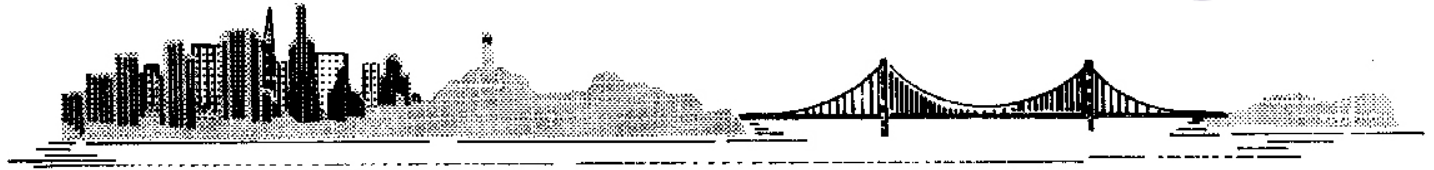

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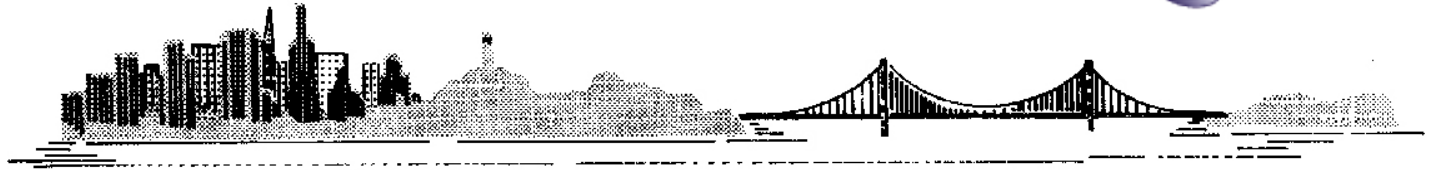


Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

October • November 2010
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PRESIDENT'S MESSAGE

By Rochelle Richardson



Greetings and Happy Autumn!

It's been a quiet summer as we try to relax and recharge our batteries for the final quarter of the year, the holiday season and the winter ahead. Although I am looking forward to warmer days (fingers crossed!), I am also looking forward to early evenings and long nights. Perhaps this is the year I'll finally get the hang of knitting.

This issue contains my final official column for Bayline and it marks the beginning of the last few months of my service as chapter president. It was a year that I was not sure I wanted to undertake, and now I find myself without a single regret for having agreed to serve. However, there is one remaining question: Where did the year go?

Well, I don't know where it went either, but we are not finished yet! We look forward later this month (October 19) to hearing from Richard Esguerra of the Electronic Frontier Foundation, and on November 9, we will get an insiders look at the new Lafayette library. And, last but certainly not least, December 9 offers the year-end, wrap-up party, which is always, always a good time!

As usual, there is a core group of people who plan the chapter events, but I would like to draw your attention to the rest of the chapter leadership who keep the chapter rolling along. Over and over throughout the year, I have had the opportunity to observe, support, and be supported by these fellow members at their best — trying on new "hats," stepping out of their comfort zones, giving everything they have, and getting the job done. I am inspired and awed by the energy and spirit everyone has offered, and I am so happy to have been a part of it.

Rather than go through a roll call of everyone involved in chapter leadership, please take a look at the Advisory Council and Executive Board, listed on [page 3](#). Some folks were new to the list in 2010 and bravely stepped up to lend their skills, learn something new, and make it their own. Many people here have volunteered for more than one year, which says to me that they must be getting something valuable out of it, in addition to having some fun. To everyone on this list, thank you!

Special Libraries Association San Francisco Bay Region Chapter

Executive Board

President

Rochelle Richardson
510.685.0966
richardson.rochelle@gmail.com

Secretary

Anne N. Barker
415.721.0959
annenb@platypti.com

President-Elect

Cynthia Berglez
415.643.7048
cberglez@comcast.net

Treasurer

Monica Urtel
415.250.5769
monicaurtel@yahoo.com

Past-President

Sandy Malloy
415.986.4422
510.530.5390
sandy.malloy@businesswire.com
sandymalloy@earthlink.net

Director of Programs

Heather Gamberg
415.617.3353
heather.gamberg@db.com

Asst. Director of Programs

Craig Griffith
415.344.3961
craig.griffith@thomsonreuters.com

Advisory Council

Administration

Archives

Marie Tilson
415.333.8633
leharlady@sbcglobal.net

Awards

Sandy Malloy
[see Executive Board above]

