

# THE BAYLINE



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Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

March • April 2005  
Volume 75 Number 4

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## PRESIDENT'S MESSAGE

By Deb Hunt

I hope that 2005 has begun well for you and that, as the year progresses, it will get even better.



As I am writing this, I am just back from the SLA Leadership Summit in Tampa, Florida. Both Chris Orr (Chapter Vice-President/President-Elect) and I attended from our chapter. There were 244 attendees at this summit, which has morphed from the old Winter Meeting to a new format, intended to represent both the content and also the fact that SLA is an international organization and, in parts of the world, January is a summer month.

Most of those attending the Summit were chapter presidents and vice-presidents or division and caucus chairs, SLA office staff, including CEO Janice Lachance, and SLA Board members and candidates. There were many vendor reps there, but they were there as SLA members who were officers and candidates and librarians, not vendor reps. (Any SLA member can attend the Summit.)

On Thursday morning, the SLA Leadership Summit got off to a great start with a keynote address by Gary Heil of The Center for Innovative Leadership <<http://www.cfil.com/>>. His presentation was titled: "For the love of the game: the art of leading an inspired team." (See article on page 11.)

Susan DiMattia gave an informative presentation about leadership skills specific to SLA, but the points she made are applicable to all of us. If your employer ever questions why you belong to SLA or why your membership dues should come out of the organizational budget, you can:

- Collect stories of how you saved the organization NNN dollars because you were able to get help from your network of members to save/make money.
- Mention you can connect with your colleague at the ACME company (one that will wow your boss).
- Write for the company newsletter/intranet extolling the benefits of the library's services.

She also encouraged us to utilize SLA joblines and networking if our jobs end or are going nowhere.

Exciting news is the announcement about the SLA Online University. This University will begin in June and have over 230 courses that SLA members and others can take to earn CE credits, an MLS/MLIS, an MBA and more. It features partnerships with schools such as Drexel University and Syracuse University. Courses will also include seminars ranging from 30 minutes to half a day in length. SLA has hired Learn.com to assist with this program and they will also offer courses in more general skill areas such as Word, Excel, and FrontPage. SLA members will pay reduced fees to take these courses, seminars, and online programs. In addition, SLA members will be able to offer these courses to other members of their organizations, who may or may not work in the library/information center. Archives of all of the courses, seminars, etc., will be available as well. If you have suggestions for courses to be offered, just send an email to [learning@sla.org](mailto:learning@sla.org).

Last year, at the 2004 Leadership Summit, the Kentucky Chapter proposed dues changes that would allow unemployed or low-income members a reduced membership rate. The SLA Board came

Continues on next page

## President's Message Continued...

back with the following at this year's Summit: One proposal is to implement a tiered system based on salary. The lowest salary group (\$0 to \$35,000) would see a dues decrease, while the top three groups would see an increase. The second proposal is to index the membership rate to increase with the U.S. Consumer Price Index. After much discussion, the issue was sent back to the Board for further reconsideration and refinement. Stay tuned.

The final sessions were lead by Leadership Outfitters who engaged all of us in "The Leadership Adventure." This was a fun, stimulating, participatory workshop that got us all thinking about envisioning the future, meeting the creativity challenge, leading to new levels, and more. It was stimulating and a good way to end the Summit.

Lastly, we had a wonderful event at the Tampa Aquarium. If you are ever in Tampa, be sure to visit. It is on par with our own Monterey Bay Aquarium, but showcases the Gulf of Mexico and the Atlantic. There was also a fabulous exhibit of sea horses from around the world. My favorite part was the giant glass-domed area where a mangrove swamp was recreated. There were ibises, great blue herons, alligators, fish, turtles, mangrove trees, with everything faithfully recreated as if we were in a swamp.

## Phyllis Waggoner Wins SLA Hall of Fame Award

*By Marie Tilson*

The San Francisco Bay Region Chapter has a new member of the SLA Hall of Fame, Phyllis Waggoner. When I caught up with Phyllis this morning, she said that she had been "astounded" and "could not be more excited and surprised" to receive a telephone call last Tuesday from the Association headquarters in Washington notifying her of the honor. They immediately asked if she would come to Toronto to receive the award in June, but Phyllis said that Toronto was too far. SLA Hall of Fame Headquarters said that she would receive an official notification of the honor very soon.

Phyllis Waggoner, recipient of the President's Special Recognition Award last September, modestly admitted that, "I don't take these awards personally. There were so many other people involved. We have always wanted the Association to prosper." Her sixty years of membership in our chapter and her many years of service certainly reflect that wish!

The SLA website states, "Election to the SLA Hall of Fame is granted to a member of the association at or near the end of an active professional career for an extended and sustained period of distinguished service to the association in all spheres. However, prolonged distinguished service within a chapter or division which has contributed to the association as a whole, may receive special consideration." Other Chapter members who have been honored in the SLA Hall of Fame include Helen Waldron, Alleen Thompson, Mark Baer, Bill Petru, Jack Leister, and Julie Macksey.



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## Editor's Notes:



Drawing by *briana*

I owe so many people thanks for this issue. When I took on this position, I was a member of SLA but did not feel a part of it. I could be sure of face=names of no more than ten people in SLA-SF. What a difference six months of service makes. First, this is the issue of *Bayline* for me that was reasonably problem-free to produce. At last! I think the production

kinks are worked out, layout is finally stable, talented contributors are appearing from all sorts of places, and we have a new Co-Editor coming on board for next year! Our plan is that Heather Gamberg will become the Editor in 2006.

So a huge welcome to Heather Gamberg, who you see has begun her work by taking over the quality control work from the amazing Sara O'Keefe. Sara, what would I have done without you? I send you tons of gratitude and best wishes for your impending, and much earned, retirement! Congratulations.

I receive wonderful suggestions for *Bayline* and implemented a major change, thanks to Miriam Ciochon. Miriam offered that it would be easier on the reader if the articles flowed directly to the next page, as in *The New Yorker*. I have taken her suggestion and think the publication now reads more easily -- no more leaping around. Rita Evans and Nancy Fadis were incredibly diplomatic while telling me I had neglected to identify the Anne of "Anne's Brownies" in the last issue. Thanks to you both! I was mortified that Anne Malley did not receive proper credit for the wonderful brownie recipe. I may go back and correct that for the permanent record, Anne. Credit is due.

Several readers responded to Jason Fetty's letter last issue. I hope there was followup on that. Please do keep sending in your comments and thoughts. *Bayline* can clearly be an excellent way to reach out to each other where other forums may not quite fill the bill. We have two new advertisers this issue: Factiva and Prenax. Thank you vendors and sponsors AIM, Certified Employment, Taylor & Associates, and EBSCO. We cannot function without you. Finally, I would also like to publicly acknowledge Deb Hunt and Chris Orr. Thank you both. You have taught me so much. I finally feel a part of SLA-SF.

