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Bulletin Committee

Janette Cross
Wynne Dobyns
Sandy Tao



President's Column

by Lee Pharis

Warm greetings to all – we could use some about now!

I am a Bay Area native and have always liked our typically diverse but not extreme weather. Although as a child I remember only frost and watching my breath in the air, it's fun now to see it snow on our hills every few years but not have to dig a vehicle out of it. However, I think many of us are beginning to think it's time for the weather to tone it down to a dull roar. Where is that lamb?

We had a very fun and informative meeting when **Pam Rollo, SLA President**, joined us on March 9th for our joint meeting with the San Francisco Chapter at the San Francisco Airport Aviation Museum and Library. Pam has a vivacious personality and was eager to talk about SLA's long-range plans and efforts on our behalf to provide exposure to other communities by demonstrating the value added to our organizations by incorporating information professions into their structures. On hand for our meeting was **Christine Harris**, the first librarian for the Airport Aviation Library, who was instrumental in getting the library off the ground.

Many thanks to **Mary-Lynn Bragg**, our Program Director, for making this meeting happen. She had assistance from several people including **Gloria Elia** and **Jeanie Fraser**, who made *all* the arrangements for the venue, set-up, registration, and food; **Nancy Fadis**, who hosted Pam while she was in town; and **Simone Yu** and **Rosemary Hardy**, Vendor Relations Chairs for our two chapters, who worked with our sponsors to provide visibility for them and a chance for us as members to meet the representatives and ask questions.

A big thanks to our sponsors for this meeting. Our **Primary-Plus** sponsors were **EOS, GSI, and Prenax**; **Primary** sponsors were **AIM, Factiva, Infotrieve,**

Knovel, and **Reviews.com**; *Auxiliary* sponsors were **Certified Employment**, **EBSCO**, **Pinpoint Documents**, and **Taylor & Associates**. We enjoyed having you join us and hope that you will mix and mingle with us again.

I would like to congratulate **Karen Takle Quinn** for receiving the **2006 SLA Member Achievement Award!** Last year Karen received our Chapter's Mark Baer Award. Now her achievements have been recognized on an international level. It has been formally announced on the SLA web site. <http://www.sla.org/content/SLA/awardsrecognition/awards2006.cfm>.

The election results for the 2006 SLA Board of Directors are also available on the SLA web site. Please note that our Past President, **Libby Trudell**, has been elected to the position of Chapter Cabinet Chair-Elect! <http://www.sla.org/content/SLA/governance/bodelection/results.cfm>. See also Dialog's press release at http://www.dialog.com/pressroom/2006/trudell_032106.shtml.

This issue I'd like to bring attention to our Chapter's **Professional Development Committee**, currently chaired by **Cindy Hill**. Like the *FaultLine* Committee, the Professional Development Committee needs more than just a chairperson! There are many aspects to a professional development program, including selection of a topic that might be of interest to the local members, a location at which the program can be held that will have all the necessary A-V requirements, coordination of refreshments, and registration. If there is a speaker or panel of speakers involved, then there is the added responsibility of identifying appropriate speakers, requesting that they make a presentation and coordinating dates for which they are available, following up with confirmations regarding any particular aids they'll need for the presentation, and so on. Currently Cindy is committee-less, which renders this committee virtually inoperable.

Please contact Cindy (cynthia.hill@sun.com) if you have *any* time to devote to this committee. I'm sure she would gladly receive assistance in moving forward with some of the ideas she has for programs. Perhaps if the committee wants to get its feet warm (see, I can't get away from thinking about "real" spring), we could even purchase an

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SLA program for interested members to view. If there are some that are of particular interest to you, please let Cindy know and ask her how you can help make this happen. You can review some of SLA's professional development programs at <http://www.sla.org/content/learn/learnmore/distance/2006cul/index.cfm>.

We'd like to hear from you!

Lee

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Reflections on the SLA Leadership Summit, January 2006

by Libby Trudell

The SLA leadership summit is a unique event. With only about 250 attendees, the meeting offers a chance to meet other attendees, including chapter officers and division chairs, to get a better understanding of how the association works and to chat with SLA staff and members of the SLA in a much more intimate setting than the annual conference. While aimed mainly at those who are currently in leadership roles for their chapters or divisions, the meeting offers a lot of content of interest to any SLA member. The San Andreas Chapter was well represented at the January 2006 meeting in Houston by current and incoming Chapter Presidents Lee Pharis and Helen Josephine and recent past-SLA President Cindy Hill; and I attended as a candidate for the Chapter Cabinet Chair position on the SLA Board of Directors.

