



SLA San Diego Bulletin

Fall 2006
Volume 46 Issue 3
<http://www.sla.org/chapter/csnd/>

From the Desk of the President:

As the holiday season approaches, there are a few updates and reminders I'd like chapter members to be aware of...

There are still two upcoming Chapter Events:

- ◆ Friday, November 3, 2006 – Our program on Library Surveys at Gen-Probe.
- ◆ Friday, December 8, 2006 – Our Chapter Holiday Party will be held at my house. More details will be sent closer to the date.

In case you missed the September chapter program, "Google - Behind the Homepage," the PowerPoint slides are available on our website. A big thank you to Linda Counts for organizing the event and to Betsy Chessler for presenting and hosting it - the program was excellent!

Mike Perkins and Linda Counts are still recruiting for the 2007 open positions on the Board and committees. Remember, in order for the chapter to be successful we need volunteers--come join the fun! The President-Elect position is still open. Please contact Mike mperkins@mail.sdsu.edu or Linda Linda.Counts@sharp.com if you are interested or have questions.

The Fall Seminar was extremely educational and a great success. I had never heard of *Second Life* - what a trip! I'd like to thank the Directors Susan Shepherd and Penny Coppernoll-Blach, as well as Teri Vogel for organizing the event. Thanks to our hosts, too, Jenni McDonald, Donna Dutton, and Paula Simon of Amylin Pharmaceuticals, and our breakfast and lunch sponsor EOS.

This will be my last update as President - Linda Counts will take over January 1, 2007. She has been an incredible President-Elect and will be a proactive and energetic President. I want to thank the Board and Committee members for their hard work and a successful extended year. I look forward to working with the new and sustaining leadership in my next role as Past-President.

Kim Abbey
SLA-SD Chapter President



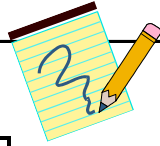


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Submissions

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

Submission Deadlines

Issue	Deadline
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.

Program News

SURVEYS—SERIOUS MONKEY BUSINESS SAN DIEGO SLA MEETING

November 3, 2006
3pm-5pm

Speakers

- ◆ Cynthia L. Shamel is the principal consultant with Shamel Information Services.
- ◆ Dolly Goulart is a librarian at the Qualcomm, Boulder office.

Surveys-we've all used them as a measurement tool to evaluate services, as a collection development tool, or a pulse check of our patron's perception of our work. Two librarians will expand our knowledge on using surveys effectively.

Cindy has successfully implemented an array of information surveys with a variety of local corporations. She will introduce us to Survey Monkey design and implementation.

Dolly coordinated a survey which reached 7000 Qualcomm employees. She will relate her experiences regarding this extensive survey.



We will conclude with no-host dinner at Karl Strauss. Please RSVP on the dinner.

Location: Gen-Probe Incorporated, 10210 Genetic Center Dr., San Diego

From I-805

Exit Mira Mesa Blvd. (East)

Pass 5 traffic lights after Exit

Left on Genetic Center Drive (entrance on North side of the building)

From I-15

Exit Mira Mesa Blvd (West)

Follow Mira Mesa Blvd. Approx. 4 miles to Genetic Center Drive

Right on Genetic Center Drive (entrance on North side of the building)

Registration: **Elizabeth Grossman**, SLA Hospitality Chair

5775 Morehouse Dr, San Diego, CA 92121 egrossma@qualcomm.com

For information: **Linda Counts** - (619) 740-4152

Registration Deadline: **October 31, 2006** Prepayment not required. Please pay at the door.

Name: _____ Email: _____

____ SLA \$5.00 ____ Nonmember: \$8.00 Dinner ____ Yes ____ No

Make check to: San Diego SLA

Program News

GOOGLE: BEHIND THE HOMEPAGE

by Danielle Bodrero Hoggan

The Oxford English Dictionary (in June) and Merriam-Webster (in July) added *google* as a verb this year... because so many of us “google” information now. Betsy Chessler, Associate Librarian at Morrison & Foerster LLP, hosted the SLA-SD September meeting and gave a presentation illuminating the many facets of the Google search engine behind that nice clean home page. About forty members attended the meeting.

SITE INDEXING & RANKING

Google was developed in 1998 by two Stanford doctoral students who believed that they could “build a better search.” Google’s great strength is in its ranking algorithm that consistently returns the most relevant web pages at the top of the results list. Google’s algorithm takes into account the number, proximity, and hypertext markup of search terms on each page. This information is combined with Google’s PageRank, which ranks a web page’s popularity by looking at the pages that link to it. The reliability of Google’s search results has made it very popular: Google processes 49.2% of all web searches. That’s twice as many as its closest competitor, Yahoo. Google also lays claim to the title of Largest Search Engine, with several billion web pages indexed, and Most Current Search Engine, with an average re-indexing rate of once every three days.

