

# Gold and Silver Gazette



Sierra Nevada Chapter  
Special Libraries Association



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## President's Message

Carol La Russa

Welcome to the April issue of the *Gold and Silver Gazette*. I hope everyone is enjoying the fine spring weather. If you weren't able to attend the Chapter's spring workshop held in March you missed a great event. Speaker Mary Minow gave a terrific presentation on copyright for librarians that she specially tailored for our membership. She was able to incorporate our questions into the workshop. I know everyone there learned a lot from the session. Judy Lane, our education chair, did an outstanding job of organizing this workshop. Thank you, Judy! If you missed it or if you want more information Mary Minow and Tomas A. Lipinski have a new book out titled *The Library's Legal Answer Book* that covers copyright and other legal issues that librarians and other information professionals should know about.

Moving on to future events our annual business meeting is planned for Thursday, May 29 at the Stonegate Country Club in Davis. Chapter President-Elect Karen Andrews has arranged for Cindy Hill, SLA President-Elect and manager of the Sun Library at Sun Microsystems, to speak to us. I know you'll enjoy meeting her if you haven't already had the pleasure and I'm sure she'll give an interesting talk.

Karen and I are finalizing our plans for attending the June meeting of SLA in New York. The big issue at this meeting will be branding; that is whether to change the name of our organization. The April issue of *Information Outlook* is a special issue on the topic. If you are attending the meeting you'll be able to vote on the issue; otherwise let Karen or me know what you think.

*Continued on page 3*

## 2002/2003 SLA SIERRA NEVADA CHAPTER

<http://www.sla.org/chapter/csrn/>

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**Chapter Boundaries:** Membership in the Sierra Nevada Chapter includes those SLA members who live or work in the area that includes 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 & Silver Gazette* is published five times a year: February, April, August, October and December and is free to members of the Sierra Nevada Chapter of SLA. Subscription rate to others in the US is \$10/year and \$12.50/year to foreign subscribers.

**Deadlines:** Editorial material must be received by the first of the month of publication. Advertising material must be received by the 25th of the month preceding the publication month. The *Gazette* is mailed on the 15th of the month of publication.

**Advertising inquiries, back issue requests, remittances and any material for publication:** Buzz Haughton, Editor, Shields Library, 100 N. West Quad, Davis, CA 95616-5292; fax 530/754-8785; e-mail bxhaughton@ucdavis.edu.

# Advertising Rates and Program Sponsorship

The *Gold & 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 camera-ready form is due the first of the month of publication.

Single-Issue Rates	
Quarter-page ad	\$25
Half-page ad	\$45
Full-page ad	\$65

Additional opportunities for reaching area information professionals can be found by sponsoring Sierra Nevada Chapter programs. The Chapter holds seven meetings or workshops during the Chapter year. Evening dinner meetings are scheduled in September, October, January, April and May. All-day workshops occur in October and April.

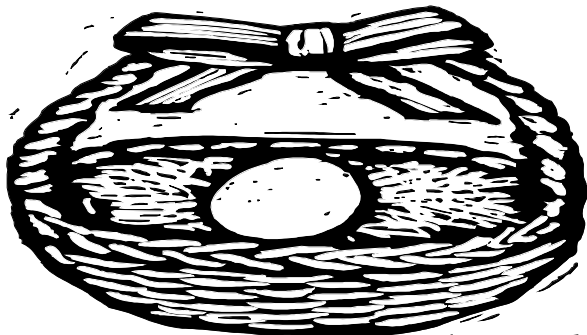
Vendors which sponsor Chapter programs are noted in the program flyer, in the Chapter's newsletter (both before and after the programs), and at the Chapter event itself. Sponsors are invited to send up to two representatives whose registrations and attendance at the Chapter event are included in the price of the sponsorship. Those representatives are 1.) invited to set up demonstrations of products and services before the program, 2.) are acknowledged during the program by Chapter officers, and 3.) are invited to speak briefly before the program speaker begins.

Chapter programs may be sponsored for \$250. Contact Ava Goldman (916/658-1533).

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## President's Message, cont'd.

Finally, Nominations Committee members Ava Goldman and Catherine Hanson-Tracy are looking for volunteers for next year's board. Give either of them a call or e-mail and let them know you're interested in volunteering. There are positions available to suit almost any interest. So give it a try!