{ *San Francisco Bay* }  
{ *SLA Chapter:* }

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## Should Libraries Abandon Paper?

By Daniel O. Holmes, M.L.I.S., M.A.  
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In this digital age, it is tempting to deny the value of paper as the desirable format for a document. As librarians, how can we not be thrilled with the benefits afforded us by the digital format. The usability of online catalogs; the speed of online access; the simultaneous availability for multiple users; and computers. We applaud the absence of the dust, lifting, costly shelving, and clerical work, which are necessary to maintain paper document libraries. I welcome and appreciate the advantages, especially the ease of copying and the ability to readily share digital documents. Yet when I look around at my paper library of books, maps, and ephemera, I realize that my digital library is deficient – and it has nothing to do with content.

The materials we use to communicate are a part of our material culture. Ancient texts like the Dead Sea Scrolls or Egyptian hieroglyphs are critical in defining humankind. The tangible object, the artifact, helps us to grasp and appreciate our humanity. This is true in contemporary and historical contexts. While the electronic modes provide new channels for human interaction and access to information, printed materials have reached into our lives for centuries. Tangible documents have a meaningful essence; a soul, if you will, that is lacking in digital documents. Printed materials are like a hug ... reassuring, pleasing, and a reminder of our humanity.

One might posit that digital documents provide a new space in the communications continuum between the robust tangible paper/visual document and the ephemeral intangible mode of oral communication. Collectors and archivists have long understood and believed that a printed

document is different from its contents and the combination of the two is something special. Form and content are separate elements of a document. Catalogers will attest to that. Yet digital content presentation is so very different from paper content presentation.

Is this foolish ranting? Those eccentric archivists and obsessed collectors, how impractical can they be? When you travel to distant shores, you do not go to see a picture of a landscape. If you visit a museum you do not want to see a photograph of a great work of art. You do not go to Egypt to look at photos of the pyramids, mummies, and scrolls. You travel there to see and sense the real thing. You visit the Alps to experience the mountains – and nothing can replace the trip. This is the essence of humanity and this is experiencing the natural and cultural environment. In many ways, printed documents are no different. Those little old schoolbooks from the 19th century that printed astronomical publications by Galileo or that U.S. Geological Survey map from 1908 – these printed items are reflections of a time and culture. Even on a mundane level, we all know that there is nothing like a paperback taken from your bag for a quick or leisurely read. In time, computers will become more comfortable to hold and even read from, but for now they have real limitations.

In the work environment, a paper format may often be the pragmatic solution. Bringing a printed document -- especially paper maps or original representations -- to a meeting provides a vital and often an irreplaceable resource. When teaching, there is no substitute for a large wall map. It hangs at the front of the classroom for reference



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## Paper continues...

throughout the class. Finding your way through a large document, like an EIR (Environmental Impact Report), is often faster in paper format because your eye can skim and your fingers can flip through the pages at your desired speed. The same document can be a nightmare to hunt through in a digital form. And when digital documents are illegible, slow to load, awkward to navigate, too big for your monitor's screen, and/or expensive/difficult to print, they become undesirable to use in the work environment.

Digital documents pose other serious problems. It is difficult to judge their finality and accuracy, an illicit alteration and deletion, and the privacy of the users. But perhaps the most disturbing aspect is the degree to which they may not be "democratic." When items are on a shelf, anyone can go and browse through their area of interest for relevant information. When the desired public documents are only accessible through a poorly designed electronic catalog, they undermine our democratic goal of universal access.

This situation can be even more disturbing when one considers that with digital documents there is often a single gatekeeper for the entire collection or an entire section. This means that in stark contrast to dispersed and redundant ownership of the collections in traditional libraries, a single entity can readily block/eliminate access or hide/destroy a document – perhaps with no one the wiser. This is an immense threat to democracy.

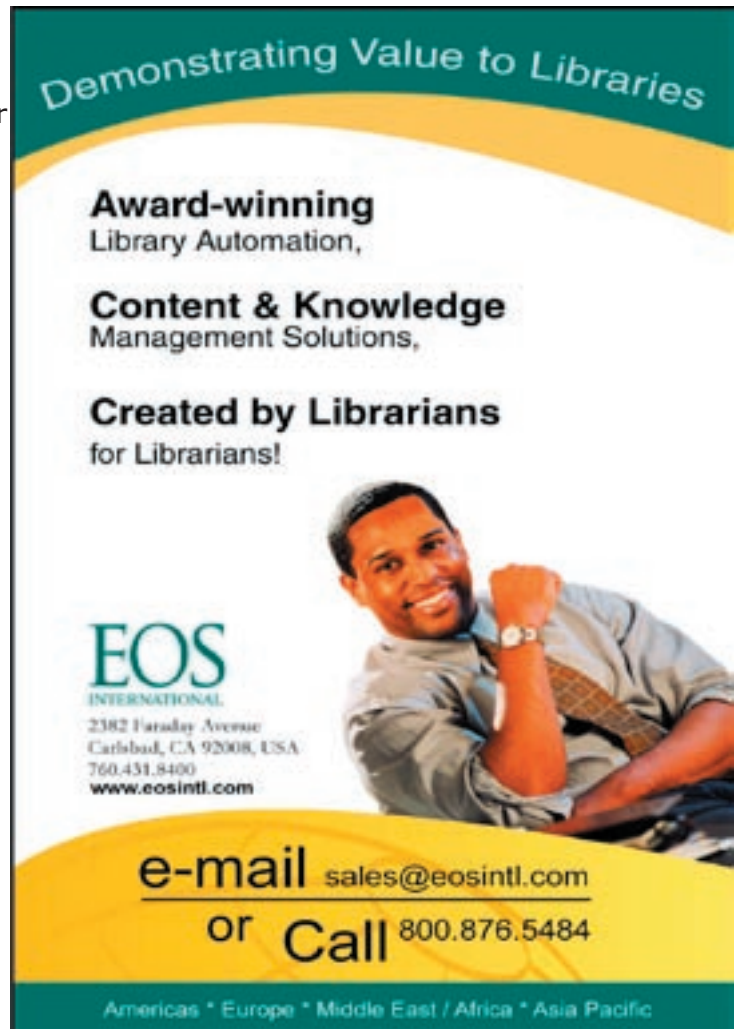
There does not seem to be a foreseeable demise of the paper document. It is intrinsically convenient, aesthetic, tactile, comfortable to read, and, quite literally, handy. It reflects a relatively timeless technology. Therefore, today it would appear that designing entire academic, public, or corporate libraries to be paperless is ill advised.

