

Gold and Silver Gazette

Special Libraries Association

Sierra Nevada Chapter



Volume 28, No. 5

July, 2005

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President's Message:

SLA's annual conference took place June 5-8 at the Toronto Conference Centre. Your Vice President-President Elect, Kathy Earl, your Past President once removed, Karen Andrews, SNC Chapter Secretary Ruth Gustafson, and I were among those who attended.

First off, I should probably say how wrong I was about some preconceptions I had about Canada, or at least its largest city. Toronto is every bit as diverse and multicultural as any large American city. I saw people of every shape, color and description while there. What impressed me was Canadians' friendliness and willing to help—even a clueless American such as me! I was taking a bus, hoping to connect to Toronto's excellent subway system, on my way to my hotel on my first day of the conference. But I was unsure how to proceed. A very kind woman sat down next to me on the bus and explained in detail how I should get aboard the subway and what station I needed to get off at to find my hotel as well as the Conference Centre. I was impressed by her willingness to go out of her way to help a lost foreigner!

I was very busy during the conference. I'm a member of the Food, Agriculture and Nutrition and Biomedical and Life Sciences divisions of SLA, and I attended several of both divisions' meetings. One in particular, having to do with "Bodies Out of Bounds: Toward a Critical Sociological Perspective on the Epidemic of Obesity," was compelling, in that the speaker concentrated on the rising tide of overweight in developed countries and its health and financial implications for countries like the United States and Canada in the coming decades.

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2005-2006 SLA SIERRA NEVADA CHAPTER

http://www.sla.org/chapter/csrn/office~05_06.htm

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Chapter Boundaries: Membership in the Sierra Nevada Chapter includes those SLA members who live or work in the counties of Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, San Joaquin, Shasta, Sierra, Sutter, Tehama, Yolo and Yuba in California; and the counties of Churchill, Douglas, Elko, Eureka, Humboldt, Lander, Lyon, Mineral, Pershing, Storey, Washoe, White Pine and the jurisdiction of Carson City in Nevada.

Publication Schedule and Gazette Subscriptions: The Gold and Silver Gazette (ISSN 1547-7339) is published five times a year: February, April, August, October, and December and is free to members of the Sierra Nevada Chapter in paper form upon request. Subscription rates for the paper form for non-members are \$10/year and \$12.50/year to international subscribers.

Deadlines: Editorial material, including advertising material in electronic form, must be received by the first of the month of publication. The Gazette is posted to the chapter website around the fifteenth of the month of publication.

Advertising Rates and Program Sponsorship

The Gold and Silver Gazette reaches about 200 information professionals, most in Northern California and Nevada. The Gazette is published five times a year, with each new volume starting in August. Advertising copy in electronic form is due the first of the month of publication.

Single-Issue Rates

Quarter-page advertisement	\$25
Half-page advertisement	\$45
Full-page advertisement	\$65

Additional opportunities to reach area professionals can be found by sponsoring Sierra Nevada Chapter programs. The Chapter holds five dinner meetings and two all-day workshops during the Chapter year.

Vendors who sponsor Chapter programs are noted in the program flyer, in the Chapter's newsletter (before and after the program) and at the Chapter event itself. Sponsors are invited to send up to two representatives whose registrations and attendance at the Chapter event are included in the price of sponsorship. The representatives are invited to set up demonstrations of products and services before the program, are acknowledged during the program by Chapter officers and are invited to speak briefly before the program speaker begins.

Chapter programs may be sponsored for \$250. Contact Coral Henning (916-874-6013 ; chenning@saclaw.lib.ca.us).

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Special Libraries Association: Sierra Nevada Chapter Chapter Calendar 2005-2006

Chapter Website: <http://www.sla.org/chapter/csrn/index.htm>

2nd week of July	Online Board meeting
M, Aug. 1	Newsletter deadline: submissions to debbyondricka@yahoo.com
Th, Aug. 11	Board Meeting: 813 Sixth Street, Sacramento

President's Message, cont'd.

I spent a goodly amount of time at the general membership meetings of the conference, which featured Don Tapscott, President, New Learning Corporation, on Monday, June 6; Bill Buxton, owner of Buxton Design, on Tuesday, June 7; and lastly Gary Hamel, Chairman, Strategos, on Wednesday, June 7 at the closing general session. All three speakers were perceptive, inspiring and incisive in their vision of how we information professionals fit in the developing information-oriented international economy.

Kathy and I attended the Cataloging Committee's meeting, which I will be taking over as the committee's chairperson. We plan a half-day CE course to provide librarians who neglected to take any cataloging courses in their library school education with cataloging skills suitable to their special-library jobs at next year's annual conference in Baltimore.

There's much more to say about this productive conference, but I'll end here by saying the conference was richly worth attending. I hope more Sierra Nevada Chapter members will consider attending the Baltimore conference. At that conference there should be field trips available for those of us who would like to pay the Library of Congress and the National Library of Medicine visits while we're so close by.

Please join Kathy, Ruth, me and others there!

