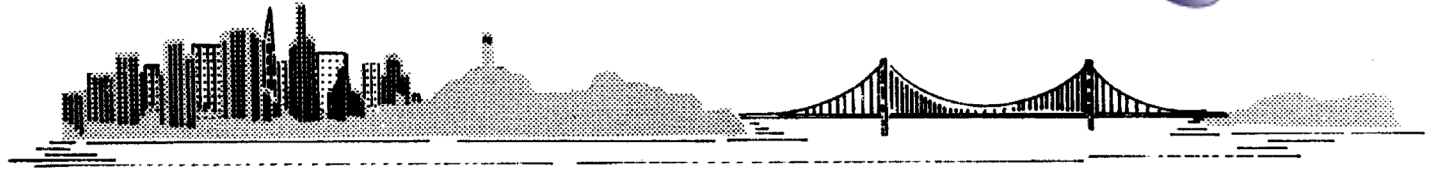


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## PRESIDENT'S MESSAGE: HELP ME CONTINUE THE CONVERSATION

By Cynthia Berglez

I thought for my last article as President I should encourage you to contribute to our professional knowledge. You have all written term papers, and many of you currently write procedures, business reports, and research summaries for your work. You all know the process. All of you are curious and interesting individuals who understand the value of research and a well-written summary. My first *Bayline* article was too long. I think the last one was just right, and now that I'm on my last article it's already Mimi Calter's turn. There were things I could have said better, but they're done. I've learned a lot, and not a single person has come up to me saying, "Just what were you thinking when you said...?" So I guess I did OK, or maybe everyone is just too nice?

One of the most daunting parts of being your Chapter President has been writing the *Bayline* articles. (That this was my biggest concern says a lot about how great you all are.) Thinking up topics I know something about and that would be interesting and relevant to my fellow members has been challenging. As part of my preparation, I read the *Bayline* presidents' articles from many of those who came before me. This was not necessarily a good idea, as some of the past presidents are really good writers. Now, Marie Tilson is giving us *Bayline* articles from our past as well, but I don't believe it has all been said already.

For this month's *Information Outlook*, Amy Hardin and Tony Stankus wrote an article on writing for academic special librarians. Their article ends with a list of 6 benefits to publishing. The last one is "enhancing career mobility". The article has an academic focus of course, where professional requirements often include publishing, but think about that from another point of view. On occasion, I'm approached by people I don't know because of something I've written. It gives a conversational push to the meeting. You automatically have something to talk about in an uncomfortable situation (benefit number 7). People I haven't met know something about my writing skills and interests. If I were in the job market, that could give me many benefits, including enhanced career mobility.

We have so many outlets for our professional writing. "What will you write about for the blog?" was heard all through the conference halls in Philly this summer. All this year, members have come to me with great ideas and interesting questions, and I've told them all to write about it for the *Bayline* or the Future Ready Blog. For those of you keeping your ideas, questions, and projects secret, I'm telling you the same thing. Write an article for the *Bayline*. Tell us what you're working on, reading, thinking about. It's great practice to organize your thoughts, get your name out there, and tell us all what you're doing. You can give me something to talk about in an uncomfortable situation.

**President's Message continues on page 8**

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The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

Volume 82 Copy Deadlines:

**January 3, 2012; February 28, 2012; April 30, 2012; June 30, 2012; and August 31, 2012.**

### 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,

As I submit to you the final *Bayline* of 2011, it seems appropriate to reflect for a minute on my novice experience with editing a newsletter. Over the past 10 months, I have a) overlooked more-than-a-few typos (thanks, Quality folks!) b) accidentally omitted an important article (sorry Mimi!), c) embedded several confusing links, d) missed a few deadlines, and e) worked with a endlessly patient and talented team of dedicated members. In short, I've learned a lot! And I look forward to continuing the editor's learning curve through 2012.