## Spring Workshop Judy Lane

The SLA/SNC Spring Workshop "Copyright Clarified for Librarians" was quite a success. Eleven members and 23 non-members attended the workshop, which was held on March 11, 2003 at the Rancho Cordova Library. Presented by Mary Minow, LLD, MLIS, the day received rave reviews in the participant evaluations. Most people liked her interactive instruction style and found the handouts useful for future reference. Mary enjoyed meeting the group, and she emailed, "What an unbelievably hard-working and delightful crowd! You told me in advance that they would be, yet I was still impressed beyond expectation."

## The Library for Sierra Research

Gabe McAuliffe

In some small way, we all hope that our efforts in our little corner of the world make some sort of a difference—whether we work in the private or public sector, whether we achieve great things, or whether we just keep things going. Yet for a librarian, what matters most is that he or she provides the most accurate and pertinent information, regardless of the level of need. The collection at Sierra Research is an example of providing information to match the many types of needs and the people who work there.

Sierra Research is a private air quality consulting firm that does work for both the private and public sectors. Our business was founded by two of the present senior partners of our firm, Thomas Austin and Gary Rubenstein, who were, respectively, Chief and Deputy Chief Executive Officers for the California Air Resources Board in 1981. At first, the staff numbered about four steady employees. Our firm has steadily grown to the present size of 33 employees, eight of whom provide support for the various engineers, modelers, attorneys, and computer technicians who compromise the majority of the staff. With this growth, the library has grown as well. Initially, the library was primarily comprised of a small collection of reports from the offices of the founders. Eventually, an outside librarian from Brown and Caldwell was consulted for help in organizing the collection and a library database using D-Base IV was put together to catalog the majority of the collection. As years went by, the library grew. Various members of the support staff put forth effort to keep the library properly maintained as a resource for our staff and for our clients. After I joined the firm in 1996, we worked to bring all records for the materials of our library into one resource. Using Microsoft Access, we built upon the ingenuity of one of our senior partners who had converted the old files into a working (and faster) program. Today, the library houses more than 18,000 cataloged documents.

I like to say that the library that I help to maintain is not just my library; it is our library. Yes, I have put forth the effort to properly maintain the collection, and to provide it with a finer sort of standardization that might help our company do its work better. However, I cannot take credit for the work done by four or five staff members before me in cataloging, and for all of the help that the larger staff has done by using the library, suggesting titles for the collection,



and ensuring that it is used properly. A library is a collection that is formed and guided by the community for which it serves, and this is well reflected in the library at Sierra.

For more information about Sierra Research and its library, please check out the following website: [www.sierraresearch.com](http://www.sierraresearch.com).



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## Branding News

### SLA Branding Task Force

Leaders:

We, members of the Association Branding Task Force, would like to thank all of you who have done things to engender a healthy membership conversation about our Association's branding decision. We've read many thoughtful discussion list postings; we've seen numerous articles about branding and/or the winter summit in your bulletins; we've been invited to a few chapter meetings; I've had many useful personal notes; and we've had donations of questions and resources to the FAQ and website.

Don't forget to encourage your members to review the information that we have created so that they can make an informed decision: <http://www.sla.org/content/SLA/assocbrand/index.cfm>

I've copied the note below from the A&M division. It's another great resource for us—not just for Association branding but covering the issues related to our personal and organizational branding. Personally, I think the articles on acronyms are very interesting! We thank this division for their excellent work as well as commending it to you.

We have been avoiding responding to each and every posting although we have responded to a few. We prefer to have the members go through their own debate. It seems to be following a pattern—emotional response, thoughtful response, some catharsis, then a more informed approach! Maybe we're learning something about change processes in the Association too. We look forward to another spike in the conversations when we mail out the notice of the vote.

I have collected a few postings that introduce the topic but it might be useful for you to share with each other on this list. Your choice.

Thanks. You're doing a great job as leaders.

Stephen Abram ([sabram@micromedia.ca](mailto:sabram@micromedia.ca))  
Chair, Branding Task Force

You can link to the Branding Resource list at: <http://www.sla.org/division/dam/resources/branding.html>



## Woodland Public Library Premier Online Shopping Mall

When the going gets tough, the tough turn to shopping.

