



FaultLine

September/October 2003

Volume 24, Issue 1

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FaultLine Staff:
Claudia Bach, Susan Casey,
Wynne Dobyns, Judy Faltz

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FaultLine

San Andreas Chapter
Special Libraries Association
September/October 2003
Volume 24, Issue 1

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From the Editor



Dear Chapter Members:

Welcome to another year of involvement in activities and issues facing us all as information professionals. The *FaultLine* staff is pleased to continue our proud tradition of providing

the Chapter with a gathering place for our group's thoughts and actions.

As usual, we'll try to keep you up-to-date on what's happening with the Chapter as a whole and with our individual members as well. We will be looking for some thought-provoking articles too so that we

can keep the discussion going as our profession continues down this path of relentless challenge and change.

Our staff for the year includes Judy Faltz and Wynne Dobyms, providing editorial services, and Susan Casey, who will be handling layout and prepress. We have room for more volunteers and the tasks have been made easier thanks to e-mail. So, if you enjoy communication and would like to be part of the newsletter staff, please let me know. We would love to have you join us.

Please enjoy our first issue. We're looking forward to a stimulating and exciting year.

Claudia Bach
Editor-in-Chief
San Andreas Chapter Faultline
cbach@document-center.com

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From the President



Welcome to the busy season—the time when our personal lives are filled with activities and our professional lives are filled with budget planning and year-end goals. You could certainly feel the energy at our first Chapter meeting of the year on September 16th.

The Martin Luther King, Jr. Library in San Jose was still bustling as we ended our meeting at 9 p.m. What an awesome event it was, with more than 100 people touring the beautiful new facility. We have another evening program, tour, and professional development event coming up in November, so there is much to look forward to.

From the perspective of mid-October, the June 2003 annual SLA meeting seems far, far away, on the other side of summer vacation and the start of a new school season. But, there were many great presentations there, and I would like to use this column to share some of the insights over the next few issues.

Winning in the Boardroom

One of the programs that I enjoyed the most was the LMD Consulting section's lunch meeting and workshop on "Winning in the Boardroom." Former SLA president Donna Scheeder gave a great opening presentation on positive negotiating, with a focus on practical techniques for bringing people together to get things done. Between her presentation and the discussion groups which followed, there were enough great ideas to supply content for *FaultLine* columns throughout the year! A few favorites:

Do your meeting homework

Before holding or participating in a meeting where you are seeking a favorable decision to a proposal, don't leave the negotiation and discussion to the meeting – work it out beforehand. Examples:

- Meet with each participant individually before the meeting to brief them and ask personally for their support.
- If someone is practicing negative politics, find out what they need and think of ways to help them achieve it as part of your proposal.
- Build alliances or partnerships to increase the number of stakeholders.

Build a favor bank

If you build trust and reliance by going out of your way to help others over time, you will have an invaluable resource when you need support in making a case to management or partnering to get something done across the organization.

Examples:

- Help someone new to the organization navigate his way through internal procedures or get connected to the right people.
- Establish a non-work connection with people from outside your own department.
- Remember that time is everyone's most valuable resource.

Know your organization

Have a mental map of who the influencers are for every decision – very often they are not only the obvious organizational managers, but the "experts" whose opinion is sought on key issues because of their depth of knowledge or experience in the organization. Examples:

- Identify two or three people whose opinions are highly respected by your manager and consult with them as part of formulating a plan or proposal.

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From President, -Cont'd.

- Within your client community, identify a couple of people who are trusted and credible to others in their departments and work to strengthen your relationship with them.

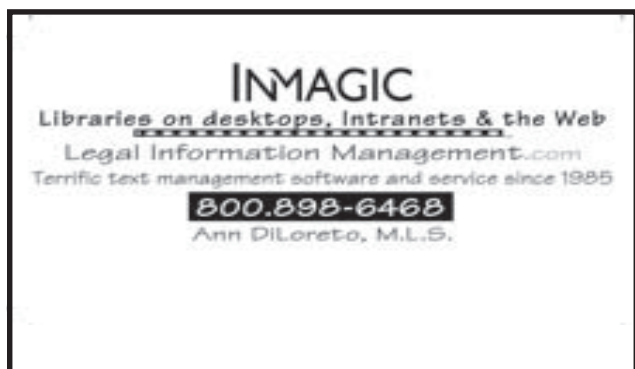
Donna also talked about the value of understanding and using the processes within your organization, getting feedback, building alliances, stepping up to fill voids left by others, and giving more credit to your allies and supporters than to yourself. It was great guidance for taking a positive approach to organizational politics.

