

# THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

September/October 2001  
Volume 72 Number 1

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

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Welcome to the 2001/2002 SF Bay Region SLA Chapter New Year! As every president who has gone before me has said, this is an amazing chapter. We have so much talent, energy and commitment that it boggles the mind.

First, I want to welcome the newest Board member, **Jaye Lapachet**, our Assistant Director/Program. Jaye is working with fellow Board member, **Chris Orr**, Director/Program, planning an exciting schedule of programs. Rounding out the Board are President-Elect and Acting Treasurer, **Tamara Horacek**; Secretary, **Jo Falcon**, and Past-President, **Marlene Vogelsang**. I am so impressed and awed by their dedication to this Chapter.

A fond farewell to **Jeanne Fong**, who leaves the Board after many years of fine service. Jeanne has been a wonderful support and I am grateful to have worked with her the past few years. Although Jeanne has made a career change, we still expect to see her at meetings. (For more on Jeanne's change see the Kaleidoscope.)

I am pleased to welcome our new Advisory Council chairs who include **Nancy Phelps**, Advertising; **Stephen Cooney**, Bayline; **Jenny Kanji**, Fundraising; **Mary Keba**, Hospitality; **Saundra Lormand**, Mailing; **Gina Castro**, Professional Development; **Terry Richards**, Tours, and **Karin Zilla**, who leaves the Board, but joins the Council in Government Relations and Special Projects. Continuing on the Council are **Wess-John Murdough**, Academic Relations and Nominating; **Mary Ann Mahoney**, Archives, **Alice Sullivan**, Consultation; **Bruce Thomas**, Directory; **Debbie Hunt**, Discussion List; **Debbie Jan**, Finance; **Nancy Adams**, Networking; **Rita Evans**, Strategic Planning, and **Nick Robinson**, Web. Thanks to you all for your ongoing

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# SFSLA Bayline

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The San Francisco Bay Region Chapter bulletin is published five times a year September through June. 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 necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

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## From the editor's desktop...

Welcome to this, the latest edition of the Bayline, marking a few changes- not only among most of our Chapter officers, but also among those who toil to bring you the latest Chapter dirt & dish: new advertising chair **Nancy Phelps**, new mailing chair **Sandra Lormand**, as well as me, your humble and inexperienced editor. Be gentle with us.

I admit to having some small reservations at assuming the mantle of Bayline editor that **Eris Weaver** has worn so superbly these last two years and ten issues. These concerned not so much a failing of inclination so much as ability: the spirit was willing, but the mind, I feared, was weak. I have only been an SLA member for two years or so (off and on- don't ask), and was still mostly unfamiliar with everyone and everything. But both Eris and our ever-supportive new chapter president **Maggie O'Brien** soothingly explained to me that this year the only requirement for editor were a place on the Modified Librarians website, and that my deer-in-the-headlights look revealed the workings of a supple and active mind. I think those were the words they used- there was a bit of snickering and muttered asides.

My job has been a piece of cake thanks to this issue's contributors, who have submitted terrific work with no nagging required. We will all certainly miss **Kate Manuel**'s excellent NetTalk column, the last of which starts on page 7. Thanks to **Jeanne Fong**, taking a bit of a rest after assuming every position of responsibility in the Chapter, for her article on **Linda Vida**'s latest award (congratulations!) and **Karin Zilla** for her memorial for **Dr. Terry Crowley**. I am hugely grateful to wily veterans such as **Gerald Clark**, without whose proofreading skills this edition would be illegible, as well as the above-mentioned Eris, Maggie, and **Tamara Horacek**, who responded with patience and helpful advice to my whining and sniveling. I'm looking forward to an interesting and educational two years.

### Copy Deadlines for 2001/2002

Nov/Dec	October 5
Jan/Feb	November 30
March/April	February 1

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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)



contributions to the Chapter.

Our members are also active at the Association level with **Richard Geiger** beginning his second of a three-year stint as Association Treasurer. Congratulations to **Cindy Hill**, who was named a Fellow of the SLA in San Antonio. **Linda Vida**, last year's Fundraising Chair, takes over as Division Chair of Environment & Resource Management. And, of course, **Bill Fisher** is SLA President-Elect.