Meanwhile, let us be vigilant as librarians that this fascination with digital format does not spill into misguided efforts such as the new plan by the GPO (Government Printing Office) to quickly abandon the use of virtually all paper documents distributed



to the public through the U.S. government depository program. Permitting the paper document to be killed off by bureaucratic fiat or by the zealous pursuit of a new digital library will have the impact of undermining our culture and democratic way of life. We have a very long way to go before the appropriate safeguards for digital privacy, collection integrity, democratic rights, guaranteed access, and document permanence, are securely in place.

*Dan Holmes is owner of Great Circle Information Services, library and environmental consultants. His consulting includes library needs assessment and library systems planning. His particular library passion is for map-based geographic information access and catalogs.*



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## From the Hallways

### The View of the Student in Today's School of Library and Information Science

By Julie Winkelstein, Student Contributor  
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I have been in library school since June 2003. My last university experience was off-and-on between 1968 and 1975, when I finally graduated from the University of California, at Berkeley, with a B.A. in dramatic arts. During the eight years it took me to achieve a four-year degree, I majored in philosophy, physics and Russian. I definitely received a well-rounded, if odd, education.

I have worked in public libraries for seventeen years. During that time I have had many different positions. I started as a library clerk but quickly moved to working in the jails program, as a library assistant. I was there for eight years and then worked as a Project Librarian with foreign language materials; a Bookmobile Librarian, taking materials to preschools; an assistant in the jail tutoring program; and a Young Adult Librarian II. I am currently a Children's Librarian II— a position I have held for only a few months.

Over the years, I have worked with librarians who have library degrees, librarians who do not, and several who have gone to library school while working for our library system. I occasionally considered school, but since I had not intended to be a librarian in the first place, I could never commit to it. However, semester by semester, here I am: Studying, writing, posting on Blackboard (the online discussion board), infrequently going to an on-campus class, frequently taking classes online; even, remarkably, making new friends. And, most important to me, I am not wasting my time and learning a lot.

With that introduction, here is my question: Why would one go to library school while already employed in a good library job?

In order to find an answer, I spoke with my library school friends who are also working in libraries. Five classmates responded, and I incorporate their thoughts into my comments. My first discovery was the existence of the library mission statement. This may sound naive, or at least, out-of-touch, but I did not realize all libraries have mission statements. I love the idea of a mission statement. I found it fascinating and revealing to complete our assignment about them. I created my own personal mission statement using a simplified questionnaire from a teacher-recommended website. I think the power of the mission statement is to state what that library does and to underscore that the library's purpose has been given thoughtful consideration. It is difficult to describe just how powerful this discovery was. It was as if I had been a passenger on a ship and suddenly discovered it actually had a destination.

The next area was collection development, including written policies and proscribed procedures. Over the last seventeen years, I have been responsible for acquiring materials in various ways. I have used my gloved hands to pull resources from the shelves in the distributor's warehouse (it was freezing in there); sent lists; marked lists; and ordered online. I have been part of a collection development committee, and I have been responsible for a small collection of my own. Nevertheless, during all this time, I neither gave a thought to an overall plan nor did I fully understand all the procedures that must be in place after materials are selected. This class gave me a greater understanding of why and how a collection is maintained. In the same manner, my class on information acquisition also proved relevant. Now, when I help library patrons find the answers

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## From the Hallways...

they are seeking, I am aware of the different approaches and reactions to using a computer. Our basic core course illustrated the ways a searcher can be helped or hindered by the method they are using and, again, this gave me food for thought in an area I had never analyzed.

To my surprise, two of the three core classes were applicable immediately to my work. Other students and I talked about our mixed feelings about these classes. My experience was personally useful but others seem to have gotten more out of the specialty classes like cataloging and library media work. I think this may be the reflection of the students' interests and their particular teachers. A teacher's expertise, organization, and responsiveness are critical factors in making the class material approachable or simply making the class bearable. This is especially true for online classes.

I have also taken a class on publishing for the profession, which is invaluable for the future librarian who wants to see some of her writings in print. The class on children's materials gave me an expanding foundation for my new job as children's librarian. Another of my fellow students echoed this thought when she observed that parents and children increasingly sought her out as her expertise grew. The interpersonal communication class I am taking this semester is the only class that talks about what happens at the reference desk and among co-workers. I think it should be required for all librarians. Better understanding how and why people communicate can only improve our reference skills.

As you may now agree, library school turned out to be a good idea for me. I began school simply because I wanted the degree. However, I discovered that even though I have a job now, I am limited if I want to change to another library system or become an administrator. But every week I apply some piece of what I have learned in the last year and a half. Sometimes it is simply familiarity with a concept or procedure; sometimes it is a deeper understanding of what my library is doing and why. Sometimes it has given me the tools and understanding to question procedures or suggest changes. It has made me better at my job. Who can ask for more than that?

## SLA 2005 Leadership Summit Keynote Presentation

By Deb Hunt  
President, SLA-SF

Gary Heil, of The Center for Innovative Leadership <<http://www.cfil.com/>>, presented "For The Love of the Game: The Art of Leading An Inspired Team." The premise is that we are all leaders, but we need to know how to access the leader inside of each of us. He encouraged us to never settle for "good enough," as that is the enemy of "great." One of the most interesting things he shared was that tests have shown that optimism is a choice and that positive thoughts change our brain chemistry.

In addition, he commented that we should be realistic optimists. For example, we need to be accountable for learning, and he asked us to consider the following:

- In the last 6 months, what have I changed my mind about?
- Who thinks differently than I do and what have I learned from them lately?
- What is different about the way I think this year?

He talked about what motivates our employees, our customers, and us. We cannot assume others are motivated or energized by the same things we are. For instance, there is intrinsic versus extrinsic motivation. If it is extrinsic, there is the element of: "What's in it for me?" We would be wise to ask instead: "Is what we do, and are the services we offer, remarkable? Do we stand out in a good way?" He cited [www.starbucked.com](http://www.starbucked.com) and [www.untied.com](http://www.untied.com) as website examples of how bad service breeds terrible publicity.

All leaders should want to have:

1. Goals that show what you want to do.
2. The courage to be the best you can be.
3. The attitude to remain positive.

Gary got the Summit off to a good start. He was enthusiastic, fun, and spoke to the leader that lives inside each one of us.

## Mosaic

By Rochelle Richardson



We begin with news of fresh beginnings. In January, Barbara Janis, Library and Records Manager at Presidio Trust, began serving on the board of the Friends of the Sausalito Library, working as their coordinator for author talks; any recommendations anyone can make will be appreciated. Another new beginning: Sandra Joy Lee has been offered a job as Production Asset Development Lead with CritterPix Studios, designing the databases to track the production media for their first animated feature, "Ollie the Otter."