Nominating

David Grossman
415.389.4292 ex131
dgrossman@cityofmillvalley.org

Strategic Planning

Marlene Vogelsang
415.973.7206
mxv6@pge.com

Communication

Bayline

Judy Bolstad
510.642.2511
bayline_editor@yahoo.com

Ethics Ambassador

Jan Keiser
janet_keiser@norcalmutual.com

Listserv/Reflector/ Discussion List

Linda Yamamoto
650.723.0864
linday@stanford.edu

Mailing

Ginny Woodis
415.732.8110
woodis.ginny@bcg.com

Webmaster

Cynthia Matano
sfslaweb@yahoo.com
cynmatano@yahoo.com

Jobline

Kelley Shields (415.716.7163)
Dasha Dekleva
kshields@well.com
ddekleva@hotmail.com

Events

Hospitality

Cathy Hardy (415.995.5187)
Susan Karplus (925.376.6020)
chardy@hansonbridgett.com
skkarplus@mac.com

Tours

Hilary Schiraldi
510.643.6471
hschiral@library.berkeley.edu

Professional Development

Jana de Brauwere
janadebra@yahoo.com

Programs

Heather Gamberg
Craig Griffith
[see Executive Board above]

Outreach

Academic Relations

Alys Tryon
303.902.4501
alys.tryon@gmail.com

Government Relations

Anne N. Barker
[see Executive Board above]

Vendor Relations

Donna Scott
925.899.4405
donna.scott@mindspring.com

Bayline Staff

Judy Bolstad, Editor
Donna Scott, Vendor Relations
Heather Gamberg, Quality Control
Monica Singh, Quality Control
Alys Tryon, Quality Control

Contributors

Sarah Dudley
David Grossman
Rebecca Kozak
Sandy Malloy
Rochelle Richardson
Hilary Schiraldi

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Copyright and Submission:

All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

Editor's Notes

Dear Readers,

This is the last issue of 2010! It's been a fun 3 years as Editor. The incoming Editor in 2011 will be Alys Tryon, who is also the SLA-SF Academic Relations Committee Chair. I'm confident that I'm leaving Bayline in very good hands.



Since this is my last Editor's column, I want to whole-heartedly thank my staff, who have supported me for all of these years. Without the careful editing by my proofers, my issues would not have flowed so smoothly.

As my final duty, in late October, I'll be sending out a final message for submissions for next year's February/March issue. Stay tuned!

And, on a personal note, I wanted to share some news from my most recent vacation. We drove through 11 U.S. states and visited 12 national parks and monuments along the way. Seeing the country this way was an amazing experience. Yellowstone National Park was by far the most beautiful national park I'd ever been to. The animals literally came within a few feet of the cars and were so majestic! I saw bison, black bears, a grizzly bear with 3 cubs, and several deer and coyotes. For those of you who have never traveled around the country on a road trip, it's highly worth it. Other noteworthy places were: Devil's Tower, Wind Cave, and Mount Rushmore.

Contact: bayline_editor@yahoo.com

SLA-SF Contact Information

Address: P.O. Box 26276
San Francisco, CA 94126-6276
Infoline: 650.528.7766
Web site: www.sla.org/chapter/csfo/csfo.html
Jobline:
www.sla.org/chapter/csfo/jobline/jobline.html

FIVE STRATEGIES FOR PREPARING FOR A NEW JOB OR CAREER CHANGE

By David Grossman, SLA-SF Nominations Committee Chair

In a recent post on an SLA LinkedIn discussion group, a new library school graduate sought career advice from her colleagues. As a paraprofessional working in a law library, with an M.L.S. in hand, this aspiring librarian was seeking a true professional position. Unfortunately, she felt that remaining with her current employer offered no options for advancement. She was also interested in transitioning out of law libraries altogether. She asked for suggestions on how she could keep current on rapidly changing technology and prepare herself in the best possible way for the desired transition to a new and better position.

The dilemma confronting this new library school graduate is one many of us have faced at one time or another, and though this particular individual was transitioning from para- to professional, the advice she received is relevant to any librarian or information professional trapped in a situation with no hope of advancement with their current employer, or anyone seeking to enhance their existing job situation or switch to a completely different type of library or job function.

With our natural proclivity to always lend a helping hand to those with a question, 15 or so SLA members responded to this call for help. Many offered excellent tips on keeping current and preparing for a transition to a better job. I was particularly interested because I work in an environment where I help many aspiring and existing librarians make that same transition, and because I have also been on the other side of that equation seeking that next new position. I was quite impressed with the suggestions offered. Generally speaking, they fell into five categories. Here is a synopsis of them, as well as a few of my own recommendations.

