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President's Column

by Lee Pharis

Wishing our membership a **healthy, productive, and happy 2006**. This year is already zooming by!

In January **Helen Josephine and I** had the pleasure to represent our Chapter at the **SLA Leadership Summit** where chapter presidents and presidents-elect and division chairs and chairs-elect convene to learn more about our global organization and how our pieces fit. Attending this meeting is definitely one of the pluses to being Chapter President, although all members are welcome to attend.

The Summit kicked off with an animated keynote speaker who set the tone for the program. Doug Lipp addressed us in a couple of sessions. If you ever have an opportunity to hear him speak, I recommend it. His remarks are germane to us not only as SLA leaders, but also as professional leaders in our workplaces. Although his primary points can be expressed succinctly, they were thoughtfully and humorously delivered and can be delved into in greater depth in his book *Even Monkeys Fall from Trees* (http://www.douglipp.com/books_articles_links.html_links.html).

In a variation of “the more things change, the more they remain the same,” Mr. Lipp emphasized that we need to be willing to change to remain the same and that we need to be willing to change the way we “sell” our service products to our organization, our clients. And if we don't change, then we will be changed [by someone else].

Organizations that reinvent themselves will dominate their markets. We can do this by overcoming common obstacles such as:

- letting the sacred cows rule. We can revere the past, but not live in it.
- thinking that we're good at what we do. We might be, but it is a fleeting perception and leads to complacency.

He went on to remind us to

- communicate with our co-workers, our staff, our clients;
- use teamwork to engage others - provides more creativity, flexibility, and balance;

- create customer loyalty—solve our clients' problems by thinking ahead for them;
- make changes to promote all three—what actions need to stop, start, continue?

We also got to hear SLA governance candidates give addresses, which gave us an opportunity to see their personalities come through in addition to hearing what they have to say about SLA's direction. Ann Caputo, Chapter Cabinet Chair-Elect, gave a wonderful presentation to those of us in the Chapter Cabinet about how to properly fundraise for chapter activities. I was happy to find out I did some things well, but chagrined to find out I was remiss in other areas.

As I mentioned, although the **Leadership Summit** is intended for chapter and division leaders to come together to be educated and inspired and to share ideas and to network, any interested members can attend. I mention this because even though the summit was in Houston this year, apparently it will take place **in Reno, NV, in January 2007**, a location easier for more of us in the Bay Area to travel to.

Watch for upcoming **Neighborhood Dinners**. Our Chapter had a January dinner in **Cupertino hosted by Wynne Dobyns** and I recently hosted **one in Fremont**, which was quite fun. We are trying to reach out to connect with as many of our Chapter members as we can. Please join us; or if the various locations still aren't working for you, **please contact Mary-Lynn Bragg** about hosting one in your area!

Mary-Lynn, with the assistance of several people including **Gloria Elia, Jeannie Fraser, Nancy Fadis, and Simone Yu**, is putting together arrangements for our joint **meeting on March 9** with the San Francisco Chapter when **Pam Rollo, SLA President**, will visit. Our Chapter is hosting this meeting at the San Francisco Airport Aviation Museum and Library, where we had a tour five years ago (<http://www.sfoarts.org>). Not only is there public transportation to the airport, but our able committee has arranged for a parking package so that parking at the airport for this meeting should be free. Please see the registration information for this meeting on our Chapter Web site at http://www.san-andreas-sla.org/programs/event_03-09-2006.html.

This issue I'd like to shine the light on our Chapter's **Bulletin Committee**, currently comprised of **Janette Cross**, our Editor, **Wynne Dobyns**, and **Sandy Tao**. Janette solicits and receives material for the bulletin issues, then forwards them to either Wynne or Sandy to review and edit. They return the announcements, articles, reviews, and other materials to Janette who then formats these with the advertisements into the bulletin. Janette has certainly increased her knowledge of Adobe PageMaker software

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this past year! These three members are dedicated to making the bulletin work for us and would gladly share their insights with anyone wanting to join them.

The committee would welcome **someone to gather information about our fellow members and announce their successes, accomplishments, job changes, and even interesting vacations**. If a year-long commitment seems daunting, consider submitting material to the bulletin a couple of times a year. **Karen Takle Quinn** has graciously been writing book reviews fairly regularly for the bulletin for a few years, but we also have several occasional contributors.

One way to get ideas for articles is to see what members from other SLA chapters are writing about. Go to the SLA Chapter Newsletters Online web page <http://www.sla.org/content/community/units/chapters/chapserials.cfm> for links to chapter newsletters. Or what are other organizations buzzing about?

Students might try getting more bangs for their buck by contributing a brief paper previously submitted for a class. Your fresh perspective on a topic might give those who have been around for a few years something to think about! It gives you visibility and builds your professional resume.

