

# SLA San Diego Bulletin

Winter 2007  
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<http://www.sla.org/chapter/csnd/>

## From the Desk of the President:

**W**ell, I welcomed in the New Year with the flu. It can only get better from there! I hope you all are enjoying a healthy and happy new year. I now look forward to an exciting year for SLA here in San Diego. Our new board has been installed, and I am very pleased with the members and look forward to working with everyone—particularly the new faces. We have several new members on our board, so please read their brief bios here in the newsletter.

One of the advantages of being President is the opportunity to work with a variety of members, and I say the more the merrier. I would like to extend an invitation to all members to get more involved in our chapter this year. Of course you attend our regular meetings, but you may also attend the board meetings. Actually, board meetings have always been open to everyone, but we rarely send notification to the chapter. I will send notices out two weeks prior to the board meetings. I hope you will be able join us in our upcoming meetings.

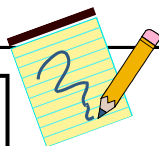
I would like others to attend the board meetings in an effort to foster interest and involvement in our activities. I hope you will find a project you might be interested in or assist with a program that we are planning. Perhaps you have an idea for an upcoming meeting or would like to speak and share some of your experiences. You might want to assist our President-elect, Kathy Quinn, in planning a meeting to see what that involves. Our Fall Seminar is always a big project that could use more hands, heads, and hearts. If you have ever considered whether you might want to get more involved, this would be an easy way to test the waters. Getting involved in the chapter business doesn't take any more skills than you already possess, and you will find it very beneficial. I have been in this chapter for twenty years and have developed leadership skills, made friends, and attended a heck of a lot of fun, informative meetings and conferences.

I'd love to hear from you.

*Linda Counts*  
*SLA-SD Chapter President*  
[Linda.Counts@sharp.com](mailto:Linda.Counts@sharp.com)



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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

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Summer	July 1st
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Winter	January 15th



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## Meet the New Board

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THE NEW BOARD. Left to right: Linda Counts, President; Kathy Quinn, President-elect; Amy Lisewski, Secretary; SuHui Ho, Treasurer; Elizabeth Grossman, Director (not present Carol Hyne, Director & Kim Abbey, Past President)

**Linda Counts, President**, is a San Diego native. She currently lives in Encinitas and works at Sharp Grossmont Hospital. She received her MLS from San Jose State University where she studied on campus. She has worked as a consultant throughout her career: in two manufacturing companies, a computer school, and now a hospital. She has always been involved in SLA and has held all the board positions with the exception of Secretary. Linda says she “can’t get enough of a good thing!”

**Kathy Quinn, President-elect**, received her MLS in 1992 from Dominican University in the Chicago area. She has worked in a variety of corporate settings, including consulting, accounting, and financial services firms, doing business research. She recently started another phase of librarianship as the Library Director of the William C. Herrick Community Health Care Library in La Mesa. Kathy has been involved in SLA since she was in library school, holding board positions in the Illinois and San Diego chapters.

**Kim Abbey, Past President**, works for Advantage Research Services performing Competitive Intelligence and market research. She received her MLS from San Jose State University.

**Amy Lisewski, Secretary**, has been the librarian for Diversa Corporation for the past 5 years. She just recently branched out on her own to start Essential Information Partners, an information consulting, management, and research company. Through her business, she continues to manage the Diversa information services while seeking new clients. She is also beginning an MBA this semester at USD.

**SuHui Ho, Treasurer**, is currently the Digital Services Librarian at the Science & Engineering Library of UCSD. Prior to that she worked at University of Michigan and Case Western Reserve University in various positions as web librarian, instruction technologist, and instruction librarian. She received her MLIS from Wayne State University and has been in the library profession for sixteen years. She began her service for SLA-SD as the Employment Chair and became the Treasurer this year. She says, “I had been looking for a local professional organization that I could contribute to since I moved to San Diego five years ago. The two positions helped me to observe the organization from the inside out. I found SLA-SD to be an organization full of energy and potential and would like to be involved more actively.”

**Elizabeth Grossman, Director**, received her MLS from the University of Maryland, College Park and has experience in academic, news, trade association, and corporate libraries. She is currently employed at Qualcomm, where she does research, marketing, outreach, collection development, intranet content development, and other projects. She accepted a position on the SLA-SD Board for the networking opportunities and to help plan compelling programs for fellow librarians in the greater San Diego area.

**Carol Hyne, Director**, received her MLS from UCLA and has since worked in a variety of libraries including Geology & Mining, Environmental Sciences, Business, and Law as well as some work with library consulting firms. She is currently with Qualcomm doing research and content development for their intranet and other projects. She is also webmaster for SANDALL.

### Advisory Board and Committee Chairs

**Daria DeCooman, Archivist**, has been employed by the publisher Elsevier since 2000. She holds the position of senior library communications manager. In the fall of 2006, she completed San Jose State University’s MLIS program. Daria appreciates history and enjoys records management, and thus looks forward to serving as archivist for SLA-SD.

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## Meet the New Board

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**Michelle Ohnstad, Bulletin Co-Editor**, is currently a stay-at-home parent to three kids under four. Prior to this career change (!), she worked as a high school librarian, first at Helix Charter High School, then at La Jolla Country Day School, where she currently consults and provides technical services on an as-needed basis. She expects to return to full-time employment in a school setting in the next two years. She volunteered to co-edit the SLA-SD Bulletin as a way to stay connected to the library world and to keep up her technical skills.

