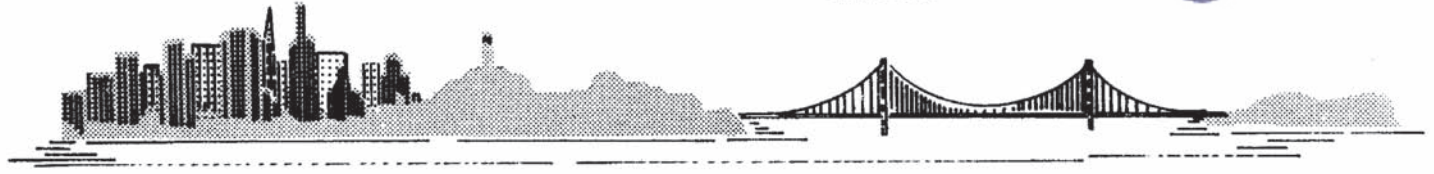


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PRESIDENT'S MESSAGE

By Chris Orr

Hello, San Francisco Bay Region. Let's get naked. Really, this is what I learned in Toronto from three keynote speakers at the annual SLA conference: We are not in the information business, we're in the transparency business (from Don Tapscott, author of "The Naked Corporation").

It's not only that we are working in environments that demand more transparency in accounting and governance. Technological tools themselves need to become transparent, with the activities of a social network front and center (from Bill Buxton, recipient of the Canadian Human-Computer Communications Society Award). We are best served if we follow a biological model for adapting to change. After all, our bodies behave reflexively and spontaneously to changing conditions (from Gary Hamel, "strategy guru," London School of Business). We don't have to tell our hearts to beat harder when we run, we simply have to provide nourishment. The legs will follow.



Granted, Don, Bill and Gary were talking to corporate knowledge professionals. They certainly were not describing our Federal government and its zeal for privileged secrecy. But the transparency and adaptability advice doled out at the conference applies to my term as your chapter President. In this and coming issues, I'd like to make the SLA and chapter's governance transparent by telling you how it works. I'd like to use the excellent tools we have (like our web site, Bayline, programs, tours, email, discussion list) to strengthen our social network. And, last but not least, I hope we can adapt to change organically, by keeping our systems healthy and our networks active.

Every June, we welcome a new Executive Board and Advisory Council. You can see the names and titles of the people in these two chapter governing bodies on page 2 of this issue of Bayline. Each of these people has generously volunteered to serve, putting in their time and expertise to help us run our chapter for the benefit of you, our members. I salute them with my sincere thanks. You can write or call me, or the Board members, with your concerns about our chapter, ways you'd like to get involved or suggestions for activities. The Executive Board meets six times a year; the Advisory Council meets twice. Throughout the year, committees (also listed on [page 2](#)) plan and implement programs, tours, professional development, the Jobline, the discussion list, archiving, networking, fundraising, you name it.

Over the next 18 months, our chapter will undergo a change in our governance calendar to match the Association's decision to align the calendar and fiscal year. Right now, we are still on a June-to-June schedule. By January 2007, all officers' terms and reporting will be switched over to a January-to-December calendar that matches the Association's fiscal year. I'll have more to say about the implications of this change in the next issues of Bayline.

In closing, I would like to thank the wonderful partners who finished their terms of service this past June: Camille Reynolds, Academic Relations; Christine Nay, Vendor Relations; John Galwey, Archives; Mimi Calter and Sandra Lormond, Hospitality; Holly Riccio, Mailing; Elyse Eisner, Networking; Karin Zilla, Professional Development; Michael Sholinbeck and Nick Robinson, Web site; Barbara Janis, Programs; Jeffery Mah, Treasurer; Beth Graham, Part President. Some of these people have moved into other roles on the Board or Advisory Council; some have passed the torch to newcomers. All have been positive forces for the chapter, leaving us in sound fiscal health from their successful events and services.

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Editor's Notes



Drawing by *briana*

Welcome to our new members, our new and returning Board members, vendors, and all readers of *Bayline* to Volume 76. As editor, I am delighted to bring you another in a long line of great newsletters not only about the Special Libraries Association events and activities, but about librarians and the world with which we interact. What weighs on my mind on this weekend that honors workers in America is the horrendous disaster from Hurricane Katrina. For my notes this time, I choose to pass on information about relief efforts for the victims and a blog that might interest you, instead of talking about *Bayline* matters.

The *New York Times* has a list of resources; to donate money, offer housing, locate missing people: <http://www.nytimes.com/2005/08/30/national/hurricane-resources.html?ex=1141099200&en=69d89047c73c778a&ei=5087>.

To track SLA's work, go to IPANDAnet, the SLA blog that is now being used for information and resources about the Gulf Area victims at: <http://slablogger.typepad.com/ipandanet/>. ALA has information at: <http://www.ala.org/online/hurricanekatrinanews/katrinanews.htm>.

I followed the events in New Orleans at Interdictor - <http://www.livejournal.com/users/interdictor>. Interdictor is a personal blogger who kept posting from downtown New Orleans and his site took on a life of its own. The coverage touched me in a personal way that I did not expect. A live cam ran 24/7 and even though there were times when I could not get through because their bandwidth was overloaded, it was the most visceral reporting I could find. Talk about information; this was stunning.

As I write this, Interdictor reports that food and water is now getting to the victims who are in the most inhumane conditions. He says the city is starting to feel safer. I am in awe of the courage and resilience of all the people who were and are in the Gulf Area. We, as librarians and as citizens, will certainly be dealing with this event in many ways for years to come, but personally, right now, what will make a difference is aid. The people there need money. Give. Give a little more than you can. Give enough that you give up something you want. I trust you will be glad you did.