Fortunately, overcoming hiccups and Googling help files isn't all I've been up to this summer and fall. Several weeks ago I took a short vacation to my once-hometown of Chicago, where I revisited my favorite museums, took in a Cubs game, saw some amazing jazz, and paddled down the river on an architectural kayaking tour. I even got a private tour of a special exhibition at the Art Institute! Although I had meant to work some professional networking somewhere into this trip, the fun stuff ended up trumping all hopes of a "working" vacation. Good thing I'll get another chance at next year's annual conference.

I hope you enjoy the October/November issue of *Bayline*. As always, please send along any feedback you may have, and as always, we welcome all contributions. As Cyndi says in her last President's Message, "Tell us what you're working on, reading, thinking about"! Your insights are most definitely sought after.

Cheers,

Alys

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## "SOCIALIZING YOURSELF AND YOUR ORGANIZATION": A PRESENTATION BY SCOTT BROWN

by Sandy Malloy

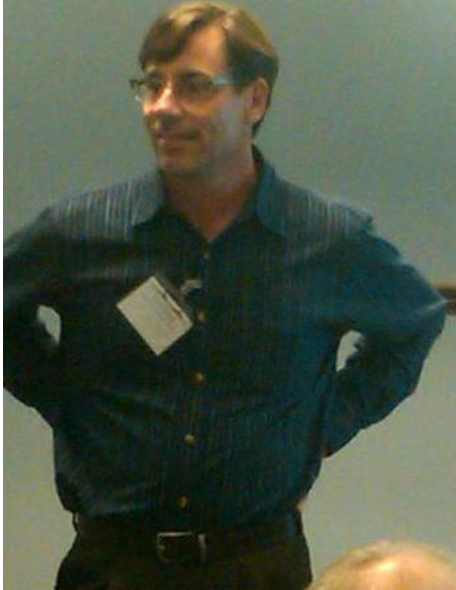


Photo by Roger Strouse

On Thursday, August 18, SF Bay Region Chapter members convened at the Elephant and Castle in San Francisco for a late summer Chapter event. Scott Brown of Social Media Group, which provides consulting services to organizations formulating their social media strategy, brought our members up-to-date on everything from the rationale for getting involved in social media to how best to exploit various tools and platforms.

Brown explored — and debunked — the reasons that organizations give for not embracing social media. What these reasons boil down to is fear of “doing it wrong” and/or not understanding how the organization can benefit.

The benefits, said Brown, are pretty clear: Social media provides direct access to one’s audience. Their use allows a company to listen to its customers, to show rather than tell, and to make communication with an audience a two-way street. A company which uses social media can not only find new customers but can increase customer satisfaction and create a community around its products or services. And we needn’t fear the technology because it’s just a medium to deliver a message.

Some of the platforms Brown discussed were:

- LinkedIn: A “CV on steroids” but also a place to participate in a community. Community is key.
- Blogs: Here, content is key. A forum to share expertise, resources, perspective.
- Twitter: Connection plus content plus speed. Low barrier to entry but requires attention. Another place to share expertise.

He also covered some enhancement and/or management tools, including Paper.li (creates a newsletter); Jing (creates screencasts); and Tweetdeck (manages multiple accounts.)

To mitigate fear of “doing it wrong”, Brown suggested picking one tool and considering its usage a “pilot project.” If it doesn’t work, then, it’s OK because it was a “just a pilot project.”

Brown provided some guidelines for the process, including:

- If your company doesn’t have a social media policy, draft one
- Integrate the process into existing marketing
- Target the group or groups you’d like to reach
- Figure out what you’d like to share
- Understand how your efforts support your organization’s marketing goals
- Measure the impact of what you’re doing

**Socializing Yourself** continues on page 11

## CANDIDATES FOR THE 2012 SLA-SF EXECUTIVE BOARD

*By David Grossman, SLA-SF Nominating Committee Chair*

On behalf of the Nominating Committee for the San Francisco Bay Region Chapter of SLA, I would

like to present our Chapter officer candidates for 2012:

- Anne Barker for President-Elect
- Debbie Jan for Treasurer
- Tony Landolt for Director of Programs
- Hilary Schiraldi for Assistant Director of Programs

Please join me in congratulating Anne, Debbie, Tony, and Hilary on their nominations . A short bio of each candidate follows below .