**Mary Wickline, Bulletin Co-Editor**, is the Instruction & Outreach Librarian to Nurses & Allied Health at the UCSD Medical Center Library. She received her MLIS from UCLA. She is new to librarianship—making a mid-life career change. She took the position as Co-Editor of our Bulletin because she enjoys the work, and it was a way to get involved in the profession and meet librarians in San Diego.

**Barbara Busch, Calendar/Government Relations**, has been the Library Director, Space and Naval Warfare Systems Center, San Diego for the past three years. She has been a librarian since 1962 – worked for San Diego County, San Diego State College, went to work at Naval Electronic Lab in 1967 and has worked sixteen federal library jobs in various capacities and geographic settings since. Barbara was a member of the first graduating class of the University of Pittsburgh School of Library and Information Science. She has held all of the executive board and advisory board jobs at various times and enjoyed every minute of it. She currently serves as the Government Relations & Calendar Chair. Her “aim in life is to continue to get people and their needed information together.”

**Adele Barsh, Employment**, is the Economics and Business Librarian at UC San Diego and a ten year member of SLA. She previously worked at Carnegie Mellon University Libraries for nine years. Her business librarianship expertise is in local and regional economic information sources, competitive intelligence techniques and business ethics resources. Adele’s other career experiences include free-lance indexing for a psychological database, public and medical librarianship, grantwriting, program planning and teaching. Adele has an MLS from the University of Pittsburgh School of Information Sciences, a BA in art history from Smith College, and is a member of Beta Phi Mu. Her current soap box issue is how the library professional associations can improve their connections to and mentoring of MLS distance education students, in order to benefit the students as they enter the profession, as well as keeping our associations professionally relevant as they meet the challenges of a changing world.

**Beth Autin, Membership**, is currently the librarian at a medical diagnostics company in the Sorrento Valley area of San Diego. She has been a special librarian for ten years now and says, “I honestly don’t know where the time has gone! I must be enjoying it.” Serving as Membership Chair gives her many opportunities to get to know her colleagues and learn more about their areas of interest.

**Amy Waterman, Public Relations**, is currently a Competitive Intelligence consultant and a stay-at-home parent. Prior to full-time parenting, she was a marketing manager for Qualcomm who spent much of her time analyzing research and briefing authoring analysts about the wireless industry. Her twenty-two years of research experience in corporate libraries has aided her in a transition to marketing and public relations. Prior to her last full-time position, she managed the research group within Qualcomm’s Corporate Library and led equity research support for American Express stock analysts.

**Vani Inampudi, Hospitality**, received her Bachelor's degree in Natural Sciences and her Master's in Library and Information Sciences in India. She started her career at the American Embassy Library in Chennai, India. Her work has also included Web Designer at Trinity Medical Center in IL, and she has worked as a Consultant at Parity Computing here in San Diego. Before joining UCSD, she volunteered at Cal-State University for 28 hrs a week. Presently she is with UCSD's Science and Engineering Library as a Reference, Instruction and Outreach Librarian. She is the current Web Editor for the SLA-Engineering division and serves as the Hospitality Chair for SLA-SD. In her spare time Vani enjoys gardening and oil painting.

**Ann Willard, Webmaster**, became a librarian because she loved libraries and books and liked working with people. After working in some capacity in libraries for thirty years, that is still true. She has worked in university, community college, and corporate libraries. While working at CP Kelco in 1996, she developed the first website in the company: an intranet site for the library. Currently, she serves as Webmaster for the San Diego Chapter and is a part-time reference librarian for various community colleges in San Diego County.



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## Program News

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### SURVEYS: SERIOUS MONKEY BUSINESS

*Danielle Bodrero Hoggan*

**A**t the November chapter meeting, we heard from Cynthia Shamel, principal consultant with Shamel Information Services, and Dolly Goulart, Qualcomm librarian from Boulder, Colorado.

Cynthia shared with us the lessons she has learned from her experience with surveys. She explained four survey principles:

- (1) **Purpose.** Remember why you are doing the survey, and keep the focus narrow.
- (2) **Length.** Tell people how long it will take to fill out the survey so they know what to expect.
- (3) **Target audience.** Think about who will be taking the survey and avoid jargon that they will not understand.
- (4) **Invite participation.** (Read: use bribes!)

When designing your survey, you want to keep it interesting. Humor is always welcome. It is also important that the questions have a logical flow. Make sure to include an introduction that describes how long the survey will take. The introduction is also a good place to motivate people to respond. You can do this by explaining how their responses will be used or what prize they might win. Another way to achieve buy-in is to send the survey out under the signature of a person of authority within the organization. Cynthia described four key qualities of a good survey question:

- (1) **A good question evokes the truth.** To do this, the question must be non-threatening. Making the survey anonymous helps responders feel comfortable about giving honest answers, so it is helpful if you do not require a name or other identifying information such as the respondent's department.
- (2) **A good question asks for answers in one dimension.** Simplify your questions and only ask for one piece of information at a time. For example, instead of asking a question about products and services, ask one question about products and another question about services.
- (3) **A good question accommodates all possible answers.** It's always good to provide "Other" as an option in a multiple-choice question. However, you don't want a lot of "Other" responses, as these are more difficult to analyze later. Include as many choices as you can so that you can decrease the number of "Other" responses. Also, always include a space for explanation when a respondent chooses "Other."
- (4) **A good question is not leading.** Don't start a question with wording such as, "Don't you agree that..." Such questions imply a desired answer and do not give objective results.