If you need further proof of the kind of talent we have, just flip through the 2001 San Antonio Conference program and notice how active and well-represented our Chapter is. Active in planning and moderating programs were **Tony Landolt** heading the Baseball Caucus; **Lynn Dix**, in charge of the International Information Exchange; **Howard Fuller's** leadership with the Gay & Lesbian Issues Caucus; **Katherine Bertolucci's** efforts on behalf of the Library Management Division, and **Ailya Rose's** direction of the Solo Librarians Division. Other Chapter members involved with Conference programs included **Jenny Kanji**, **Richard Geiger**, **Anne Marie Malley**, **Liz Perry**, **Cindy Hill** and **Wynne Dobyns**. Kudos to all of you!

This year (as always!) California is the place to be as our state hosts some major SLA events. In October, the SLA Technology Forum with John Seely Brown, Hal Varian and Kevin Kelly, takes place in Monterey. The 2002 Annual Conference runs from June 10-15 in Los Angeles.

I think it is auspicious that the theme of this year's Annual Conference is "Putting our Knowledge to Work." With your help, I hope to explore ways to take the skills and knowledge-know-how we

use on our jobs and apply it to our chapter. All of us, in some way, are involved in knowledge work. What about creating a knowledgebase for our chapter, profiling our members so that we can more effectively access the immense talent and wisdom of each other. Does this sound exciting to you? Do you have ideas about how to pursue this? Any interest in helping with a pilot project? What other ideas do you have? I would love to hear from you!

A little knowledge that acts is worth infinitely more than much knowledge that is idle.

— Kahlil Gibran



# NetTalk

## New Brooms for Old Pages: Tips and Resources for Keeping Web Sites Fresh

by Kate Manuel

It is a bit late for Spring cleaning, but the topic of this (my farewell) Bayline column is nevertheless “cleaning” up your Web pages and tools to help you do so. The Web you use now is not the same Web that existed one hour ago: pages move, change addresses (URLs), and are deleted. The Web’s mutable nature gives rise to the problem of broken links. Link rot is rampant (estimates are that at least 5-10% of all links on the Web are broken and that nearly a third of all Web pages contain dead links) and undermines your credibility with users.

The technologies with which Web pages are produced and accessed also change rapidly. Common text editors for producing Web pages use non-standard or proprietary HTML tags, causing problems for those viewing pages with certain browsers. Java, PDF, and other newly prevalent Web authoring tools pose accessibility problems, as do such design mechanisms as tables and frames. Users with older or the very latest modems or browsers encounter particular problems in accessing Web pages because most pages are not designed with their modems or browsers in mind.

There is also a sizable – and growing – number of persons with disabilities who can either be empowered by Internet technologies – or fundamentally excluded by them. When thinking of Web users with disabilities, many envision primarily the blind and those with visual impairments who must access Web pages with screen readers. Such thinking compromises achieving real accessibility, though, because it ignores the far larger numbers of people with mobility or cognitive impairments. Some 54 million Americans, over 20% percent of the population, are currently identified as having disabilities, but 100% of Americans could experience disabilities. The risk of visual, hearing, and mobility disabilities increases with age, and our highly technological society is creating mobility disabilities among ever younger populations, as even teens and

young adults acquire carpal tunnel syndrome and repetitive stress injuries in consequence of hours spent at computer and video terminals.

If your pages are like mine – and those of most Web authors – they may need some “cleaning” up to address the problem of link rot and to make them accessible to the widest possible audience. What follows are some hints on things you can do and resources from which you can get help in cleaning up your Web pages.

### Fighting link rot

Link rot is endemic to the Web; it is widespread; and it is a problem. Large numbers of broken links make your pages look bad to users. How can you hope to position yourself as a source of quality, reputable information if you do not trouble to have working links? Broken links on a page negatively impact the credibility of the page’s creator. It is like finding a bunch of bad citations in a bibliography – you wonder what else in that author’s information you should disbelieve! Broken links are especially irksome for those with slow modems. When it takes f-o-r-e-v-e-r to pull up a page, who wants to see a 404 error report after the wait?

Link checkers help you fight link rot. Many Web editing packages have built in link checkers.