Meet Your 2011 Candidates for San Francisco Bay Region SLA Chapter Executive Board

### **President Elect – Anne Barker**

Anne Barker has been a librarian at the law firm of Townsend and Townsend and Crew LLP since completing her MLIS from San Jose State University in 2005. Following a merger with another firm earlier this year, she remains a librarian in the Silicon Valley office of the new firm of Kilpatrick, Townsend & Stockton, where she specializes in intellectual property (primarily patent) and corporate research. Anne received her B.A. from Illinois Wesleyan University as a double major in English and Theatre Arts.

A member of SLA since 2001, she is currently serving on the association's Public Policy Advisory Council and was appointed Chair in this final year of her 3-year term. She is also currently the Director of Membership for the Government Information Division. Anne served as Secretary of the San Francisco Bay Region Chapter from 2009 to 2010, and has been Government Relations Chair since 2006. She publishes the Intersect Alert, a weekly compilation of news related to government information policy, and has coordinated an annual Sunshine Week event in collaboration with the Northern California Association of Law Libraries (NOCALL) since 2007. She has also served as the student member of SLA's Student and Academic Relations Committee (2002-03), as well as on the SF Chapter's Academic Relations Committee (2003-05).

In her "free" time, Anne volunteers at WildCare, a wildlife rehabilitation center in Marin County. Since January 2003, she and her husband have spent their Sunday mornings volunteering in the wildlife hospital. They are also on the raccoon foster care team and usually have orphaned raccoons in an enclosure in their yard from June to October every year. They are very thankful to their easy-going landlady.



*Photo courtesy Anne Barker*

**Candidates** continues on the next page

## Candidates continues...

### Treasurer — Debbie Jan

Debbie Jan is the Head Librarian at the Sheldon Margen Public Health Library, UC Berkeley. A graduate of the UC Berkeley School of Library and Information Studies, Debbie has spent her career in the UC Berkeley libraries.

A recipient of the SF Chapter Award for Professional Achievement, Debbie has served as Secretary; chaired the Academic Relations, Directory, Finance, and Professional Development Committees; and participated on the Hospitality, Nominating, Professional Achievement, and Publicity Committees.

Currently, she is the Membership Chair for the Environment and Resource Management Division where she has previously served as Treasurer, Membership chair, and a member of the Web Committee. For SLA, she served as co-chair of the Diversity Leadership Development Program Committee and Committee on Association Governance.

Last year, she was fortunate enough to go on a family group tour to China. This was her second trip; the first was while she was in college. She has no close relatives there since it was many generations ago when her ancestors migrated. She enjoys the Monterey Peninsula and tries to go as often as she can.



*Photo courtesy Debbie Jan*

### Director of Programs — Tony Landolt

Tony Landolt has been an active member in SLA since 1994 and has held many leadership positions along the way. For the last few years, Tony has been the convener of the SLA Baseball Caucus, a group of 110 baseball fanatic librarians from across the country. As leader of the Baseball Caucus, "Tony puts in much work and effort towards programming at our Annual Conference and in providing resources to Caucus and other unit members," says SLA Fellow and Baseball Caucus colleague, Marlene Vogelsang.

At each SLA Conference, Tony convenes the annual Baseball Caucus business meeting, with a local baseball player or personality as guest speaker, as well as a visit to the local ball park. This year, 95 baseball loving librarians endured a 1 hour and 20 minute rain delay and enjoyed cheese steaks while watching the Phillies wallop the Marlins 9 to 1.

After the Philadelphia Conference, Tony organized an overnight field trip to the Baseball Hall of Fame, in Cooperstown, N.Y. 36 SLA Baseball Caucus members enjoyed a day-long visit with Hall of Fame library/research staff and were given a behind the scenes look at the information systems/collections/archives of that legendary institution, according to Marlene.