I encourage you all to join us at our next gathering,

Lee

Lee Pharis

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“Why Libraries Will Outlast Cyberspace”

by Wynne Dobyns

Alex Soojung-Kim Pang, Ph.D., Research Director, Institute for the Future, spoke at the November 8, 2005, San Andreas Chapter meeting on “Why Libraries Will Outlast Cyberspace.”

Many are involved in trying to predict the future, but IFTF tries to predict what the future will be like—how people will work, what schools will be like, how people will shop, what companies will try to get people to buy. Dr. Pang’s focus is on how the changing character of interacting with information and technology will affect how people work.

Cyberspace

Dr. Pang outlined the development of the concept of cyberspace. It is a metaphor we live by, but where does “cyberspace” come from? We use a computer to go to another place—the space behind the screen. Video games and science fiction are other aspects of cyberspace. William Gibson, the science fiction writer, was the first to use the term in 1982 in his novelette, “Burning Chrome” in *Omni* magazine; and it was subsequently popularized in his novel, *Neuromancer*.¹ Cyberspace is seen as something other than the real world in popular language—surfing, websites—and in the language of the “electronic frontier” peculiar to the West and Silicon Valley.

There are ergonomics of interacting with cyberspace—turning the computer on, dialing up, connecting, going to a Web site. We seal ourselves off from the world to use it. The result is a view of cyberspace as different from the real world and somehow superior, as well as predictions of the death of the book and the end of libraries, offices, universities, etc. It has helped lead to the concept that information wants to be free and now it can be.

But we [librarians and information professionals] are still here because of some false assumptions about cyberspace and information as separate from anything else. Most knowledge is social or tacit, and many kinds of information cannot be put into a database. Information is material—

ergonomics and structure matter a lot (chapter headings, indexes, bolding, etc.). There are also geographical components; place matters, i.e. labs, offices, organizations such as SLAC. Information also has an impact on group work. Computers miss all of these dimensions.

Dr. Pang identified several new things that will change this world:

- open source software (Linux);
- user-created and shared content (Wikipedia, del.icio.us, Technorati);
- new technologies still in development;
- cross-impact technologies—wireless, peer-to-peer, digital tags, physical tags, displays, smart materials, voice biometrics, and small-scale power are the most interesting technologies now that could impact things, in his opinion. He believes that really interesting things occur when you bring two or three of these together.

Data moving over networks produced the Web. New concepts, such as RFID, geo coding, IP addresses for everything, lead to the end of the utility of cyberspace as a separate world, something seen on the “other side” of the screen. Kids today will grow up to a world in which information is something overlaid on reality; they will navigate through information.

Dr. Pang believes that there will be a return of the social, from smart devices to smart people. He said it’s not about hardware; other people are the “killer apps.” Social behavior between information and people will shape the future. He sees that new technologies allow creation of devices that work with others rather than without them. Labs, offices, collaborative spaces are not going away, but growing; and there is increased emphasis on collaborative workspaces in which people create by working together.

The Library of the Future

Dr. Pang stated that library circulation has increased in many locations over the last couple of years. The library stands at the nexus of social, physical and geographical nature of information. There are many opportunities to change the organization and nature of library collections. For example, RFID tags help track and locate books; so we can play around with the physical organization of library collections without losing track of the books. One of the most important aspects of libraries, he believes, is that one finds people as well as books in them—librarians and scholars. The ability of the library to serve as an intellectual meeting place is significant and will continue.

Questions and Answers

In response to the question, “How do you build serendipity?” Dr. Pang answered that production of serendipity has

concerned computers for a long time—for example, the feature on Amazon.com that provides a list of other titles that people who liked one title also liked. Search and retrieval can attempt to approach serendipitous discovery of something else.

Another attendee asked what “smart materials” are. Dr. Pang identified them as such things as smart fabrics that have electronics woven into them, materials that sense and change with changes in the environment, like shape-memory alloys engineered at the chemical level or engineered with electronics.

Another question dealt with seamless computing. Dr. Pang responded that the dream of utility computing is a “holy grail” of the computer world. Interoperability will probably increase; making content work and play together is harder. Mobile computing with a personal drive that you carry with you and use at any networked source would be an aspect of seamless computing.

One question was about complexity vs. simplicity. Dr. Pang explained that the standard of what constitutes ease of use changes quickly. People are getting more sophisticated with the level of complexity they can work with.

