

# THE BAYLINE



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

*November/December 2001  
Volume 72 Number 2*

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

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This column has been particularly difficult to write, given the situation in our country and in the world right now. I hope that you and yours are safe and well. I know each of us have stories and experiences to share about how we are affected by these recent tragedies. As simple as this seems, one of the ways that I am coping is to pay more attention to the gifts in my life, especially the people in my life. Now is a great time to reach out, support and care for each other—however that manifests for you. For me, it makes my involvement with our Chapter and all of you that much more compelling. I find great solace and strength in sharing, communicating, learning and laughing with friends and colleagues. I am heartened and inspired by the dynamic spirit and creativity of our members.

That creativity and spirit was front and center at our September meeting. Thanks to **Mary Keba**, Hospitality Chair, for her quick-thinking and incredible efforts in finding a new location for the meeting with only one day's notice. Many thanks to Program Chair, **Chris Orr**; Webmaster, **Nick Robinson**, and Reflector Administrator, **Linda Yamamoto** who helped in notifying attendees, and to **Bruce Thomas** for his able assistance with AV equipment. Chris and her committee were also responsible for our wonderful speaker, **George Shirk**, Editor in Chief of *Wired News*, whose perspective as both a print and web journalist made for a thought-provoking presentation. We also honored our very own **Linda Vida**, presenting her with the 2000/2001 Chapter Professional Achievement award. We had a great turnout with over 80 in attendance!

Members of the Executive Board and Advisory Council got an early start with our

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# SFSLA Bayline

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## From the editor's desktop...

In answer to the burning questions my sharp-eyed fellow Special Librarians have no doubt been forming these last two months, yes, **Kate Manuel's** NetTalk column which ran last issue did make sense when I received it. It was the budding Surrealist in me that couldn't resist scrambling the pages. And no, I am not now nor have I ever been a member of the San Francisco Examiner editorial staff...

I know now that I have chosen an appropriate profession – who else but librarians (Special ones at that) would be so kind and uncritical as to heap (well, politely offer) praise on my first outing as editor. Your cynical ploy has worked, and I remain your humble editor for another issue. I admit the idea of running in terror did occur to me once or twice while laying out this issue, but some hands-on advice from graphic designer and Pagemaker whiz **Carla Laser** saw me through. If anyone needs a graphic designer, I can recommend her without hesitation.

My role as seeker of content has once again been a rather passive one- the members of this chapter being so involved and on top of things, I again received reams of quality copy with zero whining and pleading. Rest assured that all the errors are mine. Our secretary **Jo Falcon** astounds with her ability to simultaneously record and summarize meandering monologues in the latest Board meeting minutes (I type with two fingers, so that sort of thing really impresses me), **Elyse Eisner** catches us up with the latest Chapter news in her Kaleidoscope column, **Marlene Vogelsang** puts out the call for nominations for the Chapter's Professional Achievement Award, and **Deborah Hunt** explains how to join the SLA-SF e-mail discussion list. Forge ahead.

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### Copy Deadlines for 2001/2002

|             |              |
|-------------|--------------|
| Jan/Feb     | Novemeber 30 |
| March/April | February 1   |
| May/June    | April 5      |

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

### Jobline Information

The San Andreas chapter will be assuming responsibility for the Jobline, online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>. Until then, Contact Stephen Cooney at (415) 701-0781; [scooney@sfcbronicle.com](mailto:scooney@sfcbronicle.com)



Chapter Leadership Training. As a way of saying thank you and providing additional support, the Chapter offers a professional development activity for those serving on the Board or Council. The training is designed to benefit the work that is done as part of the Chapter leadership and in your job and personal life too. Thanks to **Tamara Horacek** and **Marlene Vogelsang** who did a wonderful job with our training this year. **Dr. Pat FitzGerald** with Pacific Gateway Associates, Inc., led us through a stimulating and interactive workshop which included discussions about leading, motivating and creating successful teams.

Congratulations to **Nancy Adams**, who has been appointed our Chapter Treasurer for 2001-2003. Nancy is no stranger to Chapter involvement. She has been active on our Advisory Council as Networking Chair, seeding our discussion list with golden nuggets of information, for several years. Welcome Nancy!