The meeting is two full days, and there were some really meaty professional development programs. The keynote speaker had spent much of his early career at Disney Corporation, and he had some great anecdotes to tell about how every member of the Disneyland staff has to take a turn sweeping up on Main Street or loading the boats for The Pirates of the Caribbean ride. One of the most memorable stories was his recounting of being on Pirate ride duty and realizing that the goal which was set for the number of people who could be put into the boats in an hour was completely unrealistic—it had been based on calculations made by the engineers who built the ride by measuring the amount of time it took to load sacks of corn into boats, not real people. It was an artificial construct that was in fact unattainable in a real life situation, and a reminder that we need to constantly challenge the assumptions in the environment around us.

Another great program addressed skills needed to manage a volunteer organization. Among the many good tips was an group exercise on using the con-

cept of a mind map. While I have run into the mind map concept before (e.g. see <http://images.google.com/images?q=mind+map&hl=en&lr=&sa=N&tab=ii&oi=images>), it was fun to work with a group of other SLA members on building out a mind map for all the elements required to run a mythical event, such as a chapter evening program. As a former program planner for the San Andreas Chapter, I know that my planning style tends to be very linear (make a checklist!), and the mind map offers an approach that frees you from the sequential series of events and helps you visualize multiple work streams each happening at a different pace.

From a personal perspective, this meeting offered opportunities to observe the SLA Board of Directors meetings. Any member can observe the open sessions board meetings at either the winter meeting or the annual conference—and I would urge everyone to set aside an hour in busy schedules at annual meeting to watch the board in action. Some of it is, of course, very administrative; but it is an opportunity to understand some of the issues that come to the board, to see the thoughtful way in which items are discussed, and to watch Robert's Rules in action!

If you have the time and opportunity to attend a future Leadership summit, I highly recommend it—you'll find great programming mixed with outstanding networking opportunities.

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SLA – DPHT Spring Meeting: “Collaboration: Combining Efforts for Improved Results”

by Praveena Raman

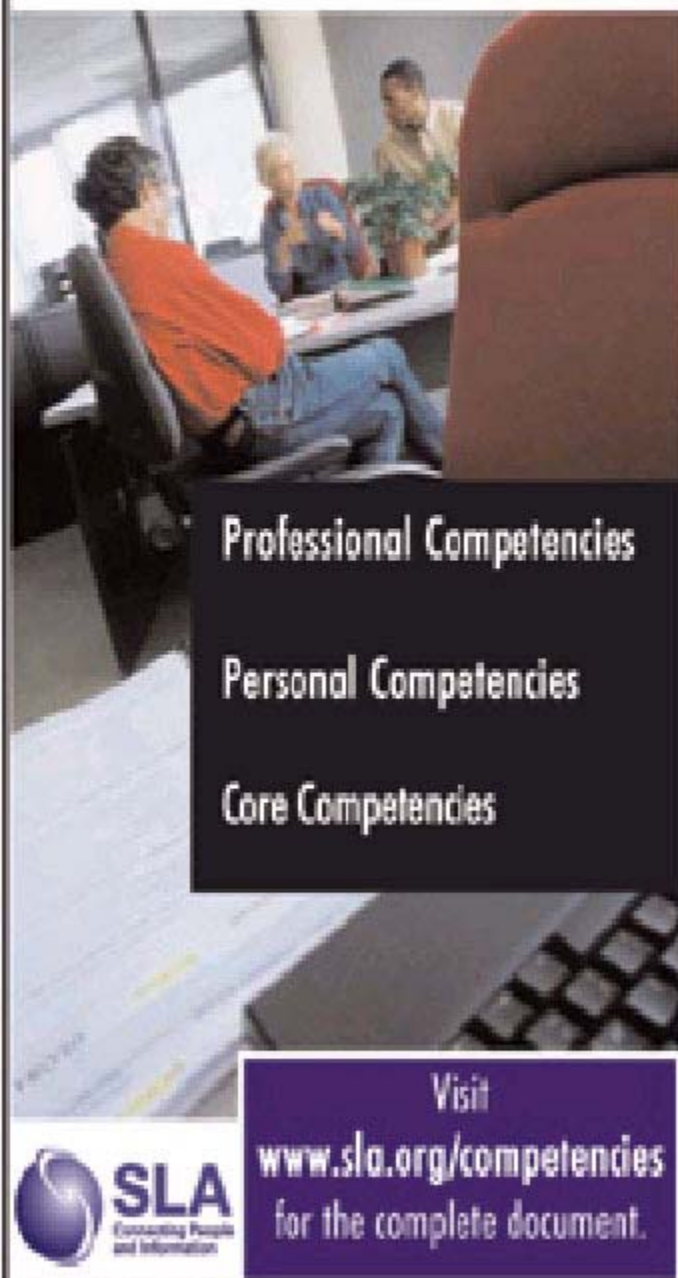
The Pharmaceutical and Health Technology Division had its spring meeting in Memphis, Tennessee, March 26 through March 28. The historic Peabody