For a list of 12 qualities of a good question, see: [www.statpac.com/surveys/question-qualities.htm](http://www.statpac.com/surveys/question-qualities.htm)

Make your last question an open-ended one. This gives the respondents the opportunity to tell you something that you didn't ask about. Before sending out your survey, it is important to test it out. Try it out on a small group and have them look for spelling errors, ambiguity, or bad questions.

Cynthia gave us a demonstration of the free version of *SurveyMonkey*, a web-based survey tool. The free version lets you create a survey with a unique title and description and up to 10 questions. You can receive up

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## Program News

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to 100 responses. SurveyMonkey supports four question types:

- (1) Multiple choice: where one or multiple answers can be selected.
- (2) Matrix: where one or more answers can be selected from each row of a table.
- (3) Open-ended questions or essay questions.
- (4) Presentation: which allows you to include an image or text.

*SurveyMonkey* makes analyzing your results easy by automatically calculating results and displaying them in percentages, bar graphs, etc.

There is also a paid “professional” version of *SurveyMonkey* available for \$19.95/month or \$200/year that allows more customization than the free version. The professional version allows you unlimited questions and responses. It also offers the opportunity to include a logo, to make some questions required, and to allow automatic skipping of questions based on the answer to a previous question (called “skip logic”). The professional version also helps with analysis of the results by allowing results to be shared, downloaded, and filtered.

A couple of things to be aware of when using *SurveyMonkey*: it does not include a spell checker, so proofreading is important; and make it abundantly clear what your respondents are supposed to do at the end of the survey. It is not always obvious to everyone that you should click the “Done” button at the end of the survey...especially if you are surveying people unused to the software.

To learn more about Survey Monkey, go to [www.surveymonkey.com/](http://www.surveymonkey.com/) and click on “Guided Tutorials” or “Help Center.” The *SurveyMonkey* site even includes direct links to over 30 of their competitors, including *Zoomerang*, in case you want to compare a variety of survey programs.

Dolly Goulart from Qualcomm described her experiences using *Survey Builder* software developed internally by Qualcomm. She uses surveys for short-term needs, such as to collect feedback on training, service, and trials. She also uses it for more long-term purposes, like identifying trends and user satisfaction over time. The *Survey Builder* software has many of the same features as the professional version of *SurveyMonkey*, including skip logic, required answers, and cross-tabulation of results. It also allows respondents to logout and log back in to finish the survey. Reports are available in html, Excel, and Word format. The cross-tabulation feature allows you to segment results based on department or job function.

Every two years, the Qualcomm library sends an information-needs survey to all 13,000 of its employees around the world. The main goal of the survey is to determine if there are gaps in information that the library currently provides. It also gives Dolly a chance to see how the library ranks in comparison to Google, a colleague, or other information sources that employees may use. The survey is an important tool in determining whether resources are allocated to the areas of greatest need. Finally, by conducting a survey every two years, and keeping a core set of questions in each survey, Dolly is able to detect trends in the information landscape.

Before sending out a survey, Dolly tests it with a small group. She learned the hard way the you should also load-test the survey to make sure that the server won't crash if 200 employees try to login at the same time. To create buy-in, she recruits an executive sponsor and advertises the survey heavily. Dolly has found that two weeks is plenty of time to allow people to respond. After a survey, she shares highlights of the results on the

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## Program News

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company intranet.

In addition to the biannual survey, the library uses short surveys to collect feedback about training sessions. Ninety percent of training participants respond to the short survey. In an effort to keep it simple, the survey includes only four questions:

- (1) Which session did you attend?
- (2) Was the training useful to your job?
- (3) What percent of the information presented do you plan on using in your job?
- (4) How can we improve future sessions?

The survey is anonymous, takes less than five minutes, and is always sent to participants the same day the training is provided.

The training surveys help library staff to evaluate the effectiveness of training and identify areas for improvement. The “percent” question provides quantitative evidence that the training is worthwhile. The survey also provides ideas for future sessions.

Dolly summarized the lessons she has learned about surveys:

- Keep it short.
- Advertise via email as broadly as necessary, and send personal invitations to regular customers and department heads.
- Offer incentives (Read: “bribe shamelessly with Amazon gift certificates”)
- Identify a core set of questions to include in future surveys. This standardization will allow you to recognize trends over time.
- When analyzing results, look for trends and common responses.
- Share the results of the survey and the actions taken based on those results.
- Be prepared to act on the results. Do not include questions that you are not prepared to do something about.

Dolly concluded by reminding us that surveying is only one method to interact with our clients. We want to use surveys sparingly so that our coworkers do not see us as telemarketers. Fully evaluate your survey responses and use them to strengthen your offerings.

A big thank you to Cynthia and Dolly, and to Beth Kilpatrick and Gen-Probe for hosting the November meeting!



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## Chapter News

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# ANNOUNCEMENTS

**If you plan on attending the “Designing Unforgettable Training” professional development session and haven’t registered yet, you may need to pay via PayPal. Please see page 14 for details and contact information.**

### **A Warm Welcome to Our New and Returning Chapter Members!**

Carol Bodas; Salk Institute Library  
Natalie Bulick  
Edith Darling; State of Florida Librarian  
Saba Gebremeskel  
Matthew Goldberg; Infotrieve  
Mark Harryman; San Diego Public Library  
Amy Lisewski; Diversa  
Adriana Moran  
Britt Mueller  
Catherine Nary; Training Support Center  
Sally Weegar

**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 michelle.ohnstad@gmail.com Michelle Ohnstad

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

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## Chapter News

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### FOUR PROGRAMS IN 12 MONTHS . . . THAT'S DO-ABLE, ISN'T IT???