TORONTO: A NEWCOMER REPORTS

By Heather Gamberg
SLA-SF Webmaster and Bayline Co-Editor

I wanted to share my thoughts on my first time attending a professional conference. I am referring to the Special Libraries Association Annual Conference that took place June 5 – 8 in Toronto, Ontario. Why did I choose to attend this conference? Well, for one thing, I have never been to the eastern part of Canada. In fact, the only part of Canada I visited before Toronto was British Columbia when I was a child.

I also wanted to boost my enthusiasm for the track I have chosen to follow as a Master of Library and Information Science student at San Jose State University: special libraries, of course. Actually, I can't really get more excited about a future working in special libraries. It is exactly what I want to do. To be honest, the main reason I went to SLA Toronto was to learn more about the association and network with its members.



*Heather finds a fellow
nugget hunter in Toronto*

I was satisfied in all respects. Toronto reminds me of the city I recently moved to and have always loved: San Francisco. Situated by a large body of water, Lake Ontario, the city boasts a thriving financial district, inviting cultural neighborhoods like Kensington and Chinatown, and lots of special librarians. I was lucky to share a reasonably priced hotel room with fellow SLA-SF member Michele McGinnis, who let me tag along while she toured the city on foot. We arrived the evening of Saturday, June 4, and spent most of Sunday exploring. Highlights included lunch at Hungary Thai, a restaurant serving schnitzel and pad thai. I saw my first black squirrels, the only sight I was industrious enough to capture on film. I am a lifelong California resident and have only seen the gray variety of these rodents. The only thing that took me by surprise about Toronto was the humidity - I am used to the dry Sacramento Valley heat.

The conference itself was packed with popular sessions and, unfortunately, some of the smaller rooms were packed with attendees. I hope next year the session rooms are larger. As I am new to librarianship, I had only heard of Mary Ellen Bates. Her sessions on marketing (yourself and your library) and search tips were very popular and worth staking out a seat. The morning general sessions each left an impression on me. Don Tapscott made a case for librarians being more necessary than ever in this time of transparency, Bill Buxton said librarians can help make technology work for people, and Gary Hamel encouraged librarians to be flexible and adaptable in these ever-evolving times. All of them made me glad I am studying to be a librarian at this time in history.

Then there were the receptions and parties. I cannot – and probably do not – need to tell you how many people think a library conference would be *boring*. They are so wrong. I had a great time roaming from reception to reception with a companion from the Southern California Chapter of SLA. The Dialog party at the Canadian Broadcasting Corporation headquarters, featuring a variety of food and a DJ spinning dance tunes, was a blast. But I had the most fun at the News Division reception on Monday evening. I was neither a member of the division yet nor had I RSVPed to attend the reception, but the group made me feel welcome by presenting the other first-time attendees, students, and me with bags of goodies.

Not only did that reception encourage me to join the News Division, but it also inspired me to write about news librarianship for my New and Alternative Careers for Library and Information Professionals seminar this summer. I can report that again the news librarians welcomed me, this time by answering a questionnaire I posted on their discussion list. Now I am looking forward to a fall semester internship at The San Francisco Chronicle under the guidance of the paper's Director of Research, Richard Geiger. I also eagerly anticipate next year's SLA Annual Conference in Baltimore. While the humidity will probably prove challenging again, the connections, inspiration, and education promise to make the event worthwhile.

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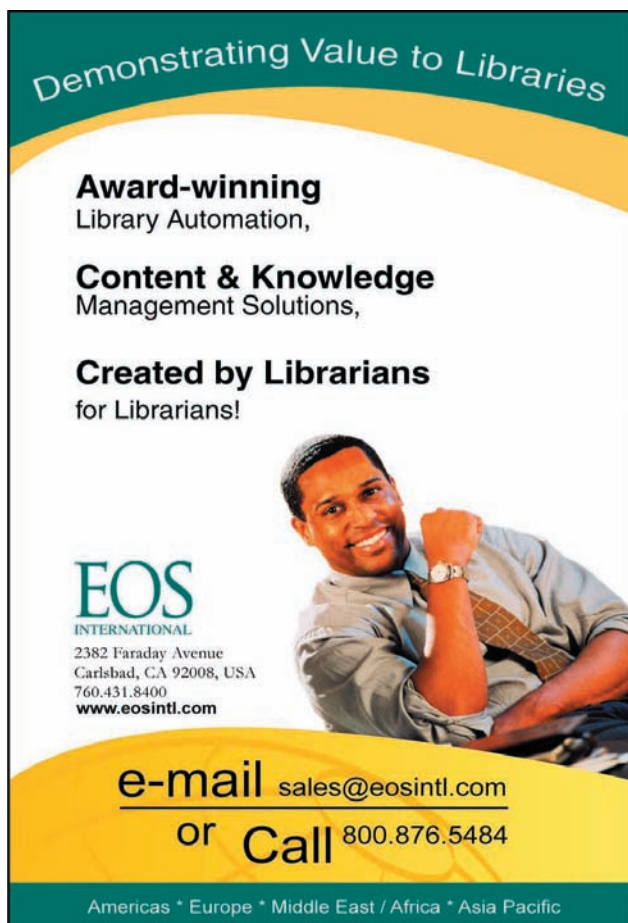
Striking a Fair Balance Between Vendor and Information Professionals' Requirements

By Nancy Adams
Librarian, LECG, LLC

When I saw the above title listed as one of the programs at the Information Professional Learning Conference, presented by Perfect Information, I knew that I wanted to attend. Other sessions, such as business continuity and information recovery, e-copyright, and the black art of competitive intelligence fit in with some of my newly-added responsibilities, so I went straight to my manager for approval. The only hitch seemed to be that these programmes (as they were described in the flyer) would take place in a five-star hotel outside London. I persisted, nagged, offered to use my own frequent flyer miles, agreed to do some training in our London offices, and finally got approval to attend at the firm's expense, which is how I found myself the only American at this conference.