Hotel with the famed Peabody Ducks, situated in downtown Memphis one block from Peabody Place and two blocks from the famous Beale Street and Gibson guitar factory, was a perfect setting for the meeting. With an attendance of about 170, it was an ideal venue for extensive networking, a nice change from the annual SLA conference. The packed agenda was nicely educational and informative without being overwhelming.

The meeting started out on Sunday with a case-based workshop on Adverse Drug Reactions (ADRs). The participants not only learned the classification, assessment and detection of ADRs but were also exposed to the way they are reported by physicians. The workshop also had a “Duck Break” at 11:00 a.m. so that attendees could see the Peabody Ducks in action. The five ducks reside in the roof-top penthouse suite in the Peabody Hotel and they come down to the lobby by elevator every morning at 11:00 a.m. and march to the lobby fountain on a rolled out red carpet in tune with John Philip Sousa’s “King Cotton March.” The story of these five ducks is very well depicted in a children’s book titled, *John Philip Duck*, by Patricia Polacco. The evening reception with the smaller number of vendors present was a pleasant change. It also gave the attendees an opportunity to visit all the exhibits and learn about new services and products.


Eric Lesser’s keynote talk on Monday morning on collaboration and social networking was very timely. It drove home the value of informal social networking within and outside an organization and how it can foster improved productivity and innovation and reduce friction. The presentations during the rest of the day covered topics ranging from “Electronic Lab Notebooks” to “Text Mining” to “Collaboration in a Virtual Environment.” The presentations on collaboration in the text mine and the power of text analytics showed the next level that searchers are moving towards. The presentations showed how with the use of software the time required to mine the data is cut short, leaving more time for analyzing and producing digestible information. The division did a wonderful job not only organizing a social to

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Graceland with the help of Ovid and Quosa but also arranging it on the day Graceland became a landmark.

Tuesday was kicked off by DPHT chair Cheryl Schairer doing an Elvis impersonation and welcoming everyone. Clifford Kalb, a dynamic speaker, followed her and spoke on the topic of mergers. According to him, though companies have gone through mergers and acquisitions to gain a new product or a foothold in a new market, they have not found it to have a sustainable competitive advantage. They are now turning to joint ventures and licensing agreements as a new strategy to gain business advantage. This talk was written up in the April 3 issue of the "Pink Sheets." This presentation was followed by a patent Town Hall at which vendors discussed some issues in adding value to the database and pricing issues, though superficially. Also, due to time constraints, not all the submitted questions could be answered or discussed. In the ensuing weeks a transcript of this session will be uploaded on the DPHT Web site. The afternoon

was spent discussing the pros and cons of hiring contractors and consultants and also on international copyright issues.

Besides the visit to Graceland, the meeting site also offered an opportunity to walk down Beale Street where there are flagstones engraved with musical notes and names of famous musicians. The cafes lining this historic street offer Blues music and a taste of mouth-watering southern dishes like crawfish nachos, catfish fingers, chicken gumbo and sweet potato pudding. Also near Beale Street is the famous Gibson guitar factory and showroom. An interesting 45 minute tour of the factory floor showed the stages of making a hand-made guitar from a piece of wood to the finished lacquered product. A trolley ride from Beale Street was another worthwhile visit to the Civil Rights Museum, which was built at the motel site where Martin Luther King was shot.

The presentations from this meeting can be accessed at the DPHT Web site <http://www.sla.org/division/dpht/meetings/spring2006/spring2006.shtml>. Attending the Division's meeting has certainly been a very valuable and pleasant experience.