*Kathy Quinn, President-elect*

**O**ne of the big reasons I agreed to take on the position of president-elect is because Linda Counts, the previous president-elect, assured me she had a list of potential meeting topics. And she wasn't kidding!

As usual, there will be four chapter meetings this year. As soon as the details are finalized, we'll send an announcement to the listserv.

Competitive Intelligence (CI) will be our first program in March. CI is one of the fastest-growing segments of business research, involving monitoring a company's competitive environment to provide management with the information they need to make informed decisions. CI crosses all segments of a company's business, including product development, services, and marketing. Watch the listserv for details!

Firefox will be the topic for our second meeting in May. Firefox is an open-source browser that is customizable to your needs. Plan to come to this meeting to learn about features that you can use to create and distribute as add-ons (also called extensions) and skins (also called themes).

Our chapter president, Linda Counts, met with the Southern California chapter president, David Cappoli, at the recent Leadership Summit, and they are planning a joint program at the J. Paul Getty Museum, probably in April. We'll charter a bus and meet the SoCal chapter members at the museum. Stay tuned for more details through the listserv!

Other potential programs include:

- Demo of various local libraries' intranets.
- Presentation on the book industry from the publishers' side.
- Border libraries and/or international libraries.
- Program presented by San Jose State University library school students.
- Best practices and/or success stories.
- Local librarians in non-traditional settings.

As Linda discussed in her column, we're eager to involve more of our members in the chapter's activities. Working on one of the programs is a great way to dip your toes in the volunteer waters. Are you interested in one of the topics listed above? Do you have another topic you're knowledgeable about or interested in? You could help select the topic, identify speakers (or even be the speaker), and/or choose the location. I would love to have one or more volunteers help with the programs. It's a low-commitment way to see if you like being involved in your SLA chapter.

If you have other program ideas, please let me know. If your library or facility has meeting space for 20-30 people, please let me know that too. I'm looking for new locations for our meetings.

Please email me at [quinn.kathy@yahoo.com](mailto:quinn.kathy@yahoo.com).

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# Membership

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## CHAPTER MEMBER PROFILE: DARIA DECOOMAN

*Beth Autin, Membership Chair*

*Name?*

Daria DeCooman

*Current Position?*

Senior Library Communications Manager at Elsevier in San Diego.



Daria DeCooman

*What will you focus on this year?*

My focus this year is on achieving work/life balance. Having just (successfully!) completed San Jose State University's MLIS program while continuing to work full-time, and expanding my girth as well as my knowledge, I figure it's time to get back to basics. So in 2007, I aim to spend fewer hours sitting in front of computers and more hours walking and bird watching.

*Most memorable job or library experience?*

Working for publishers (for Harcourt starting in 2000, and for Elsevier since 2001) has proven to be the most terrific stretch of my working years. The information industry is a stimulating, energizing arena and I'm delighted to be part of it.

*How long have you been in the San Diego area?*

Since 2000, I've called San Diego home. This place is paradise, and I love it.

*What do you like to do when you're not working?*

Of course I like to read. But given that at heart I feel myself to be a librarian, that's hardly surprising. What else do I do? Well, I like to paint and do other kinds of art. Currently, I'm working on a series of paintings called "Banderas," inspired by early U.S. flags. And I'm planning a new project called "FoundHaus," a dollhouse created entirely from found or recycled items. The point of "FoundHaus" is that it's important to remember that we already have enough to satisfy and entertain us, and we don't need to acquire more to be happy.

## CHAPTER MEMBER ANNOUNCEMENTS

**A**s of January 8, 2007, Kim (Antrim) Bevis began a new position at IDA Center for Communications Research in La Jolla. She held the position of Librarian at the Salk Institute for Biological Studies for fourteen years. Maxine Moser who held the position at IDA CCR-LJ since its inception in 1989 is formally retiring. She has moved to Grass Valley, CA and may be reached by email at [moser.m@sbcglobal.net](mailto:moser.m@sbcglobal.net).

Kim's contact information effective immediately is  
IDA CCR-LJ Library  
4320 Westerra Court  
San Diego, CA 92121  
Phone: (858) 622-5432  
FAX: (858) 455-1327

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# Keeping Up With Meetings

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## HIGHLIGHTS FROM THE INTERNET LIBRARIAN CONFERENCE MONTEREY, CA

*Ann Williard*

The 10<sup>th</sup> Internet Librarian Conference held in Monterey, CA last October was the biggest ever, with 1250 attendees. J.A. Jance, the mystery writer, gave the opening keynote address. She was fantastic! Although the content of her talk did not have much to do with the Internet, it was highly entertaining and interesting and a good contrast with rest of the tech-speak at the conference. The theme of the conference was “Integrated Experiences: Compelling Content Combinations”. Some of the ‘buzz’ words heard at this conference included: Web 2.0; mash-ups; podcasting; social search; blogs; RSS feeds; federated search; social computing; visualization – and I only attended a portion of the sessions held over 3 days!