1. Reading/Classes/Webinars

Respondents suggested taking classes or participating in webinars as a way to keep current and acquire new skills. Participating in SLA's Click University courses or taking SLA's "23 Things" challenge can increase knowledge that might be useful in a career change, as well as subscribing to blogs written by knowledgeable librarians, such as *Stephen's Lighthouse*, *Librarian of Fortune* or *The Embedded Librarian*. Subscribing to e-mail lists and newsletters produced by vendors that sell products to libraries or participating in free webinars often conducted by vendors is a way to learn or keep current with new products or technologies. Also, books like *Career Options for Librarians and Info Pros* can offer greater knowledge, as can searching for online tutorials written by practitioners on YouTube or other web sites.

2. Networking

Joining professional organizations, such as SLA, ALA, ARMA, AIIM, ASIST, CLA, and others, is one way to get known in the field and learn about possible job openings. In particular, participating in meetings at the local level or joining local chapters or organizations like NOCALL, Baynet or our own SLA-SF are wise strategies for anyone pursuing a new position. Taking it to the next step by serving on committees or running for office in an organization is a wonderful way to increase one's visibility. Joining the division(s) of SLA that are most in-tune with the desired subject or business area (such as Academic, Information Technology, Engineering, etc.) or simply subscribing to their online discussion lists can be educational and increase recognition in the professional community. Respondents also mentioned social networking sites like Facebook and Twitter in addition to LinkedIn.

3. Writing/Blogging/Advertising

Writing was one of the more creative suggestions for learning and gaining notoriety and credibility. One respondent promoted the idea of starting a blog on the subject that would

Five Strategies continues on next page

Five Strategies continues...

be most relevant to the type of job the new library school grad was seeking. Writing a blog or a series of articles could help market expertise.

4. Job Search

One respondent advocated finding a part-time job in her chosen field while she continued to work in her current position. Many national or local professional organizations post job listings on their web sites, as we do for SLA-SF. Another way is to contact recruiters serving the library/information field. Typing "Library Recruiters" into Google or another web search engine will produce a number of web sites listing recruiters that place job seekers in library/information professional positions. Another respondent encouraged asking other librarians at her current employer if she could help them with their work, offering her an opportunity to acquire additional knowledge and skills.

5. Volunteering

Of course, landing a new job is not easy, particularly when anticipating a career change where you do not have the knowledge or practical experience required for such a move. One of the best ways to acquire the skills and experience is to volunteer at a type of organization where you would like to be employed. Respondents recommended checking out schools, non-profits, archives, historical societies, museums and other organizations in need of volunteers. One suggestion was to volunteer at an academic or public library, particularly in this dismal economy where the professional staff working in these institutions might have been decimated by budget cuts. Another said that religious institutions often seek volunteers to set up or manage a library or catalog books at their facility.

Beyond establishing or running a traditional or virtual library, many organizations simply need help with research, organizing files, or web site design or management. These tasks are particularly well-suited for librarians and information professionals. Professional associations also employ many volunteers. Additionally, many web sites, such as volunteermatch.org, post numerous volunteer opportunities. In our area, many local web sites advertise for volunteers, including California Volunteers or the Bay Area Volunteer Center. Some organizations and online community bulletin boards, such as Fogster.com or a local Chamber of Commerce, can be a good source for volunteer opportunities, as well as online classified sites, like Craigslist.org.

Of all the suggestions presented for career advancement, I believe volunteering offers the most promising path, particularly when the job seeker is looking to acquire a new skill or experience that is not easily attained. Volunteers can have "hands on" experience and free training in a live situation that may not be accessible in any other way. In addition, once a volunteer has worked in a particular environment, they can tell a future employer they've already done that job and have that experience under their belt.

Working in a public library where hiring budgets are non-existent, I have witnessed first-hand the benefits volunteers obtain from hands-on experience. Running the local History Room within the context of a larger public library setting, I am a part-time, solo librarian tasked with creating a digital archive, as well as managing all aspects of the operation of a small special library/archive. After accepting this position, I quickly realized there was no way I could run a library and build an electronic archive while working less than 17 hours per week with no budget to hire staff. My only option was to recruit a volunteer workforce. My current staff of 20+ volunteers keep the History Room open more than 55 hours per week, answering reference questions, cataloging new materials and performing day-to-day operating tasks. Many volunteers also assist with projects, such as digitizing photographs, maps, oral histories and other documents in constructing our digital archive.

