



GOLD & SILVER GAZETTE

Spring '09

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SUNSHINE WEEK PROGRAM

NOCALL GRC and SLA Sierra-Nevada Region
Present:

“Opening Doors: Finding the Keys to Open Government”

**Wednesday, March 25, 2009
9:00 AM – 1:00 PM**

**Pacific McGeorge School of Law
Gordon D. Schaber Library
3282 Fifth Avenue,
Sacramento, CA 95817**

Parking is FREE. Link to the map below for Parking Areas A-J and the Library's location on campus at:
<http://www.mcgeorge.edu/x436.xml>

Sunshine Week is a national initiative about the importance of open government and the freedom of information. NOCALL GRC and the SLA Sierra-Nevada Region are presenting a two-part program, comprised of the national web cast from Washington, D.C., and a lunchtime panel of local speakers.

The program begins at 9:00 a.m. with registration and a Continental Breakfast.

Part I: National Web Cast: 9:30 – 11:00 a.m.

“Opening Doors: Finding the Keys to Open Government” will feature a panel of experts from around the country discussing government and secrecy – the problems, the impact on communities, and what the public can do.

There will be a break between 11:00 and 11:30 a.m.

Part II: Lunchtime Panelists, 11:30 – 1:00 p.m.

The lunchtime panelists of local experts, who are active in furthering open government, include:

- **Terry Francke** is General Counsel and Founder, Californians Aware, a non-profit organization established to help journalists and others keep Californians aware of what they need to know to hold

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government and other powerful institutions accountable for their actions. Mr. Francke has an extensive background in actively promoting open government to the citizens of California. Among his many accomplishments, Mr. Francke served as general counsel to the California First Amendment Coalition; was legal counsel for the California Newspaper Publishers Association; taught journalism law at Stanford's Department of Communication; and served as expert contributor to the 1994 major revisions to the Brown Act, and to the 2004 ballot proposition making open government a basic right of citizens under the California Constitution.

- **Andrew McIntosh**, a native of Canada, is the three-time winner of that country's highest journalism honor, the National Newspaper Award. He is currently a senior writer at *The Sacramento Bee*, where he serves as a public records and FOIA specialist. Among the honors awarded to Mr. McIntosh, he received the 2007 Society of Professional Journalists Excellence in Investigative Reporting for a five-part series on defects in the state's licensing for paramedics and emergency medical technicians. The series was picked up by CBS and NBC news, as well as the LA Times, and it led to the passage of new state law in 2008. His investigative series on the deaths and thousands of injuries caused by air-powered nail gun design flaws made him a finalist for Washington DC-based Understanding Government's Preventive Journalism Award in 2008.

Please register by Wednesday - March 18, 2009

To pay with a credit card by PayPal, please link to:

<http://units.sla.org/chapter/csrn/events.html>

If you prefer to pay by check, send the form with your check to the address below, and confirm that you sent both to psavers@ucdavis.edu

-----*Register by mail by sending a copy of this form with your check to*-----

Phoebe Ayers, Physical Sciences & Engineering Library, One Shields Avenue, University of California, Davis, CA 95616-8676; telephone 530-752-9948; psavers@ucdavis.edu

Name _____ Telephone _____

Email _____

Employer/Affiliation _____

NOCALL Member ____ Yes ____ No SLA Member ____ Yes ____ No

Registration Fee: \$15.00 (\$18.00 at the door). Space is limited.

Individuals who do not register in advance will be admitted on a space-available basis.

UPDATE @ PayPal

The Sierra Nevada Chapter of the Special Libraries Association has signed on and implemented the online PayPal system to take payments by credit card. This system is being utilized for the first time in taking registrations for the SUNSHINE WEEK PROGRAM being held at the McGeorge School of Law on Wednesday, March 25th.

In the future it will be possible to pay for dinner meeting and workshop registrations, online using ... YOUR CREDIT CARD with the Sierra Nevada SLA Chapter's PayPal account.

If anyone has questions about using PayPal, please contact B.J. Combs, Treasurer.

President's Message

Jane Talbot

Northrup Grumman Research Library

Welcome to the spring issue of the Gold and Silver Gazette. During January I attended the Annual SLA Leadership Conference in Savannah, Georgia. There was a lot of excitement about the upcoming centennial celebrations for SLA (<http://www.sla.org/centennial/>), the Alignment Project (<http://www.sla.org/content/SLA/alignment/index.cfm>) and the fact that most CLICK University courses (<http://www.sla.org/content/learn/index.cfm>) are now available to members for free. We are reprinting a report about this conference written by Leslie Fisher for the San Andreas Chapter of SLA. She details many of the events and developments that centered around the conference. I wish to thank Leslie for allowing us to reproduce her article which appeared on the San Andreas blog.

