

# THE BAYLINE



*Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association*

*May/June 2002  
Volume 72 Number 5*

## *President's message from Maggie O'Brien*

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I can't believe it's May already! The 2001-2002 Chapter year is fast coming to a close and in June your new Chapter President, **Tamara Horacek** will take over.

First, A big welcome to our newly elected chapter officers, **Mark Mackler**, Director, Assistant Program, **Bonnie Wildorf**, Secretary, and **Beth Graham**, President-elect. Under the able guidance of Tamara, next year promises to be an exciting one.

Although the year is drawing to a close, we still have some great upcoming activities. On May 23rd our Joint Chapters meeting with San Andreas will be held at the lovely Ralston Hall in Belmont. Check our website for more information. Leading from the Left will be a wonderful opportunity to celebrate the strength and talent of our own.

Remember that the SLA Annual Conference, "Putting Knowledge to Work," is in Los Angeles this year from June 8-12! I hope to see many of you there, especially at the California Chapters Reception on Monday, June 10 from 5-7 p.m. Kudos to **Karin Zilla** who has been coordinating this event, as the San Francisco Bay Region Chapter is the host this year. It promises to be a great time with plenty of opportunity to renew and make new friendships (and eat and drink, of course.)

This last column provides an opportunity to thank everyone for the tremendous contributions this year. Thank you to a wonderful Executive Board and Advisory Council. Their hard work, dedication and professionalism made this a successful chapter year. Thank you, also, to the

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## **inside...**

- Find out what happened at the latest Chapter meeting, page 7.
- Catch up on the latest Chapter gossip, page 9.
- Important information on proposed changes to SLA bylaws, page 12.
- Get the lowdown on the latest Professional Development workshop, page 14.

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# SFSLA Bayline

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## From the editor's desktop...



Welcome to another issue of the Bayline- Volume 72, number 5, to be exact- marking a full year of my reign as editor, so far survived with all toes intact. As for my sanity, well, I'm not qualified to make that kind of diagnosis. Let's just say I'm happily anticipating another year as your humble editor.

Of course, this chapter has made it easy on me, with copy flowing into my e-mail box without begging and cajolery on my part... like **Keir Reavie's** terrific piece on our last soiree featuring Google engineer **Mizuki McGrath**, which I, er, regret missing. I did, however, make it to my local (ok, an invigorating bike ride from SOMA to Bernal Heights) Chapter Neighborhood meeting this April 17<sup>th</sup>. They are highly recommended, and I hope to see them occur more frequently... hmmm, perhaps I should try organizing one instead of waiting for it to happen. The Bernal Heights area

### Copy Deadlines for 2002

Sept/Oct            August 3  
Nov/Dec            October 5

Email copy to [scooney@sfchronicle.com](mailto:scooney@sfchronicle.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

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many members who assisted these committee chairs in their accomplishments.

**Mary Keba** (Hospitality), **Chris Orr** (Programs), **Jenny Kanji** (Fundraising) and **Jaye Lapachet** (Asst. Programs) worked together to make sure our events were top-notch, creative and lots of fun!

**Gina Castro** (Professional Development) provided two excellent learning opportunities, and **Terry Richards** (Tours) made sure we had interesting places to visit.

Our finances were handled with aplomb by **Nancy Adams** (Treasurer) and **Debbie Jan** (Finance), with valuable assistance from former Treasurer, Tamara Horacek.

Keeping the channels of communication open is crucial for any organization. Many thanks to **Steve Cooney** (Bayline), **Linda Yamamoto** (Reflector), **Nick Robinson** (Website), **Jo Falcon** (Secretary) and **Saundra Lormond** (Mailing) who worked together to keep us well-informed.

Additional thanks to **Deb Hunt** (Discussion List), **Wess-John Murdough** (Academic Relations), **Alice Sullivan** (Consultation), **Nancy Adams** (Networking), **Karin Zilla** (Government Relations) and **Tamara Horacek** (Membership) for fostering the library community with activities and information.

Thanks to **Bruce Thomas** (Directory) who is busy making final edits to our new Directory, and **Nancy Phelps** (Advertising) who has done a great job in a difficult economy.

Helping us stay focused on our future were **Rita Evans** (Strategic Planning), **Marlene Vogelsang** (By-laws) and **Wess-John Murdough** (Nominating). **Mary Ann Mahoney** (Archives) worked to make certain that as our future becomes history, it is preserved for years to come.

Very special thanks to the entire Jobline Committee of **Debbie Sommer**, **Steve Cooney** and **Helen**

**Suomela Tyrell** whose two-year commitment expanded to an unexpected three due to some transition issues with San Andreas. Thank you for keeping this valuable resource available to the members of both chapters!