*Photo courtesy Tony Landolt*

**Candidates** continues on the next page

## Candidates continues...

Beyond baseball, Tony has been in the document delivery business for more than 25 years. After undertaking a job “running around” at the U of C photocopying journals, Tony decided to start his own company, Pinpoint Documents, which he subsequently sold to Reprints Desk, Inc. in December, 2007. Following that sale, Tony has remained with the company as a Sales Executive. “As a vendor, Tony understands that it is important to work with and support your clients at both the personal and the professional level,” says Marlene. “He has made it a point to be active in SLA and other industry associations, both by attending meetings and conferences as well as working in leadership roles,” she adds.

Tony also hosts webinars on social media, maintains the Baseball Caucus web site and keeps in touch with Caucus members through a daily online baseball trivia quiz throughout the year, according to Marlene.

Tony was born and raised in Turlock, CA and has lived in the Bay Area since 1984.

## Assistant Director of Programs — Hilary Schiraldi

Hilary G. Schiraldi started working at the Thomas J. Long Business Library at UC Berkeley’s Haas School of Business in 2008. In 2009 she was named Acting Head. Hilary was an Information Research Associate at Credit Suisse in New York from 2004 to 2007. Before becoming a librarian, she was an equity research assistant at R.L. Renck & Co., an independent brokerage; and a researcher for statistical features at Forbes Magazine.

Hilary was a member of New York chapter from 2003-2007 and has been a member of San Francisco Chapter since 2008, serving as Tour Coordinator in 2010 and 2011. She has been a member of SLA’s Business & Finance Division since 2003.

Hilary has an M.S. in L.I.S. from Pratt Institute and a B.A. from Columbia University.



*Photo courtesy Hilary Schiraldi*

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## President’s Message continues...

So why should you spend your valuable time writing for your profession?

- It hasn’t all been said
- You already know how because you’re writing it for work or school
- Enhanced career mobility - either because you must publish, or because to get your name and ideas in front of fellow professionals
- Other professionals will know you before you meet
- It may help keep scarce brain cells alive just a little longer

## MEETINGS FROM THE PAST

*Via Marie Tilson, Chapter Archivist*

*As we welcome new members to our Executive Board, it seems appropriate to glimpse into some of the "nuts and bolts" of our Chapter's history! This comes from the **Chapter Bulletin** (forerunner of Bayline) of May 1931 and reports on a meeting held in connection with the California Library Association.*

On Saturday, April 11th, the sessions of the Special Libraries Section of the California Library Association were held at Hotel Del Monte, preceding the general meeting of the state Association the following week. These sessions took the place of the regular April meeting of the local chapter. Isabel H. Jackson, formerly of the Bank of America, is president of the Section, and Margaret M. Miller, Standard Oil Company of California, is secretary.

The first meeting was held in the Tower Room of the Hotel. Annette Windele, American Trust Company presided. About fifteen were present. The program was devoted to a discussion of the latest things in print. Mimeographed lists of noteworthy 1930 publications were distributed and discussed. Inasmuch as only San Francisco members were present, several local matters were also brought up. K. Dorothy Ferguson, local member of the national committee on cooperation in business library service, presented the encouraging status of the local situation with regard to the exchange of duplicates. The distribution of the Preliminary Union List of Serials in the San Francisco Bay Region was discussed and the time to be allowed for completion of a final edition. It was decided to expand our monthly bulletin and to request the vice-president next year to serve as editor. The expanded bulletin will contain monthly lists of new things in print, lists of duplicates wanted or offered, union-list supplements and corrections, as well as serve as an organ of communication to the business men of the community. For this expansion a larger budget will be asked from the national association.

A resolution was passed that the national Association attempt to find ways and means for publishing the proceedings of the annual convention promptly so that the timeliness of their appeal and use may be better preserved. Mrs. Amy M. Caya announced that the California State Chamber of Commerce was preparing a new edition of its Sources of Data, with a staff of 50 men at work seeking to delimit the field satisfactorily in the matter of agencies, indexes and services. It was also learned that the California State Bureau of Commerce was compiling at Sacramento a state commodity index.

