



# FaultLine

January/February 2002

Volume 22, Issue 1

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Special Libraries Association

## **FaultLine**

San Andreas Chapter  
Special Libraries Association  
January/February 2002  
Volume 22, Issue 1

### Publication Schedule

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***Building Career Partnerships***

## ***From the President***

If you are on the Chapter Discussion List, (and if you are not, you really should be; for information on the List please see <http://www.san-andreas-sla.org/sa/listserv.html>) you will have received a number of emails from me in the past few months sharing with you the changes and the problems the Chapter has been experiencing. Huge thank you'd to those who have stepped forward and helped, the Chapter is most grateful and would not have survived without you. But we need more people for the remainder of the year. Also, this is the time when we should be looking for people to take the reins of the various Committees for the next year. Please think about giving some time to the Chapter. There are a few willing folks who do much more than they should but if we spread out the workload those who do will be able to do without burning out. Please see <http://www.san-andreas-sla.org/sa/sa-comm.html> for the list of Committees and then contact me if you are interested.

This issue, the first of the year, is a large one (or as someone said to me - "37 pages! That's not a newsletter; that's a journal!") as we do the official things that need to be done as well as the more information items and the fun things we all enjoy reading. I hope the next issue will get us back on a regular publication schedule and you should hear about it's availability the early part of March.

We have "interviews" with each of the SLA Board Candidates in this issue. Each of them was willing to take some time and answer a few questions for our readers. I hope the answers will give you a few more insights as you cast your vote in these changing times for the Association. Please make sure you take the time to vote if you haven't already.

I attended Winter Meeting in Chicago last month and although the focus of the gathering is usually the Leadership Development Institute for Chapter and Division Leaders (which provides a chance to share Best Practices with peers), this year we focused more on the reports of the various task forces and their recommendations.

On that note, the SLA Board is proposing some sweeping changes to the fundamental structure of the organization. Please see the article inside on page 33 that provides more information on these proposals. Make sure your voice is heard. Feel free to contact me by phone or email and I will pass your comments along as a member of this Chapter. I am sure the various Board Members would like to hear from you directly, as well.

Finally, I would like to thank people who have been so supportive of me personally these last few months. You know who you are and your encouragement has meant so much. I could not have come this far without your support and I look forward to the next while as we work on making this Chapter the best!

*Ailya Rose*

## ***Afghanistan's National Library***

NPR (National Public Radio) had an excellent story on the National Library in Afghanistan. Afghanistan's library in Kabul was destroyed during the years of conflict. NPR's Anne Garrels reports the condition of the library is a clear illustration of the depth of Afghanistan's needs. To hear the story follow this link:

<http://search.npr.org/cf/cmn/cmnpd01fm.cfm?PrgDate=01/17/2002&PrgID=3>

## *SLA Board of Directors Candidate Interviews*

The ballots for the Board of Directors are due early next month and although the information provided with the ballot is detailed, it does not really give a sense of who the candidates are. So, I decided to allow them to elaborate on themselves and their points of view through a questionnaire.

I sent the same list of questions to each of the Candidates for the Board of Directors (with the exception of the Presidential Candidates; they had a slightly different set of questions). Each person had the option of answering as many of the questions as they choose. The questions were:

1. Tell us about 2 factors that have been influential in your career advancement/satisfaction.
2. How do you inspire teamwork?
3. Share with us your views on the proposed changes to the Special Libraries Association By-Laws.
4. Also your views on the proposed changes to the Annual Conference structure.
5. Describe an instance where you were able to persuade an important person over to a new way of thinking.
6. What does success mean to you?
7. We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?
8. What book(s) are you currently reading?
9. During your time in the organization, what would you say were your greatest accomplishments?
10. Is there anything else you would to share with us?

The Presidential Candidates were given the following as question 9:

1. During your time on the SLA Board of Directors what would you say were your (or the Board's) greatest accomplishments? What was not accomplished that you think still needs work?

And had the following additional question:

1. Why do you want to be President of the Special Libraries Association?

Teach of their answers to the above questions follows, unedited, as they were submitted to me.

For more information on the Candidates please check the SLA website at <http://www.sla.org/content/SLA/Structure/0203candidates/index.cfm> or see the ballot that was sent to you from SLA Headquarters.

*Ailya Rose*

## **For President Elect**

**Lynn (Tinsley) Berard  
Cynthia Hill**



**Lynn (Tinsley) Berard  
Carnegie Mellon University  
lberard@andrew.cmu.edu**

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

The opportunity to mentor new library professionals and working for an institution that has allowed me to stretch.

**How do you inspire teamwork?**

Mainly by joining in and doing some of the work myself – leading by example and inclusion. I always give public credit to the idea generator and I endeavor to make working on team projects fun.

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

In listening closely at Town Meetings and at Chapter and Division Cabinets over the last few years I have heard the membership calling for change – change that would make SLA a faster, more nimble association. The Simplification Task Force was created to seek ideas for changing our governance structure. The recent proposed Bylaws changes were presented with that in mind. Leadership in Chicago shared their views about the pro-

posed changes and they were heard. The board is currently working hard to present the membership with a revised proposal based on leadership and member feedback. Stay tuned for a much improved proposal.

**Also your views on the proposed changes to the Annual Conference structure.**

Having been both a Division planner and serving on the 1999 conference planning committee, I am very familiar with all the effort and talent that goes into planning a conference. I've reviewed the post conference surveys and repeatedly members have said that there are too many programs offered at the same time. Our conference clearly needs work. The recent proposed changes may have been too radical. Let's keep ideas flowing for ways to improve our conference experience and then try some out!

**Describe an instance where you were able to persuade an important person over to a new way of thinking.**

While serving on a search committee for our university president I was able to persuade the Chairman of the Board of Trustees of the value in hiring a librarian (not me) to run the information end of the search – and he did.

**What does success mean to you?**

To borrow a much loved phrase: Success is: 'To appreciate beauty, to find the best in others' and to laugh often and much.

**Why do you want to be President of the Special Libraries Association?**

When opportunities came around offering me a chance to serve this organization, when my colleagues tell me they think there is a job I can and should do, and when on reflection I agree with them, then I feel a responsibility to try to give something back to a group of people which has given me so much.

*(Continued on page 6)*

*(Continued from page 5)*

**We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?**

I fit the stereotype in that I am very organized and I love a good hunt for information. People are often surprised to learn that I am a librarian and I can only attribute part of that to my leather jacket, wild stockings and my outspoken pride in my profession.

**What book(s) are you currently reading?**

I am reading Oscar Wilde's "The Importance of Being Earnest" – a very funny read. On the business side, I am reading Peter Drucker's work to prepare for L.A.

**During your time on the SLA Board of Directors what would you say were your (or the Board's) greatest accomplishments? What was not accomplished that you think still needs work?**

I had the privilege of serving on the board when our new logo and new magazine were created. I loved working with leaders as Chapter Cabinet Chair and planning training. We need a lot of work on communication at all levels....

**Is there anything else you would like to tell us about yourself?**

I am an avid canoeist and outdoors person. I am enjoying fixing up my old house and have been known as 'the Plaster Princess of Pittsburgh' among my friends. My next goal is to volunteer with Habitat for Humanity in building a home for a needy family in Pittsburgh and I am looking forward to volunteering to do the plastering tasks.... :-}



**Cynthia Hill**  
**Sun Microsystems Inc.**  
**cynthia.hill@sun.com**

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

I've been surrounded by supportive family and friends throughout my life. They have encouraged me to stretch into new opportunities and even to create challenges at my work and in my personal life. A second factor has been that I've worked in organizations that have entrepreneurial and self-directed cultures.

**How do you inspire teamwork?**

Through encouraging collaboration, brainstorming, creative thinking, establishing trust, listening, and creating engaging projects. The people with whom I work bring out the best in me.

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

An association's bylaws are the foundation upon which member services can grow and change over time. The bylaws provide a governance structure. There are two major changes that need to occur with our bylaws: 1) we need to make all the legal changes to be in compliance with recent changes in New York laws that affect associations (SLA was

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*(Continued from page 6)*

incorporated in New York when it was first established.), and 2) we should consider what bylaw changes we need that will facilitate us going forward. I think that through substantial and thorough discussion with members, the board and the association staff the board and bylaws committee will be able to draft a document that reflects the current needs and provides the flexibility we'll need for the future. I believe the current board heard the members' discomfort with the first proposed bylaws.

**Also your views on the proposed changes to the Annual Conference structure.**

I think that we, as members, need to examine our current conference structure as many members do not, or are not, able to attend. Why don't they attend? If their reasons can influence changes that are productive, then we need to make those changes. I've been very intrigued with the discussion having on the Solo Librarians discussion list from our non-North American members. They make a valid point that the length of the conference justifies their travel. Likewise, there's been a lot of discussion of similar topics being addressed by several divisions. Is there another way to present these topics that satisfies specific divisional needs yet reduces the number of concurrent sessions?

**Describe an instance where you were able to persuade an important person over to a new way of thinking.**

Through my storytelling and presentation of facts, metrics and data, Sun's HR vice-president decided to "in-source" the SunLibrary team. SunLibrary had been created as an outsourced function nine years prior to my joining the team. Today we are now in our fourth year of contributing to Sun's growth as Sun employees.