One attendee asked if the institute has a library and what it is like. Dr. Pang responded that their library is one large room with a modest collection. Some historical items are not useful. It is a place to meet and share ideas. They do sometimes look at their own older materials to evaluate why things did not work and to help judge where they are now. He explained that the challenge for a futurist is to find where the future already is and who is experiencing it. He quoted a statement attributed to William Gibson, “The future is already here; it’s just not evenly distributed.”²

The concluding question was whether our infrastructure in the U.S. slows us down. Are consumers here “behind” other countries? Dr. Pang said that certainly with wireless we are behind South Korea and other countries, but this is not really a problem. Our economy continues to grow. Are there other countries we’re behind? He does not think we really are now, but if we fell seriously behind it could present problems.

Wynne Dobyns
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(Footnotes)

¹ Origin of “cyberspace” from Wikipedia (<http://en.wikipedia.org/wiki/Cyberspace>).

² Source has not been verified.

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Sneak Peek!

First photo from the joint meeting of the SLA San Francisco and San Andreas Chapters, Thursday, March 9, 2006 at the SFO Airport Aviation Museum, International Terminal, San Francisco International Airport!

More photos to follow in the next issue!





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Book Review

by Karen Takle Quinn, PhD

Kelley, Tom with Jonathan Littman (2005). *Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate & Driving Creativity Throughout Your Organization*. New York: Doubleday Currency (ISBN 0-385-51207-4)

The Ten Faces of Innovation is filled with engaging stories of how businesses have used design thinking to innovate routinely and transform company cultures. This is a book about people, the roles they can play, the hats they can put on, the personas they can adopt. The book highlights ten people-centric tools developed at IDEO which others might call personas or talents. Kelley categorizes them into the *learning, organizing, and building roles of innovation*.

He begins with the learning personas which, by Kelley's description, are constantly gathering new sources of information in order to extend their knowledge and grow. This sounds like librarians or information professionals to me. This idea is driven by the realization that no matter how successful an organization or company currently is no one can afford to be complacent. The first three chapters describe the learning role personas of the *Anthropologist*,

the *Experimenter*, and the *Cross-Pollinator*. Following is a brief summary of Kelley's description of the roles, characteristics, and attitudes a person might employ when approaching an organization from these learning personas.

Anthropologist brings new insights and learning by observing people and how they interact physically and emotionally with products, services, and space. Kelley suggests that individuals playing this role have a deep sense of informed intuition—what Professor Dorothy Leonard of Harvard University calls “deep smarts.” Kelley has noticed some distinguishing characteristics that are both strategic and tactical in individuals who choose an anthropologist role. They include:

- having the wisdom to observe with an open mind.
- not just judging; they observe, empathize, and genuinely love watching and talking to people.
- drawing on their own instincts when developing hypotheses about the emotional underpinnings of observed behavior.
- keeping a list of both positive and negative actions and events they have observed.
- looking beyond the obvious for insights and seeking inspiration in unusual places.
- picking up on the smallest of nuances to uncover new opportunities.

Experimenter may be the most classic role of an innovator. This person is someone who makes ideas tangible by continuously prototyping with speed new ideas, while always improving upon the initial model, dashing off sketches, cobbling together creations of duct tape and foam core, pulling together a quick video to give personality and shape to a new service concept. Experimenters seem to delight in how fast they can take a concept from words to a sketch, model, and/or often times to a successful new offering. Among the ideas about Experimenters that this chapter suggests are that they

- have the skill to encourage executives to “squint” enough to ignore the details to see the shape of the idea.
- understand the value of extreme prototyping where seeing and feeling and thinking what the individual may experience is of far greater value than thousands of interviews.
- learn through designing and implementing a service at multiple locations the fundamental differences from just designing a product.
- realize that if experimenting is part of the culture, changes in offerings to meet market shifts and customer demands can be handled in real time i.e., hours or days.
- amaze and encourage clients with how little it takes to make a prototype work. An example of this was a clever advertisement that unfolded to the size of a 42-inch flat TV screen.
- know when to challenge key assumptions and break the rules. Here the example is THE HIRE (see

www.bmwfilms.com), a daring experiment that generated a terrific marketing buzz.

Cross-Pollinator explores cultures and industries and is able to share not only what s/he saw but also what s/he learned. They often have eclectic backgrounds and develop a distinctive point of view by combining their multiple strengths and interests. IDEO shares their list of seven secret ingredients for cross pollination as:

- using show and tell either face-to-face or electronically via email or their intranet sharing system.
- hiring lots of people with diverse backgrounds.
- using space to create lots of multidisciplinary project rooms with space for impromptu meetings with disparate groups.
- a well-blended international staff which seems to cross-pollinate naturally from other cultures.
- hosting weekly “know how” speakers’ series to keep thinking and conversations continuously fresh.
- learning from visitors who travel long distances to visit us each year.
- seeking out diverse projects and encouraging continuous learning which builds team morale and gives the firm competitive advantages.

