail-mailings, but we need input from Professional Development, Hospitality, and flyer artist

Ella Hirst before ramping up to digital-only announcements. The budget as written shows an expected \$8,00 shortfall, but so far all committees are coming in at or under estimates. The mid-year review in January will tell us more.

6. OLD BUSINESS

i. Chapter leadership training — people loved it, presenter Pat Fitzgerald loved us, it was very worth while. We may repeat this in two years.

ii. California Reception update - Maggie discovered that LA chapter mistakenly thought it was their turn. Their preliminary work may provide some shortcuts for Karin Zilla, who has talked to HQ and made some sponsorship calls already. She finds it a hard sell in this economy, but is moving ahead.

iii. The High Tech Forum is not happening. There were few registrations even before September 11, and in the aftermath, fear of flying and a troubled economy forced cancellation of the event.

iv. Jobline/San Andreas - President Catherine Starr is resigning, and President Elect Alyia Rose stepping up. In the circumstances, Jobline remains with the San Francisco chapter till she settles in.

7. NEW BUSINESS

i. Mentee reports
— Tamara: Bruce is about to start on the Directory, working again with Joe Langdon of San Andreas. They have the updated database from HQ and will document procedures for their successors. Steve and the Bulletin are fine. Deb Hunt has written a PR piece for the Bayline about the discussion list, and a footer with subscription information will appear on all Linda Yamamoto's announcements

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through the reflector.

— Marlene: nothing new with the Archives, Alice is still sitting by the phone, Professional Development had an excellent program on the Invisible

Web with a good turnout at SF State's downtown center, and Tamara will send out the Hot Tips from that session. The next one will be February 13, with Pat Wagner.

— Nancy's mentees, Debbie Jan, Nancy Phelan, and Jennie Kanji were all away from their phones and/or had nothing to report.

— Jo left a message for Sandra, who is so together, she hardly needs mentoring.

— Maggie: Academic Relations will host a program at SIMS on December 6.

Program is on track, with nothing to report but a change of date from November 15 to 14 for the meeting with Drue Miller at Uncle Yu's.

ii. Program/May meeting - Maggie presented a letter from Libby Trudell of San Andreas, proposing that we celebrate the double coup of securing

Roberta Shaffer as speaker and welcoming our own Bill Fisher as President by choosing a special venue, historic Ralston Hall in Belmont. It is more expensive than the airport conference rooms that are the best alternative, but seems worth it for a one-time splash Big Occasion. We may raise the price from its current \$28, though sponsorship will still be required.

Maggie commends the committee on its fast start.

iii. Membership - HQ's figures from the end of June show only four new members and 54 failures to renew (though some will probably still come through). Part of this is due to the economic slump; some people are known to have moved, retired, or changed careers. Tamara is crafting a letter which will basically state, though more subtly, "thanks for your past support, we'll miss you, and disregard this if your check is in the mail."

iv. Minutes in Bayline — the Board is still of two minds on this: it has been traditional to include minutes, but this adds weight to newsletter, and it may not be getting read. The minutes are on the web.

Marlene and Tamara will check bylaws and see if a change is necessary - the requirement seems to be

for an "account of meetings," not necessarily full minutes. However, those for 8/21 will be in the Bayline now going to print.

v. There was no Other business.

8. The next Executive Board meeting is set for Tuesday, Dec. 11.

9. The Midyear Financial review date cannot be set without Debbie Jan and the schedule for reports due from committee chairs, but will be toward the third week in January.

10. Reminder: the joint meeting of the Executive Board and Advisory Council is set for February 21, 2002.

The meeting was adjourned at 7:18.

Respectfully submitted, Jo Falcon, Secretary

Calendar

JANUARY

17

"Days of Thorns and Roses:
Information Industry Outlook"
San Andreas Program.
5:30 a.m. - 8:30 p.m. Sun
Microsystems Campus.
Contact: Libby Trudell,
(650) 254-8245.

18-23

American Library Association
Midwinter Meeting
New Orleans

23

NOCALL Business Meeting,
Marine's Memorial, San
Francisco

31

Dinner meeting with
Lipstick Librarian Linda Absher
5:30-8:30 p.m.
Mechanic's Institute Library
57 Post Street, San Francisco
Contact: Sarah Cervinski:
sarah_c372@hotmail.com
(415) 379-3785

FEBRUARY

8

"On-the-Job Research: How
Usable are Corporate Research
Intranets?"
9:00 a.m. to 12 noon
Federal Reserve Bank of
San Francisco, East Lobby,
Interpretive Center, 101 Market
Street, San Francisco. Contact:
Wess-John Murdough,
415-623-2782 email:
wmurdough@aimusa.com

13

Think Like a Manager:
Professional Development
program with Pat Wagner of
Pattern Research
9:00am-12:00 noon
San Francisco State University
Downtown Center
425 Market St., San Francisco
Room to be announced

13

The Dynamics of e-Journals:
San Andreas Program.
5:30 a.m. - 8:30 p.m.
Mountain View Adobe House.
Contact: Libby Trudell,
(650) 254-8245.

MARCH

12

NOCALL Legislative Advocacy
Day, Sacramento

19

Hors d'oeuvres meeting
(speaker to be announced)
(609) 654-6266.

*To list an event contact
Jaye Lapachet at 650-205-0744 /
415-259-0981 or
jaye@calalum.org.
Calendar events are
updated bi-weekly at:
<http://www.sims.berkeley.edu/sfsla/>*

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