And news of another type of fresh beginning: Richard Geiger sends word that Judy Canter, previously longtime library director of the SF Examiner, retired in October from the SF Chronicle. Sara O'Keefe will also be retiring from RREEF the end of February, although it is likely that she'll be working for them as a part-time consultant.

Jaye and Paul Lapachet escaped to Hawaii January 17-24 sans offspring for a much-needed rest and relaxation session and to celebrate Jaye's birthday. They spent three days on the Big Island visiting Volcanoes National Park and touring the lava flows via helicopter. Then they spent four days at a hotel right on Waikiki Beach. Jaye and Paul visited Hanauma Bay and snorkeled for the first time, went to Pearl Harbor, the Aloha Stadium Swap Meet and the Bishop Museum. They ate a flambé dessert called Bananas Foster, watched the sunset from the Sheraton Moana Surf rider hotel patio, renewed their wedding vows and finally got warm.


Diane Rosenberger sends news of the Marin/Sonoma Librarians' Dining Group, which met January 25 in southern Novato:

**Donna** Purvis reported on two new self-service products that the Morrison & Foerster library rolled out in 2004. The Bookstore, built on Microsoft's e-commerce web product, allows attorneys to place orders for publications for their practice area from a pre-approved list. Pictures and text (either provided by the publisher or taken from the publishers' web sites with permission) give it an Amazon-like feel. The other self-service product is Pubs & Subs. It allows attorneys and staff to subscribe, unsubscribe, or view samples of any of the e-mail distribution lists available from the Library. They plan to add in print and table of contents in 2005. On the home front, she has a new fox terrier puppy.

**Eris** Weaver, who didn't attend because she was on vacation on the Big Island of Hawaii, sent word that she has resigned from her job at the Redwood Health Library, which was effective as of the end of February.

**Teresa** Meikle didn't attend because she was leaving the next day for a cruise around New Zealand. She and her husband are once again tour hosts for the California Academy of Sciences travel program. In January, Teresa's Dixieland jazz band played for the grand opening of the Petaluma library's new community room and Friends of the Library bookstore.

**Angie** Brunton will be singing competitively in a Sweet Adeline's quartet with her sister and two friends. She'll be attending the Left Coast Crime mystery convention in El Paso with Maggie O'Brien and Marie Tilson.



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*Mosaic Continues on Next Page*

## Mosaic Continues...

**Phil** Sheridan works half time at the Sausalito Public Library and is telling stories in several southern Marin libraries.

**Diane** Rosenberger has a granddaughter, Anabelle, born on January 11. Anabelle lives with her brother and parents close to the main library in Arlington Texas.

**Nancy** Bruer showed a Pashmina stole that she bought from Elinor Williams. Nancy and Elinor are members of the Architecture & Engineering Librarians' Group. Elinor donates the profits from the sale of these stoles and shawls to the Leukemia & Lymphoma Society of Northern California in her daughter's name. (See <http://www.active.com/donate/fundraise/NWillia1.>) Anyone interested in seeing the stoles and shawls should contact Elinor at 415-781-9800 (RMW Architecture & Interiors, 160 Pine St., SF) or email her at [ewilliams@rmw.com](mailto:ewilliams@rmw.com).

Marlene Vogelsang sends us this news:

**Karin** Zilla traveled to the East Coast over the holidays to visit her family: daughter Chris, granddaughter Hannah, and son John, who returned safely from Iraq.

**Sandy** Malloy spent time in Florida at a Business Wire meeting, and then was joined by her husband Bill for a visit to a bat cave!

**Marlene** Vogelsang is going to Tampa to visit friends and get together with Mary Barzelay, her first library colleague and the librarian responsible for sending her down this merry path. She worked with Mary in the Virgin Islands and she encouraged Marlene to think about studying for the MLS.

**Janet** Lerch traditionally spends the New Year with an old friend who now lives in Alaska! No, not up North! They meet in Southern California for some sea and sun. But later in the year, Janet will indeed go North to Alaska!

**Local** baseball caucus members are planning an early March trip to Phoenix for As and Giants spring training. Tony Landolt, caucus convener, his wife Pam, Marlene Vogelsang, and Sandy Malloy all hope to make the trip. Marlene says, "Join us for fun in the sun at the ballpark!"

**Richard** Geiger and his wife Susan hosted one of their fabulous musical soirees over the holidays.

In other news, Michele McGinnis, spent the holidays in Minnesota. Her partner's father took them bird watching one afternoon outside of Duluth where they spotted an unheard-of 13 Great Gray Owls and four Northern Hawk Owls. Michele reports that the Great Grays are a rarity in that part of the southern boreal forest. She says to see one is a treat, to see 13 is, well, miraculous!

Bayline editor, Dunn Miller, went to New York City for the opening of The Gates, the Jeanne-Claude/Christo installation in Central Park. She was there before The Gates were dropped and again on the day of the big opening. Dunn reports that she, a contemporary art buff of the first order, was stunned, delighted, and overwhelmed by the experience, which she happily shared with her son Lucas Krech. She and Lucas were lucky enough to spend several happy hours in an almost empty Met on the day of the opening of The Gates and also saw the new MOMA on Valentine's Day. She remarks: So much art; so little time.



Last but certainly not least, Wess-John Murdough (who placed yours truly at the temporary job at Genentech that led to my current great job at InterMune, Inc.), says he is no longer with AIM. He has been thoroughly enjoying some time off during the holidays and has started a new position as librarian at Krames. This is a part-time position and he will be available for consulting or special projects on a part-time basis. He can be contacted at 124 O'Shaughnessy Blvd., San Francisco, CA 94127; (415) 664-2997; or [wessjohn@mindspring.com](mailto:wessjohn@mindspring.com).

As always, thanks to everyone who contributed items for this column. Keep your personal and professional news coming to me, Rochelle, [rocheller@email.com](mailto:rocheller@email.com)

*Mosaic image for this issue is a floor from a roman villa of ancient Corinth showing Dionysos in the center.*

## Slate Nominations

The Nominations Committee is pleased to announce the slate for the 2005-2006 chapter year:

**President-Elect: Eris Weaver**

**Treasurer: Christine Nay**

**Assistant Director, Program: Mimi Calter**

In accordance with the Bylaws, this is the third notice that the slate has been approved by the Board and will be presented to the membership at the annual business meeting.

At the next chapter meeting, chapter members will be asked to approve the slate.