The *organizing roles* include:

Hurdler overcomes roadblocks by being willing to bend the rules to get the job done right and gets a charge out of trying to do something that has never been done before. They are sometimes recognized as the kind of tireless problem-solvers who overcome obstacles so naturally that sometimes it seems as if they weren’t even there. Hurdlers tend to

- heed the needs of real customers and press forward.
- be a wonderful source of inspiration, because of the metaphor of someone hurdling over a barrier.
- hardly let obstacles slow them, much less stop them.
- have a spirit that keeps them moving forward without budget or official approval or authorization.
- have extraordinary resilience, someone who doesn’t take no for an answer.
- listen to experts but don’t let them have the final word.

Collaborator creates new combinations of ideas and brings people together to get things done. They are proactive cross-trainers, willing and able to leap organizational boundaries to coax us out of our silos to work together in multidisciplinary efforts. On teams they often lead from the middle, using diplomatic skills to hold the group together when it threatens to splinter or disband. When energy or enthusiasm flags, there is no better cheerleader. Collaborators often

- perform subtle forms of corporate jujitsu, ultimately turning the strength of any initial opposition into a positive force.

- learn that success often depends on picking the right team and casting in the proper roles.
- find that baton passes are just as likely to need to cross over oceans as well as departments.
- discover that self-directed teams that meet regularly to discuss issues and solve problems will appreciate each others contributions.
- say that the process of collaboration can be more important than the finished product itself.
- listen to concerns and complaints as the first and most critical step of winning critics over.

Director gathers together a talented cast and crew to help spark their creative talents. Directors are seen as the people who map out the productions, crafting the scenes, bringing out the best among actors and actresses, honing the project or company theme, building the chemistry, and getting it done. Kelley admits that there is more than one Directorial style at IDEO, including examples of contagious enthusiasm, calm confidence or frenetic energy to suggest a few. Successful traits of successful directors include

- giving center stage to others—content to let others take the spotlight confident in the knowledge that their behind-the-scenes work will make the whole production come together.
- loving finding new projects—good at putting together the best team they can find and afford and are sometimes willing to delay or restructure the project to accommodate the right players.
- rising to tough challenges—expects hardships along the way (long hours, ebbing budgets, looming deadlines and setback).
- shooting for the moon—ready to pursue bold strokes and lay out goals that seem difficult or even impossible to achieve and then work to make their dreams a reality.
- wielding a large toolbox—ready to solve problems in real time and ready to improvise with whatever techniques, strategies, and resources are at their disposal.

The *building roles* apply the insights from the learning roles and channel the empowerment from the organizing roles to make innovation happen. There are four:

Experience Architect designs compelling experiences that go beyond mere functionality to connect at a deeper level with the customers’ latent or expressed needs. They view the world as a stage. Experience architects

- have a talent for finding the experience in everything, even what might otherwise seem to be the most run-of-the-mill products.
- know how to focus their energy by asking what is truly important to the customer.
- have a nose for what is real, striving for the authentic, individual impressions over the “official” expert.
- draw on all available sources, especially including their own life experiences.

- are the right people to remind your organization that the first step in becoming extraordinary is simply to stop being ordinary.

Set Designer is hardwired into the collective IDEO psyche. This persona creates and constantly tweaks the design and layout or stage on which innovation team members can do their best work. Giving employees more latitude in the shape and character of their workspace helps reinforce a company environment that is fun, welcoming, and stimulating. Set Designers

- are dedicated to exploring a different frontier than what you might call “inner space.”
- understand that changing the work environment may be the necessary catalyst for transforming a team from worst to best.
- know that having a fluid environment reduces the chances of people getting “stuck in a rut.”
- have the imagination and the courage to recognize that sometimes people need to move on.
- care about the intersection between space and human behavior and following through on intentions.

Caregiver builds on the metaphor of a health care professional to deliver customer care in a manner that goes beyond mere service. Good caregivers anticipate customer needs and are ready to look after them. When you see a service that’s really in demand, there is usually a Caregiver at the heart of it. Caregivers

- help customers make decisions when they are overwhelmed with too many alternatives and too little clarity.
- help to build a base of loyal customers by becoming a trusted source of information or advice.
- create customer sites that concentrate on their needs.
- build relationships with sustainability, giving customers a sense of satisfaction from knowing that they are helping others.
- invite customers to “Join the Club,” enhancing loyalty.

Storyteller builds both internal morale and external awareness through compelling narratives that communicate a fundamental human value or reinforce a specific cultural trait. Companies from Dell to Starbucks have lots of corporate legends that support their brands and build camaraderie within their teams. Storytellers

- know the right story for the right time with the right narrative and the right situation.
- know that storytelling is critical to innovation.
- know that the right medium can support and amplify your intended message.
- understand that sometimes stories work best if they shock.
- know that even the smallest stories can go a long way toward making a company’s services or products a little more exceptional.