That's the attitude of the Woodland Public Library, which has opened an Internet shopping mall to help offset budget cuts related to the statewide recession.

The venture, called Shop for the Library ([www.shopforthelibrary.net](http://www.shopforthelibrary.net)), features more than 200 merchants, including popular sites such as amazon.com, ebay and expedia. Every purchase initiated through the Shop for the Library website generates a commission for the Woodland Public Library.

“We have a clear choice in this economy: cut back or fight back,” says library director Marie Bryan. “We’re fighting. We received an LSTA grant to cover the costs of setting up Shop for the Library, and now all proceeds we raise will go to support services to the public.”

Shop for the Library works with online merchants who agree to give the library a percentage—between 2 and 55 percent—of all sales referred from the Shop for the Library website. “Folks pay the same price whether they go through Shop for the Library or directly to the Merchant’s website,” says Bryan. “So we’re hoping library supporters will take an extra second or two and use the Shop for the Library portal. And if we’ve missed their favorite online store, we’ll be glad to add it!”

Shop for the Library is the first public library fundraising campaign to feature multiple online merchants. Other libraries have affiliated with individual online merchants such as amazon.com, but no one has ever built a virtual mall with more than 200 merchants.

Bryan is particularly optimistic about the fundraising potential of the Library's own boutique on Shop for the Library, which offers cards, posters and apparel items based on images from local archives. "People love browsing our Woodland history collection, and now they can buy greeting cards and teeshirts with some of our most popular images."

Woodland's collection was created through Zazzle.com, an online venture that lets any organization or individual upload digitized images (on which they own the copyright or from the public domain) and use them to create gift items. Other libraries selling merchandise through Zazzle include the California History Collection of the California State Library and UC Berkeley's Bancroft Library.

Shop for the Library is an online update of a fundraising strategy long employed by larger urban libraries: the on-site gift shop. For smaller and rural libraries, however, brick-and-mortar gift shops are impractical due to a variety of factors, including lack of volunteer staffing, complexity of setup and inventory management and shortage of available space in the library.

"We could never find space for a gift shop in our building, much less offer items from 200 merchants," says Bryan. "But we've got plenty of room on the web."

The Shop for the Library website and associated promotional materials have been designed for easy adaptation by other public libraries, if the project proves successful in Woodland. "There's no grant money right now to support expansion to other libraries," says Bryan. "But we'd be glad to provide advice and counsel, along with access to our tools and templates, for any libraries wanting to build their own version of Shop."

Library supporters can find Shop for the Library at [www.shopforthelibrary.net](http://www.shopforthelibrary.net) or via the Woodland Public Library's homepage at [www.cityofwoodland.org/library](http://www.cityofwoodland.org/library). Comments or questions can be sent to project manager Dan Theobald at (415) 431-0329; [dtheobald@i2icom.com](mailto:dtheobald@i2icom.com) or to Marie Bryan at (530) 661-5980; [mebryan@dcn.davis.ca.us](mailto:mebryan@dcn.davis.ca.us).

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## Chapter Business Meeting Karen Andrews

Hold the date!

Please reserve Thursday, May 29, 2003 for the annual Sierra Nevada Chapter business meeting. The meeting will be held at the Stonegate Country Club in Davis, overlooking the lake. Cindy Hill, incoming SLA President, will be our guest speaker.

The dinner meeting will feature a selection of gourmet and ethnic cold salads, appetizers, plus dessert and beverages. Socialize from 5:30-6, dinner from 6-7:15, speaker from 7:15-8:15 with time for questions and discussion.

Reservation forms will be sent out via the NCAL listserv soon, and in paper to those who get this newsletter in print.

P.S. If you can help with setup at 5 p.m. or cleanup at 8:30, please contact Karen Andrews at (530) 752-1627 or [klandrews@ucdavis.edu](mailto:klandrews@ucdavis.edu).

## Three Down ... And Three Left to Go!

### Nominations and Elections Committee

There are three positions filled for our upcoming SLA Sierra Nevada chapter Executive Board, for the year 2003/2004. We are delighted to announce that Deanna Johnson will be our President-Elect. Buzz Haughton will continue as our Publications Director. Mary Wood will be our Secretary. Positions still to be filled: Treasurer, Publicity, Education Director (California). Of course, we wouldn't mind filling a slot for the Education Director for Nevada, either!