We are proud to be co-hosting an event with the Northern California Association of Law Libraries at the McGeorge School of Law. This program, "Sunshine Week" is an effort to educate librarians and the public about the importance of open government and the access to information. In the future we hope to work with other like minded groups in developing both educational programs and workshops and dinner meetings as well.

We recently set up a PayPal account which allows our members to pay registration fees online. There has been a long standing request from a number of members to establish this service. Since initiated in February, it has greatly facilitated registrations for our upcoming "Sunshine Week" event.

At our Board of Directors meeting in late January, we brainstormed ideas for programs and workshops for the months and years ahead. We are searching for new venues to hold our meetings which will provide the best value and provide us with spacious and accessible meeting space. If you have any favorite watering holes or eateries that you think might be a good meeting space for our group, please contact Gabe McAuliffe (gmcauliffe@sierraresearch.com). Likewise if you have any suggestions for programs or workshops please let me know Jane.talbot@ngc.com.

To further facilitate your input, we will be sending out several brief surveys to our membership and interested parties, using Survey Monkey. The surveys will be purposely short and require little to no time to respond to. We really value your input and desire to serve you, the members of our chapter.

Finally, I wish to express my thanks and appreciation to our board and committee chairs for their efforts to keep moving us forward. I also want to thank BJ for volunteering to take the time to create and publish this newsletter on top of all the hard work he has put into his treasury duties."

We currently have an opening on our board for newsletter publisher, so if anyone would be interested in helping us out, the SNC board would greatly appreciate it. If you can help in writing news-bits or stories - that will also be of a great help.



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REPORT on the SPECIAL LIBRARIES LEADERSHIP CONFERENCE

This report was written by Leslie R. Fisher, President, San Andreas Chapter Leslie.fisher@gilead.com, and was published originally on the San Andreas Chapter Blog.

High Level Innovations in the Association

The SLA Leadership Summit held this year in Savannah, GA, is an annual two-day event with a primary focus on bringing new leaders into the fold. The Chapter and Division Cabinets also have a chance to meet collectively at this event. There is some annual conference planning as well; and, of course, the Association Board meets.

A good chunk of the Summit is orientation to what unit leaders are responsible for. There are, of course, deadlines, and form and reports and responsibilities. The Summit is a good place to bone up on these matters and a great place to pose questions, quandaries, ideas, complaints and approval. And, by the way, the Summit is open to all. You do not have to be filling a unit leadership position to attend. The Summit is much more intimate than the annual conference. You really have a chance to network with lots of folks.

At this year's Summit, my second, there was a lot of buzz. Everyone was excited about the Association's 100th anniversary. We also heard a lot about the Association's "Alignment Initiative" which has taken some powerful strides since the report out at last year's Summit in Louisville, KY.

Here are bullet points of some major news, changes and innovation coming from HQ. The Staff and Board are doing a great job of proactively meetings our uncertain times face-on. Go team!

- In case you hadn't heard, there is a new dues tier of \$35 annual membership fee for members earning under \$17,000. This is a full membership qualifying for all member benefits. Over 100 new, non-North American members have joined since this was instituted!
- SLA is now over 11,000 members strong with members in over 70 countries.
- Click-University is now FREE – all live and replay courses are available to members at no charge!!!
- HQ has taken measures to adapt to our uncertain economic era. There will be no salary increases at HQ this year. And staff will adopt a co-pay system to defray health care costs. These measures have enabled the organization to maintain the staffing that is in-place. Yea team!
- Again for costs containment, publication of *Information Outlook* will be reduced from 12 to 8 times per year.
- Once more, to control costs, there will be no Salary Survey in 2009, which is a very costly production.
- Association Board meetings will be run virtually to a significant degree. Face-to-face meetings will still happen at the Annual and Summit events.

Alignment Initiative

My interpretation of the purpose of the Alignment Initiative is to bring cohesiveness of self-identity to the Association. Yes, we are many and diverse in professional purpose. But while the many variables we deliver as projects, tasks and responsibilities, what our specific skills and titles say about us may be enfolded into the description of our profession, those are not what we must "sell" to our organizations as our worth. With the Initiative, the Association is looking for, and facilitating, a shift in member self-reference. We are moving from an identity of a knowledge worker with XYZ skills and capabilities to that of a key corporate contributor who brings significant ROI to their organizations.