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Conference Report

by Helen Josephine

The Second Annual Semantic Technology Conference, March 6-9, 2006, San Jose California

What is Semantic Technology?

Semantics is the study of meaning. Semantic Technologies are software technologies that make the meaning more explicit, principally so that it can be understood by computers. Within the business environment the basic problem we encounter is that we put words on everything, then we put meaning to the words, then we disagree. An example is the

word “load” which, in the electrical industry, can mean many different things depending on what department or application is defining the word.

Why Should We Care?

Tim Berners-Lee and the other founders of the World Wide Web Consortium (W3C) have a two-part vision for the Web: first to make it a more collaborative environment and second to make the Web understandable, by being able to be processed by computers. The computer processing standards now being developed by the W3C, such as RDF (Resource Description Framework) and OWL (Web Ontology Language), along with XML and metadata are the technologies that enable the Semantic (understandable) Web.

These Semantic Web technologies are also being adopted by corporate intranets to alleviate “information overload,” to bridge across siloed content management systems, and to help users find relevant content and answers based on the relationships between concepts and multiple meanings of terms. These semantic technologies require enterprise and business group-specific taxonomies, controlled vocabularies and thesauri as the underlying foundation of the development of concept relationships and ontology. The work of special librarians, developing and maintaining metadata, classification systems, and controlled vocabularies, is an integral part of the Semantic Web framework. Yet again our skills are in demand.

My interest in attending the Semantic Technology Conference was to find out more about the development of taxonomies and thesauri to inform the ontology being created to enable the Semantic Web. Some of the presentations I found particularly interesting were “Enterprise Taxonomies: A Stepping Stone Toward Knowledge Networking,” “Search for Meaning: A Taxonomists Ontological Journey,” and “Deriving Semantics in Google: an Enterprise Search Evaluation.” Other sessions covered topics of interest to Web programmers, data modelers and ontology developers.

If you are interested in learning more about semantic technologies and information discovery, you should plan to attend The Third Annual Semantic Technology Conference, May 20-24, 2007, in San Jose.

For further reading and information:

Berners-Lee, Tim, James Hendler and Ora Lassila. “The Semantic Web,” *The Scientific American*. (May 2001). Also available for a fee at: <http://www.sciamdigital.com/index.cfm?ProductView=Preview&ARTICLEID CHAR=ACB2AE34-EBC3-4D54-A854-5CEAA66A32A> (also Snip URL: <http://snipurl.com/phio>).

Daconta, Michael C. *The Semantic Web: A Guide to the Future of XML, Web Services, and Knowledge Management*. Wiley, 2003.

Mc Comb, Dave. *Semantics in Business Systems: The Savvy Manager’s Guide*. Morgan Kaufmann, 2004.

Semantic Technology Conference, “Semantic Primer.” Available at: <http://www.semantic-conference.com/primer.html>.

W3C World Wide Web Consortium
<http://www.w3.org/>.

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Book Review

by Karen Takle Quinn, Ph.D.

Carrillo, Francisco Javier (Ed.). *Knowledge Cities: Approaches, Experiences, and Perspectives*. Boston: Butterworth Heinemann, 2006. (ISBN 10: 0-7506-7941-7).

Carrillo's book provides a rich mosaic representing the diversity of theoretical and methodological approaches from the collective wisdom of 27 distinguished scholars and practitioners. The convergence of global urbanization and the knowledge society into a knowledge city is a new complex phenomenon. This is the first book, to my knowledge, to offer a well-documented state of the art account of this phenomenon known as "Knowledge Cities." Divided into three parts (1) Approaches, (2) Experiences and (3) Perspectives, this volume explores the topic in a comprehensive manner. It outlines the shifts in thinking and strategies and the challenges to the prevailing urban thinking paradigm which requires cities to now become competitive not only economically, but socially and culturally as well. Some suggest that Carrillo's book is the most important new knowledge-sharing and thinking volume in the area of urban planning since Professor Jay Forrester's 1969 *Urban Dynamics*.

Many cities around the world are dying. One of the main problems they face is stagnation. A region that bases its ability to create wealth on its capacity to generate and leverage its knowledge capabilities is called a knowledge capital. Chapter One introduces an analysis of six cities—Barcelona, Delft, Dublin, Montreal, Munich and Stockholm—which globally are considered successful. One might ask: for a knowledge city to succeed, what must it build upon? As one thinks about this question, one comes to recognize that for every person, company, or country that has made great leaps, each has been built upon or has used a knowledge base as its springboard.

