



# SLA San Diego Bulletin

Fall 2005  
Volume 45 Issue 3  
<http://www.sla.org/chapter/csnd/>

## From the Desk of the President:

**T**he new year for the Chapter's Executive Board, Advisory Council and Committees has started off with a bang. Our most recent program "Start Ups" was held at the Art Institute of California in Mission Valley on November 4, 2005. The venue was great and the topic was of interest with over 35 people attending. The event was a huge success - Thank you Linda Counts!

At the beginning of November, the chapter received some exciting news - Pam Rollo, SLA President, will be visiting our chapter in March 2006. We will schedule the following events for her visit: 1) a chapter meeting where Pam will make a presentation, 2) arrange a library tour, and 3) dinner with the membership. Once plans are finalized we will notify the chapter ASAP.

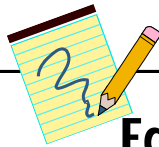
On a personal note, I will be starting a new position December 5, 2005 at Best, Best, & Krieger LLP as a Competitive Intelligence Specialist. Opportunities come along when you least expect them and this one was too interesting to pass up. I'm excited and look forward to starting.

Please mark your calendars for the following dates and events:

- The Holiday Party is Friday, December 16, 2005, starting at 5:30 p.m. at Maxine Moser's home. (Please see page 5 for more details)
- Virtual Learning Series "Communicating the Value of Your Services" is December 14, 2005. <http://www.sla.org/content/learn/learnmore/distance/2005virtsem/index.cfm>
- **SLA Recruit a Member Campaign** will be running through the end of the year. You could win a great prize. <http://www.sla.org/content/membership/getamember/index.cfm>
- The SLA Leadership Summit in Houston, TX is January 18 - 21, 2006. <http://www.sla.org/content/resources/leadcenter/LeadershipSummit/06leadsummit/index.cfm>
- More programs that are educational, relevant, and fun are being planned by Linda Counts. Possible topics include Marketing your Library, Resume Writing and a meeting at the Gemological Institute. Happy Hours to socialize and network with your colleagues. Stay tuned for dates in 2006.

Happy Holidays!

Kim Abbey  
SLA-SD Chapter President ◆



## Editors

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**Judy Kammerer**

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Photo courtesy of Teresa Linayao.

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## Submissions

Please submit material to Judy Kammerer via e-mail. Preferred file attachment formats are Microsoft Word, text files, and JPEG for photos.

## Submission Deadlines

<b>Issue</b>	<b>Deadline</b>
Spring	April 1st
Summer	July 1st
Fall	October 1st
Winter	January 15th



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*If you or your institution require a paper copy mailed to you, please inform the editor. Exceptions will be placed on a separate distribution list.*

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## Feature

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### Practical Emerging Technologies for Libraries

By Danielle Bodrero Hoggan

On November 14, 2005, I attended the OCLC workshop titled “Keep Up! Practical Emerging Technologies for Libraries.” This workshop was presented at the National University Library in Kearny Mesa and was presented by Michael Porter. Michael talked about the six C’s of keeping up: Concepts, Convergence, Community, Content, Collaboration, and a Collection of Tools.

#### Concepts

The first concept that Michael focused on was environmental scanning. OCLC has published a scan of the worldwide library environment. You can view the entire document or the executive summary for free at <http://www.oclc.org/membership/escan>. The environmental scan found a move toward social software, i.e. interactive online services such as instant messaging, image sharing, blogs, and wikis. These tools are especially popular among the younger generation. In addition, patrons increasingly want to receive information where they are, when they need it. They want everything delivered to their Palm Pilot or wireless phone. Finally, the scan found that libraries need to be more customer-oriented. In some ways, we have a lot to learn from big bookstores and Google.



The second concept discussed was “the new resource sharing.” The online environment allows users to discover obscure resources, therefore increasing demand for interlibrary loans. Libraries need to re-think ideas of ownership and sharing of resources.

Other technology concepts discussed were streaming media and portable computing. Wireless phones now include cameras, internet browsers, email, word processors, live television, and mapping software. If a person can get everything on their phone, why would they go to the library? Libraries need to position themselves to be a part of their customers’ information lifestyles.

#### Convergence

Convergence is the combining of a variety of technologies to create new services. The cell phone that does everything is a prime example. Libraries can use convergence to increase their relevance to their customers. For example, libraries could take advantage of the convergence of handheld gaming systems and DVD technologies by circulating mini DVDs that can be played on the portable Sony Playstation.