Microsoft’s FrontPage, for example, allows you to run a link checker on all pages of your site by going to the View menu, selecting Reports, and then choosing Broken Hyperlinks. What you get is a listing of the URLs to which your pages link that were not working when FrontPage ran

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the report. The list is not user friendly, though, as it cannot easily be printed or reformatted (something a site administrator might wish to do to direct particular pages within the site to their creators' attention). Those who are officially Web Masters, charged with management of large sites, probably want to invest in serious management tools, including commercial link checkers like Astra SiteManager, Coast WebMaster, or WebAnalyzer, or to install freeware link checkers like MomSpider (<http://www.ics.uci.edu/pub/websoft/MOMspider/>) on their servers.

Those responsible for pages within a site, but not the entire site, may find these free Web resources helpful in combating link rot:

#### Dr. HTML

(<http://www2.imagiware.com/RxHTML/>): Select the Single Page Analysis option. Reports can be “expert” (errors only; minimal content); “standard” (errors only; complete content), the default option; or “verbose” (errors with additional comment). You can check each or all of the following: document structure, image syntax, tables, browser support, hyperlinks, form structure, frames expansion, font support, spelling, metatags, and more.

#### Dr. Watson

(<http://watson.addy.com/>): Each or all of the following can be checked: regular links, image links, spelling, search engine compatibility, and site link popularity (number of pages in AltaVista that link to your page). You select which browser extensions are allowed and the standards of HTML enforcement (lax, normal, or strict) that will be applied.

#### Net.Mechanic

(<http://www.netmechanic.com/>): Net.Mechanic wants you to buy its services, but does offer free trials, as well as an HTML Toolbox Free Sample, where you can enter the URL of a page and have the results of a monthly check of that page emailed to you. You can use the free trial to find broken links, check load time, and check spelling on up to five pages.

#### Web Site Garage

(<http://websitegarage.netscape.com>): Another variant of the above tools.

Link checkers can only verify that your link still connects to a viable URL, though. Human viewing is necessary for determining whether the linked page still has the good, desirable content that first made you connect to it.

## Designing for Maximum Accessibility

Designing accessible Web pages should be much more than following lists of tips; it should be a commitment, a philosophy, that pervades your creation of resources. If you are just beginning to think about accessible pages, though, the following tips may be helpful:

- Become familiar with accessibility guidelines, like the World Wide Web Consortium's Web Accessibility Initiative (<http://www.w3.org/WAI/>), and apply appropriate checklists (e.g., IBM Java Accessibility Checklist (<http://www-3.ibm.com/able/accessjava.html>) in evaluating pages.
- Test your pages for accessibility using the Center for Applied Special Technology's Bobby program (<http://www.cast.org/bobby/>). Enter the URL of the page to be tested and get a listing of priority 1, 2 and 3 accessibility errors. Priority 1 errors must be corrected for the page to be minimally accessible.
- Watch out for those images! Well over 90% of the time, priority 1 accessibility errors arise from using images without ALT tags or long descriptions.
- When writing ALT tags or long descriptions, make the text correspond to the image in every way. Do not simply tell what the image represents if the image also serves to convey mood or navigation. That is, “Up arrow, taking users to the Library's home page” is better than “Up arrow.”
- Make the text of your hyperlinks descriptive enough that people know what they will be getting if they follow them. “Click here” is never a good

only by viewers using one particular browser – but most people also do not check their pages in several browsers. AnyBrowser's Site Viewer (<http://www.anybrowser.com/siteviewer.html>) or deGrade (<http://www.cgu.edu/degrade/>) allows you find out easily how users with different browsers experience your pages.

- Find out what your page will “be” like for those experiencing it as text-only. As a first step, try your pages in Lynx-Me (<http://ugweb.cs.ualberta.ca/~gerald/lynx-me.cgi>) or Lynx Viewer (<http://www.delorie.com/web/lynxview.html>). Lynx is a text-only browser. If you can, get someone to demonstrate screen readers (like JAWS) on your pages for you. The results will be enlightening!
- Remove non-standard or vendor-specific HTML conventions and extensions from your pages. Check out the HTML Validation Service (<http://validator.w3.org/>), the Demoronizer (<http://language.perl.com/misc/div-www.html>) or the Office 2000 HTML Filter (<http://office.microsoft.com/downloads/2000/Msohtmf2.aspx>). Indeed, testing simply to see that your HTML coding is “good” is advisable. HTML Tidy (<http://www.w3.org/People/Raggett/tidy/>) also helps.
- Provide equivalents. If you have audio or video components, give this information in text format also. If you have a frames page, provide a no frames alternative. If you use Java scripts, include a “no Java scripts option.” Have alternatives to online forms: give a version of the form that does not have to be filled out and submitted online. (Be sure to tell where and how this information can be submitted.)
- Do not create PDF pages without also providing HTML versions.
- Avoid automatic redirections on your pages. Screen readers cannot “read” moving text. If your page relocates, by all means, give those accessing the old page's URL the new page's address, but do not configure the old page to take users directly to the new one within a matter of seconds. Good practice allows your users maximum control.

