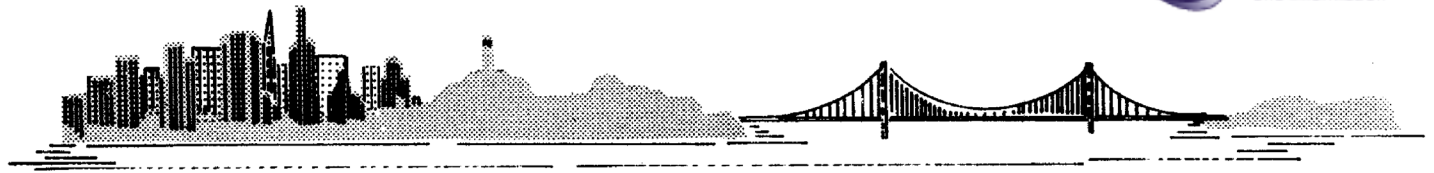


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PRESIDENT'S MESSAGE: YOUR OWN ALIGNMENT TOOLS

By Cynthia Berglez

Most of you know about the [SLA Alignment Project](#) I have heard there is some confusion about it, so if you are all up to speed with this, please feel free to skip down to paragraph 3.

The Alignment Project, as part of SLA's Centennial, is an analysis of the organization and our profession which began in 2009. "According to SLA Headquarters, we have been working with a multidisciplinary team of research and communication professionals, led by the international communication firm, Fleishman-Hillard, and supported by futurist Andy Hines of Social Technologies and the information analytics firm, Outsell Inc," (Alignment Project link). The purpose was to gather information from Fortune 500 executives on how they saw the role of the librarian within their organization. In practice this means using language and aligning our skills to their expectations.

There was a plan to develop an Alignment Tool Kit, but I understand that this has been put on temporary hold. I had been looking forward to this because as a librarian with a business background, I know how confusing business vocabulary can be. The Alignment Project gives librarians the vocabulary to be understood and valued in the business environment.

I've begun to build my own Alignment Tool Kit, and you can too. The first step is to read the Alignment Initiative documents on the SLA website. Update your resume to include the business vocabulary that executives expect. Review your skills to make sure you meet the expectations of your potential employers. If you're missing skills, check out 23 Things or the Innovations Lab at SLA.org, volunteer in a position that will round out your experiences, or take a class. SLA provides so many ways to continue your education and experience.

Another way to show your value is with a Value Proposition. This is a business document that shows in dollars and time (the two things everyone is trying to spend less of) how I provide value to my organization. In a spreadsheet I break down the common functions most of us do and gave them dollar values. I have 8 categories, with very brief descriptions. I benchmark myself against the individual who would do the task if I didn't. This shows the added value of having a librarian. I'm supporting the marketing department by writing corporate profiles to provide the attorneys with the background they need to make an informed presentation to a potential client. As a librarian, I can find the documents to provide the most current data, fast. I know how to evaluate news and blogs to make sure my information is reliable and in depth. The marketing department would have found some of the information I use and written a great report. I find all of the information, make sure it's completely accurate, up to the moment, and provide analysis and depth that a librarian is experienced in doing.

President's Message continues on p. 9

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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,

First, I would like to apologize for the slightly belated release of this issue. I completed my M.L.I.S. at SJSU on May 17 (yes, that date will live on in infamy for yours truly) and have spent the past few weeks catching up on SLA, my temp jobs, and other responsibilities— such as my kitchen and bathroom— that have fallen by the wayside over the past couple months. I am both thrilled and timid about announcing that I am now officially among the ranks of highly eligible information professionals. As such, I've taken the liberty of adding a contribution of my own to this issue; it is a thesis on information needs in the job market I wrote for Advanced Online Searching, one of the final classes I took at SLIS.



We also have some great neighborhood dinner write-ups, and a fascinating look into our Chapter's past from Marie Tilson. Rebecca Kozak shares with us her last Mosaic contribution. Thanks, Rebecca, for working so hard to keep us all in the loop on one another's personal and professional milestones!