If you have a chance to attend this in the coming years, by all means do so. It was a small gathering of about 60 people, mostly librarians from law firms and financial institutions plus a smattering of vendor representatives, so it was easy to get to know my fellow participants. The programs were a mix of panels, speakers, and breakout groups over two days. Added into the mix were delicious meals, tea breaks, a formal dinner, and networking workshops that involved skeet shooting and learning to herd ducks with sheep dogs. Unfortunately, I was having too much fun to take pictures.

The most interesting presentation for me was the panel on vendor negotiations and the small group discussion that followed. The moderator of the panel, Peter Sefton-Williams of Examiner Consulting Ltd. (www.examinerconsulting.com) had recently published a study on the pricing transparency



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of 36 information vendors and found that only about a third of them had published prices for their products. Another third released some information, and the remaining companies would only discuss prices in the context of contract negotiations. This lack of transparency leaves vendors in possession of all the pricing information and makes it difficult for the customer to know whether s/he has overpaid or struck a bargain. It also pits sales professionals, whose training and compensation are focused on making sales and closing deals, against librarians whose profession supplies answers and locates information: Not a fair fight at all.

The remaining panel members were Mark Jewell of Lehman Brothers, Greg Simidian of Perfect Information, Angus Davidson of Bureau van Dijk, and Dermot Corrigan of LexisNexis Butterworths. They suggested customers should always know the basis for a vendor's pricing as well as the vendor's unique content, data organization, overall systems, or support and training. The customer will make a better business decision if they are specific about what services they will pay for. If you train your users yourself, for example, try to unbundle the training function from the contract and purchase single sessions on an as-needed basis.

The vendors were surprisingly candid about how they work and what buttons can be pushed to get better deals. Company consolidation results in similar product lines. Vendors are looking for ways to differentiate themselves from their competition

IPLC Conference continues...

IPLC Conference continues...

while still benefitting from a good deal. A company can "daylight" their advantage over the rest of the pack by offering a program of transparent pricing and better contract terms. Transparency results in a sale that benefits the vendor company. Smaller companies are usually easier to negotiate with and both large and small companies will often trade a longer contract for a bigger discount.

Keep a log of problems that arise during a contract period to present to your salesperson at renewal, even if the problem was resolved at the time it arise. Contract renewal may be the time when you have the most leverage to get concessions, so use whatever you have. To forestall renewal problems, particularly with those pesky automatic renewals, send a cancellation letter with every contract you do sign. The vendors said they appreciate receiving them because the cancellation letter both tags an unhappy customer who should be removed from their customer base and it gives the vendor clear feedback for their buyers. A company may be able to capture new customers by tracking the need for different and/or new products for an unsatisfied customer.

Remember that salespeople are not involved in product development. Their focus is on getting you to sign that paper, so save your suggestions for enhancements and improvements for a time other than during contract renewal. The vendors in the breakout session admitted that they really have one motive when they chat you up at the beginning of their visit: Responses to their questions. They do not really need to understand how your business works in order to make a sale. However, the consumer (you) should learn how their company works so you will know who to go to when there is a problem that your salesperson cannot resolve.

Finally, if you find a salesperson who is responsive to your needs and whom you feel is working fairly with you, never let him or her go. When the inevitable vendor reorganization occurs, call the district manager and ask to keep working with your person. The main priority for any product company is to keep their customers. They want your business. They usually will accommodate any request to keep you and your compatible rep together.

And with that, we went out to herd ducks.

You don't have to go it alone.

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Some of our EJS team, left to right, Meg Waites, Gary Coker, Oliver Pesch, Rosalind Barclay, Michael Moser, Penz Jackson

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MECHANICS' INSTITUTE TOUR

Barbara Janis
Librarian, Presidio Trust

The venerable halls and library of the Mechanics' Institute were the site for the most recent chapter tour on June 27. The Art Deco mural at the lobby entrance, with its themes of spirituality, the ideal, nature, and the arts, provides a fitting transition into this nearly 100-year-old landmark structure.

We gathered at the fourth floor reception area for our usual convivial networking – made all the livelier by the choice selection of wines and tasty treats provided by tour leader Sandy Malloy. In the adjoining conference room, Library Director Inez Shor Cohen gave us a brief orientation to the Institute and then we broke up into small groups with docent-led tours of the floors.

The history of the Institute is revealed in the framed photographs and artwork. The industrial fairs, which the Institute sponsored, promoted local (California) industry as opposed to goods imported from the East (read East Coast!). Images taken by noted photographer Edward Muybridge are among the highlights of the current historic photo exhibit, *After the Gold Rush*, which documents the Institute's achievements.

The 1906 earthquake and fire devastated the Institute's home, then at 31 Post Street, and much of the collection was lost. In its present location at 57 Post Street, the Institute continues its legacy of literary events, a lending library, adult education, entertainment, and most notably a Chess Club. The latter, long a male bastion, now encourages junior players and sponsors a women's only class on Sunday afternoons.

Inez shared with our group plans to renovate the Archives Room, which is currently lined with glass-paneled bookcases, and the Class Room to provide a multi-purpose room for classes and to house the entire archival collection, much of which is unavailable to researchers at this time. A recent acquisition is the compact shelving housed in the basement. What spurred the board to approve this acquisition was that it would make possible the growth of the collection to the pre-1906 level of 200,000 volumes.

If you missed the chapter tour, general tours are scheduled each Wednesday at noon. Do check their website for the latest information www.milibrary.org



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GEIGER RECEIVES NEWS DIVISION AWARD

*By Marlene Vogelsang
Librarian, Pacific Gas & Electric*

At the SLA conference in Toronto, our own Richard Geiger received this year's Joseph F. Kwapil Memorial Award by the News Division. It is the division's highest form of recognition, rewarding achievement in news librarianship and service.