Instrumental in uncovering Nancy's hidden financial talents were **Wess-John Murdough** and the Nominating Committee, who took on the challenge of identifying a new treasurer. Nice work! I also want to thank **Tamara Horacek**, who continued handling the all Treasurer's responsibilities while taking on and learning the ropes as your President-Elect and Membership Chair. Cheers to you, Tamara!

By the time you read this we will have held our fall Professional Development Workshop with Joe Barker on "The Invisible Web Exposed." The Professional Development Committee headed by **Gina Castro**, with help from **Debbie Jan**, **Beth Graham** and **Cynthia Bennington**, are now hard at work on the spring workshop featuring Pat Wagner. It promises to be informative and entertaining!

Thanks to **Terry Richards** and her Tours crew, we had a chance to explore the fabulous San Francisco Center for the Book. The Tours Committee is busy planning more great places to visit,

and I can't wait!

We have some great upcoming events: our November 15<sup>th</sup> Meeting at Uncle Yu's in Lafayette features Information Design Specialist, Drue Miller, enlightening us about "Usability and the Web". Our Student Reception is slated for December 5. More details about these activities and much more are available at our Chapter Website: <http://www.sims.berkeley.edu/sfsla/>

And there is a lot more to come! So, in addition to whatever ways you are finding to cope these days, I invite you to attend a meeting; check out a tour or our spring professional development program, post something to the Chapter Discussion List. Reach out, and connect. I look forward to seeing you at an event soon!

Questions, comments?

Send me an email:

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# Executive Board Meeting & Joint Executive/Advisory Council Meeting, August 21, 2001

SF Bay Region Chapter/SLA  
Executive Board Meeting Minutes  
August 21, 2001  
Pacific Energy Center  
851 Howard St., San Francisco  
Present: Maggie O'Brien, Marlene Vogelsang,  
Tamara Horacek, Wess Murdough, Steve Cooney, Jo  
Falcon.

The meeting was called to order at 4:09.

1. Maggie's welcome included particular thanks to Wess for stepping up to the Nominating Committee plate far faster than should have been necessary, and to Steve, who is learning a completely new process while nevertheless being productive.

i. Chapter Officer Roster has been updated to this date, with some gaps to be addressed by the Nominating Committee.

ii. Chapter 2001/2002 Administrative Calendar is current and coordinated with Bayline

iii. Mentor List 2001/2002 also shows a few gaps but is basically current.

2. Approval of June 28, 2001 minutes — approved, with no changes.

3. Treasurer's report - as Tamara promised, it was short and sweet since this is the beginning of the fiscal year. The Directory came in cheaper than last time, and sponsorships were very good. Some May meeting income from credit card registrations is still on its way. Interest on the CD is lower because the certificate has matured. The meeting expense seen here is a deposit for Gabbiano's, a new requirement of theirs as of this year.

4. Finance Report - Debbie Jan has finally received reports from every committee, including those with \$0 estimated budgets. On paper, we're \$8000 over a zero

balance; the real picture is better, since we expected \$2,000 from the directory, but actually got \$3,000. We MUST give more funding to the Web Committee: it got short shrift last year, but we need to increase the functionality of the site. Professional Development came in right on target. If Program continues to break even or nearly so on events, we will be fine. Some money is still due from Jobline, possibly as much as \$500. The midyear financial review has proven to be a good idea. There were no "bulges of expectation" complicating matters, and a more realistic budget overall. There may be a few working dinners for committees not covered by the projections, but those are appropriate and worth it. If dinner meetings and Professional Development fall short, sponsorships can make up \$500-\$1,000 if necessary. The treasurer and finance chair stress that we continue to be frugal. Flyers, for example, are really expensive and duplicate the e-mail announcements; we could save as much as \$2,000 there. Avoiding inserts in Bayline could save on postage as well.

4:20-5:00 p.m.