Ok, I know you want to know the definition of a “mash-up”. Darlene Fichter, University of Saskatchewan Library, enlightened me during her session, “What is a mash-up and why would I want one?” Originally a music term used when mixing musical tracks, a mash-up (or mashup) is also used to describe a website or web application that uses content from one or more sources to create a new service. The various “blocks” or “pieces” of loosely joined content are often from a variety of media types, such as web cams, videos, etc. Forty-six percent of the 1105 mash-ups which existed on October 24, 2006 were maps. For an example of a mash-up go to: [www.mapbuilder.net](http://www.mapbuilder.net)

Search tips are always given at the Internet Librarian Conference. Mary Ellen Bates’ annual talk is called “30 Search Tips in 45 minutes.” A search tip given by several conference speakers this year is the suggestion to use more than one search engine when you search. Google is still wonderful and a great place to start your Internet search, but also try some of these other ones: [www.ask.com](http://www.ask.com) (part of IAC); [www.live.com](http://www.live.com) (new homegrown MSN search engine); [www.yahoo.com](http://www.yahoo.com) (esp. the Finance section); [www.clusty.com](http://www.clusty.com); [www.exolead.com](http://www.exolead.com); and [www.northernlight.com](http://www.northernlight.com) (revamped to specialize in business content). For comparisons of various search engines go to Chris Sherman’s site [www.SearchEngineWatch.com](http://www.SearchEngineWatch.com) or see [www.SearchEngineShowdown.com/features](http://www.SearchEngineShowdown.com/features) from Greg Notess.

So let’s conclude with a couple of fun websites I learned about at the conference. To see what your house (or your neighbor’s house) is worth, go to [www.zillow.com](http://www.zillow.com) for real estate estimates. Want to visually see the relationships between famous people such as musical artists? Go to [www.liveplasma.com](http://www.liveplasma.com). Finally, if you want to avoid ever getting a bad seat on an airline (at least on the major airlines), go to [www.seatguru.com](http://www.seatguru.com), which tells you the real scoop on the best and worst seats on particular planes.

Obviously I cannot give you details about all of the sessions at the conference, but I do have ten pages of notes that I am happy to share with anyone who asks for them (email me at [amwillard@yahoo.com](mailto:amwillard@yahoo.com) and I’ll mail them to you). Patricia Morrison ([pat.morrison@gcccd.edu](mailto:pat.morrison@gcccd.edu)), Electronics Librarian at Grossmont College, attended some of the sessions which I did not attend, so she is an additional resource. Information can also be had at the conference website [www.infotoday.com/il2006/](http://www.infotoday.com/il2006/), and check out the *Information Today* blog [www.infotodayblog.com/](http://www.infotodayblog.com/) which contains chat about the conference.

See you in cyberspace!

Ann Willard

Reference Librarian; Freeway flyer; and SLA-SD Webmaster

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## Keeping Up With Meetings

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### ARE SCI-TECH LIBRARIES READY FOR RFID, AND IS RFID READY FOR SCI-TECH LIBRARIES?

*Vani Inampudi*

**P**resenters for this session were Max Anderson, Educational Services Librarian from SOLINET and Oleg Boyarsky, President/CEO of Library Automation Technologies. There were 45 people in the audience, most of them corporate and academic librarians, and a couple of RFID technology vendors.

The presenters gave a good overview of Radio Frequency Identification (RFID), however, they did not specifically address the application of RFID in Sci-Tech libraries as denoted in the title but rather to libraries in general. It was still a wonderful session for understanding the whole concept.

Max Anderson began by giving a good overview of RFID: how it works, who is using it, advantages, disadvantages, costs involved, and privacy issues. RFID has been a much discussed concept, and there is an evolving debate as to whether this new technology is ready to be implemented widely in libraries.

RFID uses radio frequency combined with microchip technology. A microchip transfers data back and forth from a database using radio waves from the tag attached to the item. The tag could communicate with a circulation system when an item is checked out. There are different frequencies and different types of tags available and hence the cost varies.

Libraries need to know how to incorporate the various components of RFID for their specific applications. Major components would typically include a conversion station, tags or transponders, readers, and a server or docking station. Though there are no specific standards finalized so far, ISO has some standards for tags - ISO 15693 and ISO 18000 - that are still in development.

The technology is presently being used by Wal-Mart to track the flow of items. At the Boston Marathon, an RFID is attached to the shoelace to get a better reading of the athlete's location and their running speed. RFIDs are also used at airports for baggage tracking, at LEGOLAND for parents to keep track of their children, at the Vatican to secure long-preserved items and finally, in libraries for similar reasons. Presently, RFIDs are more widely used in public than in academic libraries.

The advantages of using RFID in libraries would be for theft control, reducing injuries for the staff, self check-out, increased patron privacy, high reliability, and for quick charging and discharging of items. The disadvantages would be the high cost involved, periodic replacement of the exposed tags, privacy and standard issues, limited theft control, and exit sensor problems for media items. Anderson recommends keeping the barcodes along with the tags, as this technology is still in a fluid state.

Oleg Boyarsky presented on the reliability and future trends for RFID and how these apply to libraries. This technology needs a better design related to the susceptibility of the tags. Tags, which now cost \$.50 to \$1.50 each, must get cheaper in order for consideration by libraries. Oleg pointed out that a read-only tag, which will evolve around 2008, will cost \$.10.

Privacy is one major problem for the use of the RFID. Unless this issue is addressed, it will be unused for corporate and public applications. "Kill" tags and "RSA blocker tags" have been implemented to deactivate the microchip, but do not fully resolve the privacy issues. The reality today is RFID costs are still very high, and most libraries are not yet prepared for the technology.



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# Keeping Up With Meetings

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## LEADERSHIP SUMMIT 2007- RENO, NEVADA

*Linda Counts*

I've been to several midwinter meetings, and I must say this was the most productive and enjoyable. No, it really wasn't due to the fact that it was in Reno. I'm not much of a gambler, but I did try the slots (lost \$5). The content of the meeting was noteworthy and the speakers were excellent.