SEARCH TECHNIQUES

At the basic level, searching Google is quite intuitive. Searchers can ignore upper- and lowercase, as Google is not case sensitive. Google’s default search is the Boolean AND. Most of us know, phrases can be searched using quotation marks, but even without the quotes, Google will promote search results where the search terms appear in the order that they were entered. You can use a Boolean OR to search synonyms, or let Google generate the synonyms for you by using a tilde (~) before your search term. Truncating with an asterisk works but is unnecessary because Google automatically searches for terms with the same stem, such as *library* and *libraries* (although the term you entered will rank higher in the search results). Search for images by clicking on the “Images” link above the search box and then entering keywords. The cached copy of retrieved web pages highlights your search terms. However, you can enjoy highlighted search terms in the live versions of web pages if you download the Google Toolbar <http://toolbar.google.com>

USEFUL LIMIT OPERATORS

You can limit your searches by using Google operators (note the colon and no space protocol on most).

Access Google’s dictionary using the *define* operator

define:hemangioma

Search for a specific file type, such as .pdf, .rtf, .xls, .doc, or .ppt

filetype:ppt San Diego

See who is linking to your web page

link:units.sla.org/chapter/csnd/

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Look up phone numbers

phonebook:bill smith escondido

Find related pages

related:www.sla.org

Search within a specified web site

site:irs.gov community property states

Search for a patent (note: has a space but no colon)

patent 5123123

You can find a full list of operators at: www.google.com/help/operators.html

OTHER GOOGLE INNOVATIONS

Above the search box is a “News” link that will search a month’s worth of news articles from 4,500 sources. Betsy has found articles in Google News that were not indexed in LexisNexis, so this is a great complement to any subscription news service you may have. You can even sign up for free news alerts on a topic of your choice. Note, however, that Google will only show you an excerpt of the article; you will probably have to pay the publisher for full text. One of Google’s newest features, the “News archive search,” was launched on September 4, 2006, and allows you to search historical news.

You can translate bits of text or whole web pages by clicking on “Language Tools” to the right of the search box. Clicking on “Maps” gives you options for finding driving directions and looking at satellite images. It can also help you find a business. For example, you could search for: “hotels near LAX” to get a map with pinpoints showing the locations.

Look at Betsy’s presentation notes to learn more about additional Google operators, such as the calculator, plus numerical searches for Vehicle Identification Numbers, FedEx, and UPS tracking numbers. <http://units.sla.org/chapter/csnd/meetings.html>

BEHIND THE HOME PAGE

Not all of the options are visible on the home page—some are behind it. Click the “more” link and then “even more” to find a listing of most of them. Google Finance <http://finance.google.com> searches, free of charge, data that Google purchases from Hoover’s, Interactive Data, Reuters, and Morningstar. It includes stock quotes, news stories, and profiles of top executives. Google Spreadsheets <http://spreadsheets.google.com>, while still in beta mode, allows you to collaborate while you calculate. Up to 10 users can share and edit a spreadsheet simultaneously. There is also a built-in chat program.

Blog Search <http://blogsearch.google.com> searches the content of blogs, and can help you find a blog devoted to your favorite topic.

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Also known as Google Print, “Book Search” <http://books.google.com> is the product of Google’s famous library book scanning project. Thousands of books are being scanned each day. Of course, you cannot view the full text of a copyrighted book—only a limited preview excerpt containing your search terms will be provided. However, public domain works are freely available, so catch up on your classics for free! Click the “Full view books” radio button to limit your search to public domain books.

Google Scholar <http://scholar.google.com> indexes scholarly journal articles, theses, books, and abstracts. It groups together different online versions of the same article and links to full-text (where available). Scholar includes a cited reference search, and it is possible to activate link-resolving software such as SFX or LinkFinderPlus within Google Scholar if you already have rights to the content. While Google Scholar is not a replacement for Medline, Web of Science, or other scholarly databases, it indexes theses and book chapters that you might not find elsewhere.

GOOGLE AD INFINITUM

Google just announced on September 4, 2006, a project called Apps for Your Domain www.google.com/a. This is a free suite of office applications, including Gmail (e-mail), Google Talk (instant messaging), Google Calendar, and Google Page Creator (html editor). There is even talk of a word processing program coming soon. Look out Microsoft!

It is nearly impossible to keep up with all of the projects that Google is developing, however, as Steven Bell and Michael Krasulski state in the September 2006 issue of C&RL News, “Keeping up is a form of competitive intelligence. Knowing more about Google, especially future innovations and initiatives, simply enables us to be more competent in educating our user community.” To see a list of Google products and services, click on “more” then “even more” from the home page. For the calculator and still more features scroll to the bottom for the help center link www.google.com/support. To see projects that are still in beta, go to <http://labs.google.com>. To save learning time and have Google content of interest pushed to you, sign up for an RSS feed from a blog about Google <http://google.blogspot.com/>.

WHAT CAN’T GOOGLE DO?

Finally, Betsy reminded us that not everything is available via Google. Other search engines cover unique web pages not found in Google, so don’t limit yourself to one search engine. For web pages that have gone to the big server in the sky, try the Internet Archive www.archive.org. For government web sites, try CyberCemetery <http://govinfo.library.unt.edu>. Content in specialized, proprietary databases is not necessarily indexed by Google. Nor are *all* of the books or other types of information that may never be digitized. All of which reminds us that we still need libraries and librarians. Betsy concluded by saying, “When in doubt, ask a librarian.”