I know that many of you have a wealth of experience in this area. If you have tips or anecdotes on how to win in the boardroom you'd like to share, please send them to me at libby.trudell@dialog.com, and I'll include them in an upcoming column. And if you have any suggestions or ideas for how the Chapter can be more effective, I would love to receive those as well.

Looking forward to a great year!

Libby Trudell

President, San Andreas Chapter SLA 2003-2004
libby.trudell@dialog.com



September Program and Tour

A gala event opened the 2003-2004 program and tour year for the San Andreas Chapter. Over 100 members, guests, and students attended the combined tour and program event on September 16, 2003, at the *new* Dr. Martin Luther King, Jr. Library in downtown San José. Brief remarks by Jane Light, director of the San José Public Library, and Jo Bell Whitlatch, associate dean of San José State University Library, set the tone for the evening. Both Jane and Jo Bell spoke enthusiastically about the challenges encountered and overcome in the planning and organization of this first ever joint-use library of its kind. Six individual tour groups then spent an hour exploring the service points, embedded art works, and special collection areas of the new library.

Thanks to the Program Committee chairs (Helen Josephine and Eric Kristofferson), the Tours Committee chair (Leslie Fischer), the Hospitality Committee (Bob Berg, chair and Linda McKell, co-chair for the September event), Bob McDermond, M. L. King, Jr. Library docent, the volunteer docents, and our sponsors, Advanced Information Management and Taylor & Associates, for a festive and informative beginning to the Chapter's year.

Helen Josephine
Manager, Information Management Group
Intel Libraries, Santa Clara
Intel Corporation
helen.b.josephine@intel.com

The How and Why of the Google UI

Marissa Mayer, Director of Consumer Web Products, Google
A San Andreas Chapter Program

Date: Wednesday, November 12, 2003
Time: 6:00 p.m. - 8:00 p.m.
Location: Exponent
149 Commonwealth Drive
Menlo Park, CA

ABSTRACT

Google has centered the design of its interface around user needs and demands. This talk will focus on Google's internal approach to user-centered design as well as the results that have been achieved. Google's product development process is fairly unstructured and flexible. All employees take part in the product definition, great ideas flow, and flexibility and creativity are fostered. The strengths and weaknesses of this approach will be covered, and discussion will include examples of how this process has contributed to Google's products and specifically its user interface.

BIOGRAPHY

Marissa Mayer, Director of Consumer Web Products, Google.

Marissa Mayer has been with Google since June 1999 and is currently director of Consumer Web Products and product manager for Google.com. Formerly the technical lead for the user-interface team, she has spearheaded almost every user-interface change to Google's Web site in the past four years. While at Google, she has worked on search classification, the Google Web directory, image search, and Google news. She has also internationalized Google's interface and has led much of the UI design and development effort, including establishing user testing. Several patents have been filed on her work.

Concurrently with her full-time work at Google, Marissa has taught introductory computer programming classes at Stanford to over 3,000 students and has received both the Centennial teaching award and the Forsythe award for outstanding contribution to undergraduate education. Prior to joining Google, Marissa worked at the UBS research lab (Ubilab) in Zurich, Switzerland, and SRI International in Menlo Park, California.

Marissa holds a B.S. with honors in Symbolic Systems from Stanford as well as an M.S. in Computer Science, also from Stanford.

DIRECTIONS:

Address and a MapQuest map are available at <http://www.exponent.com/offices/siliconvalley.html>

Please park near to and enter the north entrance to the building (faces Latham and Watkins). This entry is by the security guard and the library, and you will be escorted to the conference room. After the meeting, the exit door at the north entrance will be available.

LOGISTICS:

Registration: 5:45-6:00
Networking and Refreshments: 6:00-7:00
Program Speaker: 7:00-8:00

Deadline for reservations: November 5, 2003

COST: SLA Members and Guests \$15
Non-Members \$20
Student Members / Retired / Members Not Employed \$5

Sponsorship for this meeting has been graciously provided by Advanced Information Management and Taylor & Associates.