The award was presented at the News Division banquet, held this year at the beautiful Casa Loma mansion. Donna Sheeder, Richard's longtime colleague and friend, presented the award to a delightful collage of Richard's antics - whoops, I mean contributions - to the News Division. Richard, true to form, accepted the award lyrically: singing his acceptance! You can enjoy both Donna's presentation and Richard's "speech" at <http://parklibrary.jomc.unc.edu/2005awardsToronto.html>. His lovely wife, our friend, Susan, and his sister Judy accompanied Richard to the event.

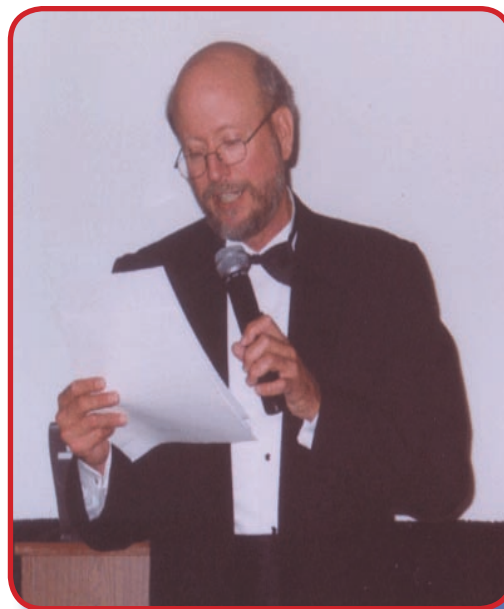
Richard has been library director and research director at the Chronicle since 1984. From 1980 to 1984, he was positioned as library manager of the San Jose Mercury News, and was a librarian at the Chronicle from 1976 to 1980. He has worked in libraries since 1969. He received a master's degree from the UCLA School of Library and Information Science in 1975.

Richard Geiger has been a member of SLA since 1974, and his first SLA conference was in Washington, DC, in 1980. He served as chair of the News Division, 1988-89, planning the 1988 Denver conference. He also served as treasurer, 1985-87 and was president of the San Francisco Bay Region Chapter, 1991-92. Richard served two terms on the SLA Board of Directors, as a director, 1993-96, and as SLA treasurer, 2000-03. He also chaired several SLA committees for the organization including Public Relations, Strategic Planning and Finance, and was named a Fellow of SLA at the Nashville conference last year.

His professional activities have included program planning, speaking and moderating at SLA, Knowledge Management World/Intranets and Internet Librarian conferences. Congratulations from all of us.



*Richard and Susan
Enjoy the moment*



*Richard "Ziggy" Geiger Accepts Kwipal Award:
Crowd Goes Wild, Police Called to Quell Disturbance.
SLA International Issues Apology*

*Ziggy's backup group,
The Stardusters**



*(*SLA Conference
entertainers
The Finnish Choir)*

HALLWAYS: LIBRARY SCHOOL TODAY

What I Did on My Summer Vacation

By Deirdre Cerkanowicz

MLIS Candidate, San Jose State University School of Library and Information Science

Remember the good old days, when you looked forward to summer? No classes, and after a long hot vacation full of poison oak, mosquito bites, and sunburn you reluctantly returned to school ready for the ubiquitous "What did you do on your summer vacation?" essay. It may have been vacation time for some, but many San Jose State University School of Library and Information Science students were hitting the books – and keyboards.

Most regular-term SJSU courses are taught at the San Jose and Fullerton campuses during the summer sessions and run the gamut of librarianship. Information and Society, Information Retrieval, and Information Organizations and Management, the three core classes required for every SLIS student to graduate, are available. Many prerequisites for many other classes are also offered.

This summer, my colleagues were busy taking classes in Records Management, Marketing of Information Products and Services, Interpersonal Communication Skills, Cataloging, Online Searching, Vocabulary Design, Information Technology Tools, Archives and Manuscripts, Resources for Children, Resources for Young Adults, Collection Development, Design of Instructional Strategies, Library Services for Racially and Ethnically Diverse Communities, and a seminar on Storytelling and Alternative Careers for Librarians and Information Professionals.

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And for me? I took Library 220-12: Resources and Information Services in Professions and Disciplines. I enjoyed the topic and learned a lot. Through our online classroom, Blackboard, geographically scattered students could communicate with the instructors and each other. My class was taught by Irene Lovas and Janet Hobbs, two great medical librarians from Cedar Sinai Medical Library in Los Angeles. We downloaded lots of PowerPoint Presentations with links to articles, websites and tutorials. There were readings from two suggested textbooks: *The Medical Library Association Guide to Managing Health Care Libraries* by Ruth Holst and Sharon Phillips and *Introduction to Reference Sources in the Health Sciences* by Jo Ann Boorkman, et al.

In addition, there were two-day classroom sessions held in Northern and Southern California. The first day we met each other and gave PowerPoint presentations on topics as varied as Complementary and Alternative Medicine, MDConsult, PsychInfo, Pregnancy and Lactation Resources, and Health Literacy & Public Librarians. My presentation was on Health Funding Resources. We evaluated

Hallways continues...

Hallways continues...

each presentation and Irene compiled them, adding her own comments and sent them on to each of us. The feedback was very helpful. Our instructor said she was impressed with the professionalism of our presentations. So was I.

On Sunday Ysabel Bertolucci, the health sciences librarian from Kaiser Permanente Medical Center Oakland, shared her expertise with us. She dispensed knowledge and a useful packet of recent job listings in local health libraries. I think we all felt encouraged by her presentation content and were especially heartened by her strategy suggestions for entry-level job seekers.

Other assignments in my class included synthesizing each group's comments on weekly readings and submitting them via Blackboard. I found this an interesting and useful exercise. Even though we all read the same article, we had different experiences and opinions on the topic. We learned about Evidence Based Medicine, Loansome Doc, FreeShare, DOCLINE, PubMed, MedlinePlus and many other scientific and medical databases. We familiarized ourselves with organizations like the Medical Library Association, the National Library of Medicine and the National Network of Libraries of Medicine.