The evening meeting was a joint gathering of the Special Libraries Section and the California County Librarians. There were nearly a hundred present in a partitioned end of the main dining-room. Miss Jackson was toastmistress and first called on Mary Barmy, president of the California Library Association, and Mabel R. Gillis, state librarian, who responded with greetings. The topic of the program was special library service from the standpoint of the business man, the public librarian, the county librarian, and the special librarian.

Mr. R. Jenney, Assistant Rate Engineer, of the Pacific Gas and Electric Company, San Francisco, presented the need of the business man for prompt, complete and accurate data. The public library was represented by Mrs. Faith Holmes Hyers, director of publicity of the Los Angeles Public Library, who spoke in place of Mrs. Anne S. Leidendecker, of the science and industry department of the same library, who could not come at the last moment. Mrs. Alice G. Whitbeck, librarian of the Contra Costa County Library at Martinez, told of the cooperation of a typical county library in serving a large industrial community. The special librarian's work was discussed by Mary A. Taylor, librarian of the Standard Oil Company of California in San Francisco. All four spoke in an engaging and stimulating fashion, and judging from the comments of the county librarians and other guests it was a very successful meeting. Certainly the contacts made by the special librarians were interesting and refreshing.

Dancing and supper followed in the ballroom. Many of the special librarians spent the following day enjoying the beautiful grounds of the hotel and the adjacent countryside about Monterey and Carmel, and several stayed for the author's dinner that night and for the opening sessions of the general meeting on Monday.

## MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

Judy Bolstad, Editor

### Quilt on Display

**Jaye Lapachet's** quilt, "Fabric of the Year 2010", will be on display at the San Jose Museum of Quilts and Textiles from August 16 to October 16, 2011.



### A Few Summer Updates and Multiple Congratulations Photo courtesy Jaye Lapachet

**Barbara Janis** headed on a trip East in June to the conference in Philly and then on to further research in D.C., producing several exciting results. At Philly, in addition to enjoying the conference and being thoroughly impressed by the historical setting of the West Coast Chapter reception, she was lucky enough to win a Kindle from a drawing sponsored by the LAC Group, a professional services firm.

Barbara's research efforts at Archives II, the National Archives facility in College Park, MD, produced some great finds. The WPA photos she scanned of projects conducted at the Presidio are "an amazing treasure trove" said one of the architects. The deputy general counsel asked Barbara to scout out Army correspondence about a retaining wall on one of their boundaries. She was successful and received an award from her agency for her efforts! Congratulations, Barbara!

She is currently working on a digital asset management implementation project, which they hope to launch at the end of September. She's now all too familiar with the terms taxonomy, metadata, and mapping. She thinks the Widen product they are using will prove a strong asset to the Presidio Trust.

**Anne Barker**, Librarian at Kilpatrick, Townsend & Stockton LLP, received a coveted "Gold Coin for Quality Service" Award in August for developing and teaching a course on Patent Searching Using On-Line Database Technology to a firm client visiting California from Malaysia. For over five years, the firm has hosted approximately 50 clients at its annual IP CLE seminar in Silicon Valley. Called KTIPS (Kilpatrick Townsend Intellectual Property Seminars), the four-day seminar series focuses on a variety of IP procurement, strategy and litigation issues.

One of the client attendees this year was new to his position managing his company's IP portfolio; the firm developed a special week-long pre-KTIPS "boot camp" for this attendee to provide him with a solid foundation on IP issues as he assumes his new responsibilities. For her part, Anne prepared and presented materials describing a variety of U.S. and foreign database systems useful in finding prior art. The international focus was particularly *relevant to the firm's client*, which has a global footprint. The attendee specifically commented to attorneys in Palo Alto about how relevant and useful the course was to his new duties. Anne created and taught this class while also coordinating the move of the firm's Palo Alto Library to a new Silicon Valley office in Menlo Park.