**What does success mean to you?**

On a personal level, I consider an event, project, or interaction successful when I have an internal feeling of satisfaction and joy.

**Why do you want to be President of the Special Libraries Association?**

SLA is in an exciting and turbulent time of change. I want to be part of the team that moves us forward in supporting our members' needs.

**We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?**

The stereotype: "I love to read." My family lived in Germany when I was 10. My parents would continually ask me to look up from my book to see the castles and Bavarian towns we were passing during our Saturday drives. I'm still reading voraciously.

Breaking the stereotype: I ride a motorcycle (Teal 650cc Honda Shadow - it's a dream bike!)

**What book(s) are you currently reading?**

I'm in the middle of several books which include fiction, science fiction, non-fiction and mysteries. I'm re-reading my most favorite book, *To Kill a Mockingbird*. (Scout fascinates me.)

**During your time on the SLA Board of Directors what would you say were your (or the Board's) greatest accomplishments? What was not accomplished that you think still needs work?**

As a result of the board's strategic planning process, we created four task forces comprised of SLA members that have explored critical parts of SLA such as membership, conference organization and branding. These task forces have led to lively discussions and exploring new ways of providing services

*(Continued on page 8)*

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and resources to our members. These discussions need to continue throughout the membership. And we need to thoughtfully experiment with selected proposals.

**Is there anything else you would like to tell us about yourself?**

My biggest thrill is to be backpacking in the high Sierras (over 12,000 feet), gasping for air and delighting in the beauty of the snow-melt pouring over the granite slabs of stone.

**For Chapter Cabinet Chair Elect**  
**Davenport "Dav" Robertson**  
**Lois Weinstein**



**Davenport "Dav" Robertson**  
**Natl Inst Environ Health Science - Library**  
**robert11@niehs.nih.gov**

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

Well, I would be less than honest if I didn't say money was one factor, but not in the way you might think. I mean that I have been fortunate to work in an organization where funding has usually been at least adequate or better. As one of the National Institutes of

Health within the U.S. Government, our organization has long been looked upon favorably by Congress when it comes to appropriations. That has trickled down to our library and information services, and I have been able to help those services grow over the years to meet the needs of our clientele. That's been a great source of satisfaction and undoubtedly has contributed to my advancement. A second factor (that follows from the first) is that I have been able to attract and keep a superb staff. Their sense of commitment is high, and their accomplishments have reflected on me.

**How do you inspire teamwork?**

I have a very participatory management style and I believe this rubs off on my staff. I seek their opinions on almost everything and I try to reach consensus among them before taking action. This promotes commitment to goals and to process. In other words, I'm an effective listener. But I am also comfortable with making hard decisions, and I expect my staff to be decisive, too. I encourage their independence and give them room to thrive. Incorporating humor and having an optimistic approach also help. I think all these factors contribute to teamwork.

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

I'm glad the Board decided to seek more input from the membership between the Winter Meeting and the Annual Conference. We need more time to consider the ramifications of the proposed changes. I understand and agree with the intent of the proposal, which is to streamline governance and allow the Board to concentrate on setting the vision and mission for the Association and leave the process up to the staff. I question the proposal to have the Board select the President from

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among the Directors. I still think the membership should elect the President. I'm also opposed to removing the Chapter and Division Cabinet Chairs and Chair-Elects from the Board. I believe this will diminish the role and influence of the chapters and divisions, the backbone of the Association. Finally, I believe the proposal to allow the Board to set the dues is OK as long as some restrictions are added—such as a cap on the percentage of increase each year, and perhaps a restriction on the frequency of dues increases. A line might be added to permit the membership to vote on a dues increase when the Board determines there is an emergency and the increase must be higher or more frequent.

**Also your views on the proposed changes to the Annual Conference structure.**

In a way, this is moot since the proposal was withdrawn from Board consideration in Chicago (after much criticism from the divisions). I would like to see the Annual Conference shortened and changed to make it more attractive to arrive on Saturday and finish earlier in the week. I think there should be more emphasis on division programs, not less. I think we could do without a second day keynote speaker, especially to save money.

**Describe an instance where you were able to persuade an important person over to a new way of thinking.**

A few years ago, the director of my organization was lukewarm about library and information services. He was pleased with our service, but we were just another blip on his radar screen. This changed overnight. I had seen on one of the Web news services that an article had just been published that day documenting a Scandinavian study on twins showing the effect the environment can have on

genes. Knowing that this would substantiate the new environmental genome project being proposed by our Institute, I immediately printed out a copy of the article from its electronic version and took it to our director. The next day, he came to the library and thanked me enthusiastically, saying it's great to have a librarian who truly understands the mission of our organization. Since then, he's been an enthusiastic supporter of the library.

**What does success mean to you?**

To me, success means being happy with your life both inside and outside your job.

**We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?**

First off, I think the picture people have of librarians these days is changing. Most thoughtful people realize that librarians now are leaders in the area of technology, for instance. I'm not naïve enough to think people don't still picture us as bookish, intellectual, and quiet. I don't deny those characteristics—in fact, I'm proud of them. However, by getting out and talking with clientele, serving on organizational committees with them, and delivering great services to them before they even realize they need them, I've been able to show them there's more to librarians than books.

**What book(s) are you currently reading?**

Peter Hopkirk's *The Great Game: On Secret Service in High Asia*, about 19<sup>th</sup> Century intrigue between Britain and Russia over Afghanistan, and Laura Joh Rowland's *Bundori*, a mystery set in medieval Japan. The most recent professional book I read was Peter Drucker's *Management Challenges in the 21<sup>st</sup> Century*.

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**During your time in the organization, what would you say were your greatest accomplishments?**

At work, my greatest source of satisfaction has been shepherding our internship program for the past 16 years and seeing more than 50 students become active members of our profession. In SLA, it has been serving in various capacities in my chapter and helping it triple in size since I joined 24 years ago.

**Is there anything else you would like to share with us?**

I believe we are at a pivotal time in SLA, and I would like to be one of the people guiding the Association through its transformation in these turbulent times. I invite the San Andreas Chapter members and all others to join with me.



**Lois Weinstein**  
**L. Weinstein Consulting, LLC**  
**loisweinstein@hotmail.com**

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

My interest in all forms of automation and my ability to work with people.

**How do you inspire teamwork?**

As the manager or Director, I would call all

the staff together and each person would have to comment on what they thought was needed or would resolve the situation when we had a new project or a problem. I would go around the table and make sure that each person expressed his or her views. Then I would be sure to incorporate those ideas in resolving the problem or in the design of the new project. In this manner, everyone felt that they had a vested interest in the results. While this may not work for everyone, it worked for me.

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws. Also your views on the proposed changes to the Annual Conference structure.**

I believe that it would do the Board of SLA, the association and its members a great disservice to comment on either the proposed bylaws or the proposed changes to the Annual Conference structure since neither of these documents have been shared with the SLA membership. Most would have no idea what the candidates were discussing and it might raise ire and ill will where none is desired or intended. The Board has promised to widely disseminate the changes and ask for feedback from the membership and until they do this, to comment on specifics would only destroy our chances to make the changes that are really needed in order to move our organization forward in the future. We need to allow the Board time to fulfill the commitment they made at the midwinter meeting.

**What book(s) are you currently reading?**

The Wreck of the Whaleship ESSEX by Owen Chas; First Mate; Ahab's Wife or the Star-Gazer by Sena Jeter Naslund; The Fig Eater by Jody Shield; Tom Clancy's Net Force Cybernation created by Tom Clancy and Steve Pieczenik and written by Steve Perry. Girl in Hyacinth Blue by Susan Vree

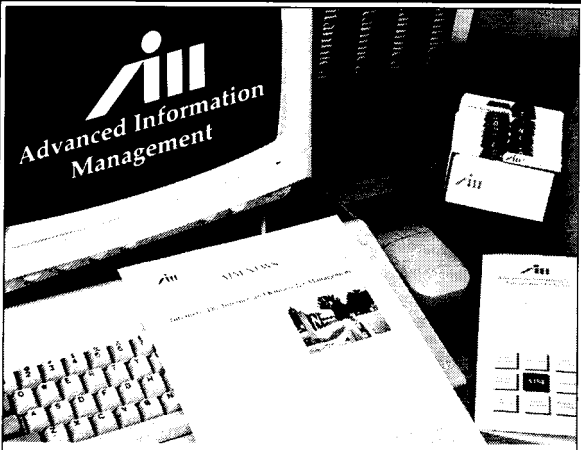
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-land. The Red Tent by Anita Diamant.

**During your time in the organization, what would you say were your greatest accomplishments?**

1. Being chair of the Nominating Committee for SLA and being involved in selecting the leadership for the association.
2. The shared creation of Career Day in 1990 in the New York Chapter. This event, now in its 11th year, introduces our profession to people seeking a second career. Donna Abbaticchio, Victoria Dawson and I worked on this together never dreaming that it would be as popular an event in 2001 as it was in 1990.