THANK YOU BETSY!

Thank you to Morrison & Foerster for hosting and Betsy for presenting at the September meeting. If you did not make it to the meeting, please download Betsy Chessler’s presentation from the SLA-SD website under the “San Diego Meetings and Events” link at: <http://units.sla.org/chapter/csnd/meetings.html>



Program News

FALL PROFESSIONAL DEVELOPMENT SEMINAR A BIG SUCCESS

by Mary Wickline

Over sixty people attended the SLA-SD Fall Seminar, “Beyond the Buzz: Hot New Technologies and How We Can Use Them” hosted at Amylin Pharmaceuticals on Friday, October 6, 2006.

Cindy Hill, manager of SunLibrary, was the keynote speaker and addressed “The 21st Century: Change and Collaboration.” She informed us that “Web 2.0 is a verb not a noun” and is really about *how* you do something instead of *what* you do. It’s interactive and constantly changing. Web 2.0 is forty percent tool and sixty percent community, which fits with today’s teens’ mind set. They like diversity, are achievement-oriented, pay attention to world events, seek the easiest route, like to be next to each other and are not office-oriented, have no concept of copyright, have short attention spans, and love to shop. She discussed some of the community-oriented tools that currently appeal to this next generation: CEpedia (Customer Engineering Wikipedia), Facebook, YouTube, and 2nd Life. She showed a screen shot of grokked information, which gives an additional layer of categorization. Instead of a long list of records (that most searchers do not look at beyond the first page), the grokked version showed wheels of records categorized by type of source. She ended with several quotes, among them was William Gibson’s “The future is here; it’s just not distributed evenly.”

Esther Grassian, from the UCLA College Library, gave us more insight into the social networking world by demonstrating 2nd Life—a Massively Multiplayer Online Role Playing Game (MMORPG) where individuals invent Avatars (a graphical representation of the user) and participate interactively with others in virtual environments. Second Life currently has 841,000 users. San Diego State University students have a virtual campus and assignments to take on the role of immigrants. UC Davis has a virtual hallucinations environment to help people understand what it feels like to be a schizophrenic. Two hundred and fifty Illinois librarians in the Alliance Library System started Info Island in 2nd Life and will have a grand opening October 13-14, 2006. A Fall Seminar participant asked, “How do you separate what’s real and what’s not? You’re doing real reference work under an assumed identity avatar.” Esther replied that sometimes it was difficult to distinguish. During the breakout sessions, Esther showed us her avatar,

Alexandria Knight. You can explore this MMORPG at <http://secondlife.com/>

Aura Lippincott & Michael Oppenheim, of the UCLA Rosenfeld

Library discussed “Rapid E-learning” and gave a tour of their interactive tutorial, for second- or third-year MBA students, created using Adobe’s Articulate Presenter and Captivate. Mr. Oppenheim cited their motivation as the realization that the one-shot presentation was no longer viable, “students are captive but not captivated by the presentation.” Ms. Lippincott demonstrated the tutorial and presented the



SLA-SD Director Susan Shepherd, Keynote Speaker Cindy Hill, SLA-SD Director Penny Coppennoll-Blach.



Over 60 members attended the Fall Seminar. Esther Grassian presents her “Second Life” avatar Alexandria Knight infusing IL into a multi-player, virtual world.

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positive student feedback on this “just-in-time” approach to learning. “They can do it when they want, where they want,” she said. She is willing to send a zipped copy to anyone interested. Send an email to alippinc@library.ucla.edu

Greg Sorini of Qualcomm presented “Collaboration Using NetMeeting.” This is a tool for internet conferencing that allows you to connect, with permission, to another person’s computer and take control of their screen. Instead of talking about what someone sees on their screen while you are trying to help them, you can both be looking at the same screen. “It’s really changed the way that we work,” said Mr. Sorini. He noted that it was an effective tool for distance searches. While the librarian may be the more effective searcher, the user has content knowledge. Using this tool, “it’s like having them sitting right next to you.” They can see and choose the best records and refine the search in real time. If you are interested in more information on this, search “NetMeeting” on www.google.com/microsoft



Lunch was served on the veranda and sponsored by vendor EOS.

Rachael Clemens, Distance Education Librarian at California State University - Fullerton, and **Karen Howell**, Director of the Leavey Library at the University of Southern California (USC), presented “Podcasting: From Virtual Instruction to Podcasting Studio.” Ms. Clemens designed content modules that nursing students can take with them on their iPod and “listen on their own time in their own space.” They simply open iTunes and subscribe to her podcast. At USC, Ms. Howell created a podcasting studio so that students can create their own podcasts through active learning. Ms. Howell reminded us that “it’s okay to start small; you don’t have to know everything before you start.” She also recommended budgeting plenty of time because it is easy to underestimate how long it will take.

It was a gorgeous day. We had a lovely lunch, sponsored by EOS International, outside by Amylin’s beautiful pool. After lunch, there were breakout sessions where presenters and vendors demonstrated their projects and products and answered questions. When we came back together, EOS representative, Katie Herman, demonstrated federated searching, and Elizabeth Osborn demonstrated 10K Wizard and offered a free, 30-day trial subscription to this Securities and Exchange Commission documents search tool.