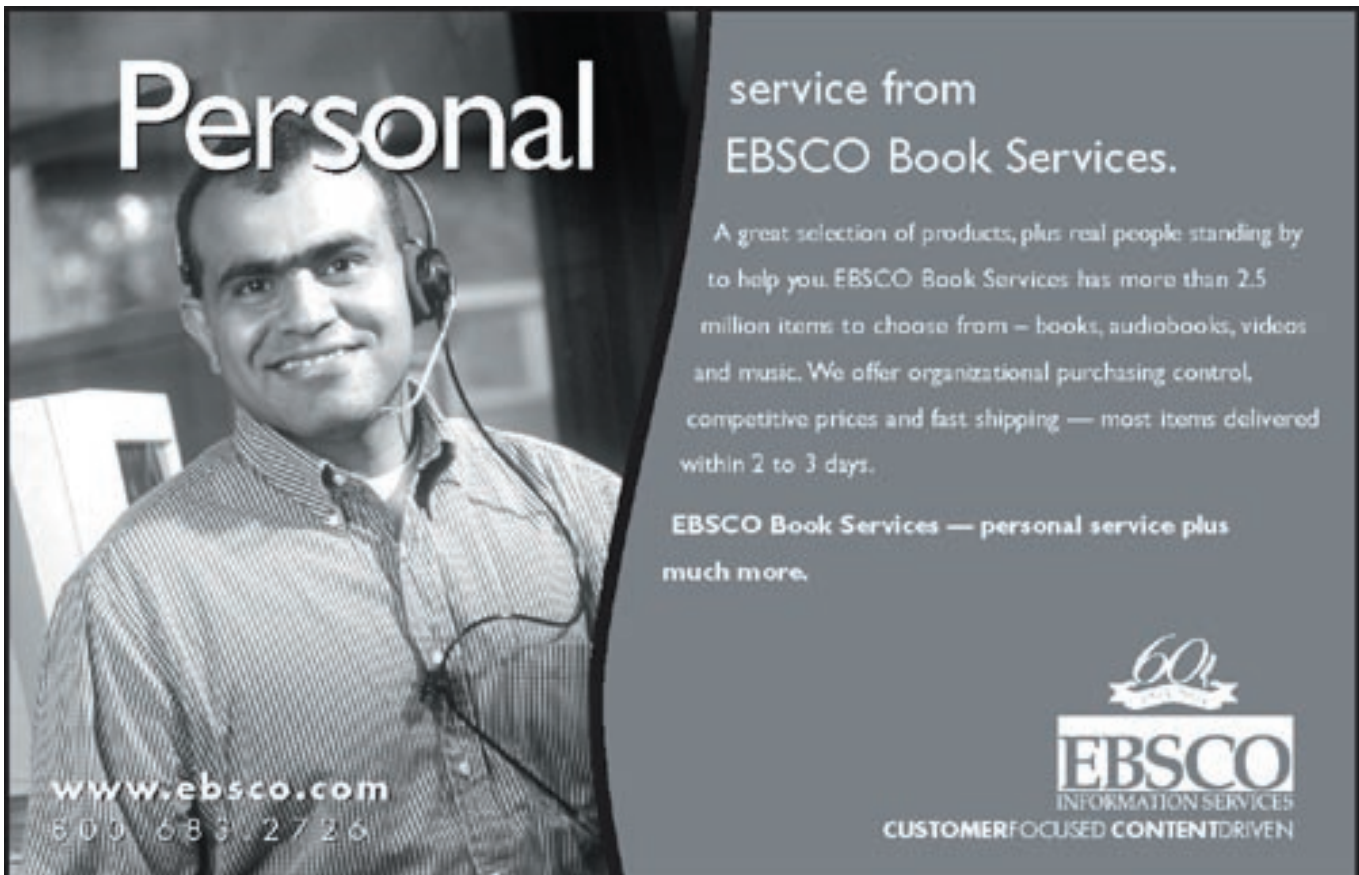
Thanks to the Nominations Committee members who agreed to be on the committee and assisted in developing the slate:

Elyse Eisner, Richard Geiger, David Grossman, Debbie Jan (ex officio), Mark Mackler, Maggie O'Brien, Chris Orr (ex officio), Ginny Woodis.

The committee thanks candidates who considered our request, but declined and is also appreciative of the Board's responsiveness to questions and for the advice they provided.

Respectfully submitted,

Jaye A. H. Lapachet Nominations Committee Chairperson




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## Califa: Designed to Serve California's Special Libraries

By Roberto Estevez  
Califa Staff

Califa was the legendary Amazon leader of women warriors who defended their island homeland of California from the incursions of foreigners (usually male). She is also the inspiration for the naming of both California and Califa, the nonprofit organization created by the State Library to serve the libraries of California. Califa is built upon more than 30 years of successful statewide cooperative system experience. When the Library of California was denied State funds, a new model of service delivery was suggested and Califa was launched with a Library Services and Technology Act grant in July 2003. Owned and driven by its members, Califa has been designed to harness the power of all California libraries to foster greater strength and sense of community. So, that is the background of Califa, but what does this mean for your library? What can Califa do for your special library?

Cindy Hill, manager of the Sun Microsystems Library and Califa Board member, says it best: "If you have a pain point, Califa can help get rid of it." If you are having problems negotiating a database contract, finding it difficult to get good pricing on library equipment or supplies, or want some outside expert advice, contact Califa and let the staff help you get what you need.

Anne Malley, Academy Librarian at the California Academy of Sciences Library and another Califa Board member, says, "We're a little library, but with Califa's help we now have the clout of a million dollar library. Califa has been great at providing us special deals and coming up with clever ideas like the online 'Trading Post,' where libraries can exchange equipment and supplies for free."

Combining a Costco-like discount-store mode with a hotel-like concierge service ("if we do not have it, we will find it"), Califa is dedicated to helping its members find products and services at the most affordable price. To qualify for its services, a library must first join Califa. It is easy and inexpensive, ranging from \$100 for a one-FTE-staff library, to \$250 for a library with one-to-five FTEs, to \$400 for a library of more than five FTE staff). Once a member, the library director is given a login and password for the library's staff members to access the Califa web-based "Marketplace" that lists existing discounts and services. The more products and services a library uses, the more cost-effective the membership. Membership also allows libraries to call Califa staff for "concierge service" that seeks to fulfill unique requests through a network of consortia and advisors. Working with other library consortia, Califa can deliver many products and services not listed on its website.

So what kind of savings are we talking about? Library supplier Gaylord provides a 20% discount to any Califa member. Checkpoint, known for its radio frequency and radio frequency identification (RFID) security systems, also provides cut-rate magnetic security strips, print management software, and debit cards at really good prices. Needless to say, Califa also is building its database contracts and is working with Gale, Reference USA and a host of other vendors to provided members with the best possible pricing on new databases, new products, and unique services.