5. Old Business

i. Chapter Leadership Training—Marlene and Tamara. As detailed in the flyer provided by Tamara, we're scheduled for "It All Starts With Leadership," featuring Pat Fitzgerald, on Sept. 14, 8:30-12:30. The Chapter is getting a nonprofit discount and can offer the session free to members with RSVP — but we must RSVP and guarantee an audience. It was suggested that we invite active committee members who are being groomed for chairs, since this is a thanks for work done and incentive to continue. The announcement on our calendar will include a link to Dr. Fitzgerald's website for those not attending; she may allow us to put some of her materials on our web.

ii. California Chapters Reception—Maggie Karin Zilla, who is coordinating, has a call in to Jim Mears to organize this through HQ. Her niece in LA is

*Continued on next page*

consulting on location. The conference will be spread out geographically, as is the city. Last year's attendance was between 250-400.

iii. SLA High Tech Forum—Maggie. This event is “SLA's west coast splash” with Hal Varian, John Seely Brown, and other big names, though with attendance limited to 200 people and registration at \$800, it's difficult to “see where they're going with this.” The dine-around, coordinated by Karin Zilla, is so far the SF chapter's only involvement. Karin has talked with Corvie Carrington, Director Strategic Learning, and understands that registration is slow so far.

iv. Confirm Contact information - Maggie welcomes the new Mailing Chair Sandra Lormand.

v. Chapter Professional Achievement Award will be presented to Linda Vida at Sept. 25th Dinner meeting. Maggie will check with Jeanne as to whether there's a formalized process in the Manual for this presentation; the honor may fall to Jeanne, as head of the nominating committee for the award.

5:00-5:30 p.m.

#### New Business

##### i. Joint Boards meeting

July 31, Maggie, Marlene, Tamara and Jo met with their San Andreas counterparts President Catherine Starr, Past President Lucy Steelman, Libby Trudel, Leslie Fisher, and Secretary Roger Sherman. A number of topics were discussed, some still unresolved and difficult. San Andreas looks forward to hosting the joint May meeting with SLA Executive Director Roberta Shaffer, and is seeking a venue that will show off the West Coast while offering convenient transport — Filloli, Sunset Gardens? Marlene is charged with conveying the joint Boards' suggestions about the Directory to Bruce and Joe: these include writing up procedures with timelines and deadlines, returning to a consistent rate sheet for display ads, looking into putting the Directory on the web as PDF, and getting back on schedule by the end of 2001. Wess suggests that this chapter look into the “bundled deal” San Andreas offers for various combinations of ads in Directory, meeting sponsorships, and newsletter ads (see <http://www.san-andreas-sla.org/sa/advertising.html>). There are possible pitfalls, but advantages as well. The

High-Tech Forum will fall in San Andreas' geographical area: Karin Zilla will be working with Leslie and Libby. As discussed above, it's San Francisco's turn to host the California reception at SLA 2002; Karin Zilla is coordinating. Wess asks if next year's academic relations should be coordinated with San Andreas, since so many of our chapter members attend SJSU and some South Bay members go to SIMS. The handoff of Jobline has been a trial. San Andreas is due to take over, but needed reassurance and a refresher on what the job entails. When Marlene sent the job descriptions, with Maggie's four follow-ups, response was late and tepid. Marlene points out that Maggie has done every reasonable thing following procedure, but abandoning Jobline won't force the issue, and is a disservice to our members. The Executive Board agrees that SF Chapter should continue handling the Jobline until San Andreas can form a committee to take over. Steve is willing to continue as contact, but Deb's job is the big one: billing, coordinating, etc. The committee also needs a web person (or can the web committee stretch to it?). Maggie is confident that we can find people - it's too important a service to let go. She will put the communication with San Andreas (cc'd to both Boards) in terms of “in fairness to our joint members,” and suggest phase-in of San Andreas representatives on the committee to learn the jobs.

ii. Treasurer Appointee (no need to elect): Wess has had no luck yet, but has been through the previous Nominating Committee's roster. He's taking suggestions.

iii. The Nominating Committee adds Claudia Fenelon and the ubiquitous Karin Zilla to continuing members Linda Vida and Charlotte Sanders.

iv. Other: it's time to get a digital camera for the chapter, or at least to accept the several offers of loans (from Jo Falcon or Steve Cooney, among others) to document dinner meetings and events for the newsletter.

7. Set meeting date: Thursday, October 18, 2001, at PG&E.

8. Set Joint Executive Advisory meeting date, Thursday, February 21, 2002, again at PG&E.

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Meeting was adjourned at 5:30 exactly.  
Respectfully submitted,  
Jo Falcon, Secretary.

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**SF Bay Region Chapter/SLA  
Executive Board/Advisory Council Joint  
Meeting Minutes**

The meeting was called to order at 6:15.