If your first thought on the above is to remark that we need our organizations' management-think to change, I challenge you to ponder how that is going to happen. If you think you can't do it alone, then consider what the alignment and integration across the members and an 11,000-strong professional association can do. With the Initiative we are being propelled toward a re-thinking of our meaning as professionals, that we may express an essential identity and core purpose in common. From this we will be empowered collectively to speak of a common framework for communicating our value.

From the Association's website:

"The need to generate a sharper focus on the perceived value of the Association and the profession is pressing ..."

"...SLA has embarked on a thorough examination to bring clarity and unity to the core identity and values of the Association and the profession. We are working with a multidisciplinary team of research and communication professionals, led by the international communication firm, [Fleishman-Hillard](#), and supported by futurist [Andy Hines](#) of Social Technologies and the information analytics firm, [Outsell Inc.](#)

Toward this end, a body of research has been executed. This global research has been conducted in the U.S., the U.K., Australia, and Canada. The following are two examples of research that have already been conducted that were presented at the Summit:

"Positioning Statements": In this exercise, statements about the profession and the association were evaluated by info pros and other professionals, including middle and upper management of some major organizations. The results were arrayed using a typical quadrant rating with axes of Favorability (of perception of term) and Frequency (of use of term).

"Dial Sessions" were another form of testing in which statements about the profession and Association were recorded by Association staff and leadership. These were then analyzed by various listeners who ranked impressiveness or effectiveness of the statements. We were able to view various segments of dial rating overlaid on recorded sessions. Some of the results were predictable, but some were startling.

Next steps in the Alignment project are to determine how to re-focus our image. The membership is to steer this effort with support from the Association. There are no details at this time. Of note: While an ad campaign is anticipated, it will not be in a televised format. Think "virally," such as U-tube.

For more information on purpose, process and results about the Alignment project, see the Association's [website](#). A link to the Alignment project is found on the home page. Of note: new information has been added since the Summit.

Keynote Speaker

Stephen Garvey was our keynote speaker, addressing us on the fundamentals of "Influence." He invoked the adage that "perception = reality" and invited us to take ownership of that matter in any given circumstance. To understand a current state is to give possibility to a future state and to begin to speak to a future state. Language is our key form of influence in the professional sphere. And Stephen's invocation was to the effect that positive communication has the highest degree of influence, especially in a volunteer *SNSLA Gold & Silver Gazette – Spring 2009*



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organization. To influence behavior, influence imagination. Get beyond facts and stimulate the imagination using the "story factor."

To test this yourself, check out the following art communication. I'll be interested to hear if – regardless of ideology – you don't find the communication gets through to your heart. (-; You've got to use the down arrow button underneath the visible "Hot on Dipdive" list. "Yes We Can Song" is about 11 clicks down. [http://dipdive.com/.](http://dipdive.com/))

There was a lot more to this presentation. Garvey's presentation is to be posted to the Association website.

Want to review a few of the references Garvey cited?

- Fleming, Coffman & Harter. "Manage your Human Sigma." *Harvard Business Review* Jul-Aug 2005. Free at http://qep.nova.edu/gallup/forms/human_sigma.pdf.
- "What the Bleep Do We Know?" [documentary; available on CD] See <http://www.whatthebleep.com/>.
- Zaltman, Gerald. *How Customers Think*. Harvard Business School Press, 2003
- Author John C Maxwell writes on leadership ["read anything of his."]

Centennial Activities

A really lovely display has been designed in honor of the Centennial. It reflects our legacy and our future. It is a mini replica archive of events and publications, people and accomplishments. It will be traveling, so keep your fingers crossed SA and SF will be able to get on the travel calendar.

A centennial tool kit is being developed with useful resources for units. It is an ever aggregating source of "then & now" info, digital photo archive, factoids, stump speeches for us to use, sponsorship proposals, etc. The centennial toolkit will be relocated to the PR wiki after the centennial year.

This tool kit can be found in the wiki space under the "SLA Community" drop-down list on the main page of the Association website <<http://www.sla.org>>. Check out the wiki labeled "Centennial Celebration Ideas." [You will need to log in as a member to get to the wiki spaces.]

