



SLA San Diego Bulletin

August 1999

Volume 39 Issue 3

From the Desk of the President

It's been six weeks since the annual conference in Minneapolis, (when I officially took over as your President!) but it seems like six months! Perhaps the reason for this is that Anne and I spent three of those six weeks in Europe! We had a wonderful time. So wonderful in fact that I've had to go over my conference notes with a fine-toothed comb in order to remember much of what went down in the big half of the Twin Cities. San Diego was well represented, with 24 members attending! For those of you who couldn't make it, you missed another great conference, but you also missed some not-so-great weather. Many flights on Saturday afternoon were diverted to various airports in surrounding states to wait out the heavy weather and the occasional tornado reported in and around Minneapolis. We heard more thunder and saw more lightening than we do in ten years of San Diego weather! It continued to storm off-and-on for the duration of the conference, and the humidity made even the clement weather hard to take for us Santa Ana lovers. Thank goodness the town fathers had seen fit to equip the downtown area with an elaborate series of enclosed walkways connecting the second stories of major downtown buildings. We didn't stay at a conference hotel, but we only had a three-block walk to a place we could get into the "skywalks" and walk in reasonable comfort all the way to the conference center.

Knowledge Management was the "big idea" this time around. The keynote speaker, Laurence Prusak, told us to forget information and concentrate on knowledge. (Mine wasn't the only puzzled expression after that one!) Those of us who heard Harry Beckwith speak learned how to "sell the invisible". Stewart Brand, of the Long Now Foundation, challenged us to figure out what a 10,000-year library should look like, and warned of cultural amnesia. As usual I walked away from this year's conference with some fascinating questions, but almost no solid answers!

Switching gears back to the local scene, we have much to look forward to, as the coming year offers many opportunities for professional development. The Internet Librarian, an annual conference sponsored by Information Today, will be in San Diego November 7-11. The \$300 price tag is a bit steep, but Information Today, the sponsors of Internet Librarian, are offering a reduced rate to the members of the San Diego Chapter of SLA. (See separate notice on page 42 of the Bulletin!) The programs planned by your local chapter will be a bargain by comparison, so be sure to check the calendar to see what Judy has planned for us.

Of course, the big blip on all of our radar screens is the South West Regional Conference, set to take place on April 5-7, 2000 at the Shelter Pointe Hotel and Marina. Our own Gretchen Gabbert is the conference coordinator. Her local accomplices include Judy Thompson, Maxine Moser, Pat

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From the Editors

The SLA San Diego Bulletin is Published four times a year. Chapter members are invited to contribute articles. Deadline for submission of copy to editors :

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President's Message

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Knobloch, Donna Dutton, and myself. This will be a full team effort, though, and as April draws near there will be plenty of opportunities for involvement. And of course we hope that the attendance from San Diego will be strong.

I'm looking forward to a busy and productive term as your President, and to representing the chapter. I'll thank you now for all the support I'm sure you'll give me during the coming year.

Mike Perkins

IMPORTANT NOTICE!!

ATTEND 'INTERNET LIBRARIAN 99' FOR ONLY \$179!!

Do you want to attend the Internet Librarian meeting this November in San Diego but find the \$300 registration fee too steep? If so, read on.

Information Today, sponsors of the Internet Librarian, are offering group discounts of 40%, and the San Diego Chapter of SLA qualifies for this discount. All you pay is \$179! Still not cheap, but this is a well known and thought of conference, and when you combine the discounted registration fee with no hotel bills or expensive meals, it looks pretty good. There is also a benefit to the chapter; Information Today will "kick back" to the Chapter \$7.50 for each registration!

The only hitch is that we have to send all the registrations in together in one packet, to make it easy for them to process. The deadline for registration is October 15th, so we have sufficient time to work this out. I am willing take on the job of collecting and sending in all the registration forms. There is no minimum number of attendees to qualify, but I would like to get an idea of how many of you are likely to take advantage of this offer. Please phone (619-594-6743) or e-mail (mperkins@mail.sdsu.edu) me and let me know if you are interested. (We won't hold you to anything if it turns out you can't attend)

Michael J. Perkins
Chapter President

Features

LIBRARY OF CALIFORNIA UPDATE: REGION V PLANNING GRANT ACCEPTED

Dr. Kevin Starr, California State Librarian has approved a grant of \$99,450 for Region V of the Library of California. The monies are to be used for the planning process, which will include definition of boundaries and identification of service needs among the regional members. Additional projects will include the development of the following:

- Long range plan
- Bylaws
- Organizational structure
- Membership policies
- Procedures

The Library of California links more than 8,000 public and private libraries throughout the state using a system of regional networks. Our local chapter boundaries fall within Network Region V, which covers several counties – Imperial, Inyo, Riverside, San Bernardino, and San Diego.