SLA San Andreas Chapter Member Sponsorship Fund

The SLA San Andreas Chapter has established a Member Sponsorship Fund that is available to at least 12 unemployed information professionals currently seeking work. The fund's purpose is to assist existing and prospective members to maintain or to establish membership in SLA and to become active in the Chapter. The Member Sponsorship Fund will be open to unemployed information professionals with an MLS/MLIS degree or with three years of experience in the following: as information specialists, librarians, Webmasters, content developers, vendors, researchers, or other roles in a library or information center.

Each recipient will receive funding for a one-year full membership in SLA, which includes financial support for one SLA division. It does not include support for any chapter or caucus affiliations. The recipients may choose to join additional SLA divisions, chapters, or caucus affiliations at their own expense.

In order to receive the funds, the sponsored member will be asked to participate in the San Andreas Chapter in one of the following ways:

- Attend at least two Chapter meetings and write at least two articles for the *FaultLine* reporting on these meetings.
- Participate as a committee member for one year in consultation with the Chapter president.
- Write at least two articles for the *FaultLine* on some other topics.

Please fill out the brief application form found on the San Andreas Chapter Web site at <http://www.san-andreas-sla.org/other/membersponsorship.html> in PDF or HTML.

The first 12 qualified applicants will receive the Member Sponsorship Funds. Deadline to apply for the 2003 – 2004 year is December 31, 2003.

If you have any questions, please contact Luisa Tosi Claeys by phone at 408-741-5426 or by email at Luisa@LuisaTosiClaeys.com.

Send your completed application by mail to Luisa Tosi Claeys, SLA San Andreas Chapter Membership Chair, 19995 Scotland Drive, Saratoga, CA, 95070-5036, by fax to 408-867-4549, or by email to Luisa@LuisaTosiClaeys.com.

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Professional Development

On November 19, the San Andreas Professional Development Committee will present a half-day workshop on marketing and advocacy for librarians and their libraries.

The workshop begins with the virtual seminar, "The Visible Librarian," hosted by Judith Seiss, a recognized expert in one-person librarianship and interpersonal networking. We will continue with further discussion of how to apply these concepts to your library and situation. SLA President and San Andreas' own Cindy Hill will share her experience in ensuring the viability and stability

of the library at Sun Microsystems. Cindy is well known for her ability to constantly convey the value of her library's services through ongoing networking and communication.

Ample time will be allowed for discussion of your individual situations and sharing of ideas. We will also enjoy lunch together! You should leave this session with at least two specific ideas that you can take with you and immediately put into practice.

For a detailed description of the virtual seminar, go to

<http://www.sla.org/content/Events/distance/virtsem2003/1119virtsem.cfm>.

Agenda

- 10:30 Registration
- 11:00 - 12:30 "The Visible Librarian" Virtual Seminar
- 12:30 - 1:00 Lunch
- 1:00 - 3:00 Cindy Hill, Manager, Sun Microsystems and SLA President

Exponent in Menlo Park has generously offered to host this event. Directions to the site and course materials will be sent to you when your registration is received. Space is limited so sign up now!

Registration form on next page



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Assert Your Value - A Half Day Workshop on Marketing and Advocacy for Librarians

Wednesday, November 19, 2003
10:30-3:30
Exponent, Menlo Park

Deadline for reservations: November 12, 2003

Cost: SLA Members - \$10
Non-Members - \$15

SLA Members may bring one Non-Member as a free special guest. But you must register on the same form!

Detach and mail this portion with your check

Name: _____ (SLA Member/Non-Member)

Non-Member Guest: _____

Telephone: _____

Employer/Affiliation: _____

E-mail (Required - directions and course materials will be sent in advance of the event): _____

Check enclosed for \$ _____

Please make all checks payable to San Andreas Chapter, SLA.

Mail Registration Form and check made out to San Andreas Chapter of SLA to:

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PHONE: 415-732-8621
FAX: 415-732-8664
bob.berg@dialog.com

Member News

Please welcome Andrea Cowan to the SLA San Andreas Chapter. Andrea is a regional sales manager for Swets Blackwell. She covers the corporate, medical, and government accounts for Northern California, San Diego, and Hawaii.

Andrea lives in San Diego and also belongs to the SLA San Diego Chapter. She frequently works in and travels to San Jose and Santa Clara. Andrea received her B.A. degree from SDSU in Fine Arts

and worked for a publisher prior to joining Swets Blackwell in 2001.

Although Andrea is a new member to SLA, she is familiar with the group through industry events. Andrea has also attended the SLA Annual Meeting as a Swets representative.