Elizabeth Osborn demonstrates a 10K Wizard Securities & Exchange Commission power search.

Teri Vogel, of UCSD, offered a Web 2.0 overview of tools to use for communication (GAIM text messaging & blogging), collaboration (wikis), collective (Del.icio.us and Flickr), and widgets (Firefox extensions and Google tools). Ms. Vogel expressed the importance of knowing what the tools are in order to reverse engineer to functions you want to accomplish or improve. She also emphasized

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that, “a lot of this technology is in perpetual beta” and urged everyone to get a Gmail account for access to tools Google Labs is putting out.

The day ended with dessert, a wrap-up from Cindy Hill, and a raffle—with a grand prize of an iPod Nano, won by Teresa Linayao.



Sponsor EOS International sent representative Katie Herman to demonstrate federated searching.



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 with the SUBSCRIBE command in the body of the message:

Subscribe *listname your-e-mail_address FirstName LastName*

Example: Subscribe sla-sd michelle.ohnstad@gmail.com Michelle Ohnstad

TO UNSUBSCRIBE:

Send an e-mail to Lyris@lists.sla.org with the UNSUBSCRIBE command in the body of the message:

Unsubscribe *listname e-mail_address*

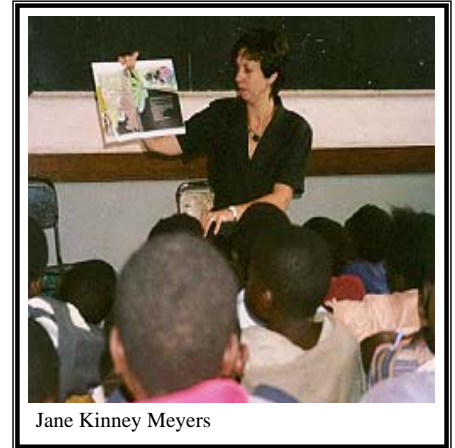
Special Libraries

LIBRARIES FOR AFRICA'S STREET CHILDREN

by Ann Sweeney & Nancy Minter

Special Librarian Jane Kinney Meyers sees it clearly: a network of small, open-access libraries across sub-Saharan Africa providing basic education and literacy skills to as many of the forty-three million orphaned and street children as possible. And so, her Lubuto Library Project (www.lubuto.org) was incorporated as a non-profit in January 2005. The first Lubuto Library is slated for completion in November 2006 in Lusaka, Zambia with two more to follow shortly.

Living and working in Zambia and Malawi for seven years, Jane witnessed the dire circumstances of these children first-hand. In Zambia, she became increasingly involved with services to street children offered by the Fountain of Hope, a drop-in shelter in Lusaka. She established a reading program, served on the board, raised funds, and created a library for the children—among her many contributions to the center. But that was not enough.

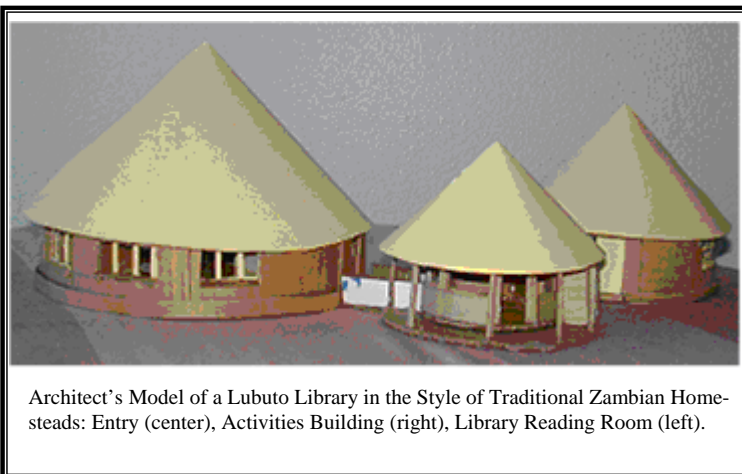


Jane Kinney Meyers



Most of the over forty million African orphans are collateral victims of the HIV/AIDS pandemic, and at least eleven million of them have had both parents die of AIDS. In ten sub-Saharan African countries, more than one in five fourteen-year-olds are parentless. According to U.S. government and UN estimates, this number will continue to grow due to the high proportion of adults there already living with HIV/AIDS and the difficulties in expanding access to life-prolonging antiretroviral treatment.

While international relief and development agencies and national governments strive diligently to meet the basic needs of food, medical care, and clothing, most of these children cannot attend school and face a lifetime of poverty and despair engendered by a lack of education.