There are seven reasons to tell stories according to Kelley’s book. They include the following:

- Storytelling builds credibility.
- Storytelling unleashes powerful emotions and helps teams bond.
- Stories give “permission” to explore controversial or uncomfortable topics.
- Storytelling sways a group’s point of view.
- Storytelling creates heroes.
- Storytelling gives you a vocabulary of change.
- Good stories help make order out of chaos.

Kelley’s closing chapter, entitled “In the Mix,” begins with the following statement, “If there are ten approaches to creating and sustaining an innovative culture, what counts is your total score, your ability to regularly outperform the competition in the full range of daily tests that every company faces.” He goes on to recognize that perspiration and old-fashioned hard work have long been recognized as central to the process of creativity and suggests applying the following principles:

- Flexibility is more important for your organization’s strength than size or even power.
- Innovation is not just a program; it’s a way of life like the ultimate wellness program.
- Most of the innovation personas in this book boast the same relentless attitude, keeping their point of view in motion through a process of continuous learning and persistent advocacy.
- Innovators have the uncommon sense to pursue promising ideas long after their colleagues would have given them up or given in.
- The right coach will bring out the best in you, and you’ll notice the difference.

In conclusion, Kelley’s book introduces and describes ten highly interesting personas that should be fun to consider and play with. Keep in mind that it is not necessary to employ all 10 personas for each project. In fact, individual SLA Chapters might find this book a potential base for a meeting, if they were to examine these personas from their individual perspectives and consider how they might be used in their own organizational settings.

As Kelley suggests, blending traditional, disciplined based roles with an innovative persona is possible. One might restate one of his closing remarks as, “Show me a list of Librarians who changed their world, and I’ll show you a group of people unconstrained by tradition.”

This is a very easy and fun book to read. It is filled with innovative ideas on how to make innovation successful in almost any organizational setting. I challenge each of you to take a look at this volume to see what it can add to your innovative insight.

Karen Takle Quinn, PhD



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Living Air Cleaners

by Nancy Myers

Houseplants can do more than make our homes and offices pretty. Research done by NASA (National Aeronautic and Space Administration) in the 1980's has shown that houseplants will help clean up the air in your home or office.

Volatile organic chemicals (VOCs) can pollute the air enough to irritate your respiratory tract and cause headaches, sinus congestion, and fatigue. Green plants soak up VOC's, break them down, and then use them for food.

Two or three plants in 8-inch or 10-inch pots for every 100 square feet will help clean up your breathing zone. A breathing zone is an area of 6 to 8 cubic feet surrounding a person. These can be areas where many people remain for several hours working at a desk or computer, watching TV, or sleeping.

There are many plants that can act as air cleaners. Two plants with interesting leaf patterns, Prayer Plant and Spider Plant, were included in the NASA study. Of the four plant stores I checked, only one really knew much about NASA's work.

Further Information:

There are numerous sources for additional information on the subject. The following two are a good beginning:

Wolverton, Dr. B.C. *How to Grow Fresh Air*. Penquin Books, 1997. Dr. Wolverton is a retired NASA scientist.

A section of the Dr. Delphinium Web site at www.drdelphinium.com/green/research.asp provides summaries of several studies that have shown benefits of indoor plants.

Nancy Myers

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No Bargains in Baltimore: Travel Tips for the Upcoming Annual Conference

by David Grossman

February 26, 2006

Librarians traveling to the SLA Annual Conference will find few bargains this year. With higher oil prices, many financially troubled airlines have eliminated "excess capacity," which translates to fewer seats for sale. Fewer seats + more travelers = crowded airplanes and higher prices. But you can still save a buck, if you can be flexible regarding connections, departure times, and choice of airlines and airports.

As always, Bay Area residents are lucky to have three nearby airports inhabited by many discount airlines, which helps lower fares on all carriers. At the other end, Baltimore is also served by three airports, although Baltimore Washington International Airport (BWI) is by far closest to downtown Baltimore and the Convention Center.

For those who will only consider a non-stop flight, you may pay more for that convenience and you have limited options. The only non-stop service from the Bay Area to BWI is on United Airlines. On a recent survey of various travel Web sites, you could buy a non-stop, round trip ticket between San Francisco International Airport (SFO) and BWI for \$515 for flights departing either Saturday or Sunday (June 10 or 11th) and returning to SFO on Thursday (June 15th). Note that advance purchase and Saturday night stay-over are no longer often a prerequisite to finding a low air fare.