- Using tables “just” for page design should be avoided. Many screen readers go straight across a page, ignoring columns. If you must have tables, use the <br> tag after information in each cell. Cascading Style Sheets (CSS) can probably achieve your design objectives without creating the obstacles tables can pose. For more on CSS, see CSS in 7 Easy Steps (<http://www.javascript-page.com/css/>). CSS also allows users to turn off elements they cannot process effectively.
- Turn your mouse over! Do not use it! Try using the tab key to move through your pages. You may be surprised at what happens.
- Do not force specific fonts and font sizes on your users by having your design override browser preferences.
- Create a well organized site with clear directions. Otherwise, users with learning disabilities may have trouble with your site. Provide context and orientation information: those with visual or cognitive disabilities can have trouble inferring complex relationships from pages.
- Pilot your page on potential audiences. Automated validation methods cannot identify all problems existing within pages.

Assistive technologies cannot solve all accessibility problems. Good, accessible design on your part, though, can keep many problems from originating.

## Other

To learn more about Web authoring in general, you may also want to check out:

- TechTutorials (<http://www.techtutorials.com/Webmaster/>),
- Usable Web: 1269 Links about Web Usability (<http://usableweb.com/>),
- Fundamentals of Quality Search (<http://clickz.com/article/cz.3200.html>),

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way for a link to read!

Monitor colors and color contrasts on your pages. Eight percent of men and .5% of women have difficulty with certain color combinations, especially red and green used together without sufficient contrast. To see models of how your page will work for viewers with color deficits, see Colorfield Insight (<http://www.colorfield.com/insight.html>), the NEWMAN Color-Blind Design Evaluation (<http://newmanservices.com/colorblind/default.asp>), or the VisCheck Color Blindness Simulator (<http://www.vischeck.com/showme.shtml>).

Do not rely on color alone to convey content or meaning (e.g., red font to indicate homework assignments or really important stuff). Many users without visual disabilities do have monochrome browsers.

- Test your pages to see how they look and work with multiple browsers. Most people do not consciously design pages envisioning them to be seen

HTML Goodies

(<http://htmlgoodies.earthweb.com/>),

Adaptive Technology for the Internet

([http://www.ala.org/editions/openstacks/insidethecovers/mates/mates\\_toc.html](http://www.ala.org/editions/openstacks/insidethecovers/mates/mates_toc.html)),

The Alertbox: Current Issues in Web Usability

(<http://www.useit.com/alertbox/>),

Palette of Background Colors with Options for Link and Text Colors

(<http://www.spunwebs.com/bgcolorf.html>), and Cut-and-Paste Java Scripts

(<http://www.infohiway.com/javascript/client.htm>).

*Kate Manuel, formerly of California State University, Hayward, is now Instruction Coordinator at New Mexico State University ([kmanuel@lib.nmsu.edu](mailto:kmanuel@lib.nmsu.edu)). She enjoyed her time as NetTalk columnist (you really ought to give it a try yourself someday!) and meeting others in the Bay Area through SLA. Stop by and say “bello” if you are ever in Las Cruces, NM!*

# Kaleidoscope

by Maggie O'Brien

Guess who the new Executive Assistant to the UC Berkeley Vice Chancellor is? Our own **Jeanne Fong**! After many years as the International Documents Librarian in the Government and Social Science Information Service, Jeanne got an offer she couldn't refuse. Working for the number 2 person on campus is turning out to be interesting and challenging. Of course, we hope Jeanne knows she is always welcome at Chapter events. Jeanne's new contact information is phone: 510- 642-1961 or Email: jwfong@uclink.berkeley.edu

**Ann Borkin**, formerly the West Coast Head Librarian for Thelen Reid & Priest, has decided she has reached a point in her career where she would prefer to spend less time as a manager and more time as a librarian, hence she has assumed the position of Associate Librarian in the San Francisco office of TRP. **Todd Bennett**, formerly the Associate Librarian in the San Francisco office of TRP, has in turn, been promoted to West Coast Head Librarian for TRP. These changes became effective July 1, 2001. Congratulations to both Todd and Ann!