There was an emphasis on MLA, but as a new SLA student member I wanted to see what SLA had to offer. I found the biochemical/medical division web site, <http://www.sla.org/division/dbio> and browsed around. I took a look at Biofeedback, the newsletter for the Division. I was delighted to see Michele Tennant's name there because I had heavily relied on some of her articles for a paper I wrote on Informationists. She had just been awarded Academic Medical Librarian of the Year by the Medical Library Association. Another SLA member, Patricia L. Thibodeau, received the MLA President's Award. Then I browsed through the names on the BIO Longevity list and found Prudence Dalrymple, who I also cited in my paper. I checked out the members' websites and The Proceedings of the Contributed Papers Session-Biomedical and Life Sciences Division, 1997-2005 and discovered The Systems Thinking Perspective Project at <http://www.sla.org/division/dbio/Systems/aboutus.htm> which was very interesting and useful for all kinds of library settings. Needless to say, I was impressed with SLA's Bio/Med Division

That is how I spent part of my summer. My other time was spent at an unpaid practicum at the Foundation Center-San Francisco – a valuable experience. If I were not so busy with two part-time library jobs, (one with the Foundation Center) and school, I would do another one. Practicums can be completed anytime but summer is a good time for some students.

Here is my question to you: What can working special librarians, SLA, and SLA-SF do to help SLIS students become well trained and productive informational professionals? And here are a few of my suggestions:

Be a Mentor. I know that MLA has a program that brings together a professional and a student with an online application form for students seeking mentors. I do not see anything for potential special librarians available through the SLA website.

List Student Advisors for all Campuses: The SLA Student Groups and Advisors page <http://www.sla.org/content/community/sgroups/sgf.cfm> lists Rebecca Barber as an advisor in Northern California but I did not see an advisor listed for SJSU's Fullerton site.

Offer Easy Access to Local Chapters/Divisions: The list of Association links on the SLIS site includes SLA but there were no links to the San Andreas, Sierra, or San Francisco Bay Area Chapter, although I did see listings for other national organizations' local and regional chapters.

Practicum/Internships: SLA members can help by actively seeking students for internships and practicums. It can be a win-win experience. For more information please go to <http://slisweb.sjsu.edu/classes/practicums.htm>

So, what are *you* doing next summer? I hope, "Having a SJSU SLIS student intern at my workplace," will be your answer. You will not regret it.

Deirdre Cerkanowicz is a graduate student at SJSU SLIS. She currently works part-time as a Library Assistant at Berkeley Public Library and as an on call assistant librarian at the Foundation Center in San Francisco. She is a Richmond Public Library Commissioner and a founding member of the Richmond Public Library Foundation. She is especially interested in fundraising and marketing for libraries. She can be reached at dcerkano@slis.sjsu.edu.



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THOMSON
DIALOG

MOSAIC

By Rochelle Richardson

First off, welcome back from the summer and welcome to our new chapter members:

Emily Reich, student
Kristin Olson, student
Carol Pearce, student
Judy Strebel, student
Ken Haycock, Ken Haycock & Associates, Vancouver, BC
Alice Olsen, McDonough Holland Allen PC, Sacramento

It has been a busy summer for our members and a few highlights are offered here to share:

Jaye, Paul and William Lapachet spent a week in April at Walt Disney World in Florida. The vacation was an extended family vacation with most of Paul's family from around the country and Europe. After arriving on a red-eye at 6am, they went straight to the hotel, checked in and hot-footed it to Animal Kingdom. Subsequent days were spent at Magic Kingdom (the Disneyland equivalent), Epcot, and MGM Studios. They also spent an evening at Downtown Disney where they especially enjoyed the Mr. Potato Head 'bar' in Once Upon a Toy. At the Mr. Potato Head 'bar', people could fill up a box with as many Mr. Potato Head accessories as possible for one fixed price. Without the potato body, Jaye and Paul were able to fit 42 (count 'em, forty-two) accessories into the box including a Sorcerer's Apprentice hat, Mad Hatter hat, Mickey shoes and Mickey Mouse ears. Impressive!

In May, after her successful Walt Disney World vacation, Jaye received the NOCALL Professional Achievement Award for 2005. The text of the press release is included here:

"The membership and Executive Board of the Northern California Association of Law Libraries (NOCALL) is pleased to announce that **Jaye A.H. Lapachet**, Library Manager at Coblentz, Patch, Duffy & Bass LLP, is the recipient of the Professional Achievement Award for 2005.

Jaye has contributed a great deal to the Bay Area law library community, including taking a leadership role in the ongoing work of the San Francisco Mid-sized Law Firm Library Group. In addition, her efforts have led to the production of a Disaster Planning template that is easily adaptable to the needs of law firm libraries everywhere.

Jaye is a bold and tenacious advocate for law librarians and quality library and information services. She will be honored at the NOCALL May Business Meeting at the Marines' Memorial Club in San Francisco, and will be awarded a commemorative plaque."

Congratulations, Jaye!

In April, after seeing her youngest daughter married, **Bonnie Willdorf** took a much-needed three-week vacation to New Zealand with her husband to celebrate a milestone birthday (his). They walked the Milford Track, kayaked in Abel Tasman National Park, and met a lot of friendly people from all over the world. Best wishes to Bonnie's daughter and congratulations to her husband on the milestone birthday! Bonnie has kindly forwarded a photo taken at Sandfly Point on the Milford Track.

Rosie Levy reported that it was a busy May and June for her. She graduated from SJSU with her MLIS and was married in Gualala, California. Actually, both ceremonies happened on the same day! Given the geographic challenge, Rosie was able to attend only one ceremony in person (she chose her wedding). After some relaxation in Kauai, she attended her first ALA meeting in June, and began searching for her first post-grad position. Again, all kinds of congratulations and best wishes to one of our members.