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**For Division Cabinet Chair  
Elect**

**Pamela Rollo  
Wei Wei**



**Pamela Rollo**  
Credit Suisse First Boston - Library  
[pamela.rollo@csfb.com](mailto:pamela.rollo@csfb.com)

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

Probably the two most important factors that have influenced my career are:

I have always worked in high demand, high volume places. This kind of environment helps build confidence because your clients routinely communicate to you that they find what you offer to be important.

Secondly, one of my earliest Managers taught me an important lesson. Every time I complained that we weren't providing a service very efficiently, she assigned it to me. By the end of the year, I was exhausted, and learned first hand how difficult it was to make an ensemble of services and staff members work. She taught me the bigger view the hard way..

**How do you inspire teamwork?**

I try to demonstrate/live teamwork by example and by the way I organize our initiatives. I personally work on many cross-divisional

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teams and speak freely about my own assignments and what I have to contribute to the team to make it successful. Sometimes, you must put in more than “your share”. I am not altruistic, I think that is the way one demonstrates he or she is serious about team success. On a good team, that behavior is contagious. When I assemble initiatives for my own groups, people are encouraged to do what they do best and are applauded for making progress in skills that do not come naturally. We set projects up in a way that team members have to rely on one another to complete the initiative. It’s all one project and people are assigned for their best attributes and the complements they bring.

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

I think that we are in agreement that the Association needs to change. One of the important aids to that change may be change in governance. Many activities now governed by by-laws may not need by-law governance or review. I would have rather seen the documents speak to the specific benefits that the change in governance would hope to provide. Intuitively, I think governance is a key concept, but I think leadership would have preferred a more robust document and argument. I do think that the Board could be a “flatter organization” and that fewer members may enable the group to make more decisions quicker. I don’t think that the members will be comfortable with a “flatly” elected board taking turns appointing themselves “President” or “Treasurer”. I am not comfortable with that model and I find it presumptuous. Leadership made it very clear that the President is elected for the vision that he or she brings/communicates and that vision is perceived by membership to be fundamental to the progress of the organization.

I don’t believe the new Board’s relationship to the local structure was spelled out effectively. I am not persuaded that this model for governance change is designed to help the organization. I think that the President should be elected separately, and unless the Association staff assumes more financial responsibility, the Board will still need a Treasurer. Provocative potentially interesting ideas were launched without very much information or investigative data supplied.

**Also your views on the proposed changes to the Annual Conference structure.**

Organizing programming for an annual conference is a big investment of soul and time. I have done it twice. While some of the larger divisions may be happy to surrender what they feel are their larger obligations to annual program, the average division sees its opportunity as a right and a privilege for its membership. Some of the programs become very specialized and I personally don’t feel that I would be qualified to develop programming for some of my colleagues in the other Divisions. I thought the choice to have the President appoint a committee was unfortunate. Entrance to program planning is how many people grow in the organization. While the Divisions can under this plan, nominate a planner, the committee number prevents every division from serving. Where this plan became unstuck was the proposed rule that divisions could not be guaranteed a daytime slot for their programming and could be relegated to the least desirable early evening slots. This was a bad decision. We can certainly prevent duplicative programs and shorten the program planning cycle without these draconian measures.

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**Describe an instance where you were able to persuade an important person over to a new way of thinking.**

My favorite story, or at least one that can still make me smile, was attempting to get headcount approved during a time of market constraint. All requisitions for headcount had to be approved by the Chief Financial Officer. I think Management suggested that, as the CFO's desk was a graveyard for proposals. My Division Head dared me to see if I could get our requisition signed. He thought our success so unlikely that he approved it and if the CFO signed it would go through. Two of my Officers and I took turns sitting outside his office for a few days. We refused to leave the document with his secretary. On the third day, he noticed my Head of Reference and asked her what we were all waiting for. She explained and thrust the memo, statistics and requisition in his hands. He signed. We were rewarded for stubbornness.

**What does success mean to you?**

This is a very big questions and I will limit it professional success. Success to me is happiness in the job. I walk around humming when we are all working and doing "our thing" together. I really don't equate success with achievements or objectives anymore, but how well our clients and we enjoy the way we do it. Really, nothing is ever-finished anyway-there's always a new challenge outside the door.

**We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?**

I think I fit in that I wear glasses and keep a cat. There is usually a little pause when I introduce myself at cross-divisional meetings and we state our name, rank and department. But those meetings get down to grit and peo-

ple seem to forget the label when I join in with our recommendations. I break the stereotype in the same way we all do. We are out-going, knowledgeable about what our clients need, demonstrate a positive can-do confidence and we deliver the goods. Fixes the stereotype problem every time.

**What book(s) are you currently reading?**

Katherine Graham's autobiography, I wanted to read about someone who grew into her success. Interesting woman, seemingly had everything and took her years to discover the confidence to put her personal and professional resources to work. Once she did, her difficult and gutsy decisions changed American history and influenced the practice of journalism.

**During your time in the organization, what would you say were your greatest accomplishments?**

I'm proud about two things. I work with some very talented professionals whom I have had the privilege to promote. They supply the department with so many ideas and influence all the decisions we make regarding client service. Secondly, I am proud that I am still happy to re-invent my own position every year and try to do something new in anticipating what our clients are going to need.

**Is there anything else you would to share with us?**

I think that right now working with the Board is going to be very exciting as we really have so many decisions to make. I can only promise to bring the "excitement" of what confronts us to anyone who wants to listen, and perhaps persuade a few who otherwise see nothing but "business as usual".



**Wei Wei**  
University of California Santa Cruz Science Library  
wwei@cats.ucsc.edu

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

Hard working and constantly learning..

**How do you inspire teamwork?**

Being a good listener and taking responsibilities. Support of, and trust in the other teammates

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

Change is necessary; but the key is to conduct a good communication process and getting feedback from the membership before proposing or voting for Bylaws changes.

**Also your views on the proposed changes to the Annual Conference structure.**

Again, before changes proposed, good communications with the Division Chairs and Conference Planners are essential. Subject related programs in the past were, over all, successful in attracting membership to the SLA annual conferences.

**What does success mean to you?**

More contributions to the professional society

**What book(s) are you currently reading?**

1. The Way of Zen by Alan W. Watts
2. When I Say No I Feel Guilty by Manuel J. Smith
3. Bodily Harm by Margaret Atwood

**During your time in the organization, what would you say were your greatest accomplishments?**

To lead the Science and Technology Division to be a strong member of the SLA family.

**Is there anything else you would to share with us?**

I enjoy swimming 5 or 6 times a week and having tropical fish as pets.

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## **For Directors (2)**

**Betty Edwards  
Jesus Lau  
Dee Magnoni  
Barbara M. Spiegelman**



**Betty Edwards  
bettyedwards@hotmail.com**

### **Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

I feel that one of the most important factors for me personally has been the mentoring I've received from each one of my managers. Their coaching has allowed me to grow professionally in each position I've held. Certainly my own drive and motivation have played a significant role as well.

### **How do you inspire teamwork?**

When I lead teams, the absolute first rule I use to inspire teamwork is listening – from the beginning of a project until its completion. Active listening is so crucial – yet so often it is forgotten. Listening is like the hub of wheel. The spokes – everything else – radiates from it.

### **Share with us your views on the proposed changes to the Special Libraries Association Bylaws.**

Each of us had a voice, or should I say a ballot, in electing the current Board of Directors.

We've placed our confidence in these folks to lead the Association. It was only after a thorough study was conducted and many options were explored that they came up with the proposed new bylaws. We must have confidence in those whom we have elected. We need to try a new way of governing the Association (as outlined in the new bylaws), for SLA to grow and expand. In its present form, that is not possible. If certain tenants of the new bylaws pass but for whatever reason don't work out, so be it. They can be changed. At least we will have tried, which is much better than going with the status quo.

### **Also your views on the proposed changes to the Annual Conference structure.**

This is a non-issue as the proposed changes to the Annual Conference were withdrawn from Board consideration that Saturday of the Winter Meeting.

### **Describe an instance where you were able to persuade an important person over to a new way of thinking.**

In a previous position, it made perfect sense to me that the library be more closely aligned with the marketing and competitive intelligence departments. It took a lot energy and meetings, but both groups eventually came over to my way of thinking and realized the synergies that were possible if we "joined forces." It turned out to be an extremely successful move.

### **What does success mean to you?**

Success to me means having balance in my life.

### **We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?**

I've never felt that I fit the librarian stereo-

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*(Continued from page 15)*

type. People are generally surprised to learn that I am a librarian. They usually assume that I am some type of businessperson.

**What book(s) are you currently reading?**

In preparation for our vacation to Canada this summer, I am reading "Frommer's Ottawa with Kids" by Louise Dearden.

**During your time in the organization, what would you say were your greatest accomplishments?**

I believe one of my greatest accomplishments was the Boston Chapter's planning for the 1996 Annual SLA Conference. Three years prior to the conference, before talk of local planning had even begun, I took the initiative and requested full responsibility for overseeing this important role for us as the "host" chapter. I enthusiastically marketed the idea to chapter members and nearly 100 individuals answered the call to work with me as a team on various sub-committees such as fundraising, library tours, a guidebook of Boston attractions and restaurants, and the "Taste of Boston" reception. SLA 1996 was the first in which a Website was used to disseminate information about the conference host city and various related events. From 1994 through mid-1996, my vision led this cohesive group and we accomplished many "firsts" for the association, which are now part of regular conference planning.