Chip Heath is a professor at Stanford. He wrote a book with his brother Dan entitled *Made to Stick: Why Some Ideas Survive and Others Die*. It attempts to clarify how we can communicate an idea effectively. His concepts can be used whether you are a parent, CEO, or a business trying to bring a new product to market.

Ken Haycock is the current Director of the School of Library and Information Science, SJSU. In his talk entitled, "Leadership and You: Tackling the Dragon," he talked about the image of the librarian and what qualities you need to be successful. I particularly like his idea that librarians have to get over their self-image problem. It reminded me of Rodney Dangerfield.

Donna Scheeder, former president, gave a presentation on running effective meetings— whether they are in the workplace or your own personal volunteer efforts. We had a person tell us about the work of the World Computer Exchange Project which recycles computers to third world countries. Betty Jo Hibberd presented ideas on composing an effective elevator speech. This is a one-minute library promotion speech, which we should have on the tip of our tongue whenever we run into the CEO or other influential person in the elevator.

We were made aware of some issues currently being handled by the Board and SLA headquarters. They are in the process of purchasing AMS:Euclid a new membership database software. The software will make meeting registration, payment, and membership lists a lot easier. The Board is also pursuing a new initiative to look at the librarian's role in the future. This sounded good, however, they were a little hesitant to give a dollar amount for this study, which could run into six or seven figures. This met with some resistance. I'm not sure it was enough to dissuade the Board's determination to hire a research firm. We should all keep our eye on this one.

I was able to follow up on a couple of issues that directly affect the San Diego chapter. Before I went to Reno, I received a call from the now Past President of the Arizona chapter. Their chapter is small and geographically dispersed, and they are struggling to get a Board and have meetings. They are asking to join the San Diego chapter or the Los Angeles chapter. Unfortunately, there was no one in Reno from Arizona for me to get anymore details. I have no idea at this point as to how this merger would work. I did talk to the President-Elect from L.A., and he is just as puzzled. Ann Caputo from headquarters did say that a merger is not mandated by them. So at this point, I am waiting to hear from Arizona, but I believe if there is a merger, we could design it ourselves. Headquarters doesn't have any model at this point.

In talking with Dave Cappoli, Los Angeles Pres-Elect, we decided to plan a joint meeting. The Library Director from the Getty Museum was with us at the time, and he volunteered to have the meeting there. This is still in the very early planning stages but I'm sure it would be a great meeting. I'll try to keep you informed on all these matters.



# Professional Development Opportunities



The Southern California Chapter  
of the Special Libraries Association presents

Designing Unforgettable Training  
with  
*Lori Flinn, Professional Development Coordinator, RBF Consulting*

Wednesday, February 21, 2007

Designing Unforgettable Training teaches new and experienced trainers how to design training sessions for effective learning. A four-step process will be used that was created from recent brain research on the way one takes in information. This research has been adapted to the classroom to enable us to teach in a way that students can best learn and retain the information for life.



*Lori Flinn has organized and facilitated training at a community college for several years and now fulfills that role at an engineering design firm. Her unique position has given her the opportunity to experience training designed to improve the pedagogy of college instructors. Seeing its value in a variety of applications, she has transferred this information and simplified it for use in designing dynamic workshops and seminars.*

Old Spaghetti Factory,\* 2110 Newport Bl., Newport Beach 92663  
(949) 675-8654 - <http://www.osf.com/>

6:30 – 7:00 p.m. – Registration / Networking | 7:00 – 7:45 p.m. – Dinner | 7:45 – 9:00 p.m. – Program

Dinner entrées include a salad with creamy pesto dressing, freshly baked sourdough bread, spumoni, and tea, coffee or soda. A cash bar is available in the restaurant. Free parking. \*NOTE: The dining room is accessible only via stairs.

Register with a check below or via PayPal at <http://units.sla.org/chapter/csca/>

Please choose an entrée:  Spaghetti & Meatballs  Spinach & Cheese Ravioli  Lasagna

\_\_\_\_\_ \$20.00 (SLA Members)

\_\_\_\_\_ \$25.00 (Non-members)

\_\_\_\_\_ \$16.00 (Students, Retirees, and those between jobs)

Checks made payable to SLA-SCC

Name: \_\_\_\_\_

Employer: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Please send the form and check to: David Cappoli, ATTN: Training Program, 11253 Patom Drive, Culver City, CA 90230-5336 | [dcappoli@ucla.edu](mailto:dcappoli@ucla.edu) | (310) 794-5350  
Registration deadline is Thursday, February, 15, 2007.

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## Association News

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### SLA ANNUAL CONFERENCE IN THE WEST - DENVER, CO

*Martha McPhail*

*(San Diego State University Library; San Diego Chapter President, 1996/97)*

*2007 Denver Conference Planning Committee*

It is not often that SLA holds its annual conference in the Western states, although we will have two in a row with Denver in June 2007 and Seattle in July 2008. San Diego Chapter members will attend both these conferences in greater numbers than usual due to less hours of travel time, little or no jet lag, and lower airfare costs.