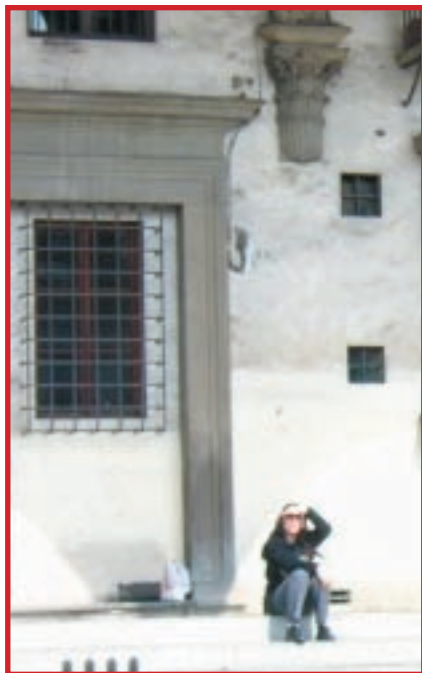
Intrepid travelers at Sandfly Point, New Zealand

Rosie is currently the Program Manager of San Francisco's "One City One Book: San Francisco Reads!" and she wrote to fill us in on the program. This summer, San Franciscans throughout the

Mosaic Continues ...

Mosaic continues...

city read *China Boy* by Gus Lee, a riveting novel about a six-year old Chinese immigrant named Kai Ting who attempts to make a life for himself in San Francisco's Panhandle neighborhood during the 1950s. Rosie encourages all SLA members who live or work in San Francisco to get involved by choosing the One City One Book selection for your personal book clubs and by encouraging your libraries, companies, and organizations to read the book and come together to talk about it.

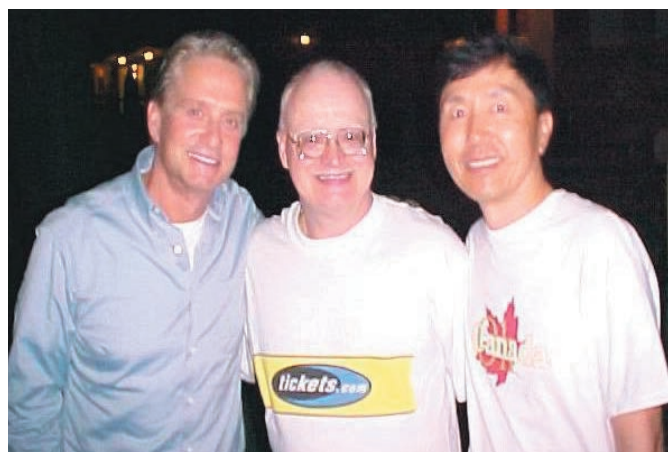


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Piazza S.S. Annunziata

Discussion guides and materials will be available soon in printed form and on the SFPL website <http://sfpl.org/news/onecity.htm>. Author visits, neighborhood branch and bookstore discussions, and other special events are also in the works. Rosie would love to hear from everyone who decides to participate in any way, and she is happy to answer questions and hear your ideas.

And lastly, your Mosaic columnist, **Rochelle Richardson**, jumped at the opportunity presented by her husband's international business trip to meet up with him in Germany and enjoy her first European vacation. Rochelle spent a few relaxing days acquainting herself with picturesque, easygoing Marburg while Mr Grasseschi finished up his meetings. Afterward, the two of them hopped on the train, spent a night in gorgeous Lucerne, Switzerland, and proceeded on to Italy. They did a lot of sightseeing in Florence, Pistoia, and Lucca (where they were tickled by the phone book page that contained the listings for the local Grasseschis) and finished up the vacation in Siena. Another trip to Italy is definitely in the cards, but next time, there will be far more sitting and far less walking.

As always, a big "thank you" to everyone who sent in items for the column. Please keep items coming and send news of your personal and professional accomplishments to me, Rochelle Richardson, at rocheller@email.com.



Michael Douglas convinces Wess John and
Tatsuo to pause during the SLA Toronto
festivities to sign autographs

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TRIPPING IN WINE COUNTRY

*By Mark Mackler
 California Department of Justice
 Attorney General's Library*

On May 7, the Chapter's first Wine Tour commenced when 28 members and guests boarded a chartered bus from Rockridge BART. Our first stop was the Sonoma County Wine Library in Healdsburg. Bo Simons, the Librarian, delivered a fascinating presentation of the history of the Library as well as the particular strengths of its resources. Its focus is the business, technology and history of the wine industry. One of its rare book treasures is the 1656 law passed by Parliament "limiting and settling the price of wine." Oliver Cromwell called this the "Parliament of Fools."

The Library's current building was constructed in 1988 and the operation is an unusual public-private venture. Although it is run by the Sonoma County Library System, it is supported by the local, national, and international wine industry. The Library serves the public and the entire wine industry including the Napa Valley growers. Because my own tastes in wine are so pedestrian, I was unaware of the rivalry between the Sonoma and Napa Valleys. Bo, in a good-natured way, explained it all to us.

After the Library tour, we were off to the Dry Creek vineyards. Dry Creek was founded in 1972 and specializes in varieties of Zinfandel and Fume Blanc. Dry Creek is a mid-sized producer, meaning it makes about 100,000 cases of wine each year. After the Dry Creek wine tasting, we enjoyed a great lunch there.

Our final stop, made possible by Bo Simons, was a special tour at the Gallo operation. Gallo's focus is the production of Cabernet, Zinfandel, and Sirah wines. Gallo was founded in Modesto in 1933 by Ernesto and Julio Gallo and has nine sites in the Sonoma Valley alone. During our tour, we actually went out into the vineyards where we learned about the specifics of wine cultivation.

What is essential to produce a great wine? Most important for that world-famous perfection are warm days, cool nights, and rocky soil. Another interesting point is that it takes five to six years before the product can be harvested from a newly cultivated vineyard. Our Gallo guide stressed Gallo's commitment to the environment. For every acre they cultivate, they take another acre out of production so the soil can recuperate.