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## Califa Continues...

Califa has also been offering unique services. It is the exclusive distributor of the award-winning College of DuPage "Soaring to Excellence" teleconferences. Through special arrangement, Califa is able to offer live paraprofessional and library training via web casting directly to library staff computer terminals. Califa also has contracts for the sale of library discards over the internet, and hosts a growing collection of eBooks, including a legal collection for library use. The staff, Roberto Esteves, Anthony Costa, and Evan Reader, is constantly developing new contracts, products, and services to meet member needs.

Califa staffers Roberto Esteves and Anthony Costa are the extra staff for you to use to ease your pain. They are available almost all the time to answer your questions, seek the help you need and give you the power of more than 250 other California libraries in working with vendors.

For a free brochure or more information, contact Califa at:

Staff: 866.209.5439 (toll free in California)  
Roberto Esteves: [resteves@calfa.org](mailto:resteves@calfa.org)  
Anthony Costa: [acosta@califa.org](mailto:acosta@califa.org)  
Cindy Hill: [Cynthia.Hill@sun.com](mailto:Cynthia.Hill@sun.com)  
Anne Malley: [amalley@calacademy.org](mailto:amalley@calacademy.org)

## Geiger Wins SLA News Division Award



By Deb Hunt

Our own Richard Geiger of the San Francisco Chronicle has been awarded the Joseph F. Kwapil Memorial Award by the SLA News Division. This award, the highest recognition of the Division,

is given for major achievement in the field of news librarianship and outstanding service to the News Division. The recipient has usually actively participated in the Division's programs and projects for a continuous period of ten years. (To read more about the award, see <http://www.ibiblio.org/slanews/about/ndawards.html#kwapil>.)

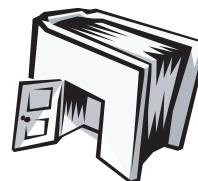
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## San Francisco Bay Region Chapter Programming Event

The SF Bay Region Chapter and San Andreas Chapter Programming Event invite you to join your colleagues for dinner and the following program:

### **Will Digital Information Last Forever?** **Will Society Ever Return to Long Term Thinking and Planning?**

The Long Now Foundation is working on these issues with its Clock and Library projects (which includes the Rosetta Disk Project and Digital Dark Age Project). Long Now's Executive Director, Alexander Rose, will speak to us about their purpose and programs. One of Long Now's goals is to provide a counterpoint to today's faster/cheaper mindset and promote slower/better thinking. Come for a lively program and discussion and a great meal.

**LOCATION: The Culinary Academy**

625 Polk Street (Between Turk and Eddy)  
San Francisco, CA (Nearest BART/MUNI Station: Civic Center)  
<http://www.longnow.org>

**AGENDA:** 5:30-6:30 p.m. Social Hour/No-host bar  
6:30-7:30 p.m. Dinner  
7:30-8:30 p.m. Program

**Cost:** Members \$35; Guests/non-members \$40; Students, retirees, unemployed \$18; program only \$5

**Sponsors:** Advanced Information Management, Certified Employment, Taylor & Associates, and EBSCO

**Menu:** Roulade of Herb Pasta with Wild Mushroom Mousseline, Sauteed Broccoli Rabe and Glazed Baby Carrots  
*or*  
Braised Halibut Steak over Morel Mushrooms and Fava Beans Ragout

After the event, visit <http://www.surveymonkey.com/s.asp?u=48484536503> to comment on this program.

✂-----*Detach and Mail this portion with your Check*-----

Mail your reservations by March 18 to: Mimi Calter, Goldman Sachs, 555 California Street,  
San Francisco, CA 90104, 415-249-7347, [mimi.calter@gs.com](mailto:mimi.calter@gs.com)

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E-Mail: \_\_\_\_\_ SLA Member: \_\_\_\_\_ Non Member: \_\_\_\_\_

Employer/Affiliation: \_\_\_\_\_

Menu Choice:  Roulade of Herb Pasta or  Braised Halibut Steak

Check enclosed for \$ \_\_\_\_\_ Make checks payable to: **SF Bay Region Chapter, SLA**

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## Fall 2004 Professional Development Workshop: Updating Your Web Research Skills

By Margarget O'Brien

Researcher Extraordinaire, Mary Ellen Bates, delivered a jam-packed, half-day Professional Development seminar on November 12, 2004 at the Pacific Energy Center. Over 100 attended "Updating Your Web Research Skills" and were treated to Mary Ellen's quick wit and wisdom.

First of all, she reminded us that there is no such thing as a comprehensive search of the web—it is just not possible. That is one of the reasons searching with more than one search engine is important. Each engine's search algorithm is a bit different which produces different search results. "There is very little overlap among search engine indexes and relevance ranking surfaces different URLs," said Mary Ellen.

Also, as professional searchers we are used to professional online services. We need to remember that searching on the Web is messy and that the order of terms is important. "Disambiguate, rephrase the query and use different terms. Complex searches don't work on the Web. Forget precision and search for what will likely float to the top."

Web logs (blogs) are another new source of valuable information, but trying to keep up with their proliferation, never mind searching them, can be frustrating. "It's okay not to know this stuff all the time," said Mary Ellen. "Use Web logs for just in time research versus just in case reading. Think of a blog as an annotated version of the Invisible Web." For example, a blog entry may have a link to a report that was not found on the Web.

She also added, "Ratchet down your expectations when searching blogs. It takes practice and creativity. You need to approach them with a sense of wonderment and awe. We are used to better and more sophisticated tools." Some good sources for information industry blogs are the ResourceShelf.com or Open Directory Project's index of info pro blogs.

Some more highlights of the workshop:

### For Google

Try the synonym feature. Enter a tilde (~) before a word in the Google search box and it will return sites with your search term and its synonyms.

Use related terms, which is a form of "pearl culturing." You can find similar, not linked pages, which can expand your search terms. Type "related:" along with the URL beginning with www.

Use the information feature to find pages that are similar, that links to, or that contain the URL. It is also a safe way to view a page, without loading it. Type "info:" along with the URL beginning with www.

Check [Google Labs](http://labs.google.com/) (<http://labs.google.com/>) for their latest developments.

### For Yahoo!

Use <http://search.yahoo.com> for a cleaner, no advertising interface for searching Yahoo!.

Try Yahoo!'s link feature to view what other sites link to a specific site. Both Google and Yahoo! offer these, but the Yahoo!'s link feature is more comprehensive. Enter "link:" then the URL beginning with <http://> (Yahoo! requires the full URL).