My current workforce is a mixture of docents and student interns: Some are currently enrolled in a graduate library/information program, some are thinking of going to library school and some are library school graduates. Unemployed librarians, as well as current

Five Strategies continues on next page

TOUR OF SAN FRANCISCO CENTER FOR THE BOOK

By Hilary Schiraldi, SLA-SF Tours Committee Chair

On Friday, July 16, 20 chapter members and friends met at the San Francisco Center for the Book for a tour and an introduction to book arts. The Center, in San Francisco's Potrero Hill, was founded in 1996 and incorporates a print studio, platemaking lab, a bindery, and an exhibit space. It offers classes in printmaking and bookbinding, and also hosts an artist-in-residence program.

As we gathered in the printmaking studio, surrounded by cabinets full of metal type, our host, center volunteer Pam DeLuca helped us use a modern letterpress machine to each print our own copy of a poem. She explained that the process can be used for either text or images, and showed us how to set moveable type and how to transfer an image onto a photopolymer plate for printing. She also demonstrated the Center's older letterpress machine, a vintage model powered by a foot-pedal.

Finally, Ms. DeLuca led us into the bindery, where we saw all the equipment used to bind books and had a chance to study some examples of book artists' work done at the Center. Some looked like traditional books, while others were more whimsical, incorporating original materials like handmade paper, or unusual formats, like children's board books. She taught us how to fold a flat sheet of paper into an octavo pamphlet, and talked about some of the ongoing projects at the Center, including a collaboration with a veterans' organization to allow Iraq and Afghanistan veterans to print books of poems and stories about their service, covered in paper made from their old military uniforms.

We lingered in the bindery long after the scheduled end of the tour, admiring the book art. Several of us purchased these books, which are available on the Center's Etsy site at: <http://www.etsy.com/shop/imprintsfc>.

Five Strategies continues...

library/information practitioners, volunteer at my library/archive specifically to learn new skills or stockpile new experience they cannot obtain elsewhere in preparation for finding a new or better job.

It's a win-win situation for both parties as we provide free training for volunteers in all aspects of running a library and constructing a digital archive, historical database and library web site. They, in turn, greatly expand my workforce, keep my library running day to day and help me achieve my long-term goal of turning a room full of dusty old papers stuffed into file cabinets into a fully searchable online database. Everyone who volunteers does so for different reasons and is interested in learning different functions and working on different projects. But all my volunteers have one thing in common: They are able to walk away from my library/archive after a year or two with newfound experience and skills they can add to their resumes, which can open new doors and allow them to branch out or move up in an organization with new skills and experience they acquired for free.

I suppose this is the reason I was particularly interested in the LinkedIn post from the recent graduate seeking a better career and the responses she received from the library community. Developing a five-point plan for career advancement using the suggestions in the five categories I've listed above could be the cornerstone of a strategy for any aspiring or practicing librarian looking for career advancement or a transition into a new field — if volunteering is a part of your strategy, please give me a call.

Contemplating a career change? Seeking a path to promotion with your current employer? Looking for new ways to augment your existing skills? Mark your calendars for January 19 and February 23, 2011. The San Francisco Bay Region SLA Chapter presents a Professional Development workshop on "Expanding our Career Potential," facilitated by Deb Hunt and David Grossman. Details coming soon.

ANNOUNCEMENT: THE 2010 SLA-SF CALL FOR NOMINEES FOR CHAPTER AWARDS

By Sandy Malloy, SLA-SF Past President and Awards Committee Chair

The Awards Committee would like to hear from you if there are any Chapter members whom you would like us to consider for receipt of chapter awards. Please use the nomination form on [page 9](#) to submit a nominee; name-only nominations cannot be considered. More information about the awards is on the Chapter web site at: <http://units.sla.org/chapter/csfo/about/award.html>. Self-nominations will be accepted. We will consider nominations to all awards, but are especially focused on three: The Professional Achievement Award, the Horizon Award and the Student Award. Here are descriptions of these awards, and thank you for thinking about them:

THE PROFESSIONAL ACHIEVEMENT AWARD honors Chapter members who achieve distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions. Nominees may excel in one or more areas, such as:

- . Outstanding leadership in the Chapter, at meetings, and in committee work.
- . Special and notable service to the Chapter, such as participation in special projects.
- . Participation in seminars, teaching courses, and public speaking activities.
- . Publication and editorial contributions to professional literature.