Sadly, I won't be making it to the national SLA conference this year; however, I encourage anyone who does attend to write about it! Bayline readers (myself included) will be avidly interested to hear about your activities, insights, discussions, and misadventures. Don't hesitate to send something in!

Happy summer,

Alys

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BLAST FROM THE PAST: SAN FRANCISCO BAY REGION CHAPTER BULLETIN, JANUARY 1954

Found and submitted by Marie Tilson, Bayline Archives Chair

The following article does not list an author; however, it provides an interesting insight into the history of our chapter and of librarianship as a whole. Enjoy!

GOLD! S.F. CHAPTER TRAVELS BACK 100 YEARS AT NOVEMBER MEETING

The collections in the Wells Fargo bank history room took chapter members back a hundred years into California history at the November meeting. Welcoming the group were Miss Irene Simpson, director; Miss Edna Durkee, Wells Fargo bank librarian; and Mr. Townsend, advertising manager. Miss Simpson indicated the focal points in the room about which the collections were arranged (such as the Gold Spike, a miniature display of San Francisco streets and cable cars, stamp cancellations of the Gold Rush Days, and a real Wells Fargo coach) and mentioned that the museum was glad to lend materials for exhibits.

Mr. James D. Hart, professor of English on the Berkeley campus of the University of California, spoke on What Did the Forty-Niners Read? He described vividly although briefly the communities the Forty-Niners lived in and the books they brought with them. Popular works were the Bible, Fremont's Surveys, Bryant's What I Saw in California, and Hasting's Immigrant's Guide to Oregon and California. (The latter fell into disrepute after the Donner Party story reached the East, since they had followed the "Hastings Cut-Off" which he had recommended.)

Also mentioned were booklets by a Mr. Willis of Salt Lake City, and distributed there, which were often referred to in diaries of the period, but of which no copies were known until a woman in England recently sent one to the California Historical Society. The more literary descriptions that were widely read were Francis Parkman's The Oregon Trail and Richard Henry Dana's Two Years Before the Mast (1840). About half the chapters of the latter concerned the 15 months he spent on land and coastal waters of California. His was the best contemporary description of Spanish California.

Once arrived in California the pioneers found it not the raw land they expected but instead a strange frontier congregated in settlements that were mining-town facsimilies of Eastern urban life. And although the population of San Francisco in 1849 was 92 percent male, with 73 percent of them under 40 years of age, by 1851 in a population of 35,000 people there were 12 bookstores. These people had come mostly from settled communities and were rather well-to-do, as it was costly to make the trip. They had an unexpectedly high level of literary tastes, and so supported bookstores even in the mining communities such as Marysville, which in 1851 had a very good one.

What did the stores carry? They varied, of course, but they provided the "classics" such as Scott and Dickens, books in French and Spanish for the large groups speaking those languages, "penny dreadfuls," the best sellers of the East and England, and undoubtedly remainders from Eastern stores and publishers. And in January 1851, San Francisco rushed through a special printing of the last installment of David Copperfield for a breathless public, bringing it out less than two months after it had appeared in England. In many diaries of the period miners are pictured as though one hand held a bottle while the other might be grasping a book— a paradoxical fusion of liquor and literature.

MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Mosaic Columnist Rebecca Kozak

Roger Strouse just started as Global Manager of Digital Initiatives and Learning within the Information Services group at Bain & Company. He was previously an analyst and consultant at Outsell. In his new role, Roger is responsible for investigating and implementing innovative information delivery mechanisms and platforms, as well as for coordinating the information training programs for end-users at Bain. Roger's contact information is 415-627-1026 or roger.strouse@bain.com.

Terese Mulkern Terry presented "Dancing with the BRICs," about emerging markets information resources, to members of Outsell, Inc.'s Vendor Portfolio Management Council on April 5th in Boston.

Terry recently relocated to San Francisco from Philadelphia, where she was a reference librarian at the Lippincott Library of the Wharton School - University of Pennsylvania and the subject specialist for international business. She is a contributing editor for Business Information Alert. Terry's blog is at <http://bizrefdesk.blogspot.com/>.