#### Community

Online communities are sprouting up everywhere. People meet friends at sites like friendster.com and myspace.com. Web Junction is an online community for librarians. The site was started by the Gates foundation and is now administered by OCLC. There are links to resources on just about any topic, from Advocacy to Zoomerang. You can also join an online discussion or take electronic classes. Join for free at [webjunction.org](http://webjunction.org).

#### Content

They used to say that “Content is king.” Content is still royal, but now we have too much of it. What we need now is context for the content that we have. Librarians are professional organizers, and we need to capitalize on this skill to provide the context that our customers need.

(Continued on page 4)

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# Feature

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## Collaboration

Web 2.0 is “a perceived transition of the World Wide Web from a collection of websites to a full-fledged computing platform serving web applications to end users.” –Wikipedia. Social software such as instant messaging, file sharing, bulletin boards, blogs, wikis, and video conferencing are turning the web into a more interactive place.

## Collection of Tools

Michael discussed 11 technological tools that libraries can use to keep up with the changing information environment:

1. **Blogs** are web logs, or online diaries. The blog owner can post messages, and readers can post their comments. Reading blogs is a good way for librarians to keep up with new events in the library world. In addition, your library could create a blog to inform your customers about library happenings.

2. **RSS**, or Really Simple Syndication, is a great way to keep up with all the blogs and web sites you normally visit. By subscribing to RSS feeds from all your favorite web sites, you can view what’s new from each site from a single aggregator site.

3. **Wiki** is the Hawaiian word for “quick.” Wikis are web pages that let the readers change the content. Wikipedia ([www.wikipedia.org](http://www.wikipedia.org)) is an encyclopedia that draws from the knowledge of users all over the world.

4. **Open WorldCat** is a service from OCLC that allows users searching Google or Yahoo to see your library’s holdings and even link to an item record in your catalog. To use this service, you need to keep your holdings updated in OCLC.

5. **Virtual Reference** is any reference service that takes place electronically rather than in person. This could include email, instant messaging, chatting, or cobrowsing software. Cooperatives of libraries around the world make 24/7 virtual reference services possible.

6. **Social Bookmarking** allows people to collect web sites of interest and tag them with keywords. This type of metadata is called “folksonomies” because the keywords, or tags, are created by “folks.” Web sites like [del.icio.us](http://del.icio.us) and [furl.net](http://furl.net) allow you to create your own personal index to your favorite sites and share them with your friends. You can also see the web sites that other users have linked to.

7. **E-learning** means using a computer as a learning tool. As librarians, e-learning provides us many opportunities to take classes without the need to travel. Academic librarians need to make sure that a link to the library is included on their institution’s course web pages in order to make the library more visible to online students. In addition, librarians can use programs such as WebCT and LiveMeeting to conduct their own online classes.

8. **Gaming** in public libraries is on the rise. The Santa Monica Public Library and Ann Arbor District Library have found that computer gaming gets young people into the library. The good library experiences that they have now may mean that they will vote for library funding in the future.

9. **Wireless** access to the Internet is becoming more common in libraries. Wireless access can help your library to stretch your computer workstations. When patrons bring their own laptop computers to connect to the wireless connection, they free up the public computer stations for other patrons who don’t have laptops.

10. **RFID**, or Radio Frequency Identification, allows librarians to replace barcodes with computer chips that can be read at a distance. The Cerritos Public Library and San Francisco Public Library have implemented RFID tags. The tags are still expensive, about a dollar each, but the price is expected to drop in the next few years. It is expected that RFID will completely replace barcodes in the not-too-distant future. However, libraries need to involve their community in the decision to switch to RFID, as some customers are worried about the privacy and health implications of the technology.

11. **VOIP**, or Voice Over Internet Protocol, is the routing of a voice “telephone” call over the Internet. VOIP is less expensive than traditional long distance, and some libraries have switched to VOIP to save on their phone bills. However, you should consider reliability before switching to VOIP, as dropped calls can be an issue.

*(Continued on page 5)*

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## Program News

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# Holiday Gathering

## Special Libraries Association—San Diego

Yes, we have come to the end of another year. And it is time to get together with fellow librarians to relax, share stories, and offer support for challenges in 2006.

This year we will meet at the home of Maxine Moser.

**DATE:** Friday, December 16th

**LOCATION:** 4186 Norfolk Terrace, San Diego, CA 92116

**TIME:** 5:30pm

### **DIRECTIONS:**

From Hwy 8, go south on I-15 to Adams Ave.