**Mosaic** continues on the next page

## Mosaic continues...

**Rochelle Richardson** shares that in late July / early August, she escaped the fog by first spending a week in Utah visiting family (hello dry desert heat) and then spending two weeks in North Carolina visiting friends (hello hot and humid). During her time in North Carolina her friend and fellow librarian, Erin, and herself established a community library for the Lesbian, Gay, Bisexual, and Transgender Center of Raleigh. Along with some superstar volunteers, they sorted, weeded, catalogued, labeled, and shelved over 1000 donated books! Erin and the other volunteers are continuing to work on signage and circulation, and more books and materials are arriving every week. It wasn't all work though; Rochelle took advantage of the opportunity to reacquaint herself with some favorite foods and experiences such as okra, fried green tomatoes, grits, collard greens, and dining outside without a parka. A list of firsts for her included: Cheerwine, funnel cake, Locopops, some really fine bourbon, listening to cicadas, and frolicking in the Atlantic Ocean. She had a great time and was honored to have had the opportunity to contribute to the establishment of the only LGBT community library in the Raleigh-Durham-Chapel Hill area. Rochelle has another trip to Raleigh planned for November and can't wait to see the new library and her friends again!



*Photo courtesy Rochelle Richardson*

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Dear readers: Please feel free to send me your news at any time. Photos (with captions) are also welcome. I look forward to hearing from you!

Judy Bolstad, Editor, Mosaic column, [jbolstad@library.berkeley.edu](mailto:jbolstad@library.berkeley.edu).

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## Socializing Yourself continues...

The value of these efforts to us in the information industry, besides being helpful to our customers, lies also with making ourselves more relevant and promoting our "brand."

Scott's presentation: <http://www.slideshare.net/scbrown5/socializing-yourself-and-your-organization>

Links to information on social media policy:

<http://socialmediagovernance.com/policies.php>

<http://wiki.altimetergroup.com/page/Social+Media+Policies>

## CHANGES COMING TO THE CHAPTER ALLOTMENT

*By Mimi Calter, President-Elect*

In response to SLA's ongoing budget issues, a significant change is being made to the formula by which SLA HQ calculates the annual allotment to chapters, which will result in a reduction in the funding that the SF Bay Region Chapter receives.

The allotment is an annual allocation that each unit (chapter, division, or caucus) receives from the central organization, and historically, each unit has received a flat amount per member. In recent years, that amount has been roughly \$14 per member. With the move to a tiered dues system, where members pay based on their self-reported income level, that per-head payout represents a much larger portion of the organization's overall budget than it has in years past. The SLA board has approved two changes to address budget pressure this change has caused. First, they are dropping the minimum allotment, which resulted in small chapters and divisions receiving payouts well above \$14 per member. Fortunately, the SF Bay Region Chapter continues to be one of the larger chapters, and we will not be impacted by this change. We will, however, be impacted by the second change: a tiered allotment payout based on membership category. Under the new system,

allotment payout tiers will be relative to the dues tiers, so where a member is paying dues at 75% of the full amount, the chapter will receive 75% of the full allotment. The actual payout change will be determined by our membership next year. However, our estimates based on current membership levels indicate that our chapter is facing a 30% reduction in its annual allotment, or roughly an 8% reduction in overall income for the chapter.

While this is by no means good news, please rest assured that the chapter's finances remain solid, and the chapter board anticipates that the impact of this reduction in income will be manageable.

The chapter has four main sources of income:

- 1) the annual allotment,
- 2) interest income on pooled fund savings,
- 3) sponsorships and Bayline advertising, and
- 4) attendance fees for programs.

For some years, the first three categories have enabled us to hold attendance fees for programs well below our costs, and thus keep category 4 as small as possible. We will continue to do that. We're beginning to see small increases in the pooled fund interest payouts, which will offset the allotment payout to some extent. And we will do what we need to hold down costs on programs while still maintaining quality, and providing our members with the information and networking opportunities they need.