After attending the annual AIIP conference in Vancouver, WA, **Deb Hunt's** husband, Dave, joined her for a week of hiking and touring in Oregon and Washington. They enjoyed going back in time at Fort Vancouver and Fort Clatsop (where the Lewis and Clark expedition spent the winter), hiking in the rain and hail, as well as enjoying 6 inches of snow while in the Cascades. The Oregon coast range also had a lot of snow. The Columbia River Gorge is beautiful! If you go, be sure to drive along the Historic Columbia River Highway (30) and take in the many waterfalls, overlooks and beautiful forest. And be sure to pack waterproof hiking boots, foul weather gear and extra socks. When Deb and Dave walked along the shore at Cannon Beach with umbrellas and rain gear, they got wet from the knees down, but the beauty of the coast was worth it.

Now, Deb is back at work, gearing up for her candidacy for SLA President-Elect. She is also glad to be back to a drier climate.

Cynthia Berglez is the new Research Librarian for the West Coast offices of Ropes & Gray. She is supporting the San Francisco and Silicon Valley offices of the Boston based law firm full time. She is doing both legal and business research, combining her MSLIS and MBA background.

Barbara Janis, Library & Records Manager at the Presidio Trust, reports that the Library was instrumental in vetting digital asset management (DAM) software and selecting a product to meet the agency's needs. They looked at CONTENTdm, EOS International, Eloquent Systems, InMagic, and Widen. Widen was selected because of its functionality, interface, and ease of use, not to mention good price. With Widen, Barbara created a "sandbox" where she could load images, create a hierarchical, category structure and add metadata. Then several staff played in the sandbox. It was a clear winner.

Mosaic continues on the next page

CALL FOR SUBMISSIONS: LIBRARIANS/INFORMATION PROFESSIONALS NEEDED TO WRITE ABOUT THEIR VALUE

From Judy Bolstad, Public Relations Chair

- Do you work in a non-traditional library setting?
- Have you made an impact and/or achieved success in your job?
- Have you contributed to the information profession in a unique way?
- Do you have a story to tell? If so...

I am interested in hearing from SLA-SF members who would like to write and submit stories about their value for potential publication in local newspapers and/or other publications.

Many businesses and organizations are unfamiliar with what information professionals can offer them, so it is important for us to talk about our profession and what we can contribute to these entities. If we are willing to tell our stories and share what we can do for them, it will boost our profile in the community and potentially create knowledge of and expand interest in more job opportunities.

Please contact me at jbolstad@library.berkeley.edu if you are interested in participating and sharing your story.

Mosaic continues...

From the Mosaic editor:

This is my last column as Mosaic editor. Taking on this role with Bayline arose from positive writing experiences in library school. In my "publishing for the profession" class the teacher encouraged students to submit an article for publication. I did, and to my amazement, it was published. As I often say, it wasn't that great — the editor was new and desperate for content! Nonetheless, it was a thrill to see my name in print.

Interviewing Roy Tennant for an article I wrote for the November/December 2005 issue of Bayline was another highlight of library school. His reminiscences of Anne Grodzins Lipow were particularly touching. By the way, the festschrift he organized in honor of Ms. Lipow is at <http://technibraries.com/>.

In another assignment for that same course, I wrote about the new library construction in Alameda. After contacting the library director to get details for the article, I became Alameda's community representative on the BALIS advisory board. [BALIS has since merged into the Pacific Library Partnership.] Today, I work at the library that was the subject of that article.

My purpose in writing was to share a story about an interesting topic, or in the case of my article in Today's Dietitian (July 2006), to convey bibliographic information on Ayurveda to the dietetics profession. My underlying motivation was to hone my skills in preparation for writing two research papers to qualify for graduation. However, I enjoyed library school so much I delayed graduating by one semester. As a result, I was in the first group to submit the e-Portfolio to culminate, an experience for which I am grateful.

I have found that pursuing an endeavor hasn't always led down the path I thought I was on. My hope is that members may be inspired to contribute something to the profession, even if it is only an item for the Mosaic column. Don't make the editor desperate for content!