Right on Adams Ave to Marlborough (at Kensington banner)

Left 4 blocks to Norfolk Terrace.

Right to 4186 (middle of block, left side)



As in years past, we will once again have just a social gathering with no formal meeting. We are each to bring hors d'oeuvres to share. Wine and nonalcoholic beverages will be provided.

Please RSVP to Elizabeth Grossman **by December 13<sup>th</sup>** with your name and the name of your guest! [egrossma@qualcomm.com](mailto:egrossma@qualcomm.com) 858 651-4341 ◆

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*(Continued from page 4)*

Michael cautioned us to avoid using jargon when implementing any of these technologies in our library. So if you start a library blog, RSS feed, or wiki, think of a user-friendly name for the service.

All of this technology can be overwhelming, but you don't have to be a computer scientist to use any of these technologies. Programs are available for free or for a fee to help you set up your blog, wiki, etc., and you don't even have to know html. To set up a free blog, go to [www.wordpress.com](http://www.wordpress.com) or [www.blogger.com](http://www.blogger.com). At [www.bloglines.com](http://www.bloglines.com), you can set up a free RSS aggregator and subscribe to your favorite feeds. You can start your own wiki at [www.jotspot.com](http://www.jotspot.com) and your own bookmarking page at <http://del.icio.us/> or [www.furl.net](http://www.furl.net). ◆

## Program News

### SEPTEMBER CHAPTER MEETING

by Kathy Quinn

The San Diego Chapter held its first meeting of the new SLA year at National University on September 15, 2005. A group of about ten people listened in on “Structuring and Delivering Content: Maximizing End-User Satisfaction,” one of SLA’s 2005 Virtual Learning Series. The Virtual Learning Series are seminars with web-based visuals and audio conferencing.

The librarians at National University provided a beautiful conference room and refreshments along with the required PC, Internet connection, and speaker phone. Thanks for the great accommodations!

“Structuring and Delivery Content” was presented by Roger Beharry Lall and Joyce Ward. Lall is an Application Wireless Expert with Research in Motion (RIM) (you know, the company that invented the ubiquitous BlackBerry®) and specializes in market segmentation and alliances with wireless applications providers. Ward is an Executive Consultant with LexisNexis® and is responsible for the design and implementation of custom solutions for its enterprise clients.

Lall’s part of the seminar focused on “Mobilizing Knowledge in the Wireless World” and covered an overview of wireless technology, use of the BlackBerry in the enterprise, extending enterprise applications, mobilizing the enterprise, and structuring and delivering content with LexisNexis.

Ward presented the second half of the seminar and spoke about “Mobilizing Content: A Use Case Scenario with LexisNexis.” She discussed the use of mobile searching using a BlackBerry and LexisNexis content feeds.

My personal perspective on the seminar is that it came across a little too strongly as an advertisement for BlackBerry and, to a lesser extent, Lexis. Beth Autin, an attendee, agreed and wished some time had been devoted to other content providers. “I didn’t think the presentation quite matched the seminar title. However, I did gain some knowledge, and I always learn something new when I meet up with SLA-SD members,” said Autin.

Both presentations, particularly Lall’s, were too technical for someone who is not involved in using BlackBerries or other mobile devices to provide content to users. On the

other hand, it is useful to at least hear about new technologies, new and rapidly changing uses for those technologies, and how other enterprises are taking advantage of ever-expanding capabilities and offerings.

Some attendees may not have found the seminar too technical. One, Daniel Fitz-Enz, mentioned that his company is already using similar technology (Treo 650 with Palm technology rather than BlackBerry) to keep the sales representatives and their Customer Education Trainers informed while they are on the road, which is most of the time. “This allows the sales reps and trainers to respond to customer questions faster, send problems to technical support sooner, and look up information on the company network easier without having to look for a wireless connection for their computers,” said Fitz-Enz. He added that all of their trainers are MLIS grads.

If interested in this topic, a replay of this seminar, or any other in the Virtual Learning Series, can be purchased for \$69 for SLA members or \$119 for non-members. For details: <http://www.sla.org/content/learn/learnmore/distance/2005virtsem/091505vls/index.cfm>. ♦

### NOVEMBER CHAPTER MEETING

“Start Ups” a meeting about the experiences of establishing a new resource center was held at the Art Institute of California! Thank you to the Art Institute Library for hosting our November event and to our speakers for sharing their challenges and successes with “starting up” their Special Library. ♦



L to R: Beth Autin, Gen-Probe Inc. (Speaker), Linda Counts (President-elect), Carla Hernandez, Genomics Institute of the Novartis Foundation (Speaker), and Cindy Zwies, Art Institute of California, (Host).