[Amazon.com](http://Amazon.com)'s new subsidiary, [A9.com](http://A9.com), offers ways to find information, organize it, and remember it—all in one place. One of the best features allows you to store and organize your bookmarks. This makes the bookmarks portable, so you can access them from any Web connection.

Other new sources to consider are social networking service sites such as [Tribe](http://www.tribe.net) ([www.tribe.net](http://www.tribe.net)), [Friendster](http://www.friendster.com) ([www.friendster.com](http://www.friendster.com)) and [ORKUT](http://www.orkut.com) ([www.orkut.com](http://www.orkut.com)). These are helpful, not necessarily to find the answer, but to find out who knows the answer. Think about where people would gather to discuss your research topic. Searching newsgroups, which are not spidered, is another good resource, though you generally have to join the group to gain access to the posts and shared files.

Bates continues on next page

## Bates continues...

Use the results refining or "clustering" features in [Vivisimo.com](#), [Wisnut.com](#), [Teoma.com](#), or [Mooter.com](#).

For Competitive Intelligence, check the company's website. Learn about where the company is advertising by the list of choices in the "Where did you hear about us?" pull down menu. In fact, check all the pull down menus, poke around the site, print the site map and check off each section as you review it. Job postings are still good resources for what divisions or research areas are expanding. You can also get an idea of terminology which can aid in your searching.

Use the spell check feature in MS Word to check the American-only spelling of your search terms. (labour vs. labor): Type the terms into a Word document then change the Set Language to UK English and run the spell check.

For a consciousness-raising tool, which graphically demonstrates why you should search more than one search engine, look at [Thumbshots Ranking](#) ([www.ranking.thumbshots.com](http://www.ranking.thumbshots.com)). What can be surprising is that often the top ten results vary widely from search engine to search engine.

How does Mary Ellen keep up with news and information? She says that writing columns forces her to stay informed. "Info Professionals aren't shy about pointing out inaccuracies," she said. Attending conferences and talking with other attendees and vendors also helps. She relies on, yet limits, her regular Weblog monitoring. Her current favorites include: [Sherman's daily blurp](#) (<http://searchenginewatch.com/searchday/>), [Tara Callishan's Research Buzz](#) (<http://www.researchbuzz.com/>), and [Virtual Chase](#) (<http://www.virtualchase.com/>).

Having graduated with her MLS from UC Berkeley, Mary Ellen is no stranger to the Bay Area and it was great to have her conduct the fall workshop. She is principal of her own research and consulting business, Bates Information Services, and is a frequently published author of both articles and books. She is the current President of AIIP, an office she held previously in 1996-97. Find more information on Mary Ellen's services and to subscribe to her "Tip of the Month" at: <http://www.batesinfo.com/>.

Thanks to both SF Bay Region/SLA and BayNet for co-sponsoring the workshop. Special thanks to Karin Zilla and her Professional Development committee: Dan Cunningham, Alev Akman, Rachel Kalay, Linda Vida, Tom Rhoades, and Daniel Angel for their fine work on the program. Special thanks to Marlene Vogelsang for graciously hosting us at the Pacific Energy Center, and finally, to the wonderful Chef Herman, who provided a delicious breakfast – especially his Bread Pudding.

---

## Dear Chapter Members,

We have a wonderful chapter full of many talented members. We have a noteworthy history of programs and parties and professional development. I love that we know how to mix work and play, how we continue to contribute to the success of our clients, employers and to each other. This is my call to encourage you to participate in the committees that plan our chapter's services, activities and events. Whether you are renewing your involvement, or are new committee work, there is a place for you.

As President-Elect, I'm gearing up to step into the President role in June. I need your help to keep our chapter strong and valuable to its members and prospective members. There are many opportunities to contribute. If you have an area of interest, a little bit of time, or a lot of time, we want you to be involved. Please consider volunteering. No matter what your interest, expertise or schedule, there is a place for you in helping to keep our chapter vital.

For a list of committees and volunteer opportunities see [page 21](#) of this issue of *Bayline*. Call me at 415-365-3745 or email me at [chris\\_orr@sfo.landor.com](mailto:chris_orr@sfo.landor.com) if you have questions about what may be a best fit for you. Our current President Debbie Hunt solicited your interest in the January-February issue, so if you already responded to her last month, there is no need to reiterate. We are in close contact! I'm excited about our team and look forward to working together.

Sincerely,  
Chris Orr  
President-Elect, SLA SF Bay Region Chapter

**Do you have . . .**  
A Hidden Talent?  
A Desire to Give?

**Do you want . . .**  
An Opportunity to Learn?  
An Opportunity to Grow  
Professionally?

Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts, and best of all, new friends. In addition to helping to insure that chapter functions and activities are carried out, you will have the opportunity to interact with colleagues and develop professional skills.

Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF website or complete and email this form to the individual committee chairs. See [page 4](#). Snail mail completed form to Chris Orr at Landor Associates, 1001 Front St., San Francisco, CA 94111.

Please select your area interest/s and fill in your contact information:

- |   |  |
|---|--|
| <input type="checkbox"/> . . . . . Academic Relations | Coordinates Bay Area student activities and mentoring    |
| <input type="checkbox"/> . . . . . Advertising        | Solicits ads for chapter newsletter/member directory     |
| <input type="checkbox"/> . . . . . Archives           | Maintains historically important Chapter documents       |
| <input type="checkbox"/> . . . . . Bayline            | Contributes or edits articles for the chapter newsletter |
| <input type="checkbox"/> . . . . . Consultation       | Coordinates outreach & pro bono consultations            |
| <input type="checkbox"/> . . . . . Directory          | Publishes the Directory                                  |
| <input type="checkbox"/> . . . . . Finance            | Prepares Chapter annual budget and mid-year reports      |
| <input type="checkbox"/> . . . . . Fundraising        | Coordinates vendors to support Chapter activities        |
| <input type="checkbox"/> . . . Government Relations   | Monitors and reports on relevant legislation             |
| <input type="checkbox"/> . . . . . Hospitality        | Selects locations and arranges dinner meetings           |
| <input type="checkbox"/> . . . . . Jobline            | Updates online Jobline listings                          |
| <input type="checkbox"/> . . . . . Mailing            | Coordinates Chapter mailings                             |
| <input type="checkbox"/> . . . . . Networking         | Information liaison with other organizations             |
| <input type="checkbox"/> Professional Development     | Organizes continuing education programs                  |
| <input type="checkbox"/> . . . . . Program            | Selects topics & speakers - organizes meeting programs   |
| <input type="checkbox"/> . . . . . Strategic Planning | Directs long-range chapter planning                      |
| <input type="checkbox"/> . . . . . Tours              | Organizes visits to libraries and related organizations  |
| <input type="checkbox"/> . . . . . Website            | Develops and maintains chapter website                   |

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

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## SLA-SF Calendar

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### **Will Digital Information Last Forever?**

Will Society Ever Return to Long Term Thinking and Planning?