Luisa Tosi Claeys

SLA San Andreas Chapter Membership Chair 2003 - 2004

www.LuisaTosiClaeys.com

Luisa@LuisaTosiClaeys.com

SCIP Chapter Meeting

Date: November 13, 2003

Time: 6:30-8:30 p.m.

Location: SEMI

3081 Zanker Rd

San Jose, CA

Don Baul will be presenting "Synergism: Creating CI Value in a Downsizing Economy".

For the meeting and registration information, see

<https://s08.123signup.com/servlet/SignUp?P=185719116935200&PG=1857182300>

An Evening with Janice Lachance and Cindy Hill

Joint San Andreas and San Francisco Chapter Meeting

Date: February 5, 2004

Time: 6:30-8:30 p.m.

Location: San Mateo County History Museum
777 Hamilton St.
Redwood City, CA

Save this date and plan to join us in the rotunda of the San Mateo County History Museum (<http://www.sanmateocountyhistory.com>) in Redwood City for dinner and the opportunity to meet and hear the views of Janice Lachance, the new Executive Director, along with our own Cindy Hill, current SLA president.

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Career Options for Librarians

A joint program presented by

San Jose State University School of Library and Information Science Alumni Association
San Andreas Chapter of Special Libraries Association
Northern California/Nevada Medical Library Group
Northern California Association of Law Librarians

This will be a teleconference between SJSU San Jose, Sacramento, and Fullerton.

Interested in learning more about career options ranging from public and academic to corporate, law, and medical libraries? A panel of librarians from different career paths will talk about their jobs and share insights on how to pursue specific career objectives. The panel will include a question and answer period, and will be followed by a reception offering an opportunity to network for job opportunities and meet local career agencies.

Where:

SJSU Instructional Resource Center, Room 308

<http://slisweb.sjsu.edu/slis/sjcampusmaps.htm#sj>

<http://slisweb.sjsu.edu/slis/sjcampusmaps.htm>

- it is building 7 on this map.

CSU Fullerton, Pollak Library South, PLS 61 (downstairs)

<http://witloof.sjsu.edu/slis/csufullertonmaps.htm>

Sacramento State, Library Room 65

<http://witloof.sjsu.edu/slis/sacramento.htm>

When: Saturday, November 22, 2003, at 9:30 a.m.

Some of the speakers are

- Penny Scott, Reference Librarian, University of San Francisco
- Marlene Vogelsang, PG&E Energy Center, San Francisco
- Rachael Clemens, Distance Learning Librarian, CSU Fullerton
- Rosanne Macek, Children's librarian at Santa Clara Public Library System
- TBA, law librarian

Hella Bluhm-Stieber, MLIS, AHIP

Milton J. Chatton Medical Library

Santa Clara Valley Health & Hospital System

(408) 885-5654

Fax (408) 885-5655

Hella.Bluhm-Stieber@hhs.co.santa-clara.ca.us

Member Survey Summary

In July, Chapter members received a listserv e-mail asking them to complete a survey about professional development and membership activities. Sixty members completed the anonymous seven-question survey. Results are summarized below.

The results of the main question, in which respondents were offered a choice of session topics and asked their level of interest in each, were fairly well split among

all the options with “High Interest” expressed most for Job Hunting/Career Development and Marketing the Library (each with 48%) and second, Valuing Information Services and Competitive Intelligence (46% each). The least popular topic in that question was Records Retention and Management with only 23%.

Given free rein to suggest a topic of their own choosing, “taxonomy” was the most popular suggestion.

<i>Topic</i>	<i>High Interest</i>	<i>Some Interest</i>	<i>Little Interest</i>	<i>N/A</i>	<i>Response Average</i>
Job hunting / career development	48% (28)	40% (23)	10% (6)	2% (1)	1.61
Metadata / data exchange technologies	33% (19)	40% (23)	23% (13)	4% (2)	1.89
Licensing	30% (17)	42% (24)	23% (13)	5% (3)	1.93
Valuing information services	46% (26)	42% (24)	12% (7)	0% (0)	1.67
Records retention and management	23% (13)	34% (19)	38% (21)	5% (3)	2.15
Competitive intelligence	46% (26)	33% (19)	12% (7)	9% (5)	1.63
Marketing the library	48% (28)	31% (18)	17% (10)	3% (2)	1.68
Management communication techniques	39% (21)	42% (25)	15% (9)	3% (2)	1.75
Total Respondents					60
(skipped this question)					0

In an attempt to determine other societies and professional organizations that may prove good partners for learning opportunities, the survey asked about memberships our members have in addition to SLA. The top three were ALA, MLA, and AALL. We also asked about the societies that their library users would belong to and found a wide variety there, with most respondents supporting users who belong to the IEEE, AMA, ACM, and ACS.