**Is there anything else that you would like to share with us?**

It's an exciting time for SLA and I hope to have the honor of serving you as Director.



**Jesus Lau**  
UACJ - Universidad Autónoma de Ciudad Juárez  
jlau@uacj.mx

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

One would be the different roles that I have had in my library positions. My present job is to act as dean of information services and accreditation. This role gives me an insight of the whole management of the university, where I work. Second is to have been able to travel to more than 40 countries on library business, allowing me to evaluate different library systems.

**How do you inspire teamwork?**

By sharing decision making and by empowering people in their tasks.

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

SLA requires a flexible structure, so that it can adapt to the constant change of the profession and the information industry. However, whichever organization scheme is adopted, new or old, has to reflect members' needs and dreams of growth.

**Also your views on the proposed changes to the Annual Conference structure.**

The Annual Conference is the meeting of the

*(Continued on page 17)*

*(Continued from page 16)*

SLA membership; therefore it ought to meet the demands from real as well as possible potential participants. SLA is an umbrella organization formed by its divisions and chapters; therefore, the conference should reflect this structure. I believe that there is a need for a general component to get a sense of community, as well as the more focused division's programs. There is certainly space for more coordination between the general and among the particular parts of the program. Some strategies could be to reduce overlap, add more content, and distribute presentations, papers and course outlines via web, perhaps charging an extra amount to members for these services.

**Describe an instance where you were able to persuade an important person over to a new way of thinking.**

One instance was when I convinced the University President the role libraries ought to play in higher education over a period of more than two years. This meant that the academic affairs office was handed to me, so that I could facilitate academic changes based on learning-oriented education. As a consequence, I facilitated a strategic planning exercise to identify the education model of the university. This process included a consultation of more than 10,000 people from the university and the region it serves. The result was the adoption of a new life-long learning educational model. A book was published with the results, and a second one is on the press with the methodology used.

**What does success mean to you?**

Success means accomplishment of goals, and the satisfaction of doing the task well.

**We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change**

**people's ideas of what a librarian is?**

I would assume the stereotype is the American one (South of the border is a slightly different one). However, I have the skills, values and knowledge that make librarians unique. I like order, value access to information and know well the principles of knowledge management. As I have already stated, I have always worked having additional roles, in addition to my library function, during my present and in past organizations. In other words, I have demonstrated that library skills can be applied across organizations regardless of their function, since every activity has an information component.

**What book(s) are you currently reading?**

Cozumel; Vida Porteña by Martín Ramos. A descriptive book on a Mayan island.

What is Quality in Higher Education, edited by Diana Green. A book on external university evaluation.

I tend to read books on whatever I am working on in my office, and for enjoyment I read family related subjects and novels.

**During your time in the organization, what would you say were your greatest accomplishments?**

My greatest accomplishments are when my team recognizes my leadership, because the team that I belong to knows the alphas and betas of my performance more than even my users or my superiors.

**Is there anything else you would like to share with us?**

I think SLA can be a more international organization. Several regions of the world, developed and underdeveloped, require better information services, and SLA could greatly contribute to this market if the right strategies are taken.



**Dee Magnoni**  
**Zephyr Information Services**  
**dee@magnonigroup.com**

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

As I have advanced in my career, I have continuously sought out new challenges and opportunities to grow and learn. I have worked in a number of library and corporate settings, and each of them has challenged me in unique ways. Secondly, I seek peers who are positive, motivated, and excited about what they are doing. Working with these types of people makes each day rewarding, no matter what the task is at hand.

**How do you inspire teamwork?**

Collaboration, communication, and active listening are all essential tools in inspiring teamwork. I like to allow a team to grow organically with the strengths of its members, and to keep the feedback loop actively engaged at all times.

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

I believe the proposed changes have both strengths and weaknesses. For association units, the changes will allow a great more flexibility in governance. For example, units will be able to hold official votes by e-mail. Unit By-Laws can be replaced by Guidelines, shortening the amount of time necessary to

enact change. These changes are positive. On the other hand, I believe our organization is grass roots oriented. Voting for our president directly is important. I think making all of the director positions three-year terms is a positive move.

For other changes, such as proxy voting, I would like to hear more discussion on the perceived pros and cons. If I may, I'd like to turn this question on its head. What do you, a member of the San Andreas chapter, think of the proposed changes? Membership input on such fundamental organizational change is critical. Please e-mail me your thoughts!

**Also your views on the proposed changes to the Annual Conference structure.**

I would love to see the timeline for conference planning shrink. The proposed changes in the Annual Conference structure are not the way to accomplish this. Once again, we are a grass roots organization. We solicit ideas, energy, and talent from our membership each year and produce an incredible tapestry we call our Annual Conference. I do not want to put a filter between the units, their members, and conference planning. Perhaps we can work with the association office and its publications deadlines to streamline the planning process and allow more timely and relevant programs to be offered each year.

**Describe an instance where you were able to persuade an important person over to a new way of thinking.**

An "important" person is a relative term. I have been able to persuade my children that the world comes in many shades of gray rather than strictly black and white. I have persuaded a friend that tolerance includes tolerance of sexual preferences. These people are all important to me. On more professional levels, I have been able to use my research as a tool to prove or disprove a theory that a cli-

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ent has asked me to look into.

**What does success mean to you?**

Success, for me, is the satisfaction that comes with a job well done as well as the attainment of personal and professional goals. I also define success by my ability to balance my husband and three children with my career, my professional and civic memberships, and my personal growth.

**We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?**

Well, I do love books. I can be terribly disorganized at home and I don't wear glasses just yet. I bought wine glasses and a corkscrew for my last corporate library. About a year ago I left a car dealer aghast at my salary – that was fun!

**What book(s) are you currently reading?**

On the fiction side of the nightstand I just finished an old Alice Hoffman novel and have started Toni Morrison's Song of Solomon – a classic that I somehow missed.

On the non-fiction side of my nightstand I currently am part way through Organic Living in 10 Simple Lessons by Karen Sullivan, How to Speak, How to Listen by Mortimer J. Adler, and As the Future Catches You by Juan Enriquez.

Of all the books I've read in the past year, I would most recommend The Cultural Creatives: How 50 Million People are Changing the World by Paul H. Ray and Sherry Ruth Anderson.

**During your time in the organization, what would you say were your greatest accomplishments?**

I think bringing Stewart Brand to our annual conference made me feel especially good.

Seven divisions agreed to set aside a time slot as well as financial resources to make his talk possible. The level of partnering and teamwork was awesome.

I also enjoyed leading book discussions on the Information Futurists Caucus discussion list. The discussion of Peter Schwartz's Art of the Long View was exhilarating.

**Is there anything else you would like to share with us?**

I am passionate about SLA, and look forward to involvement in the association for many years to come. I would be honored and thrilled to be voted onto the board of directors.

I like to listen to people's stories. Do you have one to tell? Feel free to contact me at any time, and thank you for the time you've taken to read my story!



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**Barbara M. Spiegelman**  
**Spiegelman Group**  
**barb.spiegelman@verizon.net**

**Tell us about 2 factors that have been influential in your career advancement/satisfaction.**

My mentor, Mary Vasilakis. She hired me for 10 hours a week right out of library school. The project was to last 3 months - I stayed 27 years. And she taught me everything I know.

I think the fact that Westinghouse was a gigantic world-wide operation, and they jumped on new ideas. So when there was a chance to promote women (Mary V., mentioned above, was the first female manager), they took it. They were also very heavily into training and development, so I went to tons of workshops, classes, etc., to develop skills.

Am I allowed a third factor? I wanted to be a librarian all my life, and I would make the same career choice today. I think the job satisfaction comes from loving what you do. That doesn't mean every day is perfect (J), but most days I think I'm very lucky to be a librarian.

**How do you inspire teamwork?**

I concentrate on the "we" of projects, and I celebrate victories (and sometimes defeats!) constantly. People work better when they work to a common goal, and feel the support of those around them. I should probably also mention the gigantic jar of Hershey's Kisses on my desk - which I pass around at every team meeting!

**Share with us your views on the proposed changes to the Special Libraries Association By-Laws.**

**Also your views on the proposed changes to the Annual Conference structure.**

As I'm sure you know, the full "meat" of these changes did not come out until Winter Meeting. I think we need change. But I am still thinking about the changes proposed, and whether they help move us forward, or just to a place that is different, with the same issues.. Give me about another month to evaluate the proposed changes.

**Describe an instance where you were able to persuade an important person over to a new way of thinking.**

First let's assume you and I mean the same thing by "important". I take the term to mean influential within your own organization. One of our general managers was not a particular supporter of the Technical Library. As annual budgets were being prepared, I wrote individual letters to each general manager, explaining how much they had used the Technical Library the year before - up to and including every single search, reference question, order, etc. Then I estimated the usage to come in the following year. And my big finish was to suggest in detail ways they could cut their library costs - for example, telling them how many copies of the Wall Street Journal they were paying for, and asking if the engineers in their department could be encouraged to share. From the data I provided, the GM was able to cut costs, he called to thank me for the recommendations, and he wrote a letter to my manager and the CEO of the corporation to comment on our service. He also paid the bill with no complaints!