Start making your travel plans now and join other chapter members in Denver who have been working on planning the annual conference. I myself have been working for the past year and a half, serving on the Denver Conference Planning Committee. This is co-chaired by our Chapter Past-President, Ty Webb, now in the Rocky Mountain Chapter (she just finished serving as their President also). We have worked with SLA Headquarters, Division planners, and many others to create an exciting, educational, distinctive conference. I am pleased to say I pushed hard for both keynote speakers, Scott Adams, the *Dilbert* cartoonist, and Al Gore, who should have been President right now, but that's another story. Gore's interest in global warming and environmental issues makes him the perfect person to speak to us in Denver, where our conference theme is "Climbing to New Heights"

As Chair of the Contributed Papers sessions, with Mike Perkins (another Past-President of our Chapter), we evaluated the 54 proposals we received on wide-ranging topics. We selected 13 excellent papers, which will be presented each afternoon of the conference. Mike and I will each moderate a session. Often these sessions are overlooked due to so many Division programs offered at the same time. I encourage you to look at the list of titles to see if the research presented may be relevant and interesting to you. We'd really like to have a good attendance. And it's a great way to hear about practical ideas in using technology, administering your library, and providing unique customer service.

San Diego Chapter members this year will join with chapters beyond California for a West Coast Chapters Reception on Monday, June 4, from 6:30-8:30 p.m.

Some San Diego Chapter members serve as officers or committee chairs in their various Divisions. Bobbi Weaver, another Past-President of our Chapter, is active in the Environment and Resource Management Division, I remain active as a Past-Chair of Museums, Arts, and Humanities Division, and there are many others of you serving. Come meet the San Diego Chapter members who are already involved, and think about where you might best contribute!

All the Denver Conference planners are hopeful our members, presenters, exhibitors, and guests have a wonderful, educational week of professional development and fun! Please reserve the days of June 3-6, 2007, and come join us in Denver!



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## Book Review

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*EDITOR'S NOTE: Our theme for the book review column this year is Working Knowledge: Tools You Can Use, and we welcome submissions from the general membership. If you've read an interesting book lately that might be a useful professional development resource for your colleagues, please share it with us! Email book reviews related to librarianship to [mawickline@ucsd.edu](mailto:mawickline@ucsd.edu)*

Heath, Chip & Dan. Made to Stick: Why Some Ideas Survive and Others Die.  
New York: Random House, 2007 [ISBN 97814000-64281]

**S** U C C E S. No, that's not a misspelling or a typographical error; it's an acronym for remembering common elements of ideas that stick—things we remember whether we're trying to or not. Urban myths can sometimes be more memorable than important facts. But by using these six keys to communication, you can have success in promoting your services, your library, your classes, or whatever it is that you want to get across to your users, your boss, or your employees.

Chip Heath, Professor of Organizational Behavior at Stanford's Graduate School of Business, was the opening keynote speaker at the SLA Leadership Summit this year. He taught a class at Stanford that examined why some messages seem to naturally stick and how managers, public-policy analysts, journalists, and others might improve the memorability of their own messages. He teamed up with his brother to write this book. Dan Heath is a former researcher at the Harvard Business School who left to start his own educational technology publishing company, Thinkwell. Dan's interest was in "the best ways to teach subjects like economics, biology, calculus, and physics." Whether the venue is promotion or teaching, together they simply wanted to figure out how the most effective ideas are constructed and communicated.

They've done the research and made it easy for the rest of us. There is work involved, but at least now you have a template for things to remember when you're planning a pitch to the head of your organization. Your success is largely dependent on the degree to which you can include these elements. Simple: strip your idea to its core; say one thing. Unexpected: include an element of surprise and engage your audience's curiosity. Concrete: visual memory is often stronger than conceptual (word-based) memory, so become a camera—create an image that everyone can understand. Credible: not just the expert, celebrity, or Stanford and Harvard kind... Remember that anti-smoking commercial with a woman smoking through her tracheotomy, or the Native American with a single tear rolling down his cheek over litter? We don't know their names, but we believe them and remember their messages. The authors give great examples of anonymous "anti-authorities" who bring things down to a believable, human scale. Emotion: humans are hard-wired to care about individuals and not abstract concepts or statistics. Find the most effective emotion for your message; it might be fear, resentment, or surprise instead of empathy. Story: stories create a rich context and personalize a memorable message. If you can include all of these six elements you win another 's' and success in making your idea stick.

There's a lot more to it than what is outlined here. If you believe your communication skills in the work world could be improved, this book is highly recommended for you.



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## Board Minutes

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### SLA-San Diego Chapter Executive Board/Committee Member Meeting

Friday, October 27, 2006 – 8:30 a.m. – 10:30 a.m.

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

#### Present:

Kim Abbey, President	Mary Wickline, Bulletin Co-Editor
Linda Counts, President-elect	Barbara Busch, Calendar/ Government Relations
Penny Coppernoll-Blach, Director	SuHui Ho, Employment
Susan Shepherd, Director	Elizabeth Grossman, Hospi- tality
Kathy Quinn, Secretary	Beth Autin, Membership

The meeting was called to order at 8:30 a.m.

#### Announcements

No announcements.

#### Officers' Reports

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

Kim said that this is her last meeting as president. She received the student essays for the scholarship.

She will email them to the Executive Board for an email vote. The winner will be announced at next week's chapter meeting.

Kudos to Penny and Susan on the great job they did on the Fall Seminar.

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

The next meeting will be on November 3 at Gen-Probe on the topic of Surveys.

The Holiday Party will be held at Kim Abbey's house on Friday, December 8.

The open Board positions for next year have been filled and will be announced at next week's meeting.

One Advisory Board position, Archivist, still needs to

be filled.

Linda plans to get more people involved in the Chapter next year.

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

Minutes from the last chapter Board meeting (August 4, 2006) were approved by an email vote.

