



FaultLine

September/October 2004

Volume 25, Issue 1

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FaultLine

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 Special Libraries Association
 September/October 2004
 Volume 25, Issue 1

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Gala Anniversary

Help us pick a special location for our Chapter's **Gala 25th Anniversary Celebration** to occur in the middle of May 2005. Do you know of a unique venue to accommodate 50 - 100 chapter members located in the upper or mid-peninsula area? If so, contact Luisa Tosi Claeys with the details by **Thursday, September 23rd**.

You can also join the fun to plan this very special evening 25th Gala Committee. Along with me, other committee members include Lee Pharis, Libby Trudell, Helen B. Josephine, Mary-Lynn Bragg, Leslie Fisher, and Cynthia Hill. Contact me by phone (408-741-5426) or by email (Luisa@LuisaTosiClaeys.com) to help us prepare a magical evening for all.

From the President

Luisa Tosi Claeys

We are celebrating our 25th anniversary year. Many dedicated Chapter members are volunteering their time to make it a very special year full of stimulating and provocative events.

Leslie Fisher, Tour Director, started the year off in September with a bang, really a

recorded sound, with a tour of the Stanford Archives of Recorded Sound.

Eric Kristofferson, coordinator of the Solo Librarians, with the help of **Patricia Parsons** organized the first Solos meeting in September.

Helen B. Josephine and **Mary-Lynn Bragg**, Program Directors, are planning an exciting year. The first program is the "Neighborhood Dinners" in early October. In addition to serving as Past President of SLA, **Cindy Hill** is our Professional Development Chair. Other committee members include **Rosalind Young** and **Esther Johnson**. Look for more information on chapter events in this issue of *FaultLine*. Be sure to also check your e-mail and the San Andreas Chapter Web Events page for future announcements.

Howard Fuller with **J'Amy McCracken** are our new *FaultLine* editors. Howard and J'Amy are heading a committee that includes **Wynne Dobyns**, **Susan Casey**, and **Sandy Tao**. **Olga Nora** and **Simone Yu**, Advertising Chairs, with the help of **Lisa Sammon** are contacting current and potential sponsors for our publications and our programs.

Joe Langdon is in his sixth and final year as the Directory Chair. Joe continues to be in contact with his San Francisco Chapter counterpart to maintain the joint directory. **Linda Yamamoto** returns as the Mailing Chair. **Eli Edwards** and **J'Amy McCracken**, Student Relations Liaisons, are working with **Becky Barber** to include students in Chapter events.



Lee Pharis, President Elect and Membership Chair, is also managing archives with the help of **Sonia Dorfman**. Lee and Sonia will work to obtain material for our archives. **Lee Pharis** is planning the all California Chapters' reception in Toronto at the June 2005 SLA conference. With Lee in charge, you know it is going to be a fun party.

Pam Gore remains on the Board for her second year as Secretary and **Gerri Stephenson** is assuming her first year as Treasurer. **Libby Trudell** is now in her third year on the Board with assignments as Past President, Awards Chair, and Bylaws Chair.

Linda McKell is our new Hospitality Chair. Other committee members are **Jeanie Frasier** and **Gloria Elia**. At the same time, **Jeanie Frasier** is our new Nominations Chair while **Linda McKell** serves on the Nominations committee. In addition, we have a new Web master, **Carlos Medina**. He will update the Chapter Web site with the help of **Lorna Beich**. **Lorna** is also maintaining the Discussion List.

As you can see, a lot of active members are contributing to the success of the Chapter. Join us in the fun, too. Check out the Chapter Committee page at <http://www.san-andreas-sla.org/sa/sa-comm.html> for contact information.

I am looking forward to serving with all of you for a great 25th anniversary year.

Luisa Tosi Claeys

What's Your USP?

By Mary Ellen Bates

Reprinted from “Info-entrepreneur Tip of the Month,” with the permission of Mary Ellen Bates

Over the last few years, I have done a number of workshops with [Elizabeth Swan](#), a long-time info-entrepreneur based near Sydney, Australia. One of the marketing concepts she introduced to me last year was the idea of the Unique Selling Proposition, or USP.