A number of people mentioned above, who have served on the Board and/or Advisory Council for many years, will be transitioning off next year. I want to give extra big thanks and sincere appreciation to **Debbie Jan**, **Alice Sullivan**, **Karin Zilla**, **Wess-John Murdough**, **Mary Ann Mahoney**, **Chris Orr**, **Jo Falcon** and **Marlene Voglesang**. And while these people may take a break from committee chair or chapter officer positions, they will remain active with the chapter.

It has been a rewarding, inspiring and distinct privilege to serve as your president this year. I especially want to thank **Marlene Vogelsang** and **Tamara Horacek** for their generous support. Our chapter is as strong as it is because we have both those who are willing to volunteer their time and talents, and an active membership that participates in our programs.

Best wishes for a terrific summer! I hope to see many of you at our Join Meeting in May and in Los Angeles!

Thank you  
Maggie O'Brien



# SLA Events Update

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## Behind the scenes at Google: Chapter Meeting with Mizuki McGrath March 19th, 2002

by Keir Reavie

Over the last few years I have slowly transitioned to using Google as my main web search engine. Why Google? Of all the available search engines on the web, Google seems to provide the best search results.

As a librarian, I have always been skeptical of any web search engine's utility, since I'm never quite sure how the engine has performed its retrieval. I have always used caution with web search engines. They're not designed like the good old library search interfaces, and consequently, I find it difficult to judge the accuracy of my search results. Of course, we have to realize Google isn't searching those nice structured databases with specifically defined fields and a controlled vocabulary, it's searching the web—the most nebulous information resource of all.

Mizuki MacGrath's presentation on the inner workings of Google (the search engine and the company) at the recent SLA San Francisco Chapter Meeting, allowed me to see that perhaps Google isn't doing such a bad job searching the web after all. That in fact, it is a useful tool in extracting the hidden information on the web. I'm using it now more than ever, having added the Google toolbar on my web browser, which facilitates quick and easy searching. Google focuses on providing a simple search interface and result pages that load quickly. The system searches the web using a technology called PageRank™. PageRank evaluates all sites linking to a web page and assigns each site a value based on the sites linking to them. Google essentially analyzes the structure of the web and is able to determine which sites are the best sources of information based on those sites most interested in the information they offer.

Mizuki McGrath, a native of Tokyo, is a lead developer for Google's Japanese search services and products. Mizuki also helped develop Google's Web Directory search service, and is currently helping coordinate the company's global expansion as the lead

engineer for Google's international search technology project.

Ms. McGrath provided the sellout audience at the meeting with the historical background of Google's development, and included some snippets of the company's culture. Google, like most dot coms, has expanded dramatically in the last few years, and now has domains in 32 countries and the ability to search the web in almost 40 languages. Google's revenue is currently derived mainly from targeted advertising and vending their web search technologies. As Ms. McGrath reminded us, Google does not use pop-up advertising, does not sell positioned advertising and ranking in its search retrieval, and makes clear on the search retrieval screen those items that are paid advertising. The result of these policies is that Google provides a more objective approach to web searching and retrieval (something I personally like).

I also learned you can use Google to retrieve maps, search white pages, and search online mail-order catalogs. And Google is constantly adding new search features, which can be found on the Advanced Search page, where they are tested before becoming standard elements of the search interface. Ms. McGrath also talked about Zeitgeist, a resource that provides data on web searching trends—very interesting stuff.

I definitely came away from the meeting with a greater appreciation for the work Google has done to make web searching easier and more reliable.

While the meeting room at MacArthur Park was a tight fit for all attendees at the meeting, the food was great. Thanks to **Mary Keba** for the arrangements. And thanks to Google for providing Google "I'm Feeling Lucky" T-shirts to all attendees. For more information, you can view Mizuki's slides on the SLA-SF web site.



# Kaleidoscope

by Elyse Eisner

Congratulations to **Jeffery Mah**, Chief Librarian at Bechtel Corporation in San Francisco! Jeff is one of this year's winners of SLA's Diversity Leadership Development Award, which recognizes individuals from multi-cultural backgrounds who display excellent leadership abilities in the profession and demonstrate a willingness to develop and strive for leadership opportunities within the Association. Jeff will receive a \$1,000 stipend for use in attending the SLA Annual Conference and will be mentored by a longstanding SLA member who has been selected based on his or her experience in the profession.

Congratulations also to **Mark Mackler**, who, after 18 years in law librarianship, has demonstrated his willingness to embrace change. Mark has left Sonnenschein, Nath & Rosenthal to take the position of Teenage Services Librarian for the Sunset Branch of the SFPL. Mark will be working in the Sunset Branch and in other small branches in that area of San Francisco, as well as making school visits. Furthermore, Mark is this year's recipient of the NOCALL Professional Achievement Award, which he will receive during the NOCALL Business Meeting at the Alameda County Law Library on Monday May 20. Mark wants to maintain contact with his longtime SLA colleagues, so contact him at [Bernalmack@cs.com](mailto:Bernalmack@cs.com) or 415 826-8733.