Responses to the fifth question, “Have you attended a professional development session offered by the San Andreas Chapter?” were evenly split with half having attended and half not. Two people declined to answer this question.

Finally, we asked two questions about professional development sessions in general. First, what would drive the decision to attend a session? Topic was by far the most important factor but answers related to

scheduling or timing and location were also cited. Cost was a factor but not as important as the others. Second, we asked an open question to allow respondents to offer any additional suggestions about sessions. This resulted in some interesting answers that will certainly provide food for thought and discussion within the committee and the Chapter itself.

Thank you to all the members who took the time to complete our survey. We hope to provide you with activities and resources that meet the needs you have. Detailed survey results can be obtained on the Chapter Web site at:

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

Mary-Lynn Bragg
Info Express
marylynn@ieonline.com

Calendar

Upcoming Events

November 12, 2003, “The How and Why of the Google UI”

November 13, 2003, Tour: USGS Library – Menlo Park

November 13, 2003, SCIP meeting at SEMI, 6:30-8:30

November 14-17, 2003, *California Library Association (CLA) Annual Conference*, Ontario, CA

November 19, 2003, SLA Virtual Seminar Series: “The Visible Librarian”

November 22, 2003, Teleconference: “Career Options for Librarians” presented at SJSU, CSU Fullerton and CSU Sacramento

December, 2003 (date TBD), Solo Librarians Dinner Meeting

January 20, 2004, “XML and MARC: Are They Compatible?”

January 22-24, 2004, *SLA Winter Meeting 2004*, Albuquerque, NM

March 10-12, 2004, *Computers in Libraries 2004*, Washington, DC

April 28-May 2, 2004, *18th Annual Association of Independent Information Professionals (AIIP) Conference*, Austin, TX

June 5-10, 2004, *95th Annual Special Libraries Association Conference*, Nashville, TN

San Andreas Chapter

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

Executive Board

President: Libby Trudell
(650) 254-8245
ltrudell@netbox.com

Past President: Ailya Rose
(805) 643- 7700
speciallibrarian@mindspring.com

President Elect: Luisa Tosi Claeys
(408) 741-5426
Luisa@.LuisaTosiClaeys.com

Secretary: Pamela Gore
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pam.gore@hp.com

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(650) 604-3140
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Director: Helen Josephine
(408) 653-5378
helen.b.josephine@jntel.com

Director: Eric Kristofferson
(408) 522-6697
ekristofferson@sjm.cgm

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Advisory Council

ADVERTISING:

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BULLETIN:

Claudia Bach
(650) 591-7600
cbach@document-center.com

BYLAWS:

Ailya Rose
(805) 643- 7700
speciallibrarian@mindspring.com

DISCUSSION LIST:

Libby Trudell
(650) 254-8245
ltrudell@netbox.com

HOSPITALITY COMMITTEE:

Bob Berg
(415) 732-8621
bob.berg@dialog.com

JOBLINE COMMITTEE:

Rosalind Young
(650) 724-3343
rsyoung224@aol.com

MAILING:

Linda Yamamoto
(650) 723-0864
linday@Stanford.edu

NOMINATIONS:

Jana Cassel
(408) 468-8625
Jana.Cassel@gartner.com

PROFESSIONAL DEVELOPMENT:

Mary-Lynn Bragg
(650) 812-3569
marylynn@reviews.com

PROGRAMS:

Helen Josephine / Eric Kristofferson
Helen Josephine, (408) 653-5378/
helen.b.Josephine@intel.com
Eric Kristofferson, {408} 522-6697
ekristofferson@sjm.com

SOLO LIBRARIANS:

Vicky Gray
(650) 341-0824
vmgray@aol.com

STUDENT RELATIONS LIAISON:

Eli Edwards
(510) 818-1472
eedwards@wahoo.sjsu.edu

TOURS COMMITTEE:

Leslie Fisher
(650) 688-7172
leslie.fisher@roche.com

WEBSITE:

Jane Ibl
(650) 688- 7172
jibl@exponent.com