Eight representatives from Region V attended a meeting in early April to write the draft of the Region V Planning Grant Application. The plan of action is to hire a consultant to act as a Project Manager/Facilitator. The consultant will supervise the tasks itemized above, complete the needs assessment and the bylaws by January 2000.

Kathy Aaron, of the Inland Library System, is currently identifying potential consultants for review and selection by the Core Regional Library Network Planning Group. Activities should move quickly once the consultant is in place.

Network development is also moving ahead on a statewide basis. Representatives of the eight Regional Planning Groups met at the State Library on August 2 with representa-

tives of the law firm of McDonough, Holland and Allen to discuss legal forms of organization for the new Regional Library Networks. The firm will issue a white paper late in September that will advise the local groups of their options.

The search for a new director of the Library of California at the State level is progressing. Interviews for the eligibility list begin the first week in August. More interviews from this list will follow. The State Library hopes to have a new director chosen by September. The interim director, Anne Marie Gold will be leaving in mid-September for a position at Stanford University.

Ty Webb represents the San Diego Chapter on the Region V Planning Group. She will continue to keep members up to date on the latest developments and what they mean for our libraries.

Ty Webb and Sue Swisher

WEB DEBUT OF EMPLOYMENT GUIDE

The 5th Edition of the San Diego Chapter Employment Guide is now posted on the San Diego Chapter's SLA web site thanks to Ann Willard, former Career Guidance Chair, and Penny Coppennoll-Blach, who is assisting her in the update. Although it is under construction, the University section is complete, and other sections will be added soon! Watch the web site for future updates.

Thanks also go to Chris Chatfield, our Electronic Services Chair, who maintains the Chapter web site <http://www.sla.org/chapter/csnd/>. For career and employment advice, contact our Chapter Employment Chair Janine Free.

Ann Willard

Member News

PRESIDENT'S AWARD

The last official duty for Chapter President, Gretchen Gabbert was to present the President's Award to Patricia Knobloch for her contributions as Student Liaison Chair during the past two years. Patricia established a strong relationship with SJSU's School of Library and Information Science at Fullerton and developed three main activities for this position.

The first activity was to prepare a special outreach program for new students at a local venue where Patricia and other colleagues in the Chapter provided a brief background discussion of SLA, what the local Chapter had accomplished, why each member joined SLA, and a description of their experiences as librarians. This activity has always produced a few new members.

The second activity is called "Libraries on Parade" which allows students to meet with librarians in different library settings. This program led to one student finding an intern-

ship at UCSD during the 1998-1999 term.

Finally, a Student Scholarship of \$600 was established and awarded to a library student in the SJSU program. The scholarship is evaluated on several criteria such as academic standing, completion of at least three core library classes, membership in the San Diego Chapter of SLA, residence in San Diego County and a one-page written letter to Dr. Debra Hansen, Associate Director of the SLIS program. The scholarship is administered by Dr. Hansen and her scholarship committee.

The President's Award and criteria were created by Martha McPhail, President, SLA-San Diego Chapter, 1996-1997. It falls to the standing Chapter President to determine recipient (s) for a notable or important contribution to the Chapter or to the Association during the past association year. The contribution must have enhanced the Association or Chapter or furthered its goals and objectives.

Gretchen Gabbert

Association News

NOT WORTH A DEGREE?

Larry Prusack says, "As technology evolves and kids grow up thinking they can all manage information, let me assure you - your profession is as endangered as stock brokers and real estate brokers. Any intermediary profession...is in for it." "...don't stay with the library science stuff; there's almost no value in it". Prusack's cheery message was the opening keynote address at SLA's annual conference in Minneapolis. He is managing principal, IBM Consulting Group, and executive director of the Institute for Knowledge Management, and has been researching KM for 10 years. His endeavors have included 160 real-life knowledge projects: analysis of how knowledge works in organizations. Prusack's summary of knowledge management (for the Wall Street Journal): "Hire smart people and let them talk to each other."