**What does success mean to you?**

In the professional sense, it means doing well for my company and myself. Helping the

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company achieve its mission and objectives - both technical and financial - and being rewarded appropriately thru career advancement for the work I do. In a personal sense, to me a successful life is one where I am comfortable in my own skin, and able to perform multiple roles like partner, parent, friend, teacher and member of the community. Please call to remind me of this on days when I am flying between my class in special libraries, my granddaughter, and a nighttime library board meeting. Those days I feel more tired than successful . . .

**We have all heard of the librarian stereotype. In what ways do you fit into this and in what ways do you completely change people's ideas of what a librarian is?**

My family always accused me of having my nose buried in a book. I love learning for its own sake. I love serving other people. But I am very extroverted, and don't hesitate to speak up when I have something to say. In other words, no one would think "shy and retiring" when they meet me. A lot of people ask me if I'm really a librarian; usually they look like they don't believe me. I tell them, "This is what librarians are like today". They look a little scared.

**What book(s) are you currently reading?**

Folly, by Laurie King. If you are a mystery lover, you must read her first 3 books.

A Final Vineyard Season - another mystery, this one by Philip Craig..

The Samurai's Garden by Gail Tsukiyama. I have been in the same book discussion group for 30 years, and Samurai is next on our list.

Cindy Hill gave me a superb book - Blindness, translated from the Portuguese.. I couldn't put it down.

**During your time in the organization, what would you say were your greatest accomplishments?**

Bringing the organization through the potential medical division controversy when I was Division Cabinet Chair. Editing the Competencies document. Current participation on the Branding Taskforce, chaired by Carol Ginsburg, because this is an issue so important to future of SLA.

**Is there anything else you would like to share with us?**

Thanks to my older son Marcus and his wife Lisa, I became a grandmother to Rebekah just 5 days ago. She is the first girl in our family in 35 years. When you have your own children, you think, Life can't get better than this". But being a grandparent is the best!

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# Minutes of Meetings

*Note: this are all edited versions. For the complete official minutes of each meeting please see the San Andreas Website at <http://www.san-andreas-sla.org/archives/archives.html>*

## **Annual Business Meeting Minutes (DRAFT)**

San Andreas Chapter  
Special Libraries Association  
May 12, 2001, 1:00 PM - 1:30 PM  
Huddart Park, Woodside California

Attending: 22 members, families and friends.

### **Minutes Approved**

Secretary Jana Cassel, distributed the minutes from last year's Annual Business Meeting, dated May 16, 2000. The minutes were approved as written.

### **Newly Elected Officers**

New officers were announced for the 2001-2002 program year.  
President-Elect: Ailya Rose  
Secretary: Roger Sherman  
Junior Program Director: Leslie Fisher

### **Thank You's**

Lucy Steelman, outgoing President, presented beautiful thank-you cards to the 2000-2001 members of the Executive Board and Advisory Council for their service.

Catherine presented Lucy with a desk set in **appreciation for her service as Chapter President.**

### **Treasurer's Report**

Luisa Tosi-Claeys reported the Chapter had an income of \$2,681.29 this year and a balance of \$52,461.02 in all accounts.

### **Other Business**

Wynne Dobyns reported that NOCALL has given a grant of \$1,000 for members to attend professional conferences such as SLA or ALA. Wynne

suggested that our Chapter consider giving a grant for a member (or two or three) may attend the SLA annual conference. She recommended it be reserved for members working in the profession whose companies do not pay for conference fees or travel, rather than for students.

Libby Trudell recommended that our Chapter make a commitment to be involved in Career Day at San Jose State University's library school program.

There was a question about whether there is to be a new San Andreas/San Francisco Chapters Joint Directory issued. Lucy stated that it is in the hands of the San Francisco Chapter. She also reminded us that we can search the online directory on the Headquarters web site [www.sla.org](http://www.sla.org).

## **Executive Board Meeting and Turnover Meeting (FINAL)**

Special Libraries Association  
San Andreas Chapter  
Tuesday, July 10, 2001 5:30pm - 7:00pm  
Dialog Corporation, Mountain View, California

**In attendance:** Becky Barber, Jana Cassel, Leslie Fisher, Vicky Gray, Jane Ibl, Christine Merten, Roger Sherman, Catherine Starr, Libby Trudell

### **Introductions**

Attending incoming and outgoing Executive Board and Advisory Council members introduced themselves and were welcomed by President Catherine Starr.

### **Approval of Minutes**

It was moved that the minutes of the February 6, 2001, Executive Board Meeting be approved, as written. Move seconded and passed.

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### **Committee Chairpersons Needed**

Catherine Starr reported that she is seeking volunteers for several committees whose leadership positions are vacant.

Libby asked if any committee chair positions are for 2 years. She suggested changing some of them to a two-year term—possibly overlapping terms of 2 co-chairs—in order to provide more continuity.

### **Joint Meeting of the Chapter Executive Boards**

Catherine reported that she had obtained several tentative dates from the San Francisco Chapter for the upcoming joint board meeting.

**Action:** Roger Sherman will contact the library to reserve a meeting room at one of the agreeable times.

### **Program Planning Status Report**

Libby updated the board on the status of planning for future chapter events, 2001-2002.

It is the San Andreas Chapter's turn to organize this year's joint chapters meeting. The Program Committee plans to invite Roberta Shaffer, the newly appointed Executive Director of SLA, to the Bay Area for a "get acquainted" visit and talk to be held toward the end of the program year, in May 2002.

### **Other Business**

A discussion followed regarding the pros and cons of scheduling meetings in the morning, at lunchtime or in the evening. An idea for a different kind of meeting that might promote more interaction and networking among attendees was offered. It involved organizing meetings not with a speaker, but rather with several tables, each designated for discussion of a topic related to the profession, where

members could gravitate to conversations specific to their interests or needs.

### *Turnover*

The meeting was adjourned at 6:20 p.m. for attending outgoing and incoming officers to meet with their incoming counterparts for turnover of committee materials and instructions.

### **Joint Meeting of San Francisco and San Andreas Chapter Boards (DRAFT)**

Special Libraries Association  
San Andreas Chapter / San Francisco Chapter  
Tuesday, July 31, 2001 6:00pm - 7:00pm  
Menlo Park Public Library

Attending from San Francisco: President Maggie O'Brien, Past President Marlene Vogelsang, Treasurer Tamara Horacek, Secretary Jo Falcon

Attending from San Andreas: President Catherine Starr, Past President Lucy Steelman, Senior Director Libby Trudell, Junior Director Leslie Fisher, Secretary Roger Sherman

### **Joint Meeting 2002**

The Joint Meeting in 2002, to be hosted by San Andreas, will feature SLA's new Executive Director Roberta Shaffer, fortuitously recruited by San Francisco.

### **Directory**

Catherine Starr reports that it was just distributed. There was some discussion of which chapter is to do next year's Directory, or whether we will collaborate. Given the difficulty of getting coordination with (and clean data from) SLA HQ, it has been suggested that we use an edited version of the last year's Directory with corrections, rather than a fresh download of data. Coordination of the adver-

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*(Continued from page 23)*

tising component will require clarifying who does it..

### **Planning**

San Andreas has overlapping terms, so the next year is always pre-planned to some extent. The Senior and Junior Director titles need revision.

### **Joint tours**

Libby proposes a possible tour of Microsoft's Mountain View campus.

### **Program**

Maggie has provided a schedule with dates so we can plan around each other.

### **California Reception at SLA 2002 in Los Angeles**

Host duties are on a 5-year rotation -- it appears to be our turn, but is it needed? Consensus is that it may be more necessary when the conference is in California, since more locals come. We'll check with the Los Angeles chapter, who are doing the whole-conference reception and may have further input on a California reception.

### **Discussion lists**

neither chapter's list really discusses; they're mostly announcements. It would be good to interact more.

Next year's joint board meeting will be hosted by San Francisco at a mid-peninsula venue, possibly the very convenient Menlo Park Library again.

### **Executive Board Meeting (FINAL)**

Special Libraries Association

San Andreas Chapter

Wednesday, Oct. 10, 2001 5:30pm - 7:00pm

Dialog Corporation, Mountain View, California

In attendance: Becky Barber, Luisa Tosi Claeys, Bill Fisher, Leslie Fisher, Ailya Rose, Roger Sherman, Catherine Starr, Lucy Steelman

### **Approval of Minutes**

It was moved and seconded to approve the minutes from the July 10, 2001. Motion passed.

### **Succession to Presidency: Current and Future**

Catherine announced that she must resign as chapter president, effective today, as she will be leaving the Bay Area soon for Toronto. Lucy reported that she had reviewed the chapter bylaws to determine what provisions exist for filling a vacancy in the office of chapter president. The bylaws provide that the president-elect shall be elevated to the presidency and assume all of the duties and obligations thereof.