## Chapter News

### A WARM WELCOME TO OUR NEW & RETURNING CHAPTER MEMBERS !!

- Bonnie Chaney, Amylin
- Sandra Dawson, DLA Piper Rudnick Gray Cary
- Diane C Garcia
- Janet M Liggett, Pfizer Global Research & Development
- Angela N Murrell, The Scripps Research Institute Kresge Library
- Beverly Plitt, GSI

## Announcements

**SAVE THE DATE!**

### SLA-SD Chapter “Holiday Gathering”

Date: Thursday, September 15, 2005

Time: 5:30 p.m.

Location: Maxine Moser’s Home

*See page 5 for details and to RSVP!!*

### NATIONAL LIBRARY OF MEDICINE FELLOWSHIP

Judy Kammerer was awarded the National Library of Medicine 2005 Fellowship in BioMedical Informatics. This Fellowship is directed at medical educators, medical librarians, medical administrators, and young faculty “to become familiar with the conceptual and technical components of medical informatics.”

Many cutting-edge technologies and new ways of approaching issues important to the medical community were presented during the one-week program in Woods Hole, MA. Judy hopes to use this information to provide more comprehensive services to her library patrons.

Excerpt from <http://www.sla.org/division/dbio/Biofeedback/biofeedbackfall05.pdf>, pages 13-14.

**C**ongratulations to the QUALCOMM librarians who delivered the following contributed paper at the 2005 SLA conference in Toronto:

Mueller, B.K., Sorini, G., & Grossman, E. (2005). Information seeking behavior of engineers in the corporate environment: Implications for information delivery. SLA 2005 Contributed Paper.

<https://www.sla.org/Documents/conf/toronto/Mueller.doc>

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## Keeping Up with Meetings in California

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### TWO GREAT TOPICS ON THE CLA TECHNOLOGY TRACK

*By Heather Ebey*

The technology track at the November 2005 California Library Association (CLA) annual conference in Pasadena was heavy on topics about blogs and RSS. However, my favorite session was Lisa Bartle's "The Juggling Librarian Teaches PHP." Bartle, of California State University, San Bernardino, was a well-prepared speaker who was able to explain this topic and answer questions in lucid and non-technical language. It appeared that she anticipated the questions.

One would think that a 9:15 a.m. session on PHP on Sunday morning would not be well attended. Like all of the technical sessions I attended, it was standing room only. PHP, which stands for PHP Hypertext Preprocessor, is a scripting language used to create dynamic Web pages. In subsequent e-mail, Bartle responded to my question about using PHP instead of VBScript in Web development: "PHP is so much better. It is remarkably intuitive. You don't have to spell things out, such as variables; it just does them automatically with a single function. Code that takes 2 1/2 pages in VBScript takes only one page using PHP."

A group of Web pages that is designed modularly and generated dynamically through a programming language like PHP is considerably easier and faster to update than the same group as static Web pages. In my opinion, PHP is also easier to understand and learn, and requires far fewer lines of code than Perl, another scripting language used in Web development.

Every technical session seemed to mention RSS. Teri Vogel, of UC San Diego, gave an easy-to-understand 45-minute presentation on RSS. She said that RSS is "a way to keep up with information that gives you control over how and when you receive it." Vogel gave numerous examples of Web sites with RSS feeds, such as the many RSS feeds available on [Firstgov.gov](http://Firstgov.gov), which are useful to a librarian trying to keep up-to-date on government information. Her presentation is available on her blog ([sdlibrarian.blogspot.com](http://sdlibrarian.blogspot.com)).

This was my first CLA conference. I already know about and use most of the technology discussed in the technical sessions, so I was a little disappointed overall. Next year, I will attend Internet Librarian instead. ◆



### INTERNET LIBRARIAN 2005

*By Judy Kammerer*

As you will see from the many program highlights in this bulletin, Fall is a busy time for library and information science conferences. I chose to attend Internet Librarian (IL) 2005 in Monterey, California over the AMIA, ASIST, and CLA annual conferences since I came away from last year's IL conference with a wealth of usable information. Once again, I was not disappointed.