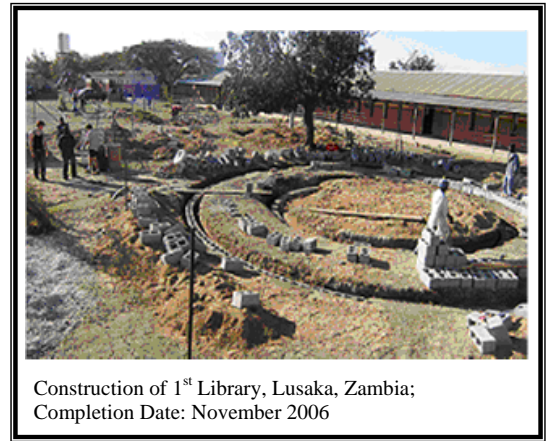
Architect's Model of a Lubuto Library in the Style of Traditional Zambian Homesteads: Entry (center), Activities Building (right), Library Reading Room (left).

A former World Bank and U.S. AID librarian, Meyers aims to build and staff libraries complete with excellent book collections carefully compiled—utilizing the professional expertise and volunteerism of librarians, writers, booksellers, and U.S. schoolchildren. Lubuto Libraries will afford a safe gathering place and an opportunity for an informal education for orphans, street children, and other vulnerable children. The libraries will hold events with traditional storytellers—giving the children the opportunity to transcribe and help preserve a vanishing oral culture, as well as to create

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their own books. Beyond this, while participating in the Lubuto effort, American students will learn of the plight of their African peers who deal with HIV/AIDS on a personal, daily basis. To this latter end, Lubuto produced a film, *Kids Just Like You*, which is narrated by Julian Bond and made its debut in May 2006.

The Lubuto Project plans to ship the first collection of 5,000 donated books to fill the shelves of its Lusaka library before the end of the year. As of the end of July, appeals had raised three-quarters of the funds required for construction, with a need for some \$15,000 remaining. Every penny donated to the project goes for this purpose. If you would like to help reach the children in Zambia who need books to nurture their imaginations and hope, please visit the Lubuto Library Project website www.lubuto.org to contribute.



**"Lubuto," in the language of the Bemba people of Zambia and the Democratic Republic of the Congo, means "enlightenment, knowledge, and light."*



ANNOUNCEMENTS

SAVE THE DATE!

**SLA-SD Chapter Program
Surveys:
Serious Monkey Business**

**Friday
November 3, 2006
3:00-5:00 p.m.**

Gen-Probe, 10210 Genetic Center Dr.,
San Diego, CA 92121

SLA-SD NEEDS YOU!

Mike Perkins mperkins@mail.sdsu.edu and
Linda Counts linda.counts@sharp.com are
recruiting volunteers for the open positions on
the SLA-SD Board and Committees.

If you've ever had an interest – or want to
expand your organizational skills – please
contact either one of us. Currently we are
looking for a volunteer for:

- ◆ **President-elect**

WELCOME New and *Returning* Members!

Melinda S Briggs, Latham & Watkins
Barbara Busch, Navy Space and Warfare Command
Michael Dashkin, QUALCOMM Inc
Daniel Fitz-Enz, CSA
Christian L Gray
Lua Gregory
Lillian M Hernandez, Gibson, Dunn & Crutcher
SuHui Ho, UCSD Science & Engineering Library
Helene D Idels, Escondido Public Library
Vani Inampudi, UCSD Science & Engineering Library
Deborah A Kegel, UCSD Science & Engineering Library
Susan McGuinness, UCSD BioMedical Library
Michelle Ohnstad
Joanie M Schwarz
Sarah L Warner, Wontawk
Amy M Waterman, QUALCOMM, Inc
Teresa White, McDermott, Will & Emery, LLC
Cathy S Zazueta, Imperial Valley College
Jenna Zbik

Chapter News

- ◆ The November SLA-SD program will be hosted at Gen-Probe. Survey basics and electronic surveys will be covered by librarians Kim Bevis from Salk; Cynthia Shamel from Shamel Information Services; and Dolly Goulart from Qualcomm. Find out how easy it is to use Survey Monkey. The meeting will be held Friday, November 3 at Gen-Probe, 10210 Genetic Center Dr., San Diego, CA 92121
- ◆ Linda Counts has published an article entitled, "Evidence-Based Medicine: The Hospital Librarian's Role" in the October issue of the online journal, *National Network*, the newsletter of the Hospital Libraries Section of the Medical Library Association.
- ◆ Adele Barsh accepted a position as Economics & Business Librarian at UCSD's Science & Engineering Library. She comes to San Diego from Carnegie Mellon.
- ◆ Bobbi Weaver is the new Editor of the SLA Environment and Resource Management Division newsletter.
- ◆ Mary Wickline accepted a position as Instruction & Outreach Librarian for Nurses and Allied Health at the UCSD Medical Center Library.

Please email your professional announcements for publication to mawickline@ucsd.edu.



Keeping Up With Meetings

LEARNING FROM SNOOPY'S TAXONOMIST

by Beth Autin

I attended SLA's Annual Meeting last June, ending a years-long lapse in attendance. The experience left me wondering what kept me away so long!? The presentations and workshops were highly relevant, the topics timely, and I really enjoyed meeting and reconnecting with fellow information professionals. The time and expense involved more than paid off. One of many highlights was a workshop in Taxonomy Design.