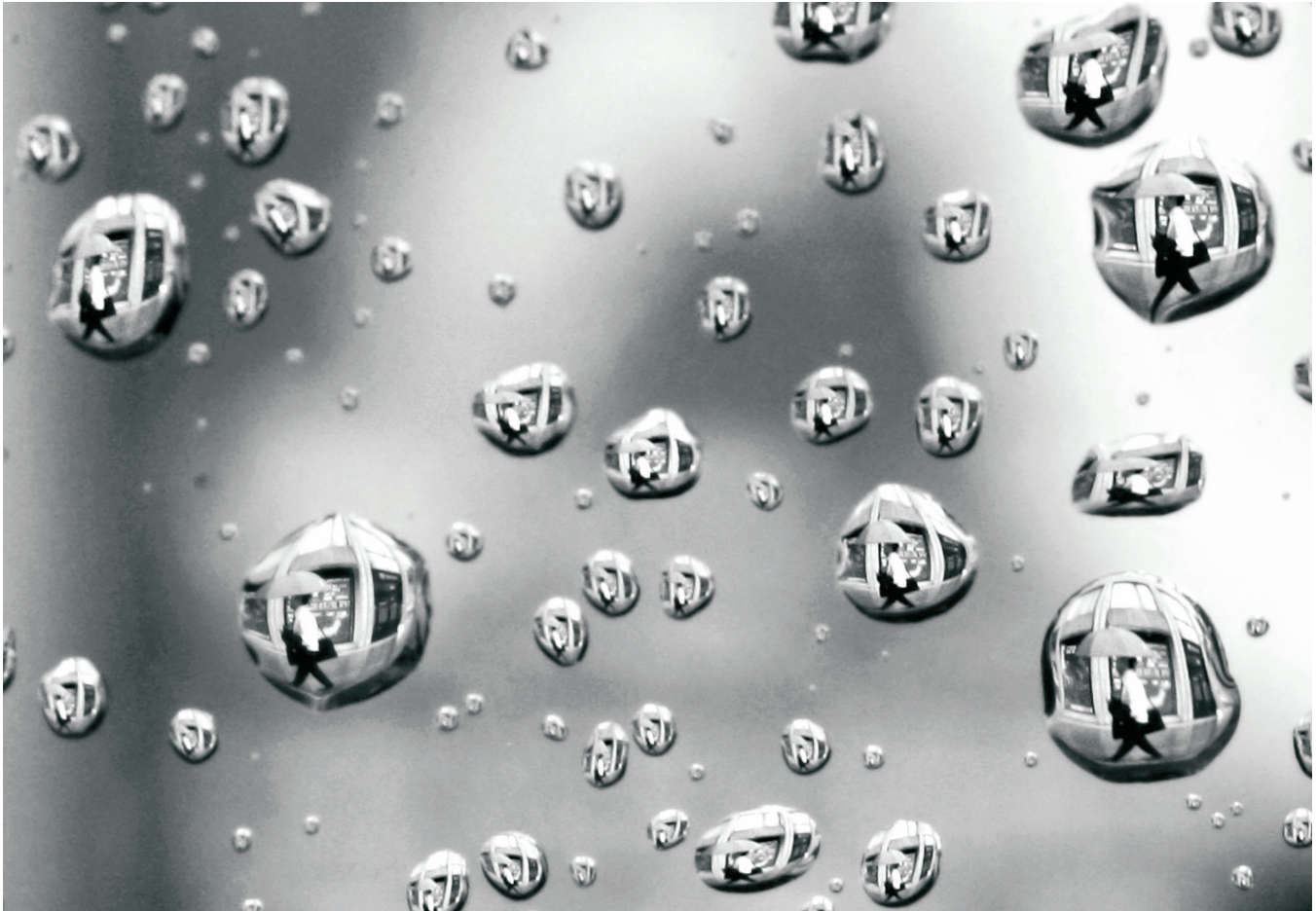
THE HORIZON AWARD recognizes a Chapter member of five years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and chapter activities. Particular attention should be given to involvement and contributions to the San Francisco Bay Region Chapter.

THE STUDENT AWARD recognizes a student Chapter member for notable activities and contributions to the Chapter and the profession. The award represents an evaluation of an individual's career potential and emphasizes local activity and leadership of an exemplary nature. Must be an SLA-SF student chapter member and a student in an information professional program who achieves distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions.

A few upcoming SLA-SF events...Save the Dates!