The main advantage of a knowledge city is that it functions in such a way that favors its own knowl-

edge-based development. According to Chapter One, on a local scale these include the following:

- Strong innovation dynamics across all sectors
- Better educational services
- Actively involved citizens
- More suitable economy
- Creation of a more tolerant environment
- Better functioning democracy

Leif Edvinsson, the author of Chapter Five, suggests that his emerging definition of a K-city might be: "A city purposely designed for encouraging and nourishing the collective knowledge as capabilities to shape efficient and sustainable value-creating actions of welfare." (p.64). He concludes his chapter with the idea that the K-city can be regarded as a tool, or partial area, to nourish the transformation and renewal into the knowledge economy. He suggests over a dozen online links as additional sources.

In Chapter Six, Pedro Flores describes a process for detecting, understanding, and strategically applying those city assets which are viable for the construction of a differentiated value proposition for varying types of customers: both citizens and companies. The process Flores describes was developed using the principles of a KM approach focused on the strategic capitalization of knowledge (context-agent-object), based on the Capital System (CS) model developed by Carrillo). (Carrillo, Francisco. "Capital Systems: Implications for a Global Knowledge Agenda." *Journal of Knowledge Management*, 6 (4): 379-399 (2002).)

Chapter Seven is the first chapter in Part Two: Experiences. This chapter was especially interesting to me because of its case study of Singapore as a knowledge-based city. I served as a Ford Foundation Consultant to Singapore in 1967. At that time it projected an image of conservative ideology and strict censorship, but the potential was there for this new city-state to make its paradigm shift toward a free-spirited dynamic creative hub. This is where people, their ideas, and capabilities are the major sources of wealth and the source of growing opportunities with a future based on human resources as



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capital. It is the only country in the world, to my knowledge, with a National Information Policy.

Chapter Fifteen is the first chapter in Part Three: Perspectives. Since studies of industry clusters have often shown that geographic concentration is one important feature that has contributed to their success, this chapter examines the history and performance of three science parks in China. I was surprised to learn that the idea of the economic benefits from geographic concentration of firms goes back to the 1920s. The chapter reviews previous studies of scientific parks and industrial districts and discovers that actual performance of science parks is mixed. It concludes by discussing the implications for research and policy-making concerning science parks.

Chapter Nineteen looks at the Knowledge City as a collage of human knowledge moments. It illustrates this idea from a new perspective, one which connects the daily experiences of the citizens. The fundamental idea behind Ron Dvir's model is based on the principles of co-evolution—through the dense stream of Knowledge moments, all actors acting in the city co-evolve toward sustainability.

This book includes substantial conceptual and empirical studies. It addresses the lack of consensus with regard to appropriate concepts and frameworks and builds upon established Knowledge Based Development (KBS), as well as other disciplines.

This volume successfully achieves its aim of contributing to the shape of the emerging field by collecting contributions from diverse disciplines using alternative methods and frameworks and by looking at different aspects of the same highly complex phenomenon.

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Book Review

by Karen Takle Quinn, Ph.D.

Sinclair, Niall. *Stealth KM: Winning Knowledge Management Strategies for the Public Sector*. San Francisco: Elsevier Butterworth Heinemann, 2006 (ISBN 10:0-7506-7931-2)

This is an interesting book with ideas useful beyond the public sector arena. Sinclair has over 25 years of experience in the private sector prior to his work for the Canadian government. This was before knowledge management was a commonly talked about topic. However since the millennium, knowledge management and other initiatives have been heralded with much fanfare and have been suggested as ways of improving the way that government operates. Sinclair suggests that, "...if you look closely, KM is probably the single best hope for successfully moving the monolith of government towards a new and improved business model, one that can better respond to the information age demands of an online and computer savvy generation." (p.x). He notes that most of the available knowledge on KM comes from the private sector or academia, with little if any reported by the public sector. His book is focused on winning stratagems and practical ways to embed KM into any organization, especially those in the public sector.

Sinclair's book has a total of nine easy-to-read chapters. Included at the end of each chapter is a short list of actionable items to help prioritize what needs attention or needs to get done. Each chapter contains realistic, practical, and actionable advice, i.e., "It is vital that everyone understands that KM is not a silver bullet and that it is just another business management discipline that succeeds or fails dependent upon how much attention is given it." (p.23-24). Sinclair's highly selective two and half dozen references are listed in the bibliography at the back of the book.