Companies respond to competitive pressures by focusing on their unique selling propositions — the services or products they offer that their competitors do not or cannot provide.

An organization's USP may be based on:

- Price: people shop at Costco because buying in large quantities is cheaper
- Exceptional customer service: Nordstrom has set itself apart from other department stores by building a strong ethic of amazing customer service
- Unique features: Amazon.com established itself by providing access to any book in print, usually at a discount, with one-click purchasing and recommendations of other books you might also want

The purpose of a USP is to motivate your prospects to buy your product or service, to convey the unique value of your company, and to ensure consistent brand identity.

We info-entrepreneurs need to identify our USPs and promote them whenever we are communicating with our clients or prospects. Your USP needs to be easy to remember and consistently marketed.

One formula for identifying your USPs is to work on your “elevator speech” — that 30-second description of your business that you could use when riding in the elevator with someone. The key to an elevator speech is to focus on benefits, not features. Try developing an elevator speech around the following model:

“Do you know how [state the information problem the prospect has]? What I do is [state the solution your product/service offers]”

For example, “You know how hard it is to find good solid information on your competitors' new products? Well, I use resources that go way beyond what you can find on Google to dig up information on what your competitor may have in the pipeline.”

This elevator speech articulates your unique selling proposition — that you understand how to do competitive intelligence and that you have access to information in the fee-based online services, the invisible web, and other non-traditional sources. And it does so by answering the client's unspoken question, “What's in it for me?”

As you work on identifying and articulating your USPs, remember that you are distinguishing yourself from your true competition, which is probably NOT other info-entrepreneurs. As I describe in my book, [Building and Running a Successful Information Business](#), your colleagues are far more likely to be sources of referrals and contracting opportunities than they are to be competitors. Our real competitors are the attitude that it's all on the web for free (see the [white paper](#) I wrote for Factiva that addressed this point); the perception that you don't need an expert to search the web; and the idea of “I know enough about this subject already”, or “I can just go ask Pat down the hall.”

Once you know what your USPs are, be sure to include them in all your marketing efforts. A telephone researcher, for example, may include the tag line “Answering Impossible Questions Since 1992”; a patent researcher might say “Are you sure you're the first person to invent that? Let us prove it.”

And if you are having trouble articulating your unique selling proposition, keep in mind that - if you are a member of the [Association of Independent Information Professionals](#) - one of your USPs is that you can tap into the expertise of 700 of the smartest info-entrepreneurs in the world!



Call for Nominations

It's that time of year again, time when the Nominations Committee is seeking names of persons interested in serving as a Chapter leader for the 2005-6 year. If you would like to stretch and develop your leadership skills, network with your colleagues, and add to your resume, we've got an opportunity for you.

For the upcoming year we will have the following vacancies: President-Elect, Secretary, and one Director. Both the Secretary and Director positions are for two years, and the President-Elect is a three-year term. Each position takes 3-12 hours a month, including meetings.

The President-Elect is the understudy for the President and as such gets to know the Chapter and the membership as s/he attends Chapter meetings and stands in for the President as needed. The President-Elect also represents the Chapter at the Mid-winter and Annual SLA conferences.