Joint meeting with San Andreas Chapter

Tuesday, March 22, 2005

Location: **Long Now Foundation**

**Information and Reservation Form on [Page 18](#)**

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### **Neighborhood Dinner Meetings**

April 11-15, 2004

Location: **Various Bay Area Restaurants**

**Full information and luscious choices on [Page 23](#)**

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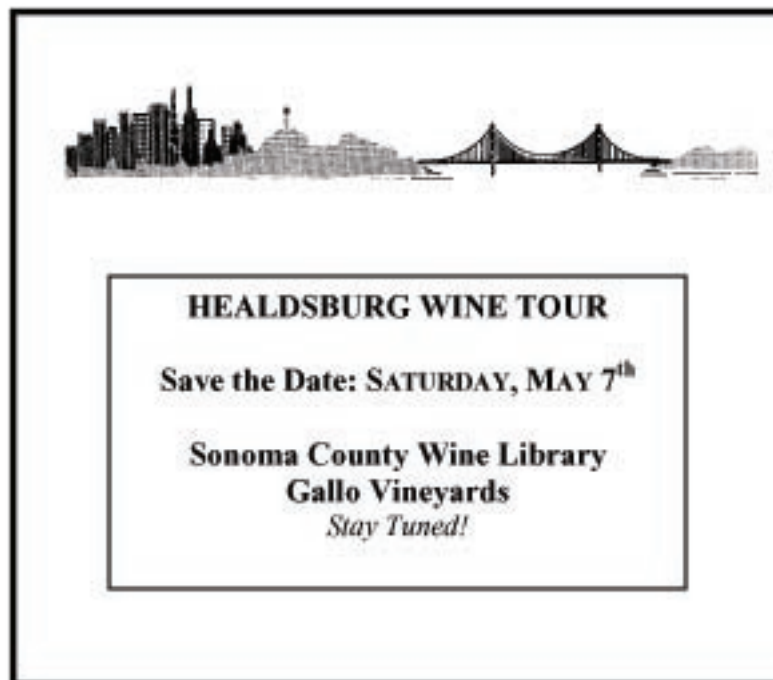
### **Gallo Tour and Wine**

**Library Tour and Talk**

Saturday, May 7

Location: Gallo Winery, Napa

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## 2005 Neighborhood Dinner Dates

The chapter's neighborhood dinner tradition was born in 1997 and has been a rousing success ever since. These dinners allow us to network and chat more easily than is possible at programming dinners. This year, instead of specifying a set date for this gathering, coordinators got to pick a day during the week of April 11th. You may choose by neighborhood, date, or restaurant!

Just give the coordinator a call or email. And please: Remember to bring enough cash to cover the check and tip. This eases the payment process for everyone.

If you would like to organize a dinner in a neighborhood not represented, please email the name of your restaurant selection, preferably with public transportation access and parking, to me and I will add it to the list and pass it along to the Reflector. Once you know the number of diners, be sure to make a dinner reservation.

The following folks have volunteered to coordinate dinners:

<p><b>Marin/Sonoma</b>  <b>Monday, April 11, 6:45 p.m.</b>            Diane Rosenberger: <a href="mailto:dianerosenberger@yahoo.com">dianerosenberger@yahoo.com</a>; 415-974-3219            Rafters Restaurant on 4th Street in San Rafael.            This was once the Willow Street Pizza and more recently Limelite.</p>	<p><b>SF – Richmond District</b>  <b>Tuesday, April 12</b>            Maggie O'Brien: <a href="mailto:maggieob@hotmail.com">maggieob@hotmail.com</a>; 415-751-1979            Clement Street Bar &amp; Grill: 708 Clement Street</p>
<p><b>SF – Fillmore/Japantown/Western Addition</b>  <b>Wednesday, April 13</b>            Linda Suzuki: <a href="mailto:lsuzuki@sfpl.org">lsuzuki@sfpl.org</a>; 415-355-5751            Neecha: 2100 Sutter (Sutter and Steiner). 415-922-9419            Zagat-rated Neecha serves very good Thai food at reasonable prices and offers a number of vegetarian dishes.</p>	<p><b>Walnut Creek</b>  <b>Tuesday, April 12</b>            Karen Zilla; <a href="mailto:karinz@certifiedemployment.com">karinz@certifiedemployment.com</a>; 415-433-3600 or 925-351-3771            Tin's Tea House: 1829 Mt. Diablo Blvd. (near Bonanza Street) Walnut Creek; (925) 287-8288            See review at: <a href="http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2004/06/18/EBG7H76AJE1.DTL&amp;type=food">http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2004/06/18/EBG7H76AJE1.DTL&amp;type=food</a></p>
<p><b>SF – Potrero/Bernal Heights/Castro</b>  <b>Wednesday, April 13</b>            Jo Falcon: <a href="mailto:jofalcon@exploratorium.edu">jofalcon@exploratorium.edu</a>; 415 561-0343            Little Nepal: 925 Cortland St. (near Folsom).            This restaurant has delicious food and is quiet enough, even if we don't get a room of our own.            There are plenty of vegetarian options.</p>	<p><b>Berkeley</b>  <b>Thursday, April 14</b>            Terry Richards: <a href="mailto:terryR@well.com">terryR@well.com</a>; 925-943-7889            Shattuck Avenue Spats Restaurant and Saloon: 1974 Shattuck Avenue, Berkeley, CA 94704, 510-841-7225            This classic Berkeley restaurant located one block west of the UC campus, serves seafood, steaks, pasta, Italian specialties, and exotic drinks.  <a href="http://www.themenupage.com/spats.html">http://www.themenupage.com/spats.html</a></p>
<p><b>San Leandro/Hayward</b>  <b>Wednesday, April 13</b>            Marlene Vogelsang: <a href="mailto:MxV6@pge.com">MxV6@pge.com</a>; 415-973-7206            Response will determine which of the following restaurants will be chosen.            Option One: Coliseum Restaurant. There is a game with the Toronto Blue Jays thrown in plus lots of menu choices.            Option Two: One of two San Leandro restaurants: Paradiso on Bancroft or Horatio's at the San Leandro Marina.</p>	

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## Events

To list an event, email Barbara Janis:

[bjanis@presidiotrust.gov](mailto:bjanis@presidiotrust.gov)

Telephone: 415.561.5343

Calendar events are updated bi-weekly:

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