Attending: Maggie O'Brien, Marlene Vogelsang, Tamara Horacek, Wess Murdough, Steve Cooney, Jo Falcon; Sandra Lormand, Mary Ann Mahoney, Debbie Jan, Nancy Phelps, Bruce Thomas, Nick Robinson, Deb Hunt, Chris Orr, Terry Richards, Nancy Adams, Rita Evans, Gina Castro.

1. Welcome: Maggie is pleased to introduce a new member of the Advisory Council, new Mailing Chair Sandra Lormand, taking over from Christine Harris

i. Chapter Officer Roster — Rosters were distributed with the request that members check their contact information and give corrections to Jo as secretary.

ii. Chapter 2001/2002 Administrative Calendar — some late-breaking additions

iii. Mentor List 2001/2002 — Maggie reminds mentors and mentees alike, don't hesitate to call.

2. Approval of June 28, 2001 Executive Board and Advisory Council minutes:

Hospitality noted a need for projectors, not LCD panels. Otherwise: approved as amended.

3. Introduce new Council member: Sandra Lormand joins us as Mailing chair.

4. Treasurer's Report - Tamara Horacek

The report is really simple, as we're only one month into the fiscal year. The CD (a pooled fund with HQ) has matured, and gives less interest than before - it's down from \$500 to \$200 and should probably be reinvested. Some May meeting income is still coming from credit cards, which take a month or so to process. San Andreas has paid for their portion of the Directory. The "meeting expense" noted is for Gabbiano's, which now requires a deposit.

5. Finance Report - Debbie Jan

Presented on the verso of the Treasurer's Report. Though we will probably run a deficit, we may be pleasantly surprised as the numbers came in better than expected last year. It's too early in the fiscal year to see how we're going to do, but Debbie encourages us to continue careful and conscientious. She will conduct a midyear check in January, to be reported at the February meeting.

6. Old Business

i. Chapter Leadership Training - Marlene and Tamara

The "It All Starts With Leadership" flyer describes our next leadership training, a reward for volunteering at this level of the chapter. It's free, and worth far more; the speaker gets great reviews from a hard audience at Dolby, according to Tamara. Maggie's thanks to Tamara for arranging this way for the chapter to give back to those who do the work.

ii. SLA High Tech Forum, Oct. 24-27 - Karin Zilla reports, via Maggie. This is an SLA organization-level event, with little direct chapter involvement except for dine-arounds (on 25th coordinated by Karin and two San Andreas members). It's very high profile, with lots of publicity and big names (Hal Varian, John Seely Brown). But registration is low so far, with none from California, perhaps because of a conflict with Internet Librarian. It's good that HQ is doing a west coast thing, it's our chance to show off. If anyone comes.

iii. California Chapters Reception at SLA 2002 — Karin via Maggie. The five California chapters share this responsibility on a rotating basis, and it's our turn. The reception is usually Monday evening of the conference, with cost handled by HQ except for a cash bar. Karin Zilla is coordinating; if you have any ideas or suggestions, call. The 1992 reception was good even though the conference was in California - it doesn't seem to matter where the conference is.

iv. Release Forms - Maggie: this is a formality for all Board and Council members. She has taken care of the few outstanding forms already.

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iv. Chapter Professional Achievement Award will be presented to Linda Vida at Sept. 25th Dinner meeting. Maggie hopes we can all attend this special event - Chris will have more details about this and other programs coming up.

6:50 - 8 p.m.

## 7. New Business

### i. Report from Joint Board Meeting - Maggie

San Francisco and San Andreas hold a Joint Meeting of their executive boards every summer. The chapters are closely related, were one chapter till 1975 or so, and still have significant overlap, coordinating or sharing projects like the Directory and Jobline. Maggie, Marlene, Tamara and Jo attended this year's meeting in Menlo Park. San Andreas is off to a slow start but moving along. It's their turn to handle the Jobline which is on a two-year rotation; they're identifying who in their chapter will handle the job. We may hold it another

year if they have difficulty creating a committee. (This is -not- a joint operating agreement: the income goes to the chapter that does the work.) We need to know by the end of this month how they will proceed: it is unfair to our chapter to be kept working past the agreed time, but it's unfair to all members to let this service lapse. We will give San Andreas every opportunity to step up to the plate, and every assistance in getting up to speed.