Lee Rainie from the Pew Internet and American Life Project was a great keynote speaker to begin the conference. He spoke about the Internet as an agent of change, much the same as Elizabeth Eisenstein described the printing press. Children are growing up in a hyperconnected world and have become fanatic multitaskers. A major behavioral change can be seen in a new phenomenon called "continuous partial attention," or CPA. This is where people prefer to have many things going on at once. They scan incoming alerts for the single-most important idea to catch onto. During a conference, you might see someone typing away on their laptop, toggling between a note-taking screen, their email screen, and an Instant Messenger screen that is wirelessly connected to their cell phone (with Internet service) via Bluetooth. Such a lifestyle begs for time devoted to thought and reflection. Libraries can offer an oasis by providing areas of stillness, with comfortable reading rooms and study areas. The information habitat we create in our libraries can offer the restorative power of turning off distractions.

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# Keeping Up with Meetings in California

(Continued from page 8)

Danielle Bodrero Hoggan's feature article does an excellent job of summing up the major technology trends facing libraries at this time. IL covered all these issues in depth. Many presentation Power Point slides, PDF summaries, and links to web sites are available at <http://www.infotoday.com/il2005/presentations/>. This article would be very long if I were to cover my 28 pages of notes on subjects I found relevant to me. I do want to mention Gary Price (creator of [www.resourceshelf.com](http://www.resourceshelf.com)), since he is always a highlight of IL. I attended his talk on "Keeping Current" which was honest ("Sorry, no easy solution for time, effort, and commitment") and practical. A summary that includes his favorite tools can be found at [http://www.resourceshelf.com/keepcurrent\\_il\\_05.html](http://www.resourceshelf.com/keepcurrent_il_05.html). I highly recommend the yearly Internet Librarian conference for everyone interested in keeping up with the latest technology important to information professionals. ♦



## VARIATIONS ON SEARCH AT LACASIS WORKSHOP

By Heather Ebey

Online searching was the topic of the LACASIS "Search Forward: Emerging Internet Capabilities" full-day workshop held in Orange on November 18, 2005. Pascal Calarco, of University of Notre Dame, gave us an overview of some of the current "Internet search possibilities," such as A9.com and Google Local.

Calarco called Web content syndication through RSS (Really Simple Syndication) an "enabling technology." Though he mentioned Bloglines ([bloglines.com/](http://bloglines.com/)) as an RSS reader, he also discussed Google Reader ([www.google.com/reader/](http://www.google.com/reader/)). As an example of how RSS syndication is being used by libraries, he talked about the University of Oklahoma ([www-lib.ou.edu/](http://www-lib.ou.edu/)), which has a separate RSS feed for new books in each academic area and separate feeds for "new electronic resources," and news. He noted that many Web sites for scholarly journals have RSS feeds. Locally, Dave Walker, of CSUSM, is developing an application called "RSS Creator" ([public.csusm.edu/dwalker/rss.htm](http://public.csusm.edu/dwalker/rss.htm)) that uses existing SFX data to simplify the creation of RSS feeds for journals and newspapers that have been indexed in the library's subscription databases.

Google Local ([local.google.com](http://local.google.com)) and A9.com ([a9.com](http://a9.com)) offer practical Internet search features. A9.com has over 220 custom RSS channels, and a library could provide its own A9.com channel for their library's Web OPAC. Calarco stated later, "The Web OPAC is already passé and obsolete," and suggests that faceted browsing or a Google search that accesses the OCLC Open WorldCat ([www.oclc.org/worldcat/open/default.htm](http://www.oclc.org/worldcat/open/default.htm)) project is more useful to library users. Google Local has "yellow-book" functionality combined with Google maps. To try it, search for your location, such as "San Diego, CA." Next, type in a search string like "pediatric dentist." You will get a list of pediatric dentists, with an address and phone number for each, and the map will have visual "pins" marking each location.

The other speakers covered areas that are more specialized. Brad Allen, founder of Siderean, discussed faceted navigation. Andy Gup, of ESRI, discussed geospatial searching. He suggests exploring the tools at Geography Network ([www.geographynetwork.com](http://www.geographynetwork.com)). Kristine Brancolini, of Indiana University, talked about image retrieval and the development of their Cushman Photograph Collection ([www.dlib.indiana.edu/collections/cushman/](http://www.dlib.indiana.edu/collections/cushman/)). Jon Dunn, of Indiana University, spoke about music searching and descriptive metadata as it applies to music. Jon Dunn got a laugh when he said that music searchers really want to "query by humming."