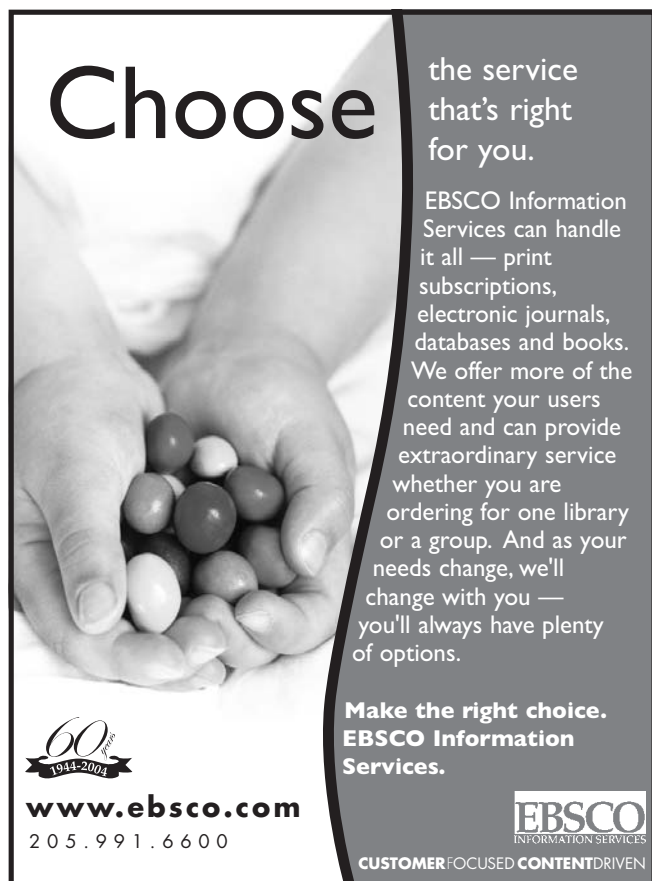
The Secretary takes minutes at all Chapter meetings and signs all contracts and legal documents along with the President.

The Directors work with the Programs, Professional Development and Hospitality Committees to plan and arrange the different Chapter programs throughout the year. This can be a fun and creative job.

For more details on the different positions, please see the Chapter Bylaws at <http://www.san-andreas-sla.org/archives/bylaws.html> or contact Jeanie Fraser, Nominations Chair, at Emily.jean@mindspring.com

In addition to the respect and thanks of your colleagues, there are additional perks to the positions, which we will be glad to talk with you about.

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Member News

On August 15th, **Keye Luke** was promoted from Librarian II to Senior Librarian, San José Public Library System. Luke continues to teach Internet classes to the general public along with assisting customers in identifying/locating material owned by the SJSU / SJPL King Library.

The September 28, 2004 San Jose Mercury News, ran a story entitled "Restoring intellectual property," interviewing San Andreas member **Anna Mancini**, HP archivist, about the restoration of the garage in Palo Alto where Bill Hewlett and David Packard started HP.

Calendar

Upcoming Events

The San Andreas Chapter's Calendar of Events can be found at <http://www.san-andreas-sla.org/other/calendar.html>

Laboratories, P.O. Box 969, Livermore, CA 94550
sklorma@sandia.gov

See Chapter Web site for further details <http://www.sims.berkeley.edu/sfsla/events/events.html>

Upcoming Events from the San Francisco Chapter

Event: Who Knows What's Hidden in the Vaults of the Bancroft? Dr. Faulhaber Knows! University of California, Berkeley, Faculty Club

Dr. Faulhaber is the Director of Bancroft Library, and will speak to us about how the Bancroft came to be and plans for its major renovations and upcoming 100th birthday celebration!

Date: Tuesday, October 19, 2004

Time: 5:30-6:30 p.m. Social Hour/No-host bar; 6:30-7:30 p.m. Dinner; 7:30-8:30 p.m.

For Directions and Parking: <http://www.berkeleyfacultyclub.com/directions/>

Cost: Members \$30; Guests/non-members \$35; Students, retirees, unemployed \$15; program only \$5
Reserve by October 16th to: Sandra Lormand, Technical Library, MS 9211, Sandia National

Event: Tour of the California Academy of Sciences

Date: Thursday, November 4, 2004

Time: 5:30 p.m Refreshments, 6:16 p.m. Overview of the Naturalist Center, Saga of the movie, image collection demo, 6:45 p.m. Archives and rare book tour.

Location: California Academy of Science temporary home at 875 Howard Street, San Francisco.

Reserve by October 28th, \$10, checks payable to SF Chapter SLA, mail

to: Sandy Malloy, Business Wire, 44 Montgomery 39th Floor, SF CA 94104

Event: Super Search Tips, half day workshop

Date: Friday morning, November 12

Presenter: Mary Ellen Bates, author of Super Searcher books (www.BatesInfo.com)

Watch for further details at <http://www.sims.berkeley.edu/sfsla/events/events.html>

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<http://www.san-andreas-sla.org>

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