The instructor was Katherine Bertolucci, a taxonomist and information management consultant with Isis Information Services in Phoenix, Arizona. Clients, in her thirty-year career, range from Fortune 500 companies to poetry collections. Snoopy is Katherine's most prominent client, in affiliation with Determined Productions, the primary licensee for Charles Schulz.

Did you know that forty percent of corporate users cannot find the information they need on their own intranets?¹ Technical skills are not in short supply in most companies but skills in organizing information are often lacking. I wonder who could help organize information and understand information needs, while keeping service to clients first and foremost. Sounds like a job for a librarian! But first we had to learn different types of taxonomies, hierarchies, definitions and guidelines, including do not hide information even if it requires you break some rules.

Finally we put what we learned into action with a card-sorting exercise. We split off into groups and all received the same plant, garden and botanical books to categorize. However, we each had a very different group of customers, including a garden club, travel agency, art students and botanists. It was hard to get started, but it was even harder to stop! And we had a lot of fun coming back together at the end and sharing our draft taxonomies. We were able to uncover patterns, ways to lead people to information, and even create taxonomies. We also had a lot of fun and learned a lot from each other.

1. Susan Feldman, "The High Cost of Not Finding Information," KM World, March 2004.



Association News

AN EVENING WITH SLA PRESIDENT REBECCA VARGHA TUESDAY, OCTOBER 17, 2006

presented by the Southern California Chapter of the Special Libraries Association

Taix French Restaurant, 1911 Sunset Boulevard,
Los Angeles, CA 90026 - (213) 484-1265 - <http://taixfrench.com/>

6:00 - 6:30 p.m. Registration / Networking
6:30 ñ 7:45 p.m. Dinner
7:45 - 8:30 p.m. Program

Dinner entrees include a garden salad, soup du jour, fresh vegetable, rice or potato, sherbet, and coffee or tea. A cash bar will be available. Valet parking is available for \$2.50. To register with a check, please complete the form below. An option to register using a credit card via PayPal should be available soon at <http://units.sla.org/chapter/csca/>

Rebecca's biography is available at
www.sla.org/content/SLA/governance/bodsection/presbio.cfm

++++
Please choose an entree (vegetarian meals on request):

___ Pot Roast of Beef ___ Roast Chicken

_____ \$28.00 (SLA Members) OR ___ \$50.00
(for two SLA members registering on the same form)

_____ \$35.00 (Non-members) _____ \$18.00 (Students, Retirees, & those between jobs)

\$_____ Optional donation to the Karen Sternheim Scholarship Fund

\$_____ Total enclosed

Name(s): _____

Employer(s): _____

E-addr(es): _____

Please send the form and check(s) to:
David Cappoli
ATTN: R. Vargha Dinner
11253 Patom Drive
Culver City, CA90230-5336

Association News

SPECIAL LIBRARIES ASSOCIATION SCHOLARSHIPS

Application deadline October 31, 2006

SLA's scholarship program consists of awards for graduate study leading to a Master's Degree, graduate study leading to a Ph.D., and for post-M.L.S. study. Each year, SLA awards \$30,000 to at least five students who have demonstrated their ability and desire to contribute to the Special Librarian field.

More information is available at www.sla.org/content/learn/scholarship/index.cfm.

CALL FOR PAPERS -- SLA 2007 - DENVER, CO

SLA is accepting papers for presentation at its Annual Conference June 3-6, 2007 in Denver and for publication on its web site. The papers will not be formally peer reviewed. Instead, a panel of SLA members will evaluate abstracts of the papers. Authors whose abstracts are accepted will be asked to present the paper.

Topics of the papers should be related to library science, information management, research or other issues related to the work of special libraries. Abstracts will be judged on substance, potential member interest, and relevance to the conference theme (Climbing to New Heights) or to the SLA tag line (Connecting People and Information).

Authors need not be in academia, but the author (or at least one co-author) *must* be a member of SLA. Abstracts are due December 8, 2006 to Martha McPhail at mmcphail@rohan.sdsu.edu. Submission guidelines can be found at www.sla.org/content/Events/conference/ac2007/callforpapers/guidelines.cfm



Book Review

Louv, Richard. Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder. Chapel Hill, NC: Algonquin Books, 2006. [ISBN: 9781565125223]

by Bobbi Weaver

S*an Diego Union-Tribune* columnist Richard Louv details the importance of the relationship between nature and this country's children. While the preservation of nature is dependent upon future generations, children also stand to benefit from exposure to nature. Louv asserts that this exposure, however, is becoming increasingly rare due to various legal and societal factors.

Throughout the book, Louv recalls his childhood experiences with nature, and ponders why so much of nature seems to be absent in the lives of today's children. He discusses factors—such as fear of strangers and the wilderness, legal restrictions and homeowners' covenants on the use of land, homeowners' fear of liability for personal injury, and the increase of sprawl—as contributors to this disconnection between children and nature, what he terms as “nature-deficit disorder.”