The workshop ended with a panel of four practitioners. Panel member Sarah Watstein, of UCLA, said that librarians need to think of "search as service," and that libraries need to make themselves "recognizable." Calarco said librarians need to "synthesize and reprioritize," and Watstein suggested our goal should be "just-in-time" librarianship, not "just-in-case" collections. ♦

*Editor's Note: Heather Ebey wrote a feature article about blogs in the previous SLA-SD Bulletin. Unfortunately, her own blog site was not included in the list of Blogs by local San Diego Librarians that followed the article. Heather's blog can be found at <http://librarianway.com/>. If anyone else would like to announce their blog site in future bulletins, please contact this editor at [jkammerer@herricklibrary.org](mailto:jkammerer@herricklibrary.org).*

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## Association News

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### 2006 SLA AWARDS & HONORS CALL FOR NOMINATIONS

*Submitted by Karen Santos Freeman, Director, Communications, SLA*

**T**he 2006 SLA Awards & Honors Call for Nominations is being requested. We need YOU to take an active role in the submission of nominations—[due 4 January 2006](#).

The SLA Awards & Honors program features 14 distinct categories. More detail (criteria, eligibility, etc.)—and the Nomination Form—are available online at [www.sla.org/awards](http://www.sla.org/awards). For the first time, we have enabled a completely electronic process. We strongly encourage nominations via the Internet.

An overview of SLA Awards & Honors categories is below. If you have questions not answered on the Web site, you may email: [kfreeman@sla.org](mailto:kfreeman@sla.org).

#### Categories:

**FACTIVA LEADERSHIP AWARD** – Awarded to a member who exemplifies leadership through personal and professional competencies. US\$2,000 cash prize.

**FELLOW** – Conferred upon a member for leadership in the profession, outstanding contributions, and expected future service to SLA.

**HALL OF FAME** – Bestowed upon a member for extended and sustained distinguished service to SLA. Members with prolonged service through a unit merit special consideration.

**HONORARY MEMBER** – Awarded to a non-member for exceptional support of the profession.

**H.W. WILSON COMPANY AWARD** – Presented to the author(s) of an outstanding article published in SLA's "Information Outlook" during the previous year. Membership not required. US\$500 cash prize.

**INNOVATION IN TECHNOLOGY AWARD** sponsored by LexisNexis – Awarded to a member for the innovative use of technology in a special library setting. US\$1,000 cash prize.

**JOHN COTTON DANA AWARD** – Named after SLA's founder. Bestowed upon a member for exceptional service to the profession.

**MEDIA AWARD** – Recognizes a journalist for an outstanding news feature on the profession, preferably in a general circulation publication or on radio or TV.

**MEMBER ACHIEVEMENT AWARD** – Conferred upon a member for raising the visibility, public awareness, and appreciation of the profession, a unit, or SLA.

**PRESIDENT'S AWARD** – Presented to a member for a notable contribution that enhanced SLA and furthered its objectives.

**PROFESSIONAL AWARD** – Recognizes a specific major achievement or significant contribution to the profession or field which advanced SLA's objectives. Recipient may be a member or non-member.



*(Continued on page 12)*

# Board Minutes

## SLA-SD BOARD/COMMITTEE MEMBER MEETING

Friday, October 21, 2005

8:30 a.m. - 10:30 a.m.

Dr. William C. Herrick Community Health Care Library

### Present:

Kim Abbey, President	Elizabeth Grossman, Hospitality
Linda Counts, President-elect	Judy Kammerer, Bulletin Co-editor
Anne Turhollow, Treasurer	Teresa Linayao, Bulletin Co-editor
Kathy Quinn, Secretary	Ann Willard, Webmaster
Kim Lomeli Archivist	Beth Autin, Membership
Susan Shepherd, Director	Amy Waterman, Public Relations
Penny Coppernoll-Blach, Director	SuHui Ho, Employment

The meeting was called to order at 8:35 a.m.

### Announcements

The Chapter now has a full roster of Board and Committee members. All present introduced themselves.

### Officers' Reports

#### **President** (Kim Abbey)

Kim thanked everyone for volunteering to fill the Chapter's open positions.

She gave the Chapter Bylaws document to Kathy Quinn for her to revise in accordance with SLA's new Governing Documents and Recommended Practices.

#### **President-elect** (Linda Counts)

Last month's Chapter meeting on "Structuring and Delivering Content: Maximizing End-User Satisfaction," was one of SLA's Virtual Learning Series. Our conferencing site was at National University, and about 10 people attended. The cost to participate as a group was \$100, and we charged \$5 per attendee.