One of the very few disadvantages of life on the West Coast is the three hour time loss when traveling cross country, almost always necessitating arrival the day before your meetings unless you are willing to endure the red eye. United's two non-stop flights leave SFO at 2 p.m. and 10 p.m., getting you into Baltimore at around 10 p.m. and 6 a.m. (the next day), respectively.

If you insist on a non-stop flight coming home, there is another issue. There is only one daily non-stop flight back to SFO and it leaves at 7 a.m. This means there will be no quick 5 p.m. getaway following your last conference session. You will need to spend an extra night in Baltimore.

If you are willing to fly into Dulles Airport, your non-stop options are far more plentiful because United has a hub at both ends. They operate eight non-stop flights per day from SFO to Dulles. In addition, United also offers a single daily non-stop flight from San Jose to Dulles and another from Oakland to Dulles. You can also fly non-stop from

Oakland to Dulles on JetBlue, which operates three flights per day.

At the time of this writing, the non-stop round trip fare on United from SFO to Dulles was \$480 if you flew on Saturday, but waiting till Sunday will set you back by \$1,050. (In this case, the Saturday night stay is still advantageous.)

Non-stop fares can be more reasonable from San Jose or Oakland. When this was written, the round trip fare on United from San Jose to Dulles was \$375 departing on Saturday and \$405 on Sunday. From Oakland the Saturday departure was \$460 on United and \$335 on JetBlue, and \$490 on United and \$360 on JetBlue on Sunday.

The only catch is that Dulles is 61 miles from downtown Baltimore. A taxi from Dulles to Baltimore would cost well over \$100. Even a shuttle van would probably cost around \$100 and public transportation from Dulles is virtually non-existent. When I need to travel between Dulles and Baltimore, I find the most prudent and expedient method is to rent a car and drop it off immediately after the one way drive. At the time this was written, you could do a one way rental for as low as \$32 from Dollar or \$38 from Avis, with all taxes and fees included in those prices.

If you are willing to connect, many more flight options abound. At the time of this writing, the lowest fares from any of the Bay Area airports to BWI ranged from \$290 to \$340 either Saturday or Sunday.

Fares to Dulles were also very similar to those from Baltimore. The absolute lowest fare I could find from any airport was a round trip from San Jose to Washington Reagan (DCA) for \$215 departing Saturday on Southwest and connecting to ATA at Chicago's Midway Airport. Transportation from DCA to downtown Baltimore offers a few better options than from Dulles. A shuttle van here might cost around \$80. You can also take the Washington, DC, Metro and connect at Union Station for a train to downtown Baltimore if your luggage is light and you would like to save some money. You will still have to take a short taxi ride from the Amtrak station in Baltimore to your hotel, but the total spent on ground transportation would run anywhere between \$17 and \$30, depending on the day and time of your travel. The rental car option also works well here.

To derive the air fares found in this article, I searched a variety of Web sites. There is no single source that will consistently return the lowest fares. Aggregated shopping sites, like Kayak.com, SideStep.com, Cheapflights.com, Qix.com, or Yahoo's Farechase.com, often search across many Web sites to find the lowest fares.

If you haven't flown cross country in a while, you will notice some changes. Until recently, transcontinental routes were almost always flown by large, wide-bodied, twin aisle jets. Not so anymore. Of the 14 non-stop flights to Baltimore/Washington, only one flight uses a wide-body Boeing 767, so prepare for an intimate experience with your seat mate and the other 150 passengers crammed into a single aisle airplane.

If you want more room, there are still ways to find a more comfortable seat. United offers Economy Plus, which is a special section of the airplane with lots of space between each row, reserved for United's Premier customers or those who will pay a fee to upgrade.

AirTran also offers a "Business Class," which is similar to a first class seat; and anyone can upgrade from San Francisco to Baltimore for \$110, if seats are available prior to departure. The downside is that if Business Class is booked, AirTran's coach seats are some of the most crowded and uncomfortable in the sky.

In today's crazy market, the two airlines offering the most comfortable coach seating are discounters Southwest and JetBlue. Southwest's planes usually offer one to two extra inches of seat pitch or the distance from the top of your seat to the seat in front. And on JetBlue, the most comfortable seats are found closer to the back of the plane than the front.

Southwest has never had advance seat assignments. But you no longer have to get to the airport extra early or stand in line at the gate to get a good seat, if you check-in the day before on the Internet. Advance check-in puts you on the coveted "A" list. I find that if I stay seated until the last few "As" are getting ready to board, I can usually walk on board just before the "Bs" are called and always find plenty of open aisle seats to choose from. Another way to get a better seat is to consult a Web site like Seatguru.com to tell you which rows offer the most space on each airplane for each carrier.

Food has also changed in recent years. Meal service is a thing of the past even on a five-hour flight. Some airlines, like American and United, will sell food on board, but better bring your own because there is no guarantee there will be anything left to sell when they reach your row.