Louv interviewed various educational researchers on the benefits of exposure to natural environments on the development of children. Research has shown benefits to children's behavioral health, as well as to academic performance. Louv contends, however, that more research on this connection needs to be pursued. One interviewer noted the lack of funding for such research, due to the lack of economic incentive: “If kids are out there riding their bikes or walking, they're not burning fossil fuel, they're nobody's captive audience; they're not making money for anyone . . . Follow the money.” [p. 33, quoting James Sallis, Program Director of the Active Living Research Program for the Robert Wood Johnson Foundation.]

Louv argues that much of the disconnection between children and nature is the fear instilled by parents, often referred to as “stranger-danger.” He interviews parents who have developed ways to allow their children to enjoy nature safely. He explains that rather than teaching hypervigilance, parents should instill lessons of hyperawareness. With hyperawareness, he contends, children remain aware of their surroundings and know how to react. This awareness helps children deal with the challenges and potential dangers of nature and the wilderness.

The book includes a comprehensive index, and several notes regarding the interviews and research cited throughout the book. Louv also provides a “Suggested Reading” list for other resources on this topic.

Louv makes a strong argument for the increased inclusion of nature to the education of this country's children. His interviews of researchers, environmentalists, and parents lend understandable arguments to the need to reconnect children and nature.



Board Minutes

SLA-San Diego Chapter Executive Board/Committee Member Meeting

Friday, August 4, 2006 – 8:30 a.m. – 10:30 a.m.

Dr. William C. Herrick
Community Health Care Library
La Mesa, CA

Present:

Kim Abbey, President	Kathy Quinn, Secretary
Linda Counts, President-elect	Barbara Busch, Calendar/ Government Relations
Mike Perkins, Acting Past- President	Mary Wickline, Bulletin Co-Editor
Ann Turhollow, Treasurer	Elizabeth Grossman, Hospi- tality
Susan Shepherd, Director	Beth Autin, Membership
Kim Lomeli, Archives	

The meeting was called to order at 8:32 a.m.

Announcements

Everyone introduced themselves to the new co-editor of the Bulletin.

Officers' Reports

President (Kim Abbey)

Kim turned in the chapter's Annual Report on time.

President-elect (Linda Counts)

Linda reported on the upcoming programs. The next meeting will be on September 8 on "Google – Behind the Homepage" and will include a tour of the Morrison Foerster library and a no-host dinner at a nearby restaurant.

The meeting originally planned for September on the topic of Surveys will now be held on November 3. Three chapter members will be the speakers.

The November 3 meeting will include the annual chapter business meeting.

The Holiday Party will be held at Kim Abbey's house at a date to be determined.

Kim recognized Linda for the great job she has done this year with the programs.

Acting Past President (Mike Perkins)

Mike is working on nominations for the Fall elections. He will submit an article for the upcoming Bulletin in addition to sending an email to the listserv. The open positions are President-elect, Treasurer, and two Directors. The slate of nominees will be announced at the Fall Seminar, and elections will take place at the annual Business Meeting on November 3.

Secretary (Kathy Quinn)

Linda moved that the minutes from the last chapter Board meeting (April 28, 2006) be approved, Anne seconded, and all approved.

Treasurer (Anne Turhollow)

Anne distributed the Balance Sheet and Cash Flow Report. From January 1 – August 4, 2006, the chapter had \$1,917.13 in income and \$434.87 in expenses for a balance of \$1,482.26. Income includes the chapter's annual dues allotment of \$1,344.00. Total assets in the chapter's accounts are \$12,208.63.

The chapter's mid-year financial report was submitted on time and accepted by SLA headquarters.

Anne will bring to the next meeting a list of the income and expense categories. The chapter does not have a budget, but the categories will give the Board a sense of what the income and expenses have been. Anne noted that the chapter has not touched its reserve or pooled fund accounts in several years.

Directors (Susan Shepherd)

Susan handed out a summary of the information for the Fall Seminar. The keynote speaker will be Cindy Hill, Manager of the SunLibrary at Sun Microsystems and Past President of SLA (2003-04). Susan reported that she has received several replies from the email "call for presenters" sent out earlier in the week.

It was decided to charge vendors \$500 to "sponsor" breakfast, lunch, or the breaks and \$250 to be an exhibitor. There was a discussion of vendors to solicit. Susan asked that anyone who suggested additional names please email Penny Coppernoll-Blach with the contact information.

The Southern California Chapter approached Susan and Penny about co-sponsoring the seminar. It was decided not to do that since the majority of the work has been done at this point.

Board Minutes

Linda moved that the Board approve payment of a deposit to the caterer up to \$1,000. Mike seconded the motion, and all approved.

Committee Reports

Archives (Kim Lomeli)

Kim reported that she has completed reorganizing and standardizing the archives according to SLA guidelines. She spent about 40 hours on this project and created an Excel spreadsheet to facilitate finding materials in the future. She handed out a list of the folder names. There are now 13 archival-size boxes. There are about 30-40 photos without any identifying information. There was a discussion of ideas to have chapter members look at the photos including writing an article for the Bulletin and posting the photos on the chapter website. There was no specific information on the SLA website about digitizing chapter archives, so Kim will contact the SLA archivist to discuss that.

Bulletin (Mary Wickline)

Mary Wickline and Michelle Ohnstad are the new co-editors of the Bulletin. The deadline for submissions for the next Bulletin is early next week.