The Directory is another issue. Bruce and Joe have agreed to continue another year; because of difficulties with HQ, the joint Boards have asked them to write up annotated procedures, with timelines and deadlines, and identify a sponsorship point person on the Directory committee who will coordinate with the San Andreas advertising person. Someone with dual membership would be ideal. It's hoped the next Directory will be out by January: last year, the hold-up was in getting information from HQ, so the, time to start is NOW. If we're sent bad data, we will update what we have rather than waiting for a new download. A long-term goal is to get

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the Directory into PDF form for the website, reducing the print run and cost.

Maggie points out that this joint meeting also discussed the May 2002 joint meeting with new SLA Executive Director, Roberta Shaffer, whose term starts Sept 4, and shared with San Andreas the chapter's schedule of meeting and event dates in an effort to avoid conflict. They're working hard in their area.

ii. Approval of Nominating Committee: this committee now consists of Claudia Fenelon, Karin Zilla, and continuing members Linda Vida and Charlotte Sanders. Nominations are needed for a President Elect, Secretary, Asst. Director (Program) and right now Treasurer (though this can be an appointment rather than requiring election) since Kevin Canada unexpectedly moved.

iii. Committee Reports

Chairs were asked to bring us up to date on their committee planning.

Rita Evans, Strategic Planning: we're in the middle of a three-year cycle, which is going well. She has attended Program and Professional Development meetings to insure coordination. The survey was very helpful for planning, and her committee will do more of them.

Nancy Adams, Networking, says "you saw it all on email." One unofficial activity, a Giants game, was announced on the discussion list, but attendees didn't manage to make contact before the game and sat in various sections without connecting.

Terry Richards, Tours - She and Marlene Vogelsang are the entire committee so far, and are seeking more members. A perk of being on Tours is that you get to go twice, once as a preview, once with the tour. They're planning tours for months with no dinner meeting: October, February, whatever else is so scheduled. October's tour may be the Center for the Book, in Potrero Flats near CCAC West. Two Muni lines stop nearby, there is ample parking, nice coffeeshops in the the one she did at SLA in San Antonio on "Navigating the Organizational Map."

Bruce Thomas, noting that the Directory has been discussed already, asks that as we continue to update contact information on the HQ website we also send it to him as a cross-check.

Nancy Phelps reports that Advertising has been slow

getting out the gate with Kevin's sudden departure to DC. It's coming together, with new leads to follow for next issue's ads, but send her anything else you have. She thanks Steve for handholding and patience.

Debbie Jan notes that Finance was covered in the financial report above — except that since Directory sponsorships is a new category, she has put it in the Advertising section. Tamara confirms that it doesn't matter where we put the line item as long as we define what's which.

Mary Ann Mahoney, speaking for Archives, accepts material five years or older but suggests that anything more recent be kept in the committee binder for the incoming chair. The question was raised whether the Treasurer, who has more stringent legal obligations, is to keep separate archives; Tamara already has a "rolling" seven-year set. As we go more digital, we need to be careful to keep things that exist only in digital form. This would be an advantage in moving to the SLA HQ server, since they would archive the website automatically for us.

Saundra Lormand, the new Mailing chair, has met with outgoing chair Christine Harris for turnover and a tutorial, and been in email contact with Steve Cooney about the newsletter. She understands the need for one consistent contact person with HQ for mailing labels and with the mailing house for processing them, and asks that if a committee is mailing anything else (other than Bayline) the label request go through her.

Steve Cooney points out that the Bayline group (himself, Saundra for Mailing, Nancy Phelps for Advertising) are all new to the job. (There's a steep learning curve for Pagemaker, but the job is too pricey to outsource.) Still, the paper went to the printer the day of this meeting, and goes to the mailing house in five days, complete with flyers. The proofreader had minimal corrections, and Steve thanks contributors for sending clean copy: "All your spelling checkers work fine." He printed everything he got, and that's the editorial policy: to be the voice of the community. Please send more — columns, letters, whatever, he will find space for it. Deborah Hunt suggests a footer on some articles: "Want to carry on this discussion? Go to the discussion list!"