The two airlines offering the most free snacks are Southwest and JetBlue. Yes, it is junk food, but you can have all you want of the chips, cookies, or other little snacks they serve in-flight—a lot more than you'll get on United or the other majors. JetBlue also offers many channels of live satellite television at every seat.

Southwest and JetBlue also have the best change and cancellation policies. Although no one offers refunds, if you do need to cancel, you don't ever lose your money. Both airlines will apply your ticket price to a future ticket. And changing flights en route is also a lot easier and less punitive with these two airlines.

In previous years I have always found better hotel prices on my own rather than paying the SLA negotiated rates. This year, that is no longer true. The increased demand for travel has been a boon to hoteliers everywhere, and hotel prices are higher than ever.

I checked many Web sites and other sources and consistently found the SLA rates to be on par or lower than all other rates. Last minute travel.com, which usually has great hotel bargains, was selling the Radisson for \$192/night when the SLA price was \$149. Even the Radisson's own Web site was selling rooms for those dates at \$170/night.

Expedia, which is the largest online travel agency, usually has the most clout when negotiating hotel rates, but they were selling the Renaissance for \$319/night when SLA is offering a \$200/night rate and \$299 for the Marriott when SLA has negotiated a \$186 rate. Even the Days Inn was selling for \$213/night on Expedia when you could book a room there through SLA for \$129.

Even the offerings on the "opaque" Web sites, like Hotwire.com and Priceline.com, where you don't know the actual name of the hotel until you have purchased a non-refundable room, had slim pickings available in Baltimore during SLA.

If hotel quality confuses, you can increasingly check Web sites that offer "peer" reviews submitted by customers who stayed there recently. [Trip Advisor.com](http://TripAdvisor.com) was one of the early pioneers in the field of customer reviews, but the category is exploding with new entrants.

Before you decide to stay at the Days Inn, be sure to read these customer reviews posted on Travelpost.com: "The only problem we had was that the carpets needed cleaning. My children walked on them in bare feet and their feet became very dirty," said one customer. Another traveler spoke of "blood stains on the blanket along with some sort of white stains as well."

Of course, not all reviews are bad. "Best Days Inn Ever," said another reviewer on Trip Advisor; but two others said "Yuck" and "Stinky and Dirty."

Even the upscale Hyatt received some bad reviews. "Good Location, Horrible Hotel," said one traveler. Another complained, "They booked me into a corner room that is so

small, I could not believe it...I had no hot water to take a shower. There were kids running down the floors constantly, having races, being very loud. The food & Service at the Pisces lounge is TERRIBLE!!! And VERY over priced!! I'll never stay there again."

Based on price, availability of high speed Internet access, and relatively innocuous hotel reviews, I decided to book my stay at the Radisson. But you can be sure I will continue checking for lower rates right up until the non-refundable cancellation policy goes into effect on May 8th.

See you in Baltimore!

David Grossman
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Members' Organizations on the San Andreas Chapter Web Site

by Lee Pharis

Would you like to know where your colleagues are employed? Would you like to know which organizations in the Silicon Valley value information professionals by involving them in their business? Keep in mind that even academic and government institutions are a business!

Because we use the SLA membership directory on the Web, it isn't as easy to get a sense of the organizations represented by our diverse Chapter membership. The current Board of Directors for the Chapter is proposing that our Web site be modified to include a list of organizations that employ Chapter members. This action will make it easier for members to demonstrate to their own employers in what industry sectors information professionals are valued and will give prospective members an idea of the broad representation of organizations included in our Chapter.

The Board recommends that this list of employers include organization logos because a picture can be worth a thousand words or more. In addition, for a nominal fee to the Chapter, a link to an organization's Web site will also be included. At this time we are not planning to include personal member information, but that might change as

this project evolves. Be assured that your permission would be requested before this change would be made.

How can you help make this happen? EASY! Just send an email to both Carlos Medina, our Web Master (cmolina@exponent.com), and Simone Yu, our Vendor Relations Chair (simoneyu@gsb.stanford.edu), indicating that you would like to include your employer on this new Web page. Please state whether or not the Chapter has permission to use your employer's logo and if you would be interested in the nominal fee for a live link to your employer's home page. Carlos will contact you when this is ready for launch.

Please let me know if you have questions or suggestions for this venture. All ideas are welcome. We look forward to hearing from you.

Lee Pharis
 San Andreas Chapter President 2005-2006
lpharis@exponent.com

Report on Susan Hildreth's Speech on "The Value of Libraries"

by David Grossman

"We have to face the fact that library Web sites on the Internet are not sufficient" State Librarian, Susan Hildreth told a group of about 50 librarians on February 24, 2006, at the San Francisco Public Library. Hildreth said that studies have shown that most 21st Century information seekers just don't think of going to a library Web site to get information. "These information seekers use search engines to meet their needs," Hildreth said, and "search engines *are* meeting information needs of the general public." No matter how much you try to convince them otherwise, these information seekers are satisfied with the results of search engines.