**Debbie Hunt** was invited to speak at "Digital Libraries: Lighthouses for Today, Tomorrow, and the Future" which was the Spring Seminar of the SLA San Diego Chapter. Debbie presented on the newly launched Exploratorium Educator Portal (<http://saturn.exploratorium.edu/educate/index.html>).

The Educator Portal is a special entryway to the content-rich Exploratorium website

(<http://www.exploratorium.edu/>) which has over 11,000 web pages. Debbie is the project manager for the Educator Portal and Senior Information Specialist at the Exploratorium, as well as Principal of Information Edge (<http://>



[www.exo.net/informationedge/](http://www.exo.net/informationedge/)

Debbie must like the weather down there: she will also be at the annual conference of the National Science Teachers' Association in San Diego demonstrating the Educator Portal and other Exploratorium resources to an estimated 15,000 educators.

Also embracing change, but without leaving her employer, is **LaVonne Jacobsen**, the new Head of Collection Access and Management Services at San Francisco State. As "a reference librarian who speaks MARC," LaVonne is able to make both halves of the library brain talk to each other. Because of a hiring freeze, LaVonne still gets to keep her hand in as a reference librarian.

Watch for the May/June issue of *Online*, in which **Terry Huwe's** article "Turbo-Powering the "Flat" Portal: the University of California's Labor Research Web" will appear. Terry also gave a presentation at Internet Librarian in Pasadena in November, titled "From Library Web to Portal: Mapping Content, People and Purpose." Terry is head of UC Berkeley's Institute of Industrial Relations library.

"Researching people is very different from

*Continued on page 10*

researching things,” says **Susan Prather** of her new position as Senior Research Analyst for the life sciences practice group at Egon Zehnder International. Susan’s background is in researching clinical trials and medical information for organizations such as WebMD, but she is enjoying seeing the industry from another side. Contact Susan at [susan.prather@ezi.net](mailto:susan.prather@ezi.net).

First the economy, now the war on terrorism... federal appropriations for the Presidio Trust have been canceled, resulting in a 20% reduction in staff and turning **Barbara Janis** into a solo librarian there. Barbara hopes to learn whether the library will remain open before she leaves for her high school reunion at Aquinas High School in the Bronx in mid-April. Her worries are slightly alleviated by the anticipation of seeing old friends (how old she won’t say!) and her daughter, who is a student at NYU.

Although she isn’t a member of the Baseball Caucus, **Sandy Malloy** had a wonderful time with those who are when they all attended Opening Night at the Coliseum. The A’s soundly beat the Rangers, which made it even more fun.

Closing with a factoid: **Terry Dean** points out that, perhaps for the first time in SLA history, or at least for the first time that a lot of us can remember, both the incoming President and President-Elect are from the same chapter(s). We refer, of course, to **Bill Fisher** and **Cindy Hill**, who are members of both the San Francisco and San Andreas chapters.

*Got news? Send it to Elyse Eisner at [eeisner@taylorlib.com](mailto:eeisner@taylorlib.com). No item too small!*

is particularly illustrious in attracting two Chapter past-presidents (**Wess-John Murdough** and **Rita Evans**) and an incoming president (**Tamara Horacek**). You will never drag the word “networking” out of me in a serious context, but I never regret hanging out and gossiping with my fellow special librarians.

On the topic of getting involved, my new fiscal year’s resolution is to not play quite so fast and loose with the print deadline- I have admittedly gone as many as 4 days over. Seems some people like to be informed of SLA events *before* they happen... librarians, such a nitpicky bunch. And perhaps I should rethink my editorial policy of letting the material come to me,, this issue is rather anemic, and I would prefer that to be a pre-summer irregularity rather than a trend. This summer I may be honing the strident and intrusive side of my personality, such as it is. Fair warning.



*Speaking of strident and intrusive... and yes, I do need to fill up space. Nobody else sends me any pictures...*



# Proposed Changes to SLA Bylaws: Keep Informed

by Maggie O'Brien

Hello Chapter Members.

I wanted to bring to your attention some very important changes to the Association By-laws under consideration by the SLA Board. These changes are being proposed after a multi-year process that included the input of several task forces.

There are three major documents for your review and a threaded discussion list open for your comments or questions until April 19:

Proposed Bylaws Changes Introduction:

<http://www.sla.org/content/SLA/Structure/recbylaws/propbyintro.cfm>

Threaded Discussion:

<http://www.sla.org/sf2k/>

Revised Proposed Bylaws:

<http://www.sla.org/content/SLA/Structure/recbylaws/revpropbylaws.cfm>

Proposed Bylaws Comparison:

<http://www.sla.org/content/SLA/Structure/recbylaws/propbylawscomp.cfm>

If you have any problems opening these documents, they can be accessed at the "Proposed Bylaws Changes" section of our website at:

<http://www.sla.org/content/SLA/Structure/recbylaws/httpwww6596.cfm>.