## Linda Vida Recipient of 2000/01 Chapter Professional Achievement Award

By Jeanne Fong

The San Francisco Bay Region Chapter's Professional Achievement Award recognizes each year a Chapter member, nominated by his or her peers, who has made notable and enduring contributions to the Chapter and the profession. These accomplishments can be made through outstanding leadership in the Chapter and in committee work, participation in seminars, teaching courses and public speaking, publications and editorial contributions, innovations at the worksite, mentoring activities or extracurricular activities, which provide the profession and/or the Chapter with commendable publicity and acclaim. We are pleased to name **Linda Vida**, Head of the Water Resources Center Archives at the University of California, Berkeley, as the 2000/01 recipient of the Chapter Professional Achievement Award.



Linda's record as an active leader, enthusiastic contributor and valued coach and mentor has been evident at the Chapter and Association levels of SLA. As a member of the San Francisco Bay Region Chapter, Linda has chaired many of our committees, including Advertising, Fundraising, Government Relations, and Nominating. She was the Chapter's Director/Program in 1994/95 and President in 1996/97. She capped her term as President by arranging the very successful California chapters reception at the 1997 SLA Annual Conference in Seattle.

Surely one of Linda's crowning achievements was her work in planning and organizing the 1999 SLA Winter Meeting reception, which was held in the United States Court of Appeals building in San Francisco. Set in the splendor of the Court building's beautiful beaux arts interiors, the reception truly lived up to its billing as a gala event. Hundreds of SLA attendees will long associate that reception with the 1999 Winter Meeting.

Following years of active participation in the Environment and Resource Management Division (ERMD), Linda is joining the ranks of the Association leadership by becoming the 2001/02 ERMD Divisional Chair. She was also Editor of the ERMD Newsletter.

As Head Librarian of UC Berkeley's Water Resources Center Archives, Linda's skilled leadership and imagination launched a popular new lecture series called the California Colloquium on Water, reinvigorated the library's publication program, spearheaded a new Web presence, and started a successful outreach and development program. Linda has also served on many committees at UC Berkeley, including service on the Executive Board of the

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# New Members

by Tamara Horacek

One of the hot topics discussed at this year's SLA leadership program in San Antonio is the decline in the number of new members over the past few years.

As a chapter, we were asked to actively look at creative and innovative ideas and partnerships to recruit new members. How can we expand our current activities to encourage new members? Do we need a formalized membership recruitment plan?

Just as we promote and market our libraries and services within our organizations, we can promote our association within the larger information industry. One of newest members this year I recently spoke with is a competitive intelligence professional. Already a member of SCIP, she decided to join SLA on a recommendation from a colleague.

**Deborah Randolph**, another new member, recently received her M.I.M.S. degree from U.C. Berkeley and is working as the Law Librarian for PG&E. Her job includes helping attorneys with their research, selecting resources for the library, and providing technical support for the software used in the Law Department. Having Deborah join us is especially exciting as prior to this career change, she worked as a lawyer for 14 years. Deborah joined SLA because she is looking for a support network for sharing information and ideas.

The strength of our membership lies in our diversity. How do we continue to cultivate that diversity? How do we communicate our strengths as an association to potential members?

Our chapter is already mindful of some of these problems. Last year we tried out the "bring a colleague for free" concept which resulted in some new faces. The gesture was a success in that we opened the door for other professionals to explore our chapter without any commitment. I'd like to see us continue to consciously reach out to established professionals as well as to students in this coming year.

For those of you targeting colleagues as potential new SLA members, here are a few quick reasons to join SLA:

- Unrivaled opportunity to connect with powerful networks
- A safe place to learn and grow
- Mentoring opportunities (thanks mentors!)
- Ongoing professional development opportunities
- A much needed sense of community

I hope to address some of these issues this year with your help and guidance. I encourage and welcome your ideas and input.

If you would like to be on the membership committee or if you are a new member and have not yet been contacted, please call Tamara Horacek at 415-558-0268

SLA: In stubborn perseverance since 1909

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*Continued from page 11*

Librarians Association of UC Berkeley.

Perhaps the broadest impact Linda has had on Chapter members has been in the area of mentoring. Many of us owe to Linda our decision to become members of SLA. Some of us vividly recall what it felt like to be both new librarians and new Chapter members, and wondering how to take our first steps in professional networking (assuming we even knew what networking meant). 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 special personal touch influenced our development as professionals and in our personal lives.

Congratulations, Linda.

*Jeanne Fong is a Chapter Past-President. Diane Rosenberger, Debbie Hunt and Jeanne were the members of the 2000/01 Awards Committee.*

## **In Memoriam: Dr. Terry Crowley 1935-2001**

*By Marlene Vogelsang*

Terry Crowley shared his joy of reference work with many of us here in the Bay Area who had the privilege of studying with him at San Jose State University's School of Library and Information Science. He passed away on June 30 at his home in Ben Lomond, surrounded by his family.

Terry graduated from Notre Dame in 1957 and received his doctorate in library science in 1968 from Rutgers. He taught many years at San Jose State and retired in May 2000. Terry took up sailing and marine biology after he retired and became a docent at the Seymour Center Long Marine Laboratory in Santa Cruz.

Dr. Crowley shared his passion for reference work with his students. His "lectures" on the incorrectly/incompletely answered reference question shadow my work today. Some of my favorite memories are of his overflowing office (funny, my desk looks more like that every year!), his research assignments: "Call x library's reference desk and ask for information, record and comment on the response", and his discussions on "Cultural Literacy", which had just been published. Terry would sometimes play a type of Jeopardy style current information quiz...which I once answered correctly with "who was Mother Jones?" And no, I can't remember what that question was!

A detailed article on Dr. Crowley appeared in the Friday, July 13, 2001 issue of the San Jose Mercury News. A memorial service was to be held at Highlands Park in Ben Lomond on August 12. Donations can be made to the Listen Foundation at 303 Potrero St., 29-103, in Santa Cruz, CA., 95060.

## May Chapter Meeting

By *Karin Zilla*

The Dolby Screening Room spoiled me for any other theater that I will probably ever visit. (If anyone wants to offer Lucas Films next year, we'd be glad to compare venues...) Here's a story that demonstrates how really awesome this theater is: I was telling my dermatologist about seeing the film. He had seen it at a multiplex and he also loved it. However, when I asked him about the skin condition that both young lead actors appeared to have, he didn't know what I was talking about. The screen at Dolby was so good, the particular print we had so clear, and the projection so perfect that I had noticed something that any dermatologist would certainly have noted had he been able to see it! Of course, the sound was amazing as well.

**Tamara Horacek**, Dolby's librarian (and our incoming Chapter President-Elect), gave us a "tour" of the room and its dynamics for projecting sound as well as for shutting out exterior sound. The engineering of the room is such that every inch is designed to optimize the quality of the sound, including the wall coverings, seating upholstery and flooring. Apparently the Dolby employees get to see a film in the theater every Friday night. The downside? No popcorn allowed...oh well...

The evening at Dolby was a great way to round out the 2000-2001 Chapter meeting season. The whole year was filled with wonderful evenings; many people helped to make it such a success.

**Chris Orr**, last year's Assistant Program Director, provided many great ideas, planned a fantastic November meeting and kept our Chapter calendar up to date. **Ella Hirst** designed and coordinated the mailing of the inspiring meeting flyers in addition to coordinating the April neighborhood dinners. Of course **Sarah Cervinski** and her Hospitality Committee did an outstanding job arranging the meeting locations and the delicious food. Other Program Committee members coordinated compelling meetings: **Lynn Dix**, the October meeting with **Marti Hearst**, **Peg LaFrance**, the January meeting with **Brewster Kahle**, and the February evening in Berkeley with **Darryl Brock** arranged by **Tony Landolt**. In March we were proud to host

the San Andreas Chapter for a joint evening meeting with **Rebecca Roberts** from KQED's Springboard and in April we got together with others from our hometowns and neighborhoods (thank you group leaders!). Thank you to everyone involved for making the programs this year so hard to match!

This has been a busy year for the Chapter and one of the most satisfying so far for me. I'm extremely proud to have been a member of the Executive Board and I continue to delight in the friendships I've made through the Chapter. I'll be looking for all of you in the next year for another season of inspiring speakers and venues.



# Program Notes

## Program Season Kicks Off September 25<sup>th</sup>: Munch, Mingle and Muse

by Chris Orr

Mark your calendars and prepare to mingle. We're off and running with the 2001-2002 Program Committee line-up. We have a great committee this year, poised to present interesting speakers, tasty food and good company.

Chapter meetings are the best way to get together with your colleagues in a relaxed, social setting. So, hold the dates listed below and come join us.

You can no doubt guess that costs loom large on our minds and wallets. The best way to manage this is not to hope vainly that restaurant prices will decline, but to budget for the whole season with a mix of formal and casual meals. This way, we can enjoy good value and fulfill our mandate to hold appealing, chapter-at-large meetings.

With price balancing in mind, we decided to have three dinner meetings and three hors d'oeuvres meetings in this cycle. That's two meetings fewer than last year, but we'll have tours and professional development in the skipped months to keep your networking opportunities high. If all goes according to plan, we'll hold two meetings in the East Bay (the first one will be in November) and three in downtown SF. And, of course, the always-popular April neighborhood dinners allow members to meet at restaurants close to home.

If you look at the season as a whole, we'll all actually spend less than last year, without sacrificing a snazzy, convivial setting like Gabbiano's, where we'll launch our programs on September 25<sup>th</sup>. Student and retired members' prices will continue to be discounted, subsidized by our faithful sponsors: Certified Employment Group, Advanced Information Management, and Taylor and Associates. These sponsors make it possible to meet chapter costs for all our meetings. As an added bonus for your attendance, we'll raffle off a free future dinner ticket at each meeting (must be present to win).

I can already tell you a lot about the coming pro-

grams so you can prepare your dates and budget to attend. For starters, plan on coming to the season's kick-off meeting on September 25<sup>th</sup> with Wired News Editor in Chief George Shirk. George is a treat: a newspaper veteran who has embraced the Internet with humor and business savvy, he'll regale us with stories about the information age and headline news. Look for the registration flyer in this issue, or visit our chapter web site [www.sims.berkeley.edu/sfsla](http://www.sims.berkeley.edu/sfsla). Remember that we can now accept Visa or MasterCard for payment, too.

As I write this, it's still early and speakers, dates or locations are subject to change. We'll do our best to stick to the plan, but watch for mailings, read Bayline and check our chapter web site for updates and more details throughout the season.

### 2001-2002 Program Calendar

- Tuesday, September 25, 2001 with Wired News Editor in Chief George Shirk  
(October: watch for Tours &/or Professional Development schedules)
- Wednesday, November 14, 2001  
(speaker to be announced later)  
(We all take a chapter break in December)
- Thursday, January 31, 2002 with "Lipstick Librarian" Linda Absher  
(February: watch for Tours &/or Professional Development schedules)
- Tuesday, March 19, 2002 (speaker to be announced later)
- Wednesday, April 17, 2002 Time for the ever-popular Neighborhood Dinners
- Thursday, May 23, 2002 with SLA Executive Director Roberta Shaffer  
(Joint meeting with San Andreas chapter)

# Calendar

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## SEPTEMBER

17

### **Breakfast Meeting: The Invisible Web Exposed**

Registration: 8:30 to 9:00 am

Program: 9:00 to 12:00

San Francisco State University  
Downtown Center

425 Market St., Room 2608  
(26th floor) **San Francisco, CA**

Contact: Beth Graham  
megraham@mindspring.com

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### **Dinner meeting with Wired News Editor in Chief George Shirk**

5:30 - 8:30 pm Gabbiano's, San Francisco  
Contact: Mary Keba  
415-749-5088;

mkeba@baaqmd.gov

## OCTOBER

9-14

### **2001: An Information Odyssey: Seizing the Competitive Advantage.**

SLA annual conference.

San Antonio, TX. Contact: SLA

(202) 234-4700.

## NOVEMBER

2 - 5

### **California Library Association**

**Annual Conference**, Long Beach.

Contact: CLA, 916-447-8541.

4 - 8

**Internet Librarian 2001**, Pasadena. Contact: Information Today,  
(609) 654-6266.

14

**Hors d'oeuvres meeting** (speaker to be announced)

*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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