Wess Murdough, as Nominating chair, reports that the committee has been formed and is hard at work, as noted above. As Academic Relations, he will check with SIMS for either a late October or early November date

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for a reception or other program. Last time was a panel; we might repeat that, or have chapter officers speak. (Nick Robinson points out that November 2 is out, as it conflicts with the conference.) Linda Vida suggests avoiding talk about “library positions” since there’s such a disconnect between what they study and what we’re about that they feel it’s nothing to do with them. That, says Wess, is exactly why he thought of chapter officers, as able to explain -why- SLA is of use to information specialists with or without the “L” title. Chris Orr thinks we might ask Hal Varian for his take on how to approach SIMS, while he’s talking at Tech Forum. The committee will also explore co-sponsoring a San Jose event with San Andreas.

Marlene, speaking for those absent, says Nancy Adams of Networking is still waiting by phone. Karin Zilla tells her that since John Crosby, HQ’s Government Relations contact, is leaving, that committee is also on hold at the chapter level.

Closing the meeting, Maggie expressed her delight with the quick start, with dates already set for programs and professional development, and Bayline at printer - she’s impressed. We’ve “done incredible work as of Aug 21 which will stand us in good stead for an exciting and successful year.”

8. Date for February 2002 Advisory Council/Executive Board Meeting: Thurs Feb 21, same time, same venue.

9. The meeting was adjourned at 7:57.

Respectfully submitted,

Jo Falcon, Secretary

# Kaleidoscope

by Elyse Eisner

(Note: much of this was the column intended for the spring issue, and then the September issue, but email mysteries diverted it from the editor to some cosmic dead letter office. So, with more recent updates, here is 6 months worth of news, more or less)

UC Berkeley is full of changes! **Cris Campbell**, Head of the UC Berkeley Public Health Library, has accepted a position with the California Digital Library (CDL) as Project Manager for the Melvyl Union Catalog Implementation project, where she started in March, 2000. In this two-year, full-time position, she will coordinate the overall project and the three functional teams designated to focus on the major aspects of the project: Database Development and Technology; Usability and Education; and Services. **Ann Jensen** will lead this last team, spending 40% of her time in this role while remaining as head of the Astronomy/Math/Statistics Library.

In another major surprise, **Jeanne Fong** has left the UC Berkeley Library after twenty-four years on staff to become the Executive Assistant for the Executive Vice Chancellor and Provost of the Berkeley campus. Jeanne has spent her entire library career at Berkeley, where she started in 1994 after graduating from the UCB library school. Before that, she spent fourteen years as an administrative assistant in the UC Berkeley Librarian's Office. Jeanne says, "My strengths have always been in administration and organization, so as a librarian, I purposefully sought opportunities in which I could apply and develop those skills. One of the highlights of my librarian career and the most fun job, hands down, was my year as Chapter President." Jeanne will still pop up occasionally, so don't start missing her yet! No new contact information so far – watch this space.

In other job change news, **Wen Ng** retired from Bayer early last year; **Beatrice Yuan** is the new manager of the library.



**Ilene Rockman**, formerly the Deputy University Librarian at CSU Hayward, is the new Manager of the Information Competence Initiative for the Office of the Chancellor, The California State University system. She will remain based at the Hayward campus, and will be coordinating various systemwide library initiatives which promote the teaching, integration, and assessment of information competence (or information literacy) among the 370,000 students and 40,000 faculty and staff on the 23 campuses. Ilene's new contact information: email: [irockman@calstate.edu](mailto:irockman@calstate.edu); phone: (510) 885-2446.

Who goes to Alaska in February? Mystery-loving librarians, that's who! **Maggie O'Brien**, **Angie Brunton**, and **Marie Tilson** all attended the Left Coast Crime mystery readers' and writers' convention in Anchorage in early February. According to Marie, one of the high points was the auction at which one item for sale was the opportunity to see one's name used for a character in a forthcoming book. Bidding was hot and heavy between two buyers, who finally agreed to "share" the honor for \$1200 each. Maggie was impressed by the friendliness of the locals, the beautiful views from the patio on the 15<sup>th</sup> floor of the Hilton, and the moose that wandered into downtown one day. She says it was exciting to hear authors talk about how they approach their work, and she was delighted to find them very approachable. "They're so excited that you read their stuff!" Have you ever noticed, by the way, how many librarians enjoy reading mysteries? If you would like more information about Left Coast Crime, or the national group Sisters in Crime, contact one of the above travelers.