Prusack has an MS in information science from Simmons College. He denigrates the "stuff" taught in library science and didn't think the course had enough rigor or content to warrant a degree, and still feels strongly about this. Business schools are 10 years behind practice; library schools 100 years behind. One sits in the back of the bus when one is a librarian, he maintains. He's seen librarians sitting all day at a computer, doing searches. "What a way to spend a life" – if you want to get anywhere, that is. If you have any money, don't spend it on capture, documents, or data. Spend it on connection – connecting people and networks of people. Access doesn't equal value; increasing Access doesn't increase knowledge. Information is of second order in organizations, especially (as it is rapidly becoming the case) if

it is free and easy to obtain. Knowledge is of the highest order, but it is sticky (stays where it is), local, and contextual.

How to codify it, to move it? The activities to engage in when trying to get a handle on knowledge in organizations: 1) Make knowledge visible. This means knowledge maps and directories – but yellow pages of individuals and their areas of expertise are a dead end. One needs to map groups of people having expertise, not individuals, he says. 2) Facilitate changing the culture and behavior within organizations. Why should people give their knowledge away - it's a hard-won commodity acquired over many years. As an example: Just think of what it would take to write down your knowledge of your job, or your neighborhood. To change organizational culture requires change in governance, remuneration. Codifying and sharing knowledge should be rewarded in the same way as achieving high sales targets. 3) Change infrastructure, in all senses, to facilitate exchange of knowledge. One company tore down its old building and put up a new one with wide hallways, spaces for informal gathering and with comfortable chairs. These things facilitated people talking with one another.

All of this is, maintains Prusack, very difficult.

Chew that over.

Prusack wrote two books with TH Davenport: *Information Ecology and Working Knowledge*. Kim Antrim at Salk Institute has the tape of his talk (antrim@salk.edu).

Judy Thompson

Program News

FROM YOUR PROGRAM CHAIR

Never one to miss an opportunity, I will shamelessly use my stint as Program Chair for the 1999-2000 chapter year to learn what I want to learn, and do (mostly) what I want to do. And that is: for the kick-off, September meeting, we will have "A Potpourri of Local Practice": I'm always intrigued by what our own members do in their library and info centers, so we're going to hear four of them talk about their ways and means of getting things done. Tentative date: Friday, September 17th, 4-6pm. Look for a flyer soon.

In October I hope we can sponsor the sequel to last March's SLA teleconference, "Effective Negotiating Techniques for Licensing Content". Carol Hyne of Qualcomm is following up on this to see if it can be done. The Gemological Institute has a very interesting and, I hear tell, unique library in Carlsbad and the society is anxious for us to see it. I hope we can arrange a visit to that library for the November program. (FYI, Internet Librarian takes place November 7-11 here at the San Diego Concourse.) December will as usual see our holiday party (anyone want to play host and show off your house, or dog, or offspring?) and January is the Winter Meeting, so we'll not have formal programs for those two months. I'm roughing out ideas for the February offering - something I've been mulling over for some time that we need to discuss as a group. It will be something like "The Effect of the Internet on Libraries and Librarians," and we might have a librarian from each of a special, academic, and public library expound a bit, and let us ALL talk about it. If you are like me, you are experiencing very definite effects from our helpmate and nemesis, the Web.

As the year progresses I'll be telling you more about planned programs and events. Not to be forgotten is the Second Southwest Regional Conference, "Ahead of the Curve", April 5-7, 2000, at the Shelter Pointe Hotel and Marina, and it will take the place of the Spring Seminar this year.

Running alongside these program ideas is a professional development track. Karen Sharpe, professional development chair, will arrange a couple of smaller get-togethers, one of which (based on feedback I got from a posting to our local e-mail bulletin board) may well be on disaster preparedness.

If YOU would like to hear about a particular topic, please don't hesitate to let me know.