Ailya offered to serve the remainder of Catherine's term as well as the following year.

### **Advisory Council Vacancies**

Ailya asked for an update on which advisory council positions remain vacant. The Board replied that several positions are still vacant, some more critical to fill immediately than others.

Even though it was our turn this year, the San Francisco Bay Chapter offered to continue handling the Jobline with the proviso that the San Andreas Chapter take responsibility for it for 3 years in a row beginning next year.

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The *FaultLine* needs an editor. Advertising Committee needs a Chair as well. Other positions that still need to be filled, but not quite as urgently, are: Archives, Awards, Consultation, Government Relations, International Relations, Networking, Nominations, and Public Relations.

### **Program Committee Update**

Leslie discussed the program lineup for the rest of the year.

### **Website**

There was a brief discussion regarding the need to update the chapter website with the names of this year's officers and current advisory council.

### **Treasurer – Annual Budget**

Luisa announced that she would like to send out a letter to all new committee chairs asking them to submit a status report on their individual budgets and a new budget for next year. Lucy indicated that we urgently need advertisers and meeting sponsors.

Ailya wondered if it would be possible to hold some Board meetings electronically, via conference call. Bill said it's possible, but that any votes must be considered "straw votes," as it is required that all motions be approved in-person.

### **Chapter Archives**

There was a pressing need to locate an appropriate place to store the chapter's archives. She investigated and found a storage company in Redwood City that offers spaces with a controlled environment for \$66/month. It's a month-to-month contract, so we are free to move the archives elsewhere anytime, if we find a preferable spot. There is still room left in the storage space, so committee chairs are urged to deposit any inactive records.

### **Joint Chapter Meeting**

Leslie reviewed the results of the search she and Libby Trudell carried out for an appropriately festive venue for the joint chapters meeting (May 2002) at which incoming SLA executive director Roberta Shaffer will be welcomed to the Bay Area. After weighing the pros and cons of the alternative sites, the board came to a consensus that Ralston Hall would be the best choice. The need for a serious drive for top-tier sponsors was also discussed, as well as an effective advertising campaign to attract a large turnout to the signature event.

### **Executive Board Meeting (FINAL)**

Special Libraries Association

San Andreas Chapter

Tuesday, Dec. 18, 2001 4:00pm - 5:00pm

Dialog Corporation, Mountain View, California

In attendance: Becky Barber, Luisa Tosi Claeys, Cindy Hill, Nancy Myers, Joshua Richardson (student), Ailya Rose, Roger Sherman, Lucy Steelman, Libby Trudell

### **Approval of Minutes**

It was moved and seconded to approve the minutes as written. Motion passed.

### **Treasurer's Report**

Luisa presented the year-to-date Budget Summary Report, the proposed 2002 Budget, the Net Worth Report and the Auditor's report. Regarding the proposed budget, the auditor, made a couple of suggestions: 1. Income should normally meet expenses; 2. On various line items nothing is budgeted. They should either contain something or be deleted. As for directory advertising income, there was a shortfall. Dinner meeting income was under budget as well \$3,100 vs. \$6,000.

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Luisa, moving on to the 2002 draft budget, indicated that it shows a future deficit of about \$8,000. She felt that it might be due to the decline in advertising income and the trend toward lower meeting attendance. Libby noted that it may be due in part to the unusual scale of the May 2002 joint reception for the new SLA executive director. A couple of obsolete line items were then deleted. Lucy asked whether it would be possible to place advertising on our website, in lieu of ads in the *FaultLine*, which has gotten to a slow start this year. Ailya responded that she doesn't think it would be a problem. Ailya will send out warning to all committee chairs to not to deviate from their budgets without prior approval of the Board. There was a discussion as to where cuts could be made to reduce the budgeted deficit. The final consensus was to approve the budget as submitted. Luisa said that she would submit the Annual Financial Statement to headquarters by the end of January.

### **Membership**

The topic of member retention for the chapter was briefly addressed. Lucy reported that she was under the impression that this activity had been neglected by the Board for some time. She had some suggestions for Sue Stanek, who recently volunteered to serve as membership chair until the next election, when the new president-elect will take over responsibility for membership issues. Her ideas for welcoming new members included: It was agreed that, since this may not have been done for some time, perhaps a mailing to all those who have joined the chapter in the past year or so would be in order.

### **FaultLine**

Ailya reported she sent out a letter to the membership in November to ask for volunteers for various committees which still have

vacancies, including the *FaultLine* editor. The response was not encouraging. The bulletin still has no editor at this point. Consequently, she is considering the idea of leading the bulletin crew. It was decided to begin sending out the *FaultLine* electronically (PDF format) on an experimental basis to all members using the chapter's mailing list server.

### **Archives**

Ailya told the Board that the chapter is still without an archives chair and that the archives are in a self-storage facility at present. Lucy mentioned her concern that she had heard from the previous archives chair that no new material has been added to the archives in the past 6 or 7 years.

### **Advisory Committee Vacancies**

The following critical committees have vacancies, according to Ailya:

- Advertising
- Archives
- Bulletin
- Consultation

Lucy has agreed to handle Awards and Nancy will handle Nominations. Other committees or liaisons that are still vacant are:

- Government Relations
- International Relations
- Networking
- Public Relations

### **Professional Development**

Ailya asked how the chapter is handling CE certificates. Cindy responded that any questions regarding CE certificates may be directed to SLA headquarters.

### **Nominations**

The Board discussed possible candidates for the chapter offices that will be open for the next program year: president-elect, treasurer, and director.

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### **Chapter Letterhead**

Roger distributed letterhead to those that needed it.

### **Other Business**

Lucy asked Cindy what the guidelines are for the Mark Baer Award. She replied that they have always been very open, but suggested that the criteria could include such factors as: volunteer work, external exposure, and other significant contributions to the chapter.

### **Executive Board Meeting (DRAFT)**

Special Libraries Association  
San Andreas Chapter  
Thursday, Jan. 17, 2002 5:25pm - 5:40pm  
Sun Microsystems, Santa Clara, California

In attendance: Luisa Tosi Claeys, Nancy Myers, Ailya Rose, Roger Sherman, Lucy Steelman, Libby Trudell

### **Approval of Minutes**

It was moved and seconded to approve the minutes of the December 10, 2001, Executive Board meeting, as amended. Motion passed.

### **Nominations Committee Report**

Nancy Myers summarized progress to date on recruiting of new officers. One or more candidates are still being sought for the office of Treasurer.

### **FaultLine**

Ailya reported that she has met with the bulletin committee and hopes to release the year's first issue on the chapter website soon. She plans to send out postcards to announce the availability of the *FaultLine* online and to urge members to join the chapter's discussion list, so that they will receive future notices.

In addition, she proposed setting up a separate electronic mailing list for announcements only (bulletin, meetings, etc.)

### **Awards Committee**

Lucy said she plans to send out a call for nominations for the Mark Baer Award.

## **Meeting Reports**

### **Picnic San Andreas Chapter May Meeting**

The May business meeting was held in Huddart Park. Although some necessary business was performed, it was a day for appreciating the the chapter membership. Families and significant others were invited to a free barbecue and picnic in the Redwood area of the park. The setting was beautiful and the weather a bit cooler than expected. The food was great and we all had leftovers to take home.

In order of business the minutes of the last May business meeting were approved. The President-Elect, Catherine Starr, presented the President, Lucy Steelman, with a beautiful pen and pencil set from the Chapter. Lucy thanked the board and the advisory board members for their hard work the past year. Individual thank you notes were given to all who had worked so hard for the chapter as officers, committee chairs or members of a committee.

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This meeting was particularly nice because it was very relaxed and included family and friends. It was good to meet husbands and children. Some of us decided to hike through the park after the meeting was adjourned.

*Lucy Steelman*

## **Getting to the Heart of the Association San Andreas Chapter September Meeting**

The September 2001 meeting of the SA Chapter of SLA was a great social success as well as providing a very interesting talk by Bill Fisher. With a playful meeting “theme” promoting the meeting, Bill had to don his Association Director’s “hat” and appear more serious than his usual self in order to contrast with our long networking period.

We met at the Ricky’s Hyatt Palo Alto on September 20<sup>th</sup>. The theme, “Pairs are Wild” was used to promote member return to the SLA calendar year as well as encourage attendance by potential and lapsed members. The “gimmick” was to allow a 2-for-1 registration rate so members could easily bring along guests. The outcome was very positive with an attendee count of more than 70 people. Lucy Steele, our past president, and Nancy Myers did the honors at the registration table.

The networking interval was lively and enjoyable due to another “pairs” incentive. This time the purpose of the incentive was to encourage networking interaction. This at-

mosphere was created by using an real deck of cards; in fact, two decks. Upon registration each member received a playing card. With two decks used, each member had a partner among the attendees identifiable by their “paired” cards. Paired members were to seek out one another out and exchange a little known tidbit about themselves. At the end of the meeting the signed cards were drawn from a basket and the card “owner” had to reveal the tidbit disclosed by their partner. A door prize was awarded to these members – just for having gotten to know someone newly! You might say, for having gotten closer to the heart of their partner.