Many thanks to Deanna, Buzz and Mary for volunteering. Please contact either Catherine Hanson-Tracy ([chanson-tracy@library.ca.gov](mailto:chanson-tracy@library.ca.gov)) or Ava Goldman ([ava\\_goldman@calpers.ca.gov](mailto:ava_goldman@calpers.ca.gov)) if you know of someone who wishes to volunteer for one of these positions or if you would like to do so yourself. Remember, this is a fun and easy way to develop your skills with a congenial group of fellow librarians.

The slate will be voted upon at our annual business meeting.

## NISO Developing the Next Generation of Standards for Controlled Vocabularies and Thesauri

The National Information Standards Organization (NISO) announced a new initiative to revise the leading standard for thesaurus construction Guidelines for the Construction, Format, and Management of Monolingual Thesauri (ANSI/NISO Z39.19). Leading the development team is Dr. Amy Warner, principal of Lexonomy. Grants from the H.W. Wilson Foundation, The Getty Foundation and the National Library of Medicine are supporting this new area of work.

“The core strength of NISO’s Thesaurus guideline is that it offers a standardized way to organize many kinds of information,” noted Dr. Amy Warner, chair of the revision team. “However, information providers face lots of challenges today. They are serving a changing audience. Searching and browsing of



information systems are no longer limited to information professionals—individuals of all ages, professions and nationalities are using search tools. Developers of Internet and Intranet-accessible Web pages, databases, and information systems need better metadata to support non-expert information searches, and metadata developers are recognizing the need for incorporating controlled vocabularies and taxonomies into their schemes.”

The revised standard will:

- Reflect the ways that users search or browse, the many types of content they will find, and the new technologies they are using.
- Address the needs of a variety of information organizations and content—beyond the traditional abstracting and indexing services—and add explicit examples that are relevant to business and industry.
- Introduce more user-friendly language and include the why and how behind the key concepts and principles.

Working with Dr. Warner is an Advisory Group made up of representatives from the project sponsors, NISO members and other interested organizations, including: Vivian Bliss, Microsoft; Carol Brent, ProQuest Information and Learning; John Dickert, U.S. Department of Defense, Defense Technical Information Center; Lynn El-Hoshy, Library of Congress; Patricia Harpring, The Getty Foundation; Stephen Hearn, American Library Association.

News on this activity is featured on the NISO website: <http://www.niso.org/committees/MT-info.html>

## NISO Launches Initiative on Metasearching Standards and Guidelines

The National Information Standards Organization (NISO) announces an initiative to develop guidelines and standards for the metasearching environment. The initiative is an outgrowth of a session held at the American Library Association midwinter meeting in Philadelphia in January 2003. Attendees from a cross section of content providers agreed that metasearching—also referred to as cross database searching, parallel searching, broadcast searching, and federated searching—is a high growth area with many unresolved issues. This NISO Initiative will identify and address metasearch issues while implementations are still in their early stages. Details on the Initiative are featured on the NISO website: <http://www.niso.org/committees/MetaSearch-info.html>

Specific topics to be examined include:

- Authentication/certification mechanisms and the impact on search target(s)
- Sorting, ranking, and ordering of search results from multiple sources and multiple protocols
- Display of complete content including branding information and copyright notices
- Statistics and use measurement

The Metasearch Initiative planning committee is co-chaired by Oliver Pesch of Ebsco Information Services and Pat Stevens of OCLC, Inc. Members of the committee include Paul Cope (AutoGraphics, Inc.), Brenda Bailey-Hainer (Colorado State Library), Oren Beit-Arie (ExLibris USA), Brad Buckley (Gale Group), Laurie Davidson (Innovative Interfaces, Inc.), Todd Fegan (ProQuest Information and Learning), Matt Goldner (Fretwell-Downing Informatics), Betsy Graham (Innovative Interfaces, Inc.), Sandra Hurd (Innovative Interfaces, Inc.).

Individuals and organizations, from both the user and provider communities, interested in participating in this initiative to develop metasearch standards and guidelines are encouraged to contact Pat Harris, Executive Director of NISO (phone: (301) 654-2512; email: [pharris@niso.org](mailto:pharris@niso.org)); website: <http://www.niso.org>