Judy Thompson

STAY AHEAD OF THE CURVE

Mark your calendars now for the SLA Second Southwest Regional Conference right here in San Diego at the Shelter Pointe Hotel and Marina from April 5 - 8, 2000. The theme for the conference "Ahead of the Curve" reminds us that we must always be striving to stay one step ahead of technology and our competitors. The planning committee has lined up a great roster of programs and three keynote speakers: Richard Wiggins, Howard McQueen, and Wendy Schultz. To pique your interest we have provided brief biographies and Web sites addresses for each keynote speaker.

Richard Wiggins is Systems Architect for NEM Online. He has been in the forefront of Internet trends and development for much of the past decade. Author of the popular *The Internet for Everyone: A Guide for Users and Providers* and a long career in Web development and teaching, Rich has had a tremendous impact in bringing Internet technologies into the academic and librarian mainstream. He has helped develop a number of innovative Web sites and is a producer for Internet Buzz that you can find by pointing your browser to: <http://www.webreference.com/outlook/>.

Howard McQueen is chief executive officer of McQueen Consulting. You can learn more about his work by visiting the McQueen Consulting Web site: <http://www.mcq.com/>.

Mr. McQueen's Web site states, "He's been involved with information systems since 1981 and library-related technologies since 1986. He is editor of *IntraNet Professional*, a bimonthly newsletter." Take a look at the January 1999 issue of *Online* magazine and read the cover article he co-authored with Jean E. DeMatteo, "INTRANETS: New Opportunities for Information Professionals".

Wendy Schultz is Visiting Assistant Professor in Futures Studies, and Acting Chair of the Studies of the Future program at the University of Houston-Clear Lake. In addition to curriculum development and teaching, she is sole proprietor for Infinite Studies (consulting and futures research/facilitation) and on the executive board for the World Futures Federation. A focus of her career has been helping groups of people explore the many possibilities the future might hold. She has worked with SLA at the Association level as well as the Texas Chapter. She has authored over 30 articles and books in the fields of futures studies, planning/environmental management, the Pacific, and natural energy. One of her key skills in working with groups is as a "rapporteur", reporting

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on workshops and discussion sessions for organizations. You can learn more about Wendy Schultz and her approach to futures research by visiting her web site at:
<http://www.wolfson.ox.ac.uk/~wendy/if.html>

Many of the readers of the Bulletin will be busy over the next year ensuring that San Diego hosts a great conference. If you want more information now or want to contact the conference visit the web site at:
<http://www.sla.org/conf/swrc/>
Ann Manning Fiegen

Calendar

AUGUST 1999

3 DIALOG: PHARMACEUTICAL INFORMATION SEMINAR
 San Diego, CA
http://training.dialog.com/sem_info/calendar/ca.html
 Cost: \$140

6-8 ASSOCIATION OF MANAGEMENT/ INTERNATIONAL ASSOCIATION OF MANAGEMENT ANNUAL CONFERENCE
 San Diego, CA

The annual meeting provides a forum for the exchange of ideas, dissemination of cutting edge research, cross-fertilization among different areas of specialization within the field of management, opportunities to promote the dialogue between scholars and practitioners, the establishment of collaborative research projects, the demonstration of latest technologies and networking with colleagues.
<http://www.aom-iaom.com/dir2-ann.html>

27-29 SCOUG - Southern California Online Users Group 13th ANNUAL WEEKEND RETREAT
 "A MARKET IS A TERRIBLE THING TO WASTE"
 Sycamore Mineral Springs Resort , CA

(SCOUG *continued*)

The Versioning of the Online Consumer: A comprehensive look at the changes wrought by technology and Webonomics on a traditional profession -- and how librarians and information professionals can use those changes to their advantage.
<http://www.scougweb.org/ret-899.htm>

SEPTEMBER 1999

24 1999 LACASIS FALL WORKSHOP
 "COMPATIBLE ARCHITECTURES:
 STRUCTURES FOR GROWTH"
 City of Industry, CA

Come hear a day of experts discuss how they are creating common standards, formats, processes, content and system interfaces for using the Internet more effectively. For more information contact:
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NOVEMBER 1999

7-11 INTERNET LIBRARIAN 99
 San Diego, CA
<http://www.infotoday.com/il99/il99.htm>