SLA-SF Tour
The new Lafayette Library and Learning Center
Tuesday, Nov. 9, 2010

SLA-SF Holiday Party
Thirsty Bear Restaurant & Brewery, SF
Thursday, Dec. 9, 2010



REUTERS/Kim Kyung Hoon

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MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

Summer Vacation Trip

Jaye Lapachet took a road trip down 101 to Long Beach for a quilt show this summer. The quilt show included special exhibits, vendors, classes and even "make and take" sessions. While in Long Beach, Jaye also visited the South Coast Botanical Garden. On the drive, Jaye and her friend stopped and visited a number of quilt shops. She found it interesting to compare the stores, their displays and even the people employed at the stores. Jaye observed that people who work in fabric and quilt stores cannot be stereotyped! She didn't have enough sewing time, but enjoyed the trip very much.

To support her quilting habit, Jaye works as Manager of Library Services at Coblentz, Patch, Duffy & Bass LLP in San Francisco.

30 Years With Bechtel

Jeffery Mah will complete his 30th service year on October 6, 2010, with Bechtel Corporation in San Francisco. Jeff began as a cataloger in the Bechtel Central Library on October 6, 1980, and moved into more senior positions during the 80's and 90's; he was chief librarian at the time of the Bechtel Corporate Library closure in 2003. Since the library closure, he has worked as supervisor of Archive Records and Information and is currently the San Francisco Corporate Office records manager. Jeff has been active in the SLA-SF Chapter since he was a student member in 1979. He has served on the hospitality and awards committees, and as chapter treasurer. Jeff was a 2002 recipient of the SLA Diversity Leadership Award. In his spare time, he volunteers at the Embarcadero Y in San Francisco as a Y certified group exercise instructor. He teaches step aerobics several times a week and has been volunteer teaching at the Embarcadero Y since 1997. Jeff says, "Hi to all my Chapter friends, it's been great knowing many of you for 30 plus years. Thanks for the many years of friendship!"

Congratulations, Jeffery.

And Now For Something Totally Different (at least to me)

Have you heard of the Cognitive Edge Complexity Systems and Sensemaking practices? **Howard Fuller**, program manager of organizational learning at the Stupski Foundation, informs me that in August he became an accredited practitioner. His interest in complex systems and sensemaking was a natural outgrowth of systems and design thinking, organizational learning, project management and library/information science — all of which he would consider different but related disciplines. The Foundation is currently using the sensemaking tool in its research, and Howard has alpha-tested other tools recently that are in development at Cognitive Edge. These tools use probing questions and triads to collect narratives which make sense of using Cognitive Edge's techniques and tools. It's both qualitative and quantitative in nature.

The program is three days long, and most participants are familiar with many of the techniques prior to attending the accreditation program. Attendees are either practicing some of these concepts or have been reading/studying them for several years (some for decades). Dave Snowden has presented the Cynefin framework at past SLA annual conferences, and there are a small group of accredited practitioners among SLA's membership.

Howard, thanks for telling us about this cutting-edge practice.

Readers: Please send me your news any time and I will hold it for the next issue. Photos (with captions) are also welcome. Thanks for helping me make this column fun and informative. Rebecca Kozak, editor, Mosaic column Rkozaklewis@yahoo.com

VOLUNTEERING AT MAPLIGHT SHARPENS LIBRARIAN'S SEARCH AND CITIZEN SKILLS

By Sara Dudley

As a corporate law librarian, I have always looked for ways to take my skills in legal research and my interest in current events and legislative processes and apply them outside my work environment. In August 2009, I searched Craigslist "Non Profit" and found a posting for an unpaid research intern at MAPLight.org (<http://maplight.org>). The "map" in "MAPLight" is an acronym for "Money and Politics," and the non-profit, non-partisan organization aims to "illuminate the connection" between the two.

I was immediately intrigued, especially when I saw that MAPLight had won numerous awards for its work, including 2008 Best Reference honors from *Library Journal*. When I began interning, I was delighted to discover another librarian on staff, Steve Toub, because too often, research organizations fail to employ expert, professional researchers — us!

It was easy to see why MAPLight was award-winning and why librarians liked it. While not exactly intuitive to use (luckily for users, the site does provide a helpful how-to video and research guides), MAPLight provides information about which interest groups support current and former legislators, highlights the most important bills before Congress, and is one of the few resources that provides this sort of data for California as well.

MAPLight takes election contribution data from the Federal Election Commission ("FEC") via Center for Responsive Politics ("CRP", <http://www.opensecrets.org/>), combines that information with data from the Library of Congress's THOMAS (via the non-profit GovTrack, <http://www.govtrack.us/>), and uses Web 2.0 mash-up technology to show users which interest groups donate to which politicians (the FEC / CRP piece) and how these politicians voted on bills (the THOMAS / GovTrack piece). All of the data is publicly available, but by combining it in this way and presenting it visually, allows users to analyze and transform it from mere isolated "data" into true "information." While I appreciate that the Federal and California governments make this data available, navigating government web sites and extracting useful information is extremely challenging. While the difficulty of doing this certainly provides job security for law librarians, it does not provide good value for taxpayers. Organizations like CRP, GovTrack, and MAPLight are necessary in order to bridge this divide.