As you might have guessed, there was an enormous difference between the scale of Dry Creek's "midsize" operation and the Gallo operation. It was interesting to see the contrast of a small producer and a large scale corporation. Also of note is that at the time of our visit, at the very beginning of the growing season, the vineyards were quite laid-back and low-key. However, when the harvest season begins in the fall, the vineyards are non-stop busy. For the length of the harvest, the farm workers are busy seven days a week – all day and all night – picking and processing those beautiful grapes that will become a good or even perhaps a great glass of wine for your table.

At the end of the afternoon, we left the beautiful Sonoma Valley and headed back to Rockridge. I can report that the return trip was ever so quiet. Most of your colleagues were fast asleep. I wonder why.

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SLA HONORS

Waggoner Inducted into SLA Hall of Fame

By Chris Orr

President, San Francisco Chapter SLA

Phyllis Waggoner was inducted into SLA's Hall of Fame this June in Toronto. Although she was unable to attend the ceremony, chapter President Chris Orr was there to accept the award on



SLA-SF leadership in full flower (from left): Mirian Ciocan, Deb Hunt (SLA-SF Chapter Past President), Chris Orr (SLA-SF President), and Phyllis Waggoner

her behalf. In July, Chris delivered the handsome statuette to Phyllis at her home in San Francisco. Phyllis was chapter President from 1948-1949 and has been an SLA member for over 60 years.

During her term as President, our chapter grew by more than 25%, the *Bulletin* (now *Bayline*) ran its first paid advertising. The chapter contributed to the reorganization of the Special Library course curriculum taught at the School of Librarianship at UC Berkeley. Phyllis retired from the Federal Reserve Bank's library in 1981 but continued her involvement in SLA by participating in the Elections Committee. There are full bio details in our Sept-Oct 2004 issue, when Phyllis received our President's Special Recognition Award for our chapter's 80th anniversary. Deb Hunt (current Past-President), Tamara Horacek (Awards Committee) and Marie Tilson (current Archives Chair) were instrumental in nominating Phyllis to the SLA Hall of Fame. We are proud that SLA Headquarters has honored Phyllis and our chapter with this recognition of fruitful service.

Rita Evans Receives 2005 Chapter Professional Achievement Award

Beth Graham

Chair, SLA-SF Award Committee 2004-2005



Rita Evans

The San Francisco Bay Region Chapter's annual Professional Achievement Award recognizes a member who has made notable and enduring contributions to the Chapter and the profession. Join me in congratulating Rita Evans, our 2005 recipient. A positive force in our chapter and an enthusiastic mentor to many of our members, Rita is a natural leader, an invaluable team-player, and an author/editor-extraordinaire.

"You have no idea how much this means to me," Rita said, on being told of her award. "To be chosen by my peers in this outstanding chapter is simply wonderful! I remember being terrified going to my first few chapter events because I didn't know anyone, but Beth Edelstein, Tim DeWolf, Cris Campbell, Marie Tilson, Jean Sansobrin, Linda Vida, and many, many others welcomed and mentored me. I've tried to follow their example in reaching out to new members and I treasure the enduring friendships I've made through SLA." Active in SLA for 27 years and with the San Francisco Bay Region Chapter since 1986, Rita was Chapter President from 1997 to 1998. During her tenure she revamped committees and initiated the annual Past Presidents Dinner. She

has also chaired the Tours, Public Relations and Strategic Planning committees and served on the Professional Development, Program and Web committees.

Honors continues on next page

Honors continues

In 1992, Rita began a three-year stint as Bayline editor. "While producing the bulletin sometimes had me in tears the night before a deadline, as with every commitment I've made to the chapter, I certainly got back as much as I gave. It was great producing a tangible product every two months. And anyone who knows me knows how I love to expound on topics great and small; writing 40 pieces for Bayline between 1988 and 1996 let me do that." On the division level in SLA, Rita was one of the founders and the second Convener of the Solo Librarians Caucus, now one of the association's larger divisions. Rita joined the Transportation Division in 2002, edited its newsletter from 2002 to 2003 and was elected a division board member as Secretary/Treasurer in 2003.

After almost 25 years in corporate libraries at Gulf Oil, Westinghouse, and Dolby Laboratories, in 2001 Rita became Reference Librarian at the University of California, Berkeley's Institute of Transportation Studies Library. Away from work, Rita's idea of a perfect day includes hiking on Mount Tamalpais and listening to the SF Giants on the radio while gardening. Her leisure reading tends towards short stories, natural history and the history of technology, and "I never, ever miss an issue of Sports Illustrated." As the Right Reverend Rita (aka the Reverend Champagne), she designs and officiates at one-of-a-kind wedding ceremonies.

You are one-of-a-kind yourself, Rita. Thank you for all you have done for us.

Golden Gate Chapter American Society of Indexers Presents Thematic Term Selection with Sylvia Coates

September 10, 2005

10:30 am - 2:15 pm

Orinda Library (Garden Room)

24 Orinda Way

Orinda, California

The Thematic Term Selection presentation will be a hands-on workshop on term selection and building an index structure while speeding up the indexing process.

This thematic term selection approach is taught in the UC Berkeley indexing course. Using this approach, building a thematic index structure as the index entries are selected, results in a time-efficient indexing process increasing both the index quality and indexer profitability.

Three different pieces of text and indexes will be deconstructed and discussed during this 3 1/2 hour workshop. The texts used will range from a very simple one to a scholarly text.