Part II entitled, "The Path of Least Resistance," provides four useful chapters containing some fresh ideas on marketing, aligning, deploying and measur-

ing knowledge management in organizations. Part III entitled, "Making the Connection: Lessons from the Front Lines," offers two chapters entitled, "Lessons Learned: The Hard Way" and "Successful Knowledge Management: Case Studies from the Public Sector." Part IV is entitled, "The Disappearing Present," which includes one chapter entitled, "Knowledge Management: The Next Generation." Here Sinclair talks about the influence of technological changes such as the advent of Wikis, Blikis, CyborgLogs or Glogs, and WebLogs. Some of these go back several decades. He also touches upon the human perspectives of storytelling, serendipitous knowledge, and other communication tools for sharing and collaborating. This is an easy-to-read book filled with ideas useful not only to the public sector, but to the private and academic sectors as well.

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Resource Review

by Tracey Erwin

Digital Preservation Coalition; "Decision Tree for Selection of Digital Materials for Long-term Retention." (2006) Retrieved March 24, 2006, from <http://www.dpconline.org/graphics/handbook/decision-tree.html>

Librarians grapple with an ever-increasing volume of digital data. From mass digitization projects and proliferating born-digital resources, the librarian's task is to provide access to this array of information. Some information is considered so worthwhile that we may desire to preserve it for some period of time.

Whether our preservation horizon is ten years or one hundred, digital preservation is (or should be) on every librarian's agenda. However, many of us find this task more than a little daunting. Terms like "archiving" and "digital preservation" are often used loosely and it's important to keep in mind that digital

preservation is more than backing up your data to a secondary storage media, such as a server or tape drive.

This need to actively manage digital data for preservation occurs because, unlike fine wine, data does not age well. Preventing bit deterioration requires regularly refreshing the bits and migrating the data to ensure that preservation is actually taking place. Since maintaining digital data is a significant investment of time and resources, it's wise to choose what to preserve judiciously. The "Decision Tree" can help in this process.

If you're wondering whether and what to preserve, a helpful new resource is the "Decision Tree for Selection of Digital Materials for Long-term Retention." (<http://www.dpconline.org/graphics/handbook/dec-tree.html>).

It's part of *The Preservation Management of Digital Material Handbook*. The *Handbook* is maintained by the Digital Preservation Coalition (based in the UK) in collaboration with the National Library of Australia and the PADI Gateway.

The Digital Preservation Coalition's Decision Tree is an online interactive survey that guides users through a four-part process. Its purpose is to assist curators of digital materials in deciding whether or not their materials are appropriate for long-term preservation.

The tree prompts users to consider whether the material fits the organization's existing collection policy (if there is one), the copyright status of the material, the technical feasibility of preserving the material, and whether metadata exists. Cost consideration is also folded into the process.

In addition to helping you decide what to preserve, an equally important function of the Decision Tree is to help organizations improve their collection development policies by adding a digital selection policy.

A caveat is in order. Although an announcement rolling out the Decision Tree stated, "This is a valuable tool which will assist in defining a selection policy for the digital materials in your organization," the very first question asks whether the resource fits the institution's collection development policy. If your policy needs defining you may be unable to answer this question.

To get help with defining your collection/selection policy you must navigate through most of the Decision Tree before reaching the Guidance section, introduced as follows: "For further help in developing a policy on selection of digital materials for long-term preservation please go to Guidance."

The Guidance section is perhaps the most useful resource in the Decision Tree. It is a bibliography/resource page with links to a number of digital collection development policies (<http://www.dpconline.org/graphics/handbook/dec-tree-end.html>).

The Decision Tree would be strengthened by offering the Guidance section link in conjunction with question one.

Despite saving the resource page for last, the Decision Tree is a thought-provoking tool that will assist librarians and other information professionals with developing their collection/selection policies as well as decision making regarding digital preservation of specific resources.

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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

■Neighborhood Dinner

May 4, 2006

Where: Neumanali's on "B" Street in Hayward <http://neumanali.com/index.htm> <http://neumanali.com/about.htm> (across "B" street from Hayward BART) Not a budget dining experience.

Host: Leslie Fisher

650-564-5879 daytime or 510-481-0981 evenings / weekends

lfisher7@alzus.jnj.com

RSVP Deadline: Monday, May 1st @ 5pm

[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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Half Page	7 3/4 x 5"	\$120.00
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