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

Penny and Susan provided a summary of the Fall Seminar including an estimate of the income and expenses as well as a hand-out with the seminar survey results. The overall feedback was very positive. They contacted 25 vendors, but only two exhibited.

Comments and suggestions for next year include contacting vendors earlier for budgeting purposes; SANDALL wants to do a joint meeting with us (not necessarily the Fall Seminar); discuss and decide whether to have a raffle and gift cards; introduce the chapter officers; end the seminar earlier, around 3:00 p.m.

Penny acknowledged Terry Vogel for her outstanding help.

#### Committee Reports

##### *Bulletin* (Mary Wickline)

Mary will put an announcement in the next Bulletin to call for reviewers of library-related books, articles, etc.

Mary and Michelle would like to update the logo on the Bulletin. They will send an announcement to the listserv asking for submissions.

##### *Employment* (SuHui Ho)

San Jose State University now requires a one-time payment of \$25 to post jobs on the school job list. The job list is for the whole school; different departments/schools cannot have their own job lists. There is no category for librarian or information professional.

##### *Membership* (Beth Autin)

Beth set out SLA brochures on the registration table at

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## Board Minutes

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the Fall Seminar, and quite a few were taken. She will contact SJSU about posting an announcement of the chapter listserv and SLA's student membership rate.

### **Old Business**

Kathy Quinn still needs to find out who in SLA will sign the chapter's Governing Document, and Beth Autin needs to find the official description of our chapter boundaries. The document then needs to be presented to the membership for voting at the next annual chapter business meeting.

### **New Business**

Linda Counts will contact the outgoing and incoming Board members about a transition meeting.

### **Board Meeting Dates**

The next Board meeting is scheduled for Friday, February 2, 2007, at 8:30 a.m. at Cubic Corporation.

The meeting adjourned at 9:23 a.m.

*Respectfully submitted,  
Kathy Quinn  
Secretary  
January 4, 2007*

## Board & Advisory Council Members

<b>Executive Board (Voting Members)</b>			
<b>Position</b>	<b>Name</b>	<b>Phone</b>	<b>Email</b>
President	Linda Counts	619-740-4152	Linda.Counts@sharp.com
President-elect	Kathy Quinn	619-861-4033	Quinn.Kathy@yahoo.com
Past President	Kim Abbey	619-804-3717	Kim.Abbey@cox.net
Secretary	Amy Lisewski	619-243-4533	alisewski@gmail.com
Treasurer	SuHui Ho	858-822-4148	SuHui@ucsd.edu
Director	Elizabeth Grossman	858-651-4341	egrossma@qualcomm.com
Director	Carol Hyne	858-651-3911	chyne@qualcomm.com
<b>Advisory Board/ Committee Chairs (Non-voting Members)</b>			
Archivist	Daria DeCooman	619-886-8067	dariad@cox.net
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	Adele Barsh	858-534-1249	abarsh@ucsd.edu
Membership	Beth Autin	858-410-8890	BethA@gen-probe.com
Public Relations	Amy Waterman	619-694-9014	amy@infusionculinary.com
Hospitality	Vani Inampudi	858-822-1392	vinampudi@library.ucsd.edu
Webmaster	Ann Willard	619-871-0749	awillard@san.rr.com

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# Calendar

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## WINTER 2007 CALENDAR

### February 21, 2007

Designing Unforgettable Training

Newport Beach Southern California Chapter SLA. Contact: David Cappoli [dcappoli@ucla.edu](mailto:dcappoli@ucla.edu)

### March 29-April 1, 2007

Association of College and Research Libraries

[www.ala.org/ala/acrl/acrlvents/baltimore/program07/program07.htm](http://www.ala.org/ala/acrl/acrlvents/baltimore/program07/program07.htm)

Baltimore, MD

### April 16-18, 2007

Computers in Libraries Conference

[www.infotoday.com/cil2007/](http://www.infotoday.com/cil2007/)

Arlington, VA

### April 19-23, 2007

Conceptualizing Competitive Advantages: Strategic Directions for Information Businesses

-21st Annual AIIP Conference; Minneapolis MN [www.aiip.org](http://www.aiip.org)

### May, 2007

Competitive Intelligence

San Diego SLA chapter program, date to be announced <http://units.sla.org/chapter/csca>

### May 2 - 3, 2007

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

[www.amigos.org/conferences/](http://www.amigos.org/conferences/) Dallas, TX

### May 3-5, 2007

LOEX

<http://public.csusm.edu/acarr/loex/program.html>

San Diego, CA

### May 5-10, 2007

Effective Patent Searching and IP Management

Patent Information Users Group/AIIP; Costa Mesa [www.piug.org/2007/](http://www.piug.org/2007/)

### May 18-23, 2007

Medical Library Association Conference

[www.mlanet.org/am/am2007/](http://www.mlanet.org/am/am2007/)

Philadelphia, PA

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# Calendar

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## June 3-6, 2007

SLA Annual Conference

[www.sla.org/content/Events/index.cfm](http://www.sla.org/content/Events/index.cfm), Denver, CO

## June 21-27, 2007

[American Library Association](http://www.ala.org/ala/eventsandconferencesb/annual/2007a/home.htm) Annual Conference

[www.ala.org/ala/eventsandconferencesb/annual/2007a/home.htm](http://www.ala.org/ala/eventsandconferencesb/annual/2007a/home.htm)

Washington, DC

## Fall, 2007

Firefox

San Diego Special Libraries Association chapter program, date to be announced.

**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).**