But that’s not all. As for delving deeper into the Association, Bill took things even further. As a current Board member for the Association, Bill has a rare insight into the organization. What’s more, he’s holding office during a time of transition for the Association. With Roberta Schaffer stepping, into the role of Executive Director for the Association only few weeks earlier, Bill provided a direct view into news, vision and changes coming out of headquarters.

During the speaker portion of the meeting Bill regaled us with a rich factual overview of Roberta’s professional trajectory as well as insight into the current state and pending changes of the Association. Among other things, Bill noted that Roberta has taken up a strong advocacy of tangible and time-related characteristics to the goals she accepts during her tenure. He spoke also about the increase of international chapters, pending changes to Association by-laws, an emphasis on enriching the professional development aspect of the organization, and a trend toward better mining of information technology as a medium for more effective communications and transmission of knowledge within the Association.

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This was the best insight I have yet had into the Association. I felt that I was close to the pulse of it. I also got a sense that this organization intends to extend its reach further out toward the Membership. For me it really was a meeting that brought me closer to the heart of SLA.

*Leslie R. Fisher*

## **Microsoft Silicon Valley Campus Tour San Andreas Chapter November Tour**

Jane Bomberger and a team from the Microsoft campus in Redmond, Washington gave us a tour of the newly designed Microsoft website. A lively discussion of their philosophy of service followed. Microsoft Information Services is becoming much more of a “push” philosophy and reference site than it had in the past. They found they did not have enough staff to be constantly answering questions from the multitude of worldwide users. The new site is designed so that users can find the information on their own without asking for assistance from reference staff. With so many employees worldwide it makes a lot of sense for Microsoft to have an information site that allows people to be self-service. The site was well designed, easy to navigate, smooth to use and updated constantly.

For those of us that arrived early we enjoyed a presentation on Microsoft’s Ultimate TV product. An excellent appetizer assortment

was provided by Microsoft for our enjoyment between the presentations. The company also provided lots of freebies for everyone to take away and some excellent door prizes, as well.

Congratulations to the following door prize winners:

Jana Cassel  
Gartner  
Inside Out Book

Vanessa Hodge  
Gilead Sciences  
Encarta Reference Library 2002

Esther K. Johnson  
Quantum Services  
T-Shirt

Dawn Marquez  
Scios  
Bicycle Card Games

Cathy E. Miller  
Compaq  
Sidewinder Game Voice

Karen Murakami  
Office XP

Sally B. Peters  
Xerox  
T-Shirt

Lee Pharis  
Exponent  
Intellimouse

Ailya Rose  
Bicycle Card Games

Dayle Wilson Smidt  
Newoforma  
T-Shirt

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The turnout was excellent for this event and it was great to see so many people networking. Microsoft was an excellent host and we would like to thank them for opening their doors.

*Ailya Rose*

## **A Distance Learning Experience San Andreas Chapter December Meeting**

The second chapter meeting of the 2001-2002 year was an “experimental” one. And the experiment was rated a success by participants.

The December meeting was a lunch time meeting. We had 10 participants convening at a conference room at the Dialog Mountain View facility. From there we teleconferenced & web-connected to a “distance learning” broadcast that was one in a series of “Virtual Seminars” sponsored by SLA’s Strategic Learning Team. The event was an interactive lecture.

The title of the session was “Tempered Radicals: How People Use Difference to Inspire Change at Work” which is also the title of a forthcoming publication from Harvard Business School Press. The author and lecturer is Debra Meyerson, professor of management at the Simmons Graduate School of Management in Boston.

Debra coined the term “tempered radicals” for those who channel their efforts effectively

to bring about organizational change from within their workplaces. The theory Debra formulates focuses on organizational members who are purposeful change agents. Coming from the point of view that a static organization is one inclined toward failure, she addresses how to work effectively for change, even – especially – in the face of a fixed or resistant organizational culture. She provides insight and guidance on how “you can become a valued and successful member of your organization without selling out on either your identity or your ideals.”

I’ll venture to say that the participants at the December chapter meeting, one of approximately 20 sites logging into the seminar, felt a little bit radical just by nature of the meeting format. This was the first such event for the chapter. According to the post-lecture discussion, participants felt the format was a positive one.

The lecture was broadcast via tele-link. A simultaneous website provided access to the corresponding Powerpoint presentation. (There was no video-broadcast of the lecture itself.) The website also provided links to response forms for a series of polls posed during the lecture. Poll questions included some basic demographic info (pertaining to participant affiliation) as well as opinion & qualitative assessment pertaining to the topic of the lecture. Polling segments took 2-4 minutes and were tabulated immediately with displays on the website. There was an additional link on the website that allowed for submission of ad hoc questions from the listening participants. This was accessible throughout the lecture as well as at the Q&A period at the end.

As noted, during an offline, post-lecture discussion SA chapter participants decreed the

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seminar format a good one. The topic was interesting and provoked some sustained discussion. The medium was basically comfortable and certainly has potential for enriching our sense of an “expanded” professional peer

group. Conversely, the offline dialog following the session was relatively intimate. Participants were very enthusiastic about the entire meeting as a format for inspiring theory and supporting active discussion.

We did have some constructive criticism that was provided to the Strategic Learning Team via evaluation forms. It was noted that the session hand-outs could / should have been delivered [from the event mediator] prior to the session. This would enable study and contemplation of the topic, potentially inspiring more and higher quality questions.

Also, the seminar design allowed for both dial-in and web-submitted questions which were fielded at specific intervals during the seminar, but primarily at the Q&A section at the end of the seminar. Our group had questions to submit but encountered a technical roadblock when attempting to use the dial-in access. We also used the web-submission process but our question was not addressed. It was the opinion of SA chapter meeting participants that there was too much time spent engaged with relatively few telephone inquiries. As a result, there was extremely little time “allocated” for responses to web-submitted questions. As the live dialog of a telephone exchange is a less controlled medium, it was judged that given the limited time resource a better fielding mechanism is the web-relay.

The SLA Strategic Learning Team has several distance learning events currently posted on the Association website. And the SA

chapter program directors are keeping an eye on the list. We note that there are virtual seminars already calendared for next fall 2002. And we are eagerly awaiting announcements about seminar subjects.

For more information on Debra Meyerson, please see the Information Outlook interview in the October 2001 issue posted at <http://www.sla.org/Documents/IOMeyerson.doc>, or see Debra's article in the October 2001 issue of the Harvard Business Review.

*Leslie R. Fisher*

## **A Look at Forecasting the Future San Andreas Chapter January Meeting**

Nearly 50 people gathered at the Sun Microsystems campus in Santa Clara on Thursday, January 17<sup>th</sup>, for an evening meeting with speaker Dr. Roger Summit. Dr. Summit's talk, entitled “Day of Thorns and Roses, an Information Industry Outlook,” highlighted a wide variety of forecasts on technology trends and other factors affecting the information industry.

One of the techniques discussed by Dr. Summit was the use of bibliometric content analysis as a forecasting tool. By analyzing the frequency of appearance of selected terms in the news literature, it is possible to track the level of attention a particular topic is receiving from the media, and by inference, in society as a whole. This approach is similar to

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that used by John Naisbett in identifying the societal trends identified in his 1982 book, Megatrends. As one example, the frequency of occurrence of the word “wireless” has shown a steady increase over the past 10 years. The word “internet,” in contrast, shows a decline in frequency starting in 2001.

The broad categories in for which Dr. Summit presented forecasts and trends included legal and society, computers and technology, information industry and the Internet. Some of the trends noted as meaningful for our industry included:

- graying of society
- emergence of in-home networks and servers
- change from free to fee on the Internet
- prominence of women in the information industry

Questions and comments from the audience touched on the concept of “googlization” of the Internet, (discussed as a tendency for one search engine to emerge as the dominant player at any given time), how access to technical literature will evolve as the traditional publishing model changes, and finally the issues of privacy and computer security in the context of the internet. Dr. Summit provided a list of references and resources for future trends, including The Future of Ideas, by Lawrence Lessig (published 2001) and the article “Future e-access to the primary literature,” available at <http://www.nature.com/nature/debates/e-access>.

Thanks for this very successful program go to Cindy Hill, Manager of the Sun Information Center, for hosting the meeting, to Jonathan Silver of DNAX for handling registration, and to sponsors AIM and Taylor Associates. Thanks also to Bill Fisher for

providing an update on the efforts underway to develop a new name and brand identity for SLA, and most of all, to Roger Summit for his insightful views on the future.

*Libby Trudell*

## **Solo Group San Andreas Chapter January Meeting**

The Solo Division began its bi-monthly meetings for 2002 on January 15 at TRW in Sunnyvale. Jane Talbot, librarian at TRW, was our host. We began with a tour of the library, which focuses primarily on engineering. We met in the training room and shared our potluck. Even though we don't make food assignments, we always have a good variety for dinner. Eleven people attended making for a lively discussion. Our meetings over the last year have been well attended, usually with 10-15 people.