—Buzz

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SLA Conference Notes from a “First Timer”

–Kathleen Earl, Vice President/President-Elect

Saturday: Flew Air Canada from SFO to Toronto; met three librarians from the Bay Area, which really helped me at the conference, as I kept meeting/seeing them during the 4 days; arrived at the hotel via airport shuttle around 7pm; decided to utilize the Fairmont’s restaurant (yummy but pricey).

Sunday: Arrived at the Convention Center to pick up my registration packet and still make the 7:30am Academic Division breakfast (I saw Ruth Gustafson across the room). On to the Leadership Development Institute for newly-elected chapter officers. Intros all-round, Pam Rollo spoke about her plans (similar to her message to us at the April dinner meeting). We were seated at like-sized chapter enrollment tables. Discussed fundraising ideas and the impact of the new Click University (online courses) as a possible chapter revenue flow (chapters can submit courses and then receive a percentage of the registration when people utilize the course). On to lunch (got to keep fueling the pitiful body). At 2:30, the First-Timers and Fellows “Connect” reception. A chance to meet long-timers, via mixer games. I made a contact with a retired UCLA cataloger, who turned out to be the outgoing Cataloging Committee chair (small world). I can’t remember if I visited the Exhibitors Hall today or not. Back to the hotel to put my feet up before meeting at 7pm for the Solo Librarians No-Host dinner (a choice of 4 restaurants, 10 people per restaurant). Good to meet other “solo” librarians and exchange ideas as well as solutions. Back to the hotel for the Solo Librarians reception in one of the suites (what a mob!). Tumbled into bed.

Monday: Breakfast at the hotel’s café, then on to the Opening General Session, featuring Don Tapscott. His point was about making corporations more transparent: admitting mistakes rather than covering them up, leaving lines of communication open. I wished President Bush was there to hear (enough politics). Lunch at the adjoining hotel’s greenhouse restaurant (lovely!), then on to the exhibits. I had a list of 10 exhibitors I

especially wanted to contact, to finalize my decision on implementing library automation software for Crocker. Lots of freebies; huge number of exhibitors for me (I’m used to music educators conferences which attract much fewer exhibitors). On to the Technology Petting Zoo, to hear about the latest in pocket computers, then Buzz and I met to attend the California Chapters meeting at a nearby brewery (including a tour); meeting Karen there. Interesting to note the attendance of people outside of California (either former Californians or ??). We were approached, as next year’s organizers for this event, about opening up to the entire West Coast. I think this would be a fantastic idea, and would make attracting underwriters/sponsors much easier (more on this as the year progresses). Back to the hotel, followed by a knock on the door by the concierge with a vase of flowers (happy anniversary from my thoughtful husband).



Tuesday: Second General Session, featuring speaker Bill Buxton. On to the session I’d been waiting for: Choosing Automation Systems for Museum Libraries. Several of the attendees were interested in my findings from the past year, whittling 28 software possibilities down to 2, both under \$1000. There’s an organization in Canada that presented a very comprehensive method for preparing for and implementing automation systems. After grabbing lunch from a truck vendor outside the Convention Center, I moved on to the Cataloging Committee meeting at the hotel: very low key and more intimate, compared to other conference sessions! One person brought up the idea of co-sponsoring a session next year on cataloging for non-catalogers, so we’ll be pursuing that. Back to the exhibitors for one last look before the Business Meeting to vote on two by-law changes: dues increases/realignment and the fiscal year matching the calendar year. Both passed. You’ll be seeing dues changes for part-time librarians, giving us a break on the full price, if we’re making less than \$35,000 a year. Chapter Cabinet meeting followed at 6:30, then finished the evening with a reception for Division and Chapter Cabinet members.

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SLA Conference Notes from a "First Timer"

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Wednesday: Last general session, featuring speaker Gary Hamel: very dynamic. On to a session on evaluating Web search tools: some good points offered, much of which I'd already heard. After another lunch at the truck vendor, on to a panel discussion featuring representatives from Google, Thomson, and Groxis on the future of search engines. Lots of fun stuff coming down the pike: clustered results, more open source material. Next session titled Understanding the Gay, lesbian, Bisexual, and Transgender Consumer. Good information on resources and population trends in both the U.S. and Canada. Joined Buzz, Karen Andrews, and other UC and CSU librarians for a casual dinner (Ruth was still ill, unfortunately). Lovely place with central seating, surrounded by booths featuring different ethnicities of cooking/food.

Thursday: Airport shuttle, Air Canada to SFO, BART to Oakland, AMTRAK to Sacramento=looonnnng day!

What did I learn? Don't be afraid to admit your newness. Don't hesitate to introduce yourself. Utilize all the mixers (no-host dinners, receptions, etc.) you can fit into your schedule, balanced by the amount of energy available. Bring at least 20 business cards (everyone exchanges them!). Don't count on food being available at the Convention Center. Expect sessions overlapping lunchtime. Bring your own water (or purchase it at a nearby store when you arrive). Don't take public transportation after a long flight! Utilize the handy online Conference Planner, which was a real time-saver.



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