Never been to the SLA wiki space? Check out the wiki "sandbox" – a place for getting your feet wet [dry? (-;] in "wiki-land" <http://www.sla.org/content/community/wikis/index.cfm>.

In honor of the Centennial, an oral history project is underway. Budget for this year's activities was approved by the Centennial Commission. A core body of work already exists, courtesy of work done in the 1990's by none other than San Andreas Chapter! Doreen Cohen's work includes interviews with four members of the Chapter. These, and a projected five new interviews, are expected to be available in transcript form – perhaps with some sound bites – by the 2009 Annual Conference.

The PR Council will outreach to all units during 2009. There will be an international centennial event in the fall. No details on this yet.

Going to DC? Keep your eyes on the Centennial year wiki at <http://wiki.sla.org/display/SLA2009/>

OR not? Check out what the Centennial Commission is up to at: <http://wiki.sla.org/display/CentCel/Centennial+Commission>

Or simply visit the Association's Centennial website: <http://www.sla.org/centennial/>

Here's to a super-charged Centennial year !!!

FOOTNOTE:

Again we wish to thank Leslie R. Fisher, President of the San Andreas SLA Chapter for sharing her report on the Leadership Conference in Savannah for inclusion in our newsletter

SLA Offers Free Online Courses Through Click University

Another way to help members thrive in the bad economy

The Special Libraries Association (SLA) now offers free online courses as an exclusive benefit to SLA members. The free programming encompasses all non-certificate online courses that are part of SLA's Click University, including programs such as Click U twice-monthly Webinars, the SLA Online Libraries and Click U Replays. Also available to members as part of their membership dues are execuBooks, recorded Annual Conference continuing education courses, 23 Things, the SLA Innovation Lab and SLA Leadership Training.

Click U Premium courses at the SLA Annual Conference and the Click U Premium Certificate Programs in knowledge management, competitive intelligence, and copyright management will remain as fee-based offerings.

"During bad economic times, it is especially important that our members continue to master new skills and technologies to stay competitive," said SLA CEO Janice R. Lachance.

Click U, which is beginning its fifth full year as an exclusive SLA benefit, provides 24-hour access to learning opportunities and includes training on general business and management skills as well as SLA-produced courses tailored to the needs of information professionals.

2009 SLA President Gloria Zamora announced the news to an audience of some 250 SLA leaders during the opening session at the SLA Leadership Summit. Zamora said, "increasing the value of SLA membership during this period of global economic turmoil should have an immediate and positive impact on our members. By including portions of Click U as part of your membership, we are providing you with a tool that enables you to enrich your marketable skills and become a more valuable asset to your employer." SLA members can now reach everything within Click U using a single sign-in on the SLA home page, providing fast, free and easy access to the first and only online learning community focusing on continuing professional education for knowledge professionals.

[About SLA's Click University](#)

Click U provides SLA members with state-of-the-art learning opportunities in partnership with today's information industry superstars. Courses on software and technology, management, communications, and leadership are designed to enhance the skills acquired through traditional library education. Click U also provides accessible certificate programs for information professionals looking to take the next step into a new career and use their traditional information skills in fields such as competitive intelligence, knowledge management, and copyright management.

Looking for a Newsletter Editor/Publisher

Our chapter needs someone who can help with the production of the newsletter. The newsletter is prepared four times per year, converted to a PDF and posted on the SNSLA website. In the past our newsletter has been produced in Microsoft Word, Microsoft Publisher and Adobe Indesign. So if you are proficient in one of these programs or another of your choice, we could use your help. If you enjoy writing, editing and laying out publications, we would sincerely appreciate your help. Patience, pleasant disposition, editing and desktop publishing skills required.

2009 Sierra Nevada Chapter Officers			
President	Jane Talbot	jane.talbot@ngc.com	916-570-4020
President-Elect	Kelly Freitas	kellyfreitas3400@comcast.net	916-217-1761
Past President	Ruth Gustafson	ragustafson@ucdavis.edu	530-752-1883
Secretary	Buzz Haughton	bxhaughton@ucdavis.edu	530-754-5705
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Publications Director	To be Announced		
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Web Manager	Alba Scott	ascott@mp.usbr.gov	916-978-5593

Publication Schedule and Gazette Subscriptions:

The *Gold and Silver Gazette* (ISSN 1547-7339) is published four times a year: September, December, March and June and is free to members of the Sierra Nevada Chapter in paper form upon request.

Subscriptions to the paper Gazette are available to nonmembers at \$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.