Regards, Rebecca Kozak

Bayline is seeking a new Mosaic editor! If you are interested in contributing regularly to our newsletter by way of keeping in touch with our Bay Region Chapter members, please contact Alys Tryon at bayline_editor@yahoo.com.

HIRED! ONLINE SEARCH SKILLS AND THE JOB HUNT

By Alys Tryon

It used to be that the jobs of the future were in computers. Now it's that the jobs of the future are on computers.

— Melissa Morrison, *Jump on the Web for job leads, Arizona Republic* (1999)

This admonishment has an almost historic ring to it now. Morrison hastily continues, "No career counselor is suggesting job seekers abandon their resume-mailing and classifieds-scanning routine." However, 12 years later, many, if not all the classifieds that job seekers are apt to scan are on the internet; frequently, they are only on the internet. Mailing a paper resume is at the very least old-fashioned, and most would regard such an overture as a complete waste of time.

In the world of hiring, job seekers and hiring managers are both met with an overwhelming volume of tools and resources designed to facilitate their efforts. Identifying the best tools to help meet their information needs and professional goals can be a challenge, as both sides are frequently working with limited budgets and strict time constraints. Equipping these user groups with a basic level of information literacy can help them save time, energy, and resources. Persons engaged in either hiring or job seeking must have the skills necessary to gather information about these tools and make informed decisions as to which ones they will use. Also, effective use of these tools frequently requires a working knowledge of basic search concepts.

Online job search has become a global reality. Like all information on the web, content related to the hiring industry is proliferating at a dizzying rate. Job seekers are constantly being marketed a myriad of tools purporting to "maximize" and "optimize" the efforts in getting recruiters' attention and eventually securing a job. Likewise, recruiters are bombarded with hundreds, sometimes thousands, of resumes and online profiles from which they must somehow select the best candidate. Especially since the economic crash, employment and hiring information has become increasingly difficult to manage, and many companies have jumped on this state of affairs as an opportunity to turn a profit.

With the sheer volume of resources and information available, recruiters and jobseekers alike can have trouble meeting, let alone identifying, their information needs. This can hinder the ultimate goals of their search efforts. We, however, as librarians, can use our aptitude for identifying and fostering information resources to help meet our own career information needs.

One year ago at a student reception for the Special Libraries Association, I overheard SLIS faculty member Jean Bedord advise a recent M.L.I.S. graduate on how to use various job sites. She advised against solely relying on the terms "library" or "librarian"; rather, she suggested searching for the terms "M.L.I.S.", "library science", "library and information science", et al. Essentially, she was suggesting that the student apply a concept block approach to her online job search.

In the increasingly online professional environment, social skills and professional credibility are no longer the only qualities that help job seekers succeed. The need to find a job (and its inverse need, that of finding an appropriate candidate for a job) is basically an information problem that can be solved through the application of solid information literacy. Job seekers and recruiters alike are called upon to apply search and indexing skills to help them meet not only their professional goals, but also the information needs that relate to them. Essentially, many of the core competencies of librarianship are a boon to anyone involved in the job search or recruitment processes.

First of all, these endeavors require that individuals maintain an ongoing awareness of the search tools that are available to them and be able to select the tools that will best serve their individual needs. Secondly, these tools frequently call for effective use of search terms and keywords. Search techniques such as pearl growing and concept blocks can be great ways for job searchers and recruiters to build pools of resources and opportunities.

Hired! continues on the next page

Hired! continues...

Furthermore, building an online presence is in some ways similar to the task of indexing and cataloging a resource. The stated goals of the "Functional Requirements for Bibliographic Records," the new international cataloging standards, are to help users "find, identify, select, and obtain" the resources they need (IFLA, 2007, para. 8). Similarly, job seekers should aim to be easily found, correctly identified, and ultimately selected for positions. To take this metaphor further, this involves not only applying appropriate keywords and metadata to themselves, but also positioning themselves in places where they are most likely to be found.