The next Chapter meeting will be on November 4, 2005, on the topic of start-up libraries. It will be presented by Beth Autin from Gen-Probe and Carla Hernandez from the Genomics Institute of the Novartis Research Foundation.

The Chapter Holiday Party will be on Friday, December 16, at Maxine Moser's home in Kensington.

Linda is planning a meeting on marketing for February 2006.

Other ideas Linda is working on include holding a meeting at the Gemological Institute of America, taking a Saturday bus trip to the Cerritos Public Library and the Nixon Library, and presenting a meeting on resume-writing in May.

Linda asked that we send to Amy Waterman, our PR chair, the names of any library-related listservs we belong to or know of so that she can send out notices of our events.

#### **Secretary** (Kathy Quinn)

Anne Turhollow moved that the minutes from the last Chapter Board Meeting (August 3, 2005) be approved, Teresa Linayao seconded, and all present approved.

[Editor's Note: Previous Board minutes can be viewed at: <http://www.sla.org/chapter/csnd/bdmeetings.html>]

#### **Treasurer** (Anne Turhollow)

Anne distributed the Balance Sheet and Cash Flow Report. From January 1 – October 21, 2005, the Chapter had \$3,763.54 in income and \$4,635.74 in expenses for a balance of \$-872.20. Total assets in the Chapter's accounts are \$10,654.80. The cash flow report includes the income from the meeting on September 15 but not the expenses.

The Chapter must update the signature cards for our accounts at Union Bank. The President, President-elect, and Treasurer are the authorized signers. The Secretary is also required to sign the card attesting to the other officers' signatures.

#### **Directors** (Penny Coppernoll-Blach and Susan Shepherd)

The Chapter Seminar will be held in September or October 2006. It is being moved from the Spring to align with SLA's new association year.

Penny and Susan have begun exploring ideas and locations for the seminar.



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# Board Minutes

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## Committee Reports

### Archives (Kim Lomeli)

Kim went to the archives with the previous archivist, Roxane Benvau.

Kim received a request from a past-president for some records and said they were hard to find. Some are organized alphabetically and some chronologically. Over Christmas break, she will organize the archives under one system and make a list. Please get any additional materials for the archives to Kim before then.

There was a discussion of whether the archives should be digitized, and Kim will look into it.

### Bulletin (Judy Kammerer and Teresa Linayao)

The deadline for submissions for the next Bulletin will be in early November.

Judy and Teresa asked for a volunteer to write up an article on the Virtual Seminar. Beth Autin and Kathy Quinn volunteered.

### Webmaster (Ann Willard)

Ann reported that she has updated the Chapter's website, including the calendar.

She would also like to update the Employment Guide, which she was involved with when it was first created. She needs to buy some webmaster software and is looking at Dreamweaver, which is now the industry standard. There was a discussion about putting the Chapter Minutes on the website. Kathy, Teresa and Ann will work together to on file format for the website.

## Old Business

No old business to report.

## New Business

No new business to report.

## Board Meeting Dates

The next Board meeting is scheduled for Thursday, February 2, 2006, at 8:30 a.m., at the Herrick Library.

The meeting adjourned at 9:50 a.m.

Respectfully submitted,

Kathy Quinn

Secretary

November 11, 2005



(Continued from page 10)

**ROSE L. VORMELKER AWARD** – Named after the late Rose Vormelker (President 1948-49). Conferred upon a member for exceptional service through mentoring students or practicing professionals.

**STUDENT & ACADEMIC RELATIONS COMMITTEE (SARC) MERIT AWARDS** – Categories include (1) Student Group and (2) Chapter or Division. Awarded in recognition of involvement with and support of Student Group activities. Requires special nomination form available on Web site.

**DIVERSITY LEADERSHIP DEVELOPMENT PROGRAM AWARD** – Conferred upon an active member who represents a group traditionally underrepresented in SLA. Recipient must attend Annual Conference—US\$1,000 stipend provided. Requires special nomination form available on Web site.

**Nomination submissions are due by 4 January 2006**



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## Local Special Library Highlights

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### THE PRICE-POTTENGER NUTRITION FOUNDATION: *A World-Renown Resource & Local Special Library*

By Joan Grinzi, RN, Executive Director of PPNF



**D**iscover one of the most unique health resource organizations in the world: The [Price-Pottenger Nutrition Foundation](#) (PPNF), located in Lemon Grove. This nonprofit educational organization provides accurate information about whole foods and proper preparation techniques, natural healing, soil improvement, natural farming, air/water filtration, preventing disease and birth defects, avoiding personality disturbances and delinquency, enhancing the environment, non-toxic dentistry, and enabling all people to achieve long life and excellent health.