FEBRUARY 2000

9-12 MLGSCA/NCNMLG Jt Mtg
 San Diego, CA
<http://www.mlgscamlanet.org/>

APRIL 2000

5-7 SOUTHWEST REGIONAL CONFERENCE
 "AHEAD OF THE CURVE"
 San Diego, CA
 See Program News p. 49

Board Minutes

Minutes: Annual Business Meeting
 May 14, 1999
 Commonwealth University, Library

Linda Counts, Librarian, Commonwealth University and Past-President, San Diego Chapter-SLA, welcomed all Board, Council and general members of the San Diego Chapter of SLA. Gretchen Gabbert, current Chapter President, then welcomed everyone to the annual business meeting, which was to be followed by a program presented by Judy Weedman, professor in the San Jose/Fullerton Library Science program.

Gretchen recognized the outgoing Board and thanked them for all of their dedication and hard work: Linda Counts, Past-President; Mike Perkins, President-Elect; Karen Sharpe, Secretary; Deborah Kegel, Director; and Scott Fischer, Director. She also thanked Mary Jane Ning, Treasurer, for her hard work during the first of her two year office. Gretchen thanked the Council members who were present: Cindy Brown, Affirmative Action; Marjo Gray, Membership; Ann Willard, Career Guidance; Laurie Blasingame, Bulletin Co-Editor; and Judy Thompson, Bulletin Co-Editor.

Gretchen (for Donna Dutton, Public Relations Chair) reported that there will be an article in the May 24th issue of the *San Diego Business Journal* about special librarians. Several local chapter members will be interviewed by a journalist from the periodical. It was moved (Perkins), seconded (Fischer) and carried that our chapter place an ad in the same, 5/24/99, issue of the *San Diego Business Journal* and send a check of \$620 to cover the cost of the ad.

Gretchen then presented the President's Award (a chapter recognition) to Pat Knobloch (Student Liaison) for her notable contribution to the goals of our local chapter and to the entire association. Pat developed "Libraries on Parade," a program connecting library science students and librarians so that the students can observe the daily responsibilities and duties of the profession. Pat also presented a proposal to SLA headquarters in application for the outstanding chapter-student liaison award. Working with the faculty of the San Jose/Fullerton Library Science Program, Pat Knobloch also designed and established the scholarship program our chapter now presents each year to a deserving student.

Gretchen Gabbert then conducted the procedure to vote in the new Board: Judy Thompson, President-Elect; Donna Dutton, Director; Pat Knobloch, Director; and Kim Antrim, Secretary. Gretchen then passed the President's gavel to

Mike Perkins. Mike thanked Gretchen for her support during the year. Linda Counts, Past-President, presented Gretchen with several gifts as a token of our chapter's appreciation for her guidance and dedication. As Chapter President, Mike Perkins has scheduled the first meeting of the Board/Council for Thursday, July 22, 8:30 a.m., National University, Room 202. Both outgoing and incoming officers and chairs are to attend.

Mike Perkins then introduced Judy Weedman, (San Jose/Fullerton Library Science Program) who presented the program for the afternoon.

Respectfully submitted, Karen Sharpe, Secretary

Board & Advisory Council Members

EXECUTIVE BOARD (Voting Members)

<u>Position</u>	<u>Name</u>	<u>Phone</u>	<u>E-Mail Address</u>
President	Michael Perkins	619-594-6743	mperkins@mail.sdsu.edu
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Treasurer	Mary Jane Ning		MaryjNing@hotmail.com
Director 1	Pat Knobloch	619-563-7182	pknobloc@nu.edu
Director 2	Donna Gehres-Dutton	619-552-2200	dgehres@amylin.com

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SLA San Diego Bulletin

**Special Libraries Association
San Diego Bulletin
c/o Serra Cooperative Library System
5555 Overland Ave, Bldg 15
San Diego, CA 92123**

From the Editors

The bulletin is currently seeking submissions for the next issue!

If you are interested in providing a biographical profile, library profile, or an article relating to special libraries, please contact or send contributions to the bulletin co-editors.

Thank you!

Sue & Laurie

SLA San Diego Bulletin

If you haven't done so already, subscribe to the discussion list for the SLA-San Diego Chapter Members.

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