Much like how like books in a library are shelved together and positioned in such a way that promotes user access, job seekers must strategically consider how they can build an online identity that recruiters will be best able to access. Methods of strategically "shelving" oneself can include social and professional networking, volunteering, and participating in the tremendously active online discourse on issues related to librarianship and information. One can also see what it's like to "think like a librarian" when using social networking tools such as LinkedIn, Twitter, and Facebook; forging good connections and thoughtfully applying keywords to one's profile can have a positive impact.

Recruiters are also faced with similar problems of access and positioning. They want to make sure that their posted openings are easy to find and will be quickly identified and selected by the "right" users. In essence, their task is to represent positions in ways that will retrieve job seekers with the optimal balance of precision and relevance. Another correlation between librarianship and job search is that both disciplines are being met with compounding masses of information, and both are also being asked to manage these masses of information with increased speed and decreased budgets.

Seeing as how so many information skills are called for in the online world of hiring, it is unsurprising that many contemporary career experts are in fact librarians. Well-known career guru Margaret Riley Dickel has used her M.L.I.S. skills to co-author titles such as *The Guide to Internet Job Searching* and *The Internet: A Tool for Career Planning*, as well as to publishing the "Riley Guide," an online compendium of career and hiring information. Also, in 2009, Irene McDermott, reference librarian and systems librarian at Crowell Public Library in San Marion, published an article in *Searcher* called "New improved Internet job search: now with social networking." Clearly, the professional skills and domain knowledge of library and information professionals are especially germane to the brave new world of online job search and virtual hiring. Job seekers and hiring managers alike may benefit from the wisdom and skill set of information professionals.

The second and third laws of Dr. Shiyali Ramamrita Ranganathan's Five Laws of Library Science are "Every reader his book" and "Every book its reader" (1931). Approaching the job search from a librarian's perspective thus suggests, albeit clumsily, "Every individual her job" and "Every job its perfect candidate." Adopting a librarian's approach to job search makes it possible to have the most effective search experience possible.

President's Message continues...

This business document includes a lot of variables, as well as some educated guesses. The point is to make the guess based on your experience and don't be afraid of the numbers (or Excel). These are functions you perform all the time— buying books, providing database training, research— you have a better understanding than most in your organization of the costs and the value. Here is how you can start: identify your key functions and estimate the cost and time for each task. Consider the alternative by comparing that data to who else would do this, how long would it take, and how much would they cost. You are calculating money saved, revenue earned and time saved and benchmarking yourself.

It sounds like a lot of work. I'm sure there are more fun ways to spend a Saturday. You know what the economy is like. There is a lot of competition for every opening and every dollar. These tools, your resume, and the Value Proposition will give you an edge. If you already have a job, the budgeting executives in your organization are making guesses about your skills and value. Help them continue to make that decision in your favor. An MLIS is a career, that's why we all continue to make the investment in ourselves. Homework never ends. SLA gives you the information and the tools you need to grow your career even in a bad economy.

2011 NEIGHBORHOOD DINNERS

Although there were fewer neighborhood dinners in 2011 than in previous years, SLA-SF members nevertheless continued to show our flair for good food and even better conversation. Here are a few examples of how we stepped out and lived it up this year. So eclectic and sophisticated were this year's culinary adventures that we even received two (very different!) summaries of the same dinner! Thank you to everyone who has shared these events in *Bayline*. — Alys

Mission-Castro

On Tuesday, April 12, 12 members attended the annual Mission-Castro Neighborhood Dinner. It took place at Thai House Express at the corner of Castro and 19th Street. Management gave us our own separate dining area, just as they had done for our previous dinners there.

Four of the diners were relatively new to the profession, and this led to some interesting exchanges between the newbies and the grizzled veterans. For example:

Newbie: I want to get into management.

Veteran: Why in the world would you want to do that?
(and this was before the wine and beer were served)

From Mark Mackler

Daly City

Attendees: Jaye Lapachet, Craig Cruz, Cynthia Berglez, Ginny Woodis, Wess Murdough, Michele Alaniz, Toni Baker.