My job, along with the research intern and others at MAPLight, is to uncover what position interest groups have in relation to the legislation. The data ultimately reveals whether or not legislators vote for or against the interests of their major donors. Research interns use many sources to determine what position an interest group has regarding a bill. My favorite is testimony from congressional hearings. Witnesses always state who they represent and how they feel about the bill that they have been called in to testify about, and they provide prepared statements that are available for me to read, analyze, and quote. Additional sources include web sites of special interest groups and news articles.

All the sources are cited with PDF documentation and made available for review by users. Here is an example of how MAPLight works using a bill that I researched from the current Congress, HR 5820, the "Toxic Chemicals Safety Act." No votes have been taken, but four organizations have already logged support for the bill and two organizations have come out against it. The organizations that do not support the bill represent the interest group "Chemicals" and the supporting organizations are from the interest group sectors of "Environmental Policy" and "Building Materials" (the categories are determined by the Center for Responsive Politics and selected by the researcher). If I stated that Chemical industry does not support this bill, clicking on "Need Proof?" will show the following, with an attached PDF:

MAPLight continues on next page

MAPLight continues...

"American Chemical Council Testimony of Calvin M. Dooley, President and CEO American Chemistry Council: Hearing before the U.S. House of Representatives, Committee on Energy and Commerce, Subcommittee on Commerce, Trade and Consumer Protection. 111th Cong., 2nd Sess., (2010). (Testimony of Calvin M. Dooley). Retrieved July 29, 2010, from Dooley.Testimony.07.29.2010.pdf."

You can then read Mr. Dooley's testimony and find this quote among others: "our assessment of H.R. 5208 as currently drafted promotes unworkable approaches to chemicals management" and confirm that the American Chemical Council does not support the bill as currently drafted. (Although they may support a future version of, or amendment to this bill, but they do not support the bill as currently written.)

MAPLight also allows users to look up legislators and see who their top donors are by industry and zip code. For example, U.S. Representative and Chair of the House Committee on Financial Services Barney Frank's top three donor categories are from the very industries that he is in charge of crafting legislation to oversee — Insurance, Securities & Investment, and Real Estate, and seven of his top ten contributing zip codes are from the metro D.C. area, i.e., interest groups with offices near the Capitol, and not small donors from his home state.

MAPLight is a truly non-partisan organization, as it contains data about all U.S. and California legislators regardless of party, and interest groups including big businesses, unions, human rights organizations, and everything in between. If MAPLight has a point of view, it is simply this: to give citizens the data they need in order to draw their own conclusions, with one big hint — money plays a large role in our political system. What you choose to do with the information is up to you.

My volunteer work there continues to be rewarding and informative. I have learned a great deal about the legislative process, including following bills from both Houses of Congress from draft to enrollment. It has made me both a better citizen and law librarian. It has been a while since I expanded my knowledge so much beyond work-related necessities, such as learning how to use another type of software or a new search strategy.

I would encourage any librarian to think about how to apply their skills and interests to a venture outside of the bounds of their job. You may be surprised at how much you know, how valuable your skills are, and how much fun you can have.

Research Guides

U.S. Congress - <http://maplight.org/us-congress/guide>

California - <http://maplight.org/california/guide>

Library of Congress, THOMAS - <http://thomas.loc.gov/>

Further Reading

Fix Congress First - <http://www.fixcongressfirst.org/>

Public Campaign - <http://www.publiccampaign.org/>

You Street - <http://youstreet.org/>

Common Cause - <http://www.commoncause.org/>

Campaign Finance Institute - <http://cfinst.org/>

SLA-SF BAY REGION EVENT

"NET NEUTRALITY: GETTING IT RIGHT"

Richard Esguerra, Staff Activist at the Electronic Frontier Foundation, a non-profit dedicated to protecting digital civil liberties, promoting innovation, and speaking out on behalf of avid technology users worldwide. (<http://www.eff.org>)

Tuesday, October 19, 2010

Berkeley City Club, Durant Avenue, Berkeley, CA 94704

<http://berkeleycityclub.com>. (510) 848-7800

"Net neutrality" describes a guarantee that Internet service providers won't interfere with subscribers' communications on the Internet. When it comes to net neutrality, Internet users want it, big telecom companies generally don't, and the government is trying to figure out how to make it a reality. Come learn how net neutrality could impact the future of the Internet, and why it's vital to do more than just "get Net Neutrality," but to "get Net Neutrality right," because if we don't, your ability to connect to the Internet may be affected!