Old Business

The discussion about reimbursement for the President and/or President-Elect for travel and conference expenses continued. Anne provided a compilation of comments from the Treasurers' Community of Practice. Reimbursement varies among the chapters and divisions, so there is no set procedure. It seems to vary depending on the size and budget of the chapter or division. Some reimburse for one officer, others for two.

Kim A. moved that the Chapter reimburse Linda for the \$700 in expenses that her company did not cover for her attendance at the Annual Conference. Mike seconded, and all approved.

Mike moved that the Chapter will reimburse up to an annual total of \$1,000 each for the President and President-elect for the Annual Conference and/or Leadership Summit. The reimbursement will cover expenses over and above those not reimbursed by the officer's employer. Susan seconded, and all approved.

Kim A. mentioned that it is time to announce the annual

student scholarship to the student listserv. She has not received a response to her emails/phone calls from the current Student Liaison, therefore Beth Autin volunteered to take over the duties. It was also mentioned that the scholarship is limited to residents of San Diego County.

The chapter Governing Document is standard to all chapters but needs to be signed by the Bylaws Committee of SLA. Kathy will find out who that is in SLA. Beth Autin will find the official description of our chapter boundaries. The document then needs to be presented to the membership for voting at the annual Business Meeting in November.

Kathy handed out the relevant section of the chapter Recommended Practices to the board members in attendance at the meeting. Everyone should review their section and bring any recommended changes to the next meeting.

Kathy prepared a document of "Decisions Reached" by the board in the past two years. It was recommended that this be done by the secretary at the end of each year, so that decisions are readily available to current and future board members.

New Business

No new business at this time.

Board Meeting Dates

The next Board meeting is scheduled for Friday, October 27, at 8:30 a.m.

The meeting adjourned at 10:04 a.m.

Respectfully submitted,
Kathy Quinn
Secretary
August 7, 2006

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	quinn.kathy@yahoo.com
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	Mary Wickline	619-584-8083	mawickline@ucsd.edu
Bulletin Co-Editor	Michelle Ohnstad	760-295-5355	michelle.ohnstad@gmail.com
Calendar/Govt.Rels.	Barbara Busch	619-553-4890	bbusch@spawar.navy.mil
Employment	SuHui Ho	858-822-4148	SuHui@ucsd.edu
Student Liaison	Shane Leff		sleff@san.rr.com
Membership	Beth Autin	858-410-8890	BethA@gen-probe.com
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

Calendar

FALL 2006 CALENDAR

LOCAL/REGIONAL MEETINGS

October 27, 2006 (Fri) 8:30 a.m.

SLA-SD Board & Committees Meeting

Herrick Library
La Mesa, CA

November 3, 2006 (Fri) 3:00

Library Surveys

SLA-SD Chapter hosted at Gen-Probe
10210 Genetic Center Dr., San Diego, CA 92121

December 2006

SLA-SD Chapter Annual Holiday Get Together

hosted by Kim Abbey 3028 Whittier Street, San Diego, CA 92106

OUT OF TOWN MEETINGS

October 11 – 16, 2006

Joint Conference of Librarians of Color

“Gathering at the Waters: Embracing Our Spirits, Telling Our Stories”

www.ala.org/ala/olos/jointconferenceoflibrariansofcolor/jclc2006.htm

Adams Mark Hotel
Dallas, TX

October 22 - 25, 2006

Annual Conference of the Association for Information Management Professionals

ARMA International

“The Business of Managing Records and Information”

www.arma.org/conference/2006/index.cfm

Henry B. Gonzalez Convention Center
San Antonio, TX

October 23 - 25, 2006

Internet Librarian 2006

Sponsored by Information Today, Inc.

www.infotoday.com/il2006/

Monterey Conference Center, Monterey, CA

Calendar

November 3 - 9, 2006

Annual Meeting of the [American Society for Information Science & Technology](#)
“Information Realities: Shaping the Digital Future for All”
www.asis.org/Conferences/AM06/am06call.html
Austin , TX

November 10 - 13, 2006

Annual Conference California Library Association (CLA)
www.cla-net.org/events/confexhibition.php
Sacramento, CA

2007

January 15 - 18, 2007

Annual Conference of the [Association for Library & Information Science Education](#) (ALISE)
“Habits of Mind and Practice: Preparing Reflective Professionals”
www.alise.org/conferences/
Seattle, WA

January 19 - 24, 2007

Midwinter Meeting of the [American Library Association](#) (ALA)
www.ala.org/ala/eventsandconferencesb/midwinter/2007/home.htm
Seattle, WA

May 2 - 3, 2007

[Annual Member Conference](#) of the [Amigos Library Services, Inc.](#)
www.amigos.org/conferences/
Dallas, TX

June 3 – 6, 2007

SLA Annual Conference
www.sla.org/content/Events/index.cfm
Denver, CO

**To list an event in the calendar, please contact Barbara Busch at bbusch@spawar.navy.mil.
For updates check the Chapter website at www.sla.org/chapter/csnd/meetings.html.**