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Time to buy that lottery ticket: at the NOCALL Spring Institute in Sacramento on March 17 (note the date), **Georgine O'Connor** (suitably accessorized with a Celtic-themed scarf) won five, count 'em, five of the prizes awarded by vendors. Truly the luck of the Irish, Georgine!

Congratulations to **Doug Varner**, who has been accepted into the National Library of Medicine's fellowship program in Medical Informatics at the Marine Biological Laboratory in Woods Hole, MA. This is a competitive fellowship program that NLM offers twice a year at the MBL site. Doug will be attending the fall 2001 session (mmm, Cape Cod in the fall!). Thanks to **Mary Beth Train** for spreading the news. Doug and Mary Beth are both on the board of the Northern California-Nevada Medical Libraries Group, Mary Beth as President and Doug as President-Elect.

**Kevin Canada** has left San Francisco, and his position as Chapter Treasurer, to return to Washington, DC. We'll miss you, Kevin! And **Beth Edelstein** returned from the East Coast in July to resume her retirement. Welcome back, Beth!

Seen at Ashkenaz in Berkeley, attempting Turkish folk dances: **Ella Hirst** and **Elyse Eisner**. It's interesting how many librarians also enjoy various kinds of ethnic dance – clogging, belly-dancing, Scottish, English. And mystery reading - there must be sociological study in there somewhere.

— Send your news items to Elyse Eisner at [eeisner@taylorlib.com](mailto:eeisner@taylorlib.com)

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

Deadline for nominations: April 1, 2002

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

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

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

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

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

Please forward your nomination in confidence to:

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

## Join the Discussion: The SLA - SF Electronic Discussion List

*By Deborah Hunt*

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

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

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

[http://sims.berkeley.edu/sfsla/organiza/disc\\_list.html](http://sims.berkeley.edu/sfsla/organiza/disc_list.html).

If you are not sure you are subscribed to the list or you need assistance, you can email Debbie Hunt at [dhunt@exploratorium.edu](mailto:dhunt@exploratorium.edu).

## Love & Gratitude from 2000/2001 Chapter Professional Achievement Award winner Linda Vida

The dinner meeting on September 25<sup>th</sup> was truly memorable for me. I want to thank the Professional Achievement Awards Committee, **Mary Keba** and the Hospitality Committee and everyone in the San Francisco Bay Region Chapter for making it such a great evening. It was an honor to have been selected as the recipient of the Chapter's Professional Achievement Award for 2000-2001, especially since there are so many outstanding, creative and hard working people in this Chapter. The Awards Committee were very generous with their gifts. I enjoyed the flowers for the week. My *signed* copy of Sibley's *Guide to Birds* stays at home where I look up and try to identify the birds that I have seen that day. The beautiful metal bookends are a great addition to my personal library and I will have lots of fun spending the Williams & Sonoma gift certificate for \$100.

I have been a member of the Chapter for over 16 years and have been active for approximately 13 years. I started out in a very small way as the chair of the Government Relations Committee. I quickly realized what a great group of people were in the Chapter and how much fun it was working with them. It felt natural to stay involved and volunteer for more responsible positions. Throughout the years, no matter what committee I have served on or chaired, I acquired skills that have helped me in my job. I met people on committees who became dear friends. I felt encouraged to think creatively about ways to improve the services and benefits to our members. I know that along the way I made some mistakes too, but I always knew that I had the support of friends and colleagues to help resolve any situation. I can truly say that I have received more from my involvement in the San Francisco Bay Region Chapter than I have given.

# Program Notes

## September Dinner Meeting with *Wired* editor George Shirk

by *Trudy Levy*

Remember “Desk Set” - where Katherine Hepburn and her researchers out perform Spencer Tracy’s electronic brain in speedily finding correct answers? **George Shirk**, our speaker for the September event, also recounted a similar story about researchers from his early days in the print medium who found the information that he required fast and completely. Neither of these stories of speedy research hold a candle to our own **Mary Keba** who demonstrated fast research and a good dialing finger as she replaced one event venue with another and notified us all in less than 12 hours. The day before the September event was to occur, Mary arrived at her office to find a voice mail message from Gabbiano’s Restaurant, the SLA venue for the next night, announcing it had closed its doors. By that afternoon, she had found Lavash, near to the former venue so travel plans did not need to change, talked them into taking on the task of delivering a dinner for more than 80 people on a 24 hour notice, and notified all 80+ people about the change of venue. Now that is fast !