Our discussion on the 15<sup>th</sup> centered on copyright. One of our members had just attended a workshop entitled "Library Laws for the Web Environment" organized by InfoPeople. Mary Minnow, an attorney, consultant, and a former librarian and library trustee was the instructor. For more information on InfoPeople check out <http://www.infopeople.org>. We shared our concerns about copyright and talked about our own practices in document delivery services and digital copyright issues. Each of our situations is quite different but we apply copyright similarly.

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The value of our discussions is in sharing information. Since we are "solo," we do not have easy and frequent opportunities to share knowledge and ideas and get the validation of doing things "right," ... or to learn how to do the things that we don't know. These meetings provide that forum. And since we've been meeting consistently for more than a year the meetings give us an opportunity to see friends and meet new people.

If you are interested in joining us, please contact Vicky Gray at [victoria@covalent.to](mailto:victoria@covalent.to) (yes, .to is correct!) or 650-227-7723. Our next meeting will be on Thursday (we alternate Tuesdays and Thursdays), March 21, at the AIM office in Mountain View.

*Victoria Gray*

## **SLA Proposed Bylaws Changes**

At the SLA Winter Meeting in Chicago in January the Bylaws Subcommittee presented their report to the Board of Directors. The Bylaws as proposed represent major changes to the structure of the Association. For instance, the general membership would not be electing a President or any of the other positions. Every 3 years, we would elect 4 members to the Board. They would then select from among themselves who they felt was best qualified to be President, Treasurer, etc. The Chapter Cabinets and the Division Cabinets, where the Presidents of the Chapters and the Chairs of the Divisions meet to present their views to the Board are not mentioned at all in the proposal. The membership categories will be taken out of the Bylaws

and moved to guidelines.

The current SLA Bylaws can be found here: <http://www.sla.org/content/SLA/Bylaws/slabylaw.cfm>

Currently the Board is seeking input as to the Bylaws proposal that is currently on the table. All documents and information relating to the proposed changes can be found here: <http://www.sla.org/content/SLA/Structure/bylawsa33.cfm>

The Bylaws proposal itself may be found at the following URL:

<http://www.sla.org/content/SLA/Structure/recbylaws/httpwww6596.cfm>

Background documents are located at: <http://www.sla.org/content/SLA/Structure/Bylawguide.cfm> (SLA Bylaws Guidelines) and <http://www.sla.org/content/SLA/Structure/bkdoc.cfm> (SLA Bylaws Background Document) and <http://www.sla.org/content/SLA/Structure/sumlgrevisions.cfm> (Summary of Legal Counsel's Revisions)

Opinions on the proposed changes can be found in various places. Each of the current SLA Board Candidates was asked about their views on the changes and these can be found in those interviews elsewhere in this Fault-Line.

The Special Libraries Association needs change. It needs to be able to change with the times more quickly than it can now and that seems to be one of the major focuses of the new Bylaws. If you compare the current By-Laws with those that are being proposed it can be seen that by taking out many things from the By-Laws that response time will be decreased dramatically.

The procedure the Board is looking at is as follows: The Board is currently looking for

input to the proposal on the table. They hope to have a final document out to the membership 30 days before the Annual Meeting in June (early May). At the Annual Meeting in June, the members in attendance will vote whether to submit the proposal to the membership at large for a yea/nay vote. A ballot will then be mailed to the entire membership of which a simple majority will then pass or fail the proposal.

*Ailya Rose*

## **PIUG—Patent Information Users Group**

PIUG, Inc., the International Society for Patent Information, will be holding their annual meeting, PIUG 2002, on April 20 - April 24 at the Berkeley Marina Radisson in Berkeley, California. PIUG is a not-for-profit organization for individuals having a professional, scientific or technical interest in patent information.

With the ever increasing volume of patents and related technical documents, the effective retrieval and analysis of patent information has become an essential skill in business. Organized in 1988, the mission of PIUG is therefore to encourage the development of patent information research and analysis systems, to further develop members' patent research and analysis skills, and to provide appropriate recognition for its members excelling in the field.

Historically, the annual PIUG meeting has been held outside of Washington, DC. This year, however, the decision was made to bring PIUG 2002 to the West Coast to enable more of our colleagues to attend this very

valuable meeting. PIUG 2002 will focus on patent information from the Pacific Rim and promises to be a great opportunity for learning & networking!

An impressive panel of speakers includes officials from the Japanese Patent Office, the Intellectual Property Office of Singapore, and intellectual property attorneys from Australia, Korea, China and more.

Please point your browser to the PIUG 2002 web page (<http://www.piug.org/an02meet.html>) for more details, including a full list of meeting abstracts, speakers' biographies and registration information.

## **DIALOG Pricing : Connect Time vs. DialUnit**

Mary Ellen Bates, of Bates Information Services, wrote an excellent article for Searcher magazine entitled: *Dialog Pricing Redux: Déjà Vu All Over Again* .

The article is up on the Information Today web site, at <http://www.infotoday.com/searcher/mar02/bates.htm> and she adds this thought to the article: now that I've switched to connect-time pricing I feel like I've gotten all the power tools back again. I no longer fear using the CPU-intensive commands like RD, RANK and SORT.

It is an excellent article and I would recommend it to all who use Dialog.

*Ailya Rose*

## *SLA Virtual Seminar*

The Special Libraries Association's (SLA) Strategic Learning and Development Center invites information professionals and other interested persons to participate in a unique virtual learning opportunity. "Is Consulting for You? What is it Really Like?" is scheduled for Wednesday, February 27, 2002, from 2:00 P.M. - 3:30 P.M. (Eastern Standard Time).

In a time of downsizing, consulting appeals to many as a good way of leveraging experience. Although the flexible and varied work of a consultant may seem attractive, it can be a daunting experience to contemplate not knowing when or where the next check is coming from. Ulla de Stricker, author of a forthcoming Guide to Consulting primer will facilitate the session which covers a series of questions intended to structure the process of deciding whether consulting is a good career move, in addition, she will comment on some features of working as a consultant that are worth knowing about in advance.

Participants will learn:

- What preparations are needed prior to becoming a consultant?
- What skills and resources should you ideally have?
- Identifying personal characteristics and work style elements that may help or hinder the process?
- How to deal with the inevitable challenges and disappointments of consulting?
- What rewards can you expect?

This cost effective seminar combines the telephone and the Internet to present a low tech, high impact experience. Priced to fit your

pocketbook, the seminar is being offered to you for as little as \$185 (prices are listed in U.S. dollars). If you are unable to participate in the live seminar, you can purchase a V-Pak (audiotape, handout, and Web accessible slides) for a low member price of \$95.

The Virtual Seminar is scheduled for Wednesday, February 27, 2002. Here is a listing of times:

2:00 P.M.	-	3:30 P.M.	(Eastern)
1:00 P.M.	-	2:30 P.M.	(Central)
12:00 P.M.	-	1:30 P.M.	(Mountain)
11:00 A.M.	-	12:30 P.M.	(Pacific)
10:00 A.M.	-	11:30 A.M.	(Alaska)
9:00 A.M.	-	10:30 A.M.	(Hawaii)

About SLD: The Strategic Learning Team strives "to help information professionals become indispensable through learning. "The staff hopes that you share in this vision by choosing to participate in the career services, CE courses, MLS Renewal Program or any one of our numerous educational sessions. For more information about our upcoming residence or distance learning, please contact SLA's Strategic Learning Team at [learning@sla.org](mailto:learning@sla.org) or 202-939-3679.

## *Calendar of Upcoming Events*

Feb. 27	SLA Virtual Seminar : Is Consulting for You	<a href="http://www.sla.org/content/Events/distance/virtsem2002/feb02virtsem.cfm">http://www.sla.org/content/Events/distance/virtsem2002/feb02virtsem.cfm</a>
March 19	San Francisco Chapter Hors d'oeuvres meeting with Mizuki McGrath "Behind the Scenes at Google"	<a href="http://www.sims.berkeley.edu/sfsla/events/meetings/mar02fly.html">http://www.sims.berkeley.edu/sfsla/events/meetings/mar02fly.html</a>
March 25-26	Web Search University—San Francisco	<a href="http://www.websearchu.com/">http://www.websearchu.com/</a>
April	San Andreas Neighborhood Dinners	
April 17	San Francisco Chapter Neighborhood Dinners	
April 20-24	Patent Information Users Group—Berkeley	<a href="http://www.piug.org/an02meet.html">http://www.piug.org/an02meet.html</a>
May 23	San Andreas / San Francisco Joint Meeting	<a href="http://www.san-andreas-sla.org/programs/event_5-2002.html">http://www.san-andreas-sla.org/programs/event_5-2002.html</a>
June 8-13	93rd Annual Special Libraries Association Conference	<a href="http://www.sla.org/content/events/conference/2002annual/index.cfm">http://www.sla.org/content/events/conference/2002annual/index.cfm</a>

***San Andreas Chapter***  
[\*http://www.san-andreas-sla.org\*](http://www.san-andreas-sla.org)

### *Executive Board*

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**Treasurer:** Luisa Tosi Claeys  
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**Secretary:** Roger Sherman  
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# *San Andreas Chapter*

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

## *Advisory Council*

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Libby Trudell / Leslie Fisher  
(see previous page)

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