The SLA Board recently posted the timeline found below in moving forward with proposing a revision to the membership:

April 19th-The threaded discussion list will be suspended while the members' comments and desires are incorporated into the final draft as appropriate.

May 1st-The proposed bylaws revision and notice of the Annual Business Meeting will be mailed

to the full voting membership in accordance with the current bylaws. The threaded discussion list will be re-opened in order to provide a vehicle for membership feedback.

June 9th-A Q&A session on the proposed bylaws revision will be conducted for the Leadership Development Institute at SLA's Annual Conference in Los Angeles.

June 11th-The President's Series session on the proposed bylaws document at the annual conference will give attendees the opportunity to voice their concerns and support.

June 12th-Bylaws will be on the agenda of the Annual Business Meeting in Los Angeles. This session will be conducted within standard rules and facilitated by Certified Parliamentarian Collette Collier Trohan. The voting members in attendance at the Annual Business Meeting will determine whether the proposed bylaws document is forwarded to the full voting membership.

August-If the proposed bylaws revision is passed at the Annual Business Meeting, a full mail ballot will be issued to the voting membership at the end of August.

October 15th-Final return date for the bylaws ballot.

October 25th-The Board of Directors will ratify the results of the vote. The Board will share the result to the membership through BOARD.COMmunicate.

Please take advantage of the opportunity to ask our Association Board any questions or make comments on these changes. This is one of the ways we can influence the future of our organization.

Thanks,

Maggie O'Brien



# More SLA Events

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## Realistic Project Management: Professional Development Workshop with Pat Wagner, Feb. 13

by Cynthia Bennington

**Pat Wagner**, co-owner of Pattern Research, a 27-year-old research and training business, was the entertaining speaker for the February 13 Professional Development workshop “Think Like a Manager: Realistic Project Management”. According to Pat, successful project management depends on communication, workplace relations, and creating responsive systems. Using examples from her consulting experiences at all types of libraries and organizations, Pat also covered workplace issues such as delegating, lying, failure, accountability, and influence.

Project management is best understood using what Pat calls “the organizational map”, essentially a model that divides organizational behavior into three levels – task, managerial, and leadership. The task level can be anything from performing surgery to building a car to mopping floors. It is what we learned in library school – cataloging, reference, circulation. The managerial level is largely about communication, coordination, and coaching. The leadership level requires vision, risk, influencing people, and creating values. Each level has its own attractions, disincentives, and fatal flaws that can keep us from moving to the next level or lead us to outright failure.

Embarking on a big project will reveal flaws in your organizational structure and test workplace relationships. Pat presented a checklist of conditions that must be in place at the organizational and personal levels for projects to succeed. In addition, she discussed the need to balance the three sides of the management triangle – quality, money and resources, and time. You can also state this as good/fast/cheap. One mindset that is

difficult to change is that of obsessing about perfection, the quality side of the triangle, to the detriment of on-time delivery or reasonable costs. Pat illustrated the pitfalls of this attitude with a story of a company that ultimately failed because, while pushing for the highest performance standard, it was unable to bring a product to market before a competitor.

Finally, with communication and good relations so important to successful project management, Pat discussed the role of influence and how to connect with people. Think of influence as making it easy for others to say yes. It has three components – rapport, information, and action. Building rapport is the most important and on its own can lead to achieving your goal half the time. Providing information (reports, statistics, etc.) rarely leads to success by itself. It must occur in conjunction with rapport. You know you will have succeeded when an important decision is due to be made and a meeting will be held at a time so you can come.

Handouts are available at the Chapter’s web site: <http://www.sims.berkeley.edu/sfsla>

# Calendar

## MAY .....

23

"Leading from the Left Coast"  
Joint Dinner meeting with  
San Andreas chapter  
6-9 p.m. Ralston Hall, Notre  
Dame de Namur University  
campus, 1500 Ralston Avenue  
Belmont, California  
(see [www.ralstonhall.com](http://www.ralstonhall.com) for  
directions)

## JUNE .....

8-13

"Putting Knowledge to Work":  
Special Libraries Association  
93rd Annual Conference  
Los Angeles, CA  
Los Angeles Convention Center  
(LACC), 1201 S. Figueroa Street.

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Board/Council turnover meeting:  
Pacific Energy Center, 851  
Howard St., San Francisco.

## JULY .....

13 - 19

American Libraries Association  
Conference, Atlanta.

*To list an event contact  
Jaye Lapachet at 650-205-0744 /  
415-259-0981 or  
[jaye@calalum.org](mailto:jaye@calalum.org).  
Calendar events are  
updated bi-weekly at:  
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