[PPNF](#) is dedicated to the principle that diets of healthy primitive and non-industrialized peoples must be our guide to healthy living in the 21st Century. The living laboratory of human society has proven that only traditional diets of whole foods can ensure the survival of mankind. The Standard American Diet (SAD) of preserved, devitalized and low-fat foods leads to physical degeneration and eventual extinction.

Today, more than ever, the public needs access to accurate information in nutrition. For over 40 years, the Price-Pottenger Nutrition Foundation has been providing the public and the healing professions with historically accurate information about nutrient-dense foods from living soil.

The Price-Pottenger Nutrition Foundation was founded for the purpose of preserving and disseminating the research of nutrition pioneer [Weston A. Price](#), DDS, and the perpetual publication of his seminal book *Nutrition and Physical Degeneration*. Subsequently, the Foundation added the complementary research data and collections of [Francis M. Pottenger, Jr.](#), MD, FACP, author of *Pottenger's Cats*, a brilliant study on diet and physical degeneration in cats. Today, the archives include the work of many other leaders in the field of nutrition and environmental research.

Whether you are a consumer, patient, teacher, student, parent, researcher or health care provider, you can access a wealth of information through PPNF. The library facility (7890 Broadway, Lemon Grove) houses over 10,000 historical and contemporary references pertaining to nutrition, health and the environment.

To learn more about becoming a member of this nonprofit organization, please visit [www.price-pottenger.org](http://www.price-pottenger.org) or call (619) 462-7600. ♦

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

**TO SUBSCRIBE:**

Send an e-mail to [Lyris@lists.sla.org](mailto:Lyris@lists.sla.org) with the SUBSCRIBE command in the body of the message:

**Subscribe listname your-e-mail\_address FirstName LastName**

**Example:** Subscribe sla-sd teresa.linayao@cubic.com Teresa Linayao

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## Board & Advisory Council Members

### Executive Board (Voting Members)

Position	Name	Phone	Email
President	Kim Abbey	619-804-3717	kimabbey@cox.net
President-Elect	Linda Counts	619-740-4152	Linda.Counts@sharp.com
Past President	Michael Perkins	619-594-6743	mperkins@mail.sdsu.edu
Secretary	Kathy Quinn	619-466-2260	kquinn925@cox.net
Treasurer	Anne Turhollow	619-594-4921	c.turhollow@sdsu.edu
Director	Penny Coppernoll-Blach	858-534-4431	pblach@ucsd.edu
Director	Susan Shepherd	858-534-2480	sushepherd@library.ucsd.edu

### Advisory Board/ Committee Chairs (Non-voting Members)

Archivist	Kim Lomeli	619-293-1409	kimlomeli@yahoo.com
Bulletin Co-Editor	Teresa Linayao	858-505-2412	teresa.linayao@cubic.com
Bulletin Co-Editor	Judy Kammerer	619-825-5014	jkammerer@herricklibrary.org
Calendar/Govt.Rels.	Barbara Busch	619-553-4890	bbusch@spawar.navy.mil
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Program	Linda Counts	619-740-4152	Linda.Counts@sharp.com
Public Relations	Amy Waterman	858-651-4545	amyw@qualcomm.com
Hospitality	Elizabeth Grossman	858-651-4341	egrossma@qualcomm.com
Webmaster	Ann Willard	619-871-0749	awillard@san.rr.com

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## Calendar

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**December 11-14, 2005**

International Conference on Information Systems (ICIS) of the Association for Information Systems (AIS)

Las Vegas, NV

<http://www.aisnet.org>

**December 16, 2005**

SLA-SD Chapter Holiday Gathering. See details on page 5.

**January 11, 2005**

SLA Virtual Seminar: "Content Management, Part I: Defining Content Management & Exploring Change Management" <http://www.sla.org/content/learn/learnmore/distance/2005virtsem/011105VLS/index.cfm>

**January 25, 2005**

SLA Virtual Seminar: "Content Management, Part I: Planning & Implementing Content Management" <http://www.sla.org/content/learn/learnmore/distance/2005virtsem/012505vls.cfm>

To list an event in the calendar, please contact Barbara Busch at  
[bbusch@spawar.navy.mil](mailto:bbusch@spawar.navy.mil).

For updates check the Chapter website at [www.sla.org/chapter/csnd/meetings.html](http://www.sla.org/chapter/csnd/meetings.html).