Agenda

5:30 – 7:00 p.m. Registration, networking and appetizers

7:00 – 8:15 p.m. Announcements and program

Menu

A variety of hot and cold hors d'oeuvres will be served, as will non-alcoholic beverages. Beer and wine will be available for purchase from a no-host bar.

Cost

\$25 for members; \$30 for non-members; and \$20 for students, retired, or unemployed For new members who have not used your free coupon, please remember that is an option.

Transportation

Public Transit: Berkeley City Club is about six blocks from the Downtown Berkeley BART station.

Parking: Street parking is difficult. There are parking lots at in the Sather Gate Public Garage at 2450 Durant Ave. and at UC Berkeley (the closest lots are the Bancroft Fulton and the Ellsworth structure). There may also be parking at First Presbyterian Church on Channing Way between Telegraph and Dana and Douglas Parking (behind and across street from BCC).

Registration

Online registration: http://units.sla.org/chapter/csfo/calendar/regform_neutrality.html

(Note: You do NOT need a PayPal account to register through this PayPal-administered site.)

----- **Register by mail by sending this portion with your check to** -----

Susan Karplus
117 Miramonte Drive
Moraga, CA 94556-1003
Telephone: (925) 330-5035
E-mail: skkarplus@mac.com

Name: _____ Telephone: _____

E-mail: _____ Check one: SLA member: ___ Non-member: ___

Employer/Affiliation: _____

Check enclosed for \$ _____ (\$25 for members; \$30 for non-members; and \$20 for students, unemployed, or retired) or coupon for new members.

Please make checks payable to: SF Bay Region Chapter, SLA

**** Please register online or ensure your mail-in registration form and check are received no later than Monday, October 11, 2010 ****

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- Thomson/Reuters

ADVERTISING RATES

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BusCard	\$ 40	\$ 180
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1/2 Page	\$135	\$ 608
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Contact Donna Scott at:

925-899-4405 or

donna.scott@mindspring.com

Full cost of ad placement is due and payable prior to publication.

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Want to get your name out to our members and other information professionals? Sponsor programs in 2010 and get a great deal!

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*At the \$500 level, receive a free 1/2-page size ad; at the \$300 level, receive a free 1/4-page size ad; and at the \$150 level, receive a free business card-size ad.

For more information, contact Donna Scott at donna.scott@mindspring.com.

EVENTS/DINNER PROGRAM SPONSORSHIP RATES

Calendar events are on the SLA-SF web site: <http://www.sla.org/chapter/csfo/csfo.html>

\$150 Sponsorship includes:

- Free attendance/registration for your representative
- Recognition from podium
- Sponsor name displayed on sign at the event
- Recognition in the SLA Bayline newsletter

\$300 sponsorship:

- Includes all of the above, plus:
- Sponsor listed in the meeting announcement
- Sponsor may distribute literature at the registration table

\$500 sponsorship:

- Includes all of the above, plus:
- Opportunity for a 2-4 minute presentation upon approval from chapter president

VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to <http://www.sla.org/chapter/csfo/volunteer2010.html>, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See [page 3](#) for appropriate contact information.

Administration

- **Archives:** Helps to maintain historically important chapter documents.
- **Bylaws/Awards:** Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.
- **Finance:** Prepares chapter annual budget and mid-year reports.
- **Nominating:** Solicits and selects candidates to serve on SLA-SF committees.
- **Strategic Planning:** Directs long-range chapter planning.

Communication

- **Bayline:** Contributes or edits articles for the chapter newsletter.
- **Listserve/Reflector/Discussion List:** Posts and forwards communications.
- **Mailing:** Coordinates chapter mailings.
- **Web Site:** Develops and maintains chapter web site.

Events

- **Hospitality:** Selects locations and arranges dinner meetings.
- **Tours:** Organizes visits to libraries and related organizations.
- **Professional Development:** Organizes continuing education programs.
- **Programs:** Selects topics/speakers, and organizes meeting programs.

Outreach

- **Academic Relations:** Coordinates Bay Area student activities and mentoring.
- **Government Relations:** Monitors and reports on relevant legislation.
- **Vendor Relations:** Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

Name: _____ Organization: _____

Phone: _____ E-mail _____

Fax: _____