To get people to utilize library resources, you have to put the information in the place where they search, Hildreth told the group. Our challenge is to figure out the best ways to get to be in those places where users are most likely to find us when they need information, and that is on search engines like Google and Yahoo. This is why Hildreth is supporting the California Libraries Open Catalog project (<http://www.calcat.org/index.html>) as part of OCLC's World Catalog project. "The open World Cat allows library records and holdings to be accessed via search engines such as Google and Yahoo," she told the audience, "so customers can identify (and access) library resources without having to go to the library Web site."

Though much of the OCLC World Cat database is only available to librarians on a subscription basis, it is Hildreth's goal to have this first-ever online union catalog of the holdings of California libraries remain free and open to public access.

Hildreth also talked about the recurring need for libraries to justify their existence and referred to several studies where ROI (return on investment) varied from \$1.30 to \$10 for every dollar spent on libraries. "We live in a world where value is measured in dollars and cents," said Hildreth, and politicians and others who control the purse strings are always trying to determine "what's the worth of this library?" Hildreth recommended that librarians visit the page on ALA's web site, <http://www.ala.org/ala/ors/reports/roi.htm>, which lists numerous reports and studies that help answer that question of "What is the value of the library?"

David Grossman
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SLA Professional Development: Click U Live!

During the 2005 annual conference SLA launched Click University in Toronto to promote professional development. As a member of SLA you can participate in Click U Live! (formerly known as the Virtual Learning Series). The seminars can be viewed live (\$99) or the REPLAY can be viewed for a lower price (\$69) two to three days after the live presentation. The benefit of the live broadcast is that you can ask questions directly of the presenter. The REPLAY is a great deal and you can purchase the webcast anytime it's convenient for you.

To learn more go to <http://www.sla.org/content/learn/learnmore/distance/2006cul/index.cfm>

Upcoming Program Wednesday, March 15, 2006 11:00-12:30 p.m. PT

Market Research for Libraries
 Presented by Samantha Chmelik, Knowledge inForm, Inc.

The Course

Who are your patrons? A seemingly simple question with deceptively difficult answers. Join us as we learn to apply market research techniques to analyze current patrons, attract new patrons, promote library services, and develop new research skills. We will learn about the concepts of Segmentation, the Marketing Mix, Usability Studies, and Perceptual Maps. Then we will apply those concepts to library management and general market research. After attending this virtual seminar, participants will be able to

conduct core market research projects, analyze research results, and implement new practices based on those research results.

Targeted Learners

This presentation is designed for professionals who are interested in expanding their knowledge of market research and its application to libraries. The course materials are intermediate to advanced level and require an understanding of basic business and marketing principles in order to gain the greatest benefit from the seminar.

Critical Learning Questions

- How does a library conduct and apply market research?
- What are the fundamental principals of marketing and market research?
- How can a library define its patrons and their information needs?

Past Program

Beyond the Basics of Internet Search Engines: Choosing and Using the Best Features of the Major Engines
 Presented by Rita Vine, Workingfaster.com

The Course

Internet search engines change and add new capabilities frequently. Take this opportunity to spend an hour and catch up on the most important advanced features of the major engines. Rita will review the advanced features and "quick-search" answer functions embedded in major search engines, including Google (and its subsets), Yahoo, Gigablast, Teoma, Exalead, and MSN Search. You will learn how to use the advanced features, and understand how advanced features can be used in various search scenarios to improve or enhance search results.

Targeted Learners

This presentation is designed for anyone who searches the Web regularly, and who wants to keep up to date with the major features of the largest search engines. The content is targeted at the intermediate-level searcher and requires and understanding of how search engines work, and the basic features of the major search engines.

Critical Learning Questions

- What are the advanced features of the major search engines that are most relevant?
- What aspects of the business models of search engines are poised to alter their effectiveness?
- What new search engines should librarians watch and test?

Chapter Events & Programs

This list includes upcoming San Andreas Chapter meetings, tours, workshops and other programs. To add an event, please contact [Carlos Medina](#).

Event	Date
■ March Tour @ Genentech - save the date - details to follow	March 21st, 2006

[Chapter Calendar with tentative dates for upcoming tours and programs](#)

Please note that dates and events on the calendar are subject to change

See Also [San Francisco Chapter Events](#)

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FaultLine Publication Schedule

The FaultLine newsletter is published five (5) times a year:

September/October

November/December

January/February

March/April

May/June

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