On April 14, seven librarians met in Daly City at Café Boulevard for delicious food and drinks. (The fish & chips – 3 orders! – and variations of prosecco and prosecco cocktails were very popular.) After making our introductions, we discussed the future of research vs. content management, Stephen Abram's recent Information Outlook article (in the Jan/Feb 2011 issue) re: content farms, and non-Google search engines (Blekkio and Bing received special mentions).

The number of law librarians at the dinner (3) led to conversation about the changing status of law librarians, the different approaches to downsizing taken by Westlaw and Lexis, and database changes found in Lexis-Nexis, Dialog, and Factiva. The presence of a library school student in our group reminded us of the importance of jobs, interviews, and networking while still in school. This led to a discussion about the job market and the push by the new director at San José State's library school to get students into internships. One of the job market topics had to do with the different titles jobs suitable for librarians might be advertised under: content manager, research analyst, etc.

Conversation wasn't completely devoted to professional topics, however. Jaye alerted us to an exhibition of environmental art quilts at the San Francisco Public Library (Wallace Stegner Center, 5th Floor). Several people recommended Recchiuti chocolates in the SF Ferry Building (fine chocolates came up during the discussion of nurturing a professional network – when colleagues help you out of a jam, put them on your "chocolate list" and send them a box of thanks during the holiday season).

For me, our wide-ranging look at the current state of librarianship can be summed by a question Michele Alaniz encountered in a job interview: "How would you handle a swarm of bees in the library?"

From Craig Cruz

2011 Neighborhood Dinners continues on the next page

San Leandro/Hayward/Castro Valley



Photo by Deb Hunt

Seven of us gathered for a delicious tapas feast and fun conversation as we had new and seasoned members get to know one another better and catch up on the latest in our personal and professional lives. Those in attendance were: Debbie Bardon, Claudia Fenelon, Leslie Fisher, David Grossman, Deb Hunt, Sandy Malloy, and Dunn Miller at Vine in San Leandro. We truly missed our organizer, Marlene Vogelsang, who was at home nursing a broken knee.

From Deb Hunt

El Cerrito



Photo by Rochelle Richardson

Eleven of us gathered on Tuesday, April 26, in the lovely El Cerrito home of Rochelle Richardson, where we shared food, chat, and lots of stories about work, school, and life. Janet MacDonald was happy to see many InMagic users in attendance. I received some insight about taxonomy and metadata from Alys Tryon. Michael Sholinbeck has already made plans for Philly and urged the rest of us to book rooms soon! Having the event in a private home certainly made it easy to share conversation that we could all participate in. Many thanks to our organizers Anne Hall and Rochelle Richardson.

From Barbara Janis

I wonder if anyone else's neighborhood dinner featured a telescope. Our neighborhood dinner last Tuesday was kindly and hospitably hosted by Rochelle

Richardson at her home. The conversation moved from InMagic to art to recycling to library catalogs to East Bay geography to pizza. Guests circulated between Rochelle's airy dining room and her deck, where we took turns looking through the telescope, training our eyes on Albany Hill or downtown San Francisco. Guests were heard to exclaim "Ooh, I can see my house!" or "Ooh, I can see my office!" prompting conversations about where people lived and worked and making this a truly "neighborhood" dinner. There were 12 of us: an academic public health librarian, an architectural librarian, a digital librarian, a public librarian who works in a literacy program, a couple of law librarians, a banking librarian, and a student. The guests hailed from as far as Marin and Oakland, but most of us lived in the Albany-El Cerrito-Richmond area. One attendee demonstrated astounding networking skills by suggesting to another attendee that her colleague should retire so that she could have the colleague's job. Everyone agreed that Rochelle's home was the highlight of this event because it provided a peaceful environment for conversation and eliminated some of the more difficult elements of restaurants, e.g. splitting the check and circulating adequately. Thank you, Rochelle.

From Andrea Rubin

EVENTS/DINNER PROGRAM SPONSORSHIP RATES

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

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For more information, contact Sandy Malloy at 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: _____