Dinner was not quite so fast, but it gave us all time to discuss our amazing membership and its ability to deliver, as well as provide support for each of us. It also gave **Maggie O’Brien** time to introduce the three people responsible for successfully pulling off the September event - Mary Keba, **Chris Orr** and **Bruce Thomas** and present Mary with a huge bouquet in appreciation for her great job. Maggie also introduced the rest of the head table, including **Linda Vida**, to whom Maggie presented the 2000/01 Chapter Award for Professional Achievement award enormous contribution to the profession, and Linda’s husband and her mother. Linda’s achievements for which she was being honored are best described in **Jeanne Fong’s** article in the September/October issue of the Bayline, from which Maggie read. Here is Jeanne’s summation.

“Linda was there for us, giving generously of her time, encouragement and advice. She has always been a positive example and never one to rest on her laurels. Her personal touch influenced our development as professionals and in our personal lives.” Then Chris Orr, Program Chair, introduced our speaker George Shirk, Editor-in-Chief, *Wired News* ([//www.wired.com](http://www.wired.com)) to speak on “News in the Age of the Internet “ and we went back into Hyperdrive.

George’s background includes both print medium and the Internet and he quickly took us through his version of the evolution of news and communication mediums. In the 20 some years he has been a journalist, the US news palette has increase more than five fold. Most of this increase is due to the availability of new mediums rather than an increase in actual sources. While there may be fewer newspapers in individual cities, the cities’ readers can now read papers from around the world - online. Radio news and newspapers may have almost disappeared, but cable TV and George’s current medium, the Internet, have become global in scope both in allowing viewers access to more sources and in providing more viewers for each source.

As George demonstrated, as an editor he can customize his content by delivering it via the Internet in at least six languages, customized for the local culture, while his viewer/reader now has more control and influence in the content they choose to see. In this “component” storytelling, the reader/viewer creates his own news experience by combining video clips, radio clips, animation, photos and printed word. In fact , George’s readers are actually producing some of his content by posting to discussion groups which are included as part of his site *Wired.com* which is also Lycos Network and

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# Calendar

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## NOVEMBER

2-5

California Library Association Annual Conference, Long Beach, California, November 2 - 5, 2001. Contact: CLA, (916) 447-8541.

4-8

Internet Librarian 2001, Pasadena, California. November 4 - 8, 2001 Contact: Information Today, (609) 654-6266.

8

San Andreas Chapter Dinner Meeting. Speaker will be Roger Summit. Contact: Libby Trudell, (415) 254-8245.

13

Microsoft Silicon Valley Campus Tour, Mountain View, California. Contact: Lee Pharis, (650) 688-7141.

15

Chapter Dinner  
"Usability for the Web" by Drue Miller, Information Design Specialist Thursday, November 15, 2001 5:30-8:30pm (5:30-6:15 drinks and schmoozing; 6:15-7:15 dinner; 7:15-8:30 announcements & speaker) Uncle Yu's Szechuan 999 Oak Hill Road Lafayette, CA 94549

## DECEMBER

5

Tempered Radicals: Change Agency in the 21st Century Organization, Special Libraries Association Virtual Seminar Series. 11 a.m. - 12:30 p.m. Pacific Time. Contact: SLA, (202) 234-4700.

## JANUARY

23

Wed Jan 23, 2002 - NOCALL Business Meeting, Marine's Memorial, San Francisco

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

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Plastic.com (discussion groups). He described it as a “media of one”.

He did note that the journalism craft had not changed. It still required “clear writing, solid reporting, speed” combined with “careful editing and speed.” The technology did help, though sometimes it moved faster than editors could catch. He nicely shared with us a few strange and humorous “bloopers”. He also noted that the Net is still a really young medium, barely 7 years old, and for all practical purposes, is not yet regulated. It will probably not remain that way, but how it will be regulated is still not clear. There is the issue of filtering sites, copyright and the basic structure as developed by ICANN which is not too clear in its own purpose. But as George showed us, the future is here and its potential for disseminating information of all kinds is exciting and enormous.

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