There will certainly be more information on and discussion of this topic in the coming months, and I'll be in touch with you all as there is more to say. In the meantime, I welcome your questions and concerns.

## SAVE THE DATE! SCOTT BROWN: JANUARY 19, 2012

Though we have a few months left to go in 2011, we've already started thinking about program planning for 2012. We're pleased to announce that Scott Brown, who presented to our group in August, will be joining us for part two of his presentation on January 19th. We won't have another Bayline before that event, so mark your calendars now! This will be our annual joint meeting with BayNet, and we look forward to the opportunity to network with them, in addition to getting Scott's excellent tips on the use of social networking as a research and marketing tool. Registration details will be distributed on the chapter e-mail list later this year.

Scott Brown is owner of Social Information Group, <http://www.socialinformationgroup.com>, an independent information practice that focuses on the effective use of social networking tools for sharing and finding information. The use of social networking tools in libraries has been an area of significant interest among our members, and we're happy to be able to bring Scott back to discuss the subject.

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## ANNOUNCEMENT: THE 2011 SLA-SFBR CALL FOR NOMINEES FOR CHAPTER AWARDS

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 14 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-info.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.

**Awards continues on the next page**

## 2011 SLA-SFBR Chapter Nomination Form

This is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.

Chapter Nomination Form (All fields are required information)

- NOMINEE'S NAME
- NOMINEE'S BIOGRAPHICAL DATA (education, past and current professional data)
- CHAPTER CONTRIBUTIONS (as many as apply from the following criteria):

1. Outstanding leadership in the Chapter, at meetings and in committee work.
2. Special and notable service to the Chapter, such as participation in special projects.
3. Participation in seminars, teaching courses and public speaking activities.
4. Publication and editorial contributions to professional literature.
5. Innovations at the worksite.
6. Mentoring activities that encourage others in the profession.
7. Extracurricular activities that provide the profession and/or the Chapter with commendable publicity and acclaim.
8. Other achievements indicating noteworthy dedication to the profession of special librarianship/information science.

and, if applicable

- DIVISION / ASSOCIATION LEVEL CONTRIBUTIONS (not a required field)

Nominations may be submitted by any Chapter member and self-nominations will be accepted. To be eligible, a nominee must be a current Chapter member, active or retired, in good standing. Current Executive Board members are ineligible for nomination. Nominations do not carry over from one year to the next.

Please submit nominations to:

Rochelle Richardson, SLA-SF Bay Region Chapter

Past-President & Chair, Awards Committee

[richardson.rochelle@gmail.com](mailto:richardson.rochelle@gmail.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

## BAYLINE WELCOMES ADVERTISERS AND SPONSORS!

## ADVERTISING RATES

	1 issue	5 issues (10% off)
<b>BusCard</b>	<b>\$ 40</b>	<b>\$ 180</b>
<b>1/4 Page</b>	<b>\$ 85</b>	<b>\$ 383</b>
<b>1/2 Page</b>	<b>\$135</b>	<b>\$ 608</b>
<b>Full Page</b>	<b>\$250</b>	<b>\$1125</b>

•7x9 with footer & margin; 8 1/2x11 without

## 2011 SPONSORSHIP & ADVERTISING STIMULUS BUNDLES

Want to get your name out to our members and other information professionals? Sponsor programs in 2011 and get a great deal!

**Platinum Level:** Sponsor 4 events and receive a 20% discount plus 4 complimentary ads\* in Bayline

**Gold Level:** Sponsor 3 events and receive a 15% discount plus 3 complimentary ads\*

**Silver Level:** Sponsor 2 events and receive a 10% discount plus 2 complimentary ads\*

\*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 Sandy Malloy at [sandy.malloy@businesswire.com](mailto:sandy.malloy@businesswire.com).

## VOLUNTEER AND GET INVOLVED IN SLA!

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

### Administration

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

### Communication

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

### Events

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

### Outreach

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

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

Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Fax: \_\_\_\_\_