Sylvia Coates has been a full-time freelance indexer since 1989. She works for academic, textbook, trade book, and university presses. Sylvia began teaching indexing in 1999 as one of the USDA instructors. After teaching that course for several years, Sylvia developed the UC Berkeley Extension distance-learning indexing course which opened in October 2004. She lives in Orinda, CA with her husband and may be reached at sylvia@sylviacoates.com

Schedule:

10:00 am - 10:30 registration, set-up, greetings, and anticipation

10:30 -12:00 Sylvia's presentation, part 1

12:00-12:45 Box lunch from Yali's Cafe, Oakland

12:45-2:15 Sylvia's presentation, part 2

Sylvia is donating her services to the chapter (thank you, Sylvia), so we are able to offer the workshop at the low rate of \$40 for members/students and \$50 for nonmembers. There will be no late registration fee, but last-minute registrants risk not getting a handout or lunch.

For details, call or e-mail Janet Russell 925-689-1998 or jrussell@alumni.reed.edu

The SF Bay Region Chapter of the Special Libraries Association and BayNet Present: **Beyond Google: Web Search Tricks and Treats With Gary Price**

A Professional Development Half-Day Workshop

Date: Monday, October 31, 2005

Location: Pacific Energy Center
851 Howard Street (Between 4th and 5th Streets)
San Francisco CA 94103

Time: Check-In at 8:30 am (Continental breakfast will be served.)
Workshop from 9:00 am to 12:00 pm

Join Gary Price for a lively half-day workshop designed to hone your web research skills, open your eyes to new search techniques and tools, and get you thinking about new ways to approach online and web research.

Gary Price is a librarian, information research consultant, and writer based in suburban Washington D.C. A native of the Chicago area, he earned his Masters of Library and Information Science degree from Wayne State University in Detroit, Michigan. Gary is the editor and compiler of ResourceShelf (<http://www.resourceshelf.com>). This daily electronic newsletter is where he posts news and other resources of interest to the online researcher. He has also compiled several well-known web research tools including Price's List of Lists and "direct search", a compilation of Invisible Web databases. These and other compilations have been mentioned in numerous publications including The Washington Post, The Guardian, and The Chronicle of Higher Education. Gary is a frequent speaker at professional and trade conferences, a contributor to Searcher magazine, and the co-author with Chris Sherman of *The Invisible Web*, published by CyberAge Books.

Please note: Because of limited seating in the Center, your registration payment must be received by **October 17, 2005**. There will be no onsite registration.

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SLA-SF Upcoming Events

SLA-SF Chapter Dinner Meeting October 11, 2005

Professional Achievement Award Recipients Honored

Special Speaker for the Evening:

New and Emerging Technologies – What impact are they having on libraries and library users?

We read and hear about new and emerging technologies and various applications that libraries are using but what kinds of successes and lessons are there for those who are still thinking about implementing those technologies? Does the technology factor outweigh the content factor? Is the intended audience ready for the new applications? What effects are the technologies having on librarianship? Marc Strohle, Vice President and Lead Analyst at Outsell Inc. will discuss applications with new tools that are being implemented in different types of libraries around the country. Mr. Strohle will also share his observations on the trends he sees emerging from the those early adopters.

Outsell, Inc., based in Burlingame CA is the leading research and advisory services firm for the information industry. The Outsell, Inc. team works with buyers and sellers of information to provide high-quality, fact-based research, analysis and recommendations for clients worldwide.

**Watch for details on the SLA-SF Chapter Website
Or the announcements on the discussion list and reflector**



SLA-SF Calendar

SLA-SF Chapter Dinner Meeting Professional Achievement Award Recipients Honored

October 11, 2005

Location: Check Chapter Website, Discussion List, and Reflector for Information

Gary Price Workshop

Beyond Google: Web Search Tricks and Treats

Monday, October 31: 9:00 am - 12:00 pm

Location: PGC Energy Center, San Francisco

Blogging: The Future of Media?

SLA-SF Chapter Dinner Meeting

Wednesday, December 7

Location: TBD

Image Libraries

SLA-SF Chapter Dinner Meeting

Tuesday, February 7, 2006

Location: TBD

Joint Meeting: San Andreas and San Francisco

SLA-San Andreas Hosted Dinner Meeting

Wednesday, March 1, 2006

Location: TBD

Neighborhood Dinners

April 3 through 9, 2006

Location: TBD

SLA-SF Chapter Tour

More Details to Come

Monday May 1, 2006

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A Desire to Give?

Do you want . . .
An Opportunity to Learn?
An Opportunity to Grow Professionally?

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Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF website or complete and email this form to the individual committee chairs. See [page 2](#). Snail mail completed form to Chris Orr at Landor Associates, 1001 Front St., San Francisco, CA 94111.

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| <input type="checkbox"/> Advertising | Solicits ads for chapter newsletter/member directory |
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| <input type="checkbox"/> Bayline | Contributes or edits articles for the chapter newsletter |
| <input type="checkbox"/> Consultation | Coordinates outreach & pro bono consultations |
| <input type="checkbox"/> Directory | Publishes the Directory |
| <input type="checkbox"/> Finance | Prepares Chapter annual budget and mid-year reports |
| <input type="checkbox"/> Fundraising | Coordinates vendors to support Chapter activities |
| <input type="checkbox"/> . . . Government Relations | Monitors and reports on relevant legislation |
| <input type="checkbox"/> Hospitality | Selects locations and arranges dinner meetings |
| <input type="checkbox"/> Jobline | Updates online Jobline listings |
| <input type="checkbox"/> Mailing | Coordinates Chapter mailings |
| <input type="checkbox"/> Networking | Information liaison with other organizations |
| <input type="checkbox"/> Professional Development | Organizes continuing education programs |
| <input type="checkbox"/> Program | Selects topics & speakers - organizes meeting programs |
| <input type="checkbox"/> Strategic Planning | Directs long-range chapter planning |
| <input type="checkbox"/> Tours | Organizes visits to libraries and related organizations |
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Events

To list an event, email Vivian Kobayashi

kobayavi@wellsfargo.com

Telephone: 415.561.5343

Calendar events are updated bi-weekly:

<http://www.sla